Google™ AdSense
Made Easy

Powered By "Your Website URL here"

Monetize Your Websites and Blogs
Instantly with these Proven Google
AdSense Techniques

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Introduction:

Welcome to the latest and very easy to apply "Google AdSense" Training, designed to take you by the hand and walk you through the process of getting the most out of Google AdSense, for your business.

I'm very excited to have you here, and I know that this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Google AdSense, in the easiest way possible, using the most effective tools and in the shortest time ever.

This training is comprised of 20 chapters organized into 4 sections. This is exactly what you are going to learn:

Section 1: Google AdSense Basics

In Chapters 1 through 4, we'll talk about:

- ✓ What Is Online Advertising All About?
- ✓ What Is Google AdSense?
- ✓ How Can Google AdSense Help Your Business?
- ✓ Shocking Google AdSense Facts To Consider

Section 2: Google AdSense – Step by Step

In Chapters 5 through 10, we'll talk about:

- ✓ Setting Up An AdSense-Friendly Website

- ✓ Creating A Google AdSense Account

- ✓ Google AdSense Walk-through

- ✓ Customizing Your First AdSense Ads

- ✓ Inserting Ad Slots Manually

- ✓ Inserting Ad Slots With The AdSense Plugin

Section 3: Advanced Google AdSense Strategies

In Chapters 11 through 16, we'll talk about:

- ✓ Increasing Ad Revenue With Link Units

- ✓ Increasing Ad Revenue With A Custom Search Engine

- ✓ Implementing AdSense Section Targeting

- ✓ Implementing Ad Placement Targeting

- ✓ Crazy Simple Ways To Double Traffic To Your AdSense Site

- ✓ Money-Making AdSense Optimization Tips And Strategies

Section 4: Additional Tips to consider

In Chapters 17 through 20, we'll talk about:

- ✓ Do's and Don'ts

- ✓ Premium tools and Services to consider

- ✓ Shocking Case Studies

- ✓ Frequently Asked Questions

Well, it's time for you to start getting the most out of Google AdSense on behalf of your Business.

I know you'll love this training.

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Section 1

Google AdSense Basics

Chapter 1: What Is Online Advertising All About?

We've got a quick question for you: when you visit a website, what is the first thing that you are able to visually identify apart from the actual content? We are pretty sure that your answer will be "the ads", and that is because online advertising is everywhere. We have grown so used to it that we just take it for granted, but what is online advertising really all about?

Online advertising is, in simple terms, using the internet to deliver a marketing message through paid solutions. And because of its online nature, it can basically take form on any possible placement that you can imagine.

And what that means is that online ads can appear on every online place or channel made available to advertisers, as they are the digital equivalent of billboards. In fact, once you start digging in, you'll be able to find all types of parallels to real-world advertisements.

The most common form of online ads can be found on blogs and websites, and they can be compared to newspaper and magazine ads. You will also find ads on YouTube videos, which are the internet version of TV ads, as well as other types of online ads that go a step further, such as mobile ads and in-app ads.

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Online ads have such a wide reach that they are also natively integrated on social media platforms such as Facebook, where you are allowed to promote your own content affordably and without much hassle.

And the best part? Online advertising is not limited to big agencies with inflated advertising budgets. You don't have to produce expensive materials, or to go through a lot of paperwork. You'll simply have to have an engaging message, a target audience, and a killer product or service to promote.

And that is why online advertising has vastly surpassed offline advertising: because there are more people paying for online ads than anywhere else.

And that is also why online advertising has become the fuel that fires content creation on the internet. Because if you are a content creator with a blog or a website getting good traffic, or have a YouTube channel with videos that are getting thousands of views on a monthly basis, you are pretty much guaranteed a stable income generated from ad revenue.

But! Here's the catch: online ads don't appear magically on websites or videos, and they don't generate money for website owners by simply sitting there. Do you want to learn what's the best way to generate money on your online property? Tune in to the following chapter to find out!

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Chapter 2: What Is Google AdSense?

Hey there everyone! So we talked about what online advertising actually is in our previous chapter, and we happened to mention that, for all intents and purposes, it is all about generating revenue through targeting placements with ads.

