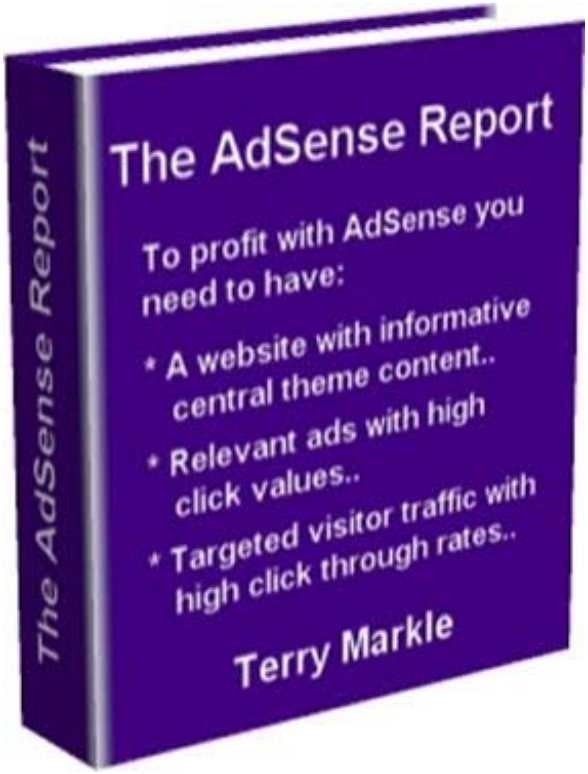
The AdSense Report



By F. Terrence Markle

Presented to you by:
Nadeem Azam
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The AdSense Report

By Terry Markle
http://www.QuikSystems.com

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Introduction

Dear Valued Subscriber,

Thank you for downloading this report on AdSense marketing.

The AdSense movement is gaining momentum every day. The driving force in the Google AdSense system is Google's AdWords ads. The AdSense program enables website owners to monetize their site and make additional income.

Although Google has made it simple and easy to implement AdSense on your website, you have to spend your time and effort to develop a central theme and the supporting content-rich web pages for your website.

As an example, the central keyword theme of your website might be "fishing." Each associated web page that supports the central theme would a a single unique keyword theme like fishing lures, fishing rods, fishing reels and so forth.

Google use proprietary algorithms to determine the content theme on each page of your web site with an AdSense box. As a result, each web page, with an AdSense display box, must have interesting and informative content for your website visitor. Google will determine the keyword theme from the content and display AdWords ads in the AdSense box that are relevant to the web page keyword theme.

You are paid a portion of the fee paid by the advertiser to Google when a visitor clicks on an AdSense ad.

It is possible for a web site to make significant money with the AdSense program if they have a high-quality and focused web site with a lot of targeted traffic

The articles in this report cover all the significant areas of the AdSense program. I believe you will find the information in this report packed with valuable insights that you can use to start making money with the AdSense program.

AdSense profits are waiting for you,

Terry Markle

See the required Legal declaration at:
http://www.QuikSystems.com/Legal.htm

The AdSense Factor

By: F. Terrence (Terry) Markle

Google describes AdSense as "a fast and easy way for web site publishers of all sizes to display relevant Google ads on their web site's content pages and earn money." The AdSense ads displayed by Google on your site are matched to Google's interpretation of the content theme of your site. In this manner, the AdSense ads will be of interest to your site visitors looking for the unique content your site offers to them.

AdSense is a system where Google places its AdWords ads on the content pages of non-Google web sites. It is a pay-per-click (PPC) service where webmasters are paid a portion of the revenue collected by Google from the advertisers. The advertiser pays Google a pre-determined amount each time a web site visitor clicks on an AdSense advertisement.

AdWords is the Source of AdSense Income

AdWords ads are the source of all the AdSense income you are able to generate. As a result, you need to fully understand the AdWords system in order to appreciate how the AdSense system works.

Google describes AdWords as "a quick and simple way to purchase highly targeted cost-per-click (CPC) advertising, regardless of your budget." These paid ads (sponsored links) are displayed by Google on the search engine results page along with the non-paid (natural results) for a given keyword search.

In order to create a Google AdWords ad, it is necessary to specify what keyword or keyword phrase must be input by the visitor before your AdWords ad will be displayed. In addition, you need to set the maximum amount that you will pay to Google for each click on your AdWord.

There is a nominal activation fee but Google does not have a minimum monthly charge. Google provides an account Control Center that allows you to track the performance of your ad. The ad will be displayed within minutes to the searchers after your account billing information has been submitted to Google.

AdWords ads must adhere to specific Google requirements. The title can contain up to 25 characters, the ad text can have up to 70 characters and the display URL must be less than 36 characters.

AdWords Ranking

Google will rank an AdWords ad based on the maximum CPC, the click through rate (CTR) and the relevancy of the ad text. Google prefers relevant and well-targeted AdWords ads. Google determines ad placement using the value formula: CPC x CTR. The ad is placed higher as the valuation rises. It's possible for an advertiser to have a

high rank position with a low CPC if the CTR makes the value to Google higher than other ads with a higher CPC.

Google requires a minimum CTR in order to protect the AdWords program value for its users. The CTR of all AdWords ads are monitored by Google on a continuous basis. An under-performing AdWords ad may be disabled by Google if the CTR does not improve.

AdSense Program

You need to apply and be accepted by Google before you can display the AdSense ads on your web site. They are very particular about the sites that are eligible and accepted. Google's name is on the ads and they cannot risk hurting the perceived value of the AdSense and AdWords programs.

Google requires you to comply with their program policies if your website is accepted into the AdSense program. Otherwise, your website may be dropped from the program.

Your site must be content-focused to be accepted. Google wants sites that offer high quality information or rich in relevant content. You should have lots of interesting and informative content for your site visitors.

As previously mentioned, AdSense is a program in which you get paid for your web site visitors clicking on targeted AdWords ads placed on your site. A click through is when a visitor clicks on one of the ads. The ads are placed in a display box that you put on your website in a location that earns you money.

You have a chance to make a significant amount of money if the AdSense box is placed in a strategic location on your site and you have sufficient targeted traffic.

The AdWords advertiser pays as little as $0.05 per click up to $100 per click depending on the unique keywords. The AdWords campaigns are usually budgeted for a specific period of time by the advertisers.

Contextual Advertising

Google uses proprietary algorithms to determine the content on each page of your web site with an AdSense box. It will identify the AdWords ads that are contextually relevant to your website visitors based on the content of your site. The identified AdWords ads are then displayed in your AdSense box. The ads on your site are the same ads that appear on the right side of a Google
search results page for a specific keyword.

Contextual advertising is the process of displaying ads on a web site that are targeted to the individuals visiting the specific web site. The Google contextual advertising system scans the content text on your web site for keywords on each web page with the AdSense box. Google will display ads on each web page based on what it believes is the keyword theme for that specific page.

For example, if Google determines that the theme of a specific web site is about "fishing" then fishing-related AdWords ads will be displayed in the AdSense box. The ads about fishing are an approximate fit to the context or subject of the web page as determined by Google.

Monetize Your Content Rich Website

Every webmaster with high-quality and focused web page content can monetize their knowledge and expertise by using AdSense. You need interesting and informative content on your site in order to bring free and targeted traffic to your web site and capitalize on the AdSense model.

You can generate revenue on your AdSense website on a consistent basis if your web site has a focused theme with targeted traffic. It's a good idea to have multiple pages with rich content on various topics that are centered around the specific theme of your website. Google can then target relevant ads to display on each web page that contains the AdSense box.

Google performs all the technological work for you to use the AdSense program. After your web site is accepted into the AdSense program, you obtain the HTML code to insert into your web pages from Google. The code will incorporate whatever specific customization you choose for the AdSense box.

It does not take very long before relevant ads appear on your web pages. If the ads are not relevant then you need to modify your content and keywords to help Google isolate the theme of your site. This will involve trial and error.

AdSense Factor

The items needed (I call it the AdSense Factor) to make substantial money using the AdSense program include:

- A website with multiple web pages with a central content theme that draws significant targeted traffic.
- Relevant ads with high click values that are relevant to the theme on each web page.
- A high click through rate by your website visitors.

Website Central Theme

Your website should be based on a specific theme. This is where brainstorming comes into play. You need to spend ample time determining what the theme of your site should be. Generate a list of all your skills, capabilities and areas of interest as you would in developing a niche market.

Select one or more of the niches and identify a keyword phrase to be the central theme of your web site. Identify the "wants and needs" of individuals in that niche that desire information to be satisfied or produce a solution to a problem. In your

brainstorming session, identify all the keywords you can that relate to the central theme.

