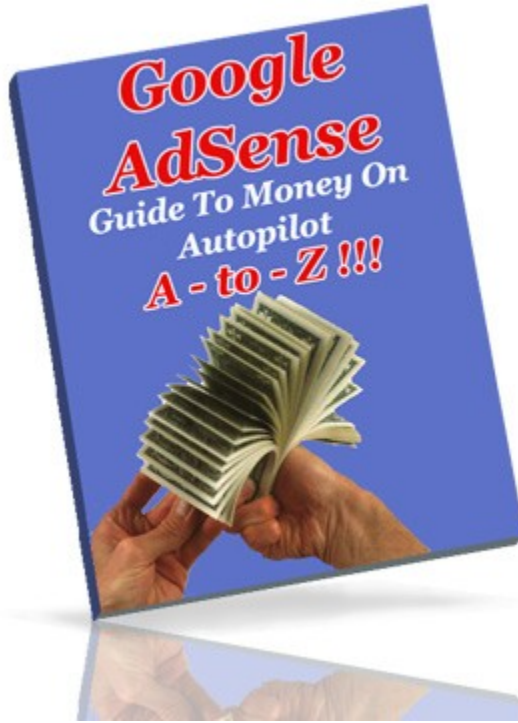


Google AdSense A-to-Z



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Introduction

For the last couple of years, Google AdSense has dominated forums, discussions and newsletters all over the Internet. Already, there are tales of fabulous riches to be made and millions made by those who are just working from home. It seems that Google AdSense has already dominated the internet marketing business and is now considered the easiest way to making money online.

The key to success with AdSense is the placing of ads on pages that are receiving high traffic for high demand keywords. The higher the cost-per-click to the advertiser, the more you will receive per click from your site. Obviously, it does not pay to target low cost-per-click keywords and place them on pages that do not receive hits.

With all the people getting online and clicking away everyday, it is no wonder why Google AdSense has become an instant hit.

For some who are just new to this market, it would be a blow to their pride knowing that their homepage is buried somewhere in the little ads promoting other people's services. But then, when they get the idea that they are actually earning more money that way, all doubts and skepticism is laid to rest.

There are two major, and clever, factors that some successful webmaster and publishers are learning to blend together in order to make money easier using AdSense.

1.Targeting high traffic pages on your website. If you check on your logs, you will discover that many of your visitors are taking advantage of the free affiliate marketing resources and ebooks that you are offering on your site. In simple words, your ads are working effectively and are generating more clicks. It also means more money for you.

2.Placing AdSense links on pages that are producing little, or better yet, no profit. By placing AdSense on a free resources page, you will reduce the amount of potential customers being lost to other sites. Tricky, but effective nonetheless.

When learned to work effectively, these two factors are actually a good source of producing a minimal amount of revenue from a high traffic page. Many people are using this strategy to pick up some extra cash with AdSense. This is also especially rewarding to informational sites that focus their efforts on delivering powerful affiliate link free content to their visitors. Now they can gain a monetary return on their services.

With the many techniques that people are now learning on how to make the easiest money by their AdSense, it is not surprising that Google is trying everything to update and polish their AdSense in order to maintain their good image.

With all the people spending more time on their AdSense now and still more getting into this line of marketing, there is no doubt about the many new improvements yet to be made.

The one particularly handy money-making feature that is available with AdSense now is the ability to filter out up to 200 urls. These gives webmasters the option to block out low value offers from their pages as well as competitors to their websites. Talk about taking only those that are advantageous and discarding the ones that seem "useless".

With Google AdSense, the possibilities are limitless. Yet there is also the possibility of someone taking advantage of the easy money process that this internet marketing is accomplishing.

If you think more about it, these negative factors may force Google to break down and thrash AdSense in the process. If that happens, people would have to go back to the old ways of internet marketing that do not make money online as easy as AdSense.

For now, however, Google AdSense is here to stay. As long as there are people wanting to earn some easy cash online just using their talents, the future ahead is looking good. Besides with all the strict guidelines that Google is enforcing over AdSense, it will take awhile for the AdSense privileges to be spammed and even terminated.

3 Reasons Why AdSense Should Be Used On Content Sites

To know why AdSense is essential for your content sites is to know first how this works.

The concept is really simple, if you think about it. The publisher or the webmaster inserts a java script into a certain website. Each time the page is accessed, the java script 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.

