



Episode 3: Making Dollars and “SENSE” of Google AdSense: Increasing Earnings, Myths, Conflicts and Alternatives

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Hey, what's up everybody! Welcome to the 2createawebsite podcast. You heard my new intro in the beginning. I've got to say, I'm feeling very official right about now. 😊

So today I'm going to be talking about AdSense. Let me tell you, I get more questions about AdSense than I do any other topic regarding making money online, so I thought my podcast would be a perfect time to cover a lot of the questions and issues that I hear about. Before I get into this, I want to first start out by explaining a little bit about how AdSense works on the backend, so you'll understand why certain ads earn you more and all that.

What you need to know is that there is an ongoing auction at all times, going on in the background with the AdWords advertisers, because as you probably know, AdSense runs off AdWords which is Google's pay-per-click program.

Look at it like this. Advertisers are competing for space on Google.com and our sites, the publisher websites. Whoever has the best bid and the best quality score is going to be the ad or the ads that appear on your website, and the quality score is made up of the click-through rate and some other things. So basically the ads that are getting the best click-through rate and are paying the most, are the ones that appear on your website.

Now here's the skinny on the three kinds of ads that show up on your website. There are **contextual, placement and interest based ads**.

Contextual ads are ads that appear on your site because they match the keywords or the topic on your website. If you have a gardening website and there's an advertiser that has gardening related ads, that advertiser can choose to appear on websites that mention certain keywords. So, these ads will automatically show up based on the content of your site.

Then there are the placement ads. Placement advertisers can choose to advertise directly on a specific website. They can bid specifically on that site and they outbid all the contextual advertisers. So, placement advertisers can really bring in the money because their bids are generally higher.

Then finally, there are interest based ads. These are ads that appear on your site that are relevant to sites that people have visited before coming to your website.

So, let's say someone was on Home Depot's website and then they go to your makeup website right after that. Even though your site is not related to Home Depot, Home Depot ads can still show up because of them just coming from the Home Depot website.

Now I remember years ago, I would turn off the interest based ads because if you go to My Ads and then click the Ad Serving tab, you can actually turn off interest based ads, and I did for a long time because I didn't think it made sense to have interest based ads on my site. I wanted all the ads to match my content.

Well, first off, I was thoroughly confused because I turned off the interest based ads, but I was still seeing them on my site. So, I didn't understand why AdSense even allows us to do that, but then I started noticing that on many days the interest based ads were outperforming the placement and contextual ads.

So a lot of so-called AdSense gurus were telling people, "Oh, don't ever use interest based ads. Turn them off, they don't pay as much." It's one of those things you will learn with AdSense that everything is site-specific. What works for one site may not work for another, so you really have to experiment and see what works for you. You can't go on what someone else is saying.

In fact, I'm recording this podcast on July 11th even though it's not coming out until later in the month. I just checked my earnings for targeted, placement and contextual ads for the month, and you can do that by going to your Performance Report tab and then click Targeting Type. It will show you for any given period, how much you're earning for those three kinds of ads, and as of today, I've actually earned more from interest based ads than I have the other two categories.

Now for the most part, I tend to earn most from contextual and placement but every now and then, I'll get more from interest based ads. So, it's one of those things, it varies and I bet if you check your account today and then you check it again next month, it might look completely different because AdSense earnings vary greatly.

It may look a little silly to you to see a Home Depot ad on your site because it doesn't match your site's content, but apparently people do click on ads related to sites they visited, even if the site ad doesn't match your site's content.

Now let's get to the nitty-gritty. Let's discuss why I use AdSense, because a lot of people will ask me, "Lisa, why do you even use AdSense? You can make so much more money just selling ads directly from your site and then you don't have to share the

revenue with Google.” Well, let me give you guys a little background on this. I actually used to sell ads directly from 2createawebsite, in addition to AdSense. The problem there was, I had to ask myself, “Ok Lisa are you going for the overall user experience or are you just trying to make money with ads?”, because it was getting to be too much. I just felt like I had too many ads on my site. So, I decided to get rid of the third party ads.

The other reason I did not personally like selling third party ads is that, when I was responsible for reviewing all of the ads, it became too much because when you're in a niche like I am with make money online, you will often get a lot of new advertisers who don't really know that much about advertising, meaning they don't understand the importance of doing A/B split testing and they don't understand how important it is for you to have a targeted audience, or maybe they're not good at crafting headlines or titles. So, they just think, “Oh this site has a decent amount of traffic. I'm going to put an ad on it and I'm going to get a ton of traffic and I'm going to get a ton of sales.” It doesn't work like that. You really have to test with advertising.

