

# **How To Make Money With Google® AdSense™**

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The Google AdSense program is one of the most powerful of all internet marketing tools. Ever since the earliest days of Google, smart web publishers have been making money through hosting ads on their sites, providing a great service to advertisers and lots of much needed incomes to themselves, their companies and their families.

## **An Introduction to Google AdSense**

Many smart web entrepreneurs have discovered how to use the power of Google AdSense, but the first step is to understand just what this program is and what it has to offer web site owners.

Google AdSense is a program which serves up ads on the hosting web site, but the key is that the ads that are placed there are related to the subject of the web site on which they appear. For instance, a web site devoted to the antique car hobby might host ads for companies selling cars, promoting car shows and the like.

In fact, AdSense is part of an advertising principle known as contextual marketing. Placing the ads in context, as with the old car web site, increases the chances that those ads will be seen and responded to. After all, the general public may not be interested in buying fancy chrome wheels or hubcaps for a Model T, but owners of classic cars may be.

The possibilities for contextual advertising in general, and Google AdSense in particular, are endless. A hockey site can host ads for hockey equipment

and hockey sticks, a tennis web site could host ads for tennis balls and tickets to tennis tournaments. It is easy to see why this program has become so popular and so well respected with internet users and web site owners alike.

The good news for web site owners is that Google AdSense can be quite a lucrative endeavor, especially for high profile sites and those sites with excellent, high quality and in demand content. One of the best things about the Google AdSense program is that the ads are highly targeted and relevant to the subject of the web site. Targeting the ads makes a great deal of sense, since targeted ads are more likely to get the click throughs that generate revenue.

Google AdSense ads are text only, unobtrusive and very easy to read. Unlike banner ads and pop up ads, these ads do not get in the way of the web site visitor's experience, and they are designed in such a way that they do not overwhelm or overshadow the content of the web site itself. Chances are the average web user has already seen hundreds, if not thousands, of Google AdSense ads.

There are not many places left where web site owners can make money directly off of their web sites, but Google AdSense is one such destination. Google AdSense allows web site owners to make an income off of every page of the web site. In addition, the algorithms used by Google to index web sites automatically select the best ads for each page of the web site, providing highly targeted and effective ads for their advertisers and lots of income for the owner of the site.

Those web site owners and designers who have been around for awhile may remember a concept known as AdWords. In essence, Google AdSense is an offshoot of the initial AdWords model. It is important to keep in mind, however that AdWords and AdSense are not the same thing.

When you do a Google search, you have probably noticed the small text ads which are displayed to the right hand side of the search results. These are contextual ads, served up based on the search criteria. These targeted ads are known as AdWords, and they are used by various companies to generate revenue and drive new customers to their web sites.

Google AdWords uses the pay per click model to generate income for Google. When a user clicks on one of the AdWords, that advertiser pays Google an agreed upon amount of money. This process is fully automated and easily trackable by all parties. The amount of money changing hands with each click varies all the time and is subject to word bidding. The placement of the ads, and the amount of revenue received for each click, is subject to market forces, just as in the brick and mortar advertising world.

With Google being the predominant search engine today, the company has continued to exert its power and influence, and the ads served up by Google, both through AdWords and AdSense, can be powerful revenue generating machines. Many smart web site owners have already discovered the power of Google AdSense in generating revenue and profiting from their web site content, and many more web site owners are discovering this power every day.

## **How do Google AdSense words get on your web site?**

Many web site owners who are new to the Google AdSense program have lots of questions, and one of the most frequently asked questions is how the ads are chosen and how they get on the site. The first step is to simply sign up with the Google AdSense program. The signup process is fast and easy and requires little beyond the URL of the web site and some very basic contact and payment information.

And fortunately for beginning webmasters, the actual process of displaying those Google ads on the site could not be simpler. Upon approval of the site for the AdSense program, you will be provided with a small HTML script. This HTML script can be placed anywhere on the web site, and the code can also be pasted several times and on any or all pages of the web site.

After the HTML code is in place, the ads are automatically served, with Google placing those AdWords that are most relevant to the content contained on the web site. Google uses a number of sophisticated and highly automated techniques to determine how relevant your ad content is to the ads being served. These processes result in highly concentrated ads, a plus for both the advertiser and the web site owner.

