

Getting Started With

Google
AdSense



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Getting Started With Adsense

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Introduction: Getting Started With AdSense

A very important element in the rapid adoption of AdSense is that it has been very easy for publishers to get the ads on their site as quickly as possible.

Integrating AdSense in your website takes only a few minutes, and you can be on your way with one or more nicely integrated AdSense ads.

The first thing you need to do is navigate to <http://www.google.com/adsense> and either apply or log in with your existing account and password. What follows is a page presenting the Google AdSense Terms and Conditions which you must agree to in order to proceed.

You are presented with a report page which you can use to get a detailed status on how your AdSense advertising is doing. This allows you to improve your site's contents and layout to maximize your AdSense earnings.

On the top of your page you also have link to the setup section where you can generate the code that will need to be pasted on your website in order to have AdSense banners on your page.

You can use AdSense for text (the said ads), using a search box or with referrals. Your choice among these options depends on how users will navigate your site.

Finally, there is a "My Account" tab which allows you to set up details concerning your account, payment and tax information.

To add a text ad on your site, go back to the "AdSense Setup" tab and click the "AdSense for content" link. Make sure you have cookies enabled in your browser.

You can make a choice between ad units and link units. The former contain text and or images concerning a certain site for each unit, most with a detailed description, the latter only contain links to certain types.

Of course, it's a bit hard to know which type you should use so you should probably experiment with both for a while before you decide.

You can also view an example of how the unit will look to the right of your page. However, you may only use three ad units and one link unit on any given page. This is believed to be a step which Google takes for quality control.

The next step is to choose your add format and colors. You can basically select any color palette you choose with Google offering some of its own if you don't have the time or skill to create one. You can constantly view how the palette will look through the aid of an example. The one that works best in terms of appearance and revenues will vary with the look, feel and content of a website.

However, your ad formats are limited to a choice of eleven formats. There's an "Ad Formats" link which takes you to a page that lets you see all even of these in action so you can decide best which one suits your site. Sometimes the most intrusive, doesn't work best however again, this can vary from website to website.

After you finish with customization, you can click "Continue" from the bottom of the page.

You are now presented with a section entitled "AdSense for Content". You can click anywhere in the text and that shows the JavaScript required to get AdSense running. This will automatically select the text in the box.

You can then copy it and paste it into your pages directly. If you use dynamic pages, you should paste this code within your template so as to ensure that it gets displayed on any page of your website. Some advertisers choose not to display AdSense on every page, and this is understandable.

An example of this is a company that has adsense, may also have terms and condition which would inevitably provide legal resources which would probably be deemed inappropriate.

What is then left for you to do is get content on your page (provided you didn't have any already). Google AdSense crawlers will soon visit your site, making sure that the ads displayed are relevant to your site's content.

And you're all done. For a simple page this should indeed be a matter of a few minutes, which is precisely what makes AdSense the choice for so many. Although it is quick, its mass appeal also makes it the best. Through being the most popular, advertisers and publishers alike see

Adsense and Adwords as their natural first choice.

How AdSense Changed the Internet

Ever since Google came up with the master idea that is AdSense, the web has transformed in a variety of ways no one would have ever suspected. Some of these are good changes others aren't.

This is a small exploration of how a brilliant marketing scheme has taken the web by storm. It deals with the changes advertisers and publishers and even website visitors have undergone ever since AdSense has become a daily part of our on-line lives.

Even before AdSense came out a lot of people were advertising through AdWords. It ensured a lot of publicity through getting your site listed at the top in Google search queries.

It took away a lot of the pain and price of SEO and the large amount of time you had to wait until you were finally on top. It made launching a website, a realistic way to instant profitability instead of a long term strategy with no immediate returns.

Through the use of AdSense, the possibility appeared of having your ads appear on just about any site on the Internet that has anything that even resembles your company is all about. And so it's for that reason that AdSense has brought a new sense of advertising to the Internet. Before PPC poorly ranked web pages had to advertise offline to get any real initial exposure.

