

# Untold AdSense Facts

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AdSense is probably one of the easiest ways to monetize a website.

The tricky part is, it takes time and lots of work to build up traffic in order to make worthwhile money.

## Nothing In Life Is *Completely* Free

I'll be the first to tell you that I am one of those fortunate people who was able to say "bye bye" to Corporate America awhile back thanks to my Web sites.

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

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

*But...*

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

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

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

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

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

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



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

After all...

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

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

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

My point...

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

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

# What is Google AdSense?

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

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

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

The screenshot shows a Google search for "home employment". The search results page includes a "Sponsored Links" section with several ads. A red arrow points to the text "These are the AdWords ads paid for by other Webmasters who want to promote their Web sites on Google." A red box highlights several ads on the right side of the page, including "Top 10 Home Employment", "Stay Poor", "Free Work at Home \$40/hr", and "\$3500 OR MORE WEEKLY BY".

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

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

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

So let's say you have a Web site on chocolate cake recipes. When you join AdSense, Google will supply you with a few

lines of JavaScript code that you paste into your site (It's very easy to do!).

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

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

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

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

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

## Treat AdSense Like a Business

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

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



Who wants to hear *that*?

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

If you can't generate at least 500 unique visitors per day to your site, you're probably not going to earn enough AdSense revenue to make this process worth your time.

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



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

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

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

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

At the time I'm writing this, they rank #1 for the phrase *car buying tips* in Google so that lets you know they must be a pretty popular site for keywords related to car buying. And they earned that number 1 rank by years of building useful, unique tips on car buying that no other site offers.

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

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

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

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

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

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

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

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

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

## And you definitely have to earn that traffic.

1) After you've created your site, you have to take the time to learn how to generate that wonderful, free search engine traffic. That means going to sites like [www.seomoz.org](http://www.seomoz.org) and reading about how to get ranked high in the popular engines. Don't ever pay anyone to submit your site to any of the search engines. You can learn all you need to know about search engine optimization (SEO) for free on the Web.

Also make sure you subscribe to the [Google Webmaster Tools Central](#) channel on YouTube. Matt Cutts provides a lot of information about search engine optimization.

2) Get creative and learn how to market your site in social networking sites like [Twitter](#), [FaceBook](#), [Google+](#) etc. Today the web is all about building relationships with your followers. These networks will help you do that.

3) Or if you've created a blog, you can read up on Darren Rowse's great site [ProBlogger.net](#) and learn effective marketing strategies for bloggers.

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

5) Create a YouTube channel and publish helpful videos surrounding your topic.

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

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

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

## Not For The Lazy and/or Desperate

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

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

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

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

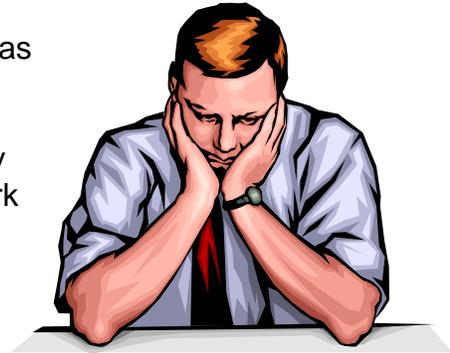
Nor do they want to hear that this takes time. And the longer you put off learning how this works, the longer it's going to take you to make the money you want.

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

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

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

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



# Ignore Other's Success

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

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

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



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

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

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

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

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

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

So the outcome varies drastically.

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

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

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

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

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

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

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

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

Consider yourself lucky. Now, there are a lot of



“Net-preneurs” making money online that you can learn from.

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

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

# Topic Choice Is *Everything!*

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

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

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

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

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

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

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

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

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

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



## Passion Drives My Site and My Income

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

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

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

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

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

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

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

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

# How to Create Your Web Site

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



- 1) **Decide on your topic.** As I mentioned before, topic is everything.

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

Also do [keyword research](#) to ensure people are actually searching for what you want to write about. One huge mistake people make today is assuming they know what people want and they develop websites on topics not enough people are interested in. Keyword research will give you an idea for what people search for and the keywords they use.

**Learn the basics of building a Website.** Whether you create a static website or a WordPress blog, you need to take time to learn how to build the site you want. I have a ton of tutorials on my site and [recommendations for learning web design](#). You can also check out my [WordPress tutorial](#).

Not sure about the difference between a blog and a static website? [Click here to learn](#).

- 2) **Get your domain name.** You can register a domain name (yoursite.com) at [WebsitePalace.com](#). The great thing about this site is that they provide free design templates if you want to create a static website.

Of course, if you choose WordPress, there is no software needed. You can install the script right from your hosting account.

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

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

If you're going to use WordPress (blogging), then you do not need any software. You can just sign up for [WordPress hosting](#) and you're on your way!