The Google AdSense program has a number of important benefits and a number of important advantages over other kinds of ad serving programs. For one thing, the Google AdSense program is quite easy to manage and simple to use. After the web site has been approved for the program very

little intervention or technical expertise is needed to keep those ads, and that revenue, coming in.

In addition, the Google AdSense program is very good at choosing the best and most highly targeted ads. The ads that are displayed on the participating sites are only those which are most relevant to the content on the site, and Google employs a strict quality control program to make certain that the ads are of the highest quality and relevance.

Since the ads served by the Google AdSense program are text only, some people may think of them as low tech and ineffective, but in fact the opposite is true. In fact these text only ads are highly effective, more so than costlier and flashier ads. In addition, there is a great deal of technology behind those simple looking text ads, and they have been shown to generate more clicks than many other kinds of ads. This is important, since more clicks equals more money for you. In addition, unlike complicated and graphics intensive banner ads, Google AdSense ads are lightweight and very fast loading. Therefore, having those ads on your site will not cause your site to be slow or cause visitors to turn away from a slow loading page.

There are currently three distinct Google AdSense programs in place – AdSense for Content, AdSense for Search and Premium AdSense. AdSense for Content is the largest of the AdSense programs, consisting of contextually targeted ads which are displayed on the web site. The owner of the web site is paid for every click made by a web site visitor. When the content or subject of the web site is changed, the ads will automatically be updated as well to reflect the change in content. This helps to keep the ads

targeted and relevant. This AdSense program provides the web site owner good control over the content of the ads, and it is easy to have certain types of ads, or ads from a certain company, blocked from your web site if you wish.

In addition, the look and feel of the ads for Google AdSense can be customized and formatted, in order to provide a more consistent look and feel for web site visitors. It is very important that the ads served “blend in” with the content and not be jarring to web site visitors. As any web site designer knows, consistent look and feel, across the page and across the entire web site, is very important. It is vital to give visitors to your web site a pleasant viewing experience and useful, relevant content. Providing a stimulating and rewarding web site experience is the best way to keep those web site visitors on your site long enough to profit from the ads you and Google have delivered to them.

### **Tips for Reviewing and Filtering AdSense Ads**

The process by which the Google AdSense program reviews and filters ads for their participating sites is a semi-automated one. Google has put in place strict policies for the content of its ads, including bans on profanity and racially discriminatory content. These types of ads are automatically filtered out and will not be included on any participating site.

In addition to this automatic ad filtering, owners of participating sites are free to block ads they or their visitors may find offensive. This filtering is done through the use of custom filters, and it is somewhat different than simply blocking a single advertiser (although that is possible as well). These filters are generally easy to use, and Google provides good assistance to their member sites in order to ensure only wanted ads are posted on the member sites.

Although it happens quite rarely, there are times that Google's automated algorithms for determining web site content are not able to make a good match of ads to the web site pages. In those cases, the publisher of the web site will be permitted to choose his or her own ads. If this does happen and you fail to make a choice, the site will automatically host a number of public service advertisements.

One of the best things about the Google AdSense program is that the look and feel of the ads can easily be customized in order to provide a consistent look and feel to the content on the web site. One of the key concepts of effective web design is to provide visitors to the web site with a consistent look and feel. This includes making sure that the same colors are used throughout all the pages, making sure that the fonts are consistent and being sure to make the navigation of the web site as intuitive and simple as possible.

Fitting the ads served by Google AdSense into this equation is generally a simple process, and a number of tools are provided to make it easy to

customize the look and feel of the ads being served. For instance, the Google AdSense program allows web site owners to customize the color and layout of the ads in order to be more consistent with the rest of the site. Web site owners are free to choose from the options provided or to apply a custom layout and color to the ads. The advertisers do not have control over this process; once their ads appear on your site you are free to customize the text and control how it looks. This is a big advantage of the Google AdSense program, and one that many web site owners would not want to do without.

Since the customization of Google AdSense content is so easy to do, it is important for all web site owners to carefully consider how to format the ads they host. It is a good idea to periodically review the web site, and the targeted ads contained on the site, in order to make sure that the ads served are appropriate. At the same time, it is a good idea to look at the overall look and feel of the web site, not only the ads themselves but how they fit into the overall look and feel of the web site. It is important that the ads not look jarring or out of place. If the ads do stick out, reformatting them to more closely match the look of the web site itself should help a lot. It is best for the ads to be unobtrusive but still easy to notice for the casual web site visitor.

