

**A Real Easy Step by Step Beginners Guide How to  
Make Money with Google AdSense and Milk the Cash  
Cow by the Bucket Load!**



**by Terry D. Clark**

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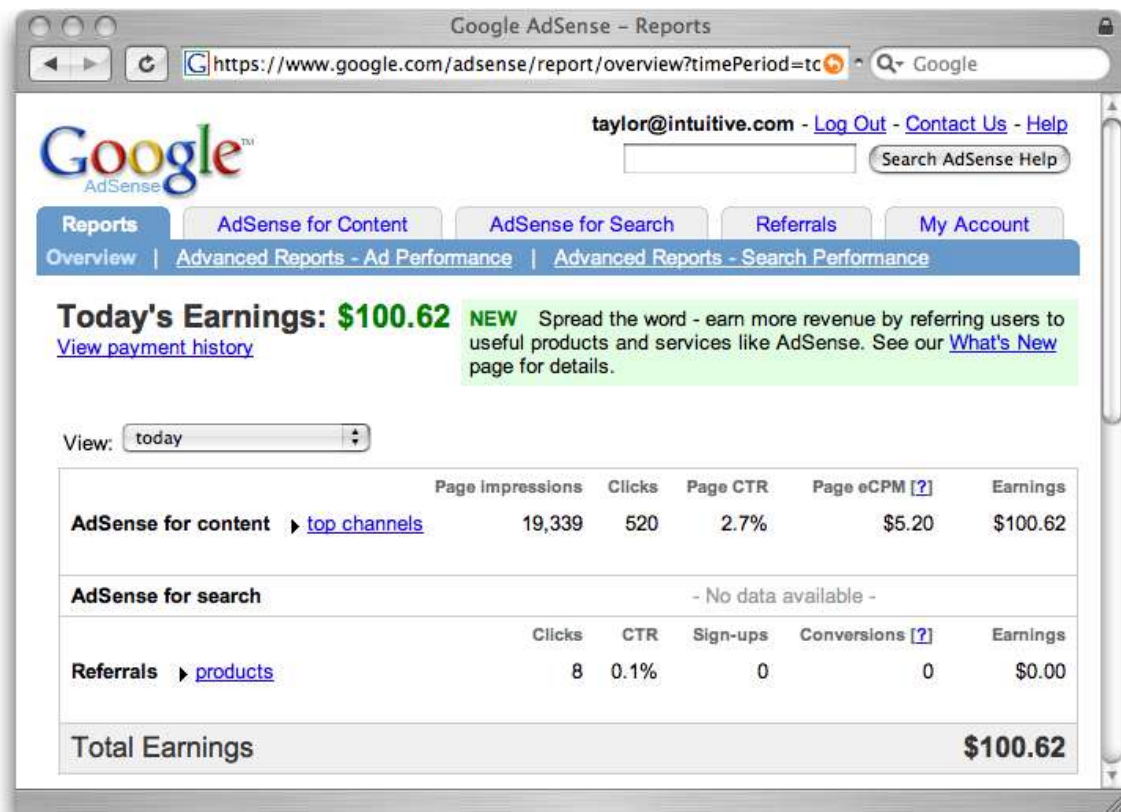
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## **What is Google AdSense**

Google AdSense takes internet marketing to the next level. It is a helpful

tool that allows website owners to select what types of ads are relevant for their target market, allowing only the most relevant ads to appear. When relevant ads appear on your website, or ads that interest/speak to your specific target market, they are likely to click on those ads. And with Google AdSense, you earn money for every time an ad is clicked. It really is that easy!

In short, Google AdSense allows Internet marketers and website owners to work together to ensure the best possible results from results driven advertising. And do you want to know the best part about Google AdSense?... It's FREE!



Rather than giving permission to advertisers of all varieties, Google AdSense puts the power in your hands to choose which ads make the most sense for you, your business and your target audience.

## **Google defines its AdSense program in the following way:**

*—Google AdSense is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site – or matched to the characteristics and interests of the visitors your content attracts – you'll finally have a way to both monetize and enhance your content pages.*

*It's also a way for website publishers to provide Google web and site search to their visitors, and to earn money by displaying Google ads on the search results pages.*

Google further hails AdSense as —The flexible, hassle-free way to earn revenue online.

So, is what they say really true? Does it really work and more importantly, does it really work that well? The answer is, yes!

Google will pay you every time your site visitors click on an ad within your site. That means that you get paid whether they end up purchasing something from an advertiser or not. All they have to do is click in order for you to get paid!

In addition, you can not only choose which kinds of ads will appear on your site (as in relevant topics via keyword selection), but you also have the ability to integrate them seamlessly into your site by completely customizing the look of your Google AdSense ads. You have the ability to select a color scheme, size of the ads and and placement specifications for the ads as well.

Google also makes it very easy to follow your AdSense success by providing you with easy to read, easy to manage reports that show you which ads are being clicked, how often they are clicked, and how much you are earning with your AdSense account.



From an outside perspective, Google AdSense is, in both theory and reality, a fantastic tool. So, it's not just a self-proclaimed useful and effective way to gain revenue for your business... It really is!

