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## How to add photos to your Google AdSense ads

By Larry Westfall

We all know that using Google AdSense is a fun and easy way to make money online. And, we

know that the more clicks our ads receive, the more money we make. So, how do you increase your CTR?

Increasing your CTR (Click Through Ratio) is as easy as adding a few pictures above your ads. Here is how to do it:

I will assume that you have an AdSense account. If not, hop on over to Google to get one - it is FREE. I also have to assume that you know a little bit about making changes to your web pages. Making the changes to the AdSense ad is as easy as "Copy and Paste."

Here is the code:

```
[table cellspacing="0" width="728" border="0" cellpadding="0"]
[tbody][tr]
[td width="182"][img src="X" /][td]
[td width="182"][img src="X" /][td] [td width="182"][img src="X" /][td]
[td width="182"][img src="X" /][td] [/tr]
[tr] [td colspan="4"] GOOGLE AD CODE HERE 728x90 [/td]
[/tr]
[/tbody]
[/table]
```

First thing to do is replace the brackets [] with less than/greater than symbols . "Find and Replace" in Word or Notepad is the easiest way to do this.

Then you will have to change "X" to the location of your pictures - so it will look something like /images/abc.jpg or domainname.com/foldername/picturename. This is where you have uploaded your 4 pictures. I recommend you resize them to 140X100 before you upload them. Use pictures that are related to your ads. Make sure that you don't violate any copyright laws.

## How to add photos to your Google AdSense ads

You will also have to replace the line "GOOGLE AD CODE HERE 728x90" with your Google AdSense code for a 728X90 Leaderboard. You can get this code at the AdSense content page. Tweak it a little to get the link, text, background, and border colors the way you want them and that should do it.

You can also do this for different size ads - experiment a little bit - but the main idea is to attract attention to your ads to get additional clicks.

To see what it looks like - go the link in my resource box.

Larry Westfall is the owner or TruePerseverance.com

<http://www.trueperseverance.com/sample-ad.htm>

## **Two Great Tips To Increase Your AdSense Revenue**

**By Chet Brzezinski**

### **Two Great Tips To Increase Your AdSense Revenue by Chet Brzezinski**

If you are involved in affiliate programs then you most likely know about and are using Google AdSense. If used right, you can earn great revenue with the use of AdSense ads when strategically placed throughout your web pages. Over the past 2 months I have literally doubled my AdSense revenue by following two simple steps which I am about to share with you.

Other than general knowledge of using meta tags and keywords, here are two great tips on how to increase your revenue through the use of Google AdSense:

#### Multiple AdSense Ads

Google now allows up to 3 ad units per page. This means that you can strategically place AdSense ads throughout your site. I like to use one wide skyscraper ad (160x600) on the right or left side of the page. Then I like to add two banner type ads (468x60) within the content of my page. It has seemed to work best placing the banner ads far enough apart but not too far where the user never loses sight of one while scrolling down the page.

#### Ad Design

What I have found that works best when it comes to how your AdSense ad looks is not making it stand out from the rest of your pages. Try to blend the ads in with the rest of your pages. The ads should look like text links within your page. I feel that giving them fancy backgrounds, borders, text colors, etc will draw attention away from your ads. This is because they start to look like banner ads and most people have become immune to seeing banner ads. But if the ads look like they are a part of your site then visitors will not ignore them.

Chet Brzezinski has been in the affiliate marketing and affiliate management industry since 1997. View more affiliate program related articles at any of Chet's sites below:  
<http://www.affiliate-program-review.com>  
<http://www.proudmedia.com>



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