The search engine is the one handling all the tracking and payments, providing an easy way for webmasters to display content-sensitive and targeted ads without having the hassle to solicit advertisers, collect funds, monitor the clicks and statistics which could be a time consuming task in itself.

It seems that there is never a shortage of advertisers in the program from which the search engine pulls the AdSense ads. 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.

The first reason why AdSense should be used on content sites is because it understands the needs of publishers and webmasters, and their visitors. Fulfilling these needs ensures continued success.

The second reason 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.

The last and final reason is that the advertisers have realized the benefits associated having their ads served on targeted websites. This targeting of traffic increases the possibility that a prospective web surfer will have an interest in their product and services.

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

There was a time when people were not yet aware of the money to be achieved from advertisements. The cash generated only came into existence when the webmasters and publishers realized how they can make AdSense be that generator. In those days, the content was the most important factor. It still is. With the allure of money, of course.

The Basics On How TO Start Making Money With AdSense

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

How you can start earning money with AdSense can be done easily and quickly. 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 which are also keyword incorporated. 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.

There are actually several steps to put into mind before you begin writing your ads and having an effective AdSense.

Keyword search. Find some popular subjects, keywords or phrases. Select the ones which you think has high clicking throughs. Use a keyword selector and suggestion tool.

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 site incorporated with AdSense ads that are 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 surfers look first when they visit a certain site is the top left. The reason behind this is not known. Maybe it is because some of the most useful search engine results are at the top of all other rankings. So visitors tend to look in that same place when browsing through other sites.

Finally, AdSense has some excellent tracking statistics that allows webmasters and publishers to track their results across a number of sites, page by page, or any other basis you want. 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 way, you can fine tune your AdSense ads and focus more on the ones being clicked rather than those that are being ignored.

Another thing you should know. Banners and skyscrapers are dead. Ask the experts. So forget about banners and skyscrapers. Surfers universally ignore these kinds of ad formats. The reason behind this is that they are seen as an advertisement and are ignored by most.

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 it. As with any other kind of business venture, time is needed coupled with patience.

5 Ways To Improve Your AdSense Earnings

The ones who have been there and done it have some useful tips to help those who would want to venture into AdSense. Some of these tips have boosted quite a lot of earnings in the past

Here are 5 proven ways on how best to improve your earnings.

1. Concentrating on one format of AdSense ad. The one format that worked well for the majority is the Large Rectangle (336X280). This same format has the tendency to result in higher CTR, or the click-

through rates. Why choose this format out of the many you can use? Basically because the ads will look like normal web links, and people, being used to clicking on them, click these types of links. They may or may not know they are clicking on your AdSense but as long as there are clicks, then it will all be to your advantage.

2. Create a custom palette for your ads. Choose a color that will go well with the background of your site. If your site has a white background, try to use white as the color of your ad border and background. The idea to patterning the colors is to make the AdSense look like it is part of the web pages. Again, This will result to more clicks from people visiting your site.

3. Remove the AdSense from the bottom pages of your site and put them at the top. Do not try to hide your AdSense. Put them in the place where people can see them quickly. You will be amazed how the difference between AdSense locations can make when you see your earnings.

4. Maintain links to relevant websites. If you think some sites are better off than the others, put your ads there and try to maintaining and managing them. If there is already lots of AdSense put into that certain site, put yours on top of all of them. That way visitor will see your ads first upon browsing into that site.

5. Try to automate the insertion of your AdSense code into the webpages using SSI (or server side included). Ask your web administrator if your server supports SSI or not. How do you do it? Just save your AdSense code in a text file, save it as "adsense text", and upload it to the root directory of the web server. Then using SSI, call the code on other pages. This tip is a time saver especially for those who are using automatic page generators to generate pages on their website.

These are some of the tips that have worked well for some. It is important to know though that ads are displayed because it fits the interest of the people viewing them. So focusing on a specific topic should be your primary purpose because the displays will be especially targeted on a topic that person will be viewing already.

Note also that there are many other AdSense Ads sharing the same topic as you. It is best to think of making a good ad that will be somewhat different and unique.

Monetizing Your Website With AdSense

Many 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 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 both can monetize and enhance your content pages using AdSense.

How much you will be earning will depend on how much the advertisers are willing to pay. It will depend also on the keywords required. If the keywords the advertiser have 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 out of your website using AdSense?