As an example, assume your central keyword theme is "fishing." Potential supporting keywords could include (depending on the direction you take): fishing rods, lures, tackle, bait, gear, reels, boats and a long list of related items. You then need to develop a separate web page for every keyword item that you use to support the central theme.

Keyword Page Content

Each keyword page needs to have quality content that would be of interest and informative to your prospective visitors looking for information. You can develop the content yourself, use existing free information or pay someone to develop the content for you.

As a starter, you should attempt to generate the content yourself. Research each topic keyword and write articles of 200 to 600 words. The articles should be informative and rich in keywords for each web page with an AdSense box. Remember that "more" is better. The more content-related pages you have then the more AdSense ads you will be able to display and hopefully the more money you will make.

If you believe that you absolutely cannot write articles for whatever reason then look for existing free articles on your web page topic(s). You can also hire a freelance or ghostwriter at very reasonable rates to write articles for you. The choice is yours on how you proceed to get content for your web pages.

When you write your own articles, try to write your articles as if you were talking to someone. Plan on inserting the keyword or keyword phrase in as many places that make sense. The keyword density should be in the 5 to 10% range. This means that the keyword should be included about once every 10 to 20 words in the article. In order to help Google determine the theme for each of your web pages with the AdSense box: use headings and subheadings, use "h1" through "h5" tags where appropriate to add attention and make all keywords bold "b" text in your articles.

Conclusion

You need to consider implementing AdSense on your site if you want to make money from advertising. Google has made it relatively easy and clear to monetize your website through the use of AdSense. The steps involved in the process are:

- First – develop a central keyword theme for your website that contains informative and quality information desired by your targeted visitors.

- Second – develop multiple content rich web pages with individual keyword themes that are focused around your central keyword theme.

- Third - apply and get accepted into the Google AdSense program.

- Fourth - install the AdSense ads box on each content web page with a defined keyword theme.

- Fifth - drive targeted traffic to your website where a percentage of your visitors looking for your informative and quality information will click on the AdSense ads.

- Sixth - collect and enjoy the money paid to you by Google for the clicks on each ad you presented to your visitors.

Keep the "AdSense Factor" in mind when developing your web pages and your visitors will have a high interest in your content. This will lead to your visitors clicking on the AdSense ads and putting money into your pocket.

About The Author

Copyright (C) 2005 – Terry Markle is the owner of QuikSystems – A website dedicated to strategies and methods to increase high-quality and targeted visitor website traffic. He has written and published many articles on this topic.

Get his latest FREE documents with 100% master resale rights:

"The AdSense Report" at:
http://www.QuikSystems.com/report/adsense.htm

"The Niche Report" at:
http://www.QuikSystems.com/report/niche.htm

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Discover what Google never told you about making money with AdSense. This ebook hands you the secret keys to multiplying your AdSense income.
http://nazam.jcomm.hop.clickbank.net/
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Understanding Google AdSense

By: S. Housley

Google AdSense allows webmasters to dynamically serve content relevant advertisements on web pages. If the visitor clicks one of the AdSense ads served to the website, the website owner is credited for the referral. Google's AdSense program essentially allows approved websites to dynamically serve Google's pay-per-click AdWord results.

Website maintenance related to AdSense is very easy and requires very little effort. Webmasters need only to insert a Google generated java script into the web page or website template. Google's spider parses the AdServing website and serves ads that relate to the website's content. Google uses a combination of keyword matching and context analysis to determine what ads should be served. The java script calls the ad from Google and will ensure that ads are served each time a visitor goes to the web page.

Early on Google implemented a filtering system that allowed webmasters to prevent a specific domain's ads from being served on any websites in their account. Ad blocking meant that webmasters could prevent their competitor's ads from being dynamically served on their websites.

Google provides a wide variety of ad formats to match the most suitable option with a website. Webmasters can select from a handful of preformatted towers, inline rectangles, banners and buttons. The ad boxes can be modified by webmasters to resemble the website's color scheme. Examples of how different the various text boxes and color schemes appear on similarly themed sites can be viewed at:

- http://www.ring-tone-software.com (scroll to the bottom)
- http://www.ringtones-central.com (scroll to the bottom)
- or
- http://www.police-central.com (download left side)
- http://www.police-supplies.com (scroll to the bottom)

Ads can be geo-targeted based on the visitor's location. Advertisements containing content in English, French, German, Italian, Dutch, Portuguese, Japanese, or Spanish are all available.

Channels

Google recently introduced channels, enhancing AdSense reporting. When a channel is selected Google modifies the java script to include additional tracking. The additional tracking information allows webmasters to track a variety of metrics across their sites. Channels can be used to measure performance on various domains, differences in revenue with various ad sizes, or placement. By assigning each group of pages to a specific channel and comparing results in custom channel reports webmasters can work at increasing their AdSense revenue.

Optimizing

Google determines the content of the ads that are shown, webmasters serious about earning revenue from Google AdSense can use the following guidelines to optimize their website and ensure that targeted and relevant ads are served. If Google's spider has not crawled the site and determined the nature of the content, public service ads may be served. Public service ads will not accrue any AdSense revenue if clicked. As a result Google allows webmasters to designate alternate ads. Alternate ads allow webmasters to utilize the ad space in the event that Google is unable to serve targeted ads to the web page. By specifying an alternate image, HTML page, or ad server the advertising space can always being used effectively.

1. Web page content on pages that ads are served should be static not dynamic.
2. Ensure that the robot.txt does not prevent the web page from being spidered. Robots.txt file's will need to be removed or the following text will need to bedded to allow Google's content bot to crawl the site: User-agent: Media partners - Google
3. If the website contains frames, select the 'framed page' checkbox when generating the ad layout code for that website.
4. The body of the page and title of the page should contain contextual words that indicate a common theme on the web page.

Revenue Earned

Although Google doesn't disclose the exact revenue share or percentage that webmasters will earn, webmasters will receive a portion of the amount paid for clicks on Google ads on websites.

AdSense Conclusion:

Overall, Google AdWords can provide great supplemental income to webmasters with content sites. Implementing and maintaining Google AdSense program on a content site requires very little effort and can often bring a steady stream of additional revenue for webmasters.

About The Author

Sharon Housley manages marketing for NotePage, Inc. http://www.notepage.net a company specializing in alphanumeric paging, SMS and wireless messaging software solutions. Other sites by Sharon can be found at http://www.softwaremarketingresource.com, and http://www.small-business-software.net

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Learn how to triple your click through rate (CTR), improve your earnings per click (EPC) and track the clicks.
http://nazam.astracker.hop.clickbank.net/
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Google AdWords and AdSense - A Dynamic Small Business Marketing Duo

By: John Jantsch

Unless you have been living under a rock for the last year or so, you probably know that Google has become the king of the search engine hill. There are many reasons for this but number one in my opinion is that above all else they put value on content. Today I want to introduce you to two very powerful small business advertising options created by Google.

These two ingenious programs have all but revolutionized the way advertising is done on the web. Warning: If you are thinking..."web advertising isn't for me, I just need a few more clients around the block"...you better read this or be prepared to have your competitors eat your lunch.

Goolge AdSense - Again content is king at Google. This program allows web site "publishers" to add some code from Google and receive "content relevant" ads on their site from other site owners. Here is an example - those ads in the box on the right of the page are delivered by Google and are matched to the content on the page. When someone surfs to the page and decides to check out one of those ads, the web site owner earns a portion of the advertising revenue that Google collects.

The key here is that if you go to a site about quilting, you will see ads about quilting and not about dog grooming. I know this sounds so obvious but Google was the first to really figure this out.
This program has worked so well that some website owners are actually building content specific sites and paying for them solely through AdSense revenue. Small business owners should consider adding this feature to pages on their site for several reasons.

I've already mentioned the fact that there is money to be made, but what many site owners are finding is that because Google is so respected and because the ads are highly targeted...they are no longer looked at by surfers as ads, they are looked at as content.

Some will even go as far as to say that by putting the Google ads on your site you actually better your chances of higher rankings with Google. Google flatly denies this claim and I don't think it is true but I do know that Google AdSense ads should be on every small business owner's site. (Google AdSense)

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Another Warning: This is somewhat complex stuff. This article is only meant to introduce you to the power of these programs. Check out Google Cash by Chris Carpenter for a deeper understanding of ways to make this work for you.
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Google AdWords - I've already talked about those ads you see on websites, well those ads need to come from somewhere don't they. AdWords is Google's program for advertisers.

