

## AdBlogger Instructions

### How to install the AdBlogger template on Blogger and Start Making Adsense Cash with a Blogger Blog!

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#### 1. Download template and background image

Check the video walkthrough and templates at my site [imrat.com](http://imrat.com)

#### 2. Pick your keywords - follow the Back To Oldschool Guide

For example:

Main keyword: Acne

Target keyword: Acne Cures

#### 3. Login at Blogger

Use your google account, or register one

#### 4. Create a new blog

Blog Title - Something interesting including your target keyword phrase

Blog address: Use your keyword phrase, in the following order:

- 1) acnecures.blogspot.com
- 2) acne-cures.blogspot.com
- 3) acnecuresblog.com (replace blog with anything you like: news, info, reviews, etc)
- 4) acne-cures-blog.com (replace blog with anything you like: news, info, reviews, etc)

Enter the captcha

Continue

Choose minima theme

Continue

#### 5. Create your draft images post

Blogger does not have any way of officially storing images in a kind of media library.

But - I've got a work around for you. Just create a post, include the background image in the post by uploading and then save the post, but...

\* DONT PUBLISH \*

Then just click the preview link, right click the image, and copy the image link. Save the URL of the image to your notebook because you will need it later.

Also - if you have already setup a blog at blogger with this approach, then just use the URL to the background image of that blog. No need to create another one.

## **6. Create your Contact Me Page**

The easiest way of doing this, and capturing email addresses for future use (\* lists \*), is to embed a Google Form using google docs. If you've already got a form setup for another blog, just embed that one.

If not, just go over to Google Docs, login with your Google Account, and start creating whatever data you want to capture.

Once done, select the More actions button, and 1) edit the confirmation message as appropriate, and 2) get & copy your embed code.

In your Blogger post, go to HTML mode and paste the embed code.

Then set your post options:

- No reader comments, hide existing
- Set post date to last year
- Set label as page

Publish the page, view it, and note down the page URL in your notebook. You will need it later.

## **7. Create your Privacy Policy Page**

Use this site to [generate your privacy policy](#) which is compliant with adsense.

Then post the result as your post, formatting it as you see fit.

Again, like with the contact page set the following Post options:

- No reader comments, hide existing
- Set post date to last year
- Set label as page

Publish the page, view it, and note down the page URL in your notebook. Again...you will need it later.

## **8. Create your Terms and Conditions Page**

There are loads of options for this online, just search Google for them. The one I use is from the [UK Government's Business Link site](#). You can also use this for things like your Privacy Policy, but I prefer the one linked to above.

Set the Post options:

- No reader comments, hide existing
- Set post date to last year
- Set label as page

Publish, view, note page URL.

## 9. Find your authority site

Authority & trust are important and increasingly [tests indicate it might be a factor used in Ranking sites](#). Therefore make sure that your sites link out to a relevant authority site. How to find one?

Take your target keyword and search for it in Google. Look at the top results, and see if you can spot a Wikipedia listing, or .edu or .org website. If there isnt one, move a "level up" to your main keyword.

"Whats a level up?"....A level up is "Acne" if your target keyword is "Acne Cures".

If your still out of luck, just look on Wikipedia for a relevant page to your topic and use that one.

Note the URL in the your notebook, you will need it later.

## 10. Post your 4 articles

Write (or outsource) your 4 articles. 2 for your main keyword, and 2 for your target keyword.

Then post them on your blogger blog. Make sure you first create your other posts (see previous steps) otherwise your articles wont show up on the home page.

As per Steve & Tim's template, if you dont use a blog title then it wont show a post heading on the home page.

I suggest you experiment whether with or without title works best. Make sure related keywords are included in your page title if you do, and keep it to 70 characters. For example:

Herbal Acne Cures

Feel free to include images in your post.

## 11. Update template file

Under step 1 you will have saved your template file somewhere. Lost it? Dont worry, just download it again (see Resources section above).

Get your favorite text editor, as you will need to change a couple of things.

Search for: `[** PUT YOUR DESCRIPTION HERE **]`

Replace this with a brief description of your site, make sure you include your target and main keyword, and a call to action to get people to visit your site from the search engines. Also try and keep it shorter than 155 characters.

