

AdSense Tips

(collection of AdSense tips and how to articles)

THIS BOOK IS COMPILED BY:

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How to Monetize Your Free Website

For some time now I have been aggressively marketing my Geocities website without the prospect of any financial return. The site is content based so I did not expect to generate any product sales and neither was I able to lure potential sponsors.

But that has quietly changed. Google has decided to reward webmasters with quality free websites the chance to rake in some cash for their hard work.

Google's contextual advertising program AdSense has been around since June 2003. Back then the program was open only to webmasters with their own domain names and many quickly took up the opportunity to cash in on their labor of love sites.

When the Big G announced that they were expanding AdSense to accommodate free sites, some people scoffed at the idea because they believe that freebie sites are full of junk.

I first learnt of this move while browsing around a few webmaster forums and to my surprise some persons were against this move by Google. I believe that Google's intention is to bring in as much as possible quality websites under the AdSense umbrella.

My first application for AdSense was rejected and I got an explanation stating that my site was still under construction. I thought that this was a mistake so I reapplied the same day and got accepted. Right away I was able to log in to my account and start putting the code for the ads on my pages.

The control panel is easy to understand and Google provides stats and figures in order for you to track your performance. You can also add AdSense for search where visitors can search the web or your site and you get compensated everytime someone clicks on the ads displayed.

Developing content sites is key to success in AdSense. Why? Because Google's technology uses the content of each page to guess which ads are most suitable. The higher the quality of the content, the higher quality and paying ads you will attract.

Please note that getting accepted into AdSense does not guarantee that you will receive a check from them. Your success depends on many factors.

Some of them include the number of visitors, the placement of the ads, the value of the keywords on the page where the ads are shown and how many persons who will clickthru on the AdSense ad panel.

For those with unscrupulous minds, Google has ways and means to find out where each ad click is originating from. Therefore no click spamming.

AdSense is a win-win situation for all the players involved. It benefits the visitors with additional information, the search engines because of higher quality websites and you with a check every month.

It makes perfect sense to make dollars with AdSense. With this source of revenue, you can upgraded your website and take it to it's full potential.

About The Author

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The One Simple Trick That Can Double Your AdSense Revenue

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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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 ==> <http://www.no-nonsense-internet-marketing.com>

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The Truth About Google's AdSense Affiliate Program

The truth about Google's AdSense program is that it is amazing. It's the greatest affiliate program ever invented. There is no affiliate program that even comes close. If you are not using Google's AdSense, you're truly missing out on a great opportunity. I've tried several other affiliate programs, and the only one that is creating revenue even close to Google's, is the Amazon.com affiliate program. Amazon.com's affiliate program pays 5% commission and up for shipped products. It's not really clear how Google pays you, but let me tell you it seems very fair. They do not pay per clicks, leads, or click throughs; they have a secret formula that no one will tell. But trust me it works. I was making pennies off of clicks monthly, until I joined Google. Then the pennies became dollars.

Here are some basic tips for signing up with Google's AdSense program.

Tip # 1 If you search multiple websites in different categories you'll find one thing in common. Almost all of them have Google ads and nothing else. This is because most other programs are a waste of time. Don't take my word for it. Try other programs, but don't skip Google's AdSense.

Tip # 2 Google's search spiders are so specific, that the ads that appear on each page correspond exactly to some element of that page. Therefore, having ads from other companies is not a good idea.

TIP # 3 You can place text, image, banner ads and even a search box that will earn your company revenue. Do not place a search box from another company on the same page as Google's search box. They may stop working with you.

In summary, the AdSense program is a great way to make revenue, has incredibly targeted ads and don't use other search boxes on the same page as a Google search box. If you have any questions about Google's AdSense program, you can email me at tech1@techpizza.com

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Article Source: <http://EzineArticles.com/>

Using Google AdWords to Increase your AdSense Profits

The truth about Google's AdSense program is that it is amazing. It's the greatest affiliate program ever invented. There is no affiliate program that even comes close. If you are not using Google's AdSense, you're truly missing out on a great opportunity. I've tried several other affiliate programs, and the only one that is creating revenue even close to Google's, is the Amazon.com affiliate program. Amazon.com's affiliate program pays 5% commission and up for shipped products. It's not really clear how Google pays you, but let me tell you it seems very fair. They do not pay per clicks, leads, or click throughs; they have a secret formula that no one will tell. But trust me it works. I was making pennies off of clicks monthly, until I joined Google. Then the pennies became dollars.

Here are some basic tips for signing up with Google's AdSense program.

Tip # 1 If you search multiple websites in different categories you'll find one thing in common. Almost all of them have Google ads and nothing else. This is because most other programs are a waste of time. Don't take my word for it. Try other programs, but don't skip Google's AdSense.

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In summary, the AdSense program is a great way to make revenue, has incredibly targeted ads and don't use other search boxes on the same page as a Google search box. If you have any questions about Google's AdSense program, you can email me at tech1@techpizza.com

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Article Source: <http://EzineArticles.com/>

Understanding Google AdSense

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 be 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 be added 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.

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<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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You Won't Make Dollars If You Don't use 'AdSense

As the dust settles and the excitement caused by Google's AdSense gives way to the normal, everyday routines of old, it's time to put some serious thought into how you can "milk this cash cow" on your own web site.

For the past couple months AdSense has dominated forums, discussions, and newsletters all over the Internet. I've heard tales of fabulous riches to be made with AdSense, but up until now I've been admittedly skeptical of placing someone else's ads on my pages.

Why? In short, I didn't like the idea of losing even a single visitor to another site.