This type of web site testing should be a staple activity for the owner or manager of any web based business. It is important to periodically go back to the web site with the eyes of a potential visitor. Look at things like how easy the site is to use and navigate, how intuitive it is, and of course how relevant the ads are to the content. This type of review, of both ad copy and

web site content, is a great way to keep the site fresh and relevant month after month and year after year.

### **Going beyond the Google AdSense basics**

Even though Google AdSense for Content is the biggest of the AdSense programs, AdSense for search is a powerful and potentially lucrative program in its own right. Google AdSense for search allows the owner of the web site to add a Google search bar to the web site, and this in turn allows visitors to the site to search the internet directly from the web site. The difference between this concept and a normal Google web search, of course, is that you make money in the process.

When a user performs a search using Google AdSense for search, the page that is displayed to that visitor also displays Google Ads (using AdWords) next to the usual listing, just as it would if the search were performed from the Google site. If the visitor clicks on any of those Google ads, you get a payment. Therefore, adding a Google search bar to your can provide an additional stream of income while at the same time increasing the usefulness of your web site for viewers.

The other Google AdSense program is the Google AdSense Premium service. This program provides more advanced functions and features to those web sites which qualify for the program. It is important to point out that only a small percentage of web sites will qualify for Google AdSense Premium service, as the criteria are very strict.

The base requirement for participation in the Google AdSense Premium service is that the web site must have received at least five million search queries or 20 million page views per month. Chances are that those web site owners who qualify for this premium service are already old hands at using AdSense.

No matter what the level of service or type of Google AdSense program you choose, one of the first questions you have will no doubt be how much money you can make. We have, of course, all seen those ads and come ons promising thousands of dollars in a matter of days, but the fact is that this is generally not the case. Even so, however, it is possible for web site owners to make a great deal of money through the AdSense program, and many people are doing just that. Better yet, once the HTML code is in place and the web site is part of the program, very little is needed in terms of ongoing maintenance and intervention on the part of the web site owner or webmaster.

The concept of earning money from Google AdSense is simple to understand. Every time a visitor to your web site clicks on an ad on one of your pages, you are entitled to a percentage of the money Google earns for the ad. This can equate to very high levels of income, especially for the more high profile and high traffic sites. In addition, even owners of small but successful sites in niche markets can enjoy a great deal of income through AdSense. If your site focuses on keywords for which there is a great deal of demand, that demand will result in higher ad prices for Google, and better ad revenue for you as visitors click the ads that are being served.

Let's look at a quick example of how that revenue can add up. For this example, the clickthrough value of an ad is 30 cents. This means that Google is paid 30 cents each time the ad is clicked. The payout ratio for the ad is 50%, or 0.5, close to the current payout rate for most ads. Let's assume the ad is displayed 100 times throughout the day and then clicked by nine visitors (for a clickthrough ratio of 0.09), and that the web page traffic is equal to 150 visitors.

The formula used to calculate potential earnings revenue would be as follows:

Clickthrough value (.30) times payout ratio (0.5) times clickthrough ratio) times website visitors (150) times ad display (100). This formula of  $0.30 * 0.5 * 0.09 * 150 * 100$  gives us a dollar figure of \$202.50. If this average daily income were to be repeated throughout the month, the monthly earnings under this scenario would be over \$6,000. Pretty good earnings, especially considering how simple and automated the Google AdSense program really is.

### **Formatting your Google AdSense blocks**

After your web site has been accepted for inclusion in the Google AdSense program, the next step should be to format those ads properly in order to provide visitors to your web site with a pleasant and consistent viewing

experience. It may be a good idea to experiment with several different ad formats until you find the one that will provide maximum benefit and maximum profits. Fortunately, Google provides a number of excellent tracking tools so it is easy to see the effect each formatting change will have on clickthrough rates and resulting revenues.

Google is very good at choosing the ads to display on their participating web sites, and at making sure that each ad is targeted and relevant to the content included on the web site. It is important, however, for every owner of an AdSense participating web site to make his or her own decisions when it comes to formatting those special blocks of text.

It is important for the AdSense ads to look as if they are a natural part of the web site itself. Studies have shown that ads which are able to blend in with the web site itself have a greater probability of being clicked than those that are made to stick out. It is important that visitors to your web site are presented with a consistent look and feel across all the pages of the web sites, and that the ads served appear as if they are a natural part of the web site content.

