

Making Sense of AdSense

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Making Sense of AdSense

Brought To You By:

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Google AdSense Makes Sense for Your Business!

Google AdSense is a great way to make money for your business. Not only is Google a more than reputable company, (arguably, one of the most well-known and trusted in the world) so you can trust their services, but the AdSense program is one of their most user-friendly and cost-effective offerings to date.

Have you ever clicked on an advertisement on the web? If you have, you are not alone. Millions of internet users “navigate” the web via clickthroughs, links and advertisements each and every second of every day. Across the world, this has become how we communicate, do business, shop, trade, exchange and enjoy.

Google AdSense is an extension of that reality and helps internet business owners and users alike generate an interconnected “web” of relevant information and helpful content that in the end will help you make more money.

And who doesn't want to make more money?!

This report will show you:

- What Google AdSense is
- How it works
- How you can benefit from it
- Potential downfalls of the program
- And much, much more!

Here we go...

For Advertisers

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

Whether you are a small business owner, Internet market, not-for-profit organization or large corporation, advertising is critical.

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

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

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

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

The purpose of this report is to explore the benefits of AdSense and how you can not only earn a profit from using it, but how to make the most out of your AdSense account.

Let's begin!

What is Google AdSense?

Google AdSense takes internet marketing to the next level. It is a helpful tool that allows website owners to select what types of ads are relevant for their target market, allowing only the most relevant ads to appear. When relevant ads appear on your website, or ads that interest/speak to your specific target market, they are likely to click on those ads.

With Google AdSense, you earn money for every click. It's that easy!

In short, Google AdSense allows Internet marketers and website owners to work together to ensure the best possible results from results driven advertising.

And the best part about Google AdSense? It's FREE!

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

Google defines its AdSense program in the following way:

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

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

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

Here's how Google claims that you will benefit from AdSense:

- *"Get paid for displaying targeted Google ads on your site."*

As we've already discussed, Google will pay you every time your site visitors click on an ad within your site.

- *"Customize ads to match your site's look and feel."*

Not only can you choose which kinds of ads will appear on your site, you have the ability to integrate them seamlessly by selecting a color scheme, size and placement specifications.

- *“Track your success with online reports.”*

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

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

How It Works

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

The Basic Steps:

Let's review some of the most basic steps to understanding how it works.

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

You will carefully select and specify what kinds of ads you would like to show up on your site as well as where on your site they will be placed.

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

Advertising space online is valuable real estate. That is why many advertisers are willing to pay for quality placement and with Google AdSense, the highest bidder always wins the spot.

3. You get paid based on advertising placement.

Google bills those who win and pay for advertising space. You then receive your payment based on the ads placed on your site.

Again, it is important to reiterate that there is no fee for creating a Google AdSense account and allowing AdSense ads to be placed on your website. The advertisers decide how much they are willing to pay for their ads (to be explored in Google AdWords) and you, as the one providing the advertising space, benefit from the ad placement.

AdSense Products

AdSense is more than just advertising. With Google AdSense, you can choose to include one or all of the following products to increase your profit-earning potential through targeted advertising:

- AdSense ads (which are customizable and of course, targeted)
- AdSense searches (These search boxes are meant to help users and can earn you money!)
- Display AdSense ads in feeds.

The more you take advantage of Google AdSense products, the more you will benefit from them!

Benefits of AdSense

There are many obvious benefits of AdSense and if it sounds too good to be true, we promise you, it's not!

Here are a few of the benefits of AdSense according to Google:

- **The largest pool of advertisers.**

AdSense gives you access to Google's large advertiser pool without having to maintain individual relationships.

With AdSense, you don't have to seek out advertisers who reluctantly and rarely purchase space. You have complete access to those who are not only willing, but seeking to advertise themselves.

- **The most advertisers means:**

- More competition for your inventory
- More relevant ads
- Ads for all your online content

Not only can you choose relevant ad topics for your website, you can customize relevancy by each page/section of your website as well, ensuring the best possible chance for the highest number of clickthroughs.

- **The most robust targeting of any ad network.**

AdSense's innovative targeting options allow advertisers to more precisely reach their desired audiences on your site — meaning more revenue for you and a better experience for your users.

AdSense is mutually beneficial for both you and the advertisers, but you are also benefiting your users by helping them find additional products and services they need.

- **Contextual targeting**

AdSense displays ads related to the content of your page.

This makes it more likely that your site visitors will click on these ads, making them lucrative for you and the advertiser.

- **Placement targeting**

An advertiser can target your site based on demographics, vertical, geographic location, or URL.

Targeting is critical for both your business and the advertisers who will compliment you.

- **Interest-based advertising**

An advertiser can show ads based on your users' interests and previous interactions with that advertiser.

Again, targeting is key. And believe me, the internet is much smarter than we are!