[If you're not sure about the difference between a blog and a static website you should read this.](#)

# Signing Up With AdSense

Once you've created your site and you have at least 10-15 pages, you're ready to apply for AdSense.

Lately Google has been approving sites quickly, so it shouldn't take long to hear back once you apply.

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

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

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

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

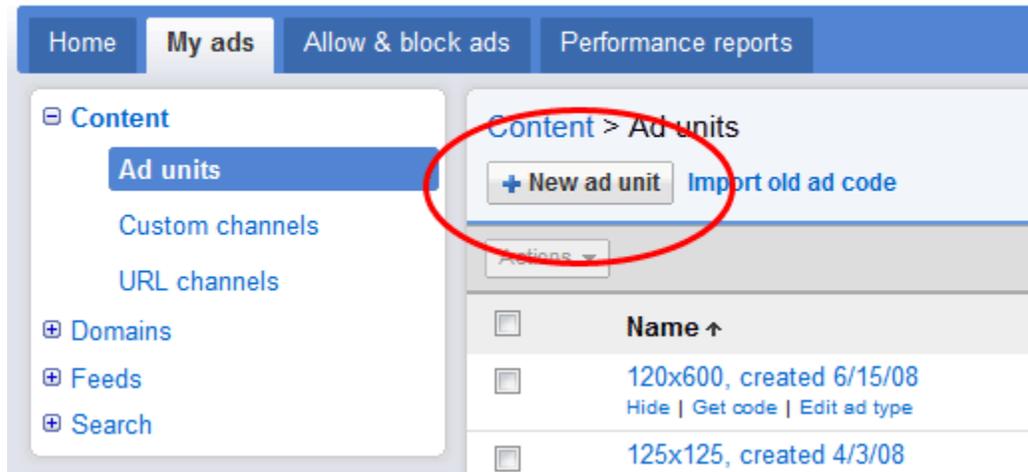
- 2) Check your spelling and test your links. Since you are going to be partners with Google and hosting their ads, they are not going to want to team up with a sloppy site that has obvious typos and broken links.
- 3) Do not put up any "Under Construction" messages on your site. Google's TOS (terms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

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



# Inserting Your AdSense Code

Adding AdSense code to your pages is easy, you just login to your AdSense account, click "My Ads" and then select "New Ad Unit."



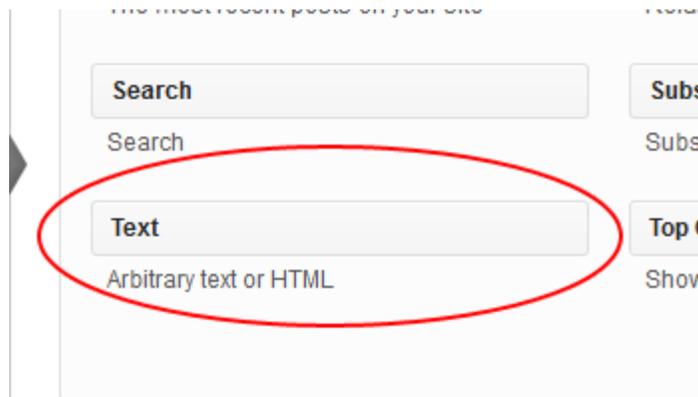
Follow the instructions to generate the code.

You should create a separate unit/channel for different parts of your site so you can track how your units are performing. For example, you'll have one unit for your header ads and a different one for your sidebar.

