

Adsense The How to Book.
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Viral Adsense
Best Adsense Theme

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1. How to make money with AdSense



As a successful web publisher looking to get to the next level, you are probably thinking about trying a number of different approaches to increasing revenue - especially your *passive* revenue, the money that just "shows up" from time to time while you focus on other things. You may be considering various forms of internet advertising. And you should.

Internet advertising has exceeded all expectations. The technology keeps advancing, and the popularity and ubiquity of the medium is incredible. Most companies can benefit from the Internet because it allows the chance to reach a global audience at never-before-possible speeds, with many kinds of filters to make sure the right audience sees the right message, and costs that are often surprisingly low. But many businesses make money online in ways that have very little to do with their own actual business, but with systems that connect various companies and offerings together.

You may be wondering how to make money *easily* with online advertising, and you have come to the right place!

The secret is that *taking* ads is a much more profitable strategy than *placing* ads for most websites. And the best way to make money with this right now is "hiding in plain sight" from the world's most popular search Engine Company.

While there are many ways to approach online advertising, it makes sense the best would be offered by the ultimate search engine company, the company that is setting out to organize all of humanity's vast amounts of information - Google. This method is Google Ad Words, and its sister program, Google AdSense. With Ad Words, Google makes a lot of money. With AdSense, web publishers - that's you! - can reach a lot of people and make a lot of money too!

In this report, we're going to focus in on how to make sense of, and a lot of money with, Google's AdSense program.

Want to make five or ten or twenty thousand dollars a month automatically and be paid by one of the biggest Internet companies in the world?

We'll describe what AdSense is, how it works, how to get started, how to maximize the program, and where to go from here! Ready?

First let's examine what AdSense is and how it works.

What is Google AdSense?

Google AdSense is an ad-serving program that places ads that "make sense" - specifically, that make sense based on relevant content, and assumptions about who might be interested in that content. AdSense is an application of the broader concept of Contextual Marketing. Contextual Marketing is just what it sounds like. On a website about custom cars, you might have an ad for fancy wheels or car care kits. On a website about off-roading, you might have an ad for durable truck tires or spotlight rigs. A hockey site might advertise hockey sticks...and a tennis site, tennis shoes. Contextual Marketing just means aligning the ad serving with the context/nature of the website and its audience, the same way like items are grouped in a store. And the "context" can be cut much finer than website level; it can be page level, article level, and so on, so the ads always match the material they are appearing near, and thus, appeal to the interest of the reader/buyer at any given moment.

So what's in it for you - the website publisher/owner? That's easy. Every time a visitor to your site clicks one of these ads, you make money. The better the ads are targeted, the more clicks you get, the more money you make. AdSense displays easy-to-read, text-based, relevant ads that don't overshadow the content of your website or annoy visitors. Actually, you have seen hundreds of these ads yourself, as you'll realize in a moment.

Today there are probably only a few places in your website that can directly make you money, if any. The magic of Google AdSense is this: It allows you to earn money through every page of your website. On top of that, with algorithms

used to align ad content with page content Google automatically selects and displays ads for your website that are likely to generate the highest revenue for you.

AdSense is an application of AdWords beyond Google.com

Making "sense" of AdSense means understanding that it is really an offshoot of the older Google model, AdWords. But they are not the same thing.

Google AdWords

If you have ever searched on Google, you have seen AdWords.

Google AdWords are the small text ads that are displayed on the side of the search results in Google. These ads are contextual of course - in this case the context is the search terms you entered. The ads will be served based on what you're looking for. So, if you do a search on "printing services" you will get ads for printing services along with your search results!

How does this generate money for Google and the advertisers?

Google AdWords works on a model known as *pay-per-click*. When someone clicks on an AdWords ad, the advertiser of that ad has to pay Google a certain amount. Let's easy to track and fully automated.

We say "certain amount" because that amount is different all the time and is subject to market forces - in this case, bidding. *Something* has to determine the placement of those ads, and what determines it is how much the advertiser offers to pay per click. When you submit this kind of ad to Google, you submit it with a bid - which is compared to other bids for similar keywords. Let's an auction style process.

The position of the AdWords ads is based on the bidding amount of keywords of an ad. Obviously, the higher the bid, the higher the position the bid buys you. For instance, if the highest bid for the keywords "internet marketing" is 80 cents per click, you can get top position by bidding 90 cents. Then every time someone clicks on your ad, Google would charge you 90 cents, and you would retain the Top position until someone else bids more for the same search word placement.

Google AdSense, as stated earlier, is an extension of Google AdWords. Let takes the AdWords concept and moves it off of Google's search page and onto thousands of other web pages. The ads that are displayed on the websites *are* Google AdWords ads.

let's good for the advertiser, who gets more and broader displays, for Google, who charge more for this program, for you, who will make money from the clickthroughs on your pages, and also for the consumer, who will see cool ads for stuff they are probably interested in!

So how exactly are you making money from all this? You earn a share of the pay-per-click amount, every time a visitor clicks on the ad. So you just need to get ads on your site...

How the Ads Get On Your Site

Once you join the AdSense program - and Google approves your site or sites, which we'll cover in detail shortly - the actual process of displaying ads on your website is extremely simple. You are provided with a small HTML script, which you can paste anywhere on your webpage. You may paste this code any number of times and on multiple pages, and watch the ads get served! Google automatically places AdWords ads that are most relevant, from its extensive advertiser base. Google employs various sophisticated algorithms to determine the relevancy of the ads to your content.