There are a number of factors involved in this blending in process of course. Some of the most critical factors to consider when deciding how to format an AdSense ad are the color of the text, the boldness of the text, the font used and the overall color scheme. These factors should all be matched to the those used on the rest of the web page. If the web page is written in Times New Roman 12, the ad should be formatted with the same font. The

size of the font should also match that of the surrounding text as much as possible.

The Google AdSense program also provides web site owners with the option of putting a border around the ad. In general, however, this is a bad idea, as it tends to accentuate the ad and make it stand out. It is better to have the ad blend in with the surrounding web site, so it is generally best to pass on the border option.

When choosing colors and fonts, it is important to consider the overall color scheme of the web site itself. It is important that the text be easily readable at a number of different color depths and screen resolutions, as ads that are not easily read are unlikely to ever be clicked. It is a good idea to look at the web site at several different resolutions, and if possible on several different types of web browsers, in order to make sure that the ads appear legible and unobtrusive.

No matter what colors and formatting is used for the rest of the ads, however, the text links should always appear in blue. Blue is the color that web site visitors are used to seeing for links, and it is better to use that perception to your advantage. Change anything else you want to match the look and feel of your web site, but leave the text links in blue.

For those who are interested in going beyond text ads, the Google AdSense program does offer a number of graphic ads, also called image ads. In general, however, text ads tend to work better and result in higher click through rates. For most web sites, text ads will load faster and look better,

but if Google thinks an image ad will be more appropriate one will be suggested.

## **Placing the Google AdSense ads properly**

We have all heard the old saying that the three most important factors in real estate are location, location and location, and this old axiom carries over into the world of Google AdSense as well. Where you place your ads can have a profound impact on the success of your AdSense program, so it makes sense to pay careful attention to where those ads are located.

In the case of Google AdSense, location refers to where on the page the ads are placed. The goal, of course, should be for the ads to blend in with the rest of the site, rather than sticking out as an obvious ad. The less like an ad it looks the more effective it is likely to be.

Of course it is important that the location of the Google AdSense ads does not interfere with the usability of the web site itself. It is important to make sure that the site remains usable and intuitive, and that it does not appear crowded or busy. If the web site does look too cluttered, you may want to break the site down into more sections, or add additional pages to provide for easier reading. A side benefit of having more pages on the site is that those additional pages can host additional ads, and generate addition revenue from the AdSense program.

Even though text ads are generally better and more effective, a site that is extremely heavy on text, with few images, may actually benefit from image ads. Adding a few image ads can help provide much needed graphics while naturally directing the attention of the visitor to the ads. This strategy can be highly effective, and it is one to consider if your web site is long on text and short on pictures.

Whether you are placing image ads or text ads, however, the biggest question remains where to put those ads. In order to be most effective, the ads should generally be placed as close to the top of the page as possible. The ads at or near the top of the page are generally more likely to be noticed than those closer to the bottom.

If you use “skyscraper” ads, similar to column ads in newspapers on the sidebars of the web site it is a good idea to place them to the right of the web site content. This is because visitors to your web site will most likely be reading from left to right. The visitor’s eyes will naturally go to the right, where the ad will be displayed.

In addition, the ads should be placed in such a way that they blend in naturally with the surrounding content. For instance, if you already have a list of links on your web site, it is a good idea to place the AdSense links in that section of the web site. Google allows this type of placement and it is perfectly proper to use this strategy.

For those web sites with a main page that is updated daily, the best place for Google AdSense ads is on that frequently updated page. Putting the ads

where people will be most likely to see them is a good way to get them noticed. If the site is updated often and bookmarked by many users, that will increase the chances of a visitor clicking the ads and generating revenue for the site.

It is important to remember, however, that the home page of the web site is not always the most visited. It is important for each web site owner to look at his or her own web site statistics when determining the best page to place the majority of AdSense ads. For many web sites, the most visited page will not be the home page, but another page that is updated frequently, like a “what’s new” page, or a “current events” page. If you do not currently receive website tracking reports, most web hosting companies will be able to provide these important usage statistics.

### **Google AdSense and the Importance of Developing Good Content**

It has been said many times but it certainly bears repeating – content is king when it comes to the internet. Those web sites that are able to incorporate high quality useful content into their web sites are those who are most likely to benefit from the power of a Google AdSense program, so it pays to spend some time working on getting that content right, and keeping it up to date going forward.