Companies no longer have to hire expensive professionals to create extremely elaborate advertising campaigns. There are no high costs of running your ads on websites which you have to personally look for.

All you do is come up with a couple of meaningful words for your business, sign up with Google AdWords and let Google take care of the rest of the equation. Although it requires day to day management automation saves significant time for advertisers.

Of course, probably the largest change in the way the Internet works due to AdSense comes from the publishers' point of view. Whereas one would previously have to jump through many hoops to get a website to even support itself now people are making fortunes off their sites. This leads to motivation for content, and resources for web surfers.

That generally means site publishers have to worry more about what content lies on their site, and the overall way their pages look rather than be concerned with the economic specifics of maintaining a site's profitability. Although time is invested in adsense, a large capital investment is not.

It's no surprise that the blogging phenomenon exploded when AdSense came out a few years ago. Anyone could just write a page about a subject he was passionate about and making a living out of it through AdSense.

And thirdly, one can't ignore the impact AdSense has had over the casual everyday web surfer. Whereas people used to not even notice banners altogether (which psychologically is a very interesting thing to observe) the situation is completely different for text ads.

People nowadays will take a long look at a sponsored ad. Why? Well because the whole setup brings forth a feeling of confidence about the advertiser. People don't ignore a text ad as easily as they do a graphical banner.

Another thing to note is that graphical banners have become even less profitable nowadays. It is because of this that many people are walking away from affiliate type networks to AdSense.

Of course, there are bad effects as well, with people making websites solely for the purpose of running AdSense on them and just as well, with a large phenomenon of 'click fraud', people creating artificial clicks for various reasons.

But Google does try to control such behavior, and really isn't to be blamed for such individuals' actions. All in all Google AdSense is transforming the way the Internet works and it's doing so mostly in a good way.

Now those with ideas can write them down, and make money from them. Those looking for content can find it easier, and those looking to attract a customer base can do so in a targeted way. Adsense has changed the internet through supporting the economic interests of businesses, and the utility of consumers.

The Future of Google AdSense

There are many ideas springing up concerning what AdSense will look like in the future and how the system will change as opposed to what it is now.

Firstly, it's clear that targeting algorithms will become even better and more powerful than they are now. This has clearly been seen with the Google search engine itself over the last few years and it should be of no surprise as this happens with AdSense.

Advertisers will appear in more appropriate results and those advertisers who manipulate their content to allow high paying keywords to appear may struggle to do this unless it is actually appropriate to their content.

Another thing which is bound to happen is more protection for AdWords advertisers concerning click fraud. Google acknowledges this to be a very key issue that it needs to address as quickly as possible and there's no doubt it will happen as fast as possible.

At the moment those who have high levels of traffic, can easily disguise IP addresses and increase CTR (Click Through Rate).

Google is always keen on improving its products and this has been seen before in AdSense. The search engine company has introduced site-targeted AdSense CPM, "smart pricing" and domain blocking and there will probably be improvements that have already been added by other similar sites.

One such example is the option for the advertiser to have more control over where the content is being displayed. This could mean blocking your site from displaying on several addresses that host AdSense banners.

Another idea that has been advanced is that Google will integrate AdSense in other forms of media like newspapers or television and so on. While this might seem to be more on the science-fiction side of the facts there's no indication that this might not happen.

Google have access to an international array of over 150,000 advertisers of whom may choose to penetrate offline markets in different countries. With Google's strong network of advertisers, they may choose to appoint or allow offline distributors to create a format for Adwords advertising in content, in search and now offline.

More options could be implemented for AdSense publishers, allowing them to specify keywords of their own. While Google has been reluctant of this there's no indication that this will not happen in the future.

Also, a lot of people are demanding a clear specification of the pricing policy of AdSense. Google has given no indication of why this isn't public information but at this moment it seems highly unlikely that such information will ever be present on Google AdSense.

