

# Make Money with



# AdSense

A STEP BY STEP BLUEPRINT TO MAKE MONEY WITH  
ADSENSE



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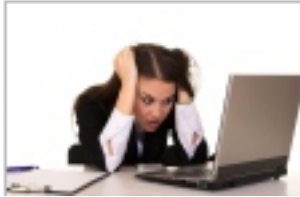


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# 1. The Concept of AdSense



To understand AdSense we have to understand Google AdWords first. Here is a brief overview.

## AdWords

AdWords is Google's flagship advertising product. It offers pay-per-click (PPC) advertising and site targeted advertising for both text and banner ads.

Advertisers specify the words that should trigger their ads and maximum amount they are willing to pay per click. Google displays these ads in their search results and on the targeted websites that have signed up for their AdSense programme.

## AdSense

The same advertisements that Google got through the Adwords are displayed on the websites that sign up for the AdSense programme. These advertisements are administered by Google to the enrolled websites as pay per click ads or on impression basis if they are banner ads. It is important to note that the ads are related to the keywords and subject of the content so that the visitor who is reading the content of the website might get interested in some product or service offered by the ads. Once the visitor clicks on the ad, the advertiser is charged for the amount they bid for and Google pays a part of the revenue with the website publisher. Google AdSense also allows the publishers to provide Google Search on their site and make money by displaying Google ads and search result pages.



**Who can join the AdSense programme?**





AdSense is a free programme and any website publisher can join this programme as long as they fulfil Google's [eligibility criteria](#). To join the programme you just need to complete an online application. If you are accepted you get a HTML code that you will paste in the code of your web pages and your pages will start displaying targeted ads.

### **Advantages of Google AdSense**

- AdSense is very quick and easy to join
- Easy to apply to your website. You get a chunk of code that you can apply to the source code of your webpages.
- You don't have to look for advertisers.
- The code provided by Google is so intelligent that it provides relevant ads that match the subject of your content and there is a great likelihood that the visitor might get interested in the products and services offered by the advertisements.
- Google has a very vast database of ads and can serve ads on almost any topic. So you are never short of ads.
- It is easy for beginners and experts alike.
- You can very easily check your statistics by logging into your account.
- Only one Google AdSense account is enough even if you have multiple websites.
- Google gives you control on the ads that may show on your website. You may block certain competitor ads and select some default ads that can display on your pages
- Google AdSense has a very easy and reliable payout system.
- Google search box functionality can be added to the website to attract more visitors and to enable the visitors to stay longer on your website.

## 2. How to signup for Google AdSense Account



Here is the link for the signup page: <https://www.google.com/adsense/g-app-single-1>

Here is how the signup form looks like



**Welcome to AdSense** [What is AdSense?](#) | [Already have an account?](#)  
Please complete the application form below.

**Website Information**

Website URL:  [?](#)  

- Please list your primary URL only.
- Example: [www.example.com](#)

Website language:  [?](#)  

- Tell us your website's primary language to help our review process.
- I will not place ads on sites that include incentives to click on ads.
- I will not place ads on sites that include pornographic content.

**Contact Information**

**! Important** - Your payment will be sent to the address below. Please complete all fields that apply to your address, such as a full name, full street name and house or apartment number, and accurate country, ZIP code, and city. [Example](#).

**Telephone Numbers**

The important information that you give to Google is as below:

- Your website URL. You must have a website. If you have multiple sites just provide the URL of your biggest site. With one account you can apply the AdSense code to multiple sites.
- Language of your website
- Account type, whether individual or a company. Whether you are a company with more than twenty employees or one person only.
- Your contact information.
- You will be able to choose between three different ways of receiving your money: Electronic Funds Transfer, Local Currency check or Secured Express Delivery. It is better to get your money by direct deposit or if you want you can choose any of the other mode of payment.
- Whether you want content based ads or search ads or both. I recommend you to choose both.
- Once you get approved, you get a piece of code that you have copy and paste into your webpages.



