

# Google Hot Trends

By ...

Paul Counts

**Compliments of ...**

***Internet Marketing Video Training Center***

## **LEGAL NOTICE:**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made.

Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

## Step 1 – Google Hot Trends

- Go to the Google Hot Trends page - <http://www.google.com/trends/hottrends>
- Browse through Hot Trends.
  - Look for Hot Trends that are related to topics that you know of that people actively spend money in.
    - Sports = Sports Memorabilia Sales
    - Music Lyrics = CDs
    - DVD, Movies, or Song Titles = Merchandise
    - Actors = Movie Merchandise
    - Product or Major Brand Names = Products
- Click on Hot Trend title for more information.
  - Browse related blog posts to see ideas for content.
  - Browse news stories related to that topic for content ideas or to learn more about that topic.
- Select Hot Trend that you want to work with.

## Step 2 – Write Content On Hot Trend Topic

- Write between 100 and 200 words of content related to your subject.
  - Use other blog posts and related websites for ideas on content.
- Other Options for Content:
  - Copy/Paste an article or part of an article on the subject.
    - Be sure you provide an active and direct link to the original story on the original author's website and NEVER claim that you are the author. Put their name and new site name on the article. Ensure you provide a direct link.

## Step 3 – Create Blogger.com Account – Post Article On Website

- Go to [www.blogger.com](http://www.blogger.com) and sign up for an account.
  - You can use your Google or Gmail account if you already have one.
- Once logged into Blogger.com Dashboard click on the Create a Blog option.

- Name your blog with something that brings in the name hot news, breaking news, up to the minute news, etc. If the name you choose is unavailable just add like 123 at the end of it or add like abc you can add. Type in the name in the blog address URL so it matches the actual name of your blog.
- Choose a template next. Don't be too picky, pick one that looks good. You can always change it later.
- Next you are on the screen to start editing your blog.
- Copy/Paste the brief content you came up with for your topic from your text file into the designated area.
- Title your post the name of the hot trend topic you are targeting. (i.e. 2009 Rose Bowl Tickets)
- Post your content.

#### **Step 4 – Monetizing Your Blogger With Google AdSense**

- Return to your dashboard in Blogger.com. (Click On Orange Button)
- Click on layout and look for the Add A Gadget button on the layout page.
  - Scroll through the page that pops up and click on AdSense.
  - Click on Don't have AdSense account at the top. Follow on screen instructions to setup your account. You will get a confirmation e-mail from Google so be sure to look for it in all of your folders.
- Now that your AdSense account is setup you will simply go back to the AdSense "Dashboard by going to Layout and clicking on Add Gadget on that page, and from there click on AdSense.
- Next you will setup your AdSense ads by selecting the style of ad you run. You want to stick with text based ads as they tend to convert the best, and you want to keep your ads blended.
- Setup your banners.
  - The 468 X 60 Banner is the best for top ads on most Blogger themes.
  - For the right side a 160 X 600 Banner Ad is great.
  - You can play around with the sizes as you can see what they look like when live, and you can change them to get the best look and feel.

## Step 5 – Start Driving Traffic To Your Site

- Go To [www.Digg.com](http://www.Digg.com)
  - Setup your Digg.com account.
  - Log-in and follow video instructions to submit your link.
  - When submitting your link make sure you link to the direct post page.
- Go To [www.FeedAgg.com](http://www.FeedAgg.com)
  - Click on where it says Add Feed.
  - Open a new tab with your Blogger.com page and scroll to the bottom and look for Post (Atom)
  - Copy and paste the RSS Feed and submit that with FeedAgg.com submission page using instructions in video.

## Step 6 – Driving More Traffic To Your Site

- Go To [www.Propeller.com](http://www.Propeller.com)
  - Setup your Propeller.com account.
  - Log-in and follow video instructions to submit your link.
- Go To [www.Delicious.com](http://www.Delicious.com)
  - Setup your Delicious.com account.
  - Log-in and follow video instructions to submit your link.
- Go To [www.StumbleUpon.com](http://www.StumbleUpon.com)
  - Setup your StumbleUpon.com account.
  - Follow StumbleUpon.com on page instructions to setup the StumbleUpon tool bar.
  - Follow video instructions to submit page.
- Go To [www.SocialMarking.com](http://www.SocialMarking.com)
  - Find many more places to get social links from to get more fast traffic.
  - Setup accounts with different companies using same steps as above.
  - Submission process for these social bookmarking websites are very similar to the sites you previously submitted to.
- Go To [www.PingOMatic.com](http://www.PingOMatic.com)
  - Submit your blog here whenever you make a new post.
  - Follow the on screen instructions to submit.

## **Step 7 – Next Steps**

- Go back to Google Hot Trends (<http://www.google.com/trends/hottrends>) and repeat the steps again.
  - This time all you have to do is simply write your content, upload post, and do the few marketing methods mentioned above.
  - Watch the videos again for more instructions.

## **Important Instructions**

Visit [www.google.com/adsense](http://www.google.com/adsense) to check your earnings. Log-in with the information you have signed up with and you can see your earnings.