So, the ads that were being placed on my site did not perform well. The click-through rates were low and the people didn't renew the ads. Also, I'm very, very selective about ads that I allow on my site and I do not want crappy, get rich quick ads on my website. Just keeping it real, I could probably make three to four times what I'm earning right now in ad revenue if I accepted the majority of the ads that people want to place on my site. Literally every week, multiple times a week, I get requests for ads. Too many of them are get rich quick and crap that I just don't want on my site.

So, I was having to reject the majority of the ads and honestly, it started to become very time-intensive. The great thing about AdSense is that because AdWords which is the program that runs AdSense, because it's somewhat expensive to advertise, especially in my niche, the price of the ads are higher, so it tends to attract more established advertisers.

So I don't have the issue with the get rich quick ads on my site like I

did when I was selling them outright. Because the advertisers are more established, they tend to be bigger brands, the ads that appear on my site not only tend to earn me more, but I don't have that issue with low quality ads like I had when I was selling ads directly for my site.

I should also mention that you can block the ads that appear on your site by going to the Ad Review Center. All you do is go to Allow, Block Ads from your AdSense menu. There's an ad review center tab that shows the ads that are appearing on your site. So if you see an ad that's shady or is too close of a competitor, you can choose to block that domain or block that ad, which I think is very, very useful.

Here's another thing I like about AdSense as opposed to selling third party ads myself. This is going to surprise some of you, but my AdSense click-through rate is not very high at all. I do very well with AdSense from an earnings standpoint, but not because I have thebomb.com click-through rate. I mean serious guys, it's really, really low. Where the earnings come in for me is that I have a high RPM, which stands for Revenue per Page. So basically that RPM number that you see in your reports, that stands for your earnings for every one thousand page views. So, even though I have a low click-through rate, which means I don't lose a lot of traffic to AdSense, when I do get clicks, because of my niche, I often get really, really good money.

Now when I was selling ad space myself, those low click-through rates were very discouraging to my advertisers. But because AdSense has such a large pool of advertisers, that creates a lot of competition for the space on my site. So for me, what I've learned is that AdSense tends to attract bigger brands that have bigger budgets and a lot more competition, so when I do get clicks, I get paid pretty well.

Now let's talk about some of those myths that are associated with AdSense. Some people will say, "Don't use AdSense because it takes away from all of your affiliate sales and sales from your products" and blah, blah, blah. I'm here to tell you that that is something you

have to test. Again, don't go by some other so-called guru because really, and myself included, none of us are AdSense gurus, really. We're just speaking from our own experiences. You have to figure out what works for your site.

Let me tell you about an experiment I ran. I ran this twice. I took AdSense ads off my site on two different occasions for a month or two, and I honestly did not see a noticeable increase in other affiliate income or anything like that. So I actually earned more collectively with the AdSense ads on the site, and it makes sense. I already mentioned to you that I have a very low click-through rate anyway, so I'm not really losing a lot of traffic to AdSense. So for me, because I have a good RPM and I have a low click-through rate, I'm keeping most of my traffic. But when I'm sending people away, I'm still earning a good amount.

Not everybody can say this. Let's say you have a site and you have a ridiculously high click-through rate, like 15% which I can tell you is probably not the norm. So you're sending 15% of your visitors away from your site and let's say you're only earning 8 cents per click, on average. So, you're sending 15% of your visitors away from your site when there may be products out there that you can promote, that you could earn a lot more with, so AdSense is really harming your overall income. In that scenario, you might want to reconsider using AdSense or any other ad network, if you have a super high click-through rate but low earnings. Again, got to test.

The other thing I want to talk about is estimating your earnings. I'm telling you, if one more person asks me to estimate their earnings based on their traffic and topic, I think I am going to scream. 😊

That's one of those things that no one can tell you what you can expect to earn. They can't estimate it, it's impossible. It's going to depend on how much the ad costs, what your click-through rate is and all that, and guess what, nobody can estimate that.

I'll give you a great example. My hair site, when 2createawebsite was at the same traffic level that Napturally Curly is right now, 2createawebsite was earning way more than that site is. That's

because it's a different niche. Every niche has different ad prices, and it varies from day to day, month to month, so hopefully you can see why you can't really estimate earnings. You just can't.