Another feature that could find itself into AdSense would be letting website publishers see which links are generating clicks on their website and based on what keywords they arrive there.

This could end up being a major issue that could threaten the entire system as it could perhaps encourage more adsense only websites as profits become more transparent. A lot of people may make AdSense-only sites, designed just for making profits through AdSense.

While this is already happening today, it might be foolish of Google to put such tools in the hands of its publishers.

However, one thing that could happen is a way for users to fix their issues with low AdSense generated income on their site. This could be done through an on-line wizard or something similar that would make suggestions to website owners based on their contents.

But the major buzzword of the day is RSS. The possibility of sending targeted ads directly to users without requiring any navigation on their behalf is becoming a reality with RSS. And there are clear signs that Google isn't going to let such an opportunity pass by.

This is what "interactive television" and similar items have been trying to do for quite some time now. But the Internet would be a much better medium for this, because there are no mediums quite as interactive as the Internet.

But in the end, this is mostly speculation and we are bound to have Google surprising us with new features we would have never thought of.

AdSense - Pros and Cons

You have that site on-line for quite a while, its generating a good number of hits every day and you're thinking whether or not to use AdSense advertising on it to make it generate some form of income.

Well this is a description of the pros and cons of this approach to Internet advertising. AdSense has definitely hit the Internet like something from another planet and people are very excited about it everywhere. There are negative aspects to AdSense and alternatives to consider.

AdSense is generally a great tool for webmasters. Whereas, they would use to worry about how to raise enough money to keep their sites profitable, or at least keep them on-line those worries are gone.

AdSense allows webmasters to forget about those worries and concentrate on creating good content for their sites. In fact, the emphasis is now on creating quality content (often associated with the top-paying words) which will bring you many visitors.

AdSense can also very well integrated with your website, it's easily customizable in terms of colors, size and position which means you can experiment with it in any way you like to maximize your income.

AdSense is a very good means of generating a constant revenue on your site. All you need to do is create some quality content and keep it updated constantly and you can literally live off your website. A lot of people are doing just that nowadays with AdSense, so it's become sort of a business in itself.

It's also a great program because you can have the same account advertising on all your pages. This is great for webmasters with a lot of content because it means they don't have to create many accounts unnecessarily.

But as stated, above, there are some negative aspects to advertising with AdSense and here's a small list of such cons.

Clearly the largest negative impact the AdSense program can have on you is through Google closing your accounts. Most of the time this happens because of so called 'click fraud', which means somebody would

be producing artificial clicks on your page.

There's one really nasty side to that. It doesn't have to be you making those artificial clicks. It could very well be your competition doing this in order to shut you down, or the competitor of whoever is advertising on your page, looking to drive their marketing costs up.

The earning AdSense brings you are by no means constant. In fact, they're not even close to that. Anything you do to your site could end up being a big mistake costing you a great deal of money. It's that kind of pressure that has a negative impact on you.

First of all, you constantly need to make sure your site is in the spotlight of search engines when people are searching for whatever it is your site is about. If you fail to do that you won't have any visitors, and that of course means you won't have any AdSense revenue. In a way this is nothing new, as any form of generating revenue on the Internet with advertising has such a drawback.

And finally, another major problem is that you constantly have to feed your site with better and better content. Now, of course, certain sites are very well geared towards doing this but with some types of content this is rather hard to achieve. This is often why the services of a copywriter are employed to generate more and more content.

When writing original content, the best thing a website owner can do is research a topic thoroughly and then return to writing with lots of information they can put in their own words, and show their own opinion on.

So there are the pros and cons of using the AdSense network for generating profits through advertising. Now the choice of whether or not these work for you is yours.

Tools for AdSense

If you're just boarding on the AdSense train, and looking to find a quick way to make the profits you've seen all being pulled of all over the Internet, you might be interested in a couple of tools.