### 3. Google Policies for AdSense



**IMPORTANT:** This article only gives overview of the Google policies for AdSense. You must read the official policies at the following link: <https://www.google.com/adsense/support/bin/answer.py?answer=48182>

Google is very strict with implementing the policies. For success with the program it is a must to keep yourself up to date with the policies and follow

them.

#### **Invalid clicks and impressions**

Never click your on ads by any manual or automated methods.



#### **Encouraging clicks**

Never encourage your visitors for clicks. Leave the ads alone. Let the visitors click the ads if they are interested.

#### **Content guidelines**

You should not have content that violates the content guidelines. Some examples include adult content, content that encourages racial violence etc.

#### **Copyrighted material**

AdSense publishers may not display Google ads on webpages with content protected by copyright law unless they have the necessary legal rights to display that content.



#### **Code Modification**

Never modify the code provided by Google.

#### **Site behaviour**

Google wants their ads to show up on quality websites. Websites should have quality content and should be easy to navigate. Sites that redirect users to unwanted websites or initiate unwanted downloads, contain malware or unwanted pop-ups will be banned.



## Competitive Ads and Services



you should not mix the Google ads with other ads that are formatted in the similar way. you may sell ads directly on your website as long as they should not be confused as Google ads.

### Google Advertising Cookies

In your privacy policy you must disclose that third parties may be placing and reading cookies on your users' browsers as a result to ads being served on your website.

### Number of AdSense units on a page

Only upto three adsense units can be placed on a page.

### AdSense search box

only up to two AdSense search boxes can be placed on a page.

For detailed official Google policies please visit this link: <https://www.google.com/adsense/support/bin/answer.py?answer=48182>

## 4. Optimization for Maximum Profits



People don't visit the websites to view ads, they come for the content. So, the greatest thing to remember is, *an ad should not look like an ad*. Another thing to remember is that the ad block should have no border.

### Text Ads

Google's text ads are the most popular and also most effective ad type. These are available in various sizes:

(For details you can visit the google site at the following link:

[www.google.com/adsense/adformats](http://www.google.com/adsense/adformats))

- **Leaderboard (728 x 90)** - [View sample placements](#)
- **Banner (468 x 60)** - [View sample placements](#)
- **Half Banner (234x60)**
- **Button (125x125)**
- **Skyscraper (120x600)** - [View sample placements](#)
- **Wide Skyscraper (160x600)** - [View sample placements](#)
- **Small Rectangle (180x150)**
- **Vertical Banner (120 x 240)**
- **Small Square (200 x 200)**
- **Square (250 x 250)**
- **Medium Rectangle (300 x 250)** - [View sample placements](#)
- **Large Rectangle (336 x 280)** - [View sample placements](#)

Although you are free to experiment with different ad formats, here in this article, we will discuss only the most popular and the most effective ad formats.

### Leaderboard

Leaderboard (728 x 90) - [View sample placements](#)

|  |  |  |  |
|--|--|--|--|
| <b>Cheap hotels</b><br>Find Hotels By Price, Star Rating Or Location. Cheap hotels<br><a href="http://www.ResortGateway.com">www.ResortGateway.com</a> | <b>Save on Las Vegas Hotels</b><br>Amazing Las Vegas hotel discounts. Easily book your room today.<br><a href="http://www.Tripres.com">www.Tripres.com</a> | <b>Devon PA Hotel Deals</b><br>Shop and Compare Great Deals on Hotels in Devon PA.<br><a href="http://www.priceline.com">www.priceline.com</a> | <b>Beach Hotels in Menorca</b><br>Deals on Menorca Beach Hotels. 1000's of Deals to Book Online!<br><a href="http://www.UlookUbook.com">www.UlookUbook.com</a> |
|--|--|--|--|

Ads by Google



Leaderboard is most popular ad format. It is most effective when blended into the top of the page, just beneath the navigation bar. In the forums, it can be placed between the forum entries. It should be avoided at the bottom of the page, unless you are sure that people are going to go up to there.

