

# Untold AdSense Facts

By Lisa Irby of <http://www.2CreateAWebSite.com>

The inspiring Google AdSense stories continue to pile up.

From the teenager of WhateverLife.com who earns enough from Google to employ her own family members. To the retiree and owner of NaturalHandyman.com whose earnings totaled **\$120,000** in one year.



These stories and countless more have gotten the public talking. Everyone wants to get in on their share of the Google AdSense pie.

After all, it doesn't get much better than receiving a fat paycheck every month when all you do is build a Web site or blog and slap a few ads on it right?

You're right. It doesn't get much better, but like every rags to riches story, there are always truths that are ignored and overlooked.

First of all, let me say this. Google AdSense is one of the best solutions for any blog or Web site owner who wants to earn a little extra cash. And yes, that extra cash can turn into thousands of dollars over time! It has for so many people.

Here's the downside. People are often so wowed by the earning potential, they are led into a false sense of security when it comes to **understanding how much work is truly involved** to make decent amounts of money.

## Nothing In Life Is *Completely* Free

I'll be the first to tell you that I am one of those fortunate people who was able to say "bye bye" to Corporate America a while back thanks to Google AdSense and other online affiliations with my Web sites.

I work from home, get up when I want and set my own hours. Life is pretty good, and there's nothing better than doing what you enjoy and getting paid well to do it. I literally make money while I sleep.



That being said, I would never tell you making money online is easy. If I did, I would be lying to you.

*But...*

Because I *thoroughly* enjoy what I do, the amount of hours I've put into this over the years has never felt like work.

And the day it starts feeling that way, I'll quit.

My story may sound inspiring to you. But perhaps you don't want to hear about the not-so-inspiring events that happened on my road to success...

-- The numerous days I spent 5-6 hours in front of my PC (*after* coming home from my 9 to 5) and learning about this "Internet money making stuff."

-- The many Friday nights I spent glaring at my PC trying to figure out how to do different things on my Web site while my friends were at home getting ready for a night out on the town.

-- The weekends I spent engrossed in Internet Marketing books written by other successful people, as I try to learn and understand how all this works

-- The nights I spent scratching my head trying to figure out how to get my site to ranked high enough in Google to get all that wonderful free traffic other Webmasters bragged about.

After all...

If you don't learn how to build a website that generates targeted traffic...

**There will be no money from AdSense.**

I can guarantee you all the other successful people have very similar stories. None of us made a profit overnight.

My point...

Even though signing up with Google AdSense is free from a monetary sense, there is still work required. And while it's inspiring to read stories about people making a lot of money with the program, you have to remember that nothing happens instantly. Every single person worked hard to earn those checks.

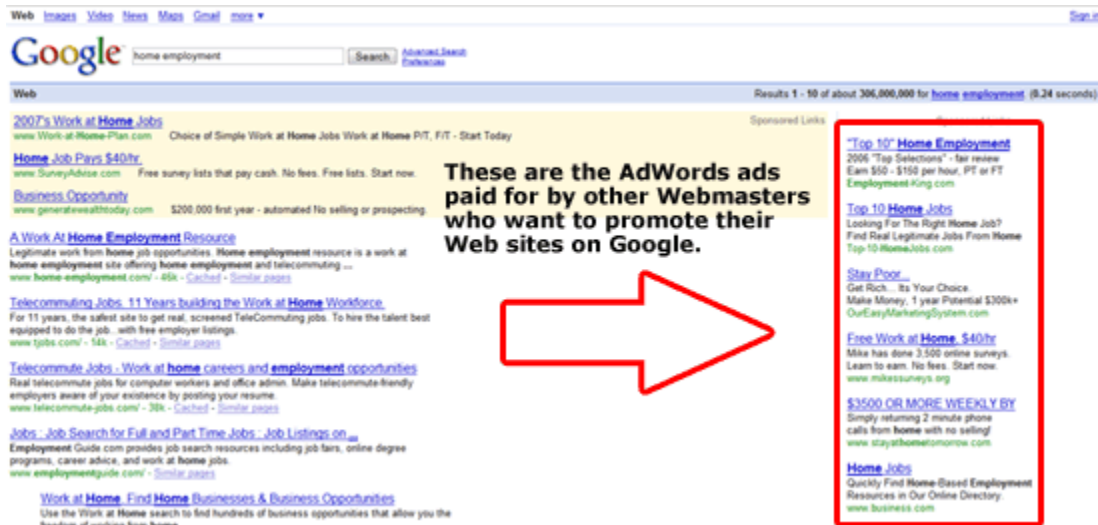
I want you to have realistic expectations. So in this book, I'm going to go over many of the facts about AdSense that are often overlooked, and tell you the best way to begin if you are really serious about generating some extra income.

# What is Google AdSense?

Before getting down to the nitty gritty, I want to go over how AdSense works in case some things are unclear.

AdSense is a hybrid of Google's Webmaster advertising program called AdWords. In a nutshell, Webmasters are paying Google to promote their ads on Google.com. Every time an ad gets clicked, Google deducts a pre-determined amount from their advertising budget.

You can see these AdWords ads by doing almost any search on Google and the ads show up in the far right-hand side of the page. See the screenshot below.