The key to success with AdSense is to place your ads on pages that receive high traffic for high demand keywords. The higher the cost-per-click to the advertiser, the more you will receive per click from your site. It doesn't pay to target low cost-per-click keywords and place them on pages that don't receive hits.

Instinctively, my mind drifted to horrible images in which my homepage was buried in little ads promoting other people's services. . .

Then I thought of what's proving to be an excellent idea on my first AdSense page. By placing my first AdSense link on a page that offers free ebooks related to marketing, I successfully blended a mix of two major factors for overall success.

1. Target high traffic pages on your site.

I checked my logs and discovered many of my visitors take advantage of the free affiliate marketing resources and ebooks offered on my site.
Hmm...

2. If possible place AdSense links on pages that produce little or better yet, no profit.

By placing AdSense on a free resources page I have drastically reduced the amount of potential customers lost to other sites. Bingo!

End result? A high traffic page producing a minimal amount of revenue. Sounds like a perfect opportunity to pick up some extra cash with AdSense.

This is especially rewarding to informational sites that focus their efforts on delivering powerful affiliate link free content to their visitors. Now they can gain a return on their services.

By no means is AdSense a perfect program, but, I've yet to stumble across a program that didn't have room for improvement in one category or another. My main gripe concerning AdSense is the inability to determine the profitability of a chosen keyword. competitive, high demand keywords will undoubtedly generate larger commissions, but the exact number is withheld by the big 'G'.

Google promises to update AdSense frequently, tweaking and polishing in order to maintain their 'squeaky-clean' image. Who knows, maybe some day we'll see AdSense add a 2nd tier? Can you imagine the smiles on the faces of webmasters around the world as they sign sub-affiliates and double, triple, quadruple etc... the amount they earn from AdSense!

One particularly handy feature available with AdSense is the ability to filter out up to 200 urls. This gives you the option of 'blocking' spammy low value offers from your pages as well as competitors to your site.

The possibilities are limitless, yet looming on the edge of my consciousness is the fear that one day someone will find a way to exploit this 'golden goose' and force Google to crack down (much like the pay-per-click affiliate programs of old.). For now they enforce a strict anti-spamming policy, anyone found to be spamming their own links or abusing AdSense by other means will find their AdSense privileges terminated. My advice is quite simple...

Hop on the AdSense bandwagon while you can at:

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

About The Author A complete explanation of how you can make money with AdSense can be found at:

<http://www.smokesoft.net/adsense.html>

Adam Buhler is the author of the Internet Marketing newsletter Affiliate Secrets.

He is offering a free trial copy of what's being called the BIBLE of selling on the net, "Make Your Site SELL!" for a limited time to anyone who subscribes at:

<http://www.smokesoft.net/newsletter.html> This article may be reprinted for use in newsletters or websites provided the

resource box is kept intact. Email notice of intent to publish is appreciated

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How to Double Your AdSense Income Instantly

As you probably already know, AdSense is revolutionizing the way many infopreneurs are creating revenue from their web site traffic. The reason for this is its simplicity. Through AdSense, revenue is generated when someone simply clicks thru the AdSense ads displayed on the webmasters web site.

In this article I want to give you a few simple ways to dramatically increase your AdSense income.

The bottom line:

To increase AdSense income all you must do is increase the number of click thrus you receive.

There are two ways for you to increase your total number of click thrus. You can either increase your website traffic or you can increase your AdSense click thru rate. Now, getting more traffic would be great, but let's be honest increasing your web site traffic is much easier said than done. So, let's focus on increasing your AdSense click thru rate instead.

4 Tips to Increase Click Thru:

Match your AdSense to your website:

You want your AdSense ads to appear as seamless as possible. Your goal is to match every aspect of your AdSense ads to the theme of your website. What you want to do is remove the borders from your AdSense ads and match the background color of the ad to your website. Additionally, you want to match the color of the AdSense links to the rest of the links on your website plus choose an ad format that makes the ads look seamless.

For example, if your web site has a white background and the default color of your hypertext links is blue you will want to remove the border from your AdSense, make the background white, choose either a square or a rectangle as your ad format instead of a skyscraper or banner, and yep you guessed it... make the links blue.

Placement Matters:

Where you place your AdSense ads is just as important as how they look. Luckily, there are only a few concepts that you need to worry about in order to increase your click through rate.

- The more white space around your ads the better
- The closer to the top of the page the better
- The closer the left of the page the better

Follow these concepts and I can assure you that you will see an increase in your AdSense click thru rate. (It really is that simply!)

Google Search:

Now this is one that I rarely see webmasters take advantage of. The Google

AdSense program gives webmasters the ability to add a Google search box to there web site.

Why should you use this function?

Well, when a website visitor chooses to use this search box from your website your AdSense ID will be imbedded in ALL of that visitors Google searches. If that person does 1 search or 50 your AdSense ID will still be imbedded throughout process.

Why is this so great?

If that visitor clicks on any of the sponsored listings while surfing from your web site guess who makes money. YOU! If they hit the back button and click on another ad guess who makes money? YOU! This is absolutely huge. Through this function you now have the ability to earn multiple click thrus from the same visitor on the site visit. Please don't overlook how powerful this is. Besides, most of your website traffic will just be browsing anyway, so I why help them find what there looking for and make a little coin along the way?

Tracking:

Just like any other type of marketing, you won't know what's working the best for you on your web site unless you track the different things that you're experimenting with. Set up a few Google AdSense channels for the different ads that you'll be placing on your website. Then just see which channels are working the best and stick to those.

That's it!

Follow the tips above and I can assure you that you will absolutely double your AdSense click thru rate and your AdSense income. The best part about the four tips I've shared here is that you can put them into action immediately and see how they will work on your website right now. Who knows... you could be making twice as much by tomorrow by just making a few simple tweaks here and there.

