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Adsense Isn't the Only PPC Game in Town

By John Calder

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Since Google announced their revenue-sharing Adsense program in mid-2003, Internet marketers and other webmasters alike have embraced the program wholeheartedly. For content-heavy, non-commercially oriented sites, Adsense revenue is a welcome way to help defer hosting and other costs of running their sites. For marketers, Adsense is yet another revenue stream to add to pages that may already contain affiliate links, info products, and so on. For many marketers, Adsense was the first time they realized that they could make money from pay-per-click (PPC) advertising, rather than just spend money on it!

But there are other PPC search engines who are willing to share their revenues with webmasters who place ads on their sites. For example, Searchfeed has been in business since late 2000, and RevenuePilot has offered revenue-sharing since July of 2002. In addition, the availability of PPC programs has made it possible for many smaller PPC engines to set up shop. Of course, you should always know who you're doing business with, so be sure to learn what you can about the company and who's running it before you do business in a big way with them.

It's true that payouts from Google's Adsense program are generally higher than from other PPC engines. That's not always true, of course, but it generally seems to be the case. The smaller PPCs do have some unique advantages of their own, that aren't found with Adsense.

For example, most PPC engines will let you recruit affiliates and pay you an override on their earnings. Granted, it's not much, but with enough affiliates it can add up. Adsense only offers javascript display, while some other PPCs offer javascript and XML feeds, as well as real-time search results from a search box. Most PPCs will also tell you how much a click will pay you, while Adsense is very secretive about total earned, payout percentage, etc.

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In short, for the sake of diversifying your sources of revenue, take a closer look at the other PPCs for some of your sites.

John Calder is the owner/editor of The Ezine Dot Net. Subscribe Today and get real information YOU can use to help build your online business today! <http://www.TheEzine.Net> RSS feeds are available. (You may reprint this article in full in your newsletter and/or web site)

More Adsense Blocks

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Google has recently made some changes in their Adsense program, and webmasters, busy as they are, may not be aware of all the Adsense news. For those who don't know, Adsense is the Pay-per-click (PPC) revenue sharing program offered by Google to webmasters who run primarily content-oriented sites. The Adsense program offers a way for these webmasters to generate revenue where they couldn't in the past.

After signing up for the program, webmasters place a bit of code on their web pages where they want to display Adsense. Google's technology determines the subject matter of the page, and displays relevant ads on that page. If a visitor clicks on one of the ads, the advertiser pays Google, and the webmaster receives a share of the proceeds.

One of the biggest changes is that webmasters can now have multiple "blocks" or units of Adsense on their pages. Since the program started, Google has allowed only one block, but they now allow up to three per page. This means webmasters can get three shots for a visitor seeing and clicking on an ad. The blocks don't all have to be the same format – you can choose from any of several formats available, and all can have different border, text, and background formatting. You are able to specify alternate ads for each unit. In cases where Google's software isn't able to determine a theme to your page, Google will display Public Service ads. However, webmasters can choose to display their own ads, such as for affiliate products, instead.

As with most things, you'll need to test formatting, placement, and other variables to see which combination brings the best click-through rate for you, whether you use one, two, or three Adsense units.

I use Adsense a lot on this web site <http://www.theezine.net> – Just a slight hint for you.

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