Now, *AdSense* is a program derived from AdWords that allows ***publishers*** (other Web site and blog owners like you and me) to promote these same AdWords ads on our own sites.

Then Google pays us, the publishers, a certain percentage of what the AdWords customers are paying Google for those ads.

In other words, as an AdSense publisher, you are helping Google advertise these AdWords ads, and Google is paying you a share of the revenue they earn every time your visitors click on your ads.

So let's say you have a Web site on chocolate cake recipes. When you join AdSense, Google will supply you with a few lines of JavaScript code that you paste into your site (It's very easy to do!).

And because of their savvy technology, Google can actually read your page title, content, etc. and interpret what each page is about. So the ads that show up on your site are relevant to the topic on your pages.

This increases the chance that people will click on your ads and of course that just means more earnings for you.

Google will never disclose how much you will earn per click, but you can earn anywhere between .01 and \$10.00 per click, and perhaps even more. Keep in mind these numbers are just estimates. Google has never supplied any specific data on how much you can earn. They keep this kind of information very close to the vest.

So once your account reaches **\$100.00**, Google sends you a check. And you can even have them direct deposit the check right into your bank account.

I'll go into how to apply for AdSense at the end of this book, but first I want to go over some things you need to know and understand before you even create your blog or Web site.

# Treat AdSense Like a Business

People don't like to hear me say that AdSense is a business because it sounds too much like work is involved. And we all know people hate to work. They want to become rich with as little effort as possible. ☺

After all, it sounds much better to hear me say you can easily make money by putting Google ads on your site or blog than it does to say, "You have to build a ton of content, learn how to optimize every page for the search engines, and market your site or blog like crazy."



Who wants to hear *that*?

But the truth is, the reason most people never make much with AdSense is they don't realize this is all about learning how to draw enough targeted traffic to your site or blog to make any worthwhile money. And that's purely marketing.

If you can't generate at least 100 unique visitors per day to your site, you're probably not going to earn enough AdSense revenue to make this process worth your time.

People aren't just going to stumble upon your site or blog just because you created it. It's not like offline, where you can throw up a Lemonade Stand in the middle of a busy street and thirsty people will just find you and buy your lemonade.



The Web is much different. People find websites and blogs by searching for information in a search engine like Google. And Google only "recommends" sites that provide useful information and are recommended by other related sites.

And when I say "Google recommends sites" understand that I mean **ranks**. So when you see a site ranked #1 for a particular keyword phrase in Google, it's because Google can tell how many other related and authority sites are linked to them using the keyword phrase that was searched.

What do I mean by *authority sites*? These are sites that have been deemed popular by Google because of their high traffic and quality inbound links (other sites linking to them.)

So if you are building a site on how to negotiate a new car deal then it would be beneficial for you to get recommended by (or linked from) the popular site CarBuyingTips.com.

At the time I'm writing this, they rank #1 for the phrase *car buying tips* in Google so that lets you know they must be a pretty popular site for keywords related to

car buying. And they earned that number 1 rank by years of building useful, unique tips on car buying that no other site offers.

Over time other sites and blogs related to buying cars thought this was a useful site so they link back to them, many of them voluntarily. Part of Google's formula for ranking sites is to calculate how many other sites link to a certain Web site and what keywords are used to describe that site.

For example, do a search on Google now for *gardening tips*.

What shows up? Generally sites that have a great deal of information on gardening. The sites closest to the top are probably sites that are linked from many other respected sites related to gardening.

Those people on the left side of Google's results (the natural results) are not paying Google for that rank. They earned it through their useful content and by other sites linking to them.

So your goal with AdSense is to become **THAT** site people recommend in whatever niche/subject you choose to focus on. You want people to say "Hey, this is a cool site. I'm going to tell my visitors about them." Voila! They've provided you with a free link without you having to ask.

Not only is this free traffic, but Google looks at it this way...

**Site A** is linking to **Site B**. So that must mean **Site A** thinks **Site B** is a pretty useful/interesting site on "topic X". The more links you get to your site like this, the greater chance Google will rank you higher for whatever keywords your site focuses on. **Any time a related site links to you, it's sort of like a vote for your site in the search engine's eyes.**

My site, [www.flat-stomach-exercises.com](http://www.flat-stomach-exercises.com) gets found every month for over **25,000** different keywords related to fitness and flattening the stomach. A big reason for that traffic is because people voluntarily link to me from their sites, blogs, etc. Often times I don't even know they've done it until I check my traffic stats.

That's the importance of building unique sites that offer a great deal of useful information on a specific topic. People will **want** to link to you.

**So while I would love to tell you that making money with AdSense is about quickly slapping some ads and publishing your Web site or Blog. It's so much more than that because without the traffic, you'll never make any money.**

**And you definitely have to earn that traffic.**

1) After you've created your site, you have to take the time to learn how to generate that wonderful, free search engine traffic. That means going to sites

like [www.seomoz.org](http://www.seomoz.org) and reading about how to get ranked high in the popular engines. Don't ever pay anyone to submit your site to any of the search engines. You can learn all you need to know about search engine optimization (SEO) for free on the Web. Submitting is free too.