Or in simpler words, that it is all about using online properties to serve ads that reach a defined audience with the purpose of getting engagement with the ads. It is a win-win situation because advertisers can use relevant placements on niche properties to promote their stuff and publishers can make money from basically renting placements on their properties to the advertisers.

Now, how do advertisers place ads on, say, a website? And how do publishers and content creators insert ads on their properties? The simple answer is: they sign up to an ad network, which works as a middleman between advertisers and publishers.

What ad networks do is to connect advertisers with a network of online properties where they can serve their ads, as well as to add online properties to those networks through publishers and content creators.

There are many, many ad networks around, but the most popular, and by extension, the largest one as well, is Google AdSense. And because of that, it is an advertising platform full of unique features and peculiarities.

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For starters, the AdSense platform can be described as an online advertising program run exclusively for publishers by Google, which allows them to add their online properties to the "Google Network" of content sites.

Once publishers add their sites to this network, they will be able to serve online advertisements using automatic text, images, video, and other types of interactive media right on their sites. These advertisements, or ad units, are targeted according to a site's content and audience.

These ad units are generated and managed by advertisers on Google's own AdWords network, and they are administered by Google itself. In other words, Google serves ads on sites that are part of the AdSense network on behalf of advertisers that are part of the AdWords network.

Now, we all know that publishers and content creators are not going to lend their valuable online real estate out of a sense of charity; They're in it for the money! But how do AdSense ads generate revenue on a site?

It is simple: advertisers pay Google to put their ads on the AdSense network, and then Google splits those earnings with the owner of the online property where these ads happen to appear, once again, based on the type of content on the site and its audience.

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And the way these ads generate revenue is through clicks and impressions. "Per-click" revenue is generated when a visitor clicks through an ad to visit the advertiser's site or landing page, and "per-impression" revenue is generated per every thousand impressions or views on an ad.

That is why sites on the AdSense network should strive to offer the best content possible, to a very engaged audience, on a regular basis. Want to learn what some of the most awesome benefits of using AdSense for business are? Then check the following chapter to find out!

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Chapter 3: How Can Google AdSense Help Your Business?

Hey there my friends! In our previous chapter, we were discussing how online advertising is designed to motivate people to get content out there, which you can thank on its business model.

In particular, we've learned that Google AdSense is designed to push content creators and publishers to set up content sites that encourage repeat visitors, as that is the only way to generate revenue through the ads.

And as we all know, businesses are all about creating a revenue stream that is generated either by offering something different or by offering something good at a more affordable rate than your competition. For those in the business of content creation, it means that you'll need to create a site that is either a niche in itself, or one that offers really popular content with a spin.

The good news is that by integrating AdSense into your targeted content platform you will be able to monetize it the smart way. Here is a list of the ways AdSense has really helped us to make the most out of our own content sites!

AdSense Pays The Highest Pay-Per-Click Rates In The Industry

One of the most highlighted advantages of the AdSense platform over all the other networks is that it really offers the best rates for publishers in the industry. This is because the Google Advertising Network is the largest ad network available, as well as the most popular, and it only allows top-notch content sites to join the network.

That means that competition for ad placements between advertisers is quite strong, and you will end up being paid as high as your ad slots are worth. The more relevant your content and the more visited your site is, the higher you will be paid per each click through ad on your site!

AdSense Does Not Require You To Complete Actions

A lot of online marketers will recommend you to sign up to a "CPA" network as an alternative to paid advertising, yet they don't usually tell you about the effort that you'll need to put into monetizing the adverts offered by these networks, because no matter how many clicks or views those advert units get, they won't earn you a penny until your visitors complete whatever action the network requires them to.

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AdSense ads won't require your visitors to complete any action beyond clicking through them. No matter how many times a visitor clicks on an ad without making a purchase, you will still get paid for it!

AdSense Allows You To Manage Multiple Properties From One Account

This is a feature not offered by many other ad networks. If you own more than one niche website, AdSense will allow you to manage several of them from a single account.

