

Traffic Valet

Traffic Valet is a program that unlocks the door to Google's "AdSense for Domains" program for domain holders who don't hold huge inventories. (Google usually reserves this program for very large domain holders.) It is essentially a cooperative that allows domain holders to pool their holdings and qualify for the AdSense program. You do have to have a fairly large or high-traffic domain inventory to get approved there.

This is a great opportunity for people who have good traffic, but don't have the 750,000 page views per month that Google requires. Traffic Valet also allows you to have a custom banner or graphic in the top frame, and a "for sale" link to a URL of your choice. Keyword optimization is automatic, but it can be manually adjusted (after stats have appeared for that particular domain). Stats are not updated frequently.

Stats from Traffic Valet are slower than with other services, but in many cases it will pay more. Income for us has fluctuated from month-to-month. Stats are usually delayed 24 hours, but this delay can sometime stretch to several days. If you want real-time stats this program is not for you. It is a well-run no-frills program that pays well.

An example of a Traffic Valet Domain is behaviouralmedicine.com.
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