Google AdSense Secrets

or

What Google Never Told You About Making Money with AdSense

2005 Edition

Discover how to:
1. Sky-Rocket your click-through ratios
2. Increase Earnings per Click
with Highly Optimized Content
3. Discover hidden AdSense income
with advanced tracking tools

by Joel Comm
Dr. AdSense

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Dear Reader...

Thank you for buying this second, expanded edition of "What Google never told you about making money with AdSense: 3 Steps to Higher AdSense Income"!

This is an advanced book about Google AdSense. In writing this book I have assumed that you, the reader, have a basic knowledge of AdSense.

Don't let that scare you, because this book is fairly simple to understand. However, if you are new to AdSense, you might want to check out Google's AdSense Support Pages or occasionally refer to their online Glossary.

I have tried to keep this book concise and very focused on the objective of increasing your AdSense income. In this book you will find hands-on solutions to many of the concerns and challenges faced by content publishers in their quest to **attract targeted traffic**, **improve content relevance** and **increase responsiveness to AdSense ads** — using easy and legitimate techniques that have worked for me and many others.

No matter what type of website you have or the nature of your content, you will find hands-on ways to increase your AdSense income.

Through the pages of this book, I will teach you the exact-same techniques that I used to create a TEN-FOLD increase in my AdSense earnings — almost overnight! Techniques that you can apply yourself and see real results.

To those of you expecting a fat Dummies-style book with entire chapters devoted to "What the heck is AdSense?" or "A brief history of contextual advertising" this slim manual might come as a bit of a surprise. But there's a reason for that. And the reason is that I don't want to lose you before you get to the real meaty parts. I will disclose, for the first time, my proven step-by-step techniques to increase your AdSense click-throughs.

Isn't that the real reason you bought this book?

If so, you won't be disappointed.

I don't want to hide these golden nuggets of wisdom under piles of fluff that you can read for free on the Internet. In fact, if you want to brush up on the basics, there's nothing like Google's own quick guide to AdSense, available [here](#).

You might want to print it out into and have it handy. Refer to it often, or whenever in doubt. Why pay for free content! Get the basics direct from Google!

That doesn't mean that there's nothing in this book to help beginners though. In this revised edition, I have added a short section at the beginning for people who are just getting started. If you don't have a website, I'll tell you how to build one, get it online and start earning with AdSense fast. If you're already online and using AdSense — but want to know how to use it to earn much, much more — you can just skip straight past those pages and dive right into the gold! That's because getting set up with Google AdSense is the easy part. The harder part is making real money with it. And that's where this book comes in!

Readers of my first edition frequently send me email, asking questions such as "Where can I find free content?", "How can I optimize my pages for the search engines?" and "How can I get traffic to my site?" As a result, the expanded edition contains chapters on search engine optimization, traffic acquisition, content writing, ad formats and a whole host of other useful techniques that you can implement and feel the results in your pocket right away.

I guarantee you will find insights here that you wouldn't find anywhere else. My AdSense story — right from the sluggish $3/day times to the explosive $600/day — when AdSense pays off my mortgage, car payment, cable (and a whole lot more actually)… has taught me a great deal about how to make my web pages more profitable.

Every page is bursting with hard-to-find AdSense tips, tricks and proven strategies - gleaned from successful publishers who have very generously shared their money-making ideas with me.

Read. Apply. And don't forget to report your results!

Drop me an email anytime at joel.comm@adsense-secrets.com   I like to see these ideas 'at work'!

In the rapidly evolving world of contextual advertising, your unique problems and real-life results will help subsequent editions stay current and useful. I appreciate your inputs!

Yours for more AdSense Profits,

Joel Comm

Chapter One

How To Make More Money With Google AdSense

Google wants a slice of your traffic. And they're willing to pay big bucks!

For those who have been complaining of high traffic and low sales, there's simply no better way to cash in on those hard-earned visitors to your web pages.

AdSense makes it so easy!

There's no complicated software to install, no need to scout for affiliates, nothing to buy and no need to even have a merchant account. So…

Why isn't everybody doing this? More importantly, why isn't everybody making the most of it?

It's "Hidden Money"

"Seeing is believing", they say. Most webmasters love to obsessively track their visitors, earnings and CTR's several times a day. They love to see what's there, but they often miss what can be.

AdSense doesn't give you ultimate control over which ads are served, how the ads are rotated or what each click is worth. That's a good thing, because it's hands-free income. (It does give you some control though, and I'll tell you how to use those controls in this book.)

But many webmasters still think that once you've stuck the AdSense code on your page, there's little you can do except wait and watch.

Nothing could be further from the truth! Google gives you a great deal of control over your ads, and especially their visual or graphic elements. By tweaking these elements to your advantage, you could easily — in as little as a few minutes — multiply your click-throughs many, many times over!

My Experiments with AdSense

I signed up with AdSense in June 2003, starting small by serving AdSense off just a few of my pages.

By the end of the day, I'd delivered several thousand AdSense impressions — which netted me the princely sum… $3.00. I didn't exactly burn down the house.

While I didn't see a great deal of potential based on this initial figure, I figured it couldn't hurt to place AdSense code on more pages. Over the period of a couple months, I increased my impressions 25-fold, but the clicks just weren't happening. That was when I hit my lowest point as an Internet publisher. My click-through ratios were so bad, I needed thousands of visitors to net about $30 per day.

At that point, I knew something had to change — and I was going to change it!

It was as late as April 2004 — ten months after I signed up with AdSense — that I had my eyes opened to what I had been missing all along. It was one of the "Ah-Ha!" moments where I felt as though I were being hit by the proverbial two-by-four. Immediately, I began experimenting with my Google ads, testing various placement and colors to see if my assumptions would hold water.

The results were fast — and fantastic!

By applying the same easy tweaks discussed in this book, I nearly tripled my click-through rate, and my income shot up to $600 PER DAY! I still remember that golden day in April 2004 — and for me there's been no looking back.

From my early days of being an "AdSense nobody" to becoming a leading AdSense guru, when a five-figure monthly income no longer surprises me… it's been an eventful journey full of learning experiences.

Little cogs run the AdSense machinery!

It's easy to get carried away when you're making so much money. But I never lose sight of the little things that make me big money with AdSense.

Every AdSense partner — however big or small — knows that at the end of the day, it all boils down to one thing: stats! Your AdSense stats might not be amazing to start with, but make it a habit to go through it with a fine-toothed comb. As you start making sense of those 'little numbers'… the big checks with follow!

Date ▼	Page impressions	Clicks	Page CTR	Page eCPM [?]	Your earnings
Friday, April 1, 2005					$414.57
Saturday, April 2, 2005					$405.96
Sunday, April 3, 2005					$495.28
Monday, April 4, 2005					$548.11
Tuesday, April 5, 2005					$840.71
Wednesday, April 6, 2005					$1,007.39
Thursday, April 7, 2005					$1,079.13
Friday, April 8, 2005					$881.99
Saturday, April 9, 2005					$755.17
Sunday, April 10, 2005					$991.66
Monday, April 11, 2005					$1,112.14
Tuesday, April 12, 2005					$1,159.14
Wednesday, April 13, 2005					$1,186.05
Thursday, April 14, 2005					$1,081.83
Friday, April 15, 2005					$906.43
Saturday, April 16, 2005					$816.00
Sunday, April 17, 2005					$871.06
Monday, April 18, 2005					$760.66
Tuesday, April 19, 2005					$962.79
Wednesday, April 20, 2005					$985.93
Thursday, April 21, 2005					$896.70
Friday, April 22, 2005					$811.04
Saturday, April 23, 2005					$703.11
Sunday, April 24, 2005					$778.29
Monday, April 25, 2005					$919.69
Tuesday, April 26, 2005					$1,063.96
Wednesday, April 27, 2005					$952.07
Thursday, April 28, 2005					$856.87
Friday, April 29, 2005					$891.23
Saturday, April 30, 2005					$848.06
Totals					**$25,983.02**
Averages					$866.10

My Actual April 2005 AdSense Report!

Note: Page impressions, clicks, clickthrough rate and CPM have been covered to comply with Google's terms of service

Check out the bottom line!

Fig. 1.1 Stats are the holy grail of Internet Marketing. This is a real, recent screenshot of my AdSense stats page. You can see what I'm making daily, but specific details such as CPM and CTR have been blacked out in keeping with Google's terms of service.

Hitting the AdSense Jackpot!

As you can see, today AdSense takes care of my car payment, mortgage, cable bills and a whole lot more besides.

Aren't you dying to know...

WHAT was it I did to AdSense — and my website — that turned it overnight into a cash-cow on steroids?!

More importantly, what can YOU do to shoot your AdSense income through the roof- right NOW!

My advice to you is quite simple...

Don't be passive about your AdSense income; work hard to increase it. But before you try out that hot new idea you read about at an Internet Forum, be sure to check out Google's [AdSense TOS](#). Some web publishers have forever relinquished their fat AdSense paychecks, just because they were too busy to pay attention to something so fundamental to their AdSense survival.

I like to play by the rules and have taken adequate care to ensure that my AdSense tips and tweaks are legit. Making what I do from AdSense, I have little incentive to go on a rule-breaking spree and get my AdSense account suspended.

For many Internet site owners, AdSense is like the goose that lays the golden egg. Take good care of your goose — don't slaughter it in the mad rush to increase your AdSense income!

2. Getting Started With Google AdSense

2.1 The Basics: Building Your Site

After the last edition of this book came out lots of people started asking me how they can make money with AdSense. I'm always happy to help people make the most of Google, but many of these people didn't even have a website!

Here's the facts: to make money with AdSense, you've got to have a website. There's no getting around that. The good news is that it's never been easier to create a website from scratch and use it to generate real revenue.

I'm going to give a brief introduction here to creating a website from the ground up. You can find plenty more information online and I'll tell you where to look. If you already have a site up and running, you can just skip this bit, head down to 2.10 and begin reading about how to improve your AdSense revenues.

2.2 Naming Your Site

The first thing your site will need is a name. That's easier said than done these days. All the best words in the dictionary have either already been bought and built by developers or they've been bought and offered by speculators.

But that doesn't mean you can't create a good name and buy it for a song. Putting two words together with a hyphen can work (like http://www.AdSense-tools.com) and there are plenty of good names available if you're prepared to move outside the world of .coms into .net and .biz etc.

Your first stop should be to register a domain name and order a hosting plan. One of my favorite sites to do this is Globat. They frequently offer excellent specials, such as free or reduced hosting for a year. Click here to see their latest offer.

Another stop is Network Solutions. This is a nuts and bolts service that lets you hunt and buy names, order hosting plans and even submit your site to the search engines. When you're looking for a name, you can just toss in ten options and the site will tell you which (if any) are available. All in, buying a name from one of these service won't cost you more than about $20 a year.

If you can't find a name you like and that hasn't already been grabbed though, you can take a look at sites like moderndomains.com and bestnames.net. These are companies that buy domain names and sell them for a profit. There's a good chance you'll find some good names here but they can cost you anything from $50 to $50,000. Before you part with a penny, think about the advantage that a good name can bring and ask yourself if you can't get the extra traffic a cheaper way. Often, you can. And remember, twelve years ago no one knew what a Yahoo, ebay or Google was!

2.1   Choosing A Hosting Service

Your site is going to be stored on a hosting company's server. (You didn't want thousands of people dialing into your computer every hour, did you?) Again, there are lots of different options available depending on how much you want to pay and what you need.

In general, you'll want to make sure that you have about 50 megabytes of space (that's enough for 100 pages!), full statistics reporting and most importantly, 24 hour service. If your site goes down, you'll be losing money every hour it's offline. If there's a problem with the server, you want to make sure it's fixed right away.

You often get what you pay for with Web hosting from "free" services that will cost you more than you save to $200 a month for dedicated servers. Twenty bucks a month is a reasonable price to pay and Globat and Network Solutions both offer good programs.

2.2   Designing The Site

It used to be said that absolutely anyone could create a website. That was true: absolutely anyone who knew HTML. Today, you don't even need to know that. Programs like Microsoft's FrontPage or NVU (which is free; you

can download it at http://www.nvu.com) let you create sites without you needing to know your tags from your tables. If you can use Word, you can create a website.

You can either have fun playing with the programs and designing the site yourself or you can hire a professional designer to do it for you.

Freelance site like http://www.elance.com can http://www.guru.com are good places to advertise. You can invite designers to give you quotes and pick the best based on price and talent. Be sure to check feedback and portfolios though; a low bid is often low for a good reason.

2.3   Creating Content

In chapter 8, I talk in detail about building content and optimizing what you write to attract traffic and maximize your AdSense revenues. There are all sorts of ways to do that but for the moment just bear in mind that the ads that appear on your site will depend on the content on your pages. That's how AdSense works: users click on the ads because they're relevant.

And that's why it's not worth putting up a site just to cash in on particular keywords. Google doesn't like it and neither do users. If your site doesn't *genuinely* interest your visitors, you'll find it hard to get traffic, links and clicks on your ads.

But there are still a lot of different ways to create content very easily that improves your income. I'll tell you all about them in chapter 8.

It's also worth remembering that Google doesn't place ads on particular types of sites, so if you're thinking of building a casino site stuffed with AdSense ads, you can forget about it; it's not going to happen.

Before you build a site that contains any content that's remotely controversial, check out the Terms of Service (TOS) to make sure that it's allowed. It will tell everything you need to know.

2.4 Search Engine Optimization

Of course, once you're up, people have to know you're there. One of the most important ways to do that is get yourself a high-ranking in a search engine.

There are lots of different search engines, but only three are really important: Google, Yahoo! and MSN. In chapter 17, I'll talk in more detail about improving your search engine rankings.

If you want to take a shortcut, there are plenty of companies which will make the submissions for you and they'll even optimize your site to get you as high on the rankings as possible. Submit Express has a free service that you might find useful.

2.5 Links

Your search engine ranking will depend on a number of factors. One of those factors is the number of sites that link to yours. As far as Google is concerned if lots of sites about model railways link to your model railway site, that must be a pretty good sign that people who like model railways think your site is good. So they'll want to offer it to people who search for model railways, bringing you lots of free traffic.

Once you've got your site up and running you'll want to persuade other sites to give you links. You could offer to exchange links and you can even set up a page that contains recommended links so that you'll have somewhere to put them.

There's a range of other strategies and services that you can use. You can find out about those in chapter 17 too.

2.6 AdSense — Making The Money!

Once you've done all this, you'll be ready to start using — and profiting from — AdSense. The application process is very simple and straightforward.

First, you'll have to tell Google whether you're a company or a one-man show. That's important because it tells them where to send the money. **(In general, it's better to get your money by direct deposit; Google**   14

charges for express mail checks.) You'll also have to choose whether you want content-based ads, search ads or both. **(Content-based ads are better but I'll tell you how to benefit from each.)**

Once you're approved, you'll just have to copy and paste a small piece of code into your website and you're done!

2.7   Google Policies

AdSense works. I know it works because I've got the stats, the checks and the bank balance to prove it. And all of the methods that I used to increase my AdSense revenues are completely legitimate and in line with Google's policies.

That's important. It is possible to cheat AdSense. But you'd have to be crazy to do it. You can make so much money working within Google's rules that to risk getting thrown out by putting ads on pages without content or by persuading users to click on the ads is just plain crazy.

You can find an excellent run-down of Google's do's and don'ts (mostly don'ts) at https://www.google.com/AdSense/policies. The things to look out for in particular are:

Code Modification
You have to paste the AdSense code onto your site as is. And you don't need to do anything else! Your AdSense account will let you play with colors and placements (and getting those right is what will really rocket your income) so why bother playing with Google's HTML? It's not necessary and it could get you a lifetime ban.

Incentives
When the ads appear on your page, you have to leave them completely alone. You might be tempted to tell your users to "click here" or support your sponsors but if Google catch you, they could well cut you off. They want people to click because they're genuinely interested in the ad. Get your strategy right and they'll do just that.

Content
Google is pretty picky about where the ads are displayed. They don't want advertisers complaining to them that their services were being promoted on a site that supports gambling or is filled with profanity or contains more

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ads than content. If your content doesn't come up to scratch, you'll need a site that does.

Prohibited Clicks
And nastiest of all are the people who either click on their own ads or create programs to do it for them.

The bottom line is that you don't need any of this stuff. Maximizing your revenue *within the rules* is easy!

2.10 As Easy as 1-2-3!

The bottom line is that there are three ways to increase your AdSense revenue.

1. **By Tweaking the Ads**
   to make them more appealing to your visitors;

2. **By Optimizing your Website**
   for better AdSense targeting (or what the Google folks call 'content relevance');

And the only sure-fire way to get 1 and 2 right is by

3. **Tracking Visitor Response.**

If you don't know what works (and what doesn't work) in trying to increase your AdSense revenue… you're shooting arrows in the dark!

The right tracking tools can reveal a great deal about your visitors and answer fundamental questions such as **what they're looking for** and **what makes them 'click'**. Once you've figured that out, bingo! You're on your way to big AdSense bucks!

But it isn't as straight-forward as it seems. If it were, there wouldn't be so many grumpy people on AdSense forums, complaining about their low AdSense earnings.

It's not that they aren't doing anything about it. They simply aren't doing the right things.

Let me assure you that in the time that I have been using AdSense, my earnings have only gone up — and so will yours, if you apply all my techniques seriously.

3. How To "Tweak" Your Ads To Make Them "Click"!

3.1 Ad Formats: "Dress" your ads for success!

How would you like your ads served? Banners? Skyscrapers? Rectangles? Squares? What about borders and background colors?

The choices can be overwhelming. Many people let Google decide for them-preferring to stick with the default settings. Big mistake! From my own experience I can tell you that it's like swapping a hundred-dollar bill for a ten-dollar one.

For almost one year I settled for just a tenth of what I could have been making — just because I didn't bother to control the looks and placement of my AdSense ads.

The various ad formats, colors and their placement on the web page can be done in thousands of combinations. You can literally spend hours every day experimenting with every possible combination. But you don't want to, do you?

Let me give you a few 'ground rules' that have sky-rocketed the CTR's on my top-grossing pages:

3.2   Don't "look" like an ad

People don't visit your website for ads. They want good content.

If you make the ads stick out with eye-popping colors, images or borders, that makes them easy to recognize as ads — and people work extra hard to avoid them.

The same goes for ads that are tucked away in the top, bottom or some other far corner of the page. So easy to ignore!

If you want people to click, make the ads look like an integral part of your content.

Today's visitors are blind to banners, mad at pop-ups, weary of ads and skeptical of contests and giveaways. So how do you win their confidence? Simple. Don't make your ads look like ads!

Here are a few simple choices that zoomed my CTRs to incredible heights:

3.3   Go for text ads instead of image ads

A text ad offers many advantages over image ads:

A. With the right formatting, a text ad 'blends in' with your site content. An image ad will not give you the same freedom with its appearance, as the only thing you can play with is the size and positioning.

