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Google AdSense, One Of The Key Points To Internet Marketing

By Gabriel Adams

The most important aspect of your online business marketing plan is to actually get to the point

where you can make money out of your investment; whether this investment is a small or a larger one, the point is that unless you are 100% oriented towards making money out of products/services, then you should definitely try to take advantage of advertising. With the introduction of Google AdSense in 2003, making money out of advertising became really easy; so easy, that you can literally say that it enables you to make money while you sleep!

The first thing that you have to know about AdSense is that it's completely free! You have nothing to lose by giving it a try, really. All you have to do is to apply for it by filling a simple registration form; then, usually after 2-3 days you will be informed if you have been accepted or not.

If you have been accepted (cases are that you will be accepted) then all you have to do is to add a small code to your website's source code. From now on, your website will automatically display ads that Google picks up for your website; for each click that a website visitor makes on an ad, you will be getting a few cents! You can log-in to AdSense's account management website at any moment and have a look at what is happening. You can monitor your website's visits, the number of clicks, the money you have earned so far and many other helpful statistics.

Finally, if you are worried about the type of ads that your website will display then take a step back and remember that you are dealing with Google; could this internet giant leave this detail untouched? Well, as it figures, certainly not! The brilliant brains behind Google have tackled this (potential) problem by creating a sophisticated system that will analyze your website's content and then place ads relevant to the subject of each page! What this means is that no matter how strange/specific the subject of your website is, AdSense will find and place ads that are relevant to the topic!

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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!

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

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