- **Wide variety of ad formats**

AdSense isn't just for websites. Earn additional revenue by displaying ads on these places:

- Site search results
- Mobile web pages
- Feeds
- Parked domains
- Mobile applications
- Videos
- Online games
- TV inventory

You can place Google AdSense ads just about anywhere you are willing. And remember, the more ads you allow, the more likely you are to make money. Just remember to keep it relevant and as always... targeting is key!

- **Flexible ad controls**

Protect the value of your brand and ensure a positive user experience by choosing how ads are displayed on your site.

While you want to include multiple Google AdSense Ads to make it the most beneficial, you will have to be careful not to over saturate your site. You don't want to appear too ad driven, or "salesy", as this can be a turn off for potential customers.

- **Control how Google represents your inventory.**

1.

- Choose how advertisers can target your site
- Block advertisers by URL or category
- Block third-party ads or certified ad networks

You have the power to filter the ads placed on your site. Be sure to manage this wisely, keeping out any questionable ads or unrelated ads that may slip through the cracks. While this isn't likely, it can happen so just be sure to pay close attention.

- **Manage how your ads are displayed.**

- Choose which ad formats you accept.
- Customize your ads to match your site's look and feel.

Customizing is key, as you don't want ads to appear out of place. However, be careful not to make the ads blend in too much, as they should still stand out in order to grab the attention of site visitors.

- **Powerful reporting tools.**

Detailed reports help you identify opportunities to make more money.

AdSense offers more than just advertisements. It is a powerful tool and also provides additional functionality that gives you important information regarding how to best benefit from it.

- **Performance reports**

- Earnings by specific day or date range
- Earnings by page, domain, or ad unit
- Clicks, CTR, and eCPM

Google AdSense allows you to follow your earnings so you can clearly see just where and how your AdSense ads are being successful.

- **Google Analytics reports**

- Earnings by user visits
- Earnings by user location, browser type, and referring source
- Traffic by AdSense impressions, clicks, and revenue

In addition to Google AdSense, Google Analytics is a remarkable complementary service that will let you know the trends of your website traffic as well as ad impressions and click thrus. This is a great and useful tool as well.

- **Additional monetization solutions.**

Google's suite of publisher monetization solutions support your ad sales business as it grows.

Google offers many additional, complementary services to enhance your Google AdSense account and overall experience.

2.

- Monetize new media and platforms
- Optimize yield from multiple ad networks
- Manage your directly sold inventory

How You Earn Money

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

As long as they click on one of your ads, Google will pay you.

You no longer have to worry about busy, distracting, (sometimes obnoxious) banner ads crowding up your site. Google AdSense ads are often text ads, which are proven to have a much higher click-thru rate than banner ads.

And in fact, there is much more to it. Google AdSense makes making money easy!

Tips for AdSense Success

Let's break it down a bit more with these tips for AdSense success.

1. Build a content driven site with a professional look, tone and feel.

It's important to note that Google does NOT accept sites that are created using free domains, so be sure to register a unique domain through a reputable service.

2. Your site should include valuable content.

Google will quickly recognize if your site is not legitimate, so be sure that your business is up and running to prove you are not just loading ads into your site to make money.

3. Work on driving traffic to your site.

Proper SEO techniques and keywords are absolutely critical when trying to top search engines. If you aren't familiar with this process, be sure to learn more. It will serve you well moving forward.

4. Set up your Google AdSense account.

As previously noted, Google makes the entire process extremely user-friendly. They will walk you through the registration process and get you started with customizing and placing ads on your site in no time.

5. Network! Network! Network!

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

Guaranteed Success?

Google AdSense seems like a fast, easy way to earn money. Right?

That's because it is!

All you have to do is understand how it works. It's like anything else. Your business can only be successful if you understand the ins and outs. If you know your target market, understand who they are and what they want and then speak to those things, you are primed for success!

The same goes for AdSense.

All you have to do is understand what it is, how it works, and put it to work for you.

Potential Issues Google AdSense

While it is true the AdSense can prove to be extremely profitable and beneficial for website publishers and advertisers alike, it does (like anything else) have its down side.

Issue #1: Overcrowding the web with less than legitimate sites.

Many online "business owners" are not "business owners" at all. They are people who were mesmerized by the spell of the potential for easy money, thru services and programs like Google AdSense.

These so-called “business owners” put together less than legitimate websites that have one sole purpose – to house advertisements that will turn a profit with every click-thru.

While this is not necessarily Google’s fault, it has become a problem and the web is full of these fake sites, making it even more difficult to hard-working business owners like yourself to prove that your business is not only trustworthy, but your advertisers can be trusted as well.

Issue #2: Confusing Links and Advertising Tunnels

Because almost anyone can create an AdSense account, they can ultimately advertise anything. That being said, some (not all) AdSense advertisements lead users through a web of confusion, leading them to third-party websites run by affiliates, rather than a website that was originally what the user was looking for.

This less than honest approach to AdSense can not only be confusing, but frustrating and annoying for those of us trying to earn an honest living and truly help our customers.

