



Introduction to Google AdSense

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Monetizing Your Website with AdSense Is Profitable

How do you maximize your site? By earning a few dollars per click from displaying AdSense ads on it! Many Internet entrepreneurs are now realizing that good money is made from this source of revenue. Try the simple mathematical computation of multiplying those clicks for every page on your website and you get a summation of earnings equivalent to a monthly residual income with that little effort you have made.

Google AdSense is a fast and easy way for website publishers of all sizes to display relevant and text-based Google ads on their website's content pages and earn money in the process. The ads displayed are related to what your users are looking for on your site. This is the main reason why you can monetize and enhance your content pages using AdSense.

How much you will earn depends on how much the advertisers are willing to pay. It will also depend on the keywords required. If the keywords the advertiser has chosen are in high demand, you could receive more dollars per click. On the other hand, low demand keywords will earn you just a few cents per click.

How Can You Start Making Profits?

1. Sign up for an AdSense account. It will only take a few minutes of your time.
2. When your website is accepted, you will receive a programming clip code to include in your web pages. You can insert this code on as many pages or websites that you want. The AdSense Advertisements will start appearing almost immediately after you insert the code.
3. You will be earning a few cents to a few dollars per click when someone starts clicking on the AdSense ads displayed on any of your web pages. Trying to earn false revenues by repetitively clicking on your own ads is against Google's AdSense rules. This will result in a penalty or the possibility of your site being

banned from the AdSense program. You can also lose any money that you had earned with AdSense ads.

4. View your statistics. AdSense earnings can be checked anytime by logging into your AdSense account.

Once you have your account working, you may want to pattern your account to the many sites that are earning more money than you are. It is important to note that there are factors affecting how your website will perform and the amount of money it will give you.

It is a common practice that when a site earning money, the tendency is for the owner to want to make more out of what they are getting already. It usually takes some time combined with trial and error to attain what you want for your AdSense contents.

How Do You Increase Your AdSense Earnings?

1. Choose one topic per page. It is best to write content for your page with just a few targeted phrases. Google will then serve AdSense ads that are more relevant which will then result in higher clickthroughs.
2. Integrate your ads into your website's color scheme and layout. If your ads looks like ads, you will not get as high of a clickthrough rate. Google gives you choices of colors for your advertisements which can complement the color of your website.
3. Test your ad placement. Many websites find good success with vertical advertisements; other websites find success with top navigation AdSense bars. Generally if your ad looks like a banner ad, most of your visitors will simply ignore the ad.
4. Create content-based pages. Widen the theme of your website by creating pages that focus more on your specific keyword phrases. This will optimize the pages for the search engines. It can not only attract traffic but also make the pages more relevant for the AdSense ads to be displayed.

3 Reasons Why Adsense Is Essential For Content Sites

To understand why Adsense is essential for your content sites is to know first how Adsense advertising works.

The concept is actually quite simple. The publisher or the webmaster inserts a small piece of programming code into a website. Then each time that page is accessed, the code will pull advertisements from the Adsense program. The ads that are targeted should therefore be related to the content that is contained on the web page serving the ad. If a visitor clicks on an advertisement, the webmaster serving the ad earns a portion of the money that the advertiser is paying the search engine for the click.

Google handles all the tracking and payments, providing an easy way for webmasters to display content-sensitive and targeted ads without having the hassle of soliciting advertisers, collecting funds, monitoring the clicks and statistics. Normally advertising is a time-consuming task, but Google has made advertising easy enough for even new Internet entrepreneurs to begin tapping into the advertising market. Also, webmasters are less concerned by the lack of information search engines are providing and are more focused in making cash from these search engines.

There is never a shortage of advertisers in the program from which Google pulls the Adsense ads.

The first reason why Adsense is essential for content sites is because it already has come a long way in understanding the needs of publishers and webmasters. Together with its continuous progression is the appearance of more advanced system that allows full ad customization. Webmasters are given the chance to choose from many different types of text ad formats to better complement their website and fit their webpage layout.

The different formatting enables the site owners the possibility of more click through from visitors who may or may not be aware of what they are clicking on. It can also

appeal to the people visiting the website, thus make the visitor take that next step of clicking and advertisement. This way the people behind the AdSense will get their content read and making profit in the process.

The second reason AdSense is essential for content sites is the ability of the AdSense publishers to track not only how their sites are progressing but also the earnings based on the webmaster-defined channels. The recent improvements in the search engines gives webmasters the capability to monitor how their ads are performing using customizable reports that has the capacity to detail page impressions, clicks and click-through rates. Webmasters and publishers can now track specific ad formats, colors and pages within a website. Trends are also easily spotted.

