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Three easy website tips to increase site revenue

By Syd Johnson

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Pay attention to the area "above the fold"

This is the area on a web page that is visible without any vertical scrolling. It is one of the most valuable assets in your revenue generation plan because this is where your visitors will look before they do anything else on your site. You want to use this area for your navigation bars, and more importantly for advertising.

If you want to kick up the revenue from your Google AdSense campaign or another advertising source, place them on the side, above the fold. As your site builds up enough traffic to allow you to sell your own ads, put the ads with the highest revenue payout in this area.

Stick to text ads in this area if you can. If you use banner ads above the fold and they don't load properly, your visitors will think that the entire page is not loading properly. They might scroll down, but most likely, they'll click the back button and move on to another site.

Showcase valuable content with great headlines and hyperlinks above the fold. Start by highlighting the main sections of your website, or by showcasing your most valuable product.

If you are not selling your own product, but relying on Google AdSense, you can still make use of the area above the fold. You can place newsletter subscription boxes, new books, news alerts, scam watch and email alerts in this area as well.

Navigation bar

To increase click through rates and to make your navigation bar more effective, turn your Navigation bar into a series of text links. Use keywords or natural phrases to let your customers know what type of benefits they'll receive by clicking on a particular button. When you use graphical buttons, you'll probably be limited to a word or two.

By using a text link, you can turn the headline of an article or the complete description of site section into a link. This will increase your click-throughs, and readership on your website.

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Opt-in Newsletters

Opt-in is an arrangement where customers must give their explicit permission to receive any type of communication from a website. The type and scope of information that is opt-in varies from site to site. On some sites, everything is opt-in. On other sites, only the newsletter is opt-in. On large retail sites, once you make purchase, you automatically opt-in to receive all kinds of communication and must "opt-out" or unsubscribe for the information to stop.

Set up an opt-in newsletter to build your subscriber base. You can add paid, contextual advertising later on, or use it to promote your own products to your customer base.

If you follow these three guidelines you can design the top of your website to automatically increase your site revenue.

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

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