



**By: Mike Myers**

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## **Make Money with AdSense**

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Therefore, this document should be used as a guide only – not as a definite source of information.

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## About The Author



**Mike Myers**

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Mike is a long time Internet Marketer that has been through the struggles of becoming a successful internet marketer. Internet marketing is very complex and can appear very complicated for a new marketer.

Up until 2009 Mike's focus has been on marketing products that do not relate to the internet marketing field. He has marketed products for pet pain, human anatomy study guides for college students, music lessons and the list just goes on and on.

In 2009 Mike attended his very first live internet marketing conference and realized how lost most people are when it comes to internet marketing. He also realized why. In that light bulb moment Mike

understood that no one is providing a “big picture” view but only selling pieces of the puzzle. The problem is, no one is providing the picture of the completed puzzle.

At this point Mike started creating his own products to help fill in the gaps. The goal is to have a complete picture and completed puzzle when all is complete.

Because of the confusion and Mike’s want to teach people he jumped into an industry that he stayed away from before. Mike will be releasing multiple products to cover the gaps and in one product will present a completed puzzle, one piece at a time.

For the latest information from Mike visit his web site at [mikemyers.me](http://mikemyers.me).

## **Foreword**

*By Mike Myers*

First off I want to say thanks for picking up a copy of my book. You have just taken the first step in learning about AdSense. Be sure to complete the book and most of all, take action. The book will do you no good if you take no action on what you learn.

I also need to send a special thank you out to my wife Michelle for enduring all of the long hours I put in. She is the inspiration that makes me want to do better and do more.

This AdSense guide only covers one small piece of the Internet Marketing world. And, by my definition this is not really internet marketing. You are placing a banner ad on your site where Google does the marketing for others that are doing internet marketing. But Google is paying you for helping out.

If you would like to make a little extra money by placing an ad or two on your site then this guide is the guide you are looking for.

I live by comments and feedback so I welcome you to visit my blog at [mikemyers.me](http://mikemyers.me) and leave me your comments and feedback.

Now, get comfy with something to drink and sit back and take in the learning about AdSense.

## **Are Pay Per Click Ads Really Worth The Time?**

There have been many people that have been asking whether or not they will use Google AdSense ads to make a bit of extra money for themselves. There are just as many reasons to use AdSense ads as there are for not bothering with them. The only way that you are going to be able to determine which scenario is the truth for you is to put a couple of AdSense ads on your website and sit back to watch the results.

Remember that you will need to do a little work to keep those ads fresh; which is what will keep people's attention. Keeping your AdSense ads fresh and different is part of what will get your visitor's attention and entice them to click on your ads and find out where the ads take them. You are going to find out something very quickly though; the flashier ads are not always going to get the most attention. The ads that are not really flashy, but are straight to the point and are relevant to the content of your website are more likely to be clicked on more often.

The true answer to the question of whether or not using AdSense ads is even worth your time will only come by a process of trial and error. You will need to experiment with a few small ads to determine what works and what doesn't. You might think that there is nothing to be gained by using ads that have absolutely nothing to do with the content; and that would be right. You are going to have much more success with your ads if you choose ads that are linked pretty closely with what your website is about.

You really are not going to be able to figure out exactly how much you are going to earn each and every time. This is something that even Google will never tell you. There are going to be times that you will want to argue against this; however, there is no way that you are going to get Google to change their mind about this so you might as well just deal with it as it is. You might be thinking that using AdSense ads are not worth the time because of this factor; and that is your right to think this way.

The true determination of whether or not these little ads are indeed worth the time to put up on your website and use to make a little extra money is totally up to you. You will need to do some research and also do a bit of trial and error before you will truly find out what works for you and what isn't even worth a second glance. You might decide that this is something well worth your time; but then again you might also decide that you are better off without using AdSense ads. Both of these decisions are fine by us; we are simply here to point out what you need to know to make the most of AdSense ads.

## Is Using AdSense As Easy As Everyone Says?

This is something that everyone asks first and foremost: is this (meaning using AdSense ads) going to be as easy as I/we think it will be? Some are going to find out the using Google AdSense is pretty simple; while others will have to work at it a bit to get results. There are way too many people that think that using Google's AdSense ads are all play and that there is little or no work involved. This is nowhere near the truth; any more than it is the truth when you are creating your website.

There is no doubt that you can earn a good deal of money from a few small to medium-sized AdSense ads that are well placed on your website. The question here is how you can make the most of the AdSense ads that you choose to use, or that are chosen for you based on your website content. Do you want to make a small amount (say a few hundred dollars) or are you looking for a way to make a few thousand dollars a month every month? How much you truly do make in a month's time all depends on how much traffic you have coming to your website and how many ads are clicked on.

You might be thinking that it is as simple as putting a website together and then adding a few ads on the page (or pages) that will get the reader's attention. It is that simple; yet it isn't as well. There are so many different things that are going to determine the success or failure of your website and ad campaign that you might not be aware of. One of the things that you will *always* need to remember to do is to read and follow Google's rules when it comes to what is permitted and what is a big no-no.