2) Get creative and learn how to market your site in social networking sites like [Twitter](#), [Digg](#), [StumbleUpon](#), etc.

3) Or if you've created a blog, you can join a site like [www.technorati.com](http://www.technorati.com) to help drive more visits to your blog. Also read up on Darren Rowse's great site [ProBlogger.net](http://ProBlogger.net).

4) Do a search for forums/message boards related to your topic. If you're doing a site for stay-at-home moms, it would be beneficial for you to join the [ivillage.com](#) forums, create a profile and promote your site in your signature file. Now every time you go and post a message on that forum, your link will be attached to your message.

You can do this with any niche. Whatever your topic is, do a search for *your topic + forums* in Google to find message boards related to your topic.

Every little bit helps, but you have to remember, this all takes time. For example, it generally takes a few months for the search engines to start giving you that free traffic and that's assuming you've done your homework and learned how to optimize your pages for the search engines.

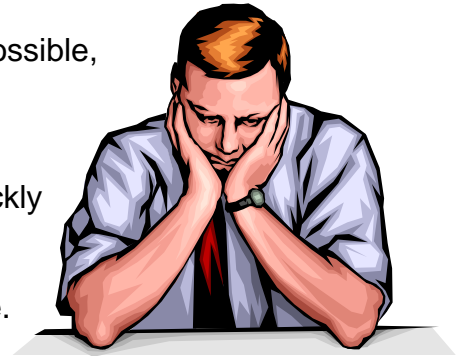
***Treat this as your business, and remember businesses take time and work to develop.***

# Not For The Lazy and/or Desperate

If you are determined to make money with as little work as possible, then AdSense is not for you. Period.

Some people are so desperate to make money that they are willing to find any shortcut they can to make this work as quickly as possible.

I hate to tell you, but there are no shortcuts to success online. Even if you take advantage of Google's free blogger.com service and create a blog, you are still going to have to work to get enough traffic to make money from AdSense.



I often get emails from people who want to know the quickest way to make a certain amount of money. Unfortunately these people are often so focused on the money they aren't patient enough to learn the ins and outs of Web site creation and marketing. So they fail.

Nor do they want to hear that this takes time. And the longer you put off learning how this works, the longer it's going to take you to make the money you want.

Just because the concept of Google AdSense is simple, the process of making money from it is definitely not. If it was, you'd know several people getting regular Google checks. And my guess is, you probably don't, right?

So if you are in it to get rich quick, you will be disappointed.

But the good news is, once you've done the hard work upfront, the money will begin to come in on auto pilot. As your traffic grows, your site will begin earning from AdSense while you're sleep, at work, on vacation, you name it.

But you have to get to that point... *first*.

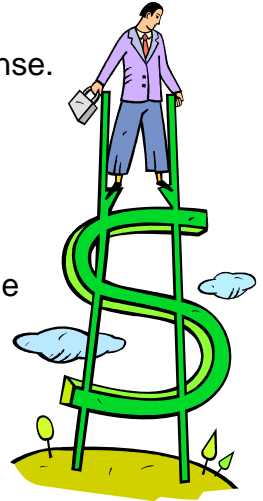


# Ignore Other's Success

When I tell you to ignore other people's success, I don't mean for you to disregard that there are a lot of people making money with Google AdSense.

As I've mentioned before, this can be a very lucrative program, but your earnings will vary depending on many different factors...

- 1) **How well you understand the process of Internet Marketing**  
Whether you want to hear it or not, in order to make money online (even if it's just with Google ads), you are going to become an Internet Marketer in some sense.
- 2) **How much traffic your site/blog receives**
- 3) **How much you earn per click** (Google never discloses this sensitive information)
- 4) **How many hours you devote to this everyday** Remember you get out of this what you put into it. If you want to make \$100,000 per year but only want to devote 5 hours per week to it, **that's not a very realistic goal.**



What happens is, people get so caught up in how much other people are making and what topics can make the most money, they wind up using someone else's success story as a benchmark for their own.

Just because someone has a site on car repairs that makes \$5,000/month in Google ads, doesn't mean you should go out and create the same kind of site.

That person is making that kind of money because they created a site on a topic they know a lot about. They have a lot of useful information on the subject, and over time, other people began linking to them and blogging about them. Slowly but surely the site begins to build traffic. And as the traffic begins to grow, so does the AdSense revenue.

So while it's good to be inspired by others, don't feel you have to mimic their ideas to become successful. You should choose topics that interest you. That way you'll enjoy what you do and you'll be motivated to work on your site consistently.

I get emails all the time from people asking me how long it took me to make X amount of dollars.

I very cautiously tell them that my success has very little to do with how quickly they will make money. People learn at different speeds and the amount of time people can devote to this venture will vary.

So the outcome varies drastically.

I know it's a very difficult to hear that you could spend hours upon hours building and marketing your site before you start seeing any decent earnings. After all, it's natural to want to get paid for the hours you put in.

When you apply for a new job, they tell you how much your salary will be so you can calculate exactly how much you'll be making per day, month and year. You know what your time is worth.

However the Internet is much different and some have issues with not being able to measure their time.

And while I understand that, it goes back to what I said about treating this as a business and knowing your hard work will pay off in the end.