Any site that wishes to participate bids for "keywords" that are relevant to their product, service, or site and then creates ads to attract hits. These ads show up on private websites, like this example, and on the right side of Google search results like this search for "Free sales letters and tools" As you can see from this Google search you received the content related sites that you searched for but you also get some related ads that are sponsored.

Now here is where Google is genius. Instead of simply subjecting surfers to any ads that anyone is willing to pay for, they actually police the ads that are running. On some pay per click programs, whoever is willing to pay to most wins. Google uses a performance model. In other words an ad that is the most relevant and therefore receives the most clicks will move ahead of an ad that may pay more but isn't as effective. This simple philosophy is why Google has quickly dominated the PPC world.

Okay...and now the really big innovation

Regional targeting. Google recently introduced a system that allows advertisers to target certain metropolitan markets only. In other words, a remodeling contractor who only wants to do kitchen remodels in say, Denver, can bid on the keyword phrase "kitchen remodel" and only have his ads show up for people who live in and around Denver.

The implication this has for local small business owners is staggering. In the example above, our Remodeler can now tap into highly targeted web traffic for pennies per lead. In my opinion, small business owner who learn the ins and outs of this medium will dominate their markets. (Google AdWords)
Look for more on this topic in the future.

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About The Author

John Jantsch is a marketing consultant based in Kansas City, Mo. He writes frequently on real world small business marketing tactics and is the creator of “Duct Tape Marketing” a turn-key small business marketing system. Check out his blog at http://www.DuctTapeMarketing.com/weblog.php

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Online Gold Finder will help you find hidden profitable online niches in seconds for your AdSense content or your Niche products.
http://nazam.lightsped.hop.clickbank.net/
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Getting Approved by Adsense in a Jiffy…

By: Anik Singal

I don't understand why everyone makes Adsense out to sound like some kind of devil. So far, I have a 100% approval rate for my consulting clients. You would think that we spend months developing the site to submit for approval – but to be honest; I spend less than a day (if that!)

What we found is that Google is not nearly as picky as they make themselves sound to be. The trick is to make your site in such a way that you are just providing content; we have found that the less selling you do on your approval site, the better.

Don't worry, once you're approved you can use that code wherever you want – so put it on other sites that sell later. But for the purposes of getting approved, try to limit to just content, content and more content!

Now, for the disclaimer before we start talking about how to get your site approved for Google Adsense. I am not a member of Google at all, everything I am about to say is all speculation and experience. I have helped over 50 clients get approved for Google Adsense without having even 1 of them not get approved – we have 100% approval rate on FIRST try.

All I am going to teach you is exactly what I do for them.

There are three main elements that I focus on when getting a client approved:

1. Site look and feel – Not that Google wants a $10,000 professionally designed website, but they also don't want some piece of junk. Make sure to at LEAST have a presentable website – even if it is just a few tables and a solid background color. Avoid using tacky backgrounds or unprofessional color contrasts.

2. Content – The most important – Google believes in content. If you try to get a website with just a few pages approved, I don't think you will have any luck. You need to have at least 15-20 pages, preferably, 15-20 pages of articles/resources, a.k.a. content.

3. Traffic – Many "experts" say that Google looks to see what kind of traffic you have and that they do not approve new sites with no traffic. My experience says that these experts are FULL of it. BUT, just to be safe, before you submit your site for approval – try to get your site some traffic.

Here are useful tips you need to make the entire approval process easier and quicker:

- Get content from article directories like www.goarticles.com – just put those articles in your site, getting 15-20 is easy.

- Before you submit your site for approval, post at some forums with your website's link in the signature file – this will help you get some immediate traffic.

- Make a very simple website with 15-20 articles, a contact us page, a privacy policy and the typical disclaimer.

That's it – you're ready to get approved for Google Adsense. I know I made it sound too easy, but honestly, we have a track record that proves it. And remember, if you do not get approved, you can always fix things and try again.
So, stop waiting – apply now – Google Adsense is a great source of income.
Copyright 2005 Anik Singal

About The Author

This article is written by Anik Singal, founder of AffiliateClassroom.com. Anik Singal has developed his own affiliate system that helped him earn well over $10,000 in just 60 days. Now, he's looking for a few students to train one step at a time.
http://www.AffiliateClassroom.com

Making Google Adsense Work For You

By: Erol Alici

If you have been online for quiet some time you might have noticed those tiny ads on many websites with the little "ads by google" notice beneath them.

These ads are called "Adsense", they are paid advertisements and can be a very lucrative income source for the person posting them on his/her website.

Whenever someone visits your website Google displays these ads which are very targeted to your websites content. This is what its all about, since people come to your website with a specific interest Google will display ads reflecting that topic.

That means that any ad that is displayed fits the interest of the person viewing it. Since Google pays you for each click through this can be very lucrative if done right. Here are just a couple of examples on how you can get the most from Adsense.

Focussing on one specific topic helps increase your click throughs because the ads Google displays will be extremely targeted to the topic the person is allready viewing.

For example you could make a website purely on growing flowers. People who visit your website are already interested in gardening and Google will likewise display ads on that topic.

A great tool to check wich keywords might be shown by Google on your website is http://www.about-adsense.com/adsense-web-tool.html

The more targeted Google's ads are the more click throughs you will get and the more you will earn.

Search for the keywords that have the highest bids and optimize your website to them.

When you setup an account at http://www.adwords.com you can use Googles keyword tool to view wich keywords pull the most visitors and how much the advertisers are paying for each click. Some keywords are as much as $100 a click, think of what you earn when you optimize your website to them.

Next you optimize your sites content to these keywords, you can do this by either creating content yourself or by using other peoples content like for example articles from third parties wich you can find at for example http://www.ezinearticles.com.

Remember its all about targeted content, the more targeted your content is the more target Google's ads will be and the more clicks you will generate.
Have fun!

Erol Alici
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About The Author

Erol Alici publishes "Home Based Business Success" an informative newsletter dedicated to supporting people build their online business. If you`re looking for the best opportunities, the latest tips and helpful support from an honest friend in the business then grab your F-R-E-E subscription today at: http://www.homebasedbusinesssuccess.com or send a blank email to mailto:newsletter-79@norabots.com you'll be glad you did!

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Do you have a difficult item trying to write Google AdWords that result in profits? Guess what – you are not alone! It is critical to write effective AdWords if you want to be profitable. Now there is software that creates profitable AdWords instantly for you: http://nazam.adwordgen.hop.clickbank.net/
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Google WebSearch™ & Google Adsense. Yahoo!!!

By: Alec Duncan

The makers of the world renowned search engine, Google, have taken things a step further to increase their user loyalty, grow their user base and at the same time reward websites for helping them promote their search engine. What a beautiful deal.

Google now offers WebSearch™ allowing AdSense members to take the earning potential of their sites to an even higher level. Is it all about the money? For most I bet the answer will be "YES", however, those who would say no can say so with confidence.

Google delivers the best search results on the web today. Don't be surprised if the majority of your website users use it to search the web. They pride themselves on highly relevant search results with a clean and effective interface. They offer various filters to fine tune their results to allowing you to eliminate any unwanted sites from being displayed.

They have started a highly successful symbiotic relationship between Google and websites that many webmasters will be taking advantage of as soon as they hear the news. It is said time and time again how Google AdSense has transformed websites not geared towards earning income, into solid income producing businesses. Now with WebSearch™ it gets even better.

So what exactly is WebSearch™?

It's using Google's SiteSearch or Google's Web Search and displaying AdSense ads in the results and you earn income every time someone clicks on the ads. Lots of sites already use these features together or independently and them being able to monetize this is a sure plus. You are also able to customize your results page to some extent which includes full color customization as well as the ability to include your logo.
So how do I get it?

Well if you haven't already done so you will need to create and AdSense account at Google AdSense and follow the steps.

If you already have an AdSense account then log in and click on Search Settings and you should be able to figure it out from there. They also offer reporting information which can also be filtered by channel and includes clicks, the number of queries and clickthrough rate.

The verdict

If you answer yes to any of the following questions then there's a good chance that Google's WebSearch is for you:

1. Do you want to give your users a reason to stay on your site longer?

2. Have you ever wanted to offer web search from your site?

3. Do you want to be able to offer a site search feature to your users?
And last but not least

4. Do you want to increase the earning potential of your website? More popularly stated as… Do you want to make more money?

I'm not a betting man but I'd put my money on you answering yes to at least one of these.

Happy Google WebSearch™ing :-)

About The Author
Alec Duncan is the founder of LilEngine.com a Search Engine Optimization resource site. Visit Li'l Engine for search engine optimization tools and strategies and also check out Developer Tutorials for web development techniques and strategies.

6 Steps To Adsense Domination

By: Keith Baxter

When you make your living online, you realize the need for multiple streams of income.

