

ULTIMATE ADSENSE GUIDE

Your report on how to maximize your AdSense Income

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Turn Your Content into Cash Introduction

Are you a web publisher that is looking to get to the next level? Or simply a blogger who wants to earn some extra cash? You are probably considering trying to increase your income to your site. The most effective way to earn money online is by Passive Income. This is the money that just shows up in your account without you having to do any work. This leaves you plenty of time to focus on other ventures or use your time to build up your revenue.

One of the most popular ways to earn passive cash is to look into Internet Advertising. Internet advertising has become so advanced as it gives companies a chance to get worldwide views to their products, adverts, and pitches. Viewers are selected through certain keywords and themes of sites so the right audience is always matched with the best advertising. This is an extremely accurate and efficient way for advertisers to get fast traffic to their offers.

You may be wondering how this will be relevant to what your ventures are online. The truth is that **ANYONE** can easily make money using online advertising. No matter if you are a complete newbie or an experienced online marketer there is always advertising opportunities that can bring you in an additional stream of passive revenue.

The best way to make money with internet advertising is placing hidden ads from the world's BEST KNOWN search engine Google. Google sells advertising to companies using its Google Adwords program. In turn publishers can be instantly matched to company's ads by using their sister program Google AdSense. By charging companies to advertise of Google, Google can make a lot of money. With AdSense web publishers can reach out to people globally and make a lot of money too!

In this report we are going to teach you how to use AdSense, how to make it work for you, and how to make a lot of passive income with AdSense.

If you want to be making \$100 per month right up to \$10,000 per month of complete auto pilot then this report is for you.

We will show you how to take advantage of one of the biggest advertising companies in the world. We will show you how AdSense works, how to get started, and how to get the maximum results!

Are you ready to begin??

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What exactly is Google AdSense?

Google AdSense is a ad program that places targeted ads that “make sense” to your content or website. Google AdSense will analyze your website or web page where your content is located and automatically choose a targeted ad that fits your niche perfectly. Say for example your website is about dog training. You decide where to place your ads, what size, and color you want them to be and Google will give you a specific code to insert onto your site. This is super easy to do and we will explain this in more details later on in the report. Once your ads are on the site then Google will automatically send a spider to see what your site is about. It will then show targeted rotating ads in the blocks where you inserted code. This all happens in a matter on minutes and the ads will be targeted to different people and different offers wherever the viewer is based.

So what is in it for you? This is a question you may be asking. You are the publisher of the content or the owner of the site. Everytime a visitor to your site clicks on one of the adsense blocks you make money! Cha Ching! Can you see now how easy it is to make passive money this way. You only have to place the ads once and your visitors will click on them for life!

AdSense helps you as the publisher by providing you with customizable options to make the ads easy to read, blended into your site, and won't annoy your visitor. If you didn't know what adsense was before purchasing this guide take a look at some of your favourite sites online and you will see adSense ads all over the place!

One of the beauties of Google Adsense is that the ads can very easily be placed on every page of your site so the money making potentials are infinite. Imagine a 10 page site with ads on each page. Now imagine 100 10 pages sites with ads on every page!

The Differences between AdSense and AdWords?

To make sure you understand AdSense you also need to understand the differences between Googles 2 programs AdSense and AdWords.

Google Adwords:

- If you have ever entered a search term on Google you have seen an Adwords ad
- Small text ads displayed in the search results of Google
- Ads are targeted to what people are searching for
- Google AdWords is PPC (Pay Per Click) Meaning advertisers only pay for the ads when someone clicks on it.
- Easy to track and fully automated program
- Google determines price per click depending on how many searches there are per month and how many competitors are bidding on the same keyword.

Google AdSense:

- An extension of Google AdWords
- Takes the adwords concept from the search engines and allows you to place ads on your websites or content online
- The ads are Google Adwords ads
- Great benefit for advertisers as it leads to more targeted global exposure.
- You earn a share of what the advertiser is paying per click. Google takes their cut and pays a commission to you for sharing the ad on your site.
- You earn money from getting clicks to the ads.

How much Can I Earn?

You may have seen some crazy claims by internet gurus to make Millions of \$\$\$ over night! These programs and strategies DO NOT WORK! There is no such thing!

However there are ways to make money online with very little effort at all and ongoing payments! Google AdSense is one of those ways. You will need to spend some time planning and understand the full potential of AdSense to get the most out of it.

You will need to understand the value of each click and how to get the most out of targeting your content.

Here is a Basic Formula

Revenue from AdSense Ad = Click through value of the ad x Payout Rate x
Clickthrough rate of the ad x Webpage Traffic x Frequency of Ad

Here are some figures that you may find useful to work out how much a potential ad can earn for you:

Clickthrough Value = \$0.30 per click (This is what the advertiser pays Google per click on their ad)

Payout Rate = Google does not disclose how much commission they pay out per click although most people believe it to be around 50%.