One common mistake made by all too many webmasters is to simply bulk up the site with lots and lots of keywords in an attempt to lure visitors and boost

search engine rankings. This is an important trap to avoid, and it is important not to clutter the web site with so many keywords that visitors end up turning away. After all, the goal is not simply to get visitors to come to your site. The goal is to keep them there long enough to read your content and click on your advertising links.

It is vital for the web site to provide visitors with a good experience and to put them in a frame of mind where they are willing to explore the products and services your advertisers have to offer. One of the best ways to produce that inquisitive state of mind on the part of your web site visitors is to provide them with content they find useful and compelling. Providing compelling and useful content can not only boost search engine rankings honestly through the inclusion of relevant keywords, but it can also provide visitors with lasting value, helping to ensure that they will return to your site in the future.

In addition, this high quality and highly useful content will help to gain the trust and confidence of visitors to your web site. If visitors know that they can trust the source, they will be more likely to look at the ad links and respond to them in a positive manner.

In the case of a web site that contains several different types of content, or content on a variety of subjects, it is important for the combination to make sense. It would make sense, for instance, for a web site focused on sports to also include content on things like sports medicine, vitamins and nutrition. It may not make so much sense for that web site to add content of an economic or political nature, however. The related content sites, in this case

sports medicine, vitamins and nutrition, could each have their own targeted ads, perhaps for a company selling herbal supplements, or a site selling braces for sports injuries.

It is important for the successful AdSense web site to contain high quality text content. While pictures are certainly attractive, and graphical content is important, the words are what Google uses to search the site. It is important that the textual content of the site be sufficient for Google to accurately categorize the site and effectively target the ads being served.

It is also important for each page of the web site to have a separate and distinct title. It is important to replace default titles like “untitled document”, “page 1”, “default page” etc, with titles that truly describe the content found on the page. When naming those pages, however, keep it brief. Long page names may be banned by some search engines. The goal is to provide a brief explanation of what the page is all about.

It would be hard to overstate the importance of good content to an effective and money generating web site. Gathering high quality content and placing it appropriately on the web site is a proven strategy for generating the best and most profitable AdSense ads, so it definitely pays to keep an eye on this important feature of your web site. Whether you produce your own content or hire a professional web copywriter, it is important to keep the content useful, relevant and of the highest quality.

## **Google AdSense Do's and Don'ts**

It is important for every web site owner who plans to use AdSense to generate revenue to follow the rules of the program and to avoid the mistakes that have been made by others. The ability to learn from the mistakes that others have made has consistently been cited as one of the key characteristics of successful business people, and this is certainly true when the playing field is the internet. It is important to know what works, and what does not, when it comes to running a successful AdSense program.

Let's start with the list of things you should do. Perhaps the most important thing is to carefully follow the terms of service you agreed to when applying for the AdSense program. Google has an extensive monitoring program, and they will not hesitate to ban sites found to be in violation of the terms of service.

It is also important to include a number of informative articles covering a variety of different topics, but topics that relate to one another. For instance, a sports related web site may have additional pages devoted to topics such as sports medicine, fitness, nutrition and vitamin supplements. This provides a consistent theme for the site as a whole, while providing room for a wider variety of AdSense ads and additional streams of revenue.

When choosing keywords it is vital to make sure those keywords are relevant to your site. While popular keywords tend to provide more revenue, it is important that those keywords be relevant to your site and its focus. It is also a good idea to look for variations of popular keywords, or alternative keywords, and to include those in your content as well.

When adding that keyword rich content, it is important to provide content that is useful and unique. Specific content will allow ads to be more tightly targeted, and those tightly targeted ads tend to get better results, especially for niche markets.

It is a good idea to experiment with several different formats for your web page and your ads, and then to test the results of those changes using either the tracking channels provided by Google or a third party AdSense tracking software package.

When positioning the ad blocks it is important to use a position that is unobtrusive but also highly visible. The text of the ads should not interfere with web content. Instead it should blend in and appear to be a natural part of the site itself. Placing the ads near the top of the web site generally works best. Looking at your own site from time to time and trying to look at it through the eyes of the average viewer will help a lot as well.