Here's the other myth: AdSense doesn't work anymore in 2014. Look, AdSense does not work as well as it did five years ago as a whole. I will give you that. I agree with that. But AdSense still works very well for a lot of sites.

People who are saying that it doesn't work, well that may be their individual situation. Maybe they lost a lot of traffic at one of the Google updates, or maybe they're in a niche where the ads just aren't paying very well right now. But again, just because somebody else is saying it doesn't work, doesn't work it's not working for everybody.

The other myth is that you only earn for clicks. Not true either. You can also earn for impressions. So, if you go to your performance reports and then go to bid types, you will see that you're earning probably two ways: CPC, which stands for Cost per click, that means you're earning when someone clicks your ad, and then CPM, which is your earnings for every one thousand impressions. See, a lot of the bigger name advertisers, they can afford to pay for CPM ads, meaning they pay just when the ad is displayed on your website. So, you may be earning just for ad displays.

Now, this kind of ad is not nearly as common as CPC, but it's definitely possible. Actually the placement advertisers, remember I talked about those? These are the people who tend to bid more because they want to advertise specifically on your website. These advertisers are also more likely to buy CPM ads as well, so don't forget that. Yes, you can actually earn for impression with AdSense, not just clicks.

Now, I couldn't do an AdSense podcast without addressing this question. Why are my earnings so low? There are several reason this could be. Number one, this is something a lot of people don't realize. Many people today have ad blockers installed on their computers or their web browsers, so they're not even seeing your

ads. Of course, that's going to impact your earnings because more and more people are using those today. The other thing and this happens in different topics more than others, is that people have ad blindness, meaning they're so used to seeing ads, they more or less block them out. I think that's what's happening a lot, especially in the blogging, the make money online spaces, etc. people just tune ads out. So obviously that's going to be a reason for a low click-through rate.

Next, this is the obvious one: lack of traffic. If you don't have enough traffic, you're limiting your chances of earning anything, not just with AdSense but any type of ad network or advertising program. If you have fifty visitors a day, it's going to be very difficult to earn much money with advertising. Generally, and I don't want to get into numbers because obviously it's going to vary for many different reasons, but until you get into the five hundred or even one thousand unique visitor per day area, you're probably not going to see too much with ad networks unless you have a very, very specific audience and you've got some really, really good ads that convert very well. But for the most part, if your traffic is under five hundred visitors a day, it will be more challenging to earn, especially if your site is not targeted to one specific audience. That's just a general guide.

The other problem people run into is irrelevant ads. If the ads on your site aren't relevant or related to your topic, which happens sometimes because some topics don't have a lot of ad inventory. So obviously, your click-through rate is going to be low and you're going to earn less, unless you have a situation like me with 2create where the ads are very competitive and they pay a lot more, so when you do get a click, you may earn quite a bit per click.

I also want to mention too before I go any further, the reason I'm not mentioning what my click-through rate is, what my RPM, Revenue per page is because it's against the AdSense terms and conditions to reveal specific things about your AdSense earnings. You can reveal totals but you can't reveal your click-through rate, your RPM and those types of things, that's why I'm not revealing them in this podcast.

Back to the original topic. It's important to realize that certain niches, for example entertainment, let's say you have a blog on Justin Bieber, "Baby, baby, baby ooh!" (Did I just do that?) ☺ Anyway, there are probably not a lot of Justin Bieber ads in the database. So, you might see ads that are somewhat related to entertainment, so your click-through rate again may suffer because they're not closely matched to your content. The more relevant the ads are to your content, the greater the chance people are going to click. Common sense right, but I still have to mention that just because a lot of people may not be aware of that.

The other reason your earnings may be low and this is something that doesn't get talked about too much, but your navigation, how cluttered your site is. If you've got a junky website and it's not a very well-designed site and people have trouble finding their way around, look.... Advertisers, especially placement advertisers, are not going to want to advertise on a website like that. Think about it, if you're an advertiser and you've got money to spend, you want your ads to appear on websites that are going to get you exposure and quality clicks. So, if they see a site and it's not clear who the site is targeted to, or the site's very cluttered and it just looks a mess, the advertisers are not going to want to advertise there.

Sure, you'll get some contextual ads but you may not attract as many placement advertisers, and as I said earlier, the placement advertisers are the one that can really bring in the money. Why? Because they outbid the contextual advertisers. I love those placement advertisers, because a lot of times that's where those big clicks come from.