Good Luck!

If you don't know where to start and you want to check out how I've incorporated the above ideas into of my website you can check it out below:

<http://www.perfect-home-based-business-opportunities.com>

Daegan Smith is the Ex-NCAA Wrestler Turned Webmaster of [Perfect Home Based Business Opportunities](#) - The Internet's Top Home Based Business Opportunities Free Information Resource! Also check out our [Web Site Promotion Section](#)

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AdSense Stats and Performance 101

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 $1000 \times \text{Earnings} / \text{Page Impressions}$
- 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've 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%.
4. The update on the different stats are not synchronized. For example,

when you check your account, the page impressions may be refreshed 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 your 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 an ad is usually obtrusive and has 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!

Tony Zhu is the owner of [an online business resource website](#), InaWhim.com, the largest free resource for the new and experienced home business owner. At 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!

Article Source: <http://EzineArticles.com/>

AdSense Authors: Who Are These People?

AdSense is a program designed by Google to help publishers monetize their websites using high contextually-accurate ads. *Adwords* is the other side of the coin which allows any person to create an account with Google and bid on keywords or key phrases to have their ads appear in either the search results ad placements, or in content sites that display AdSense ads.

Over the past few months I've identified a group of authors, writers, and publishers that I call: "AdSense Authors."

My definition of an AdSense Author: *Any author that uses article marketing as a strategy to drive traffic to their website in order to drive their AdSense ad revenue sales.*

These "AdSense Authors" really understand how to fully leverage article marketing as a strategy like no other group of authors.

Here are the commonly shared traits of these authors:

1. Their articles are short, between 200-600 words.
2. The quantity of articles they produce are typically from 25-300; around a tightly focused niche topic.
3. The TITLE of their articles are very keyword rich: the first two, three, or four words are the most important in rank. You won't find these authors wasting the first 4 words of their title with non-keyword-rich words (such as "a" "how to" "top" "the" "of" etc).
4. The BODY of their articles has high keyword density for the terms they are targeting.
5. The KEYWORDS they use when submitting their articles are intelligently selected based on the overture or other keyword research tools; they are not haphazardly selected.
6. They do not load up and bloat the guts of the BODY of their articles with links back to their sites; they know this slows down the acceptance of their articles for reprint by other publishers.
7. Their articles are fun, fast, and easy to read. Often they will use bullets, numbered lists, and quick sub-heads to make the article easy to visually digest.
8. Lastly, their RESOURCE BOX is brief with only one or two links in them: one link to their full website URL, and one anchored text link to a keyword of importance to their niche. They know that big, ego driven resource boxes slow down the viral nature of article marketing strategy.

Conclusion on Adsense Authoring

Adsense Authors have discovered the secrets behind fully unlocking the power of article marketing to drive enormous storms of organic traffic to their websites. They accomplish this with dozens to hundreds of tightly-focused niche articles, all reflecting high keyword value and research intelligence.

You won't find any 3,000+ word articles or ego driven article content from an Adsense Author. They have only one purpose in mind: To drive massive amounts of traffic to their Adsense-based business model using article marketing as a key strategy.

Even if your goal in life has nothing to do with Adsense, you can definitely learn from today's Adsense Authors on how to take Article Marketing to the next level of possibilities.

About The Author:

Christopher M. Knight invites you to submit your best articles for massive exposure to the high-traffic EzineArticles.com directory. When you submit your articles to EzineArticles.com, your articles will be picked up by ezine publishers who will reprint your articles with your content and links in tact giving you traffic surges to help you increase your sales. To submit your article, setup a membership account today: <http://EzineArticles.com/submit/>

Article Source: <http://EzineArticles.com/>

How to Make More Money with Google AdSense

Like any Google AdSense Publisher, you will want to increase your Google AdSense revenue. Your AdSense revenue depends on 3 factors: (1) the number of visitors to your site, (2) the number of visitor that clicks on the ads (Click Through Rate, or CTR), and (3) how well the ads pay (Cost Per Click, CPC). Get anyone of these factor to go up and you will earn more money from AdSense!

Google AdSense Revenue = Traffic x CTR x CPC

Fortunately you can control all of these variables.

Increase the your web site traffic

There are many techniques to increase your web site traffic, you can consult [The Basics of Web Site Promotion](#) for more idea. However, I will list a few techniques here:

- Improve your search engine ranking. You can read [The Importance of Top Search Engine Ranking](#) to get an idea why. Basically, you get more traffic as your site get closer to the top (of any list including search engine result page)
- Add your site to directories. They are great way to build link popularity, as well as, get your site indexed in search engines.
- Add your site to search engines (not needed if you already did above)
- Advertise your site through other means
- Etc.

Increase the Click Through Rate>There are many techniques, I will list a few here:

- Make sure the ad is relevant. Although Google does most of this (Google AdSense will show ad according to the keywords on your page), you still

have to optimize keywords and keyphrases on the your pages.

- Make sure the ad is visible (many people develop ad/banner blindness), so pay attention to your Google AdSense ad:
 - placement - location of the ad on the page, i.e., top, bottom, side, integrated, etc.
 - layout - leaderboard, banner, tower, etc.
 - color scheme - standout color scheme, versus blend in color scheme.

Use channel and data gathered to experiment with the above combinations to optimize the click through rate.

- Etc.

In any case, never ever ask your visitor to click on the ads or do it yourself. This is against Google AdSense TOS and you will get thrown out of the program.