## Banner

**Banner (468 x 60)** - [View sample placements](#)

|   |   |
|---|---|
| <a href="#">Cheap hotels</a><br>Find Hotels By Price, Star Rating Or Location. Cheap hotels | <a href="#">Save on Las Vegas Hotels</a><br>Amazing Las Vegas hotel discounts. Easily book your room today. |
|---|---|

Ads by Google

This size is the traditional banner ad and visitors are very much familiar with this ad format and tend to avoid it. If you want to use it, the best way will be to use it inside the content surrounded by the text. The banner should have no borders.

## Half Banner

**Half Banner (234x60)**

|   |
|---|
| <a href="#">Cheap hotels</a><br>Find Hotels By Price, Star Rating Or Location. Cheap hotels |
|---|

Ads by Google

Half banner should be used inside the content surrounded by the text. It is also best used at the end of the blog entries.

## Large Rectangle (336 x 280)

**Large Rectangle (336 x 280)** - [View sample placements](#)

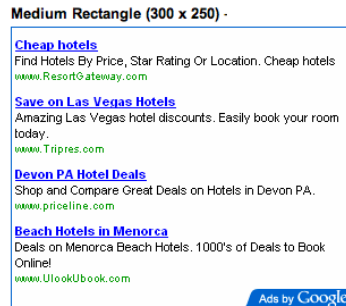
|   |
|---|
| <a href="#">Cheap hotels</a><br>Find Hotels By Price, Star Rating Or Location. Cheap hotels<br><a href="#">www.ResortGateway.com</a>            |
| <a href="#">Save on Las Vegas Hotels</a><br>Amazing Las Vegas hotel discounts. Easily book your room today.<br><a href="#">www.Tripres.com</a>  |
| <a href="#">Devon PA Hotel Deals</a><br>Shop and Compare Great Deals on Hotels in Devon PA.<br><a href="#">www.priceLine.com</a>                |
| <a href="#">Beach Hotels in Menorca</a><br>Deals on Menorca Beach Hotels. 1000's of Deals to Book Online!<br><a href="#">www.UlookUbook.com</a> |

Ads by Google



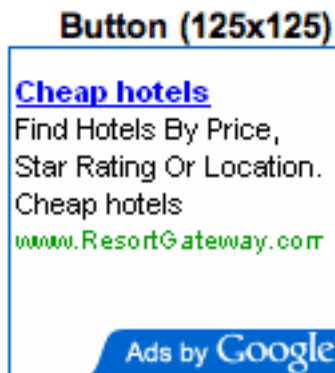
Use at the beginning of the article. Preferably the text should be wrapped around the box. This is the most effective size.

### Medium rectangle (300 x 250)



This is the next best rectangle size after 300 x 280. Use this at the beginning of an article with text wrapped around. You can have two sets of these boxes side by side and it fits on most of the web pages beautifully.

### Button (125 x 125)



These can be used inside the content area wrapped around by text and are best suited for the side bars. It blends well with the widgets in the side bar.

### Wide skyscraper (160 x 600)

It is most suitable for the right bar. For example placements see below:



## Wide Skyscraper (160x600)

Ads by Google

**Free Cheddar Chesse**  
4.4 lbs Of English  
Cheddar Cheese.  
Shipping Included. Act  
Now!  
[Food-Offer.com](http://Food-Offer.com)

**Vermont Cheese**  
Made Fresh and Aged  
Slowly for a Great Taste.  
Variety of Types!  
[www.vermontcountrystore.com](http://www.vermontcountrystore.com)

**Lost Garlic Bread**  
**Secret.**  
A long, lost Italian recipe  
for marvelous old country  
garlic bread.  
[www.GarlicValleyFarms.com](http://www.GarlicValleyFarms.com)

**Cheese Info**  
Get Info on Cheese from  
14 search engines in 1.  
[www.info.com/Cheese](http://www.info.com/Cheese)

**Home Cheesemaking**  
**Secrets**  
Making Camembert,Brie,  
Blue cheese is easy with  
my Kit and eBook.  
[www.thecheesemaker.com](http://www.thecheesemaker.com)

## **The image Ads**

### **Small Square (200 x 200)**



The greatest disadvantage of the image ads is that they look like ads and visitors tend to ignore them. Text ads should always be given preference.