Now let's talk about maximizing your earnings. Here's a tip that I don't think a lot of people know about. You definitely want to create custom channels. Custom channels allow you to group your ads together so you can report on them, and they also help Placement advertisers find your units. I'll talk more about that in a second but first let me get into grouping. You can group your ads by either size or location. So here's an example. Let's say you have two units in your sidebar, on your site. Let's say one is maybe a 250

x 250 ad unit and the one below that is 300 x 250. And you want to see how well these ad units are performing collectively.

Well, you would go to My Ads from your account, and then click custom channels. From there, you can create a channel. So you might call that channel, “sidebar ads”, and then you’d give that channel a description. The description may be something like, *sidebar ads at the top right corner of a cooking website. Great advertising space for advertisers looking for websites related to desserts* and whatever your site’s about. This is where you can put the keywords in here.

The reason you want to do this is because those placement advertisers that I talked about, can actually search custom channels for a specific kind of ad space. So, if a cooking related advertiser is looking for a cooking website with sidebar ads near the top of the page, then they can seek out and find your channel. Then what you would do is, when you put ads in that sidebar, you will assign that ad, the channel that you created.

Have you ever noticed when you're creating a new AdSense unit, Google always asks you to assign a channel to that ad? So if you're creating a sidebar ad, you would assign it to that sidebar channel that you set up. So now you can go to the performance reports tab, and click custom channels, and then you can report based on your channel. You can see how much the two ads in that sidebar earned this month. So now you can report on that, and the placement advertisers can also seek that space out if they want to target certain channels that focus on a particular keyword.

So, Google actually recommends that you always set up custom channels, to help you attract as many placement advertisers as possible. Also remember that if you have a good amount of traffic, it’s going to increase the chances of you attracting these placement advertisers, because of course the people with a lot of money to spend are going to seek out the sites or the channels that have the most exposure. So, if you have a lot of traffic, it’s definitely going to help you attract more of those advertisers.

Another way you can maximize your earnings is to use the AdSense experiment tool. I did a video on this earlier this year, so you can go to 2createawebsite.com/podcast3, to get all the show notes for this podcast. I'll link to any relevant videos or articles that I talk about here. But how the experiments tool works is, let's say you want to test whether blue links perform better than red links. So, you can set up an experiment to run these two different units, and Google will automatically switch between the two units throughout the day, and they will measure which unit gets the best click-through rate. Over time, they will figure that out and then they will automatically run the unit that is performing the best, without you having to do anything but set up the initial experiment.

Another way to maximize your earnings is to use larger units. Now that the Web has evolved where people's websites are getting wider, they can accommodate larger sizes, and the larger sizes tend to get better click-through rates just because you can see them a lot easier. So, many of the advertisers are now switching to bidding on the larger spaces, so if you have a website that can accommodate a 300 x 600 unit, you may want to experiment to see if you earn more using these kinds of ads.

I was actually assigned an AdSense optimization specialist about three years ago. One of the first things he told me is that a lot of the smaller units, like the 468 x 60 banner ads and the ones even smaller are more or less getting depreciated. The advertisers just aren't bidding on those spaces as much, because they're opting to go for the larger spaces. Websites are getting wider now, so website users or AdSense publishers are opting to go for the larger sizes, so the advertisers are also creating more ads for those larger ads than the smaller ones. Doesn't mean that the smaller ones still won't convert for you. Just understand, as a general rule, you'll probably earn more with the bigger units. Again it's one of those things, you've got to test.

The other tip is to make sure you are using a responsive layout. That means your site automatically adjusts when somebody goes to it on a smartphone or a smaller device. Once you have a responsive theme, you can use responsive ad units. I have a video on how to

set all that up. I'll link it to the show notes rather than trying to explain all that here, because it might get a little confusing. So just make sure you go to 2createawebsite.com/podcast3 and I will have the video.

When you have a responsive theme and responsive units, the ads will automatically size down and fit into your theme, when your site is viewed from a mobile device. So you get more opportunities for more displays and more clicks. Most WordPress themes today are responsive, so if you're thinking about getting a new theme or you're just starting your site, make sure you look for a responsive theme. I use the [StudioPress themes](#). I'm a big fan of theirs, and a lot of their themes are responsive.