There are many people both ordinary people that have a single website and Webmasters that have many websites that have not taken the time necessary to check out Google's AdSense and Webmaster policies to see what you can do and what is prohibited; or just plain out-and-out banned. Not knowing what is and is not allowed is not excuse and will get you banned from using Google AdSense faster than you can think!

Making your website and the AdSense ads you choose work well for you is going to be something that requires a bit of work on your part. This is not something that is a set it and forget it proposition. When you are working on keeping your website running you need to make sure that you keep a few things in mind when it comes to the sizes and types of ads that you use. You need to make sure that your ads are relevant to the content of your website or those ads are simply taking up space and not making you any money. There is such a thing as "ad blindness" that comes into play here.

## Remember To Read the Rules First

The one thing that you *always* need to remember is that there is a specific set of rules that needs to be followed so that you do not get yourself in hot water... and even banned from ever using Google's resources. There are many things that you *absolutely cannot* do with or to an AdSense ad; these include *where* you are placing your AdSense ads, how you choose to place them on your website, using a color scheme that is similar to Google's chosen color scheme and placing AdSense ads on or in websites whose content is objectionable (such as pornographic or adult in nature or belittling towards any culture or ethnic group).

There are a good many rules that you *absolutely need to read* and understand *before* you even think about placing the first AdSense ad on your website or in an article that is linked to or about your chosen website content. This is one of those times that you cannot plead Ignorance as an excuse for not following Google's rules as they pertain to AdSense ads and your participation with that program. It is true that Google does have some pretty strange rules as to what you can and cannot do and where you can and can't place their AdSense ads. However, since they are the people that are going to be paying you for your participation you need to follow those rules.

If you are using *any type* of copyrighted material on your website, you *absolutely must* have all of the legal clearances and full permission from the original owner/author of that material to use it on your website if you are going to be using AdSense ads on that same website. *Not* getting the proper clearances and permissions and having

all of that on *full display* on your website will get you *BANNED* from EVER using the AdSense program.

There are so many people that jump right into using AdSense ads *without* first taking the time to read through all of the Rules first to find out what Google will allow them to do and what they cannot do while they are working with the AdSense program. You would not believe how many people have been *permanently banned* from the AdSense program because they didn't bother to take the time to sit down and go through the AdSense Policy/Policies *before* they made the first move.

There is something else that you need to be aware of so that you don't get bitten and banned before you are able to collect that first payout: Google really does not keep track of who is complying with their policies *until you reach payout level, which is \$100*. It is only when you are close to or at that payout level that Google decides that they are going to check you out to see whether you are following *all of their rules* to the letter. This does not mean that you will not get paid; it is simply a warning to you to obey all of Google's rules.

## Remember What You CANNOT Do

There are so many things that you *cannot do* when you are using/working with the AdSense program that you might actually decide that it is not really worth it to even be involved. There are two schools of thought in this matter that you need to pay attention to and think about: AdSense is *way too restrictive* as to what you are allowed to do when using their AdSense ads and the fact that Google does indeed have a great deal of restrictions, yet this is something that you are willing to deal with.

You need to remember that Google is the one that makes the decisions as to what they will allow and what is prohibited. There are a lot of things that people don't necessarily like that they need to do in order to make it through their daily lives and from one week to the next. You might not like the fact that Google strictly prohibits you from placing their AdSense ads on websites that are sexually suggestive or that are very, very derogatory towards one Ethnic group or those that follow a particular Religion or Spiritual Path yet you are going to have to accept these terms in order to use AdSense ads in your website content and/or articles.

Another thing that you *absolutely cannot* do is blatantly ignore Google's rules because you don't like something that is written in those rules. This is another *real fast* way to get yourself bounced out of the AdSense program faster than you think is possible. It is true that you might not always understand everything that Google says that you can and cannot do, yet you need to get clarification from

Google so that you totally understand what is expected of you when you choose to participate in the AdSense program.

Don't get this wrong, the rules are there for a very good reason although you might not understand the exact reasons for those rules. The one thing that you cannot do is blatantly ignore the rules because you think or feel that they are too difficult to follow. If you feel that those rules are too difficult to follow or that they make no sense or that they do not apply to you, you might be better off not even getting involved with the AdSense program at all.

The reason that we are saying this is not to be nasty or insulting or trying to tell you how to run your business and life; it is simply to let you know that Google is pretty touchy and strict about their rules being ignored and will bounce you – or any other offender – out of their program faster than you think they will. This is one case where the rules *are not* made to be broken. You might not agree with this, yet you need to be aware that the rules are there for a reason. There is something else that you need to remember that will *bite you in the butt*: Google doesn't enforce compliance till it's time to pay out.