You can checkout the details about image ads at the Googles website: [https://www.google.com/adsense/static/en\\_US/AdFormats.html#image](https://www.google.com/adsense/static/en_US/AdFormats.html#image)

## **Video ads**

You can get video ads on your website if you have opted in to receive image ads on an ad unit in one of the following sized:

- Medium rectangle (300 x 250)
- Large rectangle (300 x 280)
- Square ( 250 x 250)
- small square ( 200 x 200)
- Leaderboard ( 728 x 90)
- skyscraper ( 120 x 600)
- Wide skyscraper (160 x 600)

There is no guarantee that you will get a video ad, it depends upon if AdSense has a video ad matching to your content. Video ads have been found to have very good conversion rate.

If you are getting video ads place them in the side bar or in the content area above the fold, so that they blend with the site content.

## **Link Units**

Link units are very small but if used correctly, they can be very effective. Two clicks are required for you to get paid. First user clicks on the link and

then he is taken to the ads page. If user clicks on any of the ads only then you will get paid.

### ***How link units are different from other ad blocks?***

Link units display only a list of topics that google code believes is relevant to the content of the page. When the visitor clicks on any of the links, a new window pops up that displays the ads.

### **Size of link units**

Vertical link units are available in sizes ranging from 20 x 90 to 200 x 90.

---

**(120x90)**  
**Displays up to 5 links**

**Ads by Google**

[Orion Telescopes](#)  
[Meade Telescopes](#)  
[Goto Telescopes](#)  
[Vixen Telescopes](#)  
[Zeiss Telescopes](#)

Horizontal Link units:

**(468x15) Displays up to 5 links**

**Ads by Google** [Telescopes](#) [Meade ETX](#) [Celestron](#) [Meade LX75](#) [Meade](#)

**(468x15\_4) Displays up to 4 links**

**Ads by Google** [Telescopes](#) [Meade ETX](#) [Celestron](#) [Meade ETX-70AT](#)

**(728x15) Displays up to 5 links**

**Ads by Google** [Meade Telescopes](#) [Refractor Telescopes](#) [Meade ETX](#) [Celestron Telescope](#) [Reflector Telescope](#)

**(728x15\_4) Displays up to 4 links**

**Ads by Google** [Meade Telescopes](#) [Celestron Telescopes](#) [Refractor Telescopes](#) [Cassegrain Telescopes](#)

### **Placement of link units**

Vertical link units are best placed in the sidebar. Horizontal units can be a great alternative to the leaderboard. They can also be placed between different blog entries.



## 5. Spicing Up Your Ads for Maximum Clicks

One thing to remember is that if your ad looks like an ad visitors are going to avoid it. Our main focus should be to blend the ad with the content. We



will dress up our ads in a legitimate way as permitted by Google, to achieve it. Google gives you a lot of options to format your ads.

Following tweaks will help in maximizing the clicks of your ads:

- **Formatting of Border:** People are used to see borders around the ads. As soon as they see a border, they recognize it as an ad and their eyes are trained to ignore them. So for best results remove the borders around your ad blocks.
- **Formatting of title, text and background:** Tweak the title, text and background of the ad block to match the text on your site.
- **Formatting of link colors:** People associate the blue color for link and are more likely to click on them. Use blue for link color.
- **Formatting of URL color:** Presence of URL along with the link makes it obvious that it is an ad. To make the URL less prominent make the link color like rest of the text in the ad.