Finally, it is important to use Google channels, third party tracking software, or a combination of both to keep tabs on the performance of the site and make adjustments as needed. Making periodic adjustments and adding new content is a great way to keep the site fresh and to keep the ad revenue coming in.

Of course there are some important things that should be avoided when using Google AdSense to generate revenue. Among these no-no's are such tactics as:

- ✓ The use of automated programs to generate clicks
- ✓ Repeatedly clicking your own site
- ✓ The use of robots to generate clicks
- ✓ Tricking visitors into clicking your ads
- ✓ Including broken links on your site
- ✓ Including outdated information on your site
- ✓ Including illegal or offensive content on your site

Knowing what to do, and just as importantly what not to do, are vitally important to running a successful campaign using Google AdSense. When used properly Google AdSense is a very powerful tool for generating web site revenue, but it is important to use it properly and to carefully follow the terms of service set forth by Google. It is also important to keep in mind that those terms of service may change in response to new developments in the industry, so it is a good idea to check from time to time to make sure you are fully in compliance.

### **The three steps to success with Google AdSense**

More and more web site owners and webmasters have been discovering the power of Google AdSense to generate revenue for their web sites and provide a steady stream of income month after month. The beauty of Google AdSense is that once the site is approved and the ads are up and

running, the owner of the site need do only a minimum amount of work to keep the money coming in.

Even though Google AdSense is a very powerful tool, however, many people fail to use it to its best advantage. In order to get the most out of this powerful program it is important to use it properly and to do the research needed to take full advantage of its many benefits.

There are three important steps needed to start generating cash flow using Google AdSense, and it is important to focus on each of those steps and to understand as much as possible about them.

#### Check out those keywords

The first step to a successful AdSense experience is to research the keywords that people are looking for on the internet. Start by thinking of a popular subject, phrase or word and select a few that you think people are searching for. There are a number of tools available on the internet to help make the search for the most powerful and most lucrative keywords a lot easier, and those tools are generally easy to use.

#### Provide the content

Web site content is one of the most important, yet also one of the most frequently overlooked, aspects of generating revenue with Google AdSense. It is important for any web site planning to use AdSense to provide high quality, timely and relevant content on an ongoing basis. Doing so is perhaps the most important factor contributing to the success of member sites.

The articles written for the web site should be relevant to the subject matter of the site as a whole, but it is fine to combine several related topics into one web site. Each page can cover a different subject, and host a different set of Google AdSense ads. This has been a winning strategy for many webmasters, and it continues to be a winning idea.

The beauty of adding content to the web site is that it is that content that helps to drive visitors to the web site. As more and more web site visitors find your site, the chances of them clicking the ads, and generating revenue as a result, will go up. And as people begin to bookmark your site and use it on a regular basis they will begin to look at you as an expert in your field, and trust the links and ads found there as a result.

There are several different approaches to providing that ongoing content. One solution is to purchase articles from a web copywriter. This can be a very cost effective solution, but it is important to purchase full rights to the articles. Purchasing full rights means that you own the articles and can use them as you please.

You can also produce your own content of course, and many webmasters prefer the control provided by this approach. The do it yourself approach can work well for those who are experts in the field, as well as guaranteeing original and accurate content.

Place the ads

After the web site is up and filled with useful and relevant content, it is time to submit it to AdSense for approval. Those sites that have a high percentage of useful content are likely to be approved quickly, so the next step is to place those ads where they will be most appealing to viewers. The ads themselves consist of a small HTML script, and the ads generated are text based and designed to load quickly. In most cases it is best to place the ads as close to the top of the page as possible, where it will be easier to view. If ads are to be placed to the side of the content, it is best to place them to the right instead of the left. Most people viewing the web site will be reading from left to right, and they will be more inclined to read ads positioned to the right hand side of the page.

Finally, as with all kinds of marketing on the internet, it is important to have a goal in mind and to work hard to achieve that goal. Knowing what you want to get out of your AdSense campaign is the first step toward achieving that goal.

### **Using Blogs to Profit from Google AdSense**

When it comes to making money through Google AdSense, the key has always been traffic, and many owners of low traffic web sites have been wondering how to rake in those big AdSense revenues. For many low traffic web sites, the answer is to use the power of blogs in conjunction with the power of Google AdSense.

Fortunately there are ways to make money with Google AdSense even if the traffic to the site is low. Smart internet entrepreneurs have learned how to make big checks from Google AdSense even on lower traffic web sites and blogs.

