



Google AdSense Secrets Revealed

“All About Residual Income With AdSense”

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Introduction

In recent years, there has been a great deal of discussion and information concerning Google's AdSense program at

<http://www.google.com/adsense>.

There have been truckloads of eBooks and articles written on the topic.

But in the grand scheme of things, it is a **profitable** program that still gets overlooked by many who are just coming online to start a business, as well as those who have been around a while.

First, let's take a look at exactly what AdSense is and what it is all about:

“AdSense is a program for webmasters which was implemented by the famous Google some years ago.”

Essentially, a webmaster (a person who owns and builds one or more websites) signs up for an account with the program, and once they are approved, they paste the Google AdSense javascript code into the pages on their websites.

Google then starts serving ads to those websites, based on the keywords that it finds in the text of the page. When a visitor clicks on one of those ads, the webmaster makes money – usually a few cents per click.

However, when a site has a great deal of traffic, and when the webmaster knows which keywords are the most profitable to target, there is a lot of money to be made.

It sounds simple enough, but it's really NOT that easy. First of all, you have to be approved – and Google is picky these days. The good news is that once one site is approved, and you have a Google AdSense account, there is no need to seek Google's approval to use AdSense on any other site that you own, as long as that site is within the Google's terms of service guidelines.

Once you are approved, you have to know which keywords to target – the ones that will make you the most amount of money per click, and how to write (or have written for you) content that makes those high paying ads appear on your site.

Finally, you have to learn how to drive traffic to your AdSense site. Without the traffic, you won't get any clicks, and without clicks, you won't be making any money.

Getting real, targeted visitors that are eager to click on your ads is by far the hardest part of being an AdSense publisher. There really aren't any secrets here – it is just a matter of learning to use some basic, proven site promotion techniques.

You may have heard gurus say that Google AdSense is dead?. If you haven't heard this, there will come a point when you will. But that really isn't true. In fact, there are thousands of people just like you that are making very nice livings from the Google AdSense program.

Usually when a guru says that you should not use Google AdSense, they generally mean that you are better off not using it, especially when you are promoting your own product, and your website is tightly focused on that product.

However, you can use Google AdSense for a site that was built specifically for the AdSense program (AdSense Ready Sites), or on sites that you are using to promote affiliate products as well.

You should also note that many successful AdSense publishers have more than one website. They typically have numerous websites, on a variety of topics on which they display the Google ads. However, there are also those that simply have one high traffic website, from which they make money from the AdSense program.

Regardless of this, all AdSense publishers start with just one website, and grow from there, and this is what you should be doing as well. You have to get the basics down, and learn the secrets that surround the profitability of Google AdSense before you can be successful with more sites.

Preparing For Your AdSense Account

The hardest part of getting started with AdSense is getting Google to approve your website. In fact, for many, it is easier to get a \$100,000 bank loan than it is to get a free Google AdSense account. The key is to be prepared before you apply.

You can't start using Google AdSense on your pages until you are approved. This means that you must prepare to open an account, before you apply for an account.

The very first thing you must do is read Google's Terms of Service (TOS). If your site doesn't fall within the guidelines that Google sets out, it will be denied. Furthermore, even after you are approved and you start running Google ads on your site, if you break the TOS, you will be removed, and possibly banned, from the program.

Specifically, what you are looking for is the Program policies, which can be found at <http://www.google.com/adsense>. Scroll to the bottom of the page, and click on then **Program Policies** link. The first thing to note is that Google will not accept any site that is not complete.

This means that you can't have any pages that are 'under construction.' All of the pages must be complete, and all of the links must be working. Make sure that all of your graphics are also appearing correctly, because even a broken graphic can prevent you from getting approved.

Google also has a set of Quality Guidelines that must be adhered to before you can be approved. These guidelines, along with the program policies, will tell you exactly what you can and can't have on your site, and what is expected of you and your site in terms of meeting the qualifications for a Google AdSense account. You can find these guidelines at <http://www.google.com/webmasters/guidelines.html>.

One mistake that so many would-be AdSense publishers make is not reading the TOS, the Program Policies, and the Webmaster Guidelines. Google lays these out in very specific terms, so there is no doubt as to the rules. They are also very serious about these rules.

Often, people skip this step in the preparation – reading the rules – work hard to build a site, only to be disapproved by Google, or to be approved, but then banned from the program later.

Don't let this happen to you. These are rules that you must not only follow in order to get approved, but must continue to follow in order to stay in the

program. You don't want to spend days and weeks putting together sites, only to get kicked out of the program later. Google is very serious about this.

Once you've read the rules, and made sure you understand them, the next part of the preparation is doing research to find out which topics will be the most profitable for you, and getting the site built. We will cover these topics in more depth in a later article, but for now, you just need **one** website that will be approved by Google.

