

ADSENSE – Inexperience to Income
Volume 3

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Chapter 15 - AdSense Profits Success Factors



There are numerous factors that will determine your success in the Google AdSense program. There is no luck to it. You can be the most unlucky person in the world, and still succeed with Google AdSense. It's all about understanding exactly how to run your Google AdSense Empire.

Note the word 'empire.' That's where a great deal of your success will come from. If you just have one site that you run Google AdSense on, your chances for success are very limited.

You will have to drive a huge amount of traffic to that site in order to make Google AdSense worth your time and effort. Ideally, you will have numerous sites, on a variety of topics.

Choosing the right topics – the highest paying topics – is also another factor for AdSense success. If you have ten sites, all with keywords that only pay five cents a click, you will need to keep your traditional job, or look for another source of income.

You will make a little money, but not enough to live on. Choose topics based on the highest paying keywords for success.

Choosing topics that have a high amount of searches is also a factor, but there is a trick to it. For instance, weight loss is a highly searched for topic, but it's too varied, and too competitive.

Instead, narrow your focus on weight loss, and choose a niche within a niche, such as Hoodia weight loss, or weight loss for diabetic women. While you may earn a little less per click, you will be able to focus more greatly on getting traffic to the site.

Your ad units, ad links, and search boxes should match your site for best results. If the ads stand out too much, they will get fewer clicks. AdSense publishers have been testing ad placement and palettes since the inception of the AdSense program, and you would do well to follow what that research has found.

Traffic is the next factor for determining Google AdSense success. Without traffic, there is no success.

You need to use all of the proven traffic driving techniques at your disposal to drive as much traffic to your site as possible, on a continual basis. Content may be king, but if that is so, Traffic is the Pope, and even the king answers to the Pope.

Another factor for Google AdSense success is continuing to build. You need to continually add new content to your site, and create new sites. Keep an eye on the most frequently searched keywords.

Publish sites for at least the top ten, and then continue to build that empire. Even if you just added one page a month to each site, you could still keep it under control and have time to do other things.

For best results, get a server that will allow you to host unlimited domains. This will make it easier to keep track of everything and to update sites. Also use content management systems for your sites, where you can easily add content, without having to design a new page. Blogs are also great for AdSense.

Writing fresh content is time consuming, and buying fresh content can get expensive. If you find yourself in this dilemma, purchase private label rights articles, and pay a writer to rewrite them.

You will find that the content is produced much faster, and much cheaper. You could also opt to rewrite the content yourself.

The most important success factor for AdSense, however, is how much time and effort you are willing to put into it. The less time you put into it, the less success you will have. The more you put into it, the more success you will have, as long as you are taking the other factors into consideration.

Chapter 16 – Critical AdSense Mistakes You MUST Avoid



“Help! Google banned me from the AdSense program!” This is a common cry that you will hear on AdSense related forums. Yet another person who failed to read and adhere to the Google AdSense program policies. It happens every single day. Will it happen to you?

The worst mistake you can possibly make in the Google AdSense program is not reading the rules, or not adhering to those rules. So, if you have not already done so, stop what you are doing, and go read the Google AdSense Program Policy, as well as the Webmasters Guidelines that Google has provided. These are found within your Google AdSense account.

Other than breaking the rules and getting banned, there are also numerous mistakes that people make that cause them to fail with Google AdSense. The biggest mistake is failing to do research before choosing a topic for your site.

If you've chosen a topic that few people are interested in, you will fail. It won't matter how nice or informative your site is. If people aren't interested, they aren't going to search for it, and they aren't going to visit.

Failing to blend the Google AdSense ads in with your site is another common mistake. Learn to use the tools that Google gives you. Use the palette to make your ads look like content on your pages.

You cannot remove the 'ads by Google' part, but that really won't matter in the grand scheme of things, as long as the ads look like content on your page.

For example, use the ad link ads above or below – or even in the middle of – your navigational links on your page. This will get them more clicks.