With the real-time reporting at hand, the effectiveness of the changes made will be assessed quickly. There would be time to sort out the contents that people are making the most clicks on. The ever-changing demands would be met while generating cash for the webmasters and publishers. The more flexible tools are also allowing webmasters to group web pages by URL, domain, ad type or category, which will provide them some accurate insight on which pages, ads and domains are performing best.

The last and final reason that content sites should publish AdSense ads is that the advertisers have realized the benefits associated with having their ads served on targeted websites. This increases the possibility that a prospective web surfer will have an interest in their product and services. All because of the content and its constant maintenance. As opposed to those who are not using AdSense in their sites, they are given the option of having other people do their content for them, giving them the benefit of having successful and money-generating websites.

AdSense is all about targeted content—the more targeted your content is, the more targeted the AdSense ads will be. There are some webmasters and publishers who are focused more on their site contents and how best to maintain them rather than the cash that the ads will generate for them. This is the part where the effectiveness is working its best.

The Basics of AdSense

Adsense is considered one of the most powerful tools in a website publisher's arsenal. It enables a website owner to monetize their sites quickly and easily. If used properly, AdSense can generate a very large and healthy income. However, if you are not using AdSense correctly and you are just maximizing the income you squeeze from it, you are actually leaving a lot of money on the table.

Earning money with AdSense can be quick and easy if you have the right strategy. You will be amazed at the results you will be getting in such a short period of time.

Start by writing some quality content articles that incorporate specific keyword phrases. There are a lot of people given the gift of being good with words. Writing comes easy for them. Why not make it work in such a way that you will be earning some extra cash in the process?

If you feel like you are not blessed with great writing skills, we discuss in other ebooks how you can use other writers' information for your AdSense articles.

There are actually three steps to learn before you begin writing your ads and having an effective AdSense program:

- **Keyword research.** Find some popular subjects, keywords or phrases related to your website's topic. A few keyword research tools include the Overture Keyword Suggestion Tool (<http://inventory.overture.com>), Keyword Discovery, and WordTracker (<http://www.wordtracker.com>).
- **Writing articles.** Start writing original content with keywords from the topics that you have achieved in your search. Take note that search engines are taking pride in the quality of their articles and what you will be writing should keep up with their demands.
- **Quality content site.** Build a quality content page incorporated with AdSense ads that is targeting the subject and keywords of your articles and websites.

The proper positioning of your ads should be done with care. Try to position your ads where surfers are most likely to click on them. According to research, the one place

that Internet surfers look first when they visit a certain site is the top left. Web users' eyes have been trained to read top to bottom, left to right. Search engine results pages (SERPs) display the top ranked sites as the top results in the top left corner so users' eyes are trained to look for quality content in that top left spot.

Banners and skyscrapers are dead. So you better forget about banners and skyscrapers. Surfers universally ignore these kinds of ad formats. The reason behind this is that they are recognized as an advert and advertisements are rarely of any interest for any website visitor.

Some new Internet entrepreneurs using Adsense may already run advertisements on their sites and think they are doing pretty well already. Maybe their clickthrough rates and CPM figures are quite healthy. However, there are always more techniques and strategies to generate more clicks to increase Adsense earnings. By knowing these techniques and working them to your advantage, you will potentially get many more clickthroughs than before.

Finally, Adsense has some excellent tracking statistics that allows webmasters and publishers to track their results across a number of websites on a site by site, page by page, or any other basis you wanted. You should be aware of this capability and make the most of it because it is one powerful tool that will help you find out which ads are performing best. This allows you to fine tune your Adsense page content and focus more on the ads being visited the most rather than those that are being ignored.

To really start making money with Adsense, you should have a definite focus on what you wanted to achieve and how you will go about achieving your goals. As with any other kind of business ventures, time is needed coupled with patience.

Do not just ignore your site and your Adsense pages once you have finished them. Spare some time, even just an hour every week, making adjustments to the Adsense ads on your sites to increase your Adsense income.

2 Surefire Ways to Maximize Adsense Earnings

Most webmasters know that Adsense generates a sizeable source of additional advertising income. That is why most of them use it to go after high paying keywords. Many website owners have lists of keywords they have researched for Adsense pages. And yet, after putting up these supposed-to-be high paying keywords into their pages, the money they expected to come rolling in is not really coming in.

What are they doing wrong?

Having the pages with the proper keywords is one thing. But driving visitors to those pages is another matter and often the factor that is lacking for most unsuccessful Adsense websites.

An important factor in driving traffic to your site begins with optimizing your site navigation.