One of the easiest and most lucrative ways to generate a secondary income, which also happens to be passive, is via Google's Adsense program.

I'm sure you've read the claims of a few individuals generating five figure monthly incomes from Adsense. For many of you, I'm sure you are wondering why you aren't making this same income yourself.

Well, wonder no more. If you follow my simple six step system, you will be well on your way to healthy Adsense profits within three months.

Are you ready? It's now time to pay attention.

Step 1 – Preparation.

The key to making money with Adsense is all about numbers. BIG numbers!
Sure, there are a few people making serious money with less than ten sites, but these are the exception.

Your goal will be twenty-four sites in three months. That's just TWO sites per week!

In order to accomplish this, I recommend one of the many available page generation tools available today.

Step 2 – Determine Your Markets.

In order to maximize Adsense income with only twenty-four sites, you must know which markets are paying well.

To break this down even further, you need to know which keywords within those markets are paying the most.

Step 3 – Register you domains.

Once you've identified and chosen your markets, you must register domains appropriate to those markets. For example, if your market is 'Cabbage Patch Dolls', a domain such as http://www.cabbage-patch-doll.com/ would be appropriate.

Step 4 – Create your site.

Using your favorite page generation software and keyword list, it's time to develop your site. There are several key points to bear in mind when you develop these specifically for Adsense.

1. Format – Always use the large 336x280 large rectangle.
2. Border – Match the same color as your background.
3. Background color - Border – Match the same color as your background.
4. Link = "0000CC"
5. Color_url = "999999"
6. Color_text = "333333"
7. Position – Far left or center and just above the page fold (Top 25% of site)

Step 5 – Verify and track your site

Visit your site and make sure all links work and that the sites appear to your satisfaction. You should also check out the ads Google is displaying. Are they targeted to your primary high paying keyword? If not, recreate your site using your high paying keyword in a higher density throughout your site.

Make sure you track your Adsense format, position, and traffic with a tracking system specifically designed for Adsense. Once you know your stats, you can adjust for maximum clickthroughs and higher revenues.

Step 6 – Get your site listed in the search engines.

This is simple… no tricks involved. Simply rent links to your site. A PR7 or PR8 link will do the job.

While I've simplified the process here, you are now armed with enough information and resources to make some serious money with Adsense.

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About The Author

This article has been authored by Keith Baxter, the founder of http://www.topkeywordlists.com.

If you want to maximize your Adsense income and learn how to drive massive amounts of traffic to your website from the search engines, visit the site now. Only 203 spots are available at the special low introductory rate.

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New method to magnify the earning power of Google's AdSense program. You can start earning quickly after applying the technique!
http://nazam.googleearn.hop.clickbank.net/
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Using Google AdWords to Increase your Adsense Profits

By: John Gall

I had been using Google's Adsense program to generate some revenue from my various web sites. Prior to Adsense, I was never previously paid to run these and did so for a hobby. Overall I was pleased with the income I was generating. The only drawback was that I was always looking for ways to get people to my sites. I enjoyed working to bring in more visitors but felt that if I looked at my earnings vs. the hours I worked, the economics weren't making sense.

Then I figured out that certain sites were paying way more than the minimum .05 cents per click. I reasoned that if I could get pay visitors .05 - .10 to visit. Then if they clicked enough ads that paid much more than I paid, then Adwords could be a viable way to increase traffic to my sites.

So I paid my $5.00 setup fee and added my two most profitable sites. That same day my traffic jumped dramatically and as I thought. Visitors who came in via Adwords were more likely to click other Google ads on my site. My conversions went up and I thought why not put all my sites on Adwords.

This was where some careful research was needed. I found that some sites I run had adwords sponsors who were only bidding the minimum. Remember the concept was to under bid the advertisers on my sites. While my traffic skyrocketed, my expenses for a few sites seemed to outweigh any benefit. When my reports came in it was clear that I needed to use Adwords for only the sites that featured high bidding advertisers. This creates margin for those visitors who come in via paid ads but do not click to my own sponsored ads.

The exception would be if my site was offering a product or service. Then it would be well worth sticking with Adwords on those sites just to get more buying traffic. Because my sites are purely informational I had to watch carefully to ensure I was putting money into Adwords where it was working for me. In some cases I upped my bid on some keywords that were clearly bringing in steady traffic that converted well.

Google's new offering called Websense may change this a bit. By allowing you to put Google's search form on your site and then paying if your visitors search off your site and click other sponsored links it may make those under performing sites profitable again. Time and further research will tell.

The moral of the story is that Adwords is a great way to dramatically increase your profits when using Adsense. Care needs to be taken to see that you are putting your money where it is most effective.

John Gall - Gall Consulting Elk River, Minnesota
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About The Author

John Gall is a full time IT Manager and IT Consultant in Minnesota. He runs several websites as a hobby featuring content similar to that in this article.
http://www.gallconsulting.com
http://www.sandalspictures.com
http://www.napavalleypictures.com
http://www.winesilove.com

Relevant Ads Increase Adsense Profits

By: Bas de Baar

If you've started using Adsense as a way to increase advertising income, but the numbers just aren't adding up to what you expected, the problem might be with the ads themselves. If the ads being generated by Google's Adsense aren't relevant to your website, visitors won't click on them. And, no click-y, no money. It's that simple. And it's a simple situation to fix.

One way to know if the ads are working is to monitor the click-through-rate (CTR) on a page. If it's low, it's usually an indication that once a visitor arrived at your page using a certain keyword, that visitor did not find any ads relevant to that keyword. And unfortunately for you, the visitor found no reason to click on the ads.

How do I know this? It happened on my website. On one of my sites, I had a page dedicated to PHP programming (a programming language). The page had a low CTR. Upon further examination of the page, I noticed that not one of the ads was related to programming or even to technology.

What I did notice was that the ads were related to guitars. Guitars? I thought to myself, "What relevance do guitars have to PHP programming?" And I imagined visitors to my site wondered this as well.

After studying the ads, I noticed that one word seemed to keep jumping out at me. The word was "strings" as in guitar strings. Well strings are used in programming too, but Google was not able to make this distinction which is why it was generating guitar ads!

The solution to this problem was simple. I removed from my webpage the words "string" and "strings" (or I just used another word in place of string or strings). After Google found this page again and updated its view of it, the guitar ads were replaced with relevant ads. And best of all? CTR on this page immediately increased and so did my advertising income!

If you have a page with a low CTR, you may need to tweak your text so Adsense generates ads that are more relevant to the page. When making these types of changes to your webpages, use the same ideas you use for search engine optimization. Why?

Because Google uses the same logic to determine the appropriate Adsense ads to display on your page as it does to determine if your article should rank high for "blue widgets."

Some areas on your page that might need a bit of text tweaking include:

- The title of the page
- The H1-tags used in the page

- The number of occurrences of the keywords in the text of the article

- Changing the filename (this can be very effective, but only do this for new pages that are not yet in the search engines or you risk losing traffic)

One word of advice: Don't forget that your keywords determine your search engine rankings so take small steps when changing keywords.

And remember, the only ads that will bring you the extra Adsense income you're looking for are relevant ads!

About The Author

Bas de Baar is the author of the e-book "Analyzing Adsense For Niche Websites." To learn how you can increase online profits by testing and analyzing what will work for YOU, go to: http://www.AffiliatePotion.com.

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Use this special software to find the most profitable keywords in a niche market. Find related profitable keywords. Keyword lists easily managed.
http://nazam.rapidkey.hop.clickbank.net/
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Optimize Site Navigation For Higher Adsense Earnings

By: Bas de Baar

A lot of webmasters that use Adsense as a source of income, are going after the so called high paying keywords. There are methods to determine this, you can even buy lists that hand them over to you. However, after they have put up there "high paying" pages there is no sound of the expected cash.

Having those pages is one thing... Driving visitors towards them, is another. The easiest, and most obvious way to funnel people to your high paying keyword pages, is by optimizing your site navigation for this purpose.

When people visit your website, they don't always view just one page. They also get from their entry page to another page that they might find interesting. They find this page by links that are provided to them on their page of entry. How you help people to get around on your site is what is meant by "Site Navigation".

A typical website has a menu on each page; a menu that gets them from one section to another on your site. What decides them to click on a link to another section is the words used to indicate the link. "Free Resources" or "Download ebooks" might get their attention.

In respect to your Adsense earnings, you should track your site navigation to drive people to your high paying pages. I have some pages that get a lot of traffic from search engines, but the earnings on these pages are very low. So I use some clever navigation on these pages to lure people to some higher earning pages. By using this technique you can turn some cheap clicks into dollars.