## **Webmasters Need to Remember the Rules As Well**

You Webmasters that are going to be putting AdSense ads on your website/websites need to realize and remember that there are certain rules that you need to observe. When you are putting your website together you need to remember that there are certain things that Google will and will not tolerate. If you are going to be using a lot of graphics on your website, you need to remember that the web crawlers cannot read the graphics.

There are many different guidelines that you need to be able to follow in order to be under Google's radar and not get into any trouble with them for something that you might not think of. You don't need to go against any of Google's policies in regards to creating and maintaining your website content. There are a few different Content and Design Guidelines that you need to be following in order to comply with Google's rules and show them that you understand that they mean business... and that you do as well.

Google has a couple of tools that will tell it what your site is about and how it is set up which helps AdSense to determine where the best places are on each page to place AdSense ads so that they get the maximum exposure. If you are going to be using AdSense ads or Google's Search Box on your website you will need to let Google itself know that your website is up and running. Letting Google know what is going on with your website allows them to check it out so that they can decide whether or not it meets with their approval in terms of

meeting with their Quality, Technical, Content and Design Guidelines all around.

One of the things that all you Webmasters really need to remember is that Google is something of a very tough taskmaster. Google does not want to see content that is objectionable in any way. They do not want to see their AdSense ads put on websites that have adult-oriented or pornographic material; nor do they want to see their AdSense ads put on websites that are negative or derogatory towards any specific group of people. Doing something like this will get you bounced and banned so fast that you will not know what hit you.

There are more Webmasters that make the mistake of not thoroughly reading through both the Webmaster's Guidelines and Google's regular User's Policies. The result of this is that they wind up making mistakes, errors and omissions that totally go against Google's policies. What is even worse than not bothering to read through all of the rules is reading through everything and blatantly ignoring what you do not like in the rules. You cannot selectively choose which of the rules that you will obey and what you want to ignore. This will get you bounced out of the AdSense program far faster than you can even imagine. Read every word in both the Webmaster's Guidelines and the regular User's Policies.

## Using Google's Advertising Options to Your Advantage

Making extra money by offering and using these other Google products is another way that Google offers to you: *Google Referrals*, *Google AdSense for Content* and *Google AdSense for Search*. It might not seem like these are going to do a whole lot for you; however you need to re-think that assumption. Actually, the only ways that you are not going to make a little extra money using any of these opportunities is if you do not do any work towards making them work for you; or if you start using these programs and are not paying attention to the rules.

If you decide to use *Google Referrals* to make a little extra money when someone else signs up for one of these program you need to remember that both you and the persons that signs up for any of these need to obey all of Google's rules and policies in order to get paid. Yes, this is about as easy as it sounds; yet it's also pretty complicated too. The way that you get people to sign up for these programs is via the little buttons and/or text boxes that you place on your page.

Those that decide to use *Google AdSense for Content* to add a bit of extra money to their account on top of whatever else their other AdSense ads are making can use Google AdSense for Content by simply placing these small (there are different sizes of ads that you can choose) ads on your website to catch your visitor's attention. You have the choice of Ad Units which happen to be full ads that can be both visual/image or text-only ads; or you can work with Link Units

which are simple one-line text ads. You can only have 3 Ad Units and 1 Link Unit on each page of your website though.

The last option that is available to you is *Google AdSense for Search*. Put plain and simply you will simply put one of these small Search Boxes on your web page(s) and let your visitors search to their heart's content. The advantage for you is that you can totally customize the color scheme of the AdSense for Search box to match the rest of your website. This is something that you need to keep in mind due to the fact that clashing or too subtle colors can lead to "Ad Blindness".

These three programs are some of the best Google has to offer when you want to make money on top of the money that you are already making with your AdSense ads on your web pages and in your articles to promote yourself, your website, the products or services that you are offering and also to make more money for Google. As anyone in business will tell you, they are in business to make money; which is Google's outlook, yet they are willing to share the wealth... as long as you are following all of their rules and policies to the letter. You really need to remember this; otherwise you will not get paid.

## Getting Paid By Google AdSense

When you are participating in Google's AdSense program you will need to remember that there are certain rules and policies that you have to follow in order to get paid. You will also need to remember that you are not going to get paid until you have earned \$100 or more. The thing that many AdSense users do not realize is that Google really does not keep a close eye on how well they and others are obeying the rules and policies *until it comes close to the time for them to have to pay* those that are participating in the AdSense program. You might not think too much of this at the moment, but you would if you have put the work into making your AdSense ads work for you.

There are so many people that work with AdSense that have spent the time necessary to make all of their AdSense ads work in harmony with their website and have been earning a good amount from those ads. The thing that really, really brings them down (and can totally shatter them) is that they have gotten banned for ignoring a small rule about where their ads get posted that they needed to be paying close attention to. If you are working with Google AdSense you *absolutely must* obey all of their rules and policies so that you will get paid.

Those that have earned *less than* the One Hundred dollar minimum that Google dictates in order to be paid, you will not get paid if Google decided that you have broken one (or more) of its rules and/or policies. This is something that you really need to be wary of and making sure that you are obeying every single one of Google's rules and policies.