Increase How Well the Ads Pay

Your option will be limited with an established sites because you have to keep web pages relevant to the site theme, but you can create new sites to cater to more expensive keywords. You can do this by going to Google AdWords and see what advertiser are paying per click (you do not have to sign up to do this). For example, these are some words and recommended bid:

- Well, you get the idea.
 - \$1.56 - "webmaster"
 - \$20.00 - "web hosting" WOW!!!
 - \$0.62 - "forums"
- Create web pages relevant to your site, but optimized to the selected keywords.
- Avoid the use of low paying words that may confuse AdSense.

I hope this basic tutorial will give you a good foundation and allows you to become a more successful advertisement publish, that is, to make more money with Google AdSense.

About the Author

Pinyo Bhulipongsanon is the owner of GreatNexus.com, a [webmaster resources](#) site with features such as webmaster forums, webmaster directory, webmaster dictionary, programming scripts, and webmaster articles.

5 Ways How I Boosted My Google AdSense Earnings By 700%

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 SSI.

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>

An Easy Way Not to Get Banned by Google

Strategic search engine optimization involves far more than keyword research, META tags and content.

If you want to manage an SEO program, you need to be aware of any issue that can affect your success.

Domain name management is one of the big factors. Effective domain name management is critical because you could end up getting banned from Google and other search engines if you take the wrong approach.

Why would Google ban you?

In the spirit of fair play and providing depth in its results, Google frowns on duplicate content. Some web site owners purchase multiple domains and copy their content for both domains. They figure they may land the #1 and #2 positions that way. That may be the company's goal, but it's not very valuable for the Internet searcher.

Even if you don't maintain your identical content with two or more domains, you can still run into problems. It's possible to update just one set of web pages, but have them look like duplicates because of how the domain names are administered. You may be risking everything if someone enters www.yoursite2005.com/about.html and www.oursite2005.com/about.html and they see the same content – even if the pages reside in only one location.

Many web site owners redirect one domain to the next rather than configure the server to associate the core content with a second domain name. In many cases, a 301 redirect is your best bet. It's a server-side redirect most administrators can handle in a few minutes. In effect, it's a proper way of telling search engines to ignore one domain and favor another.

You may have many good reasons for owning multiple domains, including brand protection. Some companies get extra domains on the off-chance that someone may simply try a domain name and see what comes up. A classic example is 1-800-FLOWERS.COM. One of their domains is www.1800flowers.com, but you can get there with www.flowers.com as well.

The Bottom Line

If you secure more than one domain, redirect the extras to your main web site (on the server) or use the extra domains for unique content (showcasing a line of products or services).

Michael Murray is vice president of [Fathom SEO](http://FathomSEO.com), a Cleveland, Ohio-based search engine marketing (SEM) firm. A member of Search Engine Marketing Professional Organization (SEMPO), he also authored the white paper, "Search Engine Marketing: Get in the Game."

Article Source: <http://EzineArticles.com/>

How to Top Google by Writing Articles

Search engines determine their rankings based on two things:

1. Is your site relevant? (Optimized for certain keywords)
2. Is your site important? (Many links back to your site from other sites)

Only when you address both of these considerations are you guaranteed of making an impact. Your degree of success depends on how hard you try and how many other people you're competing against (and how hard they're trying).

Optimizing your site for keywords is the easy part. (See [Writing SEO Copy](#) for more information on SEO copy.) Generating links back to your site is much more challenging – and time consuming (especially considering Google's dampening link filter - see [Beat Google's Dampening Link Filter with SEO Articles](#)). But it can be done; and you don't need a huge budget.

The key to topping Google on a budget is writing articles.

Here's how it works...

STEP 1) You're an expert in your field so you possess knowledge that other people want.

STEP 2) You write a helpful article – sharing your hard-earned knowledge and expertise.

STEP 3) You submit your article to recognized "Article Submit" sites on the Internet.

STEP 4) Publishers of online newsletters, ezines, etc. gather content from these sites for free.

STEP 5) Helpful, well written articles are snapped up by thousands of publishers from all around the world.

STEP 6) The only condition is that they must publish the article with a functioning link to your site.

STEP 7) 300 people publish your article – you get 300 links back to your site.

Below are some FAQs about article writing that will help you write your articles and manage your campaign.

Q) What should I write about?

A) Write about what you know. Make sure it's related to your business (so you can use the keywords you want to rank with) and helpful (so it gets published). For example, if you're a manufacturer of industrial plastics, you might write an article - or series of articles - on how best to handle teflon tubing prior to installation. Once you get thinking about it, you'll probably find there are hundreds of articles you could write that are helpful. You may even have some of them partly written already in your instruction manuals or installation guides, etc. Another good idea is to think of all the questions you get asked by customers and potential customers. These questions show you what people are

interested in. If you write an article answering every one of these questions, you'll get published, and you'll also show yourself to be a credible expert. (You may even cut down phone support time!)

Q) How long should my article be?

A) The best articles are only as long as they need to be. Keep it short and sweet – there's nothing wrong with a 400 word article. By the same token, if you need 1500 words to say all you need to say, that's fine as well.

Q) What kind of writing should I use?

A) Simply write in a style that your audience will be comfortable with. If they're from the old school, don't write like I am. Don't use contractions, don't end sentences with prepositions, and don't start sentences with "and" or "but". But if they're not old school, just use conversational English. In fact, the more of yourself you include in the article, the more engaging it will be. The key is to make it readable.

Q) Should I focus on keywords?

A) Yes! Yes! Yes! Any SEO website copywriter will tell you that just as you need to optimize your website for specific keywords, so too should you optimize your articles. If possible, turn keywords into links back to your site. And always try to include keywords in the headline and byline of your article. And don't worry about being seen as Spam; if your article provides good quality information and guidance, it won't be seen as spam by the search engines even when it's very keyword rich.