If you were to start a business offline, you wouldn't know how long before you'll see a profit. But you hope that the hard work you put into developing and marketing your biz will pay off in the long-run.

I remember back in 2000 when I was spending hours in front of my computer and feeling like I wasn't getting out of this what I was putting into it when it came to time spent vs. income.

Fast forward today when I've quit my full-time job and can go on vacation for months and still come back to the same income without even turning on a computer, I realize the hard work paid off.

So while money was slow in the beginning, all that learning, trial and error was critical to my success now.

Consider yourself lucky. Now, there are a lot of "Net-preneurs" making money online that you can learn from.

When I got started in 1998, there was no AdSense, and not a lot of people making money online... period.

Take this advice I'm providing and use it to your advantage. And while I cannot tell you how much you'll be making in any given amount of time, I can tell you that if you follow the advice in this book, **you'll see success much quicker than I did!**



# Topic Choice Is *Everything!*

## The Dreaded “How to Make Money” Blogs and Sites

The biggest mistake I see people making is choosing site and blog topics like *making money online* or *making money with AdSense*. First of all, any topic surrounding “making money” is so heavily saturated out here that it is easy to get lost in the shuffle.

At the time I am writing this, Google tells me there are **401 million sites** in their index that potentially focus on the keyword phrase, *make money*.



On the flip side, when I did a search for *parenting advice*, there were only **2 million sites**. What a huge difference when it comes to having a chance at getting your site on that first page of Google results.

Now 2 million may still sound like a lot to you, but it's much, much easier to get a site ranked on the first page of Google with a number like 2 million than it is 401 million.

Of those 2 million, there are probably only about 300 sites that are extremely relevant to that keyword search. So you're not really competing with 2 million people. It's really much less than that.

Remember Google is counting nearly every page that mentions that keyword phrase at least once so that's why the number of results is so high.

Another reason you should avoid the money making topic is it's a mistake to create a site or blog about making money if you haven't walked down that street yourself.

People want to learn about making money from people who are already successful. Not from people just getting started who are just promoting the latest money making scheme or product. They are looking for credible sources with proof on how to make money.

So if you are not successful with the topic you chose, it will become apparent in your delivery. Your content will look like so many others around the Web and you'll get bored with your site very quickly.

## Passion Drives My Site and My Income

I would have never created [www.2CreateAWebSite.com](http://www.2CreateAWebSite.com) if I didn't enjoy teaching others how to build their own sites. Not only would that have been a chore from hell, but I don't think my site would have been as useful **or** successful.

After all, I would have had to get the content from other sources and paraphrase the articles myself instead of writing from my own experiences. Being interested in this topic has helped so much because I am never at a loss for new content, and I love coming up with creative ways to teach people what I've learned.

I am constantly visiting my competitor's sites and dreaming up new ways to explain things better. It's definitely an ongoing process because keeping my content fresh is a must for long-term traffic.

Through my writing, my audience can tell I have experience with the information I'm writing about, so they see me as a credible source. Much of the information on my site cannot be found anywhere else on the Web so they often bookmark it and come back later or tell their friends.

*(Yup... more free traffic on the way!)*

I would never been as motivated to maintain my site if I had chosen something like stock investing. Even though it sounds like a profitable topic for AdSense (Stock related ads may earn you more per click), I would have been bored to tears developing content for something I know very little about.

I cannot stress how important it is to choose topics you are knowledgeable on and have a passion for. You'll make the process 10 times harder than it needs to be if you go around using other people's ideas or choosing topics you think have a better chance of making a lot of money.

**But the reality is... the topic that has the best chance of making the most money, is the one you can write the most about.**

# Start With a Blog or Web Site?

Whether you decide to promote your Google ads on a free blog from [www.blogger.com](http://www.blogger.com) or build your site on your domain name (yoursite.com), the same principles apply.

## **You need traffic and lots of it.**

Just because a blog is free, it doesn't necessarily mean you'll have an easier time making money and generating traffic than you would with a Web site.

I personally prefer starting with a Web site, but that's not to say you can't make just as much money (or more) with a stand-alone blog.

Blogs are quick and easy to setup, especially if you use Blogger.com, but Web Sites provide you with so much more flexibility when it comes to design, functionality and growth.

Remember, this is a business and you want to think long-term.

**1)** What if you want to add a chat room or message board at a later date? You couldn't do this with a blog. You'd need a regular Web site.

**2)** Blogger.com is free and free is not always guaranteed. What if Blogger shuts down your blog all of a sudden? Since you aren't paying for it, you have no real rights to it.

I heard a story once of someone having their Blogger.com account removed. The publisher was accused of spamming, but claimed he never sent out any spam. So it was his word against Blogger's. Well guess who won?

Yup.

I had a free blog on Blogger.com, but I switched to [WordPress](http://WordPress.com) and now host the blog and content on my own domain. [See it here](#).

As you can see, the blog address is now <http://blog.2CreateAWebSite.com>. In other words, the blog is hosted on my own domain, not Blogger's.

[HostGator](http://HostGator.com) is a web host that makes installing a WordPress blog on your own domain extremely easy. Your blog will be up and running in 2 minutes.