There really is nothing worse than working hard for that money only to be told that you not only will not get paid the money that you are owed, but that you have also been completely banned from ever using any of Google's programs again because they have decided that you broke one of the rules. This is completely heartbreaking to you and anyone that you might be working with. The best possible thing that you can do is to simply make sure that that you are following all of the rules to the letter.

When you are working with Google AdSense you cannot use the excuse that you didn't know what you can and cannot do in terms of using and placing these little AdSense ads on your website and in your articles. You need to read through *all of the rules and policies* so that you know what is expected of you; and so that there will be no reason for Google to decide that you are not obeying the rules. This is something that they do (and are well known for doing as well) that you really need to be on the lookout for. The open thing that protects you here is obeying every one of the rules.

## Dealing With and Avoiding Ad Blindness

You are probably asking exactly what is “Ad Blindness” and how does that affect you as a website owner/designer? The easiest explanation of the term “Ad Blindness” is that visitors simply “overlook” your ads on your website because the color scheme of the ads either completely opposes the colors that you used to design your website or that they simply stand out just enough to be an eyesore. You do not want people to turn away from your website; or to go there and not look around that much simply because of the fact that your color schemes don’t match up. When it comes to choosing what colors match up with which others, this is not something that you can argue with at times.

Let’s put this particular scenario on the board for consideration and to see how you can deal with it in two different ways: you have a website that is all about the types of birds, rocks, animals and plants/trees that are indigenous to your part of the world. This is not the problem; the true situation is that your color schemes between your website itself and those of the AdSense ads. You chose pastel colors for the backgrounds and lettering of your pages because those pastel colors happen to match the colors of many of the creatures all around you. The problem comes in when the color scheme of the few AdSense ads on your pages is so much brighter than the surrounding colors.

There are a couple of different ways that you can deal with this and the main problem that comes from it: Ad Blindness. You can ignore the fact that there is a clash between the two different color schemes that has resulted in your visitors complaining and also in the fact that you are losing money because those same visitors could not stand the

clashing colors. If you choose to ignore this problem instead of trying to fix it you are only going to continue to lose money and traffic. Another consequence of this is that you are going to start getting some very negative word-of-mouth advertising that will start driving traffic away from your site.

The other solution to this problem is to adjust either the color scheme of your AdSense ads or the surrounding background colors of your website so that those two sets of colors are not constantly clashing. You might not think that this is the solution to the problem, yet once you make the changes in the color schemes you are likely to find out that people will stop complaining about the colors clashing, being too dark or bright or otherwise just not looking that great together. The one thing that you do want to do is try to address this problem as soon as you possibly can so that you will start getting your business and revenues back. The worse possible thing to do is to ignore a problem like this; mainly because it will only get worse and will lead to you losing more money that you cannot afford to lose.

## The Color Scheme of Your Ads Makes the Difference

This is something that can make or break your advertising campaign and efforts. There is a saying when it comes to website design and advertising: Do Not Make Your Ads Stand out so much that they are blinding and don't make them blend in so well that your visitors never see them. The questions that are bound to be asked about this statement can be answered in a simple, straightforward way; a color scheme that completely opposes that of your website that those ads become eye-blinding is just as bad as one that so closely blends in with it that you have a difficult time even seeing them.

The ads that you want to use need to stand out just enough that you can see them, but not so much that you would rather not see them at all because they are too bright or flashy. This is something that you need to consider when you are putting your website together and when you are choosing the color scheme of the AdSense ads that you are going to be using. If you want an example or the two different styles listen to this; have you ever gone to a website that was done in beautiful pastel colors that really flowed together so nicely that you *almost* didn't see the AdSense ads that were there? Along the same line of thinking had you ever seen any of the AdSense ads that just stood out enough from the background around them that you couldn't help but notice? This is actually what you want to do. You want to make sure that your visitors see your ads, but you don't want to blind them or turn them off because the color schemes totally clash with each other.

The other end of the spectrum is that you do not want to make the color scheme so opposite of your websites color scheme that it is actually blinding those that come to your website. This is the ultimate insult to your visitors and something that you need to be very, very careful not to do. If the color scheme of the ads that you are using are so bright and loud; or diametrically opposed to the softer colors of the rest of your website you are going to have people complaining at you.

The other consequence of having AdSense ads that don't match your color scheme is that your visitors will simply decide that they do not need to be there; and will also tell those they know about your website. Granted, you *do want* word-of-mouth advertising; but that is not the kind that you really want. You might be of the mindset that *any advertising* is good advertising, but this is not always true. There are going to be times when negative reviews are just the thing to damage your credibility and possibly sink your ship permanently! You will need to make sure that your colors are just bright enough to get their attention but not so bright that you start seeing "ad blindness".

## Your Competition Can both Help and Hurt You

When you first get your website up and running you might notice that you are starting to see little AdSense ads and text ads that are not yours popping up. You will need to realize that there are a couple of things that you can do to deal with this: 1. you can simply ignore them and let them be there to make you a little extra money; or 2. You can have them removed and do all of the work yourself. There are advantages and disadvantages to both of these that we will discuss.