## 6. Where to Place Your Ads?



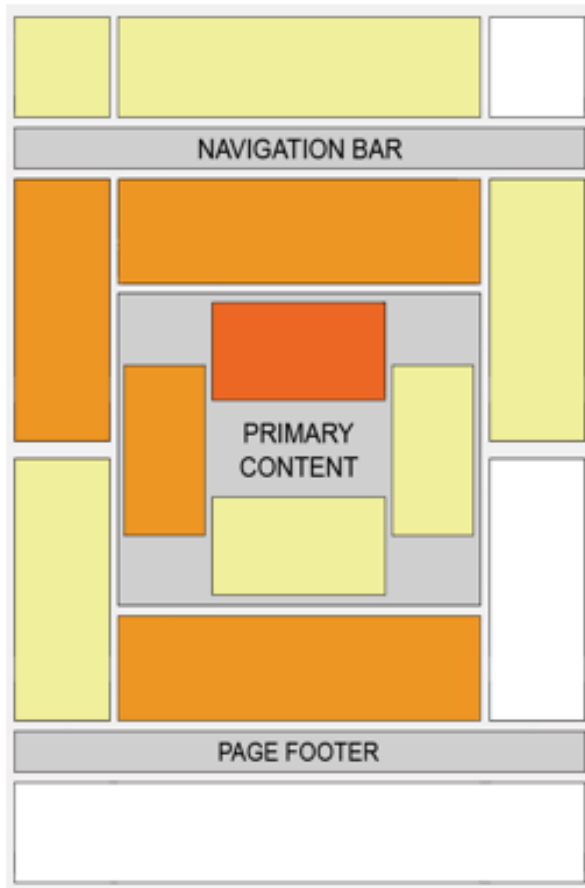
The most effective location for placement of ads will vary from page to page. Here are a few important questions to ask yourself for deciding the position of your ads:

Where will the attention of the visitor be focused?  
How I can integrate ads without getting in the user's way?

How I can keep the page looking clean, uncluttered and inviting?

Google has given a heatmap on their website which is very helpful for deciding the placement of ads, the heat map is available at the following location:

<https://www.google.com/adsense/support/bin/answer.py?hl=en&answer=17954>



The dark areas represent the strongest performance areas and the lighter areas represent weaker performance.

Still the placement of ads should be decided on case to case basis. Some more suggestions for better performance are listed below:

- Place ads near your most interesting content
- Ads placed above the fold tend to perform better
- Ad placed next to a graphic, catch attention of the visitor. Remember it is Google's policy that the images and ads should not be lined up in a way that suggests a relationship between them. But if you have a

attractive graphic on your page, that is in no way connected with the ads, you can place the ads next to it without breaking the Google's policy. The reason being the graphic attract visitor's attention and if the ad is next to it, there is a great chance they will see it and if it has something that they are looking for, they may click it.



## 7. How to Attract Targeted Ads?



Google has a very sophisticated system to send relevant ads to your website. You don't have any control over the ads that appear at your site. It is all decided by the google software. Since it is decided by the software, which in turn depends upon the data collected by Google crawlers. What we can do is help the crawlers get correct data so that they send only the relevant ads to your site.

Here are a few suggestions to improve the quality of the ads appearing on your website:

- **Content:** Most important factor is the content on your website. The content should have all the keywords relevant to your niche.
- **Title of Web page:** Title of the page article should have most important key words.
- **Heading of the article:** Title of the article should have 'h1' tag. This helps the search



engines to decide what is the topic of your article.

- **High paying Keywords:** Some times it makes sense to use synonyms that are high paying key words. For example, if your site is about real estate and 'Property' or 'Real estate' both can be used for the same thing. But if 'Real estate' is a high paying keyword as compared to 'Property', it makes more sense to use the key word 'Real estate' more often in your content.

- **Keyword placement:** By experience it has been found that the keywords in the content just beneath the ad influence the ads.
- **Section targeting:** By inserting comments about ad section in your web page, we can tell the crawler to emphasize particular sections of the web page. The comments below can be used:

```
<!-- google_ad_section_start-->
```

*Your text here*



```
<!-- google_ad_section_end-->
```

By putting this comment we are telling the Google crawler to pay special attention to this section of the content. Rest of the content will not be ignored.