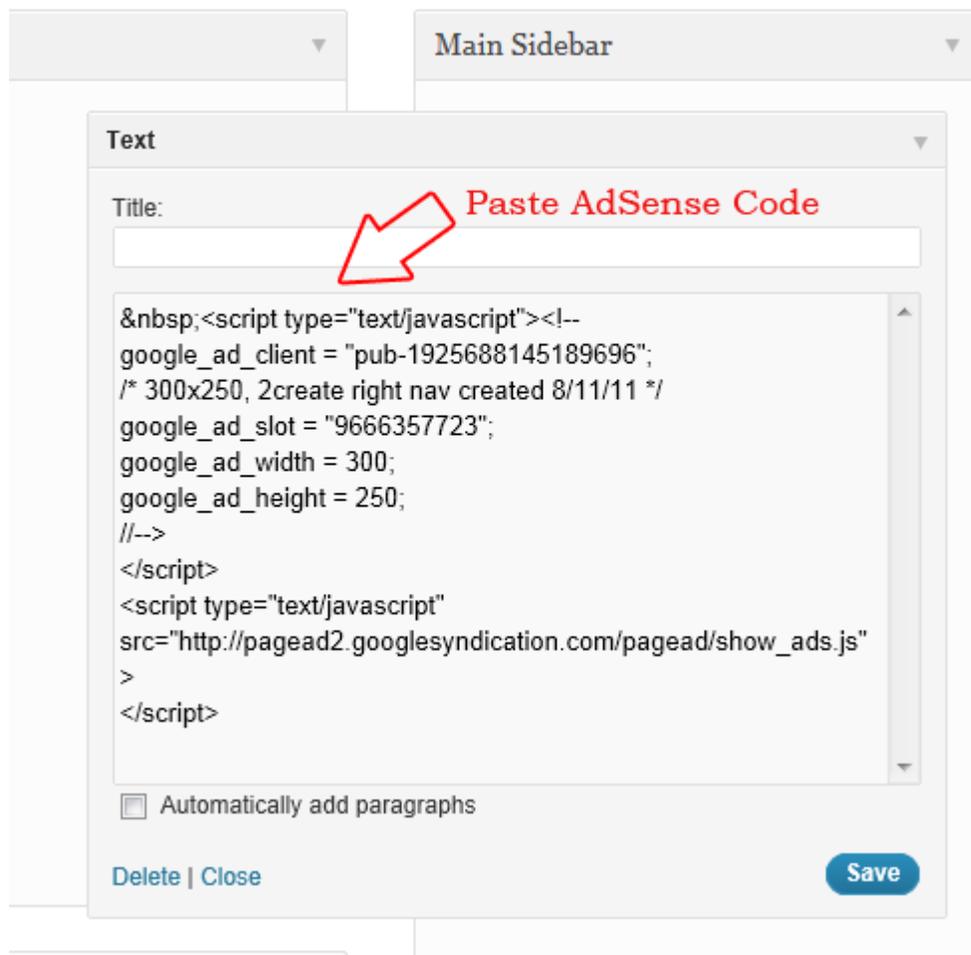
Once you get your code, you simply paste it into your pages.

## WordPress Users

The easiest way to install AdSense on your site is to use a Text Widget (Appearance Section). Just drag the Text widget onto your sidebar and paste the AdSense code into the box.



The next screenshot shows you what you should see once you've dragged the Text widget over to the sidebar.



If you'd like more control over where your AdSense ads are placed, there are plugins available like [Advertisement Manager](#) or [WP Simple AdSense Insertion](#).

# Getting The Most Out Of AdSense

As I've emphasized throughout this book, traffic is a definite must for success with AdSense. And while the amount you need to succeed varies so drastically, it's pretty safe to say that if you're getting at least 300 unique visitors per day, you will start to see some steady income.

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

**Note:** The click-thru rate is simply the percentage of ad views divided by number of clicks. So you if you have 400 page displays and receive 40 clicks, then your click-thru rate is 10%  $(40/400) \times 100$

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

## Good Click-Thru Rate

In online marketing, an average click-thru rate is between 1 and 2%, however with AdSense, people have reported much higher numbers. Your click through rate really depends on how targeted the ads are on your site.

Some niches may not have as many advertisers which may result in more generic ads displaying on your site. These ads may not be as targeted to your pages, which will result in a lower click through rate.

There is nothing you can really do about this since it's all about Google's inventory and what ads are available.

If you want to improve your chances of serving up more relevant ads, write on topics that focus on keywords advertisers target. The easiest way to check this is to type the keywords in Google.com and look to see how many sponsored ads show up.

If you do a search for *car stereos*, you'll see there are sponsored ads both above the search box and on the right.

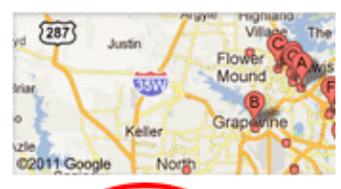
car stereos

About 4,990,000 results (0.24 seconds)

**Car Stereos | Crutchfield.com**    
[www.crutchfield.com/Car-Stereo](http://www.crutchfield.com/Car-Stereo) - ★★★★★ 5,027 seller reviews   
 Free Mounting Kit, Wiring Harness, and Instructions with Most **Stereos!**  
 All Head Units - DVD Receivers - Install Kits - What Fits Your Car?

**Car Audio + GPS + DVD - 18% Off GPS System, save \$70**    
[www.eonon.com/Car+GPS](http://www.eonon.com/Car+GPS)   
 Free shipping + Free Map **car GPS!**

Map for car stereos



**Car stereos**    
[www.walmart.com/Car-Audio](http://www.walmart.com/Car-Audio)   
 walmart.com is rated ★★★★★  
 Save Money. Live Better At Walmart  
**Car stereos**

**Cars Stereo**    
[www.bizrate.com/CarCd&Mp3Players](http://www.bizrate.com/CarCd&Mp3Players)   
 Electronics for Home & Office.  
 Save on Cars **Stereo!**

**Used Car Stereos Sale**   
[carbuycheapr.com](http://carbuycheapr.com)   
 Buy Used **Car Stereos** And  
 Car Stereo Receivers & Amplifiers