One of the things that you can do to deal with having your competitors placing AdSense ads on your website is to Simply Ignore them and actually let them work for (instead of against) you. You might not think that this is that great an idea; however you need to realize that you are not going to be able to keep *every single* competitor out of your yard (meaning your website). The better thing to do once you realize this is to simply leave their little ads right where they are and let them make a little extra money for you. This is one of the ways that your competitors can actually help you during the course of doing business.

The other end of this spectrum is that you can ban your competitors from putting their ads on your website. The down/negative side of this idea is that you can only keep 200 of your competitors from placing their ads on your site by barring their specific web addresses access to your website for advertising purposes. Something that you may or may not be thinking about is the fact that your main competitor might decide that they will create an entirely new website that you are not familiar with in order to be able to place their ads on your website

because they realize that your website is the place to be. This is something that you cannot totally guard against no matter what you do. All you really can do is accept this and figure out how to use this to your advantage.

There is no way that you are going to see every single move ahead of time before your competitors make them; all you really can do is figure out how to make the best of the situation and make it work for you instead of against you. There are going to be times that having your competitor's ads on your website is going to be something that comes back to bite you in ways that you could not imagine possible when you chose to just let those ads stay there. This might be a case of having your customers decide that they are going to buy from or work with your competition instead of you. This is a classic case of "betrayal" when it comes to customer/client loyalty. You need to realize that people are going to do what they choose to do to get what they want.

## Make Sure That Your Ads Match Your Web Content

One of the things that you seriously do not want to do when you are choosing AdSense ads to put on your website and/or into your articles (website content) are AdSense ads that have *absolutely nothing to do with* the content and purpose of your website. Not only does this idea or strategy get you nowhere, it will also keep people from coming to your website to see what you have to offer in the way of information that they can use or a product or service that they need.

There is no point in putting AdSense ads on your web pages that have absolutely nothing to do with what you are offering; this just distracts the reader/visitor from the true purpose of your website in the first place. You might think that having AdSense ads that are not even relevant to what you are offering is something that will get your visitor's attention; but you need to think again about this. Yes, you might be right that your visitors do indeed want to see AdSense ads that *are* different from the content of your website.

The other side of this coin is that some of those visitors will be turned off by the fact that your AdSense ads take them to articles and websites that have nothing to do with what they are looking for and/or want to know about. Doing this is sometimes the fastest possible way to alienate some of your most loyal visitors and readers. This is something that you will need to be very careful about doing because it is likely to come back and bite you in the butt when you least expect it to.

Having something like this come back to haunt you is not something that you really want. This is why you really need to be extremely careful about what types of AdSense ads that you are putting up on your website and including in your content. You need to see things from your reader's point-of-view in order to know how they will see and react to the AdSense ads that you have chosen.

There is something of an advantage here that most people are not aware of: Google will choose AdSense ads that are relevant to the content of your website once the program knows what it is in the written content of your site. This is one advantage that you have that will keep you from making the mistakes that are likely to drive people away from your website. You will really need to talk to your visitors to see whether they like it when your AdSense ads match what your website offers; or whether they would like to see ads that are different from what you have on your website. Only by asking their opinions will you know what they are thinking and be able to match what they are looking for with what you can offer. This becomes a win-win situation all around (for you and for those who come to your website) then.

## Make Your AdSense Ads Naturally Part of Your Website

One of the things that you do not want to do is make your AdSense ads stand out so badly that they are more like a sore thumb than something that your visitors will want to click on. The key to making these AdSense ads work in your favor so that you will be able to provide good information to and for your readers and also make a little bit of money for yourself at the same time. The true key to making these ads work for you is simply in the color that you use and also in where on your page(s) that you place them.

Making your AdSense ads blend in with the background, but also stand out just enough is part of the equation that you need to figure out and master. Blending the color schemes of your AdSense ads in with the colors that you chose for your website is something that you need to think about and master in order to make your ads blend in with your website's schematics. Think about this for a few minutes if you will; would you rather have AdSense ads that perfectly blend in with the colors that you use for your website but yet they stands out just enough to get noticed and clicked on, or do you want ads that *totally* stand out (and not in the best possible way either)? This is something that you need to think about and decide what you want to do.

The best advice is to blend all of your AdSense ads in with your chosen color combination so that they all flow together in perfect harmony; which will attract more visitors to your website in the long run. When you have total harmony and agreement between color combinations and choices your website's content will be what stands out; thus

making those AdSense ads also stand out because they go along with both the content and the color patterns of everything else that you have put together. It goes without saying that the more people will click on your AdSense ads the more money you stand to make from those that click on those ads.

