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Adsense is considered one of the most powerful tools in a website publisher's arsenal. It enables you as a website owner/publisher to monetize your sites easily. If used properly, it can generate you a very large and healthy income. However, if you are not using Adsense properly, you are actually leaving a lot of money on the table.

How you can start earning money with Adsense can be done easily and quickly. You will be amazed at the results you can get in a short period of time.

I've compiled these tips to be as useful and as "to-the-point" as possible. They are short, but succinct. They are based on my own experiences with Adsense, and others. I hope you enjoy them and learn something from them.

## **Tip 1: Importance of Testing**

When you are running an AdSense campaign, it is important to make sure that you are testing all of the different possibilities to make sure that you are getting the highest click through rate.

For instance, you could try placing the ads in different places on your site and using different color combinations. Then run one ad format for a week, then run the second format and compare results. Better yet, test the formats simultaneously and start getting side by side results to compare.

Just be sure to allow each test the same amount of time to work, to make sure that your results are equal.

## **Tip 2: The Best Ad Positions?**

Although testing is a necessity, there are certain areas for your ads that are thought to be more likely to encourage a greater click through rate than others.

It is a proven fact that one place visitors look first on the site is the top left position. But there are other places to consider depending on your site design.

For instance, above the page footer and below the top navigation bar are also very good. Near the middle with the main content wrapped around the ad block is another great location.

Take the time to look in the help files inside your Google AdSense account and you'll find the latest research, plus heat maps suggesting the best locations to place your ads on your website.

## **Tip 3: Have Congruence With Your Content and Ads**

Although it may seem to be a good idea, don't try to make your ads stand out from the other content on your page.

It's vitally important to have "congruence" on your webpages between your page content and the AdSense ads appearing on the page. This means that there should be a close similarity between the content or article(s) on your webpage and the ads on that page.

Keep in mind that the readers did not come to your site to click on ads, but to read the content. You should take care to build your page around a specific topic. Choose your keywords carefully and keep them targeted.

This will ensure that the AdSense ads that are shown on your page are relevant and useful to your visitors. If the ads blend in with the content on your site you will be more likely

to get a better click through rate on them.

## **Tip 4: The Best Pages To Place Your Ads**

Let's talk about how many webpages you should put ad units on.

Some people think that it is bad to put AdSense on too many pages. But, if you are going for the AdSense revenue then it is important to give your visitors as much chance to click on your ads as possible. Keep in mind that not everyone will arrive at your home page, especially if they have found you through the search engines.

If you don't want to put AdSense on all of your pages, then you can concentrate on placing the AdSense ads on high traffic pages to get the best results.

You can identify the most visited pages on your site by looking at your site logs or even at your Google Analytics account, which will provide you with page by page details of the visitors that you receive.

If you don't have a Google Analytics account you can get a free one here:

<http://www.google.com/analytics>

## **Tip 5: Don't Overload Your Pages**

According to the AdSense rules you can place up to three ad units on each page, along with a maximum of two Google AdSense for search boxes. A single link unit may also be placed on each page.

You can also include two referral units from each referral product, in addition to the ad units, search boxes, and link units.

Be careful not to overload your page with more ads than content. Try to create a balance that allows you to blend your ad units in with the rest of the content. You will find that this will help increase your click through rate.

## **Tip 6: Which Ad Units Work Better?**

Which type of ad units works better?

Google has run tests that show horizontal ads generally work better than vertical ones. The idea being that the eye is more used to reading horizontally, so it is more likely to be familiar with this layout.

It has also been suggested that the larger rectangular ads that read horizontally will receive a higher click through rate.

The best way for you to find out which ad format will work best on your site is by testing and comparing your results. You will receive much better results if your ad units blend in smoothly with the design of your page.

## **Tip 7: Using Link Units**

If you have three ad units on your page and you still have room for more, then according to the AdSense rules you can add one of the AdSense link units in addition to the other three units on your page.

