

# Using Google AdSense To Make Online Profits



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AdSense is all about targeted content, the more targeted your content is, the more target the search engines' ads will be.

The key to success with AdSense is the placing of ads on pages that are receiving high traffic for high demand keywords. The higher the cost-per-click to the advertiser, the more you will receive per click from your site. Obviously, it does not pay to target low cost-per-click keywords and place them on pages that do not receive hits.

With all the people getting online and clicking away everyday, it is no wonder why [Google AdSense](#) has become an instant hit.

For some who are just new to this market, it would be a blow to their pride knowing that their homepage is buried somewhere in the little ads promoting other people's services. But then, when they get the idea that they are actually earning more money that way, all doubts and skepticism is laid to rest.

There are two major, and clever, factors that some successful webmaster and [publishers](#) are learning to blend together in order to make money easier using AdSense.

1. Targeting high traffic pages on your website. If you check on your logs, you will discover that many of your visitors are taking advantage of the free [affiliate marketing](#) resources and ebooks that you are offering on your site. In simple words, your ads are working effectively and are generating more clicks. It also means more money for you.

2. Placing AdSense links on pages that are producing little, or better yet, no profit. By placing AdSense on a [free resources](#) page, you will reduce the amount of potential customers being lost to other sites. Tricky, but effective nonetheless.

When learned to work effectively, these two factors are actually a good source of producing a minimal amount of revenue from a high traffic page. Many people are using this strategy to pick up some extra cash with AdSense. This is also especially rewarding to informational sites that focus their efforts on delivering powerful affiliate link free content to their visitors. Now they can gain a monetary return on their services.

Here are some 5 proven ways on how best to improve your AdSense earnings.

1. Concentrating on one format of AdSense ad. The one format that worked well for the majority is the Large Rectangle (336X280). This same format have the tendency to result in higher CTR, or the click-through rates. Why choose this format out of the many you can use? Basically because the ads will look like normal web links, and people, being used to clicking on them, click these types of links. They may or may not know they are clicking on your AdSense but as long as there are clicks, then it will all be for your advantage.

2. Create a custom palette for your ads. Choose a color that will go well with the background of your site. If your site has a white background, try to use white as the color of your ad border and background. The idea to patterning the colors is to make the AdSense look like it is part of the [web pages](#). Again, This will result to more clicks from people visiting your site.
3. Remove the AdSense from the bottom pages of your site and put them at the top. Do not try to hide your AdSense. Put them in the place where people can see them quickly. You will be amazed how the difference between AdSense locations can make when you see your earnings.
4. Maintain links to relevant websites. If you think some sites are better off than the others, put your ads there and try to maintaining and managing them. If there is already lots of AdSense put into that certain site, put yours on top of all of them. That way visitor will see your ads first upon browsing into that site.
5. Try to automate the insertion of your AdSense code into the webpages using SSI (or server side included). Ask your web administrator if your server supports SSI or not. How do you do it? Just save your AdSense code in a text file, save it as “adsense text”, and upload it to the root directory of the [web server](#). Then using SSI, call the code on other pages. This tip is a time saver especially for those who are using automatic page generators to generate pages on their website.

These are some of the tips that have worked well for some who want to generate hundreds and even thousands on their websites. It is important to know though that ads are displayed because it fits the interest of the people viewing them. So focusing on a specific topic should be your primary purpose because the displays will be especially targeted on a topic that persons will be viewing already. With Google AdSense, the possibilities are limitless. Yet there is also the possibility of someone taking advantage of the easy money process that this [internet marketing](#) is doing. If you think more about it, these negative factors may force Google to break down and thrash AdSense in the process. If that happens, people would have to go back to the old ways of internet marketing that does not make money online as easy as AdSense.

To really start making money with AdSense, you should have a definite focus on what you wanted to achieve and how you will go about achieving them. As with any other kind of business ventures, time is needed coupled with patience.

Do not just ignore your site and your AdSense once you have finished accomplishing them. Spare some time, even an hour, making adjustments to the AdSense ads on your sites to quickly trigger your AdSense income.

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Give it a try and you would not regret having gotten into AdSense in the first place. Make other people's matter your own and starting earning some [extra cash](#).

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