Also, use the limits that Google has set: three ad units, one ad link unit, two search units, and two referral units on each and every page of your site. The more you have on there, the more clicks you will receive.

Another common mistake that people make is assuming that they can hurry up and get rich from Google AdSense sites and throwing together sites in two minutes. While you do want an empire of sites, those sites must be valuable to the visitors.

They must be worth visiting. In fact, even if your purpose is to earn income from Google AdSense, AdSense rules specifically state that you are not to build sites with the specific purpose of running AdSense ads.

Tweaking and tuning is vital to your success. Let's say that you've done the research, chosen a well searched for, high paying niche, and built a fabulous site.

You've placed AdSense code on the site, and you are getting a good amount of traffic to that site, but your ads aren't being clicked on. Something is wrong somewhere and it is your job as an AdSense publisher to find the problem and fix it.

Then there are those that do have AdSense success, and act too quickly on it. One month, they become a member of the 'UPS Club,' which is the AdSense publishers term for people that make so much money from AdSense that their checks are literally delivered via UPS, not postal mail.

So, you become a member of the UPS club, and you quit your day job.

That's a huge mistake. First, Google could change their rules at the drop of a hat, and your AdSense revenue could fall dramatically. Many things can go wrong.

That doesn't mean that AdSense can't replace your income, it can if you do it right, but because things can change so fast, it is wise to have a years worth of salary equal to what you earn from your traditional job, in the bank, before you quit that job and depend on AdSense.

If you do this, and Google makes changes that have a negative impact on your income, you will still be okay financially until you can make changes to your sites that will get the AdSense income flowing again.

Chapter 17 - AdSense Optimization for More Profits



There is a great deal more to earning AdSense revenue than just putting up a site and putting Google AdSense ad code on those pages. In fact, successful AdSense publishers spend several hours per week – after the site is built and the ads are running – ensuring that they are getting the absolute most possible revenue from those AdSense sites, by using a variety of optimization techniques.

First, use the channels feature in your AdSense account. This allows you to assign different sites to different channels, so that you are able to see which topics/sites are the most profitable for you.

With this information, you can easily focus more time and energy on those sites that are making the money, and less time and energy on those that are not.

Successful publishers also like to experiment. They can create customized reports in their AdSense account, and then try different colors, different ad formats, and different placement to see what is getting the best results for their sites.

You should do this, and continue doing this, until you feel that you are getting the best possible results for each of your websites.

What works on one website may not work well on another. However, according to Google and many successful AdSense publishers, placing a rectangular ad unit just below your headline, but above the main content of your page, will yield higher clicks. Also, placing link ads in, above, or below your navigational links will also increase clicks.

According to Google, if you elect to display image ads, you will have more advertisers bidding to have their ads show specifically on your pages.

This usually results in more money per click, and this is definitely worth looking into for your site. Make sure you use Google Channels and reports to find out if it is working out well for you or not!

Make sure that you implement on-site advertiser sign up. This is how advertisers can elect to advertise specifically on your site. They will bid against other advertisers who have elected to advertise specifically on your site, driving the price per click upwards.

More experienced AdSense publishers have learned to use section targeting. This allows them to enclose specific parts of their content within tags that causes Google to pay special attention to that section, and serve ads accordingly. This will help to keep the ads that are being served very specific.

If you publish a blog, as opposed to static web pages, you will need to do things a bit differently. You can tweak your template to have the ad code appear in the basic layout of your pages, but you also need to add the code at the bottom of each post that you make.

This way, on your main page, where more than one post appears, visitors will see the ads at the bottom of each of those posts.

It is always a good idea to find out what works for others. Again, each site is different, but this will save you a great deal of time in researching. Become a regular visitor to AdSense related forums.

There are many out there to choose from, and you can find a lot of useful information from other publishers who have already done the testing and research for you in many cases.

Believe it or not, Google wants you to succeed. When you succeed, they succeed. Read all of the information inside of your Google AdSense account. There you will find optimization tips and other advice that will help you get the highest possible profit from your Google AdSense ads.