I'm glad I did this. The story about the gentleman losing his Blogger account scared me a bit. It's always better to own your own land out here instead of renting. Free is never guaranteed and always a risk.



# How to Create Your Web Site

If you do decide to create your own Web site on your own domain (yoursite.com ), here is some advice on how to get started.



- 1) **Decide on your topic.** As I mentioned before, topic is everything. Don't worry about what can make you the most money. Remember, almost any topic can make a lot of money if you learn how to drive traffic to your site. And you **MUST** learn to do this if you want to make money with AdSense.

Choose something you are passionate about and wouldn't mind writing pages and pages of content on. It can be anything from dating advice, knitting tips, how to fish, to weight loss help, acne help, gardening tips, you name it!

- 2) **Learn the basics of building a Web page.** You can do this by buying a software program like [CoffeeCup](#) or [Dreamweaver](#). I *highly, highly* recommend investing in one of these programs. It's much easier to learn Web page building through a program than on your own.

You may be thinking that you just want to hire someone to quickly build a site for you, but if you decide to do this understand you still need to learn the basics of updating and managing the site yourself.

So make sure your Webmaster sits down with you and explains how to make updates going forward.

You don't want to be dependent upon someone else to update your site. You need to have the freedom to make changes whenever you want.

Remember, this is a **BUSINESS** and you need to be in complete control of your Web site at all times.

- 3) **Get your domain name.** You can register a domain name (yoursite.com) at [WebsitePalace.com](#). The great thing about this site is that they provide free design templates for you to use for your site.

So if you buy [CoffeeCup](#) or [Dreamweaver](#), you can open these templates in the software and you'll have a head start on the design part. Creating your site will be so much easier this way instead of starting from scratch.

- 4) **You need a Web host.** This is the company that provides you with the space to publish your Web site to the Web. So once you've created your site, your host allows you to save those files to the Internet.

[WebsitePalace.com](http://WebsitePalace.com) has some very economical hosting plans starting at \$3.99 per month. You won't find hosting much cheaper than this.

Or you can also go with [Powweb Hosting](http://Powweb Hosting). They offer more space for your money, but to be honest the plans at [WebsitePalace.com](http://WebsitePalace.com) will be enough for most people.

The great thing about both of these Web hosts is that if you do buy [Dreamweaver](http://Dreamweaver) or [CoffeeCup](http://CoffeeCup), you'll be able to save your files right to the Web using the software in conjunction with your Web host. Both companies will provide instructions for doing this. It's very simple.

# Site Build It! – Another Web Site Building Option

[Site Build It!](#) (SBI!) is an all-in-one suite of tools that helps you build a Web site, but more importantly, is the kind of solution that is almost tailor-made for AdSense.



*Why?*

Because people who make good money with AdSense understand the importance of driving targeted traffic and how to market their sites. Site Build It! is the only host I know that actually coaches you on all these aspects **AND** provides the tools and software to build your site.

If you choose SBI!, you don't need to buy any of the software I mentioned earlier like Dreamweaver or CoffeeCup. Everything you need to build your site is included with the package at \$299/year. **That also includes the domain name** (yoursite.com).

I actually used SBI! to build my site [www.flat-stomach-exercises.com](http://www.flat-stomach-exercises.com) and by the 3<sup>rd</sup> month I began making decent money with AdSense. To this day, AdSense remains the primary source of income for this site.

Another important component of SBI! that you are not going to get with any other Web host is the brainstorming tool. It's a built-in tool that literally helps you research topics so you get an idea of which topics are in demand and would make a good candidate for your site.

Say for example, you've narrowed your site ideas down to 3 choices: managing stress, healthy eating and horse breeding.

Well after using the brainstorming tool, SBI! tells you that out of the three topics, "horse breeding" has the highest profitability index. What that means is that there are fewer sites on this topic but pretty good demand (searches done in Google, etc.) than the other two topics. In other words, you'll have an easier time getting this topic ranked high in Google.

This is such an invaluable tool, and as I said, you will not get this kind of help with a \$3/month Web host. You're on your own doing the research and they do not help you build and market your site like SBI! does.

To learn more about why Site Build It! is tailor-made for AdSense, go to [SiteSell's Web site](#) to learn more about how it works.

If you can afford it, I'd highly recommend you choose this option instead of the do-it-yourself method.