## **How Google AdSense Works**

While Google AdSense is an extremely user-friendly tool, it can take some time to figure out exactly how it works. You will need to become familiar with all of its features, how they work and how they can best be used to benefit your particular business, your business goals and your business needs.

Let's take a look at some of the most basic steps involved in Google AdSense to better understand how it works.

### **#1. You choose what and where AdSense ads will appear.**

You will carefully select and specify what kinds of ads you would like to show up on your site as well as where on your site they will be placed. Google will ask you for keywords about your business, products and/or services that will help generate a topic or topics of ads that are relevant to your business.

### **#2. Advertisers bid on ad placement in real-time.**

Advertising space online is valuable real estate. That is why many advertisers are willing to pay for quality placement. With Google AdSense, the highest bidder always wins the spot. In other words, you won't find

advertisers with questionable businesses paying too much for advertising space, so the bidding system helps separate the —good advertisers from the —bad ones.

### **#3. You get paid based on clickthrus.**

Google bills those who win the bids and pay for advertising space. You then receive your payment based on the ads placed on your site and when/how often your site visitors are clicking on them.

Many people find it hard to believe that there is no fee for creating a Google AdSense account and allowing AdSense ads to be placed on your website. But the truth is, they only pay you when the ads are being clicked, so if you think about it, this method makes sense.

There is no need to pay them to advertise for others businesses. And in the same vein, they don't pay you for simply placing the ads. There has to be positive activity in order for it to work on either end of the spectrum. The advertisers decide how much they are willing to pay for their ads (to be explored in Google AdWords) and you, as the one providing the advertising space, benefit from the ads' effectiveness.

AdSense is also more than just advertising. With Google AdSense, you can choose to include one or all of their —products as a way to increase your profit-earning potential through targeted advertising.

For example, you can choose to place AdSense ads within your site (which are customizable and of course, targeted); you can also choose to include AdSense searches within your site (which help users and bring you a profit at the same time); or you can choose to place Google AdSense ads in your feeds. It's up to you which, if not all, of these options you choose, but no matter how you look at it, Google AdSense just makes sense for business.

Remember, the more you take advantage of Google AdSense products, the more you will benefit from.

## How You Earn Money

Unlike the internet advertisements of old (largely banner ads, flashy boxes and annoying pop-ups), you earn money each and every time your site visitors click on a Google AdSense ad that is placed on or within your site. They do not have to purchase something in order for you to earn a commission. All they have to do is click!

You no longer have to worry about busy, distracting, (sometimes obnoxious) internet ads crowding up your site. Instead, Google AdSense ads are text ads, which are proven to have a much higher click-thru rate than traditional banner ads. And in fact, there is much more to it. Google AdSense makes making money easy!

If you are considering creating a Google AdSense account, here are some tips for success:

### **Tip #1: Build a site with a professional look, tone and feel.**

Your business depends on the effectiveness of your website, so make sure it's the best it can be from look and feel to messaging and ease of use. It's important to also note that Google does NOT accept sites that are created using free domains, so be sure to register a unique domain through a reputable service.

### **Tip #2: Your site should include valuable content.**

Your site should include language that is not only relevant to your target market, your message should be enticing and provide valuable

information. You want to convince your customers how valuable you are, not just hope they see it for themselves. On another note, Google will quickly recognize if your site is not legitimate, so be sure that your business is up and running to prove you are not just loading ads into your site to make money.

### **Tip #3: Work on driving traffic to your site.**

Proper SEO techniques and keywords are absolutely critical when trying to top search engines. If you aren't familiar with this process, be sure to learn more. It will serve you well moving forward. No matter what, driving traffic to your site is absolutely crucial for success.

### **Tip #4: Set up your Google AdSense account.**

As previously noted, Google makes the entire process of setting up an AdSense account extremely user-friendly. They will walk you through the registration process and get you started with customizing and placing ads on your site in no time. They even offer valuable help tools and resources as you continue to grow and become more familiar with their products and services.

### **Tip #5: Network! Network! Network!**

Nothing is better than word of mouth, so reach out to friends, family, peers, and colleagues to spread the word about your site. The more people who visit, the more people who will click on ads... and the more money you will

make!

So what are you waiting for? Get out there and grow your business. Build a quality site that looks and sounds great. Create a Google AdSense account and watch the money roll through the door... and the mailbox! You'll be happy you did.

## **How AdSense Can Help You Earn Extra Cash**

Advertising can be an extremely cost-effective way to grow your business... if it's done well. After all, its very purpose is to let others know about who you are and what you do. The ultimate goal is to gain customers and increase revenue through attractive images, catchy slogans and hopefully, a quality product.

Whether you are a small business owner, Internet marketer, not-for-profit organization or large corporation, advertising is a very critical part of what you do.

There are many types of advertising to choose from, and depending on your business and your product, some advertising outlets may be more beneficial than others. From television to newspapers, billboards and radio, advertising opportunities have historically run the gamut from small and inexpensive, to large and exponentially costly.