Link units are small blocks of links that take the reader to a page of ads that are related to the topic of your site, in the same way that the usual text ads do.

The nice thing about link units is that they look a lot like navigation links and can easily blend in with your page design. This will give your visitors the impression that they are clicking through a link on your page rather than an ad.

## **Tip 8: Don't Advertise Your Competition's Ads!**

It is always good to get high quality ads on your pages, but you don't necessarily want to show ads from your direct competitors.

If you are getting unwanted ads on your site, Google has a tool called the "Competitive Ad Filter" that allows you to choose which ads not to show on your site.

The competitive ad filter works by blocking ads that link to specific URLs. This way, you can easily block all ads that are linked to your competitors' websites. By entering a top level domain such as [www.my-competition.com](http://www.my-competition.com), you'll also block all ads that link to subdirectories below that domain.

This can come in very handy if your competition is selling the same product that you are promoting on your page.

## **Tip 9: Add A Google Search Box**

Here's another way that you can monopolize Google AdSense on your site and help your visitors at the same time.

You can help your visitors, and increase your AdSense earnings at the same time, just by adding a Google search box to your web pages.

This works out great because when someone uses the search box on your site they will be shown ads on the exact term that they typed in. If they click on any of the ads that they see while searching, then you get the commission.

When you place the search box on your site you will have the ability to choose whether you want your visitor to be able to search your website as well as the web. You can even have search results that are tailored specifically to the topics on your site.

## **Tip 10: Optimise Your Keywords**

If you are trying to target a particular type of Google ad on your site, but it keeps putting up a different type of ad, then you need to make sure that the keyword that is related to the ads you are targeting is repeated enough on the page. This way AdSense knows exactly what the page is about.

For the best results use different keywords or keyword phrases on each page of your website. Optimize each page with the keywords that are most relevant to type of ad that you want to show on that particular page.

You can also put your keywords in your title tag, meta tag keywords and description. This will help you achieve more targeted ads on your page.

There are many tools that can help you decide what keywords you should target to get the best results with your AdSense campaign.

A good free tool is the Yahoo Search bid tool (formerly Overture) (<http://www.vretoolbar.com/keywords> ). There you can type in words are related to the topic of the content on your page and see how many people are searching for them in Google, Yahoo, MSN and AOL.

It will also tell you the estimated amount of Google Adwords traffic and cost per click that the keyword is receiving. This will help you choose which keywords will yield the best results from AdSense, so that you can build your pages around them.

## **Tip 11: Use Graphics On Your Pages**

Let's talk about using graphics on your AdSense pages.

Putting pictures that are on the same subject as the ads that show on your page can improve your click through rates a great deal.

But, make sure that you don't put pictures of people looking at the ads, or in any way indicating that people should click on the ads. According to Google AdSense policies you may not direct your visitors' attention to the ads by using arrows or other graphical images.

This doesn't mean that you can't use graphics on your AdSense pages. It just means that you have to use them in a way that will complement the content of the page, and not for the sole purpose of getting people to click on your ads.

## Tip 12: AdSense Preview Tool

Let's talk about the AdSense preview tool.

Google provides you with an excellent tool to help you preview the ads that appear on your page. This tool allows you to see sample ads and formats, preview colors on your page, check the destination of the ads, and geographic location so you can see what visitors in other countries will see.

The Google AdSense preview tool is an addition to the right-click menu for Windows Internet Explorer. With just a few clicks, you can see what ads may appear on your new webpages, or make an educated decision on whether to add AdSense to your existing site pages. It's an essential add-on tool if you're serious about using AdSense. You can install it within a few minutes. Just go to the Google AdSense Help Centre at <https://www.google.com/adsense/support/> and you'll find instructions for installing it.

*Thanks for taking the time to review the above tips. I hope you found them useful. If you're interested in the best tool I've found to easily build a profitable AdSense website, then take a look at the resource below:*

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