Now I want to talk about a very, very sensitive subject. I actually debated whether or not to even include this in this podcast because it is so sensitive, but I want to say upfront that all of these tips and this information here is based on my own experience and research. I do not work for AdSense, I do not consider myself an AdSense guru even though some of you may consider me one. so, please use this information at your own risk, especially what I'm about to say about protecting your AdSense account, because as you all probably know, a lot of people these days are getting their accounts disabled. It's an unfortunate thing that happens because of people clicking their own ads or other people click bombing other sites out of jealousy or just being mean. Also, if Google feels that your account is too risky, maybe they see you're getting traffic from weird places, they will disable your account. It happens, and quite honestly, there is no way to fully protect your account, no matter how much you make.

So, if you are relying on AdSense income alone, it's just not a good thing. Please don't consider quitting your day job because you're earning x amount of dollars with AdSense. That's one of the things that gives me peace of mind about AdSense, it's not even a quarter of my income. At one point, it was 60-70% of my income, but it's no longer that. I do have a little bit of peace of mind there because I'm not depending on AdSense. Nevertheless, I don't want to lose the account, but at the same time, I think it's so important for everybody to diversify as best as you can. So, with that said, let's

get into the subject.

My first tip about protecting your account is... I know this is difficult, but don't tell your friends and family members about AdSense. Just don't. I know what some of you may think. Well, if I tell them about it, maybe they'll click one or two times and it won't hurt anything. Let me tell you, it's not worth it.

First of all, it's theft because people are clicking the ads, maybe your cousin will click thinking they're helping you out, but they're stealing money from the advertiser who paid for that because they're not really interested in the ad. They're just clicking it to help you. So, first of all it's unethical and it's technically against the terms and conditions of AdSense.

Second, a lot of times the family member will just keep clicking the ad and if your account is brand new, (I think Google really monitors the new accounts more) it's really going to look suspicious if they see you are, a new user and you've suddenly got a 15-20% click-through rate. It's going to look suspicious, so bottom line, it's wrong. Don't tell your family and friends about AdSense. Just don't.

Now let's talk about those plug-ins that supposedly block bad behavior like bots that will repeatedly click your ads. I'm personally not a fan of them. The problem is, some of these plug-ins, and I haven't researched them all, but they may add stuff to your code that is against the terms and conditions. You are never supposed to add anything to the AdSense code. If you do, you could potentially get disabled. So if one of these plug-ins causes your AdSense code to display in such a way that is against the AdSense terms and conditions, you could be in trouble, I'm not saying they all do this, but any time you put your AdSense code in the hands of a third party user, you're always going to be at risk, and to me, it's just not worth it.

Another question people have about their account is, what if I notice something really suspicious about my account, I see a really, really high click-through rate. Should I go ahead and just email Google and tell them about it? Actually I've seen this go both ways.

You can email them and they'll check out your account and they'll see that maybe you're a risk and they disable you. Or on some occasions, they have replied to the user and said, "Thank you for contacting us. We have credited the clicks back to the advertiser." It's one of things, it can go either way.

Google's terms and conditions and their help section actually say, don't worry about it. They will auto-correct it and just credit the money back to the advertiser automatically, but some people still feel compelled to report it because they don't want Google to think that they were doing anything wrong. It's one of those things, it's up to you. You make the judgment. I know it's a tough call and I debated bringing this up, because I don't really have a tip or suggestion for you. But I'm just going to tell you what Google says. They say, don't worry about it.

What some people will do is they'll go up to their account settings, over in that right hand corner you see a little wheel in your account and you click account settings. From there, you can tell Google what sites are using AdSense, that you own. What some people will do if they notice any weird activity, they will remove their site temporarily from the allowed list. That way, they won't be getting credit for these clicks or this click attack that's happening. I'm not saying this is going to work, but I'm saying this is what some people have done.

What I'm about to say next is just my opinion. This is not fact, but one of the reasons I recommend people wait until they have a decent amount of traffic before they join AdSense, is because I believe when you have good traffic and you start generating more placement advertisers, you then become more of a valuable asset to Google. So, there may be, I say may be, less of a chance that Google will ban you or disable you if there is any kind of fraudulent click activity.

That doesn't mean that everybody who makes a lot of money is safe, I'm not saying that. But I think when you have a low traffic site that doesn't get a lot of clicks, meaning you're not making much money for Google with AdSense, you're not generating nay

placement advertisers, I do believe there is more of a chance that your account is going to get disabled, simply because your site's not a big money maker for them. That's just my opinion. That is not based on any fact.

