The Disadvantages of Adsense

As adsense becomes the most popular publisher program for Price per Click advertising, flaws and disadvantages still exist. Since its inception advertisers have chosen to advertise in search because they felt that visitors would be less targeted. This is a genuine concern and one that makes perfect sense. If you are visiting a website, and notice an advert then the chances are you are not particularly concentrating on its content.

Adsense has also become so popular that people can distinguish them from other adverts. Therefore people may choose to ignore them without even paying them a thought. This has been a hot topic discussed by Bloggers and one that could contain a lot of truth. Many have blamed Google for this, and their decision to include text that says "ads by Google" beneath the advert.

Many publishers also fail to ever gain the revenues they anticipated when starting the program. Those only gaining 30 – 40 visitors a day to their website would be unlikely to earn even one dollar a day. Many advertisers talk of rates such as 1.5%- 5% for traffic to click conversion, whilst only gaining around $0.10 per click. The maths doesn't work out great, but you can hardly blame advertisers or Google if you are not bringing enough traffic. The key is to bring targeted traffic to your website that are likely to click on adverts, however it is said that it may be easier on other programs which allow figures such as 75% share of advertising revenues for publishers.

Another disadvantage in adsense is that it has almost become tacky. Its appearance on websites that generally appear to be designed in a DIY fashion has lead people to associate them inextricably. This can only be tackled through adsense evolving to be more attractive to the bigger brands, whilst those who currently use adsense are restricted.

Google Adsense also has to tackle the issue of click fraud which is anticipated to count for over 15% of click through rate in content. This has meant that advertiser's who have been particularly affected, have moved away to other programs or have restricted their advertising to search.

This has meant that there is less competition in content and therefore smaller revenues for publishers. Publisher's who previously had high yielding ads, are now having to alter their content to ensure they get any adverts at all. This has largely been the fault of the publishers themselves however the issue is one that; if not addressed could bring adsense to its knees.

Google Adsense also has the disadvantage of not paying enough for their search

program. Other similar programs pay higher rates, and if publishers decide to go
elsewhere then problems will occur for advertisers and publishers alike.
Although Google fail to pay enough for search another major problem with Adsense
is that it does not have a powerful database of graphic adverts. Many
advertisers prefer showing graphically drive advertisements, however this has
yet to materialise. As several other programs exist for PPC graphic distribution
problems could occur.

Whilst this may not be a problem for all publishers, many complain that the
adverts within their site do not change, so their repeat visitors fail to see
fresh adverts so therefore fail to visit them. This is a problem which could be
addressed through making adverts rotate. However if adverts rotate then how will
that be linked with advertisers paying a rate per click? These are all problems
which Google has to address to ensure that Adsense remains the market leader.

Adwords on the other hand also has major advantages, and remains the best in the
market. It's CPC rates can be chosen by the advertisers so that even when they
feel that they are not getting the results they expect they can lower their
prices whilst still using the service.

Whilst many issues remain with adsense the program still remains the most
popular amongst publishers, whilst Google Adwords remains the most popular
amongst advertisers; with a database of over 140,000 Adwords will remain on top
for the time to come.

You need to have optimized niche website templates for best results. You may
find the best adsense templates and blog templates at www.AdsenseTemplates.com
(http://www.adsensetemplates.com). They are offering 100 fresh new templates
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