One of these strategies involves establishing a number of different blogs based on a group of carefully chosen subjects and keywords. It is important to thoroughly research the best selling and highest bid keywords and keyword phrases. If you already have a Google AdWords account, you can easily look up the highest yielding keywords and phrases and use that knowledge to start those money earning blog sites.

These web entrepreneurs then seek out creative and effective ways to get content for all those blog sites that they have established. Many of these smart entrepreneurs have sourced their content using article directories and other such sources. These article directories and other free original content can be great sources of highly relevant and high quality blog entries.

Of course in order to have the best results it is a good idea to make that content original, and this can be done by adding a number of new remarks or comments to that free material. This can provide useful and original content at a fraction of the cost of buying prewritten articles and without the hassle of having to produce content for dozens of sites.

One major advantage to using the content that others have written is that the owner of the web site or blog is able to produce a large number of web site pages and blogs in a short period of time. The more search engine indexed

pages are produced the more traffic can be generated. And the more traffic that is generated the bigger those AdSense revenue checks can be. This strategy can help even low traffic web sites enjoy great revenue streams month after month and year after year.

Another strategy for profiting from blogs and AdSense is to concentrate on the best paying keywords on their existing web sites or blog sites. The idea behind this strategy is to provide maximum payment for every click on their sites.

This strategy can also be a winning one in terms of Google AdSense revenue. For instance, let's look at a site that garners 150 clicks per month. If the average payment for those clicks is 10 cents those 150 clicks would earn a mere \$15 for the owner of the site.

If on the other hand the average payment per click is \$5, those same 150 clicks would garner \$750 per month instead of \$15. It is easy to see how focusing on the best paying keywords can increase AdSense revenue exponentially. This enormous difference in the payout of various keywords is one reason that some web site owners enjoy a great living off of AdSense revenue while others are still struggling.

### **AdSense revenue and the importance of content**

There are many ways to make money on the internet, and smart web site owners have discovered that Google AdSense is one of the most powerful

ways to derive income from the web sites they own. The key to success with AdSense, however, is web site traffic, and it can be quite difficult for owners of low traffic web sites to make significant amounts of money.

Boosting traffic is not always an easy process of course. There are millions of different web sites on the internet, all competing for the same limited number of web site visitors. Getting a particular web site noticed can be a daunting task, and in order to get any significant revenue it is nearly mandatory to achieve a high ranking in the most popular search engines. One of the most proven and most effective ways to boost that traffic is through the use of highly targeted and highly useful web site content.

Content is king on the internet, and it is especially important when it comes to generating revenue from Google AdSense. Google uses content to determine how to index the sites involved in the program and to determine which ads to serve. Having a variety of high quality content in place is one of the best ways to gather the most revenue from AdSense.

In addition, if first time visitors to your web site are rewarded with high quality and useful content, they are likely to bookmark your site and return later to see what you have to offer. Providing useful content is also a good way to spread the word about your site. If the content on your site is good enough, you may find it mentioned in blog postings, internet forums, chat rooms and social networking sites. This type of free advertising is invaluable and a great way to boost click through rates and AdSense revenues.

There are of course plenty of places to get good content and plenty of ways to proceed. One way to get that content, of course, is to write it on your own. This can be a good strategy for a small site or for those with the time to write, but it can be difficult to supply content on an ongoing basis to a large number of web sites. Another strategy is to hire a writer to write original content for you. This can be a good way to proceed, and many webmasters are using this strategy with great success. Article directories and similar sites can also be a good source of excellent content.

This content is important, since Google and other search engines use the content they find to help index the sites and determine which ads to serve there. In general it is a good idea to post content related to several different but related subjects and to post each subject on a separate page of the web site. This can allow different ads to be served on each page, and that in turn can maximize the earnings potential of the web site as a whole.

In addition, if the web site is focused on a niche market that is somewhat uncommon or not very popular, it may be a good idea to focus on a different niche, or to focus on a subject with a wider appeal. Advertisers to smaller niche markets tend not to pay as much for their ads as many others. It may be better to look around for those niche markets that pay a larger amount of money for the click throughs, and to focus on the highest paying keywords and phrases.

**This is end of preview of this book. Actual book has 110 pages full of content. Most hidden secrets and less known techniques are in part you do not have yet.**

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