B. You can squeeze more text ads into the space that a conventional banner takes. People love to have more choices!

C. Properly formatted text ads don't look like clutter. Banners do!

D. People hate banners and avoid them at sight. Many tests confirm that people are much more receptive to text ads related with your content.
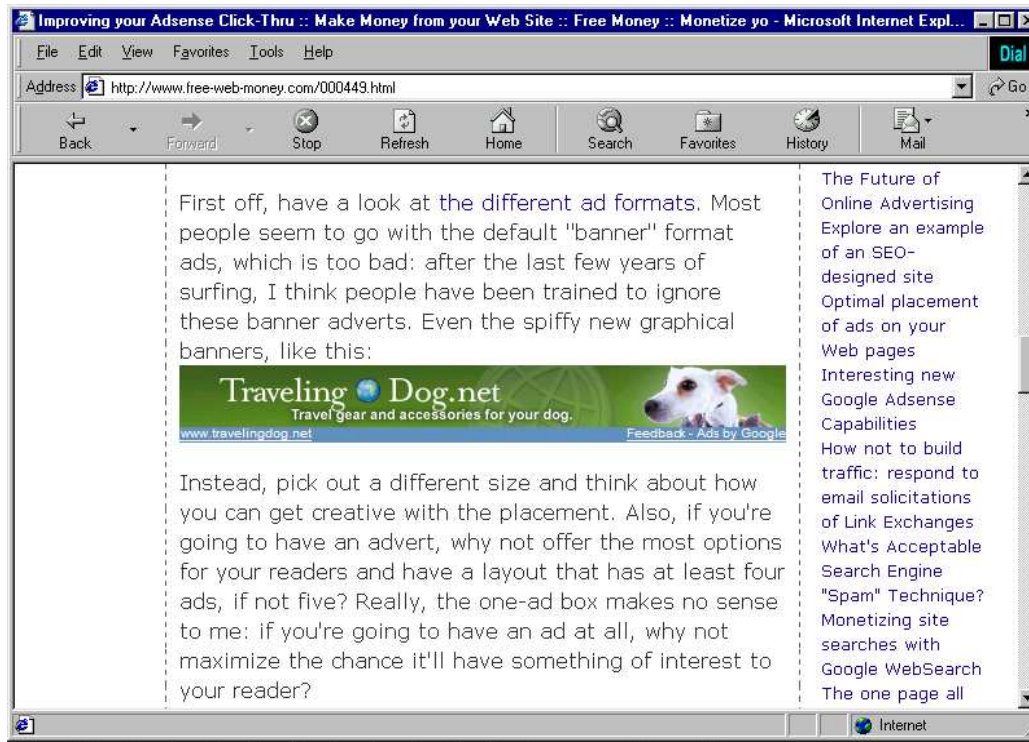
Fig 3.1 This banner ad stands out, but will it get clicked? Dave Taylor, best-selling technology writer and AdSense partner, stands up for text ads in this article at: http://www.free-web-money.com/000449.html
You can read more of his AdSense articles on this page.

To compare the look and feel of the different ad formats, there's nothing like Google's official AdSense guide at:
https://www.Google.com/AdSense/adformats

3.4 The Best Performing Ad Size

So you'll want to use text ads and you'll want them to look like anything but an ad. But you'll also want them to be a particular size. Which size is that?

336 x 280 – the Large Rectangle.

Why should you choose the 336 x 280 ad block? Simple. It gets the most clicks! My studies have shown that this format looks most like real content added to a page. I've dabbled with every size Google offers and this is the size that consistently has the best results. Other people have told me the exact same thing. That's all I need to know!

Second best is the 300 x 250 – The Medium Rectangle.

This ad block size is really useful when you went to have two sets of ads side by side. They fit on most web pages just perfectly!

I would also recommend using the 'wide skyscraper', text-only ads on the right hand edge of the screen — in conjunction with the 3-way matching I talk about in chapter 4.

If you think about it, nearly all PC users are right handed (even left-handed people like me control their mouse with their right hand because it's how we were 'brought up' to use a mouse.) By placing the ads on the right hand edge it's psychologically 'less distance' between your right hand and the screen.

This 'closeness' in my opinion makes the user feel more comfortable and therefore more likely to click through to a link. They feel more in control of their visit experience.

Stay away from the 468 x 60 ad block!

One of the first things people do when they sign up for AdSense is to grab a 468 x 60 ad block.

Big mistake.

I have a theory about why they do this. It's the same theory that explains why the 468 x 60 block does *not* entice clicks.

Most site owners have the mindset that when they put Google ads on their site, they must place the code that conforms most to traditional web advertising. And that would be...? Yup, the 468 x 60, the ubiquitous banner format that we have all come to know and love and... IGNORE.

Everyone is familiar with the 468 x 60. And that's exactly why the click-through rate on this size is very low, even among advertisers who use images on their banners.

The 468 x 60 blocks screams, "Hey! I am an advertisement! Whatever you do, DON'T click me. In fact, you should run from me as fast as you can!"

In all but a few special cases, I have found the 468 x 60 ad block to be completely ineffective, and recommend ignoring it the same way your visitors do.

4. Using Colors To Increase Your Clicks

4.1 Design your website to Highlight AdSense

I once went to a fashion show where each model wore the exact same black outfit for the entire duration of the show. Boring? Hardly! The show was intended to showcase platinum jewelry, and the outfits were designed to enhance the jewelry — instead of distracting the audience.

You don't have to make all the pages on your website identical (or black). But you do want to make sure that the look of your page draws attention to the ads — and makes them appear as attractive and as valuable as platinum jewelry.

Many websites have strong graphic elements that catch the eye — usually at the expense of the AdSense units.

If you're using AdSense, be judicious in the selection of fonts, font size, colors, images, tables and other visual aspects of your website.

Draw subtle attention to your AdSense units. Make them the stars of your show!

Fig. 4.1 On this website, Tim Carter employs subtle design and placement to make AdSense the center of attraction. Check it out at:
http://www.askthebuilder.com/457_Tar_and_Chip_Driveway_Update.shtml

4.2   Make the border go!

You can more than DOUBLE your click-through's with this one simple tweak!

Even before the Internet, ads in newspapers and magazines were marked off with a thick, heavy border. No wonder borders and boxes have come to symbolize advertising messages.

Ads with prominent borders make your pages look cluttered. They distract the eye from the ad text, while marking off the ad blocks from the rest of the content.

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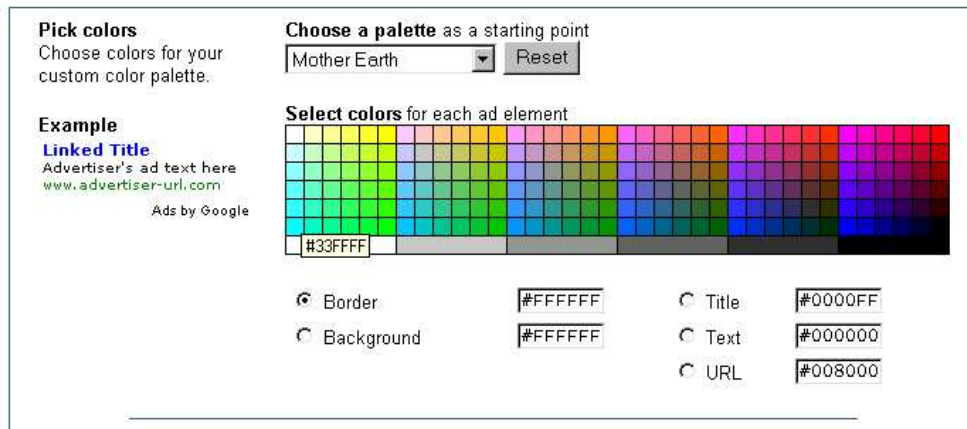
Google provides an extensive color palette in your administrative area (see above). Use it to tweak the look of your ads to suit your web page.

With just one simple click, you can match the color of your ad's border with the background color of your web page. When the border blends with the background, it frees up loads of space. The page looks instantly neater and the ads look more inviting.

Make sure you also pick a matching background color for the ad. The ad's background must match the page background on which the ad will appear. If the ad appears in a table, match the table background with the ad background. The key is to blend the background and border color with the page, so that the text looks like an integral part of your web content.

We understand that maintaining the quality of your website means having control over the way it looks. Follow the steps below to create and save up to 100 custom ad color palettes that are right for your web pages.

Pick colors
Choose colors for your custom color palette.

Example
Linked Title
Advertiser's ad text here
www.advertiser-url.com
                    Ads by Google

Choose a palette as a starting point
Mother Earth ▾   Reset

Select colors for each ad element

#33FFFF

⦿ Border   #FFFFFF   ○ Title   #0000FF
○ Background   #FFFFFF   ○ Text   #000000
                                       ○ URL   #008000

Fig 4.2 It's always easier to work with a white background. If your page background is white, you can instantly see the results with the **Example** ad next to the color palette.

We understand that maintaining the quality of your website means having control over the way it looks. Follow the steps below to create and save up to 100 custom ad color palettes that are right for your web pages.

Pick colors
Choose colors for your custom color palette.

Example
Linked Title
Advertiser's ad text here
www.advertiser-url.com
                    Ads by Google

Choose a palette as a starting point
Mother Earth ▾   Reset

Select colors for each ad element

○ Border   #FFFFFF   ○ Title   #0000FF
⦿ Background   #FFFF66   ○ Text   #000000
                                       ○ URL   #008000

Fig. 4.3 Don't forget to match the <u>background color for your ad</u> with the background color of <u>your web page</u>. Even with a matching border, the ad in the **Example** above sticks out against the white background.

4.3   Text is Design too!

That's right: the text size, font, color and the color of your ads must match the other text elements. If the text color of the ads is the same as the text in the body of your page, it'll help the ads blend into the site and make the reader feel that you've endorsed them.

And if the size of the font in the ads is the as the size of the main body of the content, it will have the same effect: they'll look like part of your site and not something brought in by Google.

That's the sort of blending that translates into clicks.

Fig 4.5 **Format your text ads to maximize clicks!** On my Blog, I have chosen to use a 728 x 90 leaderboard at the top of my page. See more at
http://www.joelcomm.com

You can see this on my blog. I'm running a test where I've changed the title color of the ads to match the color of the titles on the text. I've also matched the text color of the ads to the color of the site text and the background of the ads to the background of the page. (I could also change the size of the font and see what that does to my CTR.)

This **3-way matching** (titles, text and background) can generate excellent click-through rates.

Too many text styles add clutter and can confuse your visitors. Instead, try every legitimate way to make the ads look like a part of your web content.

In other words use the colors to make sure that your ads **don't look like ads!**

4.4   Blue Is Best

So you want to get rid of the border. You want to get your ads the same color as the text on the rest of your page and the background matching the background color of your Web page.

But what about the link itself, the line the user is actually going to click? What color should that be?

That's an easy one: blue.

I used to say that *all* the text in the ad should match the text on your page, including the link. After seeing an article about the benefits of keeping the links blue — and testing extensively — I don't say that any more.

The logic is that users have come to expect links on websites to be blue. Just as they expect stop signs to be red and warning signs to be yellow, so they expect their links to blue.

That means people are more likely to click on a blue link than a link in any other color.

The line in your AdSense code that sets the color of your link is the one that says:

>   Google_color_link = "#color";

"#color" is the hexadecimal number for the color you want to use. You should make sure that number is #0000FF.

Keep your link blue and you can experience an increase in click-throughs as high as 25 percent!

4.5   Where did my URL go?

You can change the color of your text and you can make sure that your links scream, "I'm a FREE road to where you want to go!"

But you still have to display the URL. It's one of Google's rules. But you don't have to display it in a way that people can see it.

One legitimate trick to make the click-through link less obtrusive is to change the URL display color to match the text description color. Now the link will blend in with the text description and the eye will be drawn to the hyperlink instead of the URL. Google provides these tools for you. Why not use them?

Note that the 728 x 90 leaderboard and the 468 x 60 banner do not display the url line by Google's design. It is not a mistake and you will not get in trouble for the url not appearing with these ad blocks. It's just the way it is.

4.6   Deliberate Mismatching

When it comes to choosing colors, I recommend 3-way matching and using blue for the links. But there is another strategy that you can use.

You can deliberately mismatch your ad colors and styles, *provided you keep it to the top of your page.*

This distinction generates two powerful 'zones' and therefore two types of experience for the visitor.

The first zone is always at the top of the first page, above the main site banner. The titles and text colors match colors found in the banner graphic heading. (Important — the URL links are hidden, so only certain text ads will allow you to do this.)

The end result is that these ads, placed above the banner graphic look like key control points for your site and are just more likely to be clicked. The visitor feels that they are visiting the another major area of that site.

Want the Wedding Gown of your Dreams?

Ads by Goooooogle

Beautiful Wedding Dresses
Wedding guide w/links to stunning wedding gowns & bridesmaid dresses.
YourWedding101.com

Chinese Dress For Wedding
Chinese Style Wedding Dresses Cheongsam, Chinese Style Clothing
www.eaststore.com

Sophisticated Lady
Informal & Formal Wedding Dresses Starting Under $100.00 !
www.sophisticatedlady.us

All the Bridal Gowns
All the Bridal Gown Savings! Smart Bridal Shoppers Start Here
Bridal.Gown.AlltheBrands.com

Lubbock, TX May 17, 2004 -- "Ever since you were a little girl, you have always dreamed of that certian fairytale gown for your special day," quips Amanda Porter, owner of Bridal Gowns Wholesale. We are offering stay at home moms, as well as bridal salons and wholesalers to get in with us to distribute our couture gowns. Jennifer M., a new business owner says of the opportunity, "This is like a dream for me, really.

We also work with brides-to-be. Bridal Gowns Wholesale will custom make a gown for you. If you want a train that is 20 ft long, it is possible, just as we can make a gown of organza or matte satin. We are here to make your wedding day just that much better!

For additional information please contact Amanda Fornari at 806.239.0632 or email fishapache@odsy.net

We can always supply any amount of gowns for your company.

This article courtesy of http://www.dressesforthewedding.com.
You may freely reprint this article on your website or in
your newsletter provided this courtesy notice and the author

Fig. 4.6 www.dressesforthewedding.com has two zones: an ad zone at the top and a free article beneath. Implementing this design increased their revenues FIVE-FOLD!

5. How To Maximize Visibility And Response

5.1 Ad Placement: Where to put your Ads?

Location is everything. The world's best ad won't deliver if it isn't visible in the first place. But after much experimentation with Google AdSense, I know that the most visible ads aren't always the most effective. In fact, they're likely to get ignored as 'blatant advertising'.

What does work is *wise* placement. Put them where your content is most likely to interest and engage your visitors.

You can create several 'points of interest' with the wise use of graphics, tables and other layout techniques.

Once you have your visitor's attention with engaging and meaningful content, they are most likely to read and click on relevant ads. And that is precisely what Google wants — "educated" clicks from real prospects, not random visits from bored people.

Here are a few simple tips to make your ads 'click'!

5.2   Go with the 'flow'

Identify the reading patterns of your visitors. What draws their attention first? What makes them 'click'?

Like I said, you want to put your ads in areas that draw your visitors in with interesting content. There's no point in putting your ads in some out of the way place where no one ever looks.

Your users will follow your content, so you need to make sure that your ads follow that content too.

Look at the design and layout of your webpage, identify the places that you think most of your users look — and mark that as a likely spot to put your ads.

Google actually offers a pretty neat tool to help you identify where your users are most likely to look. Their heat map at https://www.google.com/support/AdSense/bin/static.py?page=tips.html sums up the options pretty well:
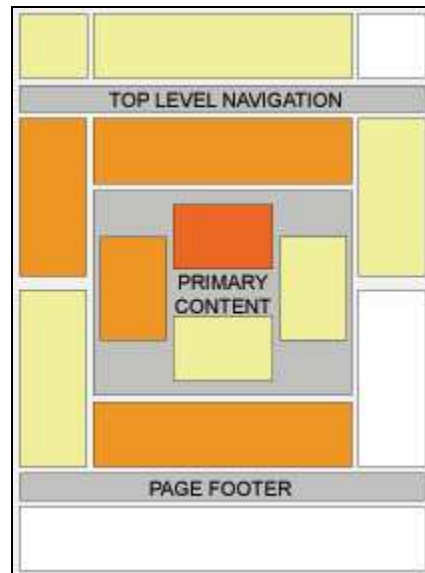
Fig. 5.1 Google's Heat Map shows an "average" site's hot spots. The darker areas are the regions where people look most frequently. But remember, no site is average. Where do your visitors look most?

Google says that certain areas are more effective than others. Researchers have also found that when people look at a website, their eyes start in the top left hand corner and then travel down the page from left to right.

All of this is true but the hottest areas can vary from site to site. You will need to experiment to find the very best places for you.

5.3. Above The Fold

One general rule on the Internet is that people spend most of their time on a site "above the fold."

The first thing people do when they reach a website is to absorb as much information as possible before they start scrolling. The part of the page that they can see without scrolling is called "above the fold."

That's where you want your ads.

The number of links that appear above the fold affect how likely people are to click on your AdSense ads. *That's why m*ore ads doesn't always mean more money!*

Google always puts the top-paying ads on the top and the lowest-paying ones at the bottom.

If you have a stack with three or more ads, the cheaper ads might steal attention away from high-paying ads and clutter up your website.

You don't want ads and links competing against each other. If you want to increase your earnings per click, remember: Less is More! And that's particularly true above the fold.

Let's take a look at two sample pages:

Fig 5.2 MegaBookshop.com has a search form, a featured product, category links and AdSense ads, all above the fold.
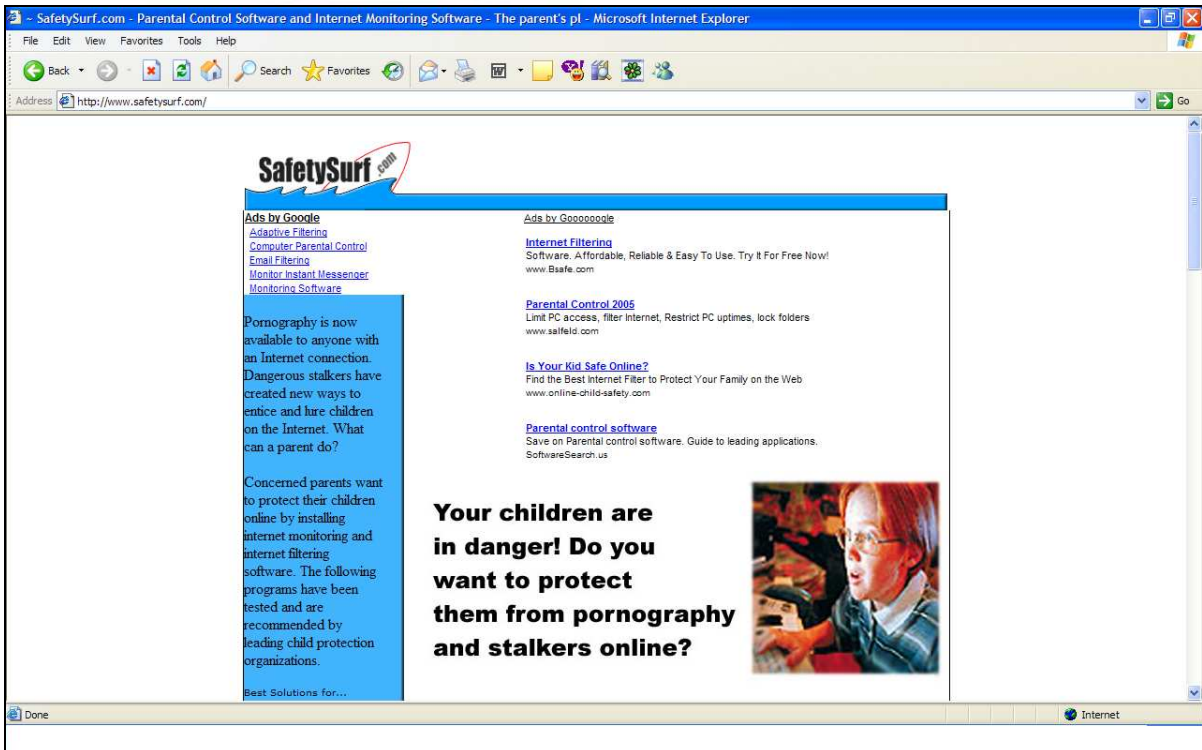
Fig 5.3 SafetySurf.com is not the most attractive site, but notice how the only links above the fold are AdSense ads.

Now, which of these sites' ads do you think bring a higher click-through rate? You guessed it. The second site has *triple* the click-through rate of the first site. The moral of the story? If you want to maximize your AdSense clicks, give your visitors fewer choices above the fold!