How to start the testing?

First of all, you must have something to track, something to compare. Second, you must select some high earning pages you want to funnel your traffic to.

To get the fastest results, you should select some of your highly visited pages.

Then you have to think about what might convince people on a particular page to move to a high earning page. Try to find some description that would get their attention. Next step is to think about a suited location to place the link on the webpage.

Within the article itself, on the bottom as recommended resources, just above the main menu... Get creative and, especially, look around at other site to see how they do it (e.g. Hot Pages list, or Most read articles are very common).

You don't have to stick with plain text links. You can also use some graphic to get peoples attention. Look around, and get ideas.

As with the testing of Adsense ads, try different texts on different pages, so you can get a feeling of what works and what not. Mix and match, put links on top, put them on the bottom.

And after that, it’s just testing, tracking, testing and tracking again.

About The Author

Article by Bas de Baar, author of the free e-book "Analyzing Adsense For Niche Websites". To learn how you can increase online profits by testing and analyzing, go to: http://www.AffiliatePotion.com

Making Your Web Site Pay With Adsense

By: SteveNichols

Did you know that you could turn the tables on Google and actually use its search engine to generate money?

Google Adsense pays you money in exchange for being allowed to publish paid-for ads on your web site. The clever thing is that the ads are related to what your users are looking for on your site. If used correctly they can both enhance your site and make you money.

So how does it work? Google provides you with its AdSense HTML code, which you place on your web pages. Then, Google automatically "reads" your pages and decides on the best ads to display.

It uses a sophisticated algorithm that includes such factors as keyword analysis, word frequency, font size, and the overall link structure of the web. It says it knows what a page is about and can precisely match Google ads to each page.

AdSense also uses geo-targeting to serve Google ads to your pages that are specific to a user's region and language, based on their IP address. This means that the ads that are served to a user from Australia may be different than those that appear for a user from Canada.

If a visitor clicks on one of the ads they get taken to the advertiser's web page and you get paid cash – easy!

Well, not quite. First you must have a site with plenty of visitors, otherwise it isn't worth the effort. Secondly, your page must be set up in such a way that Google stands a chance of working out what you are trying to promote or sell. In essence, you need to look at your page title, headings and initial copy to make sure that Google matches the right ads to your page.

For example, on my page devoted to digital photography courses, I don't want to advertise rival courses. So what I do is ensure that the first words on the page are "digital cameras", not "digital camera courses". That away, Google shows ads for companies selling cameras, not training courses.

Don't expect to earn a fortune. Google is a bit cagey about its ad rates, but you typically earn a few cents per click. Advertisements for casino or other gambling sites could make you up to a dollar or more for each click though.

On the downside, the very nature of Google Adsense means that users navigate away from your site, which may not be in your best interests.

If you want to see Google Adsense in action go to http://www.infotechcomms.net/courses1.htm or http://www.greatshortbreaks.com.

Both these pages have been carefully optimised to throw up the ads that I want. Another word of warning, if Google can't work out what to display it will serve up ads for charities. It will also do this for the first few minutes after putting a page live.

In two months of using Google Adsense on a few of my sites I have made a few hundred dollars. But other canny users, who have specifically targeted high value clicks by setting up portal sites with lots of traffic have made thousands upon thousands of dollars!

For more information see https://www.google.com/adsense/.

FAQs

Q. So with Google Adsense can I really make any web site generate money?

A. Possibly. If you have a high traffic site with a particular theme you should be able to make it pay its way. The trick is in getting the traffic in the first place.

Q. What type of sites work well?

A. Niché sites really. It is still fairly easy to get high search engine listings for way-out or niché search terms. Getting a high rating for the word "vacations" is near impossible nowadays if starting from scratch, but something like "Anguilla beach hotels" just might be possible.

Q. Anguilla beach hotels – you're kidding me?

A. No, actually. http://www.anguilla-beaches.com/ is one of the most visited sites on the net and has generated a lot of income for its owner with Google Adsense and other techniques. Oh, by the way, Nori Evoy, a 14 year-old teenager, runs the site, although she did have a little help from her dad Ken, a well-known internet marketer and the creator of the excellent SiteBuildit – see http://buildit.sitesell.com/newsdata.html

Q. So how hard is it to put ads on my site?

A. If you can handle a little bit of HTML coding you shouldn't have a problem. You can colour coordinate the ads to suit your pages too.

Q. Can I change the way the ads look?

A. You can choose from multiple ad layouts, designed to suit a wide variety of page designs.

Q. How will I know what pages produce the most revenue?

A. You can code each page differently so that you can tell which "channels" are producing what revenue.

Q. How do I get paid?

A. Google will send you a cheque approximately 30 days after the end of each calendar month if your earned balance is US $100 or more.

Q. Great! How do I start?

A. Get over to https://www.google.com/adsense/ and see if your site is eligible. Once signed up it is a simple task to add the necessary code to each page.
ENDS

About The Author

Steve Nichols runs InfoTech Communications. InfoTech specialises in online communications and has acted as consultant and trainer for many blue-chip companies including Aviva, AWG, BT, Shell, Standard Life, HBOS, BNFL, AstraZeneca, Diageo, Accenture and Australia New Zealand Bank.
steve@infotechcomms.co.uk

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AdSense enables website owners to make money without selling anything. It will run on both small and large sites. Learn about a special guide that will help you along your way.
http://nazam.1insider.hop.clickbank.net/
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The One Simple Trick That Can Double Your Adsense Revenue

By: Brad Bahr

I've been working with Google's Adsense program for a while now. If you're not already in the program, why not take a look at it now at https://www.google.com/adsense. I really like Adsense. It makes me money and it's easy to work with. Just some simple copy & paste into your webpage and you're done. Right?

Wrong! You can do it that way if you want. Who knows? Maybe you'll get lucky and get a lot of clicks. But if you're really serious about making a lot of money with the program, you're going to have to tweak it a little.

I've invested quite a bit of time experimenting with the program. When I first signed up, I got some clicks and made a tiny bit of money. That wasn't good enough. I knew there must be a way to get more of my visitors to click on the ads.

Google has a strict policy about not pointing to the ads in any way or asking people to click on them, so there were two things I couldn't do. What else was there?

Then I remembered reading an article once that discussed the psychological impact of colors on the human mind. I started researching everything I could find on the subject.

After a lot of reading, many tests and periods of watching my clicks go up and down, I found the one color combination that seemed to work the best.

Testing previously done at supermarkets had revealed that the same product could pull more sales from just changing the colors of the label. What were these colors? Red and yellow! The combination of these two colors has an immediate impact on the person who sees them. They make your eyes stop and focus. They pull your eyes right to that part of the page. They grab your attention! I'm not sure exactly why the combination of red and yellow does this, but it does. On one of my sites, I changed my Adsense ads to a bright red border and a yellow background with black text and URL.

My click through rate more than doubled with just that one simple change. That's what worked on my site. Your site's color scheme may work better with a slightly different color combination. Try lots of different color variations. Make a change in the morning and let it ride for the whole day. The next morning, try a different set of colors. Change the border, background, text. Change everything you can. Most importantly, keep detailed records of the color scheme you used, click ratio and revenue generated.

After you've done all the experimenting you want to, go back to the most profitable one and let it run for a week or so and see how it does. I'm always trying different

colors even after my run of good clicks with red and yellow. There are a lot of color combinations to choose from. You never know when you'll find just the right one.

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http://www.no-nonsense-internet-marketing.com

About The Author

Brad Bahr is the author of the NEW eBook: "How to "Really" Make Money on the Internet". It's filled with no nonsense, practical information. To get your FREE copy of the book, go to
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5 Ways How You Can Boost Your Google AdSense Earnings

By: Mohd Fairuz

Google AdSense is a great way for webmasters to monetize their websites. While many webmasters are struggling hard to earn $3 - $10 per day, some 'genius' webmasters have already enjoyed $30, $100, and even $300 a day from AdSense ads on their websites. How are these 'genius' webmasters differ from their counterparts? They think different! They think out of the box!

Let me share with you some tips which has been responsible in boosting my AdSense profits by 700%. Here are 5 of them, and if you follow these steps, I'm sure you'll see a difference in your AdSense income.

Here are the tips:

1. I concentrate on 1 format of AdSense ad, which is the Large Rectangle (336x280). This format has been proven to work with me in resulting high click-through rates (CTR). Why this format? Because the ads look like normal web links, and people are trained to click on these types of links.

2. I create custom palette for my ads. I choose white as the color for the border and background. This is because, all of my pages have white background. The idea is to make the AdSense ads look like they are a part of my web pages.