Chapter 18 - Social Bookmarking Your AdSense Pages

So you want traffic for your AdSense site? You need social bookmarking. Social bookmarking is an element of Web 2.0, and it is a great way to get a great deal of traffic, in a very short amount of time. It is very easy and fast to do, and it's also free.

Social bookmarking sites are essentially places where people who are registered can list – or bookmark – their favorite sites. Those bookmarks are shared with all other users of the social bookmarking site as well. Millions of people use these sites on a daily basis.

Here is what you do. You go to <http://www.onlywire.com> and register. Again, it's free. Once you've registered and logged in, you will be presented with what looks like a form. This is actually a list of social bookmarking sites, and you need to open up each of those sites (in a new page or tab) and register with them.

Go back to the page at onlywire.com and put in the username and password you used for each of those sites, and click the save button. Now, follow the directions on the site, and move the onlywire.com icon up into your toolbar. You are ready to start social bookmarking!

Go to each page on your website. Click the icon in your toolbar, and you will be brought to a page at onlywire.com. Fill in the information, tagging that page with the keywords that are relevant to it. Hit the submit button. Onlywire.com instantly sends that bookmark, along with its tags, to all of those social bookmarking sites.

Do that for each page on your site, and each time you add a new page to your site. Now, when other members of those social bookmarking sites are looking for information, they go to their favorite social bookmarking site, type in their keyword, and if it is a keyword that you used, your site pops up in the results. Again, you get traffic fairly fast from social bookmarking.

It takes approximately one hour to get fully set up for social bookmarking, but bookmarking one page takes less than one minute. So, even if you have a twenty page website, it will only take you an hour and twenty minutes to get fully set up, and get each of those pages bookmarked.

You can also ask others to add your page to their favorite social bookmarking site. Unlike search engines, where there are a variety of factors in play that determine how high you rank, with the social bookmarking sites, when more people add your site to their bookmarks at the social networking sites, the higher your page appears in the search results at those sites.

You can't pay them for a higher listing. So, ask friends and relatives to bookmark your site, and also post an invitation to do this on your website directly as well. You will also be building inbound links to your site, which will aid in search engine optimization. Remember that these sites are considered 'important' by the search engines, which makes those inbound links very valuable.

Note that many people now use social bookmarking sites to find information that they are interested in more than they use search engines. The search engines seem to have become polluted with advertisements that may not even be related to the keywords.

Remember that when you set up an AdWords ad campaign through Google, you are able to select your own keywords. People are finding that the links left behind at the social bookmarking sites allow them to find their information more quickly, while avoiding all of the paid advertisements.

Chapter 19 - Increasing Your AdSense Profits

There are numerous tricks of the trade that AdSense publishers use to increase their AdSense income. Here are nine things that you can do to improve your AdSense revenue:

1. **Build An Empire:** There are two ways to succeed with AdSense. You either have to have a very high traffic site, or you have to have a multitude of low to mid traffic sites. Most publishers have the latter.

When you build your sites, your first order of business should be to get them listed in the major search engines. However, you should also get listed in more specialized directories as well, and use promotional techniques such as article marketing, forum marketing, social networking, and social bookmarking.

2. **Learn To Use Google Analytics:** Google Analytics will give you a ton of information about the traffic that comes to your site. You can use that information to make adjustments and additions to your site, which will increase your AdSense revenue.

If you don't make changes to your site, as analytics indicates are needed, you won't make as much revenue as you would if you do make changes. Find out how people travel through your website to get better results.

3. **Choose The Right Keywords:** Choose topics based on keywords that get a high number of searches each month, and then check the amount

that advertisers are paying per click for those keywords. Choose the popular ones that pay the highest, and then focus in on more defined niches within that niche.

- 4. Add Fresh Content:** Adding fresh content on a regular basis keeps people coming back to your site, and also gives you the opportunity to have more defined ads appear on those pages.

For example, if you have a site that was built for weight loss for those who are wheelchair bound, you might have a page on there for exercises for these people. This page will have the ability to target ads that are of interest to wheelchair bound people that need exercises that they can do.