5.4 Using Tables

I've already mentioned that one of the principles of a high click-through rate (CTR) is to make your sites blend into the page. The more you position your sites to blend into the page, the better your click-through rate will be. One very neat way to help your ads blend into the site is to place them in tables.

In the example below, technology guru Chris Pirillo skillfully drops his AdSense into a <table> for a clean and attractive look that turns AdSense into a new focal point. See out how he does it at http://www.lockergnome.com

Fig 5.4 Note how clean the tables make the ads look.

Want to get the same results with your web page?
Dave Taylor (http://www.intuitive.com) shares this simple code to create a left-aligned table containing AdSense. Just paste this code where you want AdSense to appear.
Easy!

Left-aligned table with AdSense:
<table border="0" align="left"><tr><td>
Google AdSense code goes here
</td></tr></table>
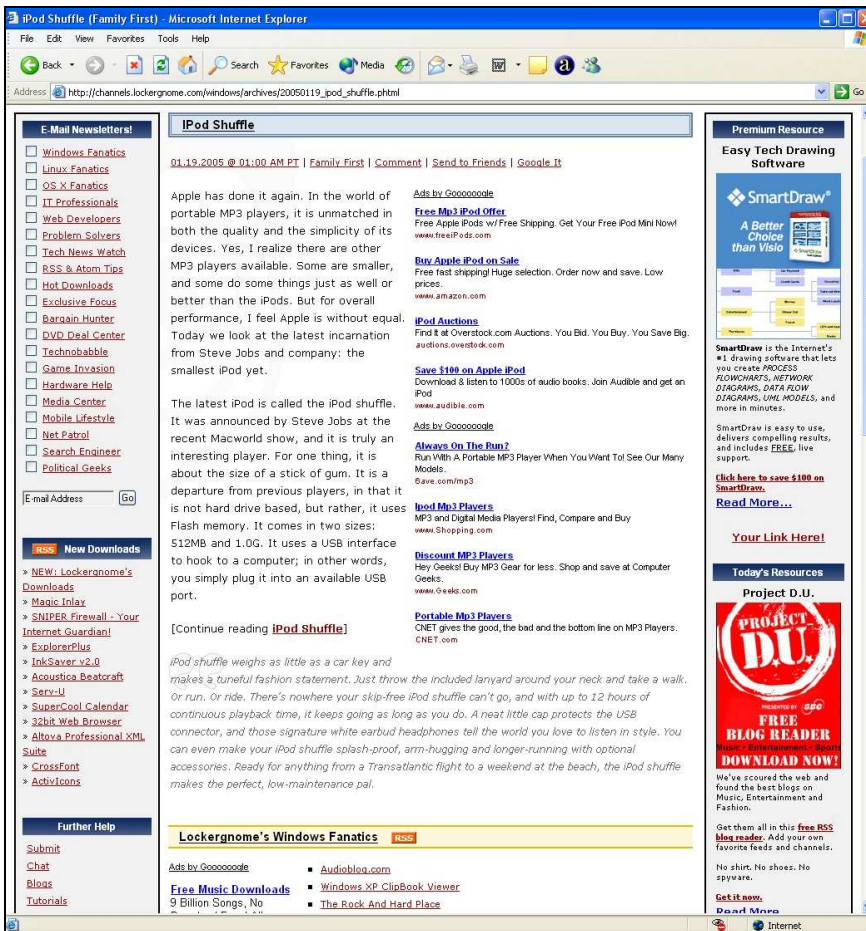
Right-aligned table with AdSense:
<table border="0" align="right"><tr><td>
Google AdSense code goes here
</td></tr></table>

5.5 Ad Link Units

So far, I've been talking about where to put your ads and I've recommended above the fold, with little competition and suggested that you might want to put them in a table. But you should also think about *which kinds of ads* you want to place where.

Ad Link units let you place a box on your site that contains four or five links. They come in sizes ranging from 20 x 90 to 200 x 90, and are really meant to be placed on a sidebar.

Because you can place one Ad Link unit as well as three other units on the page, you might find that the choice helps: if a user doesn't spot something interesting in one type of ad block, he might spot it on another.

Where Ad Links differ from other types of ads is that they only display a list of topics that Google believes are relevant to the content of your pages. They don't display the ads themselves. When a visitor clicks on a topic, Google pops up a new window with targeted ads.

It can be argued that the Ad Links are ineffective because people have to go through two clicks in order for you to get paid. That's right, you only get paid for the *second* click (but that does mean you can check to see which ads your users are being served.)

But it can also be argued that if someone is taking the time to click on a topic, then they are probably very interested and are likely to click an actual advertisement on the resulting page. Some people have found that just about everyone who clicks on an Ad Link will click on the ads that appear on the next page.

I have tested Ad Links on multiple sites and have seen vast differences in results. That makes it more difficult to say whether or not they are for you.

In the first case, I placed the Ad Links on an information-based site with a very general audience. The results were nothing to write home about. Let's just say that you could just about buy a large candy bar with the CPM I saw.

In the second case, I placed the Ad Links on a product specific site with a narrow audience. The results were fantastic! We're talking about a CPM that is greater than what someone might make flipping burgers in one day.

The conclusions should be obvious. If you're going to use Ad Links units campaign. You need to put them:

1. **On a site with a specific field of interest.** A general site will give you general ads — and few clicks.

2. **Above the fold with few other links.** For Ad Links, this is crucial: If your users are going to click a link, it should be a link that gives you money.

It's also a good idea to keep your Ad Link units for sites with high-paying keywords. If someone comes to your site seeking out information or a product on a top-notch keyword, they tend to be more likely to click as a result.

Let's take a look at an example:
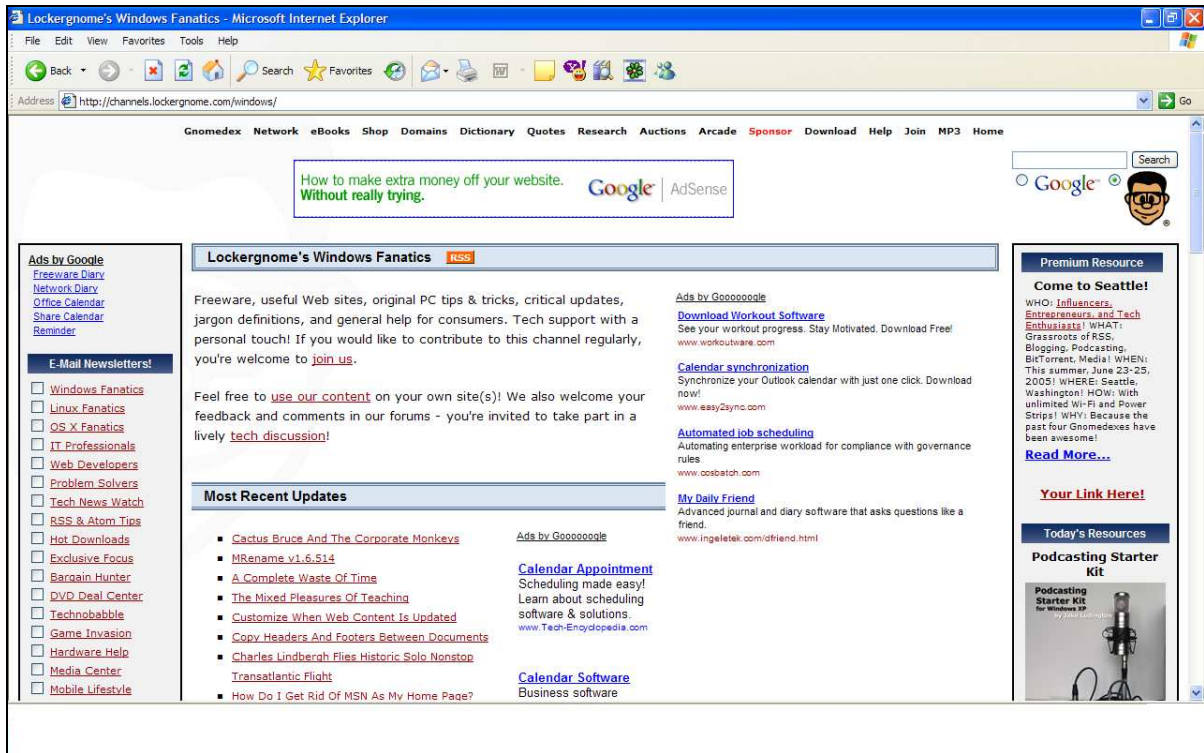
Fig 5.5 LockerGnome.com puts AdLinks above a list of links so that they blend into the site.

I've already mentioned Chris Pirillo's site at Lockergnome.com as an excellent template for how to do AdSense properly. While I don't have access to his AdSense statistics, I have watched his sites long enough to speculate as to his success.

The center column of his page is classic AdSense placement. He is using a medium or large rectangle with blue links, black text and subtle URL. The ads are placed inline and right justified. People start on the left and drift to the right. My testing has also shown that ads on the right perform best.

He is using a 120 x 600 skyscraper ad, which I usually don't recommend. However, many people use the skyscraper ads in sidebars. Pirillo has thought outside the box and used the white space next to his bullet points for this page. Right justifying the skyscraper block and placing it inline is a slick move.

But look where his Ad Links are: in the top left column of the page, above the fold. That means you can see Ads by Google as the first item. As long as those AdLinks are very targeted to the content on the page, they could generate 1%-2% in clicks. If you have the space and they fit in your sidebar, I would test them on your site as well.

5.6 Horizontal Ad Link Units

Recently, Google introduced a new format for Ad Link Units: horizontal. This is a huge difference. Users are reporting increases in CTR as high as 200% using this units!

Instead of piling the links one on top of the other—which is great for putting above lists of links but stand out too clearly when placed in text—the horizontal ads blend in perfectly when placed on pages with articles.

Fig. 5.6 New horizontal Ad Link units are great for inserting into articles and show very clearly which keywords your site is generating.

You can still only use one Ad Link unit per page and users still have to click twice before you get paid but they're definitely worth slipping into a long article. I'd recommend that you put them either above the article or in the middle. They'll be too easy to miss at the bottom.

5.7   Using Multiple Ad Blocks

So Google allows you to put up to three AdSense blocks (ad units) on the same page, as well as an Ad Link unit and a search box. What does this mean for web publishers?

A real bonanza: you now have many more chances to hook readers with new ads as Google will show unique ads in each ad unit!

To leverage this opportunity, look at adding new content to your high-traffic pages. Use attractive, quick-loading graphics that encourage people to scroll down. For example, relevant, catchy graphics could be a great way to draw your visitors to an ad. A B2B website could run a daily cartoon strip with a humorous take on trade news and issues. Your AdSense ads can be positioned right underneath the cartoon, which will lend instant visibility to the ads.

That's a strategy that will maximize exposure to the AdSense units, leading to more clicks and more money!

With multiple ad blocks, you can decide which ads are served in the best place for your site.

6. Controlling Your Ads

6.1 Attracting Relevant Ads

Getting the color and placement right will help improve your click-through rate. But neither of those will affect which ads your site serves.

In theory, Google controls the ads that appear on your site. You don't get to choose them at all. In practice, there are a few things that you can do stop irrelevant ads from appearing and ensure that you get the ads that give you cash.

The more relevant the ads, the greater the chance that a user will click and you'll earn money.

The most important factor is obviously going to be your content. Google's robot will check your site and serve up ads based on the keywords and the content on your page.

Bear in mind that Google's robot can't read graphics or Flash or pretty much anything that isn't text. I'll talk about content in detail in chapter 8 but for now, remember that if you want to keep your ads relevant, you've got to have the sort of page that Google can understand and use to give you the ads you want.

6.2 Keep The Title, Directory And Headlines Relevant

How exactly Google's robot reads pages is a secret guarded about as closely as Coca Cola's special syrup formula. One thing that does seem to have an effect though is the title of your URLs and files.

When you create your pages and view them on your computer before uploading them to the server, you should find that AdSense serves up ads related to the name of the directory that holds the page. That gives a pretty big clue as to at least one of the things that Google is looking at: the name of the directory.

Actually, it's not just the name of the directory that's important. The name of

the file plays a big part too.

If you have a website about wedding trains and the title of one of your pages is trains.php for example, there's a good chance that you'll get ads about Amtrak and Caltrain. That wouldn't give you many clicks. Change the name of the file to weddingtrains.php and there's a much better chance that you'll see ads related to weddings.

If you find that the ads that are appearing on your site have nothing to do with your content, the first places to look are your directory and your title. Make them more relevant to your content and you should find that you get better ads.

Another place to look is your headlines. Instead of using a <font> tag for your heading, try using the <h1> tag with headings that contain your keywords. That should help them to stand out to the robots.

And if you don't have any headlines at all, try adding some.

6.3   Finding Keywords

We know that Google's robot searches websites for keywords, then reports back and tells the company what kind of ads to send to the site. If your site is about pension plans for example, then your keywords would be things like "retirement", "401k" and "pension".

Getting the right keywords on your site won't just make your ads relevant; it will also help you to make sure that the ads you get are the ones that pay the most.

There are all sorts of tools available on the Web that tell you how much people are prepared to pay for keywords. www.overture.com and www.googlest.com let you see how much people are prepared to pay, and keywords.clickhereforit.com also has a list of keywords with their prices.

Again, you don't want to build a site just to cash in on a high paying keyword but if you know that "401k" pays more than "retirement" for example, then it makes sense to use the higher paying keywords more than the lower paying ones.

See for more on finding the most up-to-date high paying keywords.

6.4 Keyword Density

You'll need the right keywords to get the right ads. But you'll also need the right amount of keywords.

There's no golden rule for the putting right number of keywords on a page to get the ads you want. You'll just have to experiment. It also seems to be the case that keyword density is counted across pages, especially for high-paying keywords. If you have a site that's generally about cars and you write a page for car rental, a higher-paying keyword, you might find that you need to produce several pages about car rental before you get the ads.

In general though, if you find that your ads are missing the point of your page and that your titles are all correct, then the next step would be to try mentioning your keywords more often and make sure that they're all finely focused. For example, talking about "fire extinguishers" is likely to get you better results than talking generally about "safety equipment."

6.5 Keyword Placement

It shouldn't really matter where you put your keywords, should it? As long as the right words are on the right page in the right amount of numbers, that should be enough to get you relevant ads, right?

Wrong.

One of the strangest results that people have had using AdSense is that putting keywords in particular places on the page can have an effect on the ads the site gets.

In my experience, the most important place on your webpage is directly beneath the AdSense box. The keywords you place there could influence your ads.

For example, mentioning clowns in the space directly beneath the AdSense box could give you ads about circuses and red noses!

Keeping that in mind, you could play with your ads in all sorts of ways. If you had a site about camping for example, you might find that you're getting lots of ads about tents and sleeping bags, which would be fine. But if you also wanted to make sure that one or two of your ads were about Yosemite or mobile homes, then mentioning those keywords once or twice on the page directly below the AdSense box could give you ads for sites with that sort of content too.

Bear in mind though that you'll often find that you get ads that try to combine the main thrust of your site with the words in that keyword space below the ad box. So if you had a site about gardening and you mentioned "cabbages" beneath the ad box, you're more likely to get ads about growing cabbages than ads about cabbage recipes.

Experimenting with the placement of the keywords could allow you to control at least one or two of the ads you receive and help keep them varied. That's definitely something to try.

6.6 Keyword Frames

One of the reasons that websites don't always receive relevant ads may be that all the navigation and other non-content words affect the way Google reads the page. If your links and other words take up lots of space, it could well skew your results.

One way to avoid your navigation affecting your ads is simply to create frames. You put all of your content in your main frame and the navigation material in a separate frame. Only the "content frame" has the Google code (google_page_url = document.location), so your keywords won't be diluted by non-relevant words.

6.7   No 'Baiting'!

Often I've clicked through a 'promising' website, only to find reams of keyword spam, interspersed with AdSense. Websites like these make AdSense look bad.

Keyword spam may trick search spiders, but your human visitors will leave disappointed.

People hate being 'baited' by a web marketer. Offer content that makes their visit worthwhile. **Address the needs and concerns of your visitors with original content.**

Quality content builds trust and loyalty — and that, in turn, makes people want to click. Search rankings may change, but loyal visitors keep coming back for more!

6.8 Changing Metatags

Metatags certainly aren't what they used to be and in AdSense, they're barely anything at all. There's a good chance that when it comes to deciding ad relevance, your metatags have no effect whatsoever.

I've already mentioned that the title of your page will have an effect. It's also very likely that the description does too.

But that doesn't mean that your metatags are completely irrelevant when it comes to AdSense. They aren't. They're only irrelevant when it comes to serving ads; they still play a role in search engine optimization and getting your site indexed faster.

6.9 Inviting The Robot

So far in this chapter, I've explained some of the ways that you can tweak your page to keep your ads relevant. But the changes you make won't have any effect until Google's robot stops by and re-indexes your page. What will generally happen is that once you upload your new page, you'll still get the old ads and you might have to wait some time before the robot visits it again and you can find out whether your changes have the right result.

To get the robot to stop by earlier, reload the page in your browser, and then again a few minutes later. Do not click on any of the ads just reload and wait a few minutes before attempts.

You should find that you receive new ads within a few minutes.

6.10 Public Service Ads

The penalty for not getting your keyword placement and density right isn't just irrelevant ads. It could also be no ads at all. If Google can't find any relevant ads to give you, it could use your space to present public service ads, which are very nice but they don't pay you a penny. You might prefer to earn money and give it to a charity of your choice rather than give space on your site to a cause that Google chooses.

The most obvious way to beat this problem is to specify an alternate URL in the event that Google has no ads for you. You can do this from your AdSense account. Instead of linking to the Red Cross or whoever it may be, you'll receive a link to a site that you've pre-chosen. For example, I have set up default ads for my 336x280 ad block.

http://www.worldvillage.com/336x280-1.html

They look remarkably like AdSense ads, don't you think?

You can also use this space to deliver image-based ads that come from your server. For offers that pay per action (clicks or signups), I like to use WebSponsors.com. You can signup for a free account and find new ways to monetize your unused ad space.

You can also use Google Backfill, a very neat service that allows you to select keywords relevant to your site and display targeted ads instead of the public service ads or your alternative URL. They'll match your colors and styles and split the revenue 50/50. It's all in line with Google's TOS and makes good alternative to no revenue at all while you get your keywords fixed. The service is available at www.allfeeds.com

6.11 Blocking Ads

Finally, the last way to control the ads you see on your site is to block ads you don't want. Google gives you a limit of 200 URL's to block, which isn't much. You might well find yourself burning through them pretty fast, especially if you try to block lower paying ads in favor of the higher-paying ones. Playing with keywords, content and placement will give you much better results.

7. Catch Fickle Visitors With The Google Search Box

7.1 Finding Money With Search

What happens when your visitors can't find what they want on your website? They might be bored, probably they're hungry for more or they might want to refine their search. If you have a Google Search Box, you can now retain these 'quitters' — and make money from ads they click from their search results!

The Google Search Box isn't just an added convenience for your visitors — it can actually make you money!

If your AdSense ads are being ignored, add a link at the bottom of the AdSense ads, inviting visitors to try Google search. A simple note should do the trick. Try something like: "Can't find what you're looking for? Try Google Search!"

A Google Search box allows your visitors to specify their exact search terms, thereby "pulling" more relevant ads to your page. Using the Search feature, you can pull up **on-demand AdSense ads** at the top of the search results.

> At the bottom of the Google text ads, place a link to the Google Search bar, inviting readers to Search for better-targeted content and offers. When visitors click an ad, YOU get paid!
>
> You can invite users to search within the website or the entire web. As far as possible, **use a staid gray button for the Google search feature**. It looks more believable — and legitimate! Note that Google has not played around with its own search buttons, although the logo itself has undergone many theme-based transformations.