Q) Where should I submit my article?

A) There are hundreds, if not thousands, of submit sites on the Internet. Too many to include here. Do a search for "article submit" and just find the ones that are most applicable to your industry and offer the most subscribers. Alternatively, you can purchase a list.

Q) Who will publish my article?

A) Generally people publish pre-written articles because they want "eyes on paper". In other words, they want to generate traffic to their site. Helpful articles are one way of doing that. It also sets them up as credible authorities on a particular subject. And it develops customer loyalty. There are hundreds of thousands of companies (maybe even millions) publishing online newsletters, ezines, and article pages. No matter what your industry, you're bound to find quite a few who are interested in what you have to say. In fact, once a few publishers recognise you as a good source of content, they keep coming back looking for more (and even email you asking if you can send them directly).

Q) How will I know when my article has been published?

A) As one of the conditions of publications, you can request that the publisher notifies you when they use your article. Of course, most don't bother to do this, so it's a good idea to set up a [Google Alert](#) which notifies you when your URL has been published on a web page. Google doesn't pick them all up, but it picks up a lot. Whenever you receive an alert, you make sure the article is unchanged and the link back to your site is functioning.

Q) Will the publisher change my article?

A) No, generally not. Changing articles is just extra work. In fact, that's why publishers like good articles and consistent content providers – because that means they don't have to do any extra work. I've had many articles published, and don't recall a single instance of an article being changed without my permission. If you're worried about it, you can include an instruction not to change the article in your conditions of publication.

Q) Can I get an SEO copywriter to write and submit my articles?

A) Yes. Any SEO copywriter should be able to write keyword rich articles and submit them to a number of high traffic article submit sites.

Q) What kind of information would I need to supply an SEO copywriter to write my article?

A) You'd need to tell your SEO copywriter something like, "We want to write an article which helps people install teflon tubing. The kinds of people who'd be doing it are... They'd be doing it because... The benefits of our tubing are... The difficulties they'd face are... Here are the key steps to successful installation..." Using this information, your SEO copywriter should be able to put together a very readable article which would be bound to get published.

Q) Will my reputation suffer if my article appears on a dodgy site?

A) It shouldn't. Most dodgy sites will be either unrelated or have very low traffic. If the site is unrelated, the publisher won't go to the effort of publishing your article. If it's related but has very low traffic, very few people will see your article there anyway. And besides, even if your article appears on a dodgy site, it probably won't be changed because – dodgy or not – publishers don't create extra work for themselves. So your original presentation, content, and intent will be unaffected. Write a good article, and it always reflects well on you, no matter where it's published.

Q) How long will it take for my ranking to increase?

A) There are no guarantees in SEO. It all takes time. For a start, the search engines can take up to 2 months to update their index of pages. And a single inbound link generally won't have much impact. Depending on how much competition you're facing for keywords, and where the links are coming from, 100 inbound links may not make much of a difference. (Links from high PageRank sites are more beneficial to your ranking – see <http://www.divinewrite.com/seotradesecrets.htm> for more information on PR.) So don't expect anything to happen too quickly. But if you're dedicated, and you're prepared to write quite a few articles, you'll definitely see results within a few months.

Happy writing!

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Article Source: <http://EzineArticles.com/>

More Adsense Blocks

Google has recently made some changes in their Adsense program, and webmasters, busy as they are, may not be aware of all the Adsense news. For those who don't know, Adsense is the Pay-per-click (PPC) revenue sharing program offered by Google to webmasters who run primarily content-oriented sites. The Adsense program offers a way for these webmasters to generate revenue where they couldn't in the past.

After signing up for the program, webmasters place a bit of code on their web pages where they want to display Adsense. Google's technology determines the subject matter of the page, and displays relevant ads on that page. If a visitor clicks on one of the ads, the advertiser pays Google, and the webmaster receives a share of the proceeds.

One of the biggest changes is that webmasters can now have multiple "blocks" or units of Adsense on their pages. Since the program started, Google has allowed only one block, but they now allow up to three per page. This means webmasters can get three shots for a visitor seeing and clicking on an ad. The blocks don't all have to be the same format - you can choose from any of several formats available, and all can have different border, text, and background formatting. You are able to specify alternate ads for each unit. In cases where Google's software isn't able to determine a theme to your page, Google will display Public Service ads. However, webmasters can choose to display their own ads, such as for affiliate products, instead.

As with most things, you'll need to test formatting, placement, and other variables to see which combination brings the best click-through rate for you, whether you use one, two, or three Adsense units.

I use Adsense a lot on this web site <http://www.theezine.net> - Just a slight hint for you.

About the Author

John Calder is the owner/editor of The Ezine Dot Net. **Subscribe Today and get real information YOU can use to help build your online business today!**
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Want Higher AdSense Earnings? Then Optimize Site Navigation

Webmasters know that AdSense generates a sizeable source of additional advertising income. That's why they're using it to go after the "high paying keywords." They've bought the lists that tell them what these keywords are and they've used various other methods of identifying them. And yet, after putting up these "high paying" pages on their websites, the advertising money they expected to see isn't rolling in. What's wrong?

Well, having those pages is one thing. But driving visitors to those pages is an entirely different thing and is often what's lacking. To get visitors to your high paying keyword pages, you've got to optimize site navigation.

Take a moment to think about how visitors use your website. After landing on a certain page, they'll often click to another page that sounds interesting. They get there by way of the other links that appear on the page they landed on. How you enable visitors to move about your website is what is meant by the term, "Site Navigation."