1. Sign up for an AdSense account. It will only take a few minutes of your time.
2. When the site is accepted, you will be receiving a clip code to include in your web pages. You can insert this code on as many pages or web sites that you want. The AdWords will start appearing immediately.
3. You will be earning a few cents or some dollars per click when someone starts clicking on the AdWords displayed on any of your web pages. Trying to earn false revenues by repetitively clicking on your own ads is a no-no. This will result in a penalty or the possibility of your site being eliminated. The money you have already earned may be lost because of this.
4. View your statistics. AdSense earnings can be checked anytime by logging into your web site account.

Some other ways to 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. The search engine will then serve ads that are more relevant.

2. Using white space around your ad. This can make your ad stand out from the rest of your page so visitors can spot them easily. There are also other choices of colors you can use, provided by search engines, which can harmonize the color of your ad with the web page color.

3. Test your ad placement. It is recommended to use the vertical format that runs down the side of the web page to get more positive results. You can also try both horizontal and vertical formats for a certain period of time to see which one will give you better results.

4. More content-based pages. Widen the theme of your website by creating pages that focus more on your keyword phrases. This will optimize the pages for the search engines. It can not only attract traffic but also make them more relevant for the AdWords to be displayed.

5. [Site Build It](#). This is the perfect tool to be used for creating lots of AdSense revenues. Site Build It has all the tools necessary to quickly achieve a keyword-rich site that can rank high in the search engines. This will also produce a flow of traffic to your site of highly targeted visitors.

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.

Using AdSense With Affiliate Programs

AdSense is really making a huge impact on the affiliate marketing industry. If you are losing rather than winning in the affiliate program you are currently into, maybe it is about time to consider going into AdSense marketing and start earning cash through them.

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 the ads yourself as the search engine will be doing the searching for you.

You will be able to concentrate on providing good and quality content, as the search engines will be the ones finding the best ads to display.

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

How To Avoid Getting Your AdSense Account Terminated

Google, being the undisputable leader in search engines, is placing a high importance on the quality and relevancy of its search results.

Most especially now that the company is public property. In order to keep the shareholders and users of its engine happy, the quality of the returned results are given extreme importance.

For this same reason, doing the wrong things in the AdSense and other forms of advertisements, whether intentionally or unintentionally, will result in a severe penalty, may get you banned and even have your account terminated. Here are some you must avoid:

Hidden texts. Filling your advertisement page with texts too small to read, has the same color as the background and using css for the sole purpose of loading them with rich keywords content and copy will earn you a penalty.

Page cloaking. There is a common practice of using browser or bot sniffers to serve the bots a different page other than the page your visitors will see. Loading a page with a bot that a human user will never see is a definite no-no. This is tricking them to click on something that you want but they may not want to go to.

Multiple submissions. Submitting multiple copies of your domain and pages is another thing to stay away from. For example, trying to submit a site under two separate URL's is the same as inviting trouble and even termination.

Likewise, this is a reason to avoid auto submitters for those who are receiving submissions. Better check first if your domain is submitted already. If you see it there, then move on. No point contemplating whether to try and submit there again.

Link farms. The search engines know that you cannot control your links in. But you can certainly control what you link to. Link farming has always been a rotten apple in the eyes of search engines, especially Google. That is reason enough to try and avoid them. Having a link higher than 100 on a single page will classify you as a link farm so limit your outgoing links.

Page rank for sale. If you have been online for quite some time, you will notice that there are some sites selling their PR links or trading them with other sites. If you are doing this, expect a ban anytime in the future. It is okay to sell ads or gain the link. But doing it on direct

advertisement of your page rank is a way to get on all of the search engines' bad sides.

Doorways. This is similar to cloaking pages. The common practice of a page loaded with choice keyword ads aimed at redirecting visitors to another "user-friendly" page is a big issue among search engines. There are many seo firms offering this kind of services. Now that you know what they actually are, avoid them at all costs.

Multiple domains having the same content. In case you are not aware of it, search engines look at domains IP's, registry dates and other data. Having multiple domains with the same exact content is not something you can hide from them. The same goes with content multiplied many times on separate pages, sub domains and forwarding multiple domains to the same content.

Many of the above techniques apply to most search engines and is not entirely for Google only. Simply put, you should only build your site for the human users and not for bots.

Without This Software, A Bored Teenager, A Competitor Or Even Your Own Mother Could **Wipe Out Your Entire Adsense Income** In Less Than **60 Seconds!**



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