Fig 7.1 The "Search" feature is an important part of content-rich websites. On my website above, users are invited to search different threads within the website 'by keyword' and 'by username'. Check it out at:
http://forums.dealofday.com/search.php?

Google Search Boxes are getting increasingly popular with Internet Forums, enabling users to pull up relevant text ads "on demand"!

7.2 Learn How To Add Google Search To Your Web Page!

Adding Google Search to your Web page is very easy. This Step-by-Step Tutorial shows you how:

How to… **Add Google "AdSense for Search" to your Web Page!**

1. Log in to your AdSense Account and click the "**Account Information**" tab.
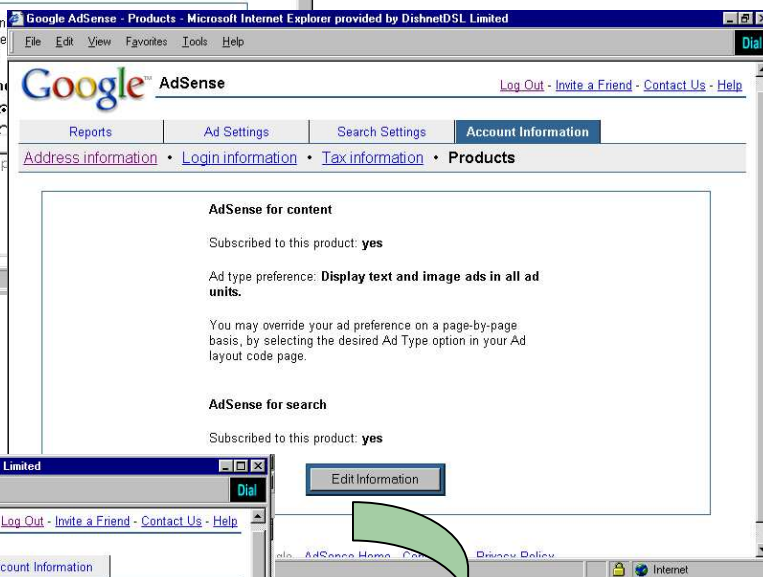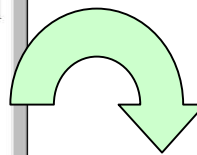
2. From the **Account Information** Page, click on "**Products**" and then the "**Edit Information**" button to Subscribe to **AdSense for Search.**
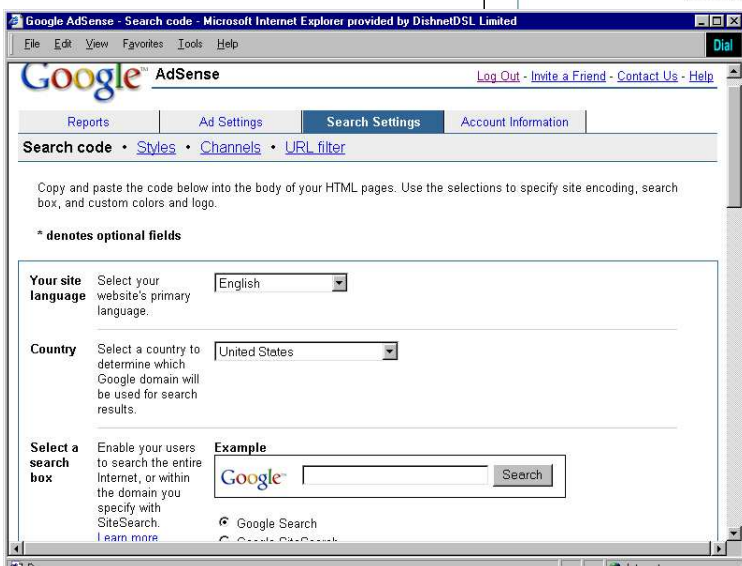
3. Click the "**Search Settings**" tab to specify your search preferences and results. Paste the html code on your web page and start turning those clicks into AdSense cash!

7.3 To Search Or Not To Search

Putting a Google search box on your site brings advantages and disadvantages. The big plus is that all the ads the user sees are going to be relevant. The user chooses the keyword so the results are going to be right in line with what the user wants.

On the other hand, that means you've got no control over the keywords they choose so you can't try to promote high-paying keywords. You have to take what you're given. You could have a high click-through rate but low revenues (although there's still no guarantee that the user will click on an ad rather than an unpaid listing on the search results page.)

But your users will leave your site at some point anyway. Why shouldn't you try to make money when they do click away? Even if Search doesn't bring you huge amounts of money, you should still use it as an added revenue source and to bring extra functionality to your users. I look at it this way. If a visitor doesn't find what they want on my site, I'd prefer that they leave some change in the "tip jar" on the way out the door!

7.4 Home Page Searching

One way to increase your revenues from searching is to encourage your users to use your site as their home page.

Many users have Google as their home page. If you're offering the same service as Google, using their search box and delivering their results, there's no reason why they shouldn't be searching from your page — and giving you revenue from the ads.

Just encourage your users, especially users with Google as their home page, to switch to you, and you'll be able to make the most of your search function and your ads.

7.5 Customizing Your Search

Google lets you customize the search box to match your site in the same way that you can customize your ad units. But a different principle applies here:

you want to prevent your ads from looking like ads; you want your search box to look like a search box.

You can certainly make the box look like part of your site so that it looks attractive but as I said, keep the button grey.

People trust Google to deliver results that they want. If the search box reminds them of Google, they're more likely to use it than go to Google.com and search from there.

7.6 An Innovative Search Script

Bob Rankin of www.tourbus.com shares a custom-made javascript that allows you to suggest additional search terms for your users. Note that is a violation of Google's Terms of Service to modify the search code. However, this script is independent of the search code, though it does dabble with the input.

Simply replace ABC, DEF and GHI in the script below with whatever search terms you wish to provide as suggestions for your visitors.

```
// change forms[0] to forms[n] as needed.

<SCRIPT language="JavaScript">
  function setvar(val) {
    document.forms[0].q.value=val;
  }
</SCRIPT>

<P>Suggested Searches
<BR>Click a highlighted word below, then press the Search button.

<P>
<A href="javascript:setvar('ABC');">ABC</A>    
<A href="javascript:setvar('DEF');">DEF</A>    
<A href="javascript:setvar('GHI');">GHI</A>    
```

8. Building Content

8.1 Writing Content

AdSense works better than just about every other type of online advertising for one simple reason: the ads are relevant to the content on your page. Users click on the ads because they find them interesting.

And they come back and click on them *again* because they find your content interesting.

If your site doesn't have good content, you're going to struggle to attract users and links, and you won't be able to persuade anyone to come back to your site.

Having the right content then is crucial to having good revenues with AdSense. It's also crucial to the relationship you have with Google's indexing mechanism. Remember, Google is a search engine first and foremost. Their purpose is to provide the web user with the best search results for the terms they are seeking. If you are providing quality content, you have a greater likelihood of having your search results come up higher on the page.

Fortunately, it's also easier than ever to fill your site with page after page of sticky content, each of which contains ad units and opportunities to earn revenue.

The most obvious way to create content is of course to **write it yourself**. Pick a subject you like and pour your heart out. If you know everything there is to know about video games, you could set up a site stuffed with reviews, news and walkthroughs, and write all the articles yourself. Your AdSense units will give you ads related to gaming and as long as they're positioned properly and look right they should give you more than enough revenue to fund your video gaming habit and then some. You can do the same thing for any topic you wanted.

But remember, if you've created your site to make money, then writing the content yourself means that you're *working* for that money. When you count your revenues, you have to factor in the time and effort it took you to make those revenues.

That's one of the reasons that many people look for other, easier ways to get content around their ads. (The fact that they just don't like writing is another good reason.) Fortunately, there's plenty of ways of creating effortless content and some of them are even free.

8.2   Making Bucks With Blogs

Writing blogs isn't exactly effortless, but it is something a lot of people do for fun and because they're updated regularly, Google loves them. If you're going to write a blog anyway, then you should certainly be making money out of it.

The biggest challenge when writing a blog is getting ads that give you good revenues. Because your entries are going to be talking about all sorts of different things, there's a chance that you're going to get ads on all sorts of random topics.

That's fine, unless your ads are barely giving you enough revenue to pay for the blog.

If you find that you're getting lots of ads related to "blogs" for example, instead of what you're blogging about, you can try changing the meta name in your template. Delete the <$Metainfodata$> tag and replace it with your own keywords and description:

```
<meta name="robots" content="index,follow">
<meta name="keywords" Content="Your keywords">
<meta name="description" Content="Keyword-rich description">
```

Make sure that your blog has plenty of keywords and use lots of headlines containing key phrases, repeating them throughout the blog.

Above all though, make sure that your blog has plenty of text. It might be fun to stuff your pages with pictures of friends, family and pets but Google can't read them and you'll end up with public service ads instead of revenue.

8.3 Adding AdSense To Your Blog

Not all blog sites use the same template so how you add AdSense to your blog will depend on the company you're using.

For users of Blogspot.com, which is owned by Google, you can put the ads in the template section of the site:

```
<!-- Begin .post -->
<div class="post"><a name="<$BlogItemNumber$>"></a>
<BlogItemTitle>
<h3 class="post-title">
<BlogItemUrl><a href="<$BlogItemUrl$>" title="external
link"></BlogItemUrl>
<$BlogItemTitle$>
<BlogItemUrl></a></BlogItemUrl>
</h3>
</BlogItemTitle>
<!--Your AdSense code -->
```

You can see on my own blog at http://www.joelcomm.com how I put ads directly above my text. http://crayfish-info.blogspot.com does the same. The ads here are centered above the <div> tag and he's added a <br> break tag to add a gap between the head and Google and help his ads to stand out.

To do the same thing to your blogspot blog, click "Change Settings" on the Dashboard and then click "Template Tab." Somewhere on the page, below the CSS material, you should find a section of code that begins"

```
<p id="description"><$BlogDescription$></p>
</div></div><br>
```

The code should then look like this:

```
<div align="center">
<script type="text/javascript"><!--
google_ad_client = "pub-xxxxx09818xxxxx";
google_ad_width = 728;
google_ad_height = 90;
google_ad_format = "728x90_as";
google_ad_channel ="117893460x";
google_ad_type = "text_image";
google_color_border = "336666";
google_color_bg = "669966";
google_color_link = "CCFF99";
google_color_url = "003333";
google_color_text = "FFFFFF";
//--></script>
<script type="text/javascript"
```