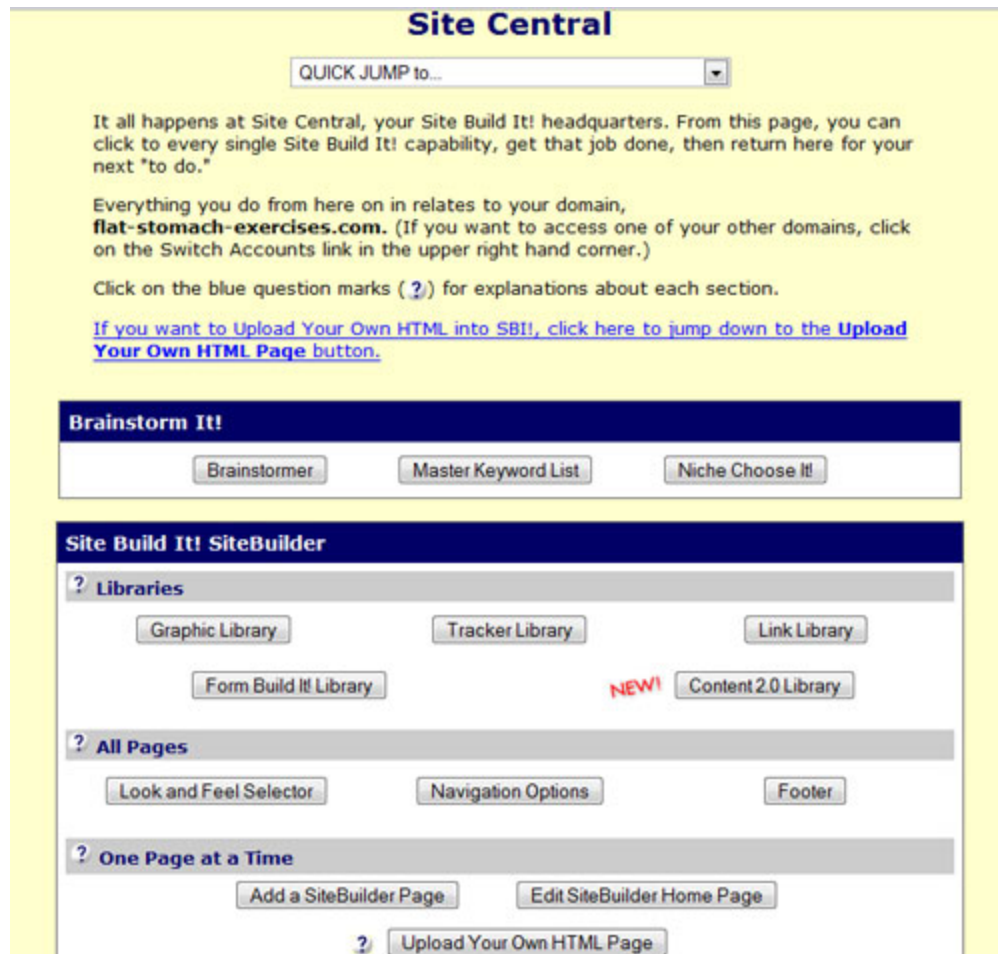


I've actually made money with AdSense using both Web site creation methods. But the reason I recommend [Site Build It!](#) is that most beginners are overwhelmed with all they have to learn about building **and** marketing their sites.

It's nice to have a solution like [Site Build It!](#) that provides all the tools you need right from your Web browser, in one convenient location.

Below is a screenshot of the home page of SBI!'s Site Central. This is the actual page I see when I want to go and update my site, [www.flat-stomach-exercises.com](http://www.flat-stomach-exercises.com).

Once you login, you'll have access to edit/create your pages, view your traffic stats, quickly change the complete design of your site in minutes, manage your images, add a "contact me" form, get help for marketing your site etc.



To update your site all you need is a Web browser – no software needed. As you can see in the screenshot above, the button titled "Look and Feel Selector" is where you go to select your site's design, colors, customize your logo, etc. It's super easy to use!

As I said, it is **not** necessary to use Site Build It! to make money with AdSense, **BUT** people who use it generally have a higher success rate because they are taught the proper ways to build a site that is found in the major search engines.

Never underestimate the challenges of getting enough traffic to your site. SBI! will help you with that.

When you're a beginner, there is nothing better than having a step-by-step tutorial to tell you what to do next. SBI! comes with a 10-day Action Guide (in text and video) that guides you along the site building process.

[See some sample SBI! sites here.](#)

Below is a screenshot of an online bulletin board created by SiteSell, equipped with pictures of many successful SBI! owners. You can read more about these individual stories [here](#).



# Signing Up With AdSense

Once you've created your site and you have at least 10 pages, you're ready to apply for AdSense. Lately Google has been approving sites quickly, so it shouldn't take long to hear back once you apply.

Here are some last minute things to check for before you apply...

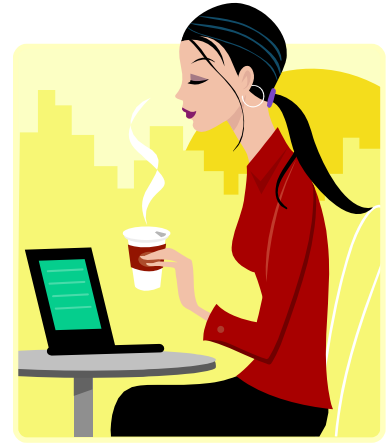
- 1) Make sure your site has a clear theme/topic. Remember you are partnering with Google to help them advertise and they are looking for sites that have a defined theme.

Plus, the more focused your topic is, the more targeted the ads will be, thus increasing your click-thru ratio.

Don't submit a junky site with everything from horoscopes to online games. If your site looks too busy with no clear focus, you could be rejected.

- 2) Check your spelling and test your links. Since you are going to be partners with Google and hosting their ads, they are not going to want to team up with a sloppy site that has obvious typos and broken links.
- 3) Do not put up any "Under Construction" messages on your site. Google's TOS (terms of service) state they do not accept sites that appear to be under construction. Your site should look complete even if you still have more content to add later.