The Internet, in all of its worldwide reaching glory, is the perfect place to advertise for almost any business, as you have the best chance of reaching the most people. And what's more, you can target your market through multiple tactics, including Search Engine Optimization (SEO), keywords, and simply choosing when and where to place your ads. Much like you would choose which magazine to run your advertisement in, you can often

choose which websites your ad will appear on, or which directories you will be listed in.

For Google customers, there are many options for advertising, including:

- Google AdWords for those looking to create ads/advertise.
- Google AdSense for those looking to include targeted ads on their website(s) in order to earn money.

Google's advertising opportunities are perfect if you are looking to make money without investing a lot... if any cash up front. When a business chooses to place AdSense advertisements on their website, advertisers benefit from relevant and targeted placement, making sure their advertising only costs them money when it is actually working. What a novel idea, right? It makes so much sense, yet often, advertising does NOT work this way.

Google will only charge an advertiser when their ads are being clicked. Every time a web user clicks on a Google AdSense ad, the website owner who placed it there receives a commission and the advertiser is charged for the click. It's one, big interconnected web of logical advertising that benefits everyone involved.

So, how is Google AdSense good for advertisers? It's a simple advertising solution. It's effective. It allows for maximum exposure to a targeted audience who are inherently ingratiated toward your product and/or service. And the bottom line is that it really does work! Most importantly, it helps us all increase sales and ultimately, make more money.

For advertisers, of course you pay for your ads (but an extremely low fee) but the benefit of increasing visibility and gaining new customers from those ads far outweighs the minimal cost. Afterall, that is the very purpose of your advertising in the first place, isn't it? So take advantage of this

extremely cost-effective advertising outlet and let Google AdSense help you along your journey to growing your business and your revenue stream!

## **How Much Will I Earn**

Of course the most pressing question that comes to mind when considering using Google AdSense is —How much money will I earn?” Well, according to Google, —There's no precise answer, because your earnings will depend on a number of factors.

### **Factor #1: The type of ads on your pages.**

AdSense allows you to —display ads that are paid when users click them or when users view them. Advertisers (through Google) participate and compete in an auction and the —[Google] system automatically selects [the ads that] will generate the most revenue for you...

### **Factor #2: The pricing of ads on your pages.**

Google says it best, —Not all ads are priced the same, so factors such as changing advertiser budgets, your specific content, and the ads your users choose to click will cause your earnings to vary even from day to day.

### **Factor #3: How many AdSense products you use.**

AdSense is more than just ads. You can earn money by choosing to display ads on your website, provide search functions generated by AdSense to your users, display ads in feeds and much, much more.

The only sure fire way to find out how much profit you will generate by using Google AdSense is to actually sign up for an account and put it to work. As we have said before, it is absolutely free, so why not try it?

The bottom line is that Google AdSense will give you a better chance at earning revenue through advertising than traditional ways of doing so, like drumming up advertisers yourself.

Imagine working in your spare time, doing something you love and getting paid for it. You can do all this from home from the comfort of your computer. Just 10 years ago, this wouldn't have been possible. But today it is. It's as easy as it sounds. You can do everything described above by creating a website and selling advertising through Google AdSense.

## **How Does Google AdSense Work**

Google AdSense is a program that allows you to easily put advertising on your website and get paid for it. You don't need to negotiate with vendors, you don't need to write any complex code, you don't even need to create banner ads or write any advertisements.

### **Here's how it works:**

Someone comes to your website, on which you've put your Google AdSense advertisement. Google looks at your website and decides what kind of ads to serve. It basically —reads your website, looks through their list of advertiser and picks out several that they believe would interest your visitor.

Your visitor comes to your website, browses your site and sees that ad. If they click on that ad, then Google gets paid by that advertiser for the click. They then collect a small commission and give you the rest of the money.

It's a win / win / win for everyone because the visitor gets to see another site they're interested in, Google gets paid, the advertiser gets targeted traffic and you get fast, easy cash in your bank account!

### **It's Easy**



There's a lot of stigma around working from home. Society has instilled the belief that it's hard, that only a select handful of people can make money from home. That setting your own hours and being your own boss is the platinum dream to strive for, that few can actually achieve in reality.

It's just not true! Working from home and making money from home can be a piece of cake – Especially with a tool like Google AdSense!

### **It's Fast**

The moment you start getting traffic to your website is the moment you start getting paid. Most people don't realize how easy it really is to start getting traffic to a website.

Once visitors start trickling in, you'll quickly make your first dollar. After your first dollar online, you'll make your first ten, then your first hundred, and in not too much time you'll have your first thousand.

What's great about Google AdSense is that you start seeing progress immediately. Sure, you might start out making only a dollar, but it's great to see that what you're doing is working already.

Compare this to other online business models. For example, if you were selling ergonomic chairs online, you'd first have to stock merchandise, setup a merchant account and billing system, do your advertising – Then wait and wait and wait until someone is willing to make a \$600 purchase.

Not so with AdSense – The moment anyone just clicks on a link, you get paid right then and there. Since you don't have to wait until someone pulls out their credit card (which is a much higher commitment on their part) you'll start getting paid almost immediately.

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