

## Tips For Maximum Earnings and how to avoid ' smart pricing ' - GOOGLE AdSense

Almost everyone has probably heard of AdSense by now, if not then I am pretty sure you have seen AdSense and may have not even known what it was. To explain AdSense, I must first tell you a little about ' AdWords ', Adwords is a Pay-Per-Click (PPC) advertising system that is available through Google the search engine. You create a small text ad, which is placed on Google's search result pages, the ads match your websites subject or content. You bid or set a fee that you are willing to pay Google every time someone clicks on your ad, this is a great way to get highly targeted traffic that can turn into sales, subscribers, or whatever you are trying to achieve with your website traffic. Now that I have explained Adwords, I can now tell you about AdSense. AdSense makes it possible for website owners to earn money by simply letting Google place ads on their web pages. AdSense ads can be either text or images, the ads can be altered to blend into the webpages, so they don't make your site look junky or poorly designed. AdSense ads are highly relevant to the content of most webpages, for instance if you place AdSense ads on a webpage that sells Coins, you will get ads about selling coins or other coin related subjects. Every time a website visitor clicks on one of the AdSense ads on your webpage, you earn money, and every month after your first balance reaches one hundred dollars, Google will send you a check or you can have the money deposited into your checking account. The AdSense program is a great way to earn extra money if you have a website, it's easy to make a few dollars every day, and some folks are making thousands of dollars per month doing it. When I first started AdSense, I placed the ads on my webpages and it wasn't very long until I had made a small amount of money, a few days later my account balance had grown even more. I was pretty happy, but I thought to myself, after reading a lot of articles, I am not making nearly as much money as others are making with AdSense, something must be wrong. Then I thought, maybe my website doesn't get the traffic that the others are getting ? I chatted with a lot of people on the internet that were in the program, and I discovered that the amount of visitors I get, was higher than some of the traffic they receive. You may think that 200 - 400 unique visitors a day is low for website traffic, you are very wrong, the average website gets a lot less per day, especially if your website is only a few months old or is not optimized for the search engines, or it's subject matter has a very low search demand. If my website was getting a nice amount of traffic or visitors, why was my AdSense earnings so low ? The first thing that I discovered that was wrong was ' AdSense ad placement ', that's right, you have to study each webpage's layout that you plan on placing the ads on. Wherever your webpage has sections or areas that grab and hold the visitors attention, this is a prime area to place a section of AdSense ads, in other words, place the ads on your webpages where folks will notice them. We are currently allowed to place up to 3 different AdSense ad sections or groups on each webpage. I found after some testing that the best places for my ads are, just under the title or sub-title, near the middle of the page, and near the end or bottom of my page. If you place one section of AdSense ads near the top of your webpage, folks entering your site will probably notice the ads, and if they scroll down a ways and theres more ads, that increases the odds that they will notice them also. Probably the best place to place one section of ads is at the bottom of your webpages, right after your last bit of text or interesting reading, but make sure you place the ads before any other links, because when visitors are ready to leave your site, they may leave by clicking on one of your ads, earning you money, and if you have other links showing before your ads, they may leave your site by clicking on one of them. So after I studied the layout of all my webpages, I went back through and repositioned the AdSense ads, almost immediately I noticed my earnings increased. I left my webpages alone, and about three months later I received my first check in the mail, it wasn't a lot of money but still for really doing no physical work I was very glad to get it. My earnings slowly started getting better and better after that first check, the next month I received another check, then the following month I got another and so on. After having been in the AdSense program for about 8 months, and chatting with more folks who were also in the program I found that my earnings were still low compared to some other people. Did you find this article useful? For more useful tips and hints, points to ponder and keep in mind, techniques, and insights pertaining to Google AdSense, do please browse for more information at our websites.

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