Search for: `/* AdBlogger - Replace Background URL */`

Look for a line starting with `background: #444 url(` and replace the URL included with the URL to your image you noted as per step 5 above. Make sure you keep the following structure:

```
background: #444 url(http://yoururl/yourimage.png) repeat;
```

Then save with a new name.

## 12. Upload your template file

Browse to the [Blogger Dashboard/Home](#). You should still be logged in.

The blog you created in Step 4 should be listed on that page. Click on the "Layout" link, followed by the "Edit HTML" link.

Then under the Backup/Restore Template, upload your template file created under Step 11 by clicking the "Browse..." & "Upload" buttons.

It will then ask you where you want to delete a number of widgets. Just confirm & save as you dont need those Widgets anyway.

## 13. Setup the page layout

Next, click the "Page elements" link in the sub menu bar.

First, blog intro. Click on the "Edit" link in the Blog intro... box. Enter a title with your target keyword, and a description that outlines what your blog is about. Try and use a couple of related keywords in the description.

Next, the Site Links. There are two places to enter these. At the top and the bottom of the Page Elements screen. Edit the Top Site Links, and add the links:

- Privacy policy (url from Step 7)
- Terms & conditions (url from Step 8)
- Authority link (url from Step 9)
- Contact me (url from step 6)
- Homepage (url as per step 4)

Do the same for the Footer Link List.

Its now time to setup your ad widgets.

When I setup a new blog, I initially dont include any adsense code. I get all the content sorted, make sure it gets indexed by Google, and build a couple of back links. I recommend that you do the same.

So for now include the images I referred to under the resources section above. Click on the edit link for the Side Ad 1 widget, and enter the following in the content. You can leave the title as is:

```

```

Do the same for Side Ad 2.

For Square Ad, add the following as content, again leave the title as is:

```

```

And the final one, for Link Ads, add the image in 3 times:

```
  
  

```

Finally, the last widget to setup and that is the main post widget. Click the edit link in the Blog Posts square, and configure it as followed:

- 4 blog posts on the main page
- No date
- No labels
- No quick editing
- No show ads between posts

Save

### **13. Configure Blog Settings**

As a final step, you will just need to configure some settings on your blog to make sure the search engines know its there. Click the Settings tab.

Basic settings:

- Check whether title is correct
- Add a description as per Step 11
- Add to blogger listings: Yes
- Let search engines find it: Yes
- Show quick editing: No
- Email post link: Yes
- Adult: No
- Editor: Updated
- No transliterations

Formatting:

- 4 posts on main page

Comments:

- Hide backlinks

Archiving:

- No archive

### **14. Get It Indexed & Rank**

The quickest way I have found to get your site indexed is to digg and stumble it, and then start creating some backlinks. I'm not going into this in detail here, as there is loads of stuff around the web - both free and paid. Here are some good tips from ProBlogger: [5 Ways to Get Your Blog Indexed by Google in 24 Hours](#)  
To check whether your site is indexed, type the following in google:

```
site: acnecuresblog.blogspot.com
```

Secret advanced tip: Setup a google alert with the above search. That way you will receive an email as soon as your blog is indexed!!

## 15. Setup your ads

Its time to setup your adsense ads now. Again, I will assume you know how to use the Adsense features to get the embed code for your ads. Just replace the `<img src="">` code you included previously with the google ad code.

Side Ad 1 > Skyscraper 120x600 px  
Side Ad 2 > Skyscraper 120x600 px  
Square Ad > Big square 336x280 px  
Links Ads > Link Unit 180x90px (include code three times)

Then make sure Adsense reporting is enabled as well. Click on the Monetize tab, and choose the "Dont add ads, just enable reporting" option.

If your blogger account is not yet linked to your adsense account, then also choose "Switch Internet Account" and make sure you are linked to the correct account.

A couple of tips:

- Make sure you use the correct ad sizes - See resources & links section above
- For the colour scheme, use the default Google color scheme but set the border to white, and the display URL to black
- Give each ad its own channel so you can track performance of each one
- Also make sure you setup a URL channel so you can track performance of each blog in Adsense
- Check your allowed sites setting in the Adsense Setup area. Make sure its set to Any site, or include the URL of your blog

## 16. Improve your rankings

Continue to build backlinks, making sure you mix and match the anchor text between your main keyword, target keyword, web address, and related keywords. Also make sure you create some backlinks to your main post pages, and your contact us page. Again, make sure that each page that is linking to your site is indexed by Google.