A typical website has a menu of links on each page. The wording on these links is what grabs a visitor's attention and gets them to click on one of the links that will take them to another page of your website. Links labeled "Free Resources" or "Download ebooks" are generally good attention-grabbers.

This same site navigation logic applies to driving traffic to your high paying pages. I have some pages on my website that get a lot of traffic from search engines, but the earnings on these pages are very low. I use cleverly-labeled links to get visitors off these pages and onto my higher earning pages. It's a great and inexpensive way to turn cheap clicks into real dollars.

Ready, Set, Test

Before you begin testing, you've got to have two things: something to track and compare; and some high earning pages you want to funnel your site traffic to. For fast results, select a few of your highly visited pages.

Next think of ways to get visitors viewing a particular page to click on a link to one of your high earning pages. That'll help you come up with a catchy description for the link. And remember, you can use graphics to grab your visitors' attention. Be creative!

And remember, it's all about location, location, location. Once you've come up with the attention-grabbing description, you've got to identify the perfect spot on your page for positioning the descriptive link to your high paying page.

Spend some time visiting other websites to see how they're maximizing site navigation. For example, using a "Hot Pages" list or a "Most Read Articles" list are common menu selections.

Then let the testing begin. Try putting different text on different pages. That way you'll get a feel for what works and what doesn't. Mix things up a bit – put links on the top of the page and the bottom.

It's now all a matter of testing and tracking, and testing and tracking until you find the site navigation setup that works best!

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, go to
<http://www.AffiliatePotion.com>

Relevant Ads Increase AdSense Profits

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, go to
<http://www.AffiliatePotion.com>

The Idiot's Step-By-Step Guide To Blogging for Profit

Blogging is easy, blogging is fun. And what's more...it can help your business in a lot of ways. A blog is a frequent, chronological publication of personal thoughts and web links in the cyberspace. You could call it an e-diary where you can register your thoughts, opinion and comments on anything and everything under the sun that interests you. Though people had been 'at it' long before the term blog was coined; it has gained currency as an effective medium of communicating over the Internet only recently. The introduction of automated published software like "Blogger" at www.blogger.com has been instrumental in blogging success. A blog or a weblog' is conceptually similar to a website and is accessible to anyone on the Internet.

There are millions of bloggers in the world today blogging away to glory. But blogging can be more than just chatter in the cyberspace. It can be a great tool for boosting your online business's profitability once you've understood how it works and what are its limitations. Take a look at <http://en.wikipedia.org/wiki/Weblog#Corporate> for some more information.

How to become a Blogger?

The key to learning how to become a blogger is to start blogging! Easier said than done? Not really. There are several websites that can give you information on how to be a blogger. Blogger.com is one of them. You have three options here to choose from:

-Have a hosted service like Blogger allows you to set up an account and fire away in a matter of minutes.

-A remotely installed blog like movabletype allows you to install on a server for a small fee.

-Desktop blog programs like Radio Userland are installed on your desktop and then uploaded to a host. These are usually desktop programmes that include hosting and upgradation for a certain period of time and charge you a small fee.

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You can get more information on blogging resources from <http://www.blogroots.com/resources.blog>.

Also see: <http://www.blogger.com/start>

Once you have decided what option you want for setting up your weblog/ blog you are ready to start blogging. It is that easy. It could take a while before anyone will notice your little blog in the corner and take you seriously. But you can cut down this time with some great ideas at: <http://help.blogger.com/>

offers some great ideas on increasing your blog's readership.

There is a Chinese saying, " It's a wise man who learns from others' mistakes". Read others blogs to see what works and what doesn't, what are their writing styles etc. It's a great way to teach yourself and fun too.... you are learning on some one else's expense.

Guidelines for the greenhorn blogger

Here are some simple guidelines for a newbie blogger. Take a chance with these to increase your chances of success.

1. **Get Blogging:** Like I said earlier, the best way to learn blogging is to start blogging.
2. **Recognize your motivation:** Why are you blogging? What do you hope to achieve?
3. **Link to other blogs:** the best way to popularise your blog is to link to other blogs. So link you must!
4. **Develop a unique style of writing:** Developing a writing style is an evolutionary process. Try different approaches and formats until you find one that fits your message, audience, and personal motivations.
5. **Express your personality...** let your humour, your perspective on life, and your values shine in your writing.
6. **Be regular with your posting:** readers will quickly wander away from blogs that are not updated regularly. So this is very important.

More blogging resources are available at: (www.lights.com/weblogs)

How to profit from Blogging?

Now that you have understood what a blog is and how to get blogging, its time to make it pay. Blogging is a great way to enhance your online company's bottomline. It is a popular and an easy medium and has potential of reaching millions.

Here are some tips for you to turn blogging into a serious profitable strategy.

1. **Customer Interaction:** A blog is a good means to keep in touch with your customers regularly. You can keep them updated on new events, happening in your company, new products and services and other developments. the best part is that you can do it more cost effectively and in much less time than other methods like newsletters, customer updates and customer meetings. The elements of interactivity, community and collaboration are key here. Your blog can also serve as a platform for advertising, promotion and even internal communications. One well-known business example is software company Macromedia's use of blogging to keep customers updated on what's happening with its products.
2. **Query management:** With a blog you can receive and answer to customer queries more quickly than an email. For potential customers it is very important to have a sharp turnaround and you can do that easily with a blog.
3. **Link to other sites:** Linking your blog to other similar, but not competing, sites is a great way to get some free publicity and traffic for your online business. It is also one big reason why Search Engines will grab your site in their result pages. Ask any online entrepreneur what getting quality traffic to a website means and you'll know what I am talking about.
4. **Get Feedback:** Getting feedback from your customers on your products and services, on your company practices and other things is one of the most valuable resources you can build. With a blog, it is not just easier but also time saving for customers to leave feedback for you without filling complicated and mile long forms.
5. **Get Google to work for you:** Selling ad space is one of the most popular revenue streams for online businesses. With Google's free AdSense service it just got easier www.google.com/adsense. AdSense allows bloggers to display up to three content-specific "ad units" (boxes that can hold up to four ads each) per page. Each time a visitor clicks these ads, you get paid. Need more convincing?
6. **Become an affiliate:** Your blog can become a cash cow by using the simple idea of

becoming an affiliate for other websites. An affiliate basically carries a link to the other site and each time some one clicks on that link, you get a small commission for it.