Stop for a moment and think about how visitors are using your website. After a visitor has landed on a certain page, they have the tendency to click on another page that sounds interesting. They get there because of the other links that appears on a page that they initially landed on. This is site navigation. It is all about enabling visitors to move about your site. And one way of maximizing your Adsense earnings.

A typical website has menu links on each page. The wording on these links is what grabs a visitor's attention and gets them to click on one of the links that will take them to another page of that website. Links that have "free" or "download" are oftentimes good attention-grabbers.

This navigation logic can also be applied to driving traffic to your high paying pages. There are some websites that are getting a lot of traffic from search engines, but have low earnings. The trick is to try and use come cleverly labeled links to get the visitors

off the initial landing pages and navigate them to the higher earning pages. This is one great way of turning cheap clicks into real dollars.

Before you begin testing if this same style will work for you and your website, you need to have two things.

You need something to track and compare and some high earning pages you want to funnel your site traffic to. An option is to select a few of your frequently visited pages.

The next thing to do is think of ways to get visitors viewing a particular page to try and click on the link that will take them to your high earning pages. Come up with a catchy description for that link. Create a catchy and unique description for the link. Think of something that people do not get to see every day. That will trigger their curiosity enough to try and see what that was all about.

You can also use graphics to grab your readers' attention. There is no limitation to what you can do to make your link noticeable. Pay attention to some of the top websites on the search engine results pages. Generally the top sites have optimized their sites well for AdSense earnings. Be creative. As far as many AdSense advertisers are concerned, there are no written and unwritten laws to follow regarding what they write. Just as long as you do not overstep the guidelines of the search engines, go for it.

Also remember that it is all about location, location, location. Once you have achieved the perfect attention grabbing description, you have to identify the perfect spot on your page to position that descriptive link to your high paying page.

There is nothing wrong with visiting other websites to see how they are going about maximizing their site navigation. "Hot pages" or "Most read" lists are very common and overly used already. Find some of the creative ways that other websites are funneling traffic to AdSense pages.

Another strategy is to try and use different texts on different pages. Try moving things around. Put links on top and sometimes on the bottom. This is how you go about testing which ones get more clicks and which ones are being ignored.

Let the testing begin. Test and track the results until you find the site navigation style that works best for your website.

More Tips

Adsense is really making a huge impact on the affiliate marketing industry nowadays. Because of this, weak affiliate merchants have the tendency to die faster than ever and ad networks will be going to lose their customers quickly.

If you are losing rather than winning in the affiliate program you are currently working with, maybe it is about time to consider going into Adsense marketing and start earning some real cash.

Google is readily providing well written and highly relevant ads that are closely chosen to match the content on your pages. You do not have to look for them yourselves as the search engine will be the doing the searching for you from other people's source.

You do not have to spend time in choosing different kind of ads for different pages. And no codes to mess around for different affiliate programs.

You will be able to concentrate on providing good and quality content, as the search engines will be the ones finding the best ads in which to put your pages on.

You are still allowed to add Adsense ads even if you already have affiliate links on your site. It is prohibited, however, to imitate the look and feel of the Google ads for your affiliate links.

You can filter up to 200 URLs. That gives you a chance to block ads for the sites that do not meet your guidelines. You can also block competitors, although it is unavoidable that Adsense may be competing for some space on websites that all other revenues are sharing.

Owners of small sites are allowed to plug a bit of a code into their sites and instantly have relevant text ads that appeal to your visitors appear instantly into your pages. If you own many sites, you only need to apply once. It makes up for having to apply to many affiliate programs.

The only way to know how much you are already earning is to try and see. If you want out, all you have to do is remove the code from your site.

The payment rates can vary. The payment you will be receiving per click depends on how much advertisers are paying per click to advertise with the use of the AdWords. Advertisers can pay as little as 5 cents and as high as \$10-12, sometimes even more than that. You are earning a share of that money generated.

If your results remain stagnant, it can help if you try and build simple and uncluttered pages so that the ads can catch the visitor's eyes more. It sometimes pays to differ from the usual things that people are already doing. It is also a refreshing sight for your visitor once they see something different. Try to be unique.

Publishers also have the option of choosing to have their ads displayed only on a certain site or sites. It is also allowed to have the ads displayed on a large network of sites. The choice would be depending on what you think will work best for your advantage.

To get an idea if some AdSense ads you see on the search engines have your pages, try to find web pages that have similar material to the content you are planning to create and look up their AdSense ads.

Topic to be avoided includes gambling, firearms, ammunition, tobacco or drugs. If you are being offered more cash in exchange of doing AdSense with these kinds, it is just like signing your own termination paper.

With all the information that people need in your hands already, all you have to do is turn that information into your profits.

Notes:

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