3. Previously, I put all my AdSense ads at the bottom of my pages. One day, I moved those ads to the top of the page. The result surprised me. My earning increased! Since then, I don't hide my AdSense ads anymore!

4. I maintain some links to other relevant websites, and I put my AdSense ads at the top of the links, so that my visitors see them first.

5. I automate the insertion of AdSense code into my webpages using SSI (server side included). You'll need to ask your web administrator whether your server supports SSI or not. Here's how to do it. You just put the AdSense code in a text file, save it as 'adsense.txt', and upload it to the root directory of your web server. Next, call the code on other pages using a one line SSI code like this:

This trick is really a time saver especially for those who use automatic page generators to generate pages on their website.

Here's a tool I use to generate thousands of pages on my website within seconds:
http://www.adsense-insider-secrets.com/page-generator.htm
Try these tips today, and I guarantee your AdSense earnings will improve. For more tips, you can visit my site at: http://www.adsense-insider-secrets.com

About The Author

Mohd Fairuz maintains a website called AdSense Insider Secrets. On his site, he shares with his visitors free tips, secrets & strategies how he managed to boost his Google AdSense earnings by 700%. Go to his website, and get the tips, free of charge at: http://www.adsense-insider-secrets.com

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Learn how to become an expert in your chose niche. Dominate your competition even if you don't have a product or can't write good articles.
http://nazam.expertin30.hop.clickbank.net
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Treble your Adsense Income in 60 Minutes

By: Kenny Hemphill

Google's Adsense is one of the most powerful weapons in website publisher's arsenal. It enables you to monetize your sites easily and if used properly can generate a very healthy income. However, if you're not using it properly and maximizing the income you squeeze from it, your leaving money on the table – something we all hate doing.

Boosting your return from Adsense can be done very easily and quickly, and you'll be amazed by the results.

I ran Adsense on my sites for over a year before I discovered these techniques, and like many people, I though I was doing pretty well. My clickthrough rates and CPM figures were very healthy, and I didn't honestly think that they could be improved a great deal. How wrong I was. Immediately after I implemented a few quick changes my clickthrough rate more than doubled, and by doing some fine tuning I manged to get nearly three times as many people to click on the ads as had been previously doing so.

The first technique is one that was 'discovered' by the amazingly helpful Debs, on SiteSell's SBI! forums. When I read it originally, it made sense and I decided to goive it a go, but I wasn't prepared for the immediate impact it would have on my income. It involves making only a few simple changes to the format and positioning of your Adsense ads.

Firstly, forget about using banners or skyscrapers. These ad formats are almost universally ignored by surfers. Why? Because we've all been conditioned to recognise a skyscraper or banner as an advert and as these adverts are rarely of any interest, we ignore them. What's needed is a way of integrating Adsense ads into the editorial on your site as seamlessly as possible. To do this you need to do three things:

1. Use the 250 x 250 rectangle format
2. Make the background color of the ad the same as the background color of your site, or as close to it as possible.
3. Make the ads borderless by setting the border color to be the same as the background color of the ad.

These changes can be made by logging into your Adsense account and creating a custom format. Just select the 250 x 250 ad format, and create a custom color palette. Use the color picker to pick the coor you want. The Javascript is automatically generated at the foot of the page, ready for you to copy and paste into the pages on your site.

Now, you need to position your ads where surfers are most likely to click on them. Research using retina scanning technology has shown that the place that surfers tend to look at first and most often is the top left. I don't know the reasons for this, perhaps it's because that's where we're used to seeing the most useful search engine

results (at the top of the rankings) and search engines are the sites we most often visit, so we automatically look at the same place on other sites.

Whatever the reasoning, as soon as I made the above changes to my Adsense ads, clickthrough rates doubled, immediately.

The second technique is much newer and one which is entirely based on my own experience. Google has recently added a new type of Adsense format, called Adlinks. This displays a series of links on your page in the same style of Ad unit as regular Adsense ads. When a user clicks a link they are taken to a page of adverts that resembles regular Google search results. As a publisher, you are paid every time a user clicks one of those ads.

Adventurous soul that I am, I jumped in with both feet and started to trial Adlinks on my most visited pages as soon as it was launched. I'm using the four links in a square box format, positioned top left of my page content. After a few weeks of running Adlinks alongside regular Adsense ads, it's clear that the return on Adlinks is about a fifth to a quarter higher than regular ads. There's no clear reason for this but one explanation may lie in the fact that clicking on an Adlink takes the user to page of 'results'. When a user clicks on one of these, you are paid for the click. If the user finds what they want, great, if not, it seems that they hit the Back button on their browser and try again, just as you would for normal search engine results. Then they click on another result, and you get paid again. So it's possible to be paid more than once from the same Adlink click. Now, this reasoning is speculative, but it does make perfect sense in the light of my Adlinks results.

Finally, Adsense has some excellent tracking statistics that allow you to track your results across a number of sites on a site by site, page by page, or just about any other basis you choose. This is a very powerful tool and you should use it to find out which ads are performing best for you and fine tune your Adsense and Adlink ads accordingly.

So you see, by spending an hour or so of your time making a few adjustments to the Adsense ads on your sites, you can very quickly treble your Adsense income. Give it a go, you'll be amazed by the results.

About The Author

Kenny Hemphill is the owner and publisher of The HDTV Tuner (http://www.the-hdtv-tuner.com/about-this-site.html) and has been using Adsense for two years.

It Makes Sense to Add AdSense to Your Blog

By: Sanjay Johari

Google AdSense is easy to install on a web page or blog and constitutes additional source of income without spending anything. You have to apply on-line for Google AdSense Program and generally approval comes from Google within two days. Those having AdWord account can use AdWord e-mail address and password for AdSense account also. After acceptance of application, Google confirms creation of your Adsense account thru e-mail. You get a code for AdSense text ads and another code for AdSense search. These codes are to be installed on web page or blog and within minutes the page will start displaying ads from Google, and a Google search bar. AdSense is available in dozen languages worldwide.

The code for AdSense can be placed on any of your web pages. I think placing it on your blog will give you distinct advantage because blogs have several points in their favor. They are easily indexed by search engines. Recently two of my simple blogs were indexed by Google within 2-3 days of submission of URL's which I think is quite fast. With Yahoo! it is even easier - just add the URL of your blog to your My Yahoo page and Yahoo! will start accessing it immediately. GoogleAlert is a free tool that can be used to know when your blog is indexed by Google.

You can have your blog up and running in minutes free of cost from several sites that provide this service. I personally use blogger.com. With blogs you do not need to worry about designing websites, registering domain name or hiring web site hosting service. You simply write your content on the blog and it is ready for publication.

An excellent article by John Taylor on creating blog is re-published here: http://sanjay-j.com/art1ab33.html

With AdSense wide range of options is available - number of ads for display, shape and size of display, color schemes. More than 200 colors are available from which you can choose color for border, background and text. 24 pre-set color palettes are readily available; in addition you can have your own custom-palette to match with the appearance of your web page. Similarly, color schemes are available for Google search bar.

When the web page is opened, Google ads are placed which match with the content of the page and are highly relevant. Google finds right ads for the web page from 100,000 AdWord advertisers.

Several options are available for the ads that you would like to be displayed on your page. Ad filters can be activated which will block up to 200 URL's of your choice which you do not want to show on your page. You may like to filter away ads from your competitors. You can even choose your own default ads for display. Google uses sensitive content filters to prevent display of sensitive material. If you find that your page is not really getting relevant ads, it may be time to look critically at the content of the page, particularly the keywords used in text, links and tags. Little SE optimization of the page should resolve this problem.

Sometimes Google places public service ads when no target ads are available. To suppress public service ad, it is possible to specify your own image ad or HTML page ad which will appear in place of public service ad. This ensures that some ad is always present there. Or, if you like, the space reserved for Adsense ads can be made to collapse.

AdSense tracker is another useful feature which tracks the ads on your pages and generates report for you. The reports can be customized based on requirement. Typically reports can give page impressions displayed, number of clicks and click-thru rates. It is also possible to check earnings any time.

Web page owner can make use of all these facilities and try to get best results. With the help of Ad tracker lot of useful information can be obtained - which ads are doing well, which color combination gets better results, which location of the web page is best for showing ads and so on. This analysis can be used to improve traffic as well as click-thru rates.

With AdSense you have virtually nothing to lose. If you have not yet installed AdSense on your website you can perhaps give it a thought. Any free space which can be created on your website to accommodate AdSense can be used to generate additional income.