7. **Donations:** If you are running a blog that people love to read and keep coming back in hordes, why not ask them for some monetary appreciation?

Put on your thinking cap and let your imagination run unbridled. You will surprise yourself with the number of ideas that will make your blog less of a personal e-diary and more of a digital cash cow. Blogging is a relatively new marketing arena for webpreneurs, but has immense possibility and potential. Be sure to get on to the bandwagon early in the game and reap your benefits later.

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

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 segregated 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

Making Real Money With Google AdSense

There are many Make Money Fast (MMF) websites out there that tell you it's possible to, well, you know, do just that; make money fast. However, did you know that although some owners of these MMF systems have made a total revenue between \$300,000 and \$500,000, they're likely to be the same ones that turn up missing later on down the road, on the run with hundreds of thousands of consumer dollars? A dangerous situation to find yourself in.

So why do people do it?

I'll tell you why. It's because of greed and lack of integrity. Then again, it could just be because certain individuals in particular are in a tight financial situation and essentially need to find a way to make a little bit of extra cash fast to pay off their bills for the month. Believe it or not, there are indeed legit reasons why people seek out MMF websites.

But why risk yourself being in a situation where you end up being part of the statistical count that contributed to those hundreds of thousands of dollars that are now at the disposal of the owner of a MMF chain, who presumably is nowhere to be found? Because there is actually a better and more proven way to make money through a company that has a lot of reputation and integrity on the Internet, called Google. That's why!

How It Works: Great, Just Another Referral Downline System Again

No, not at all! What I'm about to show you has nothing to do with referrals, works solely based on an honor system, and is driven to success by the work you put into it. Although it is indeed the fastest way I've made real money on the Internet (well, aside from an online coding contractor I work for), you still have to work for it.

So here's how it works. Company A out there is just being started, and believes that they've found the answer to man's problems. They're 99.9% sure that their product will sell. So what do they do? They run to Google and pay them to list their business in featured search result listings. This maximizes Company A's exposure out on the web. Google will also list Company A's advertisements in what is called Google AdSense (textual advertising). These are usually content related text advertisements which webmasters and publishers place strategically on their website and are commonly recognized as "Ads by Google."

The webmasters and publishers that put forth Google AdSense on their websites are first approved for AdSense. Once a high volume of traffic starts flowing through their website, those AdSense banners start generating revenues as more and more clicks on the links are received. So if you haven't figured out by now, this is indeed a Pay Per Click (PPC) system.

How Much?: Expected Potential Earnings

You're probably wanting to know right away how much you'll be earning. So I'll just give you a rough estimate of what to expect assuming all goes well with your website. If done properly, a single website can generate on average, revenues ranging between \$200-\$600 a month. Not bad, considering this is only for one website. I don't like jumping the gun too soon like this, but let's fast forward in time where this is indeed how much your website is making. Now what? Start up another site! This doubles your income over two streams of revenues, and with each making \$200-\$600 a month, you can see how things can really add up!

Getting Started: Making The First Step Towards Success

These first few steps are extremely critical so please pay attention to detail.

You will need a web hosting provider - Please, I urge you, don't settle for anything less than what you're capable of doing. Go the extra mile and actually subscribe to a cheap web hosting provider. The one currently hosting The Article Project is SurfSpeedy.com on a redundant Cisco network and OC-48 SONET rings. In other words, 99.9999% uptime. I'm currently getting all the server side scripting I need, a secure hosting system, fast network, 1000MB of hosting space, and delegation for my domain, along with tons of other features I'll probably never use during the life of the account. How much am I paying for all this? Less than \$5.00 a month!

Once you have a place to serve up your website, start looking into registering a domain name - Try to aim for something that you and your visitors can remember off the top of their head if they were to look at it once and almost forget about it. If your website is about "How To Use The Internet," see if www.usingtheinternet.com is available. When you've decided on a name, I'd recommend you go with iDotz.net and register a .com domain for less than \$9.00 a year! The reason I'd recommend them is because they were the first ones I ran into that allowed you to pay via PayPal. Now put those two together, web hosting and a good domain name, and you're set to go!

Create a plan for action and stick to it - I'll be honest with you upfront. Chances are, you may not reach your financial goal by the end of the first month. In fact, the excitement of being able to get your money's worth out of the work you put into your website, may turn into monotony and discouragement. But don't lose hope! You need to stick to what you've set out to do, keep your website up to date on the hour if necessary, and make sure your visitors have plenty to read!

Avoid rambling on about nothing and don't cheat - Google has perhaps the largest database in the world, full of website listings and search results. Chances are, if you mirror your website with another content saturated website that's been around for quite some time, and Google does one of their special keyword analysis trick on your website and finds out about it, your AdSense application will most likely be turned down for unauthentic content. Have an open mind and be creative with your writing. Shoot for about 25 solid web pages before you submit your Google AdSense application. Bottom line, give them something to talk about! You'll need it in the months to come!