Related searches for **car stereos**:

Brands: [Pioneer](#) [Alpine](#) [JVC](#) [Kenwood](#) [Sony](#)

Stores: [OnlineCarStereo](#) [Crutchfield](#) [Best Buy](#) [Sonic Electronix](#) [Amazon](#)

Types: [bluetooth](#) [touch screen](#) [double din](#) [ipod](#) [dvd](#)

**OnlineCarStereo: Wholesale Car Audio Stereo video Deals At ...**  
   
[www.onlinecarstereo.com/](http://www.onlinecarstereo.com/)   
 The lowest prices on brand name **car stereo** and **car audio**/video products online including car subwoofers, car amplifiers, car speakers and electronics.  
[Car Subwoofers](#) - [Car Amplifiers](#) - [In-Dash Receivers](#) - [Car Speakers](#)

**Car Stereos & Components at Crutchfield.com**    
[www.crutchfield.com](http://www.crutchfield.com) > Home > Car Audio & Video   
 Shop for **Car Stereos** & Components. ... Today's in-dash **car stereos** offer powerful built-in amplifiers, extensive audio controls, and connection options for MP3 ...

If you see related ads in both places, that usually means the topic is fairly competitive and you should have relevant ads served on your pages.

If you do not see many ads, this could be an indication that there are not many advertisers targeting those phrases.

You can also use the [AdSense preview tool](#) to get an idea for what kinds of ads may show on your site.

## Experiment With Ad Placement

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

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

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

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

```

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

```

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

Another good place to display the ads is alongside a video.

I use the table method above, except I make the table 600 pixels wide and use 2 columns that are both 300 pixels wide. I put a 300x250 AdSense unit in one cell and the video in another. See below...



Here's what the code looks like

```

<table width="600" align="center">
<tr>
<td width="300">
INSERT YOUTUBE VIDEO CODE HERE
</td>
<td width="300">
INSERT ADSENSE CODE HERE
</td>
</tr>
</table>

```

Yes, tables are *old school* when it comes to design and I don't generally recommend them except for instances like this, but they work and take no time to setup.

And if you're wondering if this violates the AdSense terms and conditions, wonder no more. The AdSense Optimization team suggested this placement for me years ago. It yields the highest click-thru rate for me.

## Get Colorful

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

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

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

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

```
<head>
```

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

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

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

```
</head>
```

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

If you use WordPress, install the [All in One SEO plugin](#) and you will be able to easily add this info for every post and page you create.

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

your ads are, the greater the chance someone will click on them.

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

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

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

## Conclusion

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

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

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

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

- 1) Never, ever, ever click your ads. Ever. I know it's tempting to test to see if everything is being tracked. Trust me! It's working. So many people have been banned from AdSense for testing their accounts.

And for some of you, it may be tempting to ask your family or friends to click your ads. Remember, people are paying for those ads so when you click or tell your friends and family to click you are technically stealing.

How would you feel as a Google advertiser if you found out the owner of the website where your ads are displaying was telling people to click your ads?

- 2) Understand this will not happen overnight. It could take months before you start seeing any real traffic and income from AdSense. Thanks to all the junk and spam sites out here, Google and other engines are very slow and careful about ranking sites.

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

- 3) Traffic is everything when it comes to success with AdSense!
  - a) Do a Google search for forums in your niche (topic + forums) and go where your target audience hangs out. Become a member of these forums and put a link to your site in your signature file. Don't spam. Just engage in



conversations and take advantage of the forum signature option.

b) Get engaged using social media. Find similar bloggers or Webmasters and start networking. Create conversations and seek joint venture opportunities.

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

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

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

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

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

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

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

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

Want to learn how to build a successful site with WordPress? [Check out my WP Starter Guide WordPress Tutorial](#).

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



## Recommended Links

[My Advice on Learning Web Development / Design](#)

[WP Starter Guide WordPress Tutorial for Beginners](#)

[How to Perform Keyword Research](#)

[Diversify Your Earnings With More Than AdSense \(Free Guide\)](#)

## Connect With Lisa Online

The best way to get in touch with me is to contact me via social media. I typically respond very quickly and I prefer to answer questions publicly so others can benefit.

Hope to connect with you soon!

Twitter - <http://www.twitter.com/2createawebsite>

Facebook - <http://www.facebook.com/2createawebsitfan>

Google+ - <https://plus.google.com/118270448431930763629>

You can also watch my latest videos on YouTube...

<http://www.youtube.com/lisa3876> and  
<http://www.youtube.com/2createawebsite>

**If you enjoyed this book, I'd appreciate it if you'd share it with your friends/followers on social media. Just send people to...**

<http://www.2createawebsite.com/books/UntoldAdSenseFactors.pdf>

Or if you downloaded this PDF file, just attach it to an email. Thank you!

Lisa Irby

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