Issue #3: Your success depends on successful SEO

If you aren’t yet familiar with how to tackle Search Engine Optimization, you should get a move on. Not only is SEO important for your site, it is important for your ads. Why? Because SEO is how you get users to your site. Without it, how will they find you? And, so goes your traffic, so goes your click-thru rate. Remember - the higher the volume of traffic, the higher the click-thru rate. One truly is dependent upon the other.

Even with these potential issues, Google AdSense can be an extremely lucrative venture for your business. You just have to make sure you are using it correctly and be careful not to fall into any of the traps mentioned here.

Getting the Most Out of Google AdSense

Here are some guidelines that will let you know if you are approaching Google AdSense in the best way:

- If you are thinking about starting a business, but are unsure of how to attract potential advertisers.
- If you are a new business owner and looking to Google AdSense to help gain some initial revenue.
- If you are an established business owner looking to Google AdSense to help gain additional revenue.

Setting Up Your AdSense Account

Once you create your Google AdSense account, you will receive an email from the Google AdSense team. Let's take a look at the message you will receive and discuss a few of the points contained in the email:

Congratulations! Your Google AdSense application has been approved. You can now activate your account and get started with AdSense in minutes.

We will now see Google take us through the process of setting up your account.

STEP 1: Sign in to your account.

Please visit https://www.google.com/adsense?hl=en_US and sign in using the email address and password that you submitted with your application. If you've forgotten your password, visit <http://www.google.com/adsensepassword> for assistance.

STEP 2: Generate and implement the AdSense code.

Click on the 'AdSense Setup' tab, then follow the guided steps to customize your code. When you've reached the final step, copy the code from the 'Your AdSense code' box and paste it into the HTML source of your site.

If you don't have access to edit the HTML source of your pages, contact your webmaster or hosting company.

In order for AdSense to work, you must build the unique AdSense code into your website. This is essential for the program to function.

Not sure how to add the code to the HTML source of your page? Our Code Implementation Guide can walk you through the process...

Once the code is implemented, Google ads will typically begin appearing within minutes. However, if Google hasn't yet crawled your site to determine its content, you may not notice relevant ads for up to 48hours.

As soon as you start generating and running ads on your site, you will be able to track your results.

STEP 3: See the results.

After you've started running AdSense, you can see your earnings at any time by visiting the Reports tab in your account. To learn more about what to expect from your earnings, visit [<link>](#)

For a quick overview of your reports and the 5 steps to getting paid, view our Payments Guide.

In addition to walking you through the set up process, Google then goes on to provide you with helpful tips and links to ensure you understand Google AdSense to the fullest.

Have questions? Find answers in the following resources:

- **The AdSense Help Center**, containing demos, guides, and answers to common questions: https://www.google.com/adsense/support?hl=en_US

The AdSense Help Center will guide you through everything AdSense, from user error to questions about ad placement and customization, the Help Center has it all!

- **The AdSense Help Forum**, an online community of publishers:
<http://groups.google.com/group/adsense-help>

The AdSense Help Forum is a great place to go to talk to other website publishers. Here you can discuss questions, concerns or even successes with other publishers by posting and/or commenting on other's posts.

- **The AdSense Blog**, with all the latest news and tips about AdSense:
<http://www.adsense.blogspot.com>

The AdSense Blog is a great place to go to receive the latest news and updates about AdSense and its latest announcements.

IMPORTANT NOTES:

→Want to test your ads? Please don't click on them! Clicking on your own ads is against the AdSense program policies (https://www.google.com/adsense/policies?hl=en_US).

This is extremely IMPORTANT. You cannot - must not - click on your own ads in order to turn a profit from Google AdSense. It is not only against program policies, it is ethically wrong and more than frowned upon. In fact, you can and will be caught, so please, be honest and respect the terms required of you.

→You can add the AdSense code to a new page or site at any time. There's no need to inform us or update your account when you do. Just please make sure that you only display code on pages that comply with our program policies.

Just because almost anyone can use AdSense does not mean it is a free-for-all. There are important guidelines to consider on when and where to place your ads, and while they are extremely unlimited, there are some limitations that are to be followed and respected.

Welcome to Google AdSense. We look forward to helping you unleash the full potential of your website.

Sincerely,

The Google AdSense Team

So, as you can see, Google AdSense is extremely easy to implement and even when you have questions, the Google AdSense Team offers additional help and ongoing support.

How Much Will I Earn?

Of course the most pressing question that comes to mind when considering using Google AdSense is...

How much money will I earn?

Well, according to Google:

"There's no precise answer, because your earnings will depend on a number of factors."

Those factors include the following:

1. The type of ads on your pages.

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

2. The pricing of ads on your pages.

Googles says it best:

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

3. How many AdSense products you use.

AdSense is more than just ads. You can earn money by choosing to:

- Display ads on your website
- Provide search functions generated by AdSense to your users
- Displaying ads in feeds.
- More!

The more AdSense products you use, the more you will increase your potential earnings.

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

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

As they say:

*"Although we don't disclose the exact revenue share, our goal is to enable publishers to make as **much** or more than they could **with** other advertising networks."*