Think about this as well for a few minutes as you are trying to choose what colors will work out the best: do you want to see AdSense ads in colors that just blend in with the colors around them; or do you prefer the colors that stand out so much that they all but scream "Here I am!" Another way that you can make this decision is to create a poll and ask those that will answer you what they would rather see. This is an option that will give you an idea about what people prefer. You can also do a bit of Web Surfing yourself to see how other Webmasters and website designers work their AdSense ads into the fabric of the website and what type of color scheme that they are more likely to choose.

## Use Google's Search Box to Your Advantage

There is nothing that people enjoy more than being able to find the information they are looking for as quickly as they want or need to. The advantage that you have here is that the more pay-per-click ads your visitors click on, the more you will be able to make from Google. If you are looking for something specific you already know that searching for it using Search Boxes is the most common way that you and others have of being able to find what you want when you want it.

There is always going to be someone that is looking for answers and the most common way that they choose to find that information is using Search Boxes. These Search Boxes are all over the place online so that people can easily find the information that they need without having to search every single website that is on the World Wide Web for just the one article or website that you need in order to complete whatever you happen to be working on. There is nothing worse than having to hunt all over the Internet for whatever information you need.

The Search Boxes that you (and everyone else in this Internet-savvy world) are so apt and adept at using to find whatever you need online can actually be a source of income for you when people use Google's AdSense for Search Boxes in order to find anything that you want. Making these Search Boxes easily available is one way that you are going to be able to catch your reader's attention. One suggestion would be in placing your Google AdSense for Search Box in the upper right hand corner where it can be found easily.

Those that decide that they are going to use this way of finding what they need are going to see that a separate window will open in your browser that will give you the results that you asked for; along with quite a few ads that are closely related to what you were searching for. It is those pay-per-click ads that are actually your paycheck. This is part of why many people decide that they are going to use all three of the options that Google offers to make a bit of money while you also provide the services and information that others need.

You could also use Google's search options, as many people have taken to doing as of late because they are able to get the relevant results that they need instead of having to go through too many links and results that are nowhere near what they are looking for. Let's face it; Google is one of the most popular search engines out there for a pretty good reason. You will not go wrong by deciding that you are going to offer visitors to your website the option of being able to find what they need; and be able to make some extra money in the process for yourself. Think about it for a while before you make you move.

## The Size of Your Ads Actually DOES Matter

Have you ever gone to a website where the AdSense (or any type of) ads were either too large or too small to make a difference? You might not think that this is that big of a deal, but it actually makes more of a difference than you realize it does. When you are given the choice of sizes that your ads can appear in you are wiser to choose ads that are not going to be so big that they literally scream out “Hey, look at me!” You also do not need to make those ads so small that you barely notice them.

The key here is being able to find a happy medium that doesn't scream out at your visitors nor will the ads get lost amongst the rest of the content. The type of AdSense ads that will help you the most has already been discussed, so now it is time to talk about choosing the right sized ads for your content. Those of you out there that are thinking that you should put large ads on your website might want to put up just *one or two* for a little while just to see how well (or not-so well) that works out.

This suggestion is simply one way of seeing for yourself what size ads work better and which ones don't work for you at all. There are *so many people out there* that will not ever be convinced by something that someone else says to them; they just have to see for themselves what works and what does not. This is nothing against those people; it simply says that they might be making things tougher for themselves by not heeding what others are telling them based on their own experience.

Think about it this way; which do you personally prefer? Do you like the ads that are so large that they literally scream at you to get your attention; or do you prefer the ads that you have to literally hunt for because either they blend into the background so well or are small enough that they simply disappear into the content? The third question here is about whether you would choose to have ads that are just large enough to get your attention but not so large that they scream at you?

These questions are those that you need to think about, ask yourself and others and be able to answer so that you can make your AdSense ads the size that will get everyone's attention without actually shouting at them and causing them to think twice about ever coming to your website in the first place. You might think that answering these questions is going to be a simple matter of answering yes or no; but it is a bit more complicated than that in most respects because these are not simple yes or no questions that we are looking at. As they say, size really does really does matter in many cases; and this is one of those times.

## Overloading Your Site with Ads Gets You Nowhere

There is something that you also need to stop and think about: the number of AdSense ads that you are putting on your website and in your content articles. There are a few things that you need to take into consideration when you are starting to place those AdSense ads on your pages: namely Google's rules about how many AdSense ads you actually can place on any page that you are running. When you have chosen the Google AdSense for Content ads you need to be aware that you are only going to be allowed to run *three* of their Ad Units and *only one* of the Link Units on each page of any website that you are running.

This is something that you might not agree with; however you will need to deal with and accept this due to the fact that these are Google's rules. You really need to think about the fact that having far too many ads is something that you really do not want because all this does is clutter up your pages and make it too confusing for your visitors to tell where the content ends and the ads begin.

Have you ever been to a website that had so many text and/or visual ads that you could not tell where they ended and where the actual content of that particular page began? What were you thinking when you came upon that particular website? Did you have an easy time navigating your way through the pages? Could you honestly tell which were the ads and which was the actual content of the site? This is something that tends to get on people's nerves more than you even know.