Begin formulating marketing thoughts - This is perhaps where the line between sanity, and spamity comes in that you'll end up approaching before too long. Some webmasters can't keep their cool and end up going off the deep end, spamming hundreds of innocent lives, and contaminating hundreds more of chat rooms and IRC channels. Don't do this!

Play it smart and submit your website manual to search engines that provide the service for free. One great way to do this is to submit your site to The Open Directory Project at dmoz.org. It may take a few weeks, but your listing will eventually show up in Google as well. Also, sign up with TrafficSwarm.com and surf for unlimited free credits that can be redeemed for visitors. I've acquired over 2700 credits through TrafficSwarm. It took me a few days, but it saved me \$40.00 of having to pay for just as many credits by simply surfing for a few days.

Stay on top of things - Keep yourself one step ahead of your visitors. For every 100 visitors (unique or not) that come, plan to write one more article or section of your website; make it a news item or something. Keep your website clean and neatly organized, don't let it end up looking like your brother's bedroom or closet a few months down the road from now. And if things begin to pick up with your website, set aside an email account and allow your visitors to send in their own articles or writings for you to publish. This in itself could be very rewarding because not only will your visitors end up generating your revenues, but they could also end up being your main supplier of articles to publish. The main point of discussion here, though, is to stay on top of things and keep up with the work. You'll eventually be glad you did later on down the line when you're short \$200 on a down payment for a new Honda Civic.

Getting Finished: Bringing Your Website Before the Judges

Okay, so this is the moment you've all been waiting for. Spit shine that last corner of your website and get ready to show it off. Then make your way over to <http://www.google.com/adsense> and send in your application. It will take a couple days for your application to be reviewed and accepted, if in the likely event that it is. Once you've been approved, login to your account and start generating your text

advertisements, placing them neatly on your website. Then let the fun begin!

Getting Stuck: Questions and Feedback Appreciated!

If you have any questions about this article, or would like more information, contact Matt Borja at support@articleproject.com.

About the Author

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The New Google Ad Links

You know about Google AdSense, now it's Google Ad Links for Google AdSense publishers.

[For who do not yet know what Google AdSense is : "Google AdSense is a fast and easy way for website publishers of all sizes to display relevant, unobtrusive Google ads on their website's content pages and earn money," — says Google. To open a Google AdSense account, please visit: <https://www.google.com/adsense>]

What are Google Ad Links?

"Ad Links are a new form of text advertising that we're offering to our AdSense publishers. Using the same contextual targeting algorithm that targets Google ads to your content pages, Ad Links units display a list of topics that are relevant to your page. Each topic, when clicked, brings the user to a page of related advertisements", — this is how Ad Links are defined by Google.

Basically, Google Ad Links are vertically placed links of 4 or 5 keywords related to the content of your page. On clicking a link, the visitor is shown a list of Ads by Google on that particular keyword. If the visitor clicks on an ad, you get your commission.

So, why do you need to put Ad Links in your page?

Simple. Because you want to earn maximum revenue from each of the pages of your site.

According to Google, you are allowed to put max. 3 AdSense codes. But experts say that displaying too many AdSense ads in a page distract the attention of the visitors and they lose interest in the site. Therefore it's always advised to put only one AdSense code and that too close to the main content of the page, to get the best results.

By placing just one AdSense code and no Leaderboard or Skyscraper, are we losing out some opportunities to earn more clicks on AdSense Ads?

No. Because that's where Ad Links come in. Let me describe the usage of Ad Links with an example :

I have a page on 'Engagement Rings' at : http://thewebcontent.com/Relationships/Relationships_Article_56.php
I use 250x250 Square AdSense code with the first paragraph of the article. This code displays only 3 AdSense Ads.

Now, I have placed Ad Links code just above the top of my left panel menu bar. Google currently displays 5 related keywords to the page : Engagement Ring, Carat Diamond,

Ideal Diamonds, Gia Diamond and Gem Stone Ring. Each of the keywords are clickable.

Through these links, I get access to : 10 + 10 + 10 + 10 + 4 = TOTAL 44 AdSense Ads! (at the time of writing this article)

In case, Google does not find related keywords for a page, it displays a tiny search box. Visitors can put any keyword of their choice, and Google shows all AdSense Ads related to the keyword searched for!

Isn't it incredible? ...that too without disturbing visitors? Actually, it helps visitors, because they always look for links related to the subject they have come to our sites for.

The main advantage of Google Ad Links are that, they are displayed just like we display vertical menu—one link each line. Though Ad Links code displays "Ad Links by Google" boldly, but it gives a look of being a part of your vertical menu. And that's definitely a great advantage.

To add Ad Links to your page, please follow the instructions below :

1. Log on to your AdSense account
2. Click on "Ad Settings"
3. Select the Radio Button which says : "Ad Links Units".
4. Select 4 or 5 links per ad links unit from the drop down menu
5. Select Ad layout options : 120x90, 160x90, 180x90 or 200x90 depending upon your page layout.
6. If you have saved custom Color Palettes, select the palette of your choice.
7. Copy-paste the Ad Links code from the textarea box and place it to your web site in desired place

That's all! But remember that you can place only one Ad Links code in a page. If you put more than one, others will not generate any link.

If you are an AdSense publisher, there is no reason why you will not add Ad Links to your page.

What do you think?

About the Author

Subhendu Sen is the webmaster of <http://TheWebContent.com> an Article Directory. Authors may please submit their articles at : <http://TheWebContent.com/addarticle.php>

Getting Approved by Adsense in a Jiffy...

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.

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>

What to do When AdSense(TM) Serves the Wrong Ads

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

Dave Lavinsky is the President of TopPayingKeywords.com, a firm which tracks and publishes databases of the 15,000+ most expensive PPC keywords.

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