If you want the crawlers to ignore particular section, use the comments as below:

```
<!-- google_ad_section_start(weight=ignore) -->
```

*Your text here*

```
<!-- google_ad_section_end-->
```

- **Metatags:** Meta tags should have relevant keywords.
- **Page Description:** Page description should have relevant keywords.



## 8. How Google Search Box Can Make You Money?

### What is google search box for adsense?



When you sign up for Google AdSense account, google lets you add their search box to your website. When a user searches for a keyword the search box will display

### Advantages of adding Google search box

Suppose the visitors did not find on your website what they were looking for. They will get bored, they want to move away from their website and want to do more search for their topic. Why shouldn't they get this chance while they are on your website. By adding a search box you have two advantages:

- You give a chance to your users to refine their search
- You make money when they click on any ads in the search results

### How to add search box on your web site

- Log into your google adsense account, select "Account information".
- Select "Products" > "Edit Information"
- Click on "Search Settings" tab to specify your search preferences.
- Copy the adsense code and paste on your web page.



### How to Display the search results

you can display the search results in three ways:

- On a Google page in the same window
- On a Google page in a new window
- On a new page of your website

You will be given two codes, one for the search box and the other one for displaying the search results. The last option is the best, while your visitor is viewing the search results, you will be able to display the internal links on your web site and your adsense ads.



## Customizing the search

Google lets you customize the search box in the same way you can customize your ads. But it is better to keep the search box in the default format as it is easy to recognize that it is Google search and people trust it.



## 9. How To Build Profitable Content?

### Why is content important



There is not doubt that AdSense is better than most of the advertising on the web because the ads are relevant to the content on your page and that is why they are highly targeted.

The visitor comes to your pages searching for content that will provide him some solution and he may also find some product or service displayed on the ad that will solve his problem.

So, if the content is not good, you will not get relevant ads and user will not stay on your website as the content is not interesting.

### How to create good content

Creation of good content is not difficult at all. One or more methods described below may suite you to create quality content.

- 1. Write it your self:** If you have a interest in any topic or you are an expert in any field, create a website or a blog on your topic. Creation of a blog is very easy and highly non technical.
- 2. Cash your old content:** if you have written a book in the past and is no longer being sold, just update the content and put it on a website or a blog in the form of articles or posts.
- 3. Get volunteer writers:** There are a lot of people who like to write on the topics of your interest. On your website, encourage other people to submit their content.
- 4. Pay of the content:** you can encourage people to submit content to your website and if their content is selected for publishing you can compensate them for the content.
- 5. Use free content from the web:** There are many writers who want their articles published and read by a larger audience. Such content is available at many resources, each website has their own rules for using their content. In all the cases, you have to keep the author's name and website link in tact. These websites have content on almost any topic. Here is a list of most important such websites:

- <http://www.ezinearticles.com>



- <http://www.articlesbase.com/>
  - <http://www.goarticles.com/>
  - <http://www.articlecity.com/>
  - <http://www.articlecircle.com/>
6. **Use Public domain works for your site:** These are the books, articles, pictures etc whose copyrights have expired. Since they have not been re-registered for copyright, they enter the public domain. So, anyone can publish or sell the works without paying any commission. One such source is: <http://www.gutenberg.org/>



## 10. How to Track Your Ads?



You can have different kinds of ads on your web pages. Ads can vary by sizes or placements etc. For example on a page you have a leader board ad and a medium rectangle. How do you find out which size is performing better?

On another page you have one medium rectangle above the fold and one medium rectangle below the fold. How do you find out which one of them is producing better results? There is where channels come to rescue. You can create a separate channel for each tracking criteria.

There are two types of channels:

- URL channels
- Custom channels



### URL Channels

For example you have ads on "Home" page, "Articles" page and "Discussions" page of your website. You can create three channels for your website. They will be:

Example.com/index.htm

Example.com/Articles

Example.com/Discussions

### Adding URL Channels

Inside your google adsense account, go to AdSense setup > URL Channels > Add new URL channel

After you have created URL channels you can check the reports in your google account how the channels are performing.