There is something else that you need to consider in this equation as well; how do you think you are going to be able to get away with having too many AdSense ads on your website? What do you hope to gain by having way too many ads on your website and in content? If you are thinking that you will get much more traffic and thus more money from having more ads on your site you *really need to think again about this* and try again. Having more ads does not guarantee that you will make more; what it actually does do is create more trouble for yourself that you actually need.

What you really need to pay attention to is that Google's AdSense program will not allow you to have any more than 3 Ad Units and 1 Link Unit on each page. You might be thinking that you can actually have 16 or more ads on your website because the site does have 4 or more pages in it. In this you are correct; however you *cannot* place all of those ads on the home page. Those ads need to be placed all over the site; 4 per page so that you can stay out of trouble with Google. You need to make sure that you obey Google's rules so that you can keep using AdSense ads.

## **Let AdSense Determine Which Ads Are Suited To Your Content**

This is something that many people that are using Google's AdSense don't even think about doing. Do you realize that Google has a particular way that it determines what AdSense ads would match up and work well with the content of your website? AdSense has been designed so that you can make the most of a few clicks, a few well chosen words and well placed ads on your pages. There is nothing that says that you have to figure out ad placement and ads topics completely on your own. This is why many people simply wind up with AdSense ads that are totally irrelevant to the content of their website and articles.

If you were to ask AdSense to choose the ads for you that will work best with the content of your website and also to choose the color scheme that will work well with what you already have you will not be making that much of a mistake. There is nothing wrong with asking for input from those that know what they are doing, especially if that have been in that particular business for any length of time or are experts at what they do. This goes along with the statement that there is absolutely nothing wrong with asking for help when you need it.

There are many suggestions that Google AdSense could and would give you that would help you and ensure that the AdSense ads that are placed on your web pages are relevant to the subject matter and topics that you are covering or talking about. This is something that Google has gotten very good at during the five or so years that Google's AdSense program has been in existence.

You would indeed be wise if you were to ask for Google AdSense's advice on the placement and content of the AdSense ads that you will have on your page and throughout the content of your website.

Something else that Google knows very well is how to camouflage those little ads so that they actually blend in with the text content extremely well. The way that they are able to pull this off is that they will match the AdSense ads colors to those of your website and also will not include that tell-tale border that lets the reader know that the content is not part of your website content.

Google has a pretty good handle on which types of ads will work the best with your content based upon what their software finds and can suggest. They developed their software for the purpose of helping their users/account holders to make the best possible choices in terms of what will work best for them and what is not even worth trying. You can try to figure this stuff out on your own, and many have done just that without getting the results that they were expecting. You need to remember that high expectations with regards to how well those ads will be received and how much they will bring in for you are best left behind.

## **Simpler Might Be Better Here**

There is something to be said for keeping things as simple as you possibly can. There are going to be times when doing things in a very fancy or overly complicated way just will not make the cut; nor will it get your point across any better than having a simply laid out plan will. You are going to find that there are many times and places where having a simple plan all laid out is something that will help you to map your way better than having a plan that is very complicated.

If you are setting up your website you might want to lay out that website in a very simple pattern that is very easy to navigate and to figure out. You do not need to have a website set up in such a way that your visitors really cannot make heads or tails out of. Having a website that is set up like that is one of the fastest ways to make certain that your visitors will not want to come back to see what more you have to say or what news you have to offer to your visitors on the topic/topics that you are covering on your website.

Knowing how to plan out a very simple layout that has very simple easy to deal with colors is something that many people do not think is a key to the success of their website. They are of the thought and mind that you need to have something that is flashy and bright in order to get their point across; and in some cases this is exactly what is necessary. This is not something that holds true in all circumstances though; and you would be very wise to know when to work with a complicated layout and when to keep it as simple as you possibly can.

There are going to be times that a very complicated website layout is actually going to make it more difficult to place your AdSense ads exactly where you want to put them in order to maximize their effect and effectiveness. This might be part of where the phrase “Keep It Simple Silly/Stupid” came from; people who were constantly over-thinking everything and making things so much more complicated than they really had/need to be. You might not think that keeping your color scheme and layout clean and simple will be the key to success; however, all you really need to do is go to a few websites that are laid out as you are thinking of setting yours up and see what you think of the layout.

You want something that is very simple so that your visitors will not have that difficult a time getting from one place to the next on your website or finding out the exact information that they are looking for without having to go through each and every page that you have set up and filled with content. If they were to use a content search feature they should be able to find what they want quickly.

## Finding and Using Lesser Known and Used Keywords

When you are putting together your AdSense ads and your content, you might automatically think that you need to choose the keywords and phrases that are the most popular so that they will be clicked on quicker. The one thing that is a bit flawed with this line of thinking is that the keywords and phrases that are the most popular are also going to be the ones that are chosen the most often; thus the competition for these is higher. It has always been said that the more something is in demand the more its value is diminished. Yet there are also people that think that the more something is in demand the more people are willing to pay for it.

