

What is Google AdSense?

Google AdSense is a program that allows websites to make money by hosting advertisements for companies and retailers in the AdSense network.

When a visitor to your website clicks on an advertisement, you make money. By publishing Google keyword-targeted advertisements on a website, Google AdSense users earn ad revenue.

Anyone can use Google AdSense, no matter the popularity or age of the website. However, Google AdSense does not accept family unfriendly content, such as adult subject matter, racist material, and information about weapons.

How does Google AdSense work?

When someone clicks on an ad on your website, with content geared towards your industry, the advertiser pays Google. For example if you write content about interior design, you will likely see ads from home furnishers, architects, wallpaper designers, or carpet companies. When the ads are clicked, you as the website owner make money. The advertiser sends money to Google, who sends it on to you.

How much am I going to make with Google AdSense?

There are no guaranteed results, as your writing ability is your paycheck when it comes to Google AdSense. However, with skill you, like so many other webmasters today, can be making hundreds of dollars off of the AdSense program. And truthfully, given the simplicity there is to signing up, why wouldn't you want to?

How can I make more money with Google AdSense?

There are lots of factors that determine your revenue potential with Google AdSense. Does your website cater to popular subject matter? Dealing with women's issues, celebrity gossip, or movie releases raises your revenue creating abilities, but the competition for the key words related to the subject (women's health issues, gender issues, women's health and woman issues; celebrity news, celeb gossip, Perez Hilton, celebrity pictures and Brad Pitt; upcoming movies, DVDs, show times), makes competition for first page showing difficult to come by. Still, the cost per click may make these subjects optimal.

No matter what you write about, be sure that it's something you're interested in. Passionless content will deter readers, so they'll have no interest in using the ads on your page. You're better off writing on a less competitive subject if you can make your content interesting for your visitors. Not only will you have repeat customers, but your users will have more opportunities to use the links in your AdSense network.

What is cost per click?

Cost per click defines your revenue with Google AdSense. Every time a visitor clicks on an ad on your website, you get paid. The more competitive keywords can earn you more than a dollar per click, adding to your website's earning potential. Less competitive markets make less money, since they profit Google less. Cost per click for these unpopular keywords can be even lower than two cents.

However, most Google AdSense users report earnings of four to five dollars, just by using effective advertisement optimizing keywords in their website. It's possible to earn up to \$100 a month with AdSense even after Google takes its cut, simply by using effective keywords that draw in advertisements with high cost per clicks.

What is Google's cut?

The real answer? Nobody knows. Google doesn't publicize its commission from AdSense, choosing to display only the web user's cut of the profits, which makes it difficult to analyze how much Google earns.

But it's estimated that Google takes a commission of between 40 and 60 percent, with comparison between AdWords rates and AdSense earnings, but nothing is proven. No one knows why Google doesn't publish its commission rates (legal reasons or otherwise), but many think that by not publishing their commission, Google is able to cut its costs by not announcing rate changes.

How do I sign up?

Signing up for Google AdSense is quick and easy. Just visit the Google AdSense URL to get started. On the right side of the website, there's a blue button that says "Sign Up Now." Click on the button to be directed to the Google AdSense application form. Fill the form out with the requested personal details and your website URL, hit "Submit Information," and your application is completed. After you submit your application, the Google AdSense team will review it. Usually within two days, Google will email you of your acceptance or rejection.

What do I do if I'm accepted?

If you're accepted, login to your new AdSense account and get acquainted with the services so you can better suit the program to your needs. With a wide range of features and services available to your account, you should find exactly what you need for your webpage. Then go to "AdSense for Content" to create your AdSense Code, complete with color, background and fonts. Copy and paste the AdSense codes into your website, and you'll be seeing results within twenty minutes. As long as you have the code on your website, Google AdSense will be making you money on a pay per click basis.

What do I do if I'm rejected?

Make sure to note that a Google AdSense rejection is not necessarily permanent. When analyzing your site during the application process, the Google AdSense team will tell you why you were rejected. Once you learn the reason for your disapproval, you can go back to your website and fix the problem to ensure that you comply with program policies, and promptly reapply, this time to be accepted.

Do I choose the ads?

No, Google does. By analyzing the content of your website where the ads are posted, AdSense optimizes the ad revenue by delivering ads targeted to the content listed page-by-page.

Is your page a gallery of your paintings? Google will deliver ads about paint stores, drafting tables, art supplies, drawing courses, and framers to appeal to your audience.

Do you love talking politics? Google AdSense will supply your page with advertisements for political music, political parties and games, as well as advertisements for website about international relations.

Does your blog host discussions about books? You're probably going to see advertisements for book clubs, publishers, literary awards, ebooks, Cliffnotes, and new releases. Again, if Google identifies a market in your copy, it's going to give you the ads so you both can make money.

Furthermore, if you add a Google search box to your website, AdSense will optimize your earning potential by sending relevant ads targeted towards the search results your visitors receive. Clicking on these ads will also earn you cash.

How do I make my website Google AdSense friendly?

If you already have your website search engine optimized, shouldn't you have your website AdSense optimized? Here are some helpful hints that should drive your cost per click revenue higher than you'd ever expected.

- **Keep your pages keyword rich.** The content should be thick with words and phrases that will attract high paying cost per click ads rather than Public Service Announcements. The more times you use competitive keywords, the better the ads AdSense will deliver. Make sure to use keywords in both your title and your H1 tags.
- **Make your ads look obvious, but organic.** Hiding them as part of your content will damage the program, as AdSense runs on the assumption that the visitors using their ads will become paying customers that leads to sales for the advertisers. However, making the ads overly apparent will detract from the effectiveness of the ad campaign, simply by annoying your readers. Try to blend the background and border so it matches the rest of your web design. Your ads will appear separate from your content, but not in an obnoxious manner.
- It may sound simple, but be sure to **make your AdSense noticeable.** Placement is key. Don't place your ads below the fold or far to the right side of the page where they'll get lost. Visitors will never find them, and you'll never make money. Instead, place ads above the fold and within your content. CSS users should try a floating box.
- **Don't distract your users.** Unattractive pages with clutter detract from usability, distracting your visitors from both AdSense and content. The purpose of your page will be lost from content, and you'll lose available revenue. Keep other ads to a minimum, and work towards keeping a neat and clean website.
- Finally, be careful with your content. Adult content, weapon-related information and family unfriendly material will not only make your page rejected from the AdSense network, but may also trigger Public Service Announcements.