These software tools are designed to aid AdSense publishers in getting a better understanding on how traffic flows through their site. Some will help you in understanding which keywords gain you more money and which locations give you the best AdSense payment.

One of the best such tools available is AdSense Gold

(<http://www.profitbooks.com/go/astracker>) which allows you to have a better understanding of which ads and formats actually get more clicks and which are useful or nearly useless.

This program works by tracking views and clicks on all the publisher's pages. It even goes as far as offering you the possibility to see which referrer each visitor came in through.

There's a free tool called SynSense

(<http://www.singerscreations.com/RSS/Posts/235.asp>) which is more of an AdSense monitoring tool. This sits in the tray and offers actualized AdSense stats as you hover your mouse over its icon. It's a very nice tool for those which like to be informed on how their AdSense is doing at all times of the day.

Google provides you with stats in a csv format on their site. So someone made a tool that can automatically download such files and extract a lot of information from them. The name of this tool is CSV AdStats and it is available from <http://www.nix.fr/en/csvadstats.aspx?q=download>

It has a large number of features, including the possibility to highly customize reported stats, exporting data and charts to other formats. It's in French but the language can very easily be changed to English.

Of course any tool can only access these stats as often as 15 minutes but the authors are well aware of that fact and none of these tools will get you in trouble with Google because of that.

If, however, you're browsing content most of the time, and your tool of choice is the Firefox Internet browser, there's an extension for this program that allows you to view the stats in your status bar.

Again, this software is aware of Google's 15 minute rule and enforces its usage, 15 minutes being the minimum time between updates. The Google AdSense notifier for Firefox can be obtained from <http://code.mincus.com/?p=3>

There is also a program called Golden Keywords out there that helps you in getting the best keywords for your site. It's really efficient and very easy to use. It does come with a price tag though, it costs \$49.95 and it can be obtained from <http://www.regnow.com/softsell/nph-softsell.cgi?item=8616-2>

So as you can see, software developers are making more and more programs meant to help you in your quest to maximize your AdSense profits. But before you go out looking for them remember that Google has a few features of its own as well.

It does offer some reports (albeit a bit more limited) and using the 'channels' feature is a good way of finding out which ads on your site are really bringing in most of the revenue.

Be on the look out as new tools appear daily and make sure to invest time in your site, as that is the real key in success with AdSense.

AdSense is for Everyone

When Google's AdSense appeared, there were a lot of people who doubted Google's idea would be marketable and actually generate any profits.

Yet as we stand here today it's probably the most well known pay per click venture in the world.

Yes, all those nay sayers ended up eating their own words in the end. And that is because the folks at Google never go and do something without assessing whether or not it will be profitable, or exactly how profitable it is.

But of course, as you might very well know, AdSense isn't just profitable for Google. It's also profitable for the people who advertise via AdWords and very profitable for publishers who use it to make earnings which are sometimes just enormous.

So one must ask himself why this is such a good deal for everybody. And the question in itself is very justified because you hardly ever come across something that's profitable for everyone in the chain. So why would AdSense be any different.

Well, AdSense is where it stands today, giving benefits for everybody in the game because it exploits a gap in the Internet's advertising model.

You see, the Internet is a very interactive environment, and its interactions come from the people who are browsing. They choose whether or not to follow a certain link and the term "navigating" is probably the most precise one at describing this situation.

So AdSense is great because it links together buyers and sellers. Yes, you have to hand it out to Google for a brilliant idea. They know there are people out there that want to buy stuff and people who want to sell them what they're interested in. And Google AdSense helps members of the two categories find each other.

It works for the visitors, because the model is very transparent. You don't see a huge graphic banner which tries to lure you into buying something. You just see a few words. And if you like what you see you can just click it. It works because visitors don't have that feeling of someone trying to lure them into spending money. Ironically, however,

they're wrong.

It works for the AdWords advertisers because their ads go everywhere. Not only will they find themselves listed in Google's search which gets gazillions of hits per day, up front without working as much for SEO and waiting so much.