Both of these trains of thought are equally valid in this case and both also happen to be the truth in this matter as well. Yes, it is true that the better known keywords that are chosen more often are going to earn you more; it is also true that the more people choose to use that particular keyword/phrase the harder it will be to actually make a decent amount of money in revenue with it. This is something that you need to take into consideration when you are choosing keywords that you want to use. It is true that the lesser known and seldom used keywords are not going to earn you *as much* as the better known and more oft used one will; you are going to find out that you can do a bit better by using keywords that not everyone knows about or are already using. This is one sure way to set yourself and your website apart from the crowd.

You might not think that using lesser known keywords is a good idea; however, you need to think again about this one as well. As has already been stated above there is no pint (in this writer's opinion) in using keywords that are in such high demand that you are likely to get drowned out by your competition when anyone does a search using the keyword that you are thinking of using. Getting drowned out, stepped all over and possibly ignored is one of the major reasons that it is recommended that you use lesser known keywords.

If you are using keywords that are not that well known for your particular topic and not really as heavily associated with your topic as the others are you stand a better chance of having some really good web traffic coming to your website. This is one of the main reasons that the advice is being given to choose keywords that are not as well associated to your specific topic. If you are just getting your particular website up and running, you certainly do not want or need to get totally drowned out or ignored because you decided to use keywords that everyone else is also using. The key here is making your presence known by being a bit different.

## Set Up Your Website to Stand Out

There is one thing that you always need to do when you are setting up any website: Remember to set yourself apart from everyone else.

There is almost nothing that is more important than being able to set yourself and your website apart from the crowd, even when your website is covering some of the most well known material on the planet. There are going to be many different ways that you can set yourself apart from the crowd while still making sure that your visitors know that you are an expert (or well versed) in the field that you are covering.

One of the ways that you can set yourself and your website apart from even those in the same field or about the same topic is the colors that you choose to use when you set up your website. You might not think that this is something that is that important, but it is of more importance than you even realize. The colors that your “competition” uses will give you a clue about how they think and also which ones to avoid using. You don’t need to use the same colors as your competition does; all this will do is create confusion.

Something else that you can do to set yourself apart is to make sure that you make your content something that is *similar* to what is already out there yet you need to make it just different enough that you are not going to be accused of plagiarism (which is basically claiming credit for something someone else wrote as their own). This is something that you do not need to get into. Making your content as different as you possibly can without making it totally look like you

don't know what you're talking about is the key to making your presence known unmistakably.

Another thing that you can do that goes along with the previous paragraph is that you can go about putting your content together in such a way that you are not going to be copying anyone else's work and in a way that makes it totally your own. The way to do this is to write all of your content from a personal perspective and point-of-view that pretty much makes it unmistakable as to whose work it really is. You can do this by adding your own experiences into the text of the articles, blogs and other content that you are writing.

There are other things that you can do so that your website and its content really stand out; however, the things that have already been discussed are the main things that you need to be concerned with. If you are the person that is writing all of the content for your website, you will not have that much trouble making sure that the content is fresh and unique and not copied from anything else that you see out there online. How you choose to place things on your website and within the content is important as well.

## Make Your Website Work for You

Once you have your plan/layout set up and the content in place you will need to make sure that you place the Google AdSense codes that Google gives you in places on your website pages that are going to make the most difference. What you want is to place those ads and the Search Box in places that the reader cannot help but notice them, but you do not want or need to make them so blatant that your visitors will develop a case of "Ad Blindness". There have been many different things that have been discussed that are designed to help you make the most of your website.

There is a great deal of well known information out there about what will work and what tips and techniques are best left alone because it has already been tried and found to be useless or not worth investing any time into. The key here might indeed be in the trial and error method to determine what will work well for you. When it comes to what color scheme will work the best for you and also get your point across in the easiest way possible, you will need to do a little experimenting to determine what works and what doesn't.

One thing that you really need to be aware of is that you are not going to get rich overnight; nor will you start to earn any money right away. How quickly you are able to earn that first \$100 that Google mandates in order to receive a payout is going to be determined by how many of you visitors actually click on any of the ads on your website. You also need to be aware that not all the AdSense ads that you choose are going to make money for you for the simple reason that they are not always going to be interested in what those ads are offering. This is

something that you are going to have to deal with if you have decided that you are going to use AdSense ads on your website.

Other things that might matter to most people such as having flashy graphics and bold colors that really stand out might not be what will suit your needs and you need to remember this when you are setting everything up. Think about this for a while if you will; would you want to have people coming to your website because they find the content useful and engaging and are always interested in seeing what new blogs, articles and/or pertinent information you are offering them? The other alternative to this is the fact that people come to your site because an ad or article on another website linked to it. The second scenario is not exactly what you want at all times; however it is a good way to get people to come to see what you have to offer them. Those that like the way that you have set up and laid out your website as well as the content that you are offering will come back for more.