Remember that you only have to get approved for one site in order to get in the program, and from there on, you can publish as many sites as you want, on a wide variety of topics, and use Google AdSense on them, from the one account that you have been approved for.

While many just put up a website that will meet Google's standards, without doing any research in order to get approved, you could also take a little longer, and go ahead and build a site that you can use to target the high paying keywords.

This is totally up to you, and it really doesn't matter much which direction you go, as long as the site will get you approved for a Google AdSense account.

I usually recommend creating and building a [blogger.com](https://www.blogger.com) blog, and apply using that one. You may not know this, but Google owns Blogger...

Applying For Your AdSense Account

Once you are prepared to apply for a Google AdSense account, it's as simple as filling out a form. But there are some aspects of that form that can be a bit confusing.

In this section, I'll go over filling out the form, so that Google will approve you without any problems. You can find the form to apply for an AdSense account at: <http://www.google.com/adsense/g-app-single-1>.

The first thing that the form asks for is the URL of your website. Note that even if you have multiple sites, Google only wants to see one. So, list the URL of the site that you have set up for the purpose of being approved for Google AdSense, and enter the URL like this: `www.yourdomain.com`.

You do not have to include the `http://` part of the URL, and don't include any subpages of the URL, such as `www.mydomain.com/mypage.html`. Google wants to see the main page of the site, at the top level domain.

Next, Google wants to know what language your site is published in. If your site supports multiple languages, this is fine, but this isn't what Google wants to know. They want to know the primary language of the site – this would be the language that you used to write the pages, such as English.

The next question on the form throws a lot of people into a tail spin. It asks if you are setting up an individual or business account.

Here is a way to simplify this question: If you do not have an office or business that currently has 20 or more employees, you are an individual. It doesn't matter what your future plans are. Next, select the country that you live in.

The following part of the form asks for your information: name, street address, city, and state. It is important to note that when Google pays you, the check will be made out to the name that you put here, and sent to the address that you put here. So, use the information that you need to use here in order to receive the check, and to cash or deposit the check.

After your name and address, Google wants your telephone number. They probably won't call you, but sometimes they will, if there is a problem or a question. Give a good phone number where you can be reached. You do not have to provide a fax number.

Here, you can also choose to receive Google's newsletter – or not. Choosing not to receive the newsletter will not have any affect on whether or not you are approved.

Following this, there are five check boxes, all of which must be checked, before you can submit the application.

By checking these boxes, you are saying that you will not click on the ads on your pages, that you will not encourage visitors to click on your ads (incentives), that you are able to receive checks that are made out to you, that you will not place ads on pornographic sites, and that you have read the AdSense program policies.

Finally, you submit the form, and prepare to wait. Your site will be checked by a live human being. Approval is manual, not automated, and it can take up to three business days (72 hours) before you hear from a Google representative. That contact usually comes via email.

- Wait, what is this “Product selection”?

This appears on some application forms and seems confusing to many -- choose both: AdSense for Content and AdSense for Search. This means that you can run both, but don't have to run both.

You can have Google ads appear on your pages (AdSense for Content) and you can also include a Google search box on your pages (AdSense for Search), and when people use those search boxes, and click on sponsored ads in the results, you get paid for those clicks as well.

I Have My Account – Now What?

Congratulations!

Now that you've been approved for a Google Account, by building a site that Google would easily approve, and you've selected a high paying topic for your site, you are ready to get to work and build your first profitable AdSense website.

If you have not already done so (you should have), you really need to go and read the program policies that Google has set, as well as their Webmaster Guidelines. This will help you to build a better site, and to avoid issues that can and will get you banned from the Google AdSense program.

Your site should be full of content that uses your keywords. A keyword density of between 2 and 3% is great. This means that your keyword should be used approximately 2 to 3% of the time in your content. So, for a page that has 600 words of content, the keyword would appear twelve to eighteen times ($600 \times 2\%$ or $600 \times 3\%$).

There is more to it than targeting keywords. The content must be accurate. It must be readable and understandable by visitors – and most importantly:

“It Must Be Unique!”

You should use all of the search engine optimization techniques as possible when building your site. Not only will this attract the right ads, but it will also help your site to move up in the search results, for the purpose of driving traffic to your site.

You want your site to look nice, to be informative, and to load fast. You want it to attract the right ads. You do not want anything on your pages that will irritate your visitor, such as blinking, blinding text or music.

Make it a site that **you** would want to visit, and then ask an uninterested party, such as your neighbor (not your best friend or your mother) if it is a site that they would want to visit, if they were interested in the topic.

Now, you are ready to place the AdSense javascript code on your pages. Log in to your AdSense account. Click on the AdSense Set up tab at the top of the page.

First, click on Channels, and set up a Channel for the topic of your site. This will come in handy later on, when you are analyzing which of your sites is pulling in the most money.

Next, click on palettes, and create a color palette that matches your site well. You want your Google ads to blend into your site. If they stand out like a sore thumb,

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