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```
    src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script></center></div>
<!-- Begin #main — Contains main-column blog content -->
```

Before uploading, check the preview to make sure that the ads are where and how you want them, then "Save Template Changes" and "Republish" to refresh the blog.

Of course, you don't have to place AdSense directly above the text. **Another option is to embed the ads *within* the text so that they appear after particular entries.** That would limit you to three entries per page (if you wanted an ad unit after each entry) but it could increase your click-throughs.

8.2 Old Content

Blogs have to be written all the time, but if you've ever written anything in the past, don't just let it gather dust on your shelf. Give your old work a new lease of life by throwing it onto the Web!

For example, "Low Fat Linux" by Bob Rankin was written years ago. You may be able to find it on Amazon.com, but it's not likely that many people are buying it because you can read the entire book for free at www.lowfatlinux.com.

Bob's content has done its job of selling copies. Now it's doing a second job, selling clicks to ads.

What have you got lying around that could be earning you money?

Fig. 8.1 Bob Rankin makes money from old content. Note the position of his ads. They're prominent but could he get more clicks by putting them on the right? He could also have added an AdLink unit above the list of links on the left.

You might have an ebook of your own that isn't selling very well. Instead of attempting to sell your ebook for $19.95, why not turn it into web pages and make it available for free for all to enjoy? Paste your AdSense code on the pages and you may make more from the ads than from sales of your ebook. Repurposing old content is a fantastic way to draw water from your own well.

8.3 Volunteer Writers

To use old content, you have to have content in the first place. If you don't happen to have any out-of-print books that you've written lying around — and you don't feel like writing something new — another option is to ask people to write for your site for free.

Lots of people like writing. Just look at Amazon. They didn't pay a penny for all those book reviews. Their users write them for free and Amazon benefits.

When I started www.WorldVillage.com, I didn't have money to pay the people who reviewed software for me. Instead, I contacted the game companies and received complimentary copies of their computer games, which I then forwarded to a staff of volunteer writers. The agreement was that they would provide me with a written review of the game and they would keep the game as payment. I've got dozens of game reviews that

bring users to my site and get them clicking on my ads. I didn't pay a penny for them but years later they continue to generate revenue for me.

You don't have to use reviews though. Whatever the subject of your website, you can add a line asking people to send in their thoughts and comments. You can just say something like: "We want YOU! We want your thoughts, articles and comments. Send your submissions to editor@yoursite.com and we'll post them here."

You can then create a whole new set of pages for your users' submissions and put AdSense on each one of them.

Fig. 8.2 Game reviews at http://www.worldvillage.com/softwarereviews/index.html Mmm... free content.

8.4 Build Thousands of Pages with Other People's Content

What is the focus of your web site? Is it all about parenting? Do you help people with their finances? Does your newsletter introduce people to new web sites? Or is your focus on the legal field? Regardless of your niche, you can benefit from taking advantage of one of the little-known secrets of AdSense experts… FREE syndicated articles.

Many writers want nothing more than to have their work published and read. Syndicated content is a dream-come-true for writers AND publishers. For the writer, it exposes their work to a larger audience. And for the publisher (that's you!), it means more quality content for your site. You might not be aware that there are literally THOUSANDS of articles available online which you can easily add to your web site!

Of course, the trick is knowing where to find these articles. Below is a list that can get you started by showing you where you can find over 30,000 articles that are ready to be placed on your own web site.

Please note that each site has its own restrictions and rules for using its content. In all cases, you must leave the author's name and web site link intact. Some sites require that you also link back to the site where you found the article. This is critical! Remember that while you are allowed to use the articles on your pages, the content is still property of the author. Please give credit where credit is due!

You may wish to publish articles only relevant to your topic, or you may wish to become a publishing powerhouse, adding thousands of new pages to your site. Regardless of how you wish to approach it, here are a few sites that provide you with thousands of FREE articles that you can republish on your web sites.

EzineArticles.com
http://www.ezinearticles.com
A fantastic resources featuring over 21,000 articles covering a huge range of topics. However, they do have a limit of 25 articles/year for each site. Look through the categories and you can select some gems.

DotComWomen.com
http://www.dotcomwomen.com/free-content.shtml
Nice selection of articles targeting women.

John Watson
http://members.tripod.com/buckcreek
John offers his stories for site owners to enjoy and place on their sites.

ValuableContent.com
http://www.valuablecontent.com/
The site name delivers as promises. Dozens of categories with hundreds of

articles for you to publish. Marketing, business, humor, internet, legal, computing, sports, travel and many more.

Patricia Fripp
http://www.fripp.com/articleslist.html
Patricia Fripp is a businesswoman, marketer and motivational speaker. Her site offers over one hundred articles perfect for any business-oriented site.

ArticleCity.com
http://www.articlecity.com
This one is a source of articles that will keep you busy for weeks on end. ArticleCity offers over 12,000 articles that you can place on your site. If the topic exists, you can bet that this site will have an article on that topic. I recommend spending a great deal of time selecting articles for your site here.

Want to find more? Simply do a Google search for "free articles" and see what turns up. Fine tune your search for your topic to find articles relevant to your site, such as "free parenting articles" or "free financial articles".

Now that you know where to find free content, you can build hundreds or thousands of keyword relevant pages and place your AdSense code on them to generate more revenue.

8.5   Add Public Domain Works To Your Site

One of the best kept secrets of free content comes in the form of Public Domain works. Basically, these are books, articles, recordings and pictures whose copyrights have expired. Since they have not been re-registered with a copyright, they enter the public domain. What does that mean? It means ANYONE (including you) can publish, re-publish and/or sell the works without paying a commission to anyone!

Think about this. You can build a site with HUNDREDS of pages just by publishing one public domain book on your site! Think of all the AdSense impressions you can deliver. The possibilities are endless.

I have two sources that you will want to investigate to find Public Domain works that you can begin using immediately

Idea #1 — Project Gutenberg

Project Gutenberg is the oldest producer of free electronic books on the Internet. Their collection of more than 15,000 eBooks was produced by hundreds of volunteers. As of this writing, the top 10 most popular works on Project Gutenberg are:

1. The Notebooks of Leonardo Da Vinci by Leonardo da Vinci

2. Project Gutenberg "10K" DVD

3. How to Live on 24 Hours a Day by Arnold Bennett

4. The Art of War

5. Ulysses by James Joyce

6. The Adventures of Sherlock Holmes by Sir Arthur Conan Doyle

7. Project Gutenberg "Best Of" CD August 2003

8. How to Speak and Write Correctly by Joseph Devlin

9. Alice's Adventures in Wonderland by Lewis Carroll

10. Grimm's Fairy Tales by Jacob Grimm and Wilhelm Grimm

Check out their entire library at **http://www.gutenberg.org/**
Please note that while you may republish these works on your site, you are not allowed to resell the works themselves.

The downside of using works from Project Gutenberg is that hundreds of other people may already be using them. You might opt for less popular works in order to get better search engine placement.

Idea #2 – The Lost Files

Created by Russell Brunson, The Lost Files is a subscription-based service that provides the latest works to enter the Public Domain. In other words, he keeps you posted of new books and articles before everyone else gets their hands on them!

Here is a list of some titles available to members:

* How To Develop Self Confidence
* How To Draw and Paint
* Guide To Bowling
* What Character Does Your Handwriting Reveal
* How To Develop Perseverance
* How To Become A Speaker
* Dreams Interpreted
* How To Play Tennis
* Hints On Writing Short Stories
* How To Make Money
* Strength From Eating
* How To Study The Bible For Greater Profit
* The History Of Music
* How To Make and Use A Home Radio
* How To Write A Hit Song And Sell It

I have subscribed to this service and plan on testing some new public domain works on one of my sites. You can read more about The Lost Files at http://www.adsense-secrets.com/thelostfiles.html

8.6 AdSense In RSS Feeds

One of the biggest changes to take place on the Internet recently has been the growth of RSS (Really Simple Syndication) feeds. These let subscribers see when a site has been updated and sends them information instead of waiting for them to come to the site to see it for themselves.

The good news is that Google is starting to put AdSense ads in RSS feeds.

The system is new and Google is still testing it as I'm writing this book but if you've got an RSS feed on your site (or want to set one up) and you've got more than a hundred subscribers, your site can join their team of Beta testers.

There seems to be little room for tweaking the ads, although it's a safe bet that the same principle of blending the ads into the page would apply as much here as on a Web page. At the moment though, the ads only appear after the content, at the bottom of the URL. You can apply for the program at http://services.google.com/ads_inquiry/aff

Alternatively, if you don't want to be a Google guinea pig, Kanoodle is ahead of them. You can use their program at http://www.kanoodle.com/about/brightads.cool

8.7 Use Your Newsletter To Drive Traffic!

A great newsletter is another way to capitalize on AdSense. Newsletters are fantastic tools **to drive repeat visitors to your pages!**

Here's one way to use them: Instead of mailing the entire newsletter, save a few juicy tid-bits for your website and provide a link for your visitors to click.

When subscribers click-through to get the full story, they're likely to click your ads. And send you another AdSense bonanza! For example, Prizepot (http://www.prizepot.com) is a contest and sweepstakes site with a new item each day. Their free weekly newsletter is sent with a teaser for all the new items posted that week. In order to find the entry form, you must click the link in the newsletter. Of course, when you arrive at the destination page, not only do you receive information about the contest, but you are greeted by AdSense ads. For a sample newsletter, send an email to join-prizepot@lists.worldvillage.com.

If you have a big, responsive mailing list — start turning it now into extra AdSense cash!

And if that isn't a good enough reason to start producing a newsletter, it looks as though Google are also testing AdSense in the newsletters themselves. They've already been doing it for iVillage.com and there's a good chance they'll be extending it to other users soon.

You can either create a newsletter yourself — and mail it using a mass mailing system like Intellicontact.com — or you can ask someone to write it for you. ConstantConversions.com (http://www.constantconversions.com) is a copywriting service that specializes in newsletter writing. You can tell them about your site and they'll do it all for you, from concept to inbox. You can even tell them you want it optimized for AdSense. They'll know what to do.

To start your own email newsletter and auto-responder for your site, I highly recommend Aweber.com. With Aweber, you can build unlimited lists with unlimited autoresponders. That means you can have your list set up to automatically send email to certain groups at predetermined times. Along with their email broadcast services, Aweber is my first choice for many of my lists.

8.8 Buying Content/ Hiring Writers

One of the problems with free content is that you can get what you pay for. And if your site doesn't have valuable content, it's going to have an effect on your click-throughs.

The alternative of course is to pay professional writers to write for you. I've already mentioned www.elance.com as a good place to find designers but it's a good place to find writers too. You can also ask ConstantConversions.com to write articles for you.

The advantage of hiring writers of course, is that you can be sure you're getting good content with little effort. On the other hand, you have to make that money back.

Try testing a writer to see how much profit a series of articles generates. If you pay $200 for five articles but find that your new pages don't give you a $200 increase in revenues, you either need a new idea — or a new writer.

8.9 Automated Content

Finally, a couple more options you can use to create content for your website are ArticleBot and TrafficEqualizer.

Both these tools automatically create pages filled with content based on your keywords, saving you the hassle and expense of writing and buying content yourself.

The folks at Google aren't crazy about pre-fabricated, useless content and it's unlikely your users will be either. They're probably better than nothing, but good content is best of all.
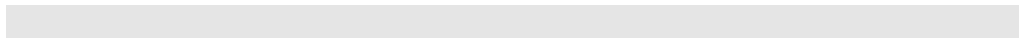
9. Response Tracking: Your Hidden Pot Of AdSense Gold!

In the last chapter, we talked about content. Google won't let you ask visitors to click on your ads, or use other deceptive ways to make them click. But good content is an endorsement in itself. Some of its charm rubs off on the ads, making the ads more believable — and interesting!

If you have a website with impartial product reviews, for instance, visitors are more likely to click the ads to learn more about a product, check out the latest prices or order online.

It's crucial to create content that's genuinely interesting. But your work doesn't stop there.

After setting up your AdSense Account, the first thing you want to do is play with your ad formats and placement to make the ads blend in. That's where the bulk of the "easy-money" is hiding.

But once you've got that right, what next? You start tweaking the text and making all sorts of other changes to improve your CTR.

But every time you make any sort of change to your ads, you must track the results.

Consider this example:

Joe Drinker has a great website about "How to make Beer at Home". It's doing well on AdSense, but not well enough. His week's stats look something like this:

Date	Page Impressions	Clicks	Page CTR	Page eCPM	Your earnings
4/2/05	40930	1516	3.7%	5.62	229.92
4/3/05	40358	1574	3.9%	6.59	265.99
4/4/05	38962	1517	3.9%	6.11	238.01
4/5/05	33563	1381	4.1%	6.38	214.21
4/6/05	32978	1325	4.0%	6.76	223.81

| 4/7/05 | 28207 | 1294 | 4.6% | 7.52 | 212.01 |
| 4/8/05 | 27322 | 1251 | 4.6% | 7.47 | 204.20 |

Joe is pretty happy with his CTR but wonders if he can raise his CPM and in the process, lift his earnings. So he looks up high-priced keywords related to his subject, and works the term "beer cans" into his content.

A few days later he logs into the stats on his AdSense account and finds that that that change has actually HURT his income:

Date	Page Impressions	Clicks	Page CTR	Page eCPM	Your earnings
4/9/05	32744	985	3.0%	4.21	137.95
4/10/05	32286	1023	3.2%	4.94	159.59
4/11/05	30954	986	3.2%	4.59	142.08
4/12/05	26850	898	3.3%	4.78	128.52
4/13/05	26382	861	3.3%	5.08	134.28
4/14/05	22566	841	3.7%	5.63	127.20
4/15/05	21858	813	3.7%	5.60	122.52

Joe has not only disappointed a lot of collectors who come looking for beer cans — his site contains lots of keywords but little in the way of good content — he has also discouraged visits from people who want to make beer at home.

His search ranking has gone down, making his website harder for people to find him and lowering his impressions. It's also hurt his earnings per click as the people who visit the site leave faster. What's worse is that he's also risked his AdSense standing!

Now, does that make it a bad idea to optimize your website for AdSense?

Not at all. It is actually a good idea, if you do it right. And by that I mean… No Shortcuts!

There is a simple, step-by-step process to optimize your website for high-paying search terms. And this method is almost fool-proof! So why isn't everybody doing this?

Simply because very few web publishers know how to use **Tracking** to their

advantage.

Tracking will not only help you minimize your mistakes, it will also reveal hidden pockets of money that you would have never found otherwise.

Read on to find out how YOU can use Tracking to sky-rocket your CTRs and increase revenues per-click.

TIP: [Click here](#) **to learn about tools to optimize your website for high-paying search terms.**

9.1 How To Track With Channels

Google has its own FREE tracking feature called "Channels". Channels remind me of spy movies, where a smart chip is planted in the arm of a super sleuth, making it easier to track his activities or whereabouts.

AdSense hands you 50 such chips. Use them to track ads on specific domain names or to group ads according to specific ad formats, keywords, their location on the page etc. You can use any other factor that might impact their effectiveness, based on the type of website you have.

Channel those clicks!
Google tells you many things about each Channel, such as the ad impressions, click-throughs and earnings data.

You can use the channel reports to find out which channels are making you the most money — and how to increase your earnings for other channels.

9.2   How To Create A Channel

You should create a channel for each one of your sites.

Within a site, you'll still have the option of creating channels for individual pages if desired, and this can be useful if you want to check how well ads are doing on a certain set of pages versus another set. But start by creating one

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URL channel for each site and you'll have the general overview that you can use as a starting point for your tracking.

And it's very easy to do.

The first thing you'll want to do is create URL channels.

Fig 9.1   Google gets powerful with URL Channels.

The original Channels required you to **manually change AdSense tags** for each ad block you wanted to track. Many AdSense partners complained about the pesky old channels, and at last, Google launched its **URL Channels** to make life easier.

You can use URL Channels to track individual pages or just specify the domain name to track all the pages in that website. The pages or websites you add will be automatically tracked — there's no need to manually change the code on those pages. Neat!

If I need to track all the ad units appearing on my website www.DealOfDay.com, I just need to feed in the domain name and Google does the rest. The URL Channels are especially useful if you have several websites, and have a general idea of the formats, colors, alignment etc. that works best for you.

Remember though, you still need the original, **Custom Channels** if you want to track ads across different domain names, based on ad sizes, formats, colors etc.

For instance, if I want to track left-aligned ads across all my websites (sites with different domain names), I need to group them together into a single channel and manually change the channel code for each page.

First, I name the new channel:
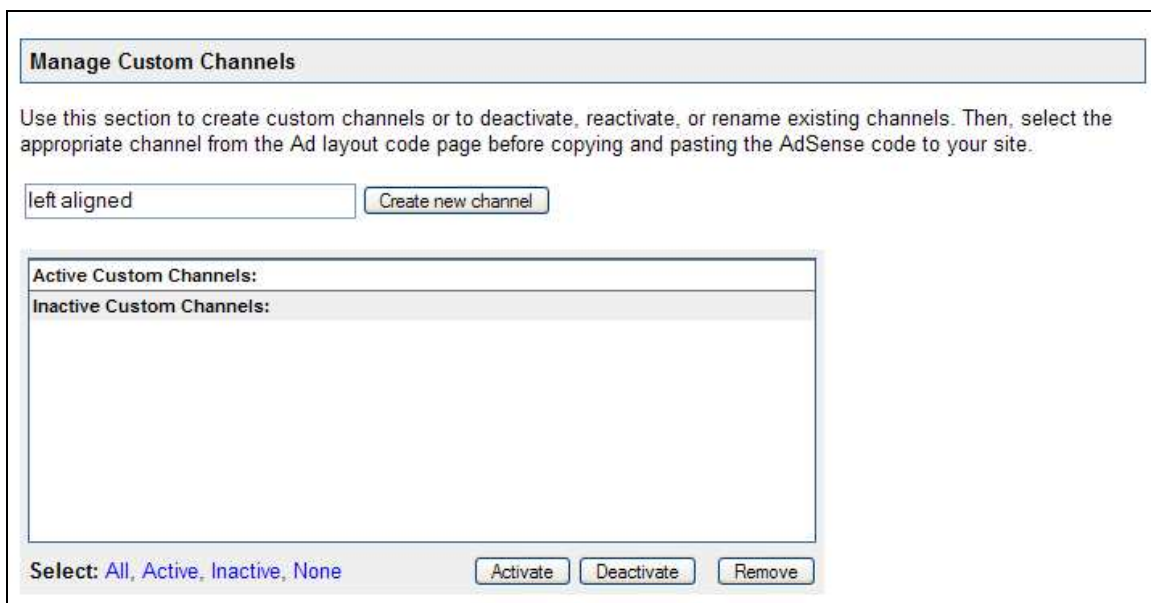
Fig. 9.2 Here comes a new channel...

Then I choose the Ad Type, Layout and Color of the ads I want to track:

Fig. 9.3 Defining the ads to track in my new channel.

Finally, it's simply a matter of allocating an alternate URL if I don't want public service ads, selecting the channel and copying **and pasting the code onto each of the pages that contain the sort of ad I want to track**:

Fig. 9.4 Creating the code for my new Channel.

Of course, I would then have to repeat the process if I wanted to track ads of a particular color or size.

While Google can now track ad performance for your specified domain name, please don't expect URL or Custom Channels to give you data about your visitors, such as who referred them to your website or which web browser they use. These are details only your server logs can tell you.

9.3   How to Read your Server Logs

Various AdSense Tracking programs are currently sold on the Internet. This type of software runs on your own server which means it has access to vital visitor information.

These packages are not affiliated with Google, but you can use most of them without violating the AdSense TOS.

External tracking software can tell you many things that the Channels don't reveal, such as:

- Where your visitors are coming from;
- Where the ad-clickers are coming from;
- What search keywords led them to your web page.

Your stats package should compile and interpret your log files. It will tell you how many people visited your pages, how long they stayed, which are the most popular pages, what countries/domains they visit from, and how many bookmarked your site.

Just about all the information you need.

One thing that external Tracking software **cannot** do for you, is to tell you **exactly how much MONEY** a specific ad (or a group of ads) is making for you. Only Google's Channels can tell you that.

External tracking software can tell you an ad's CTR, but your AdSense income also depends on factors such as the earnings per click, content relevance, your ranking on Google Search Results and many other factors besides.

That means that the same ad can produce different commissions on two different sites.

The better your site (the higher your ranking, the more links you have etc.) the higher your commissions will be.

I do recommend the use of external tracking software in addition to Google's Channels.

Why? Because Channels can be quite confusing if you use them by themselves. Consider this example:

In this hypothetical case, Jim has a website about fast cars, where he discusses his passion with thousands of like-minded visitors. He decides to

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find out which ads are doing better than the others.

Jim groups all ads with a blue border into a specific channel, which he called "Blue_Border". He finds that the blue-border ads generated a 5% CTR (click-through ratio), while the rest of the ads generated around 2% CTR on average:

Channel	Ad Unit Impressions	Clicks	Ad Unit CTR	Ad Unit eCPM	Your earnings
Blue_border	11378	569	5.0%	7.24	82.38
Green_text	11205	525	2.0%	6.29	70.54
Tall ads	12963	302	2.3%	1.22	15.78