Clickthrough Rate = The ad is displayed on your site too 100 visitors. 5 people click on the ad. The clickthrough rate would be 0.05

Webpage Traffic = 200 visitors to your site per day

Frequency of Ad = How many times the ad is seen 100 times per day for example

You can easily calculate how much income potential one ad would have

$\$0.30 \times 0.5 (50\%) \times 0.05 \times 200 \times 100 = \150 per day AdSense revenue.

As you can see from this formula the potential to earn from AdSense is HUGE! Just from placing a couple of ads on your site you can very easily make \$4500 per month!

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We have over 100 of these sites which are earning us a nice passive revenue from very little work!

The goal of this report is to give you all the tools you need to get started making money with AdSense.

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How to Get Started

Joining the AdSense Program:

You saw in the last chapter how profitable AdSense can be but joining AdSense is not so simple. Google likes to keep an exclusivity factor by not letting everyone in otherwise everyone in the world would be making money using their program and the purpose of it would be defeated. You need to be approved by Google to have an AdSense account and start earning.

This report will help you to get approved and give you tips, and advice to give you the best possible chance of getting approved.

The first thing you should do is give yourself some knowledge of Google's policies and make sure you read them to avoid violating any rules and that your site complies with their regulations.

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

Unfortunately Google does not give much away on how they decide who is accepted and who is rejected for their program. One thing is for sure though that Content is KEY!!

The reason most people get rejected from joining AdSense is simply because their site does not contain any content or not enough of it. If your site only contains links to another site or just promotes its own products then your site may be rejected. Google loves informational content that is updated often for example blogs, review sites, mini niche sites and more. Google is one of the smartest companies online and can always sniff out quality content from junk.

Google approves sites that have REAL content that is informational and of some kind of value to readers. Business websites often do not qualify for the program as they are too specialized and may not be any good for competitors to place ads on.

If you don't have a website or you don't have one that you think would qualify you then one sure fire way to get accepted is to create an informational article site or a blog. You should include 10-20 informational articles around 300-500 words each. These do not have to be written by you. You could consider purchasing some PLR articles or get some free articles from article sites as long as you include a link back to the author. Professionally written, informational content will get you well ranked in the search engines and makes it very easy to qualify for an AdSense Account.

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Once you have been accepted then follow this easy 5 step Blueprint to AdSense Success

5 Step Blueprint:

In this section of the report we reveal the most effective strategies to make the most money possible using AdSense.

Step 1 – Keyword Research

Before creating your ads you want to make sure that your content is keyword targeted to a profitable niche. This will affect who visits your site and how AdSense assigns ads to you. The biggest mistake most people make when starting out is they choose very expensive keywords assuming that they will make loads of money from them. It can be very tempting to do this but these keywords are often very difficult to get ranked in the search engines meaning you will get less traffic, less visitors, and less clicks. So in the long run it's better to get targeted clicks from visitors who came to your site and the links match your content. The visitors are more likely to click the ads if the content matches the offer. They will just click straight off your site if the content is not relevant.

There are several ways to research keywords this is the one we use on a daily basis to research our domains and content. Best of all it's FREE!

- Using the Google Adwords Keyword Tool
<http://adwords.google.com/select/KeywordToolExternal>
- Enter the niche or keyword you wish to work around
- Change some of the factors like Global Monthly Searches (How many times this keyword is searched for on a monthly basis) We like to go for anything over 1000
- Competition (This is how many other sites are competing for the same keyword) Choose a low or medium competition keyword
- Domain Samurai is another popular tool that you can search keywords with and check if the domain is available for you to purchase. You can download it here: <http://www.domainsamurai.com/>
- You can also research how much the advertiser is paying for certain keywords by using the Google Traffic Estimator Tool. This is great for seeing how profitable your content ads can be.
<https://adwords.google.com/select/TrafficEstimatorSandbox>

The Domain name of your site can be a very important part of achieving success when using adsense. If your domain is targeted to an exact match keyword that has low competition, high global searches per month and a good CPC (How much advertisers are paying per click).

If you take all these factors into consideration and use the free tools above to choose a targeted domain then your site can be very profitable indeed and can easily soar into the top pages of Google with little or no work from you.

Step 2 – Creating Ad Blocks

You can allow Google to decide where to place the ads on your site however as a publisher you can choose a better position if you wish. You will want to customize your ad blocks to blend it as much as possible with your site.

We believe that by customizing the colors of text and font sizes to match your site you will get the highest click through rate as users won't be offended by your ads and will read them easily along with the text of your site.

For an easy solution to get the exact color match right. Here is a link to a free tool that copies the color of your background, text and links. Then just paste the color codes into your adsense block when creating your ad.