Go to your google account > Reports > Advanced Reports > select a date range > Group by date / channel / both

This is an example of how the report will look like:



## Custom Channels

While the URL channels track the data for the whole page, based on the URL, the custom channels track data based on the ad units.

While you can create different custom units based on different combinations, it is suggested to create the channels based on the following factors:

- Size of ad units
- Placement
- Content

Here are a few examples:

### Size

I have ad units of size 300x250, 336x280 and 160x600 on my pages. I will create a channel for 300x250, one channel for 336 x280 and one channel for 160x600.

### Placement

I will create one channel for ad unit above the fold, one channel for a ad unit below the fold, one for a ad unit on the left bar and one channel for a ad unit in the right bar.

### Content

I have three types of content pages on my site: sports, business and photography. I will create a ad unit for each type of the content.

Now say after a few weeks of tracking I found that my ad unit of 336x 280 is performing better than 300x250. I will consider changing the size of the later to 336x 280 and track the performance again. This way you have to keep on testing the changes to get the better results.



## 11. How to Make Money With Internet Forums?



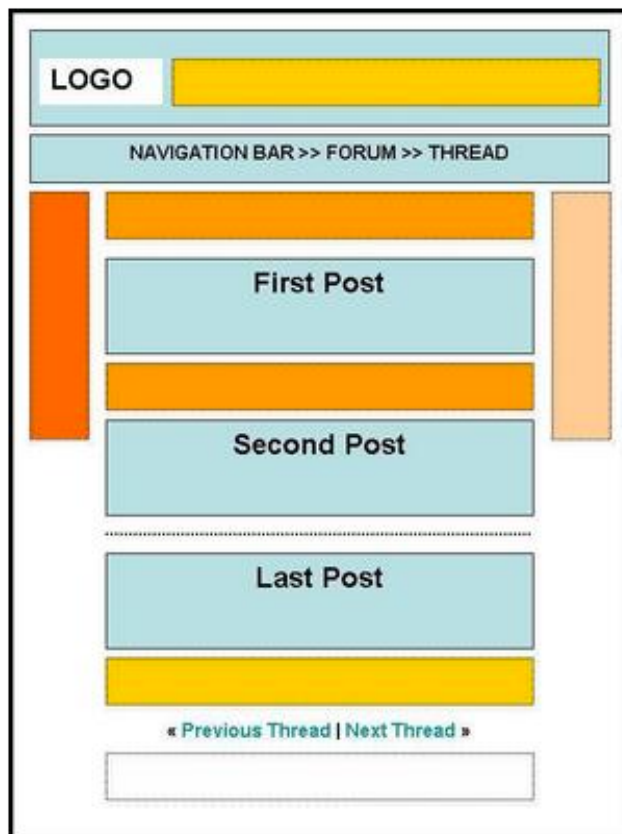
One of the great advantages of the internet forums for you as a publisher is that the users create the content. Now, since you do not have much control over the content and the keywords, the ads supplied by the AdSense may not be relevant to the topic and sometimes can result in low CTR.

But we must realize that internet communities are hidden goldmines which have loyal visitors, unique content-that too created by the visitors and high level of user involvement with the content. By some clever strategies these forums can be converted into the cash generating machines

### Ad placement in Forums

Google has provided a heat map and optimization tips at the following location. Please feel free to checkout:

<http://adsense.blogspot.com/2005/10/six-adsense-optimization-tips-for.html>



### Do's

- Forum members are very much focused on the topic of discussion, ads on the side bars or on top of the page is not distracting to them.
- Top post on each page grabs most attention. Place a ad below the top post on every page.
- Place a horizontal ad just below the form buttons. This is the most visited area in a forum.
- Try putting ads at the bottom of each post.
- Add a google search box at the end of the last post. If the visitor does not find what

he was looking for in the threads, he may like to do a search.

- Opt in for image ads. If you have good traffic but low CTR, you can get good revenue even without the clicks.

### **Don'ts**

- Don't break a post by putting ads in the middle of the post.
- Don't mix a bunch of ads in the middle of the page.