- 5. Choose the Right AdSense Ad Unit Format:** There are three ad units that seem to work well, regardless of the topic or layout of the site overall. Those three are the 336 x 280 rectangle, the 160 x 600 skyscraper, and the 300 x 250 rectangle.
- 6. Put Enough Ads On The Page:** Google allows you to have three ad units, one link ad, two search boxes, and two referral units on each and every page of your site. Use them! The more ads you have, the more revenue you will earn.
- 7. Put The Ads In The Right Place:** Start by adding link ads to your navigation menu. These will get a large number of clicks. Place ad units under headlines, a skyscraper on the right side of the page, and another rectangle ad at the bottom of each page, just under the text.
- 8. Set up Your Palette:** Your ads need to blend in. Set up your palette so that the border color matches the background of your web page. The background color of your ad units should also match the background of your web page. The link color should match the color of links on your

page. Finally, the text color should match the color of text that you use on your page.

- 9. Use the Google AdSense Preview Tool:** You can find this tool inside your Google AdSense account. Use it to see what ads will appear on your page, before they actually appear. This will help you to tweak and tune your pages until it is displaying the ads that you want.

Chapter 20 - Conclusion – Google AdSense Revenue

Here we are at the end of the Google AdSense Profits series. You've learned a great deal, and you are definitely ready to start cashing in with your own Google AdSense sites. Let's go over five vital points.

- 1. You need more than one site, in most cases.** One low traffic site is not going to yield you more than twenty bucks a month or so. If you choose high paying topics, you may net about a hundred bucks a month from one site. Ideally, you should have at least ten sites – but preferably, you will have a great deal more than that!

Work out a schedule for yourself. Publish a certain number of new sites each month, and add a certain number of pages to existing sites each month. Keep adding until you've filled up the amount of time that you are willing to spend on your Google AdSense Empire. Develop processes that you can follow over and over again for success.

- 2. You must follow Google's Rules.** This is a huge pitfall for many. First, Google has regulations for your site, as to how functional it should be. Second, Google has rules pertaining to what your site may not include. Third, Google has rules about incentives for getting people to click on your ads, and they definitely have rules against clicking on your own ads.

All of these rules are in place to protect the integrity of the program – not to prevent you from making money. Before you publish your first AdSense

website, go and read the AdSense Program Policy, the Google Terms of Service, and the Webmaster Guidelines.

- 3. You need traffic.** You should be working on bringing traffic to your site each and every day. Write and submit articles, participate in the forums, get into social networking and social bookmarking. See if Google AdWords will work out for you. Do everything that you possibly can to bring traffic to your site.

If you have no traffic, you have no Google AdSense revenue. It is as simple as that. Most AdSense publishers divide their time, spending about twenty percent of their time adding to existing sites, or building new ones, and spending the other 80% of their time promoting their existing sites.

- 4. You must keep track of results, and compare results.** You need to not only make changes to your pages, and track those results, but you must also track your advertising efforts as well.

By testing and tracking results for your pages, you will find out what ad formats, ad placement, and ad colors work best for your site. By testing and tracking promotional efforts, you will be able to see what techniques are working best in driving traffic to your site.

When you know what works, you can focus your time and energy on those activities, and leave the techniques that don't work behind. This not only saves time, it increases AdSense revenue.

- 5. You can make a fulltime living from Google AdSense, but it takes time and effort.** You apply for Google AdSense, get approved, and get the AdSense code on your site. The first day, you make ten bucks. You quickly add that up, and see that if you made ten bucks each day, you would make 300 per month from one site. You quickly add again, and see

that if you had ten sites, all making 300 a month, you could quit your traditional job.

Unfortunately, that may or may not be true. Before you quit your job, make sure that you have a year's worth of salary saved in the bank. This will prevent financial ruin in the event that Google makes program changes that affect your AdSense income.

As the book draws to a close end of the ADENSE – Inexperience to Income! trilogy, I wish you best of luck in your endeavors and to your AdSense Marketing success!

