

Title:

Six Reasons Why Google AdSense is So Important to Content Sites

Word Count:

750

Summary:

One of the most impressive advantages of AdSense is that Google has a huge database of advertisers that are looking for space.....

Keywords:

how adsense works, Benefits of Google adsense, promote your website through google adsense, earn residual income through adsense, get maximum exposure through adsense, be your own boss, adsense secrets

Article Body:

**HOW ADSENSE WORKS.**

Before you can understand why Google AdSense is so important to content sites, it's important to know how AdSense works. The concept is really simple. The publisher or the webmaster needs to insert a java script into his webpage. Each time the page is accessed, the java script will pull advertisements from the Google server. The ads that are targeted should therefore be related to the content that is contained on the web page serving the ad. If a visitor clicks on an advertisement, the webmaster serving the ad earns a portion of the money that the advertiser is paying the Google for the click. The Google handles all the tracking and payments, providing an easy way for webmasters to display content-sensitive ads without the hassle of soliciting advertisers, collect funds, and monitor the clicks and statistics.

**BENEFITS OF GOOGLE ADSENSE**

- One of the most impressive advantages of AdSense is that Google has a huge database of advertisers that are looking for space. Because of this huge base of advertisers, AdSense can provide you with a steady stream of advertisers that can match just about any type of content that you can think of. Advertisers are segregated based on product, service, geography, and company size. This helps to both provide local advertisement opportunities to companies, as well as provide your site with relevant content.

- Another no cost benefit that AdSense offers is the use of their Google search

box technology. You can add this feature to your website, which will encourage visitors to stay at your website longer, and it will encourage them to return to your site. You can even earn money from this technology. When a visitor enters a keyword or keywords the results appear in a box at the top of your web page. You earn money for every ad that they click on that was generated from their search.

- In addition to these benefits you also are able to control what kinds of ads that you want displayed on your website. You can filter out ads from specific company genres, and you can also filter out companies that compete with what you are trying to sell. You can also design the look of the ads that are displayed on your website. You can choose their color pallet, layout, and size of the ads that are displayed, and where they appear on your website. Finally, you can customize your AdSense to run on only certain pages of your website. All of these options allow you to stay in control of how AdSense is displayed to your customers.

- There isn't a fee to participate in AdSense, however, you do need to invest time in setting up AdSense features and filters. You will also have to pay for the design, hosting, and domain name of your website. These set up costs should be minimal depending on the complexity of your web site. There are free website hosting sites available and often home page hosting is provided as a free service with your ISP. To determine if your ISP offers free hosting and web page design assistance you should contact your ISP representative.

- While most ads that promote this type of affiliate program boast of fast and easy money, if you truly want to make money with this program there is going to be substantial work involved. In order for you to make money, you will need to attract visitors to your website. To do this you will need to provide your viewers with quality content that appeals to a large audience. One popular way to do this is to provide a blog of current events, issues, opinion, commentary, etc. Another way is to produce original content that people will drool over. Be creative. There is a lot of competition out there, so learn how to produce content that will top the search engine results, and learn how to use keywords to your advantage in order to attract more viewers.

- Adsense is essential for content sites because it has come a long way in understanding the needs of publishers and webmasters that allows full ad customization. The different formatting expands the possibility of more clicks from visitors who may not be aware of what they are clicking on. Thus making them take the next step of clicking on a relevant ad. This way the people behind Adsense will get their content read, and you make a profit.