Now you're all set! Head on over to <http://adsense.google.com> to apply.



# Getting The Most Out Of AdSense

As I've emphasized throughout this book, traffic is a definite must for success with AdSense. And while the amount you need to succeed varies so drastically, it's pretty safe to say that if you're getting at least 100 unique visitors per day, you will start to see some steady income.

Of course that traffic number will vary from site to site, so please don't use that as a benchmark. If you have a very well defined niche and the ads Google displays are **EXTREMELY** targeted to your audience then your click-thru rate (CTR) may be higher than average, thus earning you more per visitor.

**Note:** The click-thru rate is simply the percentage of ad views divided by number of clicks. So you if you have 400 page displays and receive 40 clicks, then your click-thru rate is 10% (400 divided by 40).

While Google does not disclose how much you earn per ad, you can login to your account anytime to view your CTR.

## What's a Good Click-Thru Rate?

In online marketing, an average click-thru rate is between 1 and 2%, however with AdSense, people have reported much higher numbers. In fact, my flat stomach site has recorded click-thrus as high as 8% on some days, but my Web site creation site usually averages around 2%.

## Experiment With Ad Placement

If want to improve your CTR try playing around with placement of the ads.

Many AdSense gurus will tell you that one of the best places to put the ads is vertically along side your text. See the following screenshot...

Tips & Exercises For a Flat Stomach	
What's New?	<p><b>Is Food Really Your Enemy?</b>            When you <i>fully</i> understand why you overeat and why you can't stay motivated to exercise, losing weight may be a lot easier and <b>you'll keep it off.</b>  <a href="#">Find out why.</a></p> <p>It has been defined as one of the most problematic areas on a person's body...the stomach - and it seems everyone is obsessed with flattening it.</p> <p>Unfortunately many people think they can eat whatever they want and get a flat stomach by performing 250 crunches per day to burn off the extra fat and calories. That's probably the biggest myth around.</p> <p>Not only will you find information on some of the best stomach exercises, but you'll also learn how to keep your tummy flatter by eating the right kinds of foods and learning how your body works.</p>
Best Abs Book	<p><b>Get A Flat Belly Fast</b>            Get a Flatter Belly While Detoxing Naturally with Colonix Cleansing!  <a href="http://www.DrNatura.com">www.DrNatura.com</a></p> <p><b>Best Ab Exercises</b>            Learn How to Stop Snacking Late at Night at Prevention.com.  <a href="#">Read More!</a>  <a href="http://Prevention.com">Prevention.com</a></p> <p><b>Burn Your Belly Fat Fast</b>            How To Turbo-Charge Your Metabolism And Lose Up To 9 Pounds A Week  <a href="http://www.TheMetabolismSec">www.TheMetabolismSec</a></p> <p><b>Weight loss exercise</b>            Slim Down &amp; Firm Up With Workouts Made To Help You</p>
Why Fat Builds	
The Best Exercise	
Exercising Myths	
Ab Crunches	
Pilates Exercises	
Love Handles	
Get a Six Pack	
Lower Stomach	
Post Pregnancy	
Exercise Equip.	
Eating Habits	
Food Options	
AVOID DIETS!	
Weight Chart	
For Thin People	
Bloating Issues	
More...	

See how the ads flow with the main content on the page? It's natural for the eye to just wander to the right of the page to view them.

In order to achieve this layout, I simply added a table that was right aligned on the page and placed the AdSense code inside the table.

I just pasted the code below at the top of my page right before my content...

```
<table width="120" align="right">
<tr>
<td>
INSERT GOOGLE ADSENSE CODE HERE
</td>
</tr>
</table>
```

And if you want to change the width of the ad area, change the 120 attribute in the HTML code to whatever suits you.



Another good place to display the ads is right at the very end of your articles in a horizontal view like this...

to penave.

Depending on what you want to create for your site, you'll need to go t your favorite search site (Google, for example) and search for the appropriate script (game script, message board script, etc.) Some are free, some are not-so-free.

Say you want a message board/forum, you can go to <http://www.phpbb.com> and get a free message board script. The trick is you have to install it yourself.

They do provide instructions and it really isn't that difficult but you'll need to get setup with your web host first.

Most web hosts will help you if you need some guidance and some even provide scripts to their customers for free. [Powweb](#) certainly does.

**Important!** Before you select a web host, make sure they support the kind of script and functionality you want to use.

**Outsource The Programming**

If you can't seem to find a script or you don't want to learn how to install them you can go to [RentACoder.com](#) and have a programmer do the work for you. I love this site.

All you do is sign up for an account and post a job. In a matter of minutes, programmers will begin bidding on your job with a price and you take the bid you want.

It's very safe because you pay the programmers by using PayPal.com and you don't release the money to them until you are satisfied with their work. You can also check a coder's feedback/history before you select them. I use them all the time!

You can even have them design your site if you wish. Just purchase your domain and web hosting and then have one of the coders create a template for you. They'll even install it for you.

That's website creation in a nutshell. Now I will suggest you go to my [website creation options page](#) to further understand the importance of choosing the right kind of web host before you begin.