Download Pixie Color Picker Tool Here:

<http://www.nattyware.com/pixie.php>

We find that text ads convert better than image ads however if your site has a lot of images anyway you may find image ads convert well too. You can experiment with different size combinations and see which ones fit your site best.

Here is a step by step guide to creating the ad code

First click *My ads* tab and click *New ad unit* button



On *Create new ad unit* screen pick a:

Name for AdSense unit

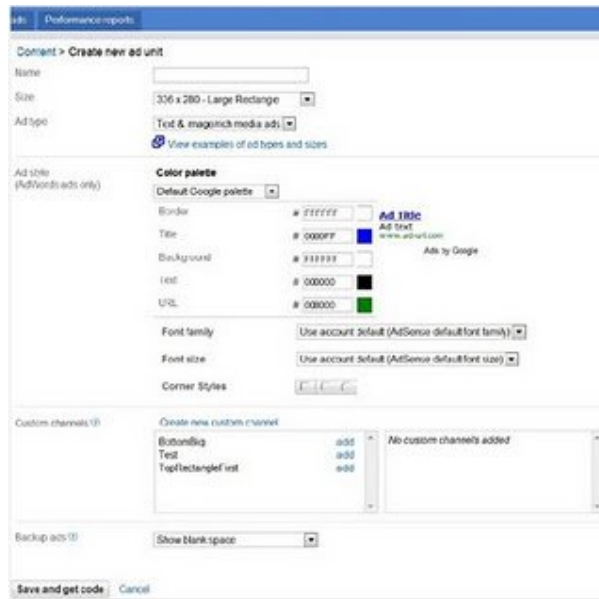
Size (300 x 250 Medium Rectangle, 336 x 280 Large Rectangle) ...

Ad type (text or image/rich media ads)

Ad style

Custom channels (custom channels allow you to track the performance of specific groups of ad units.) This will be explained in more detail in Step 5.

Backup ads - the ads that you'd prefer to show when Google has no targeted ads available.



Click *Save and get code* button, get code and paste on your web site.

Step 3 – Placement

The location of your ads on the site is very important. As we said before the less noticeable your ad is the more profitable it is likely to be.

It's important to look at the layout of your site to consider where to place the ads.

If your web page looks cluttered and content is in one large block you may need to consider breaking it down a bit to make it more readable and easier to place the ads.

You should place your ads in places that will get noticed. You visitors will be sure to notice them if they are at the top of the site or the very beginning of the content. You can place up to 3 ads on most sites and it's advisable to experiment with different sizes and areas to see which ones get the most clicks.

Be sensible when placing ads for example if you are going to place a skyscraper ad make sure you place it on the left or right hand side of the site. If you place it in the center of the text it will look out of place and off putting.

Your ads should be placed to complement the links on your site. If you have a links section on the sidebar be sure to place an adsense link here to blend in to the others.

REMEMBER It's not appropriate to encourage users to click your links and the emphasis should always be on the quality of your content not on the ads. If you create a page which is full of ads and no content then you run the risk of being banned by adsense FOR LIFE!

Note to wordpress users

If your site is built using wordpress then there are several plugins that make customizing and placing your ads so easy and no code insertion is involved.

Quick AdSense Plugin

<http://wordpress.org/extend/plugins/quick-adsense/>

Allows you to easily insert the code onto every page of your site. Rotates ads and placements.

All in One AdSense Plugin

<http://www.linewbie.com/wordpress-plugins/all-in-one-adsense-and-ypn>

Cuts out the code creation completely simply enter your publisher ID and customize as you choose. This plugin inserts the code directly into your site on any or every page. Also can be used as a sidebar widget.

Step 4 – Adding Content

So let's assume that you have done your research you have profitable ads, customized ads and good ad placement. Now it's important to add relevant content or tweak your existing content to match your desired keyword.

This step is where a lot of marketers go wrong by flooding their site with hundreds of keywords and the actual content does not make any sense. Remember that we are focusing on getting clicks and bringing in relevant readers so the content must make sense and be informational.

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You can make content relate to things for example if your niche is dogs you can add dog training content, dog food ads, and dog supplies but there should not be human food advertised for example. Always make sure your content matches up to your ads.

Make sure you have completed this step BEFORE adding ads to your site.

- Ensure content is readable and informative. You can get some great free content on article sites. Make sure you link back to the author. Or purchase some PLR content that is targeted. A great place to purchase PLR content is here: <http://www.tradebit.com/>
- Use different titles for different pages. Don't ever leave a page without a title. Try to include your keyword in every page title for example if your target keyword is dog training you could have "Dog Training Tips" "Dog Training Advice for Labradors" etc.
- Avoid using long titles as these may not get indexed by Google. Try to go for 3-5 word titles. These convert the best.

