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**Ebook Review: "AdSense Confessions", How to Earn Google AdSense Income**

**By Robin Henry**

When you load a site into your browser and see small advertisement blocks here and there with

"Ads by Google" appearing nearby, you probably know that when you click on them, someone receives a credit for payment under Google's AdSense program. AdSense is a pay-per-click (PPC) scheme that benefits marketers, buyers and the webmasters who display advertisements on their sites. By bringing together a buyer looking for specific products or services (by entering a term or terms in a search engine), sellers of those products and services and encouraging webmasters to provide the medium by which this happens (their sites), everyone in the equation benefits. It's a truly win-win situation and a brilliant concept.

Because I use AdSense advertisements on my site, but have not yet optimised my income from them, I have been researching ways to do so. I knew that some people were making quite reasonable supplementary incomes from Google AdSense and that it has the potential to add more significantly to my income if I could find out how it's done. Like everyone else, I want a bigger share of the pie.

During my research I found Codrut Turcann's ebook, "AdSense Confessions" which promises to tell you ... How 9 Average People, Not Gurus, Cracked The Code To AdSense Income Boosting And How You Can Copy Their Money-Making Tactics! Plus... Discover How You Can Quickly Catapult Your AdSense Earnings By 450% Or More Using A Powerful, No-Fail Marketing Arsenal.

What's in this ebook?

"AdSense Confessions" consists of 101 pages detailing the success stories of nine people who have, to varying degrees, mastered AdSense sufficiently to earn regular incomes. Each from a different perspective tells his or her story about how they came to AdSense, tested, retested and eventually mastered AdSense to realise a greater income. One or two are still working on improvements to the AdSense aspects of their businesses to earn even greater levels of income.

As everyone knows, duplicating the models successfully used by others is a shortcut to success ... medical practitioners use it daily, so do marketers. There is every reason to believe that if you follow the proven methods used by the nine people whose stories are told in this ebook, you will have a

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similar degree of success. Interestingly, the nine contributors do not only discuss AdSense, they also discuss matters such as search engine optimization, keywords, web design, link management etc, all of which is good advice and makes this ebook even more useful. Evidence of earnings is provided as are numbers of examples of sites with AdSense adverts showing successful placement of AdSense ads.

Although most of the content confirms what I already know, for someone new to Internet marketing, web design or using Google AdSense, Codrut's ebook will save them a lot of time and effort in getting to the income earning stage.

Is it value for money?

The price for "AdSense Secrets" is \$69.97 USD and it is downloaded almost immediately. Included in that price are the following bonuses:

Ebook, "101 Quick Tips to Increase AdSense Income in 30 Days" FREE Profit–Pulling AdSense Site Critique and One–On–One Support By E–mail – Anytime You Need Help or Have An AdSense–Related Problem! "AdSense Profit Shortcuts" – Monthly eLetter A mystery bonus (value not known)

Value for money is a personal thing depending on so many variables that I can't answer that question for you. What I can say is that I find \$69.97 quite a steep price (especially given the Australian exchange rate which knocks me about). However, if you can use the bonuses, especially bonus two of a free AdSense critique, it could represent value for money. The free critique and one–on–one support could be worth thousands ... if you make sure you use it.

Also, there are numbers of links within the text that lead to free utility programs etc that add value to your purchase.

And the Negatives?

In my opinion the only negatives are that the ebook isn't as professionally presented as it could be (given the price) and that the downloading process is convoluted. Having said that, if you are looking for content and don't care if the format and layout is ordinary, then presentation of the ebook won't matter. As for the downloading, it involves completing a subscription box and sending an email from a post–payment page to retrieve a link to another page from which the downloads can be made. But before the final download step, one has to confirm the email details. All of this could be prevented if the download page presented immediately after purchase.

Conclusion

If you want to learn how to establish or increase an AdSense PPC stream of income, this book certainly delivers the goods and will give you a good start.

There are dozens of things you can do today to generate income almost immediately. Add to that the bonuses, especially the one–on–one support and you will be well on your way to joining those of us who

earn income from AdSense for doing nothing but placing links on our sites.

I've already begun to improve some of my AdSense strategies and will be monitoring income increase throughout the next three months at which time I'll write an article detailing my findings. Watch this space!

To find out more about "AdSense Confessions", please go here:

<http://www.adsenseconfessions.com/discount.html>

Robin Henry is an educator, human resources specialist and Internet entrepreneur. He helps small and home-based businesses and individuals improve performance by applying smart technology and processes and developing personally. He runs his business Desert Wave Enterprises from his home base at Alice Springs in Central Australia, although at present he is working in the United Arab Emirates.

## **The Death Of Adsense For Web Publishers**

**By Brian Casey**

For three years tens of thousands of webmasters have been making incomes ranging from a few dollars a month to five figure sums per month - with Google's contextual advertising program -Adsense.

Indeed many Internet Gurus have made substantial profits by telling people how to monetise their website traffic by putting Adsense on it.

Adsense revenues are shared between Google and the Adsense Publisher ... the website owner - up to now a nice cosy and profitable arrangement.

Google has always been cautious about revealing the ratio of payout to the publishers for Adsense clicks compared to the amount that the advertiser pays for the Adwords ... but the feeling among Adsense Publishers is that the percentage has been dropping steadily over the past three years - if you are a number cruncher, you may try to interpret the financial data from Google itself here:

[http://investor.google.com/fin\\_data.html](http://investor.google.com/fin_data.html)

In the past there was one price for Adword keywords, whether they appeared in Google Search results or as Adsense Ads on individual Adsense Publishers websites - that was fine as an Adsense Publisher might get, say \$4 from a click for a \$6 Adword - remember nobody knows exactly because Google will not tell!

Individual websites that publish Adsense are known as Google's content network.

On 22 November 2005 Google made a change to their Adwords advertising program – they allowed

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advertisers to bid different amounts for the Ads that would appear in Google Search results and for the Ads that would appear on individual AdSense Publishers websites.

So an advertiser might bid \$5 for a click from Google and 5 cent for a click from an AdSense Publisher in the content network ... Ouch if you happen to be that AdSense Publisher!

Is it the end of the road for AdSense Publishers?

Is there life after AdSense?

What can AdSense Publishers do to make up for the drop in revenues?

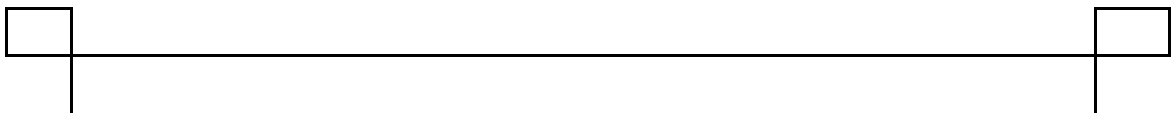
Is it possible to make much more from your website than you were making with AdSense - maybe this was a blessing in disguise!

Brian Casey is a freelance writer who contributes to various websites and publications.

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