**Have questions? Join us in the forums!**

<b>Cheap Domains</b> Are You A Small Business? Register A Domain Name Free for First Year.	<b>Top 10 Domain Hosting</b> Review the top domain hosting plans Domain hosting starts at \$2.95/mo.
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Ads by Google

*(Please note the red box around the ads is just to point them out in this visual. There is no red box on my actual site. It is against Google's TOS to modify the AdSense code, and that includes putting boxes around the ads and/or calling them out in any way.)*

This makes the ads look like they are part of the article, so when your audience finishes reading, they are naturally drawn to the ads at the end. My CTR went up when I started using this placement.

To get this ad format choose the horizontal 468x60 layout when getting your ad code. This ad layout also works well underneath titles and sub titles on the page.

## Get Colorful

Switch up the color of your ad's links and text. I personally prefer to use the same colors that I use on my site, but many have found success by changing them up. So it's good to experiment and see what works best for you.

## Use Meta Tags & Focused Content for More Relevant Ads

Meta tags are descriptors that go into the HTML of your pages and it tells the search engines what your pages are about.

Here is a sample of code that should be at the top of your HTML code on every page right after the opening <html> tag and before your <body> tag...

```
<head>
```

```
<title>Insert Page Title Here</title>
```

```
<meta name="description" content="Insert 10-15 word description of your page.">
```

```
<meta name="keywords" content="3-4 main keywords of your page separated by commas. ">
```

```
</head>
```

Remember, this code needs to go in the HTML of every page. So if you're using an editor that does not allow you to edit the actual HTML code directly, you should switch immediately to a program like CoffeeCup or Dreamweaver.

Not only does this information help the search engines rank your pages and provide information about your site, but it also tells Google what your page is about to help serve the **most relevant ads for AdSense**. And the more relevant your ads are, the greater the chance someone will click on them.

Your content should also be focused. Each page should have one main topic that is related to the overall theme of your site. If you talk about several different things on one page, Google will have a difficult time determining what the page is about so your ads may not be as relevant to the content.

And the more relevant the ads are to your content, the better the chance people will click on them and earn you more money.

***So keep your content focused!***

# Conclusion

AdSense is a wonderful invention by Google. It allows us, the Web site publishers, to make some extra cash from our sites with very little effort.

If you already have a site getting decent traffic, then AdSense will be an instant success for you.

However, if you're just getting started then yes, you do have some work to do. But the good news is, the more you work at building and marketing your site, the better the rewards.



You can make a ton of money with AdSense, just remember the following points...

- 1) It's a **MUST** you learn how to manage/update the Web site yourself. If you pay someone to build one for you, make sure they educate you on further maintenance and updates. Buy [CoffeeCup](#) or [Dreamweaver](#) and learn the basics. Or if you use [Site Build It!](#) to create your site, you won't need any software.

In order to maintain your traffic levels and keep your AdSense revenue coming in, your site should be updated frequently with fresh content and you do not want to rely on a 3<sup>rd</sup> party for the site updates.

- 2) Only choose topics that interests you. Don't worry about the earning potential because the money will come once your site generates enough traffic. You will enjoy this process so much more if you are passionate about the subject matter. Plus, it will be much easier to come up with fresh, useful and informative content
- 3) Understand this will not happen overnight. It could take months before you start seeing any real traffic and income from AdSense. Thanks to all the junk and spam sites out here, Google and other engines are very slow and careful about ranking sites.

You have to **earn** a good ranking by building a useful site and getting other quality, related sites to link back to you. You want people to recommend your site voluntarily

- 4) Marketing is everything when it comes to success with AdSense!
  - a) Do a Google search for forums in your niche (topic + forums) and go where your target audience hangs out. Become a member of these forums and put a link to your site in your signature file.



b) Find other Webmasters in your niche and see if there's a way for you to submit articles for their site, blog or ezine. These days, networking is everything.

c) Check out my [search engine ranking article](#) to discover how to optimize your site for higher rankings in Google, Yahoo, etc.

Remember, success takes time. And unless you already have a well-trafficked site or blog, the AdSense revenue is not going to be instant.

But if you start with a topic you are passionate about and learn the basics of building a Web site, you are well on your way to success.

Once again... AdSense is not just about launching a quick site or blog with ads and the money rolls in. It's about building a long-term site with useful information targeted to a specific audience or group.

No matter what topic you chose, there will be competition, so your goal is to be **THE BEST** in whatever niche you choose. Think outside the box and come up with creative ways to deliver your content.

Two of my sites are in **very** competitive niches, but I worked hard to offer content that my competitors don't. As a result, other sites to link back to me voluntarily. The search engines notice this and reward me with a lot of **free** traffic everyday.

Study existing sites on your topic (or potential topic) and think of ways you can expand upon what they've done to make your site more useful.

And if you still need to create your Web site, go to my [Web Site Creation Options page](#).

Want to chat with other Webmasters who are AdSense members? Check out my [AdSense forum](#) at WebsiteBabble.com.

For more free traffic building tips, see my Traffic Tips section at <http://www.2createawebsite.com/traffic>

Good luck and here's to many big AdSense checks coming your way. ***Cheers to your success!***



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