About The Author

Copyright © 2005 Sanjay Johari
Sanjay Johari regularly contributes articles on small business to various ezines. He invites you to take advantage of International Success Mentoring! Earn while you learn. Join the longest running internet business opportunity - because it works!
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Get a large keyword list that you can use to obtain profits from Google AdSense. Some keywords have a high earnings per click. Learn more:
http://nazam.shopcourse.hop.clickbank.net/
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What to do When AdSense(TM) Serves the Wrong Ads

By: Dave Lavinsky

The most common frustrations among AdSense publishers are 1) Google serving inappropriate ads on their web pages, 2) low click-through rates and 3) low payouts per click. This article discusses the first frustration, which is highly correlated with the other issues, and discusses what webmasters can do to combat it.

To begin, it is important to understand how Google determines what ads to serve via the AdSense program. This explanation goes back to April 2003 when Google acquired Santa Monica, CA-based Applied Semantics. Applied Semantics' products are based on its patented CIRCA technology, which understands, organizes, and extracts knowledge from websites and information repositories in a way that mimics human thought and enables more effective information retrieval. A key application of the CIRCA technology is that it allows Google to, without human intervention, understand the key themes on web pages in order to deliver relevant and targeted advertisements.

However, the CIRCA technology is not always accurate or appropriate to the page. For example, in a general web page about health topics, AdSense is currently serving ads for insulin even though only two words in one paragraph relate to insulin. Rather, the site is much more focused on dieting.

One explanation may be that the CIRCA technology is tied to keyword pricing and inventory (e.g., AdWords(TM) advertiser daily budgets), and that AdSense serves ads that it hopes to maximize revenues. However, this often violates a critical AdSense rule - if the ads do not relate to the topic discussed on the web page, visitors will not click on them. Likewise, TopPayingKeywords.com always tells clients never to try and trick AdSense. That is, if customers are coming to your page from a link or advertisement for one topic (e.g., hair styles), never try to create a page about an unrelated topic (e.g., mortgages), just because that unrelated topic is an expensive keyword. While you will be serving expensive ads, because the topics are not correlated, visitors are unlikely to click on them.

Getting AdSense to serve the correct ads is a trial-and-error process. In the health page example above, all it took to get AdSense to remove the insulin ads was to remove the paragraph in the text that mentioned insulin. Fortunately, AdSense often updates itself within just a few hours, so it's easy to keep modifying your site until the most relevant, and hopefully most expensive, ads are served.

About The Author

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AdSense Stats and Performance 101

By: Tony Zhu

As more and more people are getting into the AdSense game, there seem to be many questions asked again and again by the newcomers. Here, I have compiled detailed explanations to some common AdSense terms, facts, and performance tips.

Terminology

Real Stats (Figures based on actual performance tracking updated several times a day)

Page Impressions: The number of times an ad unit (a collection of 1 to 4 ads). If you have two ad units on a page, then every time the page loads you get two page impressions. Page Impressions DO include PSA (Public Service Ads) and Alternate Ads.

Clicks: The number of times someone clicks on an ad. Clicks on PSA will be included in this stat as well.

Earnings: Money you've made.

Derived Stats (Figures calculated from the real stats)

Clickthrough Rate: Clicks/Page Impressions. It is expressed as a percentage.

Effective CPM: Earnings per thousand page impressions. Calculated by 1000 X Earnings / Page Impressions

EPC: Your EPC is not displayed because it does not really matter. EPC stands for Earnings Per Click (Earnings/Clicks) and is frequently talked about.

Facts (What we discovered)

1. Stats Update Frequency/Delay: Although AdSense stats usually updates every couple hours, you don't need to panic at all if you see no change in your stats for over 12 hours. Even if other webmasters are seeing normal updates.

2. Don't worry about anomalies in your stats during the course of the day. These are not accurate. There could be delays in the update due to one reason or another. Only when you see figures for a new day can you know that the figures for the previous day are not going to change any more.

3. Sometimes the stats are carried forward several days. This happens when Google decides to freeze your clicks and earnings for fraud checking/tracking purposes or server delays. Thus, you may notice your earnings/clicks shoot straight up when you least expect it. It is possible for your CTR to go up by as much as 10% and your CPM to raise $200 over the normal.

4. The update on the different stats are not synchronized. For example, when you check your account, the page impressions may be freshed updated, while the clicks and earnings are from two hours ago. Thus, there may be a sharp drop/increase in the derived stats. Due to this, you don't need to fret over all these little bumps.

5. Often delays in updates foreshadow changes to the AdSense program. For example, slow updates preceded introduction of channels, TOS changes, and addition of new languages.

6. Channels are a great way for you to track the performance of your ad on a particular page/site. If you want to use the same code for all of your pages, you can also use the recently added URL channels. Of course, channel data are delayed by two days.

Performance Tips

1. EPC doesn't matter! That is because you have absolutely no control over your EPC. Your EPC is influenced by many variables including your webpage content, advertiser's budget, seasonal fluctuations and more. Thus, the productive thing to do is concentrate on the factors that you have control over such as CTR and page impressions.

2. How well am I doing?
Many of us probably wonder how we are doing compared to other AdSense users, including myself. However, we really can't get a good sense of the average if Google doesn't disclose their figures, which they don't. Since people doing well with AdSense generally don't like to reveal their earnings due to the fear that they may be terminated by the program, any discussion about an average EPC/CTR/CPM is a waste of time.

3. From various experiments by myself and other webmasters, we can conclude (at least for now) that using image/text ads instead of just text ads will dramatically decrease you CTR because of various reasons. (i.e. fewer advertisers, banner blindness etc.) However, the EPC is usually slightly higher.

4. Blend in or stand out? This is completely site dependent. Sometimes, people will never click on your ads unless you "trick" them into doing so, although this is not so good for long term. Other sites will require your ad to scream in your visitor's face to get good clicks. Do some extensive testing to find out what's good for your site.

5. Make good use of the URL filter feature. Blocking repetitive (eBay ads) or boring ads (free smilies) will definitely increase your CTR.

6. Large rectangles placed above the fold will often generate most revenue. However, this may not be a good long term solution since such and ad is usually obstrusive and have little aesthetic value.

7. If you run a forum site, you may notice that your earnings are very low. Here is a solution: use a simple cookie-based php script that only displays AdSense ads once every 10 page views -- essentially a counter counts down from 10 to 0 and on 0

displays an AdSense block. Between the AdSense ads, display regular banner ads. Although your AdSense page impressions may be down, you will notice your CTR skyrocketing, and a large increase in overall earnings.

In conclusion: Play around with your ad to maximize your performance, and look at the big picture in your stats!

About The Author

Tony Zhu is the owner of an online business resource website, http://www.InaWhim.com, the largest free resource for the new and experienced home business owner. At www.InaWhim.com, you will find massive listings of paid survey companies, products with free resell rights, exclusive quality articles, friendly community, and much more. Everything FREE!

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Get Real-time Adsense Channel Stats And Find Out Which Ads Are Being Clicked

By: Subhendu Sen

If you have multiple sites or multiple directories in your site for different subjects and you have placed Adsense codes in your site, I am sure you would like to know: (a) from which site or directory you are earning the most / least, (b) which Adsense ads are being clicked and (c) from which page?

CREATE CHANNELS FOR EACH SITE

To get separate stats for each site / section / directory / page with Adsense, you need to create channels for each one. Create a channel with a relevant name and generate a code for that channel. Paste that particular Adsense code to the concerned pages / sites.

GET CHANNEL STATS IN REAL TIME

Google now provides Channel Data in real time. Earlier, it used to provide data for '2 days before'. Follow the procedure mentioned below:

1. From 'Date Range' drop down menu, select 'today'.
2. Check the radio button : Group data by 'Channel'.
3. On the right hand panel, check the radio button 'Channel data'.
4. Click on 'Select ALL' at the bottom of channel list.
5. Click on 'Display Report'.

Now you get the seggregated report for clicks generated for each channel.
WHICH ADS ARE BEING CLICKED AND FROM WHICH PAGE?

It is very important to know that which pages / sites are generating good Adsense revenue and which are not. We can work upon those poorly performing pages. If we can get to know about which ads are being clicked, that would make us feel more informed for many obvious reasons.

Currently Google does not provide this data. But you can still get it from a very nice and detailed free web stat service, Add Free Stats.

Add Free Stats provides a very detailed web stats which satisfies most webmasters. You may open a free account at : http://www5.addfreestats.com, get the code and paste it at the bottom of each of your pages.

Make sure that in 'Your Account' section you mark 'Yes' for 'Exit link tracking'.
Now check your stats at Add Free Stats, and you will find a "A" icon beside the visitors' ip. That means that visitor has clicked on an Adsense code. Place your mouse over the icon, and you can see which ad has been clicked.