Their ads can reach any website that deals with anything similar to what they're trying to sell. Now you must realize they could never pull off such great advertising by themselves. And that brings us to the thing that makes Google's AdSense a publisher's best friend.

It comes from the fact that the ads are contextual, that they somehow related to the keywords you deal with on your page. Because people or on your site, which deals with a certain topic, you already know they're interested in that topic.

But, hey, wait a minute, Google knows some companies which want to sell your visitors something related to their topic. Google wants your visitors, you want Google's advertisers and the visitors just want to buy stuff. And that is the essence of what makes AdSense a great deal for everybody.

This is by far the most profitable hook-up deal you're ever going to see anywhere on the Internet.

So you have to appreciate Google for realizing a killer deal. You have to appreciate how well thought out, yet simple this scheme really is. Sure, in practice it has a few quirks but those are minor and, up to this point everyone seems to be enjoying Google's AdSense.

AdSense and the Surfer

AdSense is an easy program to grasp: it's a great form of an advertising bringing a lot of benefits to every person in the chain. And of course, seeing the results it can have on a business (and a publisher) people encourage this form of publicity.

For the browsing audience this is probably the most straightforward model available, because they can be directed to a lot of new sites they wouldn't have otherwise found. Needless to say, if you have an AdSense banner on your site, and a large number of visitors you'll know it offers a great financial benefit.

But why does it work for the people clicking the links, as opposed to a standard approach?

It is aided by today's society. With bloggers and information based articles on the internet, people may be encouraged to complete purchases, which adsense can provide links to relevant suppliers whilst also benefiting the publisher.

And the good thing about this is that it works for site visitors as well. In fact Google realized that by pleasing the people who are looking for something, and directing them to what they need faster, everybody wins.

It is because of this that a lot of websites promote through AdSense in both content and search. They do it because they ultimately learned that it works for everyone.

If we look in the past, we can realize that this kind of publicity has a great impact over the people, especially in the last few years. When we enter on a web site and we see a graphical banner, our first idea is to cancel it out of our mind, because it's of no concern to us.

That's why traditional banner advertising is wrong. It's precisely because people are becoming savvy that they don't look at a flashy banner because they think they'll be losing their time with it.

We've gotten accustomed to banners that don't interest us. And we're accustomed to them having nice graphics. So we naturally associate the two things and think that a banner with nice graphics has nothing to tell us.

But we might look at a text-ad because we've grown accustomed to them being targeted at what we're looking for. Basically these advertisements have marketed themselves into being looked at by any visitor.

This is a typical "no fluff, just stuff" situation. And in the end it means the visitors will see what they're interested in, not some random cool graphics you throw at them.

As stated above, site visitors adopt this advertising mechanism, because it is efficient in leading them to pages of interest and can offer ton of things they really want to see. Someone coming across an article on adsense was probably looking for shoes or doing research on shoes when they came across the article.

And most importantly for everyone, including visitors, this scheme can only improve as the process gets further refined to make ads more relevant to what you're looking for, not just a couple of keywords on a site.

Nowadays, it is because of AdSense that Internet surfers are looking after more interesting related things from banners, and the companies behind the site (Google and the advertiser) need to have better ideas to display, as expectations have increased a great deal.

So could "Do no evil" actually work in today's cut throat competitive marketplace? Well, as you can see it can and it does. And you, as a visitor are the one who gets to enjoy this the most. Advertising becomes less of a burden and more of a benefit, and is still a benefit you can choose to ignore.

Less obtrusive banners; banners that you're actually likely to be interested in and click means you'll be less annoyed by surfing the web and feel like you as a visitor being offered a relevant service.

Although some may feel reluctant to read articles that are there purely to compel consumers, undoubtedly without this consideration they are useful. Ultimately the adverts mean that you don't have to go back to your homepage every time you are compelled to complete a purchase.