So, the bottom line here is there is no way to 100% guard your account from being disabled. The best thing you can do is, not click your own ads, not tell your family and friends about AdSense, keep abreast of all of the Google AdSense terms and conditions, read them through every now and then to make sure that your site is not violating any of the guidelines, and hopefully you will be okay.

The one thing I will say about AdSense as of late, they seem to a lot better about warning people and being more transparent when there's something going on with your site, so they give you a little grace period. They may send you an email saying, "Hey we've noticed that something you're doing here is violating our terms. We'll give you a few days to correct it and then we'll check your site again." This is happening a lot more than it used to, so I think that's a good sign.

Now I want to talk about a conflict that I think exists with regards to AdSense. You've probably seen those notifications in your AdSense account that recommend you add more units to your pages, so you make more money.

Here's the problem with that. Occasionally, the Google Search Quality Team, the people who are in charge of the rankings in the search results, they will release an algorithm called Top Heavy. These Top Heavy updates will often penalize people that have too many ads on their pages, especially if they're above the fold.

So, what's going on here? On one side, they're telling us to add more ads and then on another side, we're getting penalized for having too many ads. Here's part of the reason why there is a conflict.

As I mentioned, I had an AdSense optimization specialist a while back, I've actually had two. I haven't heard from either of them since, so I don't know what's up with that. The first one I had

admitted to me that the AdSense optimization team and the search engine optimization team, do not talk to each other. So, the AdSense optimization team's goal is to just make sure that you earn the most with AdSense, while the search team's goal is to make sure the results are quality. So, one team might be doing one thing while another is doing something else.

So, how I rectify that is create a balance. You've got to think about what's more important for you. If earning money with AdSense is your only goal, you're not concerned about your rankings and maybe you get traffic from other sources, then yes, go ahead and put as many ads on your site as you think you need to make the money you want to make. But if you're more concerned and hopefully this is you, you're more concerned about your overall user experience but you want to make money with the advertising as more of a secondary means of income, then you want to minimize the amount of ads you have on your site. So you want to balance it out, and I think that's the best way to approach it.

The other thing is if you are going to use the maximum of three units on every page, at least space them out so all of your ads are not at the top of the page or all in one spot, because I think that can look unprofessional and turn people off.

Now I want to talk a little bit about alternatives to AdSense. Maybe you're in the program and you're not really happy with your earnings and you want to see if there's another program that'll perform better. There's a link that I put in the show notes at [2createawebsite.com.podcast3](https://2createawebsite.com/podcast3). It's an updated article that you'll definitely want to check out, because it'll cover more options, but I'm just going to talk about a few in this podcast.

The first one is BuySellAds. This is a little different from AdSense. It's not about just getting paid per click. They more or less act as a broker for you, so they find advertisers that match your website. The tricky part about BuySellAds is that they're pretty selective about who they accept. So, if your site doesn't get much traffic, it may be a little bit harder for you to get in. But the cool thing about them is that if you use WordPress, they have a WordPress plug-in

that works in conjunction with their service, so that's pretty cool.

Another program that I hear a lot about is Media.net. I remember a couple of years ago when a lot of people were getting disabled from AdSense, many people were in different forums talking about that they're earning more with Media.net than they were with AdSense. Then of course, I've also heard the flipside, where people have said they aren't earning anything close to what they were earning with AdSense. Like I've been saying a million times in this podcast, you've got to test.

The next two programs, I'm not really a fan of but there are people that do well with them. They are Infolinks and Kontera. They're very similar. Both of these programs automatically hyperlink random keywords within your content, and they link people over to the ad. The reason I don't really care for these types of ads is they seem a little sneaky, you know what I mean? Because it sort of looks like a hyperlink, and I think it's Kontera that underlines them twice, so it looks a little bit more like an ad. But a lot of people, especially people who aren't that savvy with internet advertising, they may think it's a link to another web page on your site. So when they click it, they're taken to an ad, and some people may get a little ticked by that, so not a big fan of those types of advertising services. But again, they work for some people so you may want to check them out. That's Infolinks and Kontera. All of these will be in the show notes.

Another program that I've actually used myself is called Text Link Ads or TLA for short, is what some people refer to them as. I used this on my forum for a short time and I'll explain why I disabled them. How they work is similar to BuySellAds, where you sign up and they will find advertisers for your site. So literally, what appears on your site is simply a text link ad. No ad copy, just a text link. If there's a shoe company that wants to advertise on your site with the keyword link 'buy cheap shoes now,' that's what the ad will look like on your site. So all you do is just paste this code in your website, and Text Link Ads will manage the ads for you. They'll put them up when they're new and they'll take them down when they expire. So, it's really a hassle free, hands free type of service.

