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Google AdSense

By will morris

AdSense is beginning to make a huge impact on the affiliate marketing industry today. Because of this, weak affiliate merchants have the tendency to die faster than ever and ad networks will be losing their customers quickly.

If you are in a losing rather than winning in the affiliate program you are currently promoting, maybe it is about time to consider going into the AdSense marketing and start earning some real cash.

Google is readily providing well written and highly relevant ads that are closely chosen to match the content on your pages. You do not have to look for them yourselves as the search engine will be the doing the searching for you from other people's source.

You also don't have to spend time in choosing different kind of ads for different pages. Google makes it very easy for you, with no codes to mess around for different affiliate programs.

You will be able to concentrate on providing good and quality content, as the search engines will be the ones finding the best ads in which to put your pages on.

<http://vcsmedia.co.uk/freeinfoplus/adsense/index.html>

You are still allowed to add AdSense ads even if you already have affiliate links on your site. It is prohibited, however, to imitate the look and feel of the Google ads for your affiliate links. One of the things you can do, however, is to utilize Google's custom palette to customize your Google ads, making them to appear a part of the web page itself. The idea here is to match background and links to match the theme of your site. People on the internet today are trained to click on a link that is blue, and if your Google ads have the same theme as your web page, it makes the Google ads appear to be a portion of your "content."

You can also filter up to 200 URLs. This gives you a chance to block ads for the sites that do not meet your guidelines, and also block competitors. Remember that it is unavoidable that AdSense may be

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competing for some space on web sites that all other revenues are sharing.

Owners of small sites are allowed to plug a bit of a code into their sites and instantly have relevant text ads that appeal to your visitors appear instantly on your pages. If you own many sites, you only need to apply once. Then you are issued a unique "publisher ID", which can be used on any site you currently own. A small snippet of Javascript is placed on your site in the location you wish the ads to appear in, and generally speaking, the ads from Goggle will appear in minutes. This ends the hassle of having to apply to many affiliate programs, and keeping track of many different URL's and user ID's and passwords.

As Google ads are very easy to customize, and can be placed anywhere on your site you wish, you can experiment with placement, colors, and themes. Many tricks are available to the resourceful webmaster, including adding images in conjunction with your Google ads to make them more noticeable.

The payment rates can vary extremely. The payment you will be receiving per click depends on how much advertisers are paying per click to advertise with the use of the AdWords. Advertisers can pay as little as 5 cents and as high as \$10–12, sometimes even more than that too. Some savvy lawyers are currently paying as high as \$75 for advertising the keyword mesothelioma! And you, as the ad publisher, are earning a share of that money generated.

If your results remain stagnant, it can help if you try and build simple and uncluttered pages so that the ads can catch the visitor's eyes more. It sometimes pay to differ from the usual things that people are doing already. Google has many tutorials, including a "heat chart" which shows you where the best placement for ads are. You will need an account to access these tutorials. Sign up for an AdSense account at [It is also a refreshing sight for your visitor once they see something different for a change.](#)

It is still wise to look at other people's information and format your AdSense in a like manner. A wise old business axiom is to "find a good business model, then copy it." Let others do the hard work for you, and learn from a successful site. Just think about it as doing yourself a favor by not having to work too hard to know what content to have. Look to sites that have high page rank, and carefully observe their layouts, their content, and placement of their ads. A little time spent doing research can put dollars in your pocket down the road.

Publishers have the option of choosing to have their ads displayed only on a certain site or sites. You can also have them displayed on a large network of sites if you so desire. Google now has the option to allow other people to advertise on your site. This only makes good sense. If you are marketing to a tightly defined niche, you can place your own ads, written by you, on site that allow this option. The choice is yours, depending on what you think will work best to your advantage.

It is important to note that you cannot choose certain topics only. If you do this, search engines will not place AdSense ads on your site and you will be missing out a great opportunity in making hundreds and even thousands of dollars cash.

Topics to be avoided includes gambling, firearms, ammunition, tobacco or drugs. If you are being

offered more cash in exchange of doing AdSense with these kinds, it is just like signing your own termination paper.

With all the information that people need in your hands already, all you have to do is turn Google AdSense into your own cash cow. It all boils down to a win-win situation both for the content site owners and the webmasters or publishers.

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

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 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!

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Impair Healthy Healing In People Over The Age Of 30!**