

## Important terms related to Google AdSense

**AdSense:** It refers to situation when you place Google Ads on your website and when visitors click on an Ad. It is free to sign up and Google pays 68% of what the advertiser pays them.

**CTR:** It refers to the click-through rate.

How to calculate CTR of your website?

$$CTR = Clicks / Ad Impressions \times 100$$

**CPC:** It stands for Cost Per Click and it is known as the revenue you earn each time a visitor clicks on your ad. It is determined by the advertisers.

**CPM:** CPM means "*Cost Per 1000 Impressions.*"

## Way To Make \$100 A Day With AdSense

Suppose your CTR is 1% and your average CPC is \$0.25 then it is easily possible to make \$100 dollars a day, and lots of people are doing it.

**Example to understand the concept-** Let's assume that a Page View (PV) = An Ad Impression.

To make \$100 a day you need 40,000 PV/day Or, 400 Clicks a day @ 1% CTR and \$0.25 CPC. You have to produce 500 awesome articles For 40,000 Page views. These pages must attract at least 80 or more page views per day.

Minimum word limit for any article should be 300 words. You have to attach a YouTube video along with your article. You can also get your visitors to contribute their story ideas. This will engage your followers and you will get free content.

Now we will tell you the way of earning via CPM ad impressions. Irrespective of any niche, the average CPM earning is \$1 to \$1.5 per 1,000 impressions. You have an excellent opportunity to make \$40 to \$60 per day from 40,000 page views.