What I didn't like about Text Link Ads, this was for me specifically. Again, I'm always talking about how my niche attracts a lot of get rich quick ads. A lot of the ads that were appearing on my site were really low quality, and that's what happens with some of these networks that don't have as many advertisers as AdSense. The ads are really cheap, so a lot of people who would not necessarily be able to afford to advertise with AdWords, end up using these other networks because the ad price is cheaper. So sometimes you get those lower quality advertisers that promote all of those get rich quick schemes. I was getting a lot of those, and I ended up rejecting most of them, so once again it's like, what's the purpose, if 90% of these as you're going to reject?

The other thing I didn't like about them is they forced you to not use the nofollow tag. They didn't want their publishers to use that tag. Now, if you know anything about search engine optimization, anytime you have third party links or ads on your site, you're supposed to use the no-follow tag. If you just go to Google and type in 'create a nofollow link,' you'll get information on how to do it, it's very easy. But the reason Google introduced that tag is because search engine rankings are about links. So, if somebody links to you, that could impact your search engine rankings.

Of course people abuse this, so Google says anytime you have an ad, you should use the no-follow tag to make sure you tell Google that look, I'm not trying to manipulate the rankings by giving them a link, this is an ad. Well, Text Link Ads doesn't want you to use the no-follow tag because it benefits the advertisers from a link juice perspective, if there is no nofollow tag -- because it could help their advertisers rank. But that's against the Google guidelines. So it's one of those things, if you don't care about what Google thinks of your site, go ahead and use Text Link Ads. Just understand, if you don't want to get penalized because of any type of link spam or link advertising, it's really best to stay away from that service. Just my opinion.

Clicksor is another program worth mentioning. They are a Canadian based company that's focused on average sized publishers with

traffic from Canada, the UK and US as well. One nice thing about Clicksor is they have a variety of different ads. They have the in-text ads, they have banners, they have pop-unders, they have pop-ups, they have search boxes, and there's many ways to earn with Clicksor. I've read a lot that many people who use this, make the most because of the pop-up ads or the pop-under ads. I'm one of those, not a fan of the pop-up ads so if you're one of those people who doesn't like those on your site, then you're probably not going to want to use those ads, but you can still try out some of the other text or image ads as well. But they're often times a nice alternative to AdSense, just depends on obviously your traffic and how much you earn, of course. But I do think it's nice that they have a variety of different types of ads that you can choose from, so that's cool.

The other thing I want to address in this podcast is, why your earnings go up and down? I get emails so often from people who have really good months for two, three, four months and then things significantly drop off for the next couple of months. They freak out and they think something happened, they did something wrong. What you have to understand is that AdSense is often seasonal. I know for me, my earnings always drop around the Christmas holidays, because the advertisers in my particular space don't advertise as much as they do the rest of the year.

You might have a different kind of site. Maybe you have a website that picks up around the Holidays, so your trend may be different than mine. But don't panic when you see your earnings go down, it's very, very normal. I've been in this program for eleven years, and I have seen my earnings spike, they'll go up and then they'll drop, they'll go up.

In the early part of this year, I had some really, really low earnings, some of the lowest earnings I've had in a long time, but then in the last couple of months it's picked up and I've had levels that I haven't had in a long time. So it's just the nature of AdSense, it's the nature of the beast. That's why you just have to diversify and not rely on it. I know I say that a lot but I cannot emphasize how important that really is.

So that is going to wrap up the AdSense podcast. Thank you so, so, so much for listening. You don't know how much I appreciate you, you really don't. If you have any questions, go to 2createawebsite.com/podcast3. That's the show notes for this podcast. You can leave me any questions, I'll be happy to try to answer them. Don't forget to subscribe to this podcast on iTunes. I am on iTunes now, so if you go to 2createawebsite.com/itunes, it'll take you to the iTunes page. If you have questions, you want to chat with me, head on over to websitebabble.com, that's my forum. You can ask anything there that you want regarding website creation, making money online, and finally if you need a website, I will be more than appreciative if you go to websitepalace.com to get your domain and hosting. That's my store. I earn a commission, and you receive a free video to help you get started.

Thanks everyone for listening, and I will chat with you later!