Next morning Jim tweaks all his ads to give them a blue border. The result? The ads in the "Blue_Border" channel continue to generate 5% CTR, while the rest of the ads (which also have a blue border now) are still generating 2% CTR. Very confusing!

Channel	Ad Unit Impressions	Clicks	Ad Unit CTR	Ad Unit eCPM	Your earnings
Blue_border	11606	590	5.0%	7.24	86.50
Green_text	11765	55	2.0%	6.29	74.07
Tall ads	12315	287	2.3%	1.22	14.99

Clearly, there's something else that's making Jim's visitors click — and it probably has nothing to do with the blue border.

What is that hidden ingredient that's jacking up those click-through ratios? The Channels won't tell.

Jim now decides to install an external tracking software on his website. After looking through his server logs, he finds that ads with the term "Car Accessories" are getting the maximum click-throughs. How does Jim know that?

Simple. His tracking software tells him which ads his visitors are clicking. He also knows which sites his visitors are going to.

Jim found that of all his visitors, those who searched for the term "Car Accessories" were generating the maximum click-throughs on his web pages. Naturally, ads with the term "Car Accessories" were doing better than the others.

Should Jim now optimize his website for the search term "Car Accessories"?

For most web publishers, that's good enough to get down to work.

But Jim is skeptical. **Jim wants to know if his "Car Accessories" ads are also his top income generators.**

To find out, he creates a Channel to track the earnings of all ads with the term "Car Accessories" in it. He calls the new channel "Car_Accessories".

A few days later, Jim logs in to his AdSense account to check his earnings. He finds that about 30% of his income is drawn from visitors looking for car accessories.

Channel	Ad Unit Impressions	Clicks	Ad Unit CTR	Ad Unit eCPM	Your earnings
Car Accessories	14577	729	5.0%	4.9	71.43

That's significant, but it raises another question in Jim's mind.

Where is the remaining 70% of his income coming from?

He looks through his tracking reports once again and finds that ads with the term "Car Parts" are also doing well. He found that while "Car Accessories" took the lead with 5% CTR, the "Car Parts" ads were generating a healthy 3% CTR.

Jim is excited. He knows he's on to something big!

Jim's tracking software has helped him uncover two great "leads". Which of these will lead him to his top income generator?

The plot thickens…

To find out, Jim now creates another channel called "Car_Parts".

A week later, he logs in to compare his earnings for each channel.

Here are Jim's results:

Total AdSense income for one week = $1666.67

"Car_Accessories" Channel = $500 (30% of total AdSense earnings)

"Car_Parts" Channel = $1000 (60% of total AdSense earnings)

Remaining Ads = $166.67 (10% of total AdSense earnings)

Incredible! Jim now knows that his "Car_Accessories" ads might be getting him the most clicks, but **his "Car_Parts" ads are making him the most money!**

Google won't tell you all reasons why the "Car_Parts" ads are making Jim more money. But Jim knows that the keyword "Car Parts" is probably more expensive, and that his website ranks better for that term.

FINALLY--
Jim is ready to act on this information. Let's take a look at his various options:

1. He can use it to optimize his page for the search term "Car Parts", so that his content is more relevant. Jim knows from experience that when his ranking for the search term "Car Parts" goes up, so will his earnings per click.

    But it does have a downside. It might LOSE him his "Car Accessories" traffic! Jim knows that the price of keywords keeps fluctuating with the bids placed by AdSense advertisers. A keyword that's not so hot today can trigger a frenzied bidding war tomorrow!

    Jim doesn't want to lose his most responsive visitors, earning him a decent $500 per week.

2. Jim can optimize his page for "Car Accessories". But that comes with the huge risk of losing a whopping 60% of his earnings.

3. Jim can launch dedicated web pages for "Car Parts" and "Car Accessories".

4. Jim can optimize his page for BOTH search terms.

Jim decides to go with option 4 — optimize for BOTH search terms!
Jim knows the old saying that if you try to please everyone, you end up

pleasing none at all. That's why he decides to play his cards carefully.

Jim understands visitor behavior. He knows that his visitors like to read in "bite sized" portions. They take a bite here and a nibble there. But they never read a web page like a book, starting from the top and reading right through to the bottom.

He tweaks his layout to make the "Car Parts" articles more visible. He smartly uses the hot car photos on his website to create several points of interest in his neatly laid out website.

Jim knows that people will instinctively look at the car photos, then be drawn in by detailed information about car parts — followed by the strategically placed Google ads.

Google allows you to put up to three AdSense blocks (ad units) on the same page. Read more about this policy change — and what it means to you.

To leverage this opportunity, Jim creates new space for content by tweaking the framework of his web page. Now Jim can capitalize his page layout by drawing people in with short, interesting 'content hooks' that build interest in the Google ads.

He adds new side-bars with juicy tid-bits about hot new car accessories. These will act like instant magnets to visitors looking for car accessories. More importantly, they run right alongside the AdSense ads, which tempt people with hot new offers on Car Accessories.

A specially designed "Accessories I love" section invites visitors to scroll down for more. Here Jim provides news, updates and impartial reviews about the Car Accessories Market. He entices visitors to check out new product launches with an integrated Google Search Box, which enables them to search within his website or search the entire web for relevant content.

These changes not only make Jim's web pages more relevant; it makes his visitors more receptive to the ads. And there's more. Jim can now create new income streams for himself by plugging in new links to pages dedicated to car accessories, car parts and other keywords that are already attracting highly responsive visitors to his existing pages.

Jim used his channels and server logs to drill deep and come up with a real gold-mine of information. You too can use these secrets to **zero in on ads that make you the most money —** and to find hidden sources of AdSense income.

9.4 Tracking Tools

There's a whole range of different tracking tools available to fill the gaps left by Google's Channels. Here is a quick run-down of the main ones with two MUST-HAVE titles at the end:

AdSense Log
http://www.adsense-secrets.com/adsenselog.html

Created by MetalGrass, this stats analyzer has easy-to-read graphs and charts. They also use Google's own stats rather than tapping into your server's MySQL.

You can check your account as frequently as you want and the log will even you give you a sound, an email or a pop-up window when new data is available.

Price $50. Free 30-day trial.

AsRep
http://www.asrep.com

asRep

AsRep lets you track all of your stats in real time. That includes each of your three regular ad units, an AdLink unit and up to two search boxes on each page.

The program also captures colors, format and channels, and whether the units are showing ads or alternates.

Price $50. Unlimited evaluation version available.

CSV AdStats
http://www.nix.fr/en/csvadstats.aspx

CSV AdStats is less of a tracker and more of a
number-cruncher. You can download Google's CSV
data file and conduct a full stats analysis to check
averages and create charts.

A useful way to squeeze more sense out of your
stats.

FREE

Google AdSense Tracking Script
http://www.biz-directory.org/AdSense/

The Google AdSense Tracking Script lets you see the domains and files where
clicks occurred, hourly and daily stats and who clicked what, where and
when.

Price $100.

TWO TOOLS YOU CAN'T DO WITHOUT!

If you are serious about making money with Google AdSense, there are two tools that I use regularly and wholeheartedly endorse above all others. The investment in these tools will pay for itself again and again.

AdSense Tracker
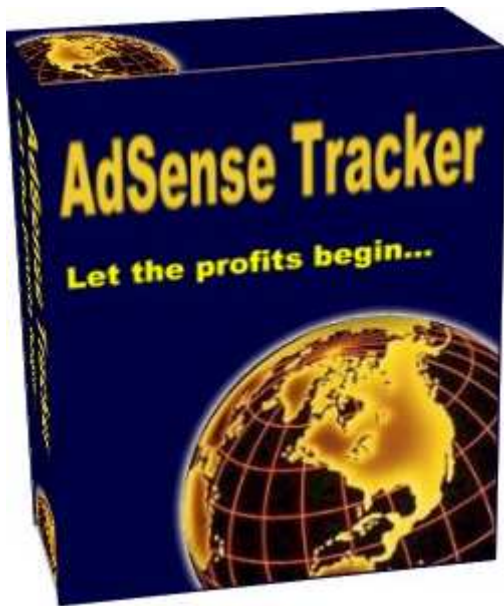
AdSense Tracker does the following:

1. Track clicks, page views and CTR by **referrer**.

2. Track clicks, page views and CTR for each **search engine and all search keywords**.

3. Real-Time tracking of your **AdSense channels** and your own custom channels.

4. Track clicks, page views and CTR by domain, page, directory, advertiser url, IP and ad format

5. List all clicks (IP, ad url, originating page, **referrer** and date/time).

6. Track WebSearches by domain, page and referrer

7. Track WebSearches by search engine and all search keywords, as well as by channel, hour and IP address

8. List all WebSearches (IP, search terms, originating page, referrer and date/time) and run reports on any date range.

The developer of this package offers a 30-day FREE TRIAL, so you can't go wrong with giving it a spin.

Click the link below to try AdSense Tracker for free:
http://www.adsense-secrets.com/tracker.html

AdSenseDesktop — Instant Stat Analysis

And once you've got your stats, I recommend reading them with AdSenseDesktop. This is a great program that lets you download your stats, turn them into graphs and analyze them to identify trends and work out what works best.

You'll also be access your data faster and easier — there's no need to log in through the Google AdSense website each time you want to see how you're doing — and all the changes you make are kept in a centralized log! That makes it easy to remember the changes you made and see which ones increased — or decreased — your earnings!

And as I discuss in a later chapter, it is critical that you keep an AdSense journal, making note of the changes you make to your AdSense as you go. AdSense Desktop includes a "Notes" page that allows you to do this.

It's a <u>very</u> useful tool.

Fig. 9.2 AdSenseDesktop gives you instant readouts with a quick rollover on your taskbar.

One of the best things about AdSenseDesktop is that you can turn your stats into a whole range of different graphs, including:

- Page Impressions graph
- No. Clicks graph
- Click-through rate graph
- Effective CPM graph
- Earningsgraph
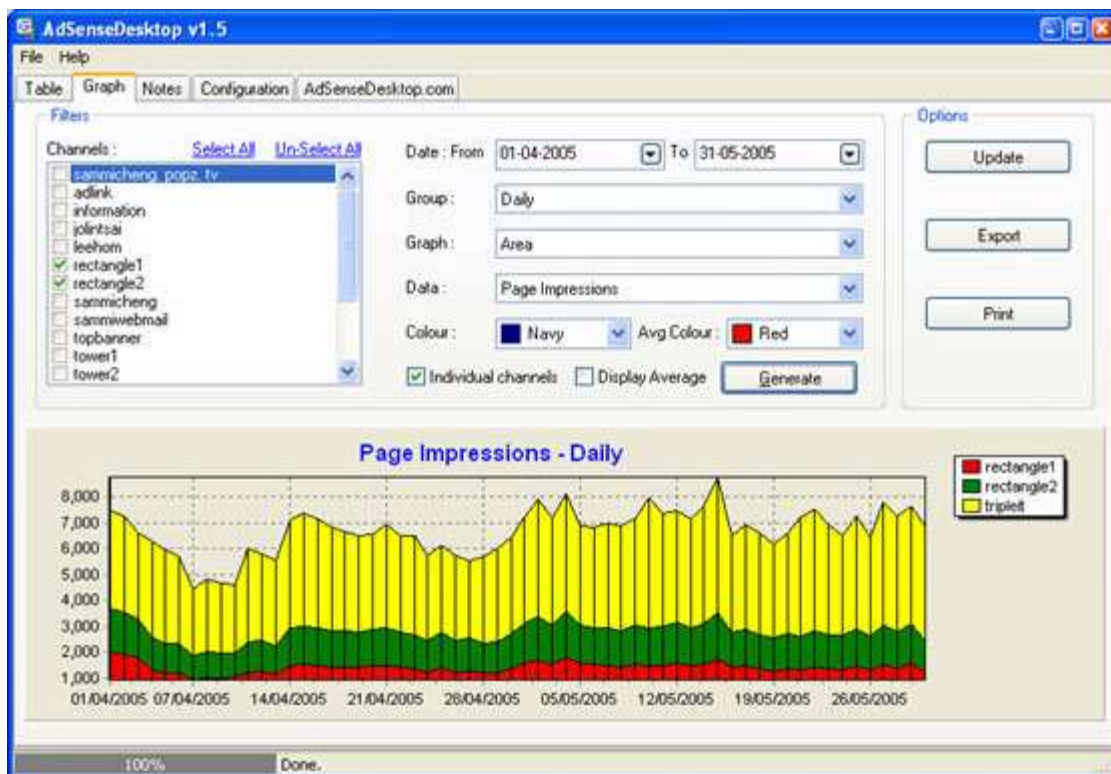
Fig. 9.3 Keep track of different channels with one glance.

Sounds good, doesn't it? You can download a FREE trial copy from
http://www.adsense-secrets.com/adsensedesktop.html

10. How To Make AdSense Work With Internet Communities

Maximize your AdSense Revenue from Internet Forums, Message Boards and Discussion Groups!

In the chapter 8, we mentioned making revenue from blogs. But blogs certainly aren't the only types of content online or the only types that can use AdSense.

In an active Internet Community, users generate most of the content. You cannot completely control the keywords or the topics, which means AdSense might spring some surprises with the ads that show up. (Just have some Alternate Ads handy, in case AdSense pulls up a series of non-paying public service ads.)

Unlike passive surfers who like to explore your website for relevant information, forum members are very focused on their messages and the responses they attract.

Many publishers that play host to Internet Communities complain of negligible CTRs, scattered keywords (low content relevance) and low cost per click. What they don't realize is that Internet Communities are a hidden gold-mine which inspire fanatical loyalty, repeat visits, unique content and a high level of user involvement with the content.

Mega-brands such as Apple and Harley Davidson were built on the same foundation — a deep sense of personal bonding, high involvement with the product and strong referrals. You can achieve the same result with your website!

While all Internet Communities are not the same, they do have the same key strengths. You just need to recognize them and find new ways to cash in on them — as some savvy web publishers are doing already!

On the next page you'll find a few ideas to spark off your imagination:

10.1   Forum Members are very focused on their topic of discussion. **Ads that appear on the top, bottom or side margins of the page may not distract them from their main objective** — which is to read

and write the posts!

10.2 The best way to capture their attention is to **put your ads at the end of the top posting on each page.** Posts that appear on top are read more often, and usually set the tone for the rest of the discussion.

Many web publishers swear by **Google's 728x90 leaderboard ad with two ads trailing top-of-the-page posts.**

10.3 What gets the most clicks in any forum?
The **forum buttons** of course! Put your ads close to these useful buttons, sought out by users to search threads, create a new thread or post a reply. Check out this example:

Fig. 10.1 Positioned under the vital forum buttons, these Google Ads attract users in the right frame of mind- when they're ready to click! Turn to the next page for another great way to make your Google Ads more 'clickable'!

Fig 10.2 On this forum frequented by Internet deal hunters, I have turned my Google text ads into the hottest 'star attraction'. http://forums.dealofday.com

Without ever asking users to click, **the heading "Deal of Day" turns the Google Ads into a recommended resource for finding the day's top deals.**

Impressive forum stats, such as the number of members, threads and posts appear alongside the ads, making them look more legitimate. The sheer number of users creates a sense of urgency to check them out before other

members get their hands on the coveted deals!

10.4   Make sure you **apply the same text formatting as the user-generated content.** It's important to gain your users' attention first — then pitch your message when they're all ears!

10.5   Try putting the ads **at the bottom of each post**. If users spot the pattern and your click-throughs start to drop, try putting the ads at the bottom of every alternate post. The key is to keep them guessing!

10.6   **Don't break up a post by putting ads in the middle.** Since forums have user-generated content, people are more sensitive to these intrusions and might be offended if you make it seem as if the ads are their personal recommendations.

10.7   **Don't lump a bunch of ads together in the middle of the page.** It works well with 'passive' visitors, but your forum members will read right around them!

10.8   **Allow users to pull up targeted ads with a Google Search Box!** How often has a forum posting piqued your interest enough to launch a Google search? Once? Twice? All the time? If you're anything like me, **the Google Search Box is an added convenience, welcomed by most users.** It makes your visitors stay! And if they click an ad from the results page, you make money!

Which of these strategies will work for your Forums?

Only time can tell — but don't forget to track your results with Google's FREE AdSense Channels. There are publishers who have made a fortune with their community pages. It doesn't take rocket science. But a little persistence goes a long way!

11 How To Read Your Visitors Like A Book

11.1 Making Sense Of Stats, Logs And Reports...

Stats are a vital part of your success. If you can't follow the results of all the changes you're going to be making to your ads and your pages, then you're never going to maximize your revenues.

But reading your stats can be confusing. You're going to be staring at all sorts of tables filled with all kinds of numbers which can be rearranged and reorganized in all sorts of different ways.

That's why it's crucial to know how to read your stats and understand the figures.

11.2 The Most Important Stat Of All

There's one figure that's more important than any of the others. Know which one I'm talking about?

Revenue! If you aren't making money, no other stats matter.

If you are making money though, the next stat you want to watch is your CTR. The higher the percentage of clicks to page impressions you receive, the higher your CPM will rise — and the higher your revenues will become.

When you make a change to your ad placement, to your keywords, to your ad colors or anything else, wait a week and check your stats to see the result. And look first at your revenues.

Bear in mind too that when you have multiple ads on a page each ad unit counts as one impression — but you won't be able to get three clicks from them! Multiple ad units then can reduce your CTR while still giving you good revenues.

You might also want to translate your results into charts. If you do want to do that, the most important things to look for are trends in CTR and in earnings. Tracking impressions too will also let you see any radical fluctuations in traffic.

11.3 Optimum CTR

Much of your success will depend on lifting your CTR as high as possible. Obviously, the more people who click on your ads the more money you're going to be make but it's not always easy to know when you're inviting as many people as possible to get clicking. I've gone from less than 1% CTR to over 8% on some sites but I know of some sites that are getting over 30% CTR!

Your CTR will depend on a number of different factors, including:

- **Site Content** — Some types of content get more clicks than others (but don't necessarily make more money per click...)

- **Site Design** — We've already talked about the importance of where you place your ads and how you place them.

- **Number Of Links** — Why give your ads competition? If people want to click away from the page, you should get paid for it.

- **Ad Relevancy —** If you're not getting served ads that are relevant to your content, you're going to have a low CTR.

11.4 AdSense Arbitrage

Once you get to grips with the numbers that you see on the stats pages and your logs, you might notice something interesting. You might see for example, that you're getting 5,000 ad clicks on a page each month and that page is generating $1500.

Divide $1500 into 5,000 clicks and you'll realize that each click for that type of content is bringing you 30 cents.

That means that when you come to buy content, as long as you spend less than 30 cents for a click to that page, you're going to make a profit. And one way to do that is to open an AdWords account and buy advertising space on Google's search pages. You could pay as little as 5 cents per click, giving you a profit of 25 cents each time your 5-cent users click on your 30-cent ads.

That's AdSense arbitrage and it sounds like a foolproof way to increase your revenues.

If it were that easy, everyone would be doing it.

The first problem with arbitrage is that you can never get a 100% CTR. Not every 5 cent click you buy is going to give you 30 cents back — and every impression that doesn't result in an ad click is going to eat into your profits.

With these kinds of figures (and obviously, yours are going to be different), you'd need a 16% CTR to break even. (If every ad click costs 5 cents and gives you 30 cents, you can afford to lose five out of every six clicks or 16%).

So if you can see that you're getting a 16% CTR, buying advertising on AdWords to send traffic to your AdSense ads could be a good deal.

Or not.

The second problem with arbitrage is that your CTR rate is based on users coming from your current traffic sources. The users you buy through AdWords might behave differently. They've already clicked on an ad once so they might not want to click on an ad again.

Or alternatively, because you know they're the type who do click on ads, it's possible that they're exactly the type who'll click on the ads on your page.

Results from using arbitrage vary. Some people report that the clicks they buy on AdWords give them less revenue, others report that they've increased their CTR.

Some people are making SERIOUS money with AdSense arbitrage. The real key to arbitrage success is buying traffic based on the right keywords. And to do that you need...

11.5 WordTracker

WordTracker is a great way to find keywords to target for arbitrage. The idea is simple: if you can find popular keywords that few sites are targeting, you can increase the CTR of the ads you buy *and* improve the chances that users will click on the ads on your page. It's those keywords that will give you

the best revenues for arbitrage—and the most clicks from search engine listings.

WordTracker actually helps in four different ways.

First, you enter a keyword—say, "football". WordTracker will then give you a list of *hundreds* of different keywords related to football—words like "stadium" and "team" and "football player". Some of those words you'll probably have thought of, but lots of them you won't.

Now you've already got more keyword options than when you started!

Fig. 11.1 WordTracker: "Find the best keywords for your website". Says it all really!

The next step is to see how popular these keywords are. WordTracker looks across all of the main search engines and tells you how many people

searched for each keyword in the last 60 days. That's certainly interesting information in itself but there's not much point in targeting a word that 1,000 people search for every couple of months if a million Web pages are already targeting it.

Your ad would appear on page fifty-something of a search engine listing and get very few clicks.

The next stage is where things get really interesting. **Wordtracker compares the number of searches that people are making for each keyword with the number of sites targeting that keyword.**

It even awards each keyword a score that indicates the size of the opportunity for new pages that want target that particular keyword. It then becomes easy for you to see which words are likely to give the best search engine listings—and which will get the most clicks for the lowest prices when you pay to advertise.

For example, if you asked WordTracker to look up the word "football," you might find that 3,474 people look for "shoulder-pads" each day but only 2,375 Web pages are targeting that word. If one of the pages of your football site targets that keyword, you're almost certainly going to find yourself high on the search engine listings, giving you plenty of free traffic.

But if you also choose to pay to advertise your site on a GoogleAd, you can be confident that you'll get plenty of clicks—and great revenues.

WordTracker is a fantastic tool. It should definitely be in your money-making toolkit. Take a look at it at www.adsense-secrets.com/wordtracker.html

12. What To Do Before You Apply To Google AdSense

Guidelines for new web publishers

Imagine this. Mr. Big Google Advertiser is surfing the net, looking up some trade-related keywords. He clicks through lazily to land on a strange website. The logo looks amateurish. The content is full of typos. Heck, some of the links don't even work. And then, he sees something he least expects to find.

He seems to freeze for a second. His eyes pop wide open and you can see a muscle going in his cheek. He picks up his phone and dials a number. "I can't believe it!" He booms, "I can't believe you put MY ad on THAT website!"

Uh oh.

Google has a reputation to live up to. A reputation for providing quality content, targeted traffic and good value for money to their advertisers.

The way to meet these requirements is to provide content that meets their requirements and goes one step further to add something unique, which other websites might not offer.