AdSense Is Easy To Integrate

You can easily integrate AdSense ads into your online properties by copying a simple line of code from your AdSense account and pasting it onto your site. You won't need to pay anyone to do it for you, cutting on expenses!

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AdSense Automatically Selects Ads For You

If you are running a website, you are well aware about how much time you need to focus on content creation. That is why AdSense automatically places the most relevant ads on your site, saving you the time that you would otherwise spend looking for them yourself, selecting them, and then placing them into your ad slots.

AdSense Is Free

You won't need to pay a fee or to sign up with a credit card for the privilege of monetizing your sites with AdSense. It is free from the get go. Another expense cut!

Ok, so what other awesome things can be said about this unique advertising platform? Let's find out in our following chapter!

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Chapter 4: Shocking Google AdSense Facts To Consider

✓ The Google AdSense program has been around for more than a decade, although in a very different form. The "AdSense" name was originally the name of an advertising solution offered by a company called "Applied Semantics", which was acquired by Google back in 2003. ([source](#))

✓ Ad revenue generated by content publishers comes from Google's split-share business model, in which Google keeps 32% of earnings and gives 68% of earnings to the publisher. On average, this means that a publisher can expect to earn from $0.20 to $3 per-click or per every 1,000 visits. ([source](#))

✓ Earnings from online advertising represent a whopping 84% of Google's total revenue, which grew 21% since last year, and 15% the previous year. ([source](#))

✓ AdSense ads are not limited to blogs and websites, they are also served on multiple channels across the Google advertising network. These channels include Gmail, apps on the "Play Store", mobile in-game

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advertising, YouTube videos, search results and partner platforms. ([source](#))

✓ AdSense earnings are pretty much influenced by location. What this means is that how much a publisher earns on his or her AdSense site or online property largely depends on the location its visitors are coming from, because Costs-per-Click vary from one country to another.

To give you a quick example, traffic sources such as the United States and the United Kingdom pay the highest click-through rates, so publishers that target these locations will earn more than publishers targeting locations such as some Asian countries, or South America. ([source](#))

✓ AdSense relies on an interest-based advertising technique that tracks the online behavior of users and then shows them ads based on their interests. For example, if one of your visitors frequently visits an eCommerce site or any sort of online retail platform, and those sites are part of the Google Ad network, then AdSense will show these visitors ads related to such sites. ([source](#))

✓ Another factor that influences AdSense earnings besides audience location is niche. The most profitable niches are insurance, health, make-money-online, tech, blogging tutorials, search engine optimization, and Forex trading. To give you an example, rates in the insurance and health niches average up to $20 per click! ([source](#))

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✓ Download-centric websites are some of the most profitable online properties that you can monetize with AdSense. They don't offer click-through rates as high as the insurance and health niches, but they more than make up for it with the sheer amount of clicks that these sites encourage. ([source](#))

✓ The websites that are currently benefiting the most from running AdSense ads are also some of the biggest around. These sites include "YouTube.com", "Yahoo.com", "reddit.com", "ebay.com", and "linkedin.com", as well as large international sites such as "mail.ru". ([source](#))

✓ AdSense is perhaps the first online ad platform to use machine learning to automate ad placement on content sites, which has been found by Google itself to increase ad revenue by as much as 15%. ([source](#))

Section 2

Google AdSense – Step by Step

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Advanced Google AdSense Strategies

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Section 4

Additional Tips to consider

Chapter 17: Do's and Don'ts

Do's

Check Google's AdSense Policies Summary On A Regular Basis

Google is constantly updating its AdSense terms of use and policies, so it is a good practice to constantly check its policies support page as well as to avoid violating newer rules or terms of service.

Customize AdSense For Your Site

Google AdSense will integrate into your site at its default setting, so we recommend you to customize its settings according to your site's set up.

Reengineer Other Popular AdSense Sites

We recommend you to visit other sites using AdSense as their main monetization strategy to learn how they use ad units on their pages. That way you can test the same placements on your site to see how well you can monetize their strategies!

Experiment With High-Paying Niches

You can supplement your AdSense earnings simply by experimenting with content creation in a high-paying niche that is different from yours, such as health, food, or online business. This will allow you to create an alternate passive income stream that will help you to concentrate your largest efforts on your main AdSense site.