Before we get into how Google assesses sites, and whether a few or many placements of that magic script will deliver optimum results, let's review the Advantages of AdSense.

Advantages of the Google AdSense system

Google AdSense is simple to use and manage. Once approved, displaying ads on your webpage does not take time and requires minimal technical knowledge. Google AdSense is very smart about ad selection. The ads that are displayed are only those that are relevant to your content, and Google has strict quality control on the general quality of the ads.

Google AdSense uses text-only ads. Far from being low-tech, text ads are more effective than flashy ads. The click through rate of text ads is proven to be higher than that of animated ads! More clicks equals more money, and text ads equals more clicks. Also...text ads are very "low weight" and very fast loading. The AdSense program will not slow your website, or your visitors, down. You *can* also Use graphic ads.

Google AdSense programs: Choose your weapon(s)!

Google currently (mid 2005) offers three programs: AdSense for Content, AdSense for Search, and Premium AdSense.

AdSense for Content

AdSense for Content is the main AdSense program - contextually targeted ads are displayed on your webpage, and you get paid for every click. These ads are specifically targeted to the content of your webpage. Consequently, if you change the content of your page, the ads that are displayed would also change. AdSense allows you good control over what ads get served, since there might be some obvious problems if it didn't. These include:

Blocking Ads - you choose

While the ad selection is automatic, you can block unwanted ads - such as those from your competitors. You just tell Google which companies to block from your sites.

Reviewing and filtering Ads - semi-automatic

Google has its own strict policies for ad content (no profanity, no racial discrimination, etc.). These are filtered out automatically from your point of view. Additionally, you can choose to block additional content through custom filters. This is slightly different than blocking an advertiser, since with this method an advertiser you generally allow may submit ads that would individually be filtered out.

Allowing the publisher to select an ad

In the rare case where Google's content engines can't make a clear match of ads to pages, they will let you pick which ads you want served. If you don't pick, you'll get public service spots.

The look-and-feel of Ads can be customized

Ads shouldn't look out of place or be jarring on your website. Google allows you to customize colors and layout. You can choose options provided or have your own custom layout and color applied to the ads. The advertisers have no control over this; as the material appears on your site, you can and should select how it looks.

Tools for analysis

Tracking and analyzing the performance of any marketing campaign is critical. Google AdSense provides a range of comprehensive online reports that allow you to monitor and analyze your earnings as well as the performance of ads by

Many metrics, including size, color, and so forth, so you can make adjustments to maximize the value of the placements.

AdSense for Search

This is another program whereby Google allows you to add a Google Search box to your website. By doing this, visitors to your site can search the entire internet from your website itself. In a way, your site becomes a host to Google. Except you make money!

The search results page that is displayed when a visitor on your website searches through the search box on the site itself, also displays Google Ads (AdWords ads) next to the usual listings, just as it would on Google.com. If the visitor clicks on any of these Google Ads, you get paid as well. Thus, with AdSense for Search you can enhance your income potential beyond what just the content of your actual site can provide.

AdSense for Search offers all the same options and controls as AdSense for Content. These include ad customization, ad filtering, monitoring and tracking results, and so on.

Google AdSense Premium service

The AdSense Premium service provides advanced functionality and features, provided your website qualifies for it - which in fact very few sites do.

As a base requirement, your website should receive at least 5 million search queries or 20 million page views a month to qualify for the Premium service. (We're betting if your sites qualify for this level of service, you already know all about AdSense!)

2. The best way to do it

You've seen the nutty claims by so-called "internet experts" that strategies and programs they have devised enable surfers to earn thousands of dollars within a matter of days! Or minutes!! No such thing.

However, there *are* several lucrative programs that can provide an extremely generous income with comparatively little effort - Google AdSense is absolutely one of them.

But it takes some time, and it takes some planning, like anything real does. The rest of our report is all about unlocking that potential.

To start understanding the potential, think about how you make money with this program. Each time someone clicks an ad on your pages, you get a percentage of what Google is paid for placing that ad.

Revenue (or income) from an Ad

=

Click through value of the ad * Payout Rate * Click through rate of the Ad * Webpage traffic * Frequency of Ad

In the above equation, Click through value is the amount the advertiser pays per click for the Ad (this figure varies); the Payout Rate is the percentage of revenue to be paid for every click fixed by Google (this figure varies); Click through rate is simply the # of times the ad is clicked on in a certain period of time divided by the # of times it is displayed during the same period; Webpage traffic is the # of visitors to your website; and Frequency of Ad is the # of times this particular ad appears on your webpage.

Let's put some figures into the above equation and see what the income is. The figures below are for a single day:

Click through Value ♦ 30 cents or \$0.30 (The advertiser pays 30 cents per click for the Ad, to Google)

Payout Rate ♦ 50% or 0.5 (This is an assumption based on what many experts believe to be the current payout rate for most deals)

Click through rate of the Ad ♦ the ad is displayed 100 times within the day and clicked by 9 people ♦ the click through rate would be 0.09

Webpage traffic ♦ 150 visitors during the days

Frequency of Ad ♦ 100

The income per day from a single ad would be = $0.30 * 0.5 * 0.09 * 150 * 100$
= \$202.5

If you consider this to be the average income per day, the total revenue generated within a month would be more than **\$6000**. This is incredible, considering you basically did *nothing* to earn that money. We know of cases where people have earned more than **\$25,000** a month with AdSense, which is a large sum to anyone.

Our goal is to equip you to get started on the road to making money with AdSense.

3. What is Google AdSense?



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