Before you apply to Google AdSense, make sure you haven't cut corners on the layout and the quality of content. Google is quick to reject websites that are built specifically to attract search spiders or that trick people into clicking AdSense Ads.

To make a sizable income from AdSense, you need unique content, a true commitment to your visitors and **focused content** — which makes it easy for advertisers to target their audience.

To sum up, here are a few quick Do's and Don'ts before you Apply:

12.1 Don't build a website that specifically targets search spiders, with nothing unique to offer human visitors.

I've already discussed the importance of creating content that your users

are genuinely going to find interesting. If you have interesting content, you'll have higher CTR and higher revenues.

With so many legitimate ways of creating revenue-generating content, you're only cheating yourself when you take a short-cut. You reduce your CTR and you increase the odds of being banned by Google.

12.2 Don't build a website just to make money from AdSense.

The easiest way to produce genuinely interesting content is to produce content that genuinely interests you!

You might feel that the more pages that you can throw up, the more money you'll make but if you can't produce the sort of content that can compete with companies who produce genuinely good material, you're not going to get the traffic or the revenues.

But there is plenty of topics that you know about and enjoy. That's the kind of material that can give you money.

It will also make earning that money a lot more fun.

12.3 Provide targeted content that will help Google Advertisers to capitalize your traffic.

But writing about what you enjoy rather than what can help you earn doesn't mean you should forget about using your content to bring you targeted ads.

If you know that there are certain keywords in your topic that are worth more, then you can certainly write about those. You can also make sure that you toss in plenty of keywords and headings to keep those ads targeted.

12.4 DON'T build a website specifically to target high-value keywords unless you plan on developing quality content!

Not all advertisers bid high on the same keywords.
Just as it's a bad idea to create more content simply to create

more money, so it's a mistake to focus on particular keywords to create lots of money!

If you are prepared to produce good content and want that content to include high value keywords, one VERY useful report reveals those high-value keywords. You can find it at:
http://www.adsense-secrets.com/cashkeywords.html

#	Keywords	Avg Bid	Searches	Results	R/S Ratio	Google Ads	CPD
1	new orleans real estate	$19.74	11,147	2,310,000	207	45	7.0
2	cleveland ohio real estate	$12.16	14,779	1,550,000	105	39	0.9
3	nashville real estate	$9.07	18,040	3,090,000	171	50 +	9.8
4	real estate license	$8.73	23,626	6,390,000	270	42	61.2
5	orlando real estate	$8.45	13,584	4,680,000	345	50 +	14.0
6	real estate lawyer	$7.75	13,414	9,740,000	726	38	6.2
7	real estate school	$7.22	37,674	16,300,000	430	46	52.2

Fig. 12.1 Sample report revealing high-value keywords.

If you want to aggressively build sites, another very useful tool you might want to look at is **Top Keyword Lists.**

This is a 'plug and play' monthly membership service offering twenty-five high-paying AdSense markets each and every week. With a simple page generating application, you can turn out twenty-five sites quickly and easily from each week's updates. If you prefer to spend a little more time building your site with articles, they offer a unique keyword research tool that allows you to pinpoint the key phrases you should concentrate your articles on for maximum payout through AdSense. Read more about it at
http://www.adsense-secrets.com/topkeywords.html

12.5 Websites that rank higher in a Google search (SERPS) will get a better per-click payout than websites which rank lower for the same search term.

I don't know if that's because Google just wants to reward sites who meet their criteria for high search listings or because they assume that sites that rank higher are going to have better users for advertisers than lower-ranked sites.

Most likely though, is that it's all about content relevance. A top-ranking website is considered more relevant than a lower-ranking one. So keep an eye on your Google Search Ranking for your targeted search terms and work continuously to optimize your website. The upshot is that when

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you've created your site, you need to pay attention to search engine optimization.

That won't only win you free traffic, it will also get you more money for the traffic you receive.

You can learn more about search engine optimization in chapter 17.

12.6 Increase 'Readiness to Buy'

Advertisers prefer websites that qualify visitors for the purchase.
Allow me to explain with this simple example: A search for "cell phones" can throw up a page about the perils of cell phone radiation, a university professor's treatise about messaging technologies and a buyer's guide that compares features and prices of top-selling cell phone models.

For an advertiser looking to target cell phone buyers, the buyer's guide offers the most relevant (and therefore **valuable**) advertising space.

This is part of targeting your content.

You want people to click on your ads. So do your advertisers.

If you can keep your content focused on the products your advertisers are selling then you should be able to increase your CTR.

Of course, it's also Google's job to make sure that your ads match your content, but if you're writing about DVD's it makes sense to produce content that encourages people to buy DVD's because those are the sort of ads you know you're going to be served!

If you were writing about homebuying, you can be sure that you'd get ads about mortgages and real estate agents. Put up pages about finding the right mortgage or how to pick a real estate agent and not only do the ads look even more relevant, they'll also appear more attractive.

Fig 12.2 **What the advertiser wants!**
Tim Carter is a living example of how content relevance builds loyalty. As an expert in his field, he adds relevance and credibility to the ads appearing on his pages. Check out this example at: http://www.askthebuilder.com/535-Installing-Large-Ceramic-Tiles.shtml

12.7 Don't cut corners. Watch out for typos, amateurish layouts, malfunctioning links, poor-quality or plagiarized content.

Users expect to reach professional websites. Those are the ones they spend the most time on and pay the most attention to. Those are also the ones that Google rewards the most.

It pays to put effort into improving your website. It pays to have a good design and a site that's attractive and well-maintained.

13. Recommended Resources: Try These Tools And AdSense Utilities (Some Are FREE!)

Making life easier for AdSense Partners

13.1 Test your mettle with the AdSense Sandbox!

http://www.digitalpoint.com/tools/adsense-sandbox/

Before you apply to AdSense, put your web pages through a 'mock-test' with a FREE web utility called the AdSense Sandbox. It's a great way to determine what type of ads your pages pull up. You can also estimate your earnings potential from the keywords in the ads.

The AdSense Sandbox is free to use, requires no subscription and displays results with a single click.
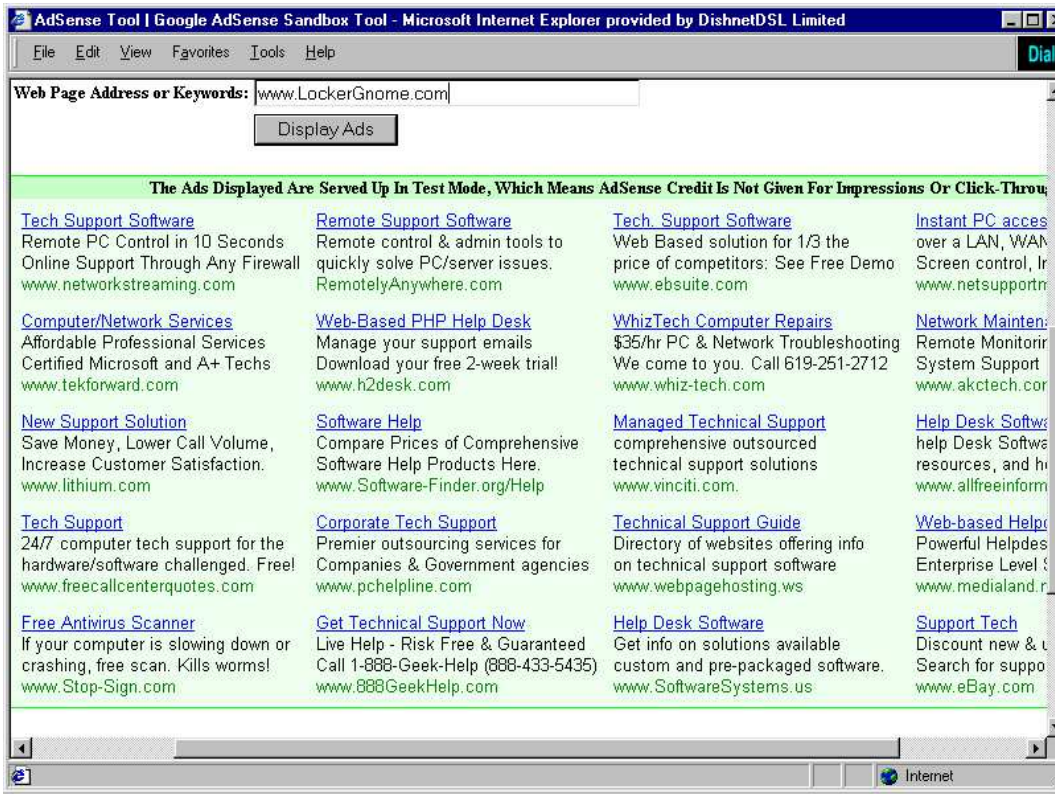
Fig 13.1 I tested the AdSense SandBox with Chris Pirillo's website
LockerGnome.com and was presented with a list of 20 ads. The actual website has 4
ads, **all of which were displayed by the Sandbox**.

Many AdSense partners are already using it — with excellent results!

Click here to try it, Free!

13.2 Google AdSense preview Tool

https://www.Google.com/support/AdSense/bin/answer.py?answer=10004&topic=160

If you have Windows Internet Explorer (version 6 or higher), you can now install this neat tool provided by Google to check out ads that are most likely to show up on your web page.

It takes just a few clicks and works with any web page — even if you still haven't got AdSense.

13.3 Overture BidTool

http://uv.bidtool.overture.com/d/search/tools/bidtool/index.jhtml

While Google won't disclose what each click is worth, you can try indirect methods such as the Overture BidTool to find out the relative cost of different keywords here.

Overture BidTool displays the relative amounts that each Overture advertiser is willing to pay 'per click' for a specific keyword. You can compare maximum bids for different keywords to arrive at an educated guess about the most profitable keywords for your website.

Remember that what Google actually pays you may vary greatly. But you *will* get closer with practice! ;)

13.4 Overture Keyword Suggestion Tool

http://inventory.overture.com/d/searchinventory/suggestion/

Enter a search term and Overture tells you how many times it was looked up on Overture during the previous month. It will also give you a related list of keywords including how many searches were carried out for each search term in the list.

13.5 Ultimate SEO Tool

http://www.Googlerankings.com/ultimate_seo_tool.php

Just feed it your website address and hit Enter. This amazing tool will show you a list of the most frequently used words and phrases, including detailed reporting of the number of times it appeared as well as the keyword density. Then, hit the "Create Position Report" button to check how your website ranks for each search term. (Can you ask for more?)

13.6 Google AdWords Traffic Estimator and Bid Tool

https://adwords.Google.com/select/TrafficEstimatorSandbox

If you are an AdWords Advertiser, you can use this tool to get the estimated bid price and traffic for your desired list of search terms.

13.7 Keyword Rankings Tool

http://www.Googlerankings.com/index.php

How does your site rank on Google search for a specific search term? Find out with this free tool.

13.8 Mass Keywords Search

http://www.Googlerankings.com/mkindex.php

Find out how your website ranks on Google for up to 10 different keywords — in one go! If you'd also like to study the top 100 sites for your specific search keyword, you'll get the results even faster!

13.9 Guide to Google-friendly Design

http://www.Googlerankings.com/Googlefriendly.php

You see a beautiful website with great content. But Googlebot spots heaps of nonsense code hidden behind the scenes. Your Google ranking depends on a combination of words, design and programming. Find out how to create a relevant, clean and clutter-free website: the kind that Googlebot loves!

14. Keeping Track Of What Works — And What Doesn't Work — For <u>You</u>!

Start An AdSense Journal

People who want to lose weight often keep a "food diary". Without a food diary, it's easy to forget that late-night snack or the extra sugar in your fourth cup of coffee. A food diary keeps you honest. It helps you figure out the real reasons behind those little ups and downs in your weight.

I'm sure that after reading this book, you would be eager to try out many of the tweaks discussed in here — including some of your own.

> Without an AdSense journal, it would be easy to undo your successes, or to repeat your failures. Remember the program that I mentioned earlier, AdSenseDesktop. This tool provides everything you need to keep an ongoing journal of your AdSense activity!

Every little tweak counts, but don't try to do everything at once.

Take the step-by-step approach. Write your own AdSense plan for the first week. Log into your AdSense account once a day, to track your click-throughs and earnings.

Don't be rigid about your plan. Make room for inspiration. If you've got a great idea, write it down to implement it later. Don't implement your ideas all at once and DO give every idea some time to prove its mettle. You'll find out within a day if you have thousands of visitors hitting your web pages. If that is not the case, give it a few days. Preferably one week!

Don't be discouraged by minor, day-to-day fluctuations in your click-throughs and earnings. It's normal and probably has nothing to do with your latest tweak.

Join an AdSense forum, several if possible. Share your tips with other members. Discuss what works and what doesn't work for you. Every once in a while, a forum member might alert you to a possible violation of the AdSense TOS. It could be just a false alarm, but I prefer to be safe than sorry!

When in doubt, dash an email to AdSense support, at: **adsense-support**@google.com

Most emails are answered quickly by a real person. They won't suspend your account for asking them, but they might if you don't ask. In fact, one reader emailed me very concerned because they suspected click fraud on their site. By proactively contacting Google with their concern, they most likely saved their AdSense account from being closed!

Read all you can and jot down every good idea. It will keep your interest levels high and give you something new to work on all the time.

Every new 'tweak' is your stepping stone to AdSense success.
Once you've reached a certain level, it's easy to say 'Cool! I've figured it all out!' But take it from me — Internet Marketing keeps changing and the rules will change for you too.

Don't be like the two lazy little-people in "Who moved my cheese?" Keep looking for new ways to make money with AdSense. Replace ideas that no longer seem to work with new ideas and inspiration. Some people I know are still rubbing their backsides after the dot-com bust.

It's always easier when you see it coming, than when it takes you by surprise!

Remember the story about 'The Emperor's New Clothes'? There's a lesson in it for all of us Internet Marketers, and it's this:

It doesn't matter how much money you've made with AdSense or what the IQ tests say about you: **It ain't working till your stats say so!**

14.1 A Sample AdSense Journal

For example, let's say you have a website about Bonsai trees. You read this book and you decide to start implementing the strategies that I've been talking about.

Your original stats might look something like this. You print these out and use them for comparison:

Date	Page Impressions	Clicks	Page CTR	Page eCPM	Your earnings
5/1/05	8020	160	2.0%	5.04	40.04
5/2/05	8186	172	2.1%	5.53	45.27
5/3/05	8071	153	1.9%	4.92	39.76
5/4/05	7792	156	2.0%	5.50	42.89
5/5/05	6712	154	2.3%	5.76	38.65
5/6/05	6596	132	2.0%	5.70	37.65
5/7/05	7134	157	2.2%	5.81	41.45

Clearly, your goal is going to be to lift up those CTR's, and by now you should have all sorts of ideas about how you're going to do that. You write down your first three:

- **3-Way Matching** — Text color, background and text size.
- **Layout —** Moving ads above the fold where they'll be most prominent.
- **Targeting ads** — Changing titles to improve relevancy and impriving keywords.

You're already using 336 x 280 ads so you decide to start with 3-Way Matching and change all your ads so that they blend in with your page. You make the background color of the ads match the background color of your site and the size and color of the ad text the same as the size and color of your body text.

A week later, your stats look like this:

Date	Page Impressions	Clicks	Page CTR	Page eCPM	Your earnings
5/8/05	8123	236	2.9%	5.08	41.27
5/9/05	8135	244.05	3.0%	6.02	48.97
5/10/05	8024	249	3.1%	5.90	48.65

5/11/05	7926	238	3.0%	5.92	46.93
5/12/05	7865	252	3.2%	5.62	44.26
5/13/05	6645	193	2.9%	6.10	40.52
5/14/05	7103	220	3.1%	6.06	43.05

Already your weekly incomes have risen from $285.71 to $313.65 and your average CTR has gone up by a full percentage point. That's a good start, but you've still got a fair way to go.

You print out this week's report and write next to it "3-Way Matching" so that you know exactly what you did to create those changes. Now you know how much 3-Way Matching is worth to your incomes.

Next, you move the ads that you have at the bottom of your pages to the areas above the fold and place them in prominent positions. A week later, you print out the following stats:

Date	Page Impressions	Clicks	Page CTR	Page eCPM	Your earnings
5/15/05	8365	343	4.1%	5.93	49.65
5/16/05	8296	324	3.9%	6.04	50.09
5/17/05	8032	321	4.0%	6.42	51.59
5/18/05	7920	317	4.0%	6.30	49.93
5/19/05	7853	306	3.9%	6.20	48.67
5/20/05	6725	282	4.2%	6.68	44.92
5/21/05	7145	293	4.1%	6.51	46.55

Again, your CTR has risen by another percentage point and your weekly income has gone up to $341.40. Next to this set of stats, you write "Layout" and you place them in your journal after your second set.

Now things are getting a little trickier. Your ads are blended onto the page and they're in prominent positions. But you find that they aren't always showing the most relevant ads. On your page on growing bonsai from cuttings for example, you find that you're getting lots of ads about scrapbooking. A look at your server logs supports your hunch that these aren't getting any clicks at all.

You create a channel for that page and follow your stats for a week. The original stats look like this:

Channel	Ad Unit Impressions	Clicks	Ad Unit CTR	Ad Unit eCPM	Your earnings
Cuttings page	829	8	1.0%	1.44	1.20
Cuttings page	764	9	1.2%	1.89	1.44
Cuttings page	801	7	0.9%	1.22	0.98
Cuttings page	712	7	1.0%	1.37	0.98
Cuttings page	758	10	1.3%	1.85	1.40
Cuttings page	652	5	0.8%	1.07	0.70
Cuttings page	704	6	0.9%	1.19	0.84

That's pretty weak but as few of your users are likely to be interested in scrapbooking, it's not too surprising. So you change the title of the page from www.bonsai.com/cuttings.html to www.bonsai.com/tree_cuttings.html and turn the word "cuttings" into "tree-cuttings", especially in the area beneath the ad box.

You upload, wait for the robot to index your page again and check that you're now getting ads from gardening and horticulture sites.

After a week, you find that your stats for that page look like this:

Channel	Ad Unit Impressions	Clicks	Ad Unit CTR	Ad Unit eCPM	Your earnings
Cuttings page	1300	52	4.0%	6.40	8.32
Cuttings page	1423	58	4.1%	6.52	9.28
Cuttings page	1346	52	3.9%	6.18	8.32
Cuttings page	1256	50	3.9%	6.40	8.04
Cuttings page	1156	44	3.8%	6.09	7.04
Cuttings page	1098	45	4.0%	6.56	7.20

Cuttings page	1247	49	3.9%	6.29	7.84

Again, you'd want to print out this page and place it in your journal.

So far in the last three weeks, these simple tweaks would have already increased your weekly income by over $104.

And there's still plenty more you can do!

You can make sure that every page is optimized, you can look for higher-paying keywords and you can experiment with different colors and layouts, search boxes and multiple ads to increase your revenues.

And of course, you can create more pages and more sites.

Note that only in the last example (when you changed the keywords, improving your position in the search engines) did any of the changes affect your impressions. These tweaks simply made the most of the traffic you already have!

Of course, if you add more traffic, you'll make more money.

The important to remember is that you should be recording everything you do and keeping a close eye on the results. Within a few weeks, you'll have a complete record of all the changes you've made and what they're worth to your bottom line.
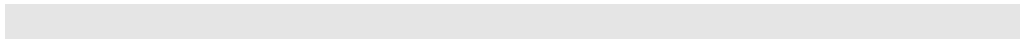
15. Other Pay-Per-Click Programs

AdSense is probably the easiest way to generate revenue with your website — I know it's making me a fantastic amount of money — but it's certainly not the only way you can money using pay-per-click.

In this chapter, we're going to look at some of the other programs that you could either instead of AdSense or as well as AdSense. Just remember that Google's Terms of Service do not allow context-driven advertising on the same page as AdSense.

15.1 AdBrite

Google's big thing is serving contextual ads. Their program checks the content of your site and delivers ads that they think your users will like. AdBrite is much simpler.

The idea behind AdSense is that people tend to ask popular sites to advertise their links. You've probably had that happen to you. Instead of asking for a link in return though, you could ask for money.

AdBrite is a clearing house for sites that want to sell advertising space on their pages and for advertisers who want to choose where they want to place their ads.

For advertisers, the advantage over Google is that they know exactly where their ads are appearing and for exactly how much money each time.

Publishers — like you — get to set your own ad rates, and you have the right to approve or reject every ad before it's placed on your site. That gives you the power to choose your ads and your price instead of relying on whatever Google give you.

Those are the advantages. The disadvantages are that most people seem to find that AdSense pays more and you can't put both on the same page.

You can learn more about AdBrite at www.adbrite.com.

15.2 Kanoodle – Bright Ads

Kanoodle's BrightAds service is similar to Google. It's a search engine that delivers contextual ads to publishers' websites.

The contextualizing isn't quite as accurate as Google's but BrightAds does offer a number of options that Google doesn't offer — or at least not yet. Its RSS advertising program has been around for a while, it has a focus on local sites which might be attractive to businesses with local markets (or sites with content of local interest) and it also serves ads related to previous user behavior. If a user visits a lot of real estate sites, for example he could continue to receive ads about real estate even if he's on a site about sport. That means your site could be displaying ads that have nothing to do with your content.

That's all creative stuff and it's nice to see new ideas. It would be nicer though to see revenues that compete with Google's and I haven't heard of anyone earning more with BrightAds than they can earn with Google.

BrightAds might be worth looking at if you want to make money with your RSS feed but I'm not convinced they're going to give Google any worries.

Learn more about Kanoodle's BrightAds at
http://www.kanoodle.com/about/brightads.cool

15.3 Searchfeed

Searchfeed is probably one of the best alternatives to Google. They work in a similar way to Google, supplying contextualized ads to advertisers. They also offer geotargeting services which gives them a wide global reach, useful if you're based outside the United States.

You can integrate the ads smoothly into your site, either by cutting and pasting the HTML from their site or even by asking their own specialists to help you increase your CTR. And they have a good reputation for paying on time.

Whether they'll give you more money than Google is a different question

though. The only way to find that out is to try it but if you find that you're doing well with Google, then why would you bother?

If, for some reason, you don't want to use Google — or can't use Google — then you might find Searchfeed a good alternative.

You can learn more about Searchfeed at www.searchfeed.com

15.4 Yahoo Publisher Network

It was bound to happen, sooner or later. Overall, Yahoo! is still the most visited site on the web, making them a force to be reckoned with. With their acquisition of Overture.com, Yahoo! is in the process of rolling out "YahooSense" (as I like to call it). The program is in beta testing as of this writing, but you can sign up to be notified when the program is active at http://publisher.yahoo.com/

Jensense.com keeps up with the latest goings-on in this niche, so check out this page for more useful information related to YPN.
http://www.jensense.com/archives/yahoo_publisher_network/
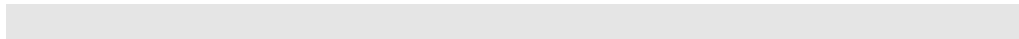