TIP:

Always make sure you include a privacy policy for your site so that it meets Google's TOS. To get a free one head over here <http://www.serprank.com/privacy-policy-generator/>

Enter your details and copy and paste direct to your site.

Step 5 – Track Your Results

By keeping on top of your results you will be able to easily make adjustments and in the long run bring in the most money. By tracking your efforts on AdSense you can easily see which pages are getting the most clicks, which pages are getting views but no clicks and which are converting the best. This is a great way to test different placements, ad types, and sizes to see which ones work best.

There are 2 ways of tracking your results through AdSense

URL Channels

To do this head over to your account and go to the MY ADS TAB

Select URL Channels on the left hand side

Then select NEW URL CHANNEL at the top of the screen

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From here you can add in the URL or part of the URL of your site. It will then display the clicks and traffic coming directly from this URL on the homepage of your account. This is very useful when you have more than 1 site to track which site is performing best.

Custom Channels

To do this head over to your account and go to the MY ADS TAB

Select Custom Channels on the left hand side

Then select NEW CUSTOM CHANNEL at the top of the screen

By tracking a custom channel you can track your site based on the criteria that you want to see. You can compare many different elements such as placement of ad, ad size, and see how well each one is performing.

You can also see where your clicks are coming from by assigning a custom channel to each page of your site. This option is a bit more advanced but once set up you can easily see where your best performing ads are and the results.

Traffic Monitors

In addition to tracking the adsense clicks you should keep a look at your traffic stats for your site to see where the traffic is coming from. You can also see which countries are clicking your ads and what times people are clicking.

Be careful when choosing a program to track this as some programs go against Google's TOS. Always check this before using it.

If you are worried you can track certain elements of traffic by installing Google Analytics www.google.com/analytics or checking the AW Stats app on your hosting account. These are both free to use and do not break Google's TOS.

What Works and What will Get Your Account Banned!

What Works:

- Follow the adsense TOS. Make sure you read these as breaking any of their terms may lead to your account being disabled or even banned.

TIP:

- Always make sure you include a privacy policy for your site so that it meets Google's TOS. To get a free one head over here <http://www.serprank.com/privacy-policy-generator/>
Enter your details and copy and paste direct to your site.

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- Consider having several different types' topics on your site. But make sure they all fit with a consistent theme.
- Use relevant and profitable keywords to make the most money.
- Add unique content (This doesn't have to be all the time but a little goes a long way)
- Position your ads so that it is visible but doesn't discourage your viewers. Ads at the very top work well as do ones at the bottom of a page.
- Use the Google AdSense Preview tool to see how the ads will appear on your site. You can then get an idea how your viewer will see your site.

What NOT to Do:

- Don't use any type of fraudulent activity. Google is smart and will ban your account instantly if you are caught paying for clicks, clicking your own ads, getting friends and family to click, tricking your visitors to click.
- Don't use confusing layouts that make the content look messy or over crowded. This will discourage users from clicking. Try to space your content nicely to make it readable.
- Make sure you don't have any broken links in your site. Your site should be easy and simple to navigate.
- Make sure your content is informative. Relevant ads will appear on relevant content.
- Don't have old outdated content or illegal content on your site. Illegal and offensive material on your site will get your AdSense account banned instantly.

Building Up Your AdSense Empire

Here are 2 more ways to make even more money with your AdSense account.

Add Google Ads to your RSS feeds

RSS has become very popular in the last few years and provides news like updates to your subscribers.

Google now allows you to add AdSense ads to your RSS feed. To set up Google AdSense for your RSS feed simply go about creating an ad the same way you would normally only select ADSENSE FOR FEEDS UNIT instead.

You can then enter your feed URL in the Custom URLs section.

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To Finish:

There are no quick rich schemes that work but if you have any experience online you will know this already.

When you are creating adsense sites and using the adsense program make sure you follow the 5 step blueprint above and use the resources below. Once you start to see results just rinse and repeat to build up your income.

Want to outsource the work?

We have over 100 domains and have sold sites to over 100 warriors on the WF. We can help you to set up an adsense site that is keyword optimized and ready to go within 48 hours.

To find out more and to purchase one of our sites visit

<http://www.warriorforum.com/complete-web-sites-sale/463832-google-ranked-search-engine-optimization-sites-1st-page-rankings-make-1000-per-month-cheapest-wf.html>

Or email me admin@babymamaonline.info to get a \$10 discount.

Other Tools

These are tools that would help you in a variety of areas such as seeing what ads appear for specific keywords, tracking and analyzing click troughs and revenue, scripts and much more.

- [AdSense Preview tool from Google](#) – Preview your AdSense Ads
- [AdSense Charts](#) – Chart generator for your statistics
- [Google AdSense Sandbox Tool](#) – shows what Ads would appear for specific keywords or content