You can also generate a separate report of pages that have generated Adsense click. Select 'Exit Links/Adsense' from the drop down menu marked as 'Pages'. Here you get a folder icon named Adsense, the number of Adsense clicks etc. Click on the Adsense folder icon and you get the number of Adsense clicks on each page and which ads are clicked on that page. Click on the 'hour glass' icon and you get the CTR, PV too for each page.

I am no way connected to Add Free Stats. I am just a happy user. Any webmaster working seriously towards Adsense earning, must have this tool.

About The Author

Subhendu Sen is the owner and webmaster of A Low-Cost Web Host : http://www.IndHosts.Net/hosting.html and is in the business of web hosting since 1998. He also owns other sites of interest : http://www.TheWebContent.com — An Article Directory and http://www.PopAccount.com — A Free Email Address Directory

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Secret Recipe To A Successful Google Adsense Campaign

By: PuRe

Google's Adsense program is a great way for website owners to finally make some money for all their hard work. Google Adsense ads are mainly text ads that use the powerful algorithm of Google search to carefully match and target ads to the contents of a webpage. Google has recently started including fancy graphical ads into their arsenal.

Adsense has been considered by some a revolutionary program that blurs the lines of the digital and financial divide. No longer are just large sites such as Cnn and Aol making large advertising revenue. Today anyone with great content, niche site or even a blog can become apply to become an Adsense publisher. Adsense publishers have enjoyed this program, with many people saying it has one of the highest payments per click in the industry. One complaint has been persistent since the introduction of the program, the quality of Google's Adsense publisher reports. Adsense publisher reports leave much to be desired. Google has introduced channels as a means for publishers to distinguish how many times an ad is displayed in a certain location or how many times that particular channel is clicked, but that's about it. It's not really much reporting when you compare it to other programs.

People ask me all the time, how do you do so well on your adsense campaign? Normally I kept that information secret, as a recipe for a successful campaign, but today I'm going to share it with you. One thing I hated so much as an Adsense publisher was that I never new exactly what ads were being clicked, specifically what was my visitor interested in? Using channels didn't let me determine specifically which page the ad was on that they clicked the ad on. Using Google reports, I couldn't determine who was referring valuable traffic to me, was it the search engines, was it link exchanges, directories? Google's reporting, outside of how much I made, really didn't report anything. Not doing anything about it and being ignorant of all this important information was my worst mistake. Google has all these stats because they know it's important, so why shouldn't the publishers too?

Ok, it's getting close to the part where I tell you my secret to Adsense success. I'm pretty skeptical about buying software that I can't change or modify to fit my own purpose, so I guess I'd say I'm an open-source man.When I finally found an open-source program that claimed it could give me the stats I was looking for, I gave it a real look. It's called Asrep , written in PHP and Perl (yes, that's two choices). Asrep is the premier adsense monitoring script. It's the swiss army knife every Adsense publisher should have in their back pocket.

First, before I get into anything, the small code that you add does not alter any Google code, and it does not violate their TOS, we actually asked, yes, you can exhale now. How exactly does click tracking affect your Adsense revenue your probably thinking? I'm getting to that answer, just bare with me a little longer. Normally on any given day I'd log into my Adsense account and be happily surprised, not alot of clicks but I did make a good amount from them. I wish I knew what that ad was, or even what keyword caused that ad to show, because I'd certainly want to target those

higher paying ads for my site. Now you don't have to wish, with Asrep you can actually get detailed reports on just about any Adsense information you could want to know. When I say all the information you'd ever want to know, I mean all. I'm talking about serious reporting Google hasn't even thought of giving publishers, for example the click thru rate of a particular referrer. Yeah, you heard that right, now you can actually find out which traffic is being converted into clicks.

Still being ever skeptical, I decided I need to take a little test drive of Asrep, seeing is believing. It took all of 3 minutes to install, and another nice thing is that it works on multiple domains too, so you don't have to do multiple installations. You'll be able to get Geo-Ip information so you can determine where your visitor is from. This program is perfect, for those who are scared about losing their hard-earned account to Click Fraud, or even the suspicion of it. We all know that click fraud is one of the plagues of our industry and once your site is suspected of it, you might as well throw in the towel. Don't be the victim, now you can be proactive in combating click fraud be letting Google know about repetitive clicks from a certain IP address, before Google lets you know!

Now that you can see which traffic gives you the best click thru rate you won't have to waste your time with bad ad campaigns. Now that you know which pages give you the most clicks you can improve their look and target more traffic to them. Now that you know which ads give you the most revenue per click, you can target them better with your page content. It's all about the Adsense Reporting and thats my secret recipe to running a successful Adsense campaign, that and staying on top of Adsense News.

I hope this article helps out everyone who have been considering running Adsense on their website.The Author PuRe runs an Information Technology Community site at www.pureehosting.com

About The Author

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This software can help you find profitable keywords and products. It can also help you expand into profitable niche markets and build multiple streams of revenue.
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How To Get Banned From Google Adsense In Just 2 Clicks

By: Michael Oliver

The darkest nightmare a hardworking affiliate webmaster fears is receiving a dreaded Google Adsense Warning, or even worse, a notice that Google Adsense has been disabled for the entire account.

The notice starts out like this:

"It has come to our attention that invalid clicks have been generated on the ads on your web pages. We have therefore disabled your Google Adsense account. Please understand that this step was taken in an effort to protect the interest of the AdWords advertisers."

Some webmasters use Google Adsense to generate 100% of their website income and the account may hold many different websites. In that case, every website is disabled at one time. An automatic disqualification can be devastating, especially when Google has no obligation to explain its decision in detail.

Not only does the account become disabled, but also existing click-through earnings are refunded back to the advertisers.

Life gets tough, but is it that easy to get an account banned? Yes it is.

The terms of service every Google Adsense Webmaster accepts, describes the easy do's and don'ts.

Do use the Adsense approved formats only

Do keep your click-through data and income private.

Don't display Adsense on registration or thank you pages.

Don't use Adsense code and a competitor's content-targeted advertisement on the same page.

Don't encourage anyone else to click on ads.

For a complete list, read the Adsense policies and terms
https://www.google.com/adsense/policies
https://www.google.com/adsense/terms

The easiest method an account can be banned is by a Webmaster clicking on the site's own ads.

Just how many click-throughs are needed to get a site banned isn't exposed, but Google Adsense watches for multiple clicks from the same domain. One person was banned who clicked twice from the same domain within a 24-hour period. That doesn't

Google's AdSense Soon To Have New Rival?

By: Michael Cheney

A large part of Google's multi-billion dollar annual turnover comes from its nifty AdSense advertising program. The software enables website owners to drop in a piece of code to their pages that then serves advertisements provided by Google.
How Does Google AdSense Work?

It all works dynamically and the adverts that are displayed based on the content of the page. So if a website owner places the Google AdSense code on a page about holidays then holiday ads are delivered onto the page automatically by Google.

Everybody wins because when people click on one of the ads - the advertiser gets a visitor, Google can charge a rate for the clickthrough and the website owner who is serving the ad gets a share of this revenue.

It's been an excellent model for all parties concerned and especially as Google has enabled even small website owners to take part which means accumulatively Google's advertising real estate is absolutely vast.

Is The Monopoly Over?

But there may be trouble ahead for Google as, according to sources at CNETNews, Yahoo! is planning a very similar service to challenge Google's.

The two search giants have been up against each in the search advertising arena already but it is only now that Yahoo! seems poised to launch a monopoly-breaking attempt on Google's AdSense program.

This is all great news for smaller website owners as it means the two search goliaths will be vying to provide the best service and offering the best rates to compete for the lucractive ad space.

When Should You Accept Advertising On Your Website?

Well it's a difficult call. Do it too soon and you risk deterring visitors from staying on your website. Do it too late and you'll find that when you DO finally implement it people might not have seen it coming and they may leave your site in droves!

The best policy to adopt is, just like Google, to focus on RELEVANCE. Don't bombard your visitors with advertisements that are totally unrelated to their needs or interests or totally separate to the content you provide on your website.

And remember - often times it can be better to foster relationships and trust with your visitors with one eye on the longer term view rather than hit them with ads to make a small amount of cash in the short-term.

About The Author

Michael Cheney is Author of The Website Marketing BibleTM. Take the Free 7-Part Course "Internet Marketing Made Easy" and get your free sampler of 'The Bible' here: http://www.websitemarketingbible.com/marketing/.

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There is plenty of opportunity to make money with Google AdWords. Learn to set up campaigns and how to succeed with AdWords.
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