16. Getting Traffic To Your Web Site

One of the most frequent questions I am asked is "Will your ebook teach me how to get more traffic to my web site?" Lots of people have written books — and series of books — on generating traffic. The focus of *this* ebook is to show you how to maximize the traffic that you already have. And while tips for building pages through forums and free content are excellent ideas, they are no replacement for a solid course on how to get more people to visit your site. Because this question is so common though, I will address it briefly in this chapter. I'll give you the basics, describe some unusual ideas that some people are using and tell you where you can get all the information you need.

In the next chapter, you'll also find a quick run-through of search engine optimization.

16.1 Advertising

Let's start with the obvious: buying advertising. We've already talked about AdWords/AdSense arbitrage but exactly the same principle applies to buying your traffic from other sources too.

For example, the minimum price for advertising at Overture is ten cents per click and you must spend at least $20 each month. If you can see that the ads being served on your site are generating less than ten cents per click then you're never going to make a profit.

Exactly the same is true of any other pay-per-click advertising campaign.

One of the advantages of following your AdSense stats is that you can estimate how much the clicks on your ads are worth. That can tell you how much you can afford to pay for clicks from other sites when you buy advertising.

It might well pay to advertise, but before you buy make sure it pays a profit.

16.2 Reciprocal Linking

Many people focus on linking in order to improve their search engine rankings. That's important but don't forget that the links themselves can be one of your biggest sources of traffic!

Probably the easiest way to invite links (apart from searching out related sites and writing to each one) is to add a "link" section to your pages where webmasters can choose a banner, button or text link to place on their site. On the same page, they can also submit their own site for linking. That should help you swap links without being swamped by sites looking for free placement.

The most critical factor when requesting a link though is where the site places it. Links on the home page always do better than a link buried on one of the internal pages and a good banner or graphic link on a site with content related to yours will usually get more clicks than a text link.

If you find that your links aren't appearing on the pages you want, there are a couple of simple remedies that you can use.

The first is to ask for a better position! If you have a good relationship with the webmaster or if it's a small site, there's a good chance that they'll agree. It certainly won't hurt to ask.

Not everyone is so generous though, and another option is to offer something in return. A link in a similar position on your own site can make a good deal if your sites are of similar size but you can also offer content or even a special page for that site's users.

If you have a site about furniture for example, and you want a link at a top directory for home furnishings then you could create a special welcome page for users of that site to draw them deeper into yours and deliver targeted ads. You might even want to go as far as creating a sort of co-branded version of your site for their users to click into. As long as you're getting paid when the users click on the ads, what do you care whose design they're looking at?

I purchased a fantastic piece of software called Reciprocal Manager to handle my cross-linking needs. After years of attempting to manage my links manually, I now have a way to automate the process. You can test it out now and add a link to YOUR site from my site!

http://www.worldvillage.com/links/index.html

Simply enter your data and place my link on your site. Once a week, I go to the control panel and tell it to add all new sites to my directory. Reciprocal Manager automatically checks for valid links and rebuilds my links page.
Cool huh?

Pick up your own copy of Reciprocal Manger at:
http://www.adsense-secrets.com/reciprocalmanger.html

16.3 Send A Friend

There's nothing like viral marketing to promote your site! It's free, it comes with trusted recommendations and it gives you great CTR.

Each of your content pages should have a link marked "Send a friend" which opens a form so that the user can send your URL onwards. Until Google allow ads in email, there's little point in AdSense members sending actual content but there's no reason why you (or your users) can't send links to pages with ads.

16.4 Offline Marketing

One of the biggest mistakes that people make when they build an Internet business is to forget that there's a world outside the Internet! Just because you make money out of traffic doesn't mean you have to source all of that traffic online.

You should make sure that your URL is listed on all of your marketing material: your business cards, Yellow Pages ads, flyers, envelopes, freebies and just about anything else you can think of. You should certainly have your site address in your email signatures.

16.5 Promoting Your Blog

I've talked quite a bit about blogging in this book, mostly because I know from experience that it's possible to make a very nice income from a good

blog but also because it's still fairly new, so a lot of people aren't making the most of the blogs they have.

If you've got AdSense on your blog, there's a whole range of different things that you can easily do to increase your traffic and earn extra cash.

The first thing you should do is make sure that your blog is set to ping rpc.pingomatic.com as soon you've updated. Pingomatic.com offers a free all-in-one pinging service that covers all the large blog directories and search engines. On Blogger.com, you can find this in your settings; other blog tools, such as Movable Type and Wordpress have a similar option.

You should also set up an RSS feed to let people know when you update. Apart from the fact that you can now place ads on your feeds, it will also keep your regular users coming back to see more ads (and to see your latest posts).

Instead of linking to the previous month's or the previous week's posts, each page should also have its own link. Sounds obvious, right? And yet how many blogs have you seen with one link to about twenty different entries? One link per entry means more pages for ads, better links from external sites and higher search engine rankings.

You should certainly comment on other people's blogs, especially those that write about the same sort of things as your site, but ultimately the best way to get traffic to your blog is to make it good. If your writing is dull or difficult to read, it doesn't matter how hard you push it, no one will want to read it — and those who do stay won't stick around to click the ads.

16.6 Learn From A Pro

Do you know John Reese? If not, you probably haven't spent much time in Internet marketing circles. John is the leading guru for teaching people how to get more traffic to their web site(s). He leads special multi-day seminars to small groups, charging up to $5000/person to attend. And you know what? His students walk away feeling that they got a BARGAIN!

John has now made his marketing course available to the general public at a FRACTION of the cost. It's full of DVDs, audio CDs, textbooks, workbooks and tip sheets to help you build a comprehensive Internet marketing strategy.

I own a copy of John's Traffic Secrets and am pleased to give it my very personal endorsement. While I could attempt to teach you everything I know about Internet marketing, there is no point in attempting to reinvent the wheel. Everything you need to know is in this is course, and the investment is very minor for people who intend to build a successful Internet business that will last.

If you want to read more about John's Traffic Secrets course, click the link below.

http://www.adsense-secrets.com/trafficsecrets.html

17. Search Engine Optimization

In the previous chapter, I talked about a number of different ways that you can increase your traffic. Probably the most important method though is to get a high ranking on search engines. That's free traffic.

Again, there are all sorts of books and experts who can help you improve your SEO and win a top spot at a site. I have had experience with a number of strategies that could help you improve your ranking. I'd like to share them with you now.

17.1 Robot.txt

The first thing you need to know about indexing your site at search engines is that you control which pages are indexed and which are excluded. You do that with a file called robots.txt.

Robots.txt contains nothing more than a record of which robots should index which pages.

Without going into too much detail, there are two conventions used in a robots.txt file:

        User-agent: [Defines which robots the site is addressing.]
        Disallow: [Allows you to list the sites or robots you want to
                             exclude.]

In general, you're probably going to use "User-agent: *" to make sure that you're addressing the robots of every search engine and you'll probably want include all of your pages (although you might want to exclude your directories: "Disallow: /cgi-bin/").

Robots.txt just allows you to control which robots index which pages. It's important to have in your directory but it won't really increase your search engine rankings.

Titles, URL's and links are much more important.

17.2 Titles And URL's

I mentioned back in chapter 2 that Metatags just aren't what they used to be. I also said that it's important that your titles and URLs contain the most important keywords for each of your pages in order to keep the ads relevant.

But those titles and URLs don't just influence your ads; they also affect your search engine rankings.

A page about toy cars called cars.html might have a low ranking when someone looks for information about cars. Change the name to toy_cars.html and you should get a much higher ranking when someone looks for "toy cars".

The more relevant your URL is and the easier it is to read, the better. www.domain.com/page is always an improvement than http://domain.com/page.php?newsid=1234583373. That's why on my website www.familyfirst.com, I use URL's like http://www.familyfirst.com/miss_abigails_time_warp.html rather than strings of number which confuse the robots.

One of the first places you should look when you want to improve your rankings then is your titles and URLs.

17.3 Links

The more links you have, the better. And the better the sites that list those links the more they'll be worth.

It's one thing to swap links and ask for links but it is worth aiming to put your links on sites that look good and have high rankings. In fact, being listed on a poor site can bring your ranking down.

One of the best places to place links to improve your search engine rankings is on forums. Add a comment and include your URL in your signature. Google's spiders love forums and review them every week. And because these sites tend have quite high ranking, those posts will do wonders for your listings.

You can also buy links on sites like www.Adzaar.com, www.AdBrite.com, and

www.LinkAdage.com. These allow you to choose sites on which you can place your own links.

On my own site www.buyjoeldessert.com, for example, I give page links to people who satisfy my sweet tooth with a donation to my cause. (I'm still hungry by the way, so feel free to sign up and make my dentist happy!)

Fig. 17.1 Links for sale on BuyJoelDessert.com.

I know of several associates who have done something similar, allowing their visitors a tangible way to say "thank you" for their online efforts. Smart site owners see opportunity in this strategy as you can acquire quality links rather inexpensively. Here are some additional examples:

http://www.buyleoalatte.com
http://www.buybarbaracoffee.com

You can actually acquire the "Buy Me A Drink" script that all these sites use to create your own "Buy Me a ---" site. <u>Click here!</u>

17.4 Create Gateways

Usually, your links will lead directly to your home page. That's where you see your site as starting and that's where you want them to enter.

But if the content the user wants to see is on one of the internal pages, there's no reason for them to have to click around to find it. Fill that page with keywords that relate to the content on that page and it will have its own search engine ranking — and well-targeted ads.

So if you have a site about cats and one of your pages was about cat food, it would make sense to put plenty of cat food keywords on the page. That would get you cat food ads and a high ranking on search engines when someone does a search for "cat food" rather than just people who wanted to know about "cats."

17.5 Automatic Submissions

Submitting your site to all of the search engines from Google and Yahoo! right down to the smallest ones, and optimizing each of your pages for high ranking can be a drag. You also have to keep submitting the site on a regular basis and constantly check your position if you want to keep it.

The search engines are always re-indexing and reorganizing. A site that can be in the top spot one week can be a couple of pages over a week later. (Good news if you're low down, not so good if you've spent hours changing your pages to climb the rankings.)

That's why many webmasters simply outsource their SEO so that they can concentrate on content.

There are lots of companies that do this. Search Engine Blaster for example, lets you choose from over 600,000 engines but there are plenty of others.

Personally, I think that's a bit of a waste of time. Only Google, Yahoo and MSN are important, in that order.

17.6 SEO Tools

There are a number of tools that I recommend to help with search engine optimization. The first is the Google Toolbar, which will let you keep track of your page ranking. You can download it for free at http://toolbar.google.com/googlebar.html.

Fig. 17.2 The Google Toolbar: Pretty and useful too.

The Alexa toolbar is also useful and will show you how your site ranks against others. You can download the Alexa toolbar at http://pages.alexa.com/prod_serv/quicktour.html

Fig. 17.3 The Alexa Toolbar: Is your site number one yet?

SEO Elite
SEO Elite is a really excellent tool for learning from your most successful competitors. You can discover the optimum number of times to repeat keywords, where you should put them, whether or not to use h1 and h2 tags and even your competitors' link strategies, and a huge amount more.

In short, you can find out exactly how your competitors have got to the top of the search engines, learn what they did — and do the exact same thing to swipe their spot.

You can learn more about SEO Elite and pick up your copy from www.adsense-secrets.com/seoelite.html

Reciprocal Manager

As mentioned above, Reciprocal Manager takes much of the headache out of managing your links. As you continue to optimize your site, you will find yourself winning yourself more links on other sites and being asked to host links from other site. Reciprocal Manager creates a professional-looking, neatly organized links directory that's good for both your link partners and your visitors.

The program also lets you offer sites the option of placing their links on more than one site at the same time and, most importantly, to search for other sites to link to based on search word or phrase.

Learn more about Reciprocal Manager at:
 http://www.adsense-secrets.com/reciprocalmanager.html

Stomping The Search Engines

Brad Fallon is one of the biggest experts when it comes to SEO optimization. His wedding favors site grossed over $1,000,000 within his first year, mainly due to his ability to get his site prime placement in Google and the other search engines. When someone is able to do that, I pay attention!

I've met Brad and chatted to him about his SEO optimization and I can tell you, he knows his stuff! I thought I knew a bunch about SEO, but after spending a couple of hours with Brad, I feel like a novice.

You can have thousands of web pages, but without a great search engine optimization plan, you many not be making the money you want to with AdSense. I HIGHLY recommend picking up Brad Fallon's 10 audio CD series, Stomping the Search Engines. It is over 8 hours of Brad's teaching on how to duplicate his success for your web site(s).

I own this set and it is truly FULL of incredible material that you will find very useful to helping you reach your goals.

To read more about Stomping the Search Engines go to:
http://www.adsense-secrets.com/seoexpert.html.
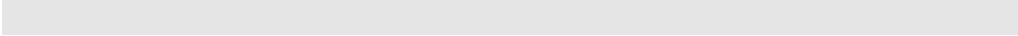
18. Case Studies

Throughout this book, I've been explaining all the different ways that you can optimize your site and boost your revenues. In this chapter, I've collected some examples.

All of these are real sites that employed the techniques that I describe in this book to make more money. I'll talk you through them so that you can see exactly what they did and why they did it.

18.1 Freeafterrebate.info — Unmissable Ads

Fig. 18.1 Freeafterrebate.info puts its ads front and center.

It can take some courage to make your ads the most important thing the user sees when he looks at the page, but that's the approach that Freeafterrebate.info takes.

You can't miss these ads! They're right above the fold and slap-bang in the middle. This site saw a HUGE increase in revenue when they put their ads here.

And those links on the right? They're Adbrite links. Take a look at
www.freeafterrebate.info

18.2 Great Ideas For Integration From The Idea Box

Fig. 18.2 Above the fold at Idea Box.

Few sites do a better job of integrating their ads with the text as
theideasbox.com. Above the fold, there's a search box in the middle and an
Ad Link unit on the left, beautifully blended into the site design so that you
see it without noticing it's an ad.
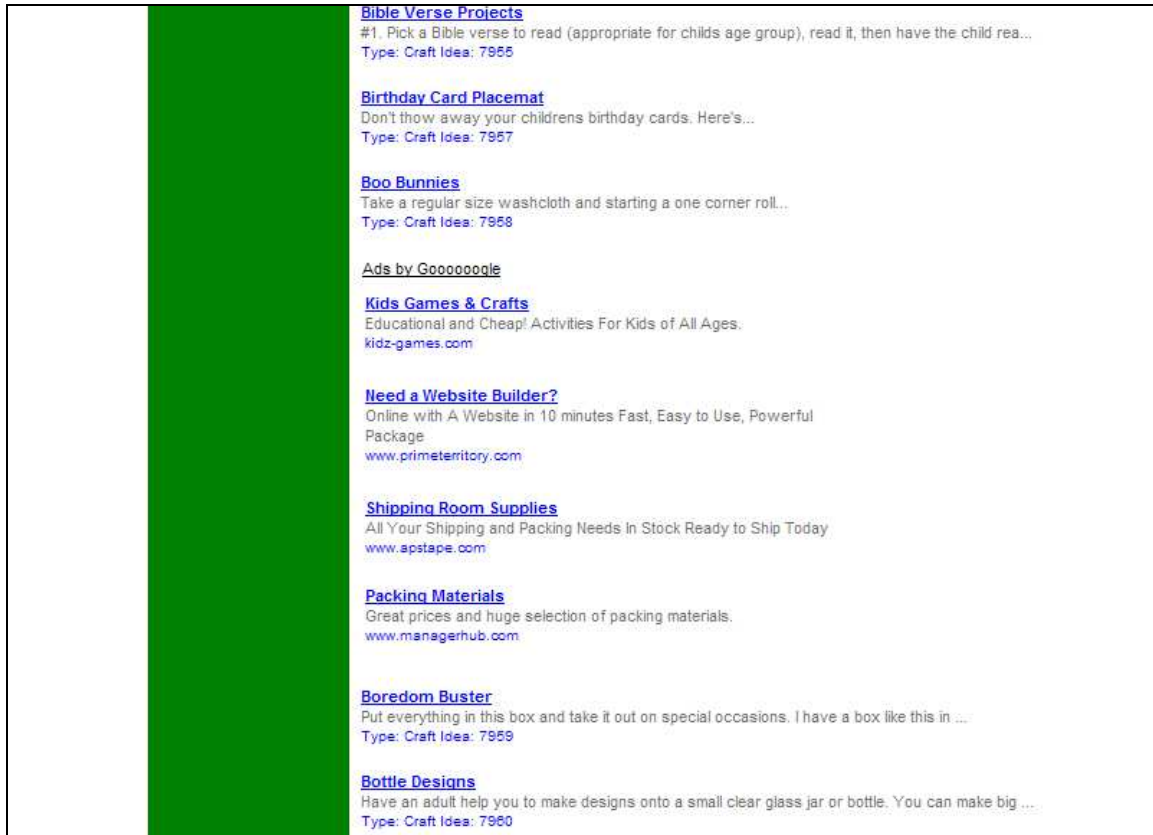
Below the fold, just look how the ads slip into the links with 3-Way Matching.
Perfect!

Take a look at
http://ideas.theideabox.com/ib.php?web=ideasbytype&type=Craft

Fig. 18.3 Below the fold: perfectly camouflaged ads.

18.3 Gifts-911.com Gets Emergency Treatment With Multiple Ad Units

The most Adriana Copaceanu's site Gifts-911.com had made in one month was $31.19 — not much more than a dollar a day. She put a main ad unit above the fold, a second unit at the bottom of the page and an Ad Link unit on the right.

Fig. 18.4 Gift-911.com gives its own revenues some first aid above the fold...

After making the ads more prominent and adding more of them, revenues doubled the following the months and reached as high as $200 in the month after that!

Could Adriana do more? Probably. But this is a pretty good start!

Check out Gift-911.com at www.Gift-911.com.

Fig. 18.5 ...and below the fold.

18.5 StellaAwards — A Prize Winning Design

Success with AdSense is really all about making your ads blend in. www.stellaawards.com have used a special design that aims to replicate a legal document. The ads on the right complement the text in the top right-hand corner — and led to almost 20 times more clicks overnight with that one simple improvement!

Fig. 18.6 Matching ad; twenty times more clicks.

18.6 WordSearchFun.com — Find the paying words

There's more to puzzles than meets the eye. Click a category on
www.WordSearchFun.com and you'll find shrewd integration of AdSense with
various puzzles that you can play online.

Fig. 18.7 Words aren't the only thing "hiding" on this page.

Conclusion

AdSense can give you huge amounts of money. It can pay your mortgage, make your car payments and send you on the sort of vacations you've only dreamed of. If you want, it can even let you give up the day job and look forward to a life of working at home, in your pajamas with no boss other than yourself.

Or it can give you enough money to buy a couple of candy bars each week.

The secret of AdSense success isn't complicated. You don't have to spend years in a classroom learning a new skill or head out to get a diploma. The principle is very basic:

Serve interesting ads to users in a way that makes them want to click.

You do that with layout. You do that by choosing the right size of ads. And you do it by blending the ad into the page.

Choosing the right keywords is important too, and so is bringing traffic to your site at a low price before selling them on to advertisers for a higher one.

Most important though is to keep a close eye on the results of everything you do so that you can see what works and what doesn't.

In this book, I've told you everything you need to know to supercharge your AdSense earnings. Apply the techniques I've described here, *track the results* and you should see your incomes rise as quickly as mine did!

Good luck and Good earnings!

I regularly receive email from readers. Everyone is so excited when they apply my tips and see their AdSense revenue increase! Here are a few emails I have opened recently.

> "I don't know if you remember me but I was the "skeptic" that purchased your book a month ago. I wanted to give you the an update on the results of implementing some of the changes you recommended. In the month since Owning AdSense Secrets, my click-through rate has more than TRIPLED and my daily earnings have QUADRUPLED, just like the calculator on your page said! Thank you SO much!" — Name withheld by request

> "I purchased your eBook yesterday. By 2:30 this afternoon I've already generated TWICE my average daily AdSense revenue. Although I've only implemented the first step recommended in your book, it looks like I've already tripled my AdSense income. Thank you!" — Kenn Nesbit

> "I just wanted to tell you that I have tripled my stats after buying your ebook!" — Shawn Mcgarvey

> "I really am benefiting from buying your book! My AdSense click-through rates have increased 100% within a week of using the tips and tricks from your book! I have already made my money back that I invested in your book. As a result I am presently making more money with AdSense on a daily basis than ever before. Thank you for sharing your insights." — Kamau Austin

> "Joel, I bought your e-book, and immediately tried some of your suggestions. (From the time I started reading it, I couldn't put it down until I was done.) To say my results were exciting is putting it mildly. We made over $500 in March on numbers that are still climbing! I've never written a referral letter before, but your book was such an excellent value I felt obligated." — Chris Bartram

> "Just writing to say "THANK YOU" for your wonderful ebook. I've increased my AdSense income by almost 300%, by applying your tips." — Bingwen Lu

> "I'm flat EXCITED about your book. I just downloaded it late last week, read it on Saturday, and started making your recommended changes in my AdSense Ads and some of the design on some of my sites to make the ads look less like ads. Unbelievable, but after only one day of changes on three of my sites, my click-through ratios have nearly tripled today! I have printed and read your book three times and plan to tell all of my clients about it." — Ed Hudson

I love to receive email like this and I hope you will take the time to write me and share your AdSense success story! May your Google AdSense revenues multiply! (That makes Google AND You happy!)

You may send me email at joel.comm@adsense-secrets.com

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