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Don'ts

Don't Click On Ads On Your Own Sites

This is a big no-no. If you click on an ad unit on your own site, your account will be suspended almost immediately, so take precautions when you visit your sites.

Don't Join AdSense Click-Exchange Platforms

You might be tempted to use click-exchange platforms to improve your profits in the short-term, but be advised that, sooner or later, Google will track this activity back to you, and your account will be suspended accordingly!

Don't Place Ads On Pages Without Content

The AdSense platform requires publishers to keep a healthy ratio of content to ad units, which simply means that pages have to include more original content than ads, so don't even think about placing ads on pages where there is no content.

Don't Build Websites Focused On Sensitive Content

You already know to stay away from topics such as pornography, gambling, and illegal drugs, but it is also important to stay away from sensitive topics such as alcohol abuse, violence, politics, and so on, which are not AdSense friendly.

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Chapter 18: Premium tools and Services to consider

SpyFu

"SpyFu" is a premium, web-based competition tool for online publishers, and it will allow you to download your competitors' most profitable keywords and ads for paid and organic search.

What it does is to expose the marketing formula of your most successful competitors, and all you'll have to do is to provide "SpyFu" with a competitor's domain, which the tool will scan in search for target keywords, organic search ranks and estimated monthly organic clicks!

KeywordSpy

"KeywordSpy" is a tool that will help you to know who are the biggest advertisers fighting for ad space in your niche. Its best feature for publishers is "keyword research", which can help you to discover which keywords with the highest cost-per-click are being targeted by advertisers.

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SEMrush

A very good tool for AdSense optimization, "SEMrush" will allow you to check for phrases rich in high-CPC keywords that can help you bring in increased organic search traffic to your site as well as related long-tail keywords and phrases.

It will also show you cost-per-click differences across different locations, which will help you to better optimize your content by keeping a specific audience in mind.

SERPs.com

SERPs' "keyword research database" tool will allow you to get a complete report on any target keyword with a few clicks.
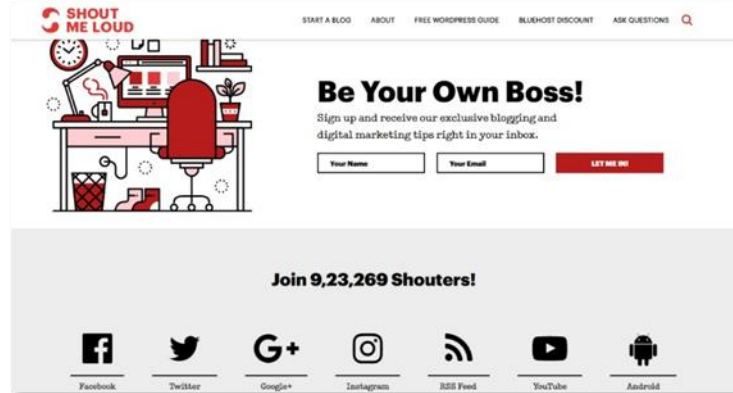
You'll only have to enter a keyword and it will give you back a detailed report that includes its search volume, CPC value and related keywords, which will help you to create a handy database of keywords that you can use to increase the number of relevant ads shown on your site, as well as to improve the quality of your incoming search traffic.

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Chapter 19: Shocking Case Studies

Shoutmeloud.com

"Shoutmeloud.com" is a popular online marketing website that is mostly dedicated to blogging and the internet lifestyle.

Objective: Harsh Agrawal, one of the sites top contributors, set out to create a series of niche sites that he could monetize quickly without much time or cash investment.

Strategy: Harsh started out with a micro-niche blog dedicated to jailbreaking iOS devices, which is a popular and highly profitable niche among US and UK based audiences. He then simply followed a content strategy where he created articles about topics that would be in demand for a long time, gave his site a Wikipedia-like structure, and targeted keywords that were driving large amounts of traffic.

Results: Harsh made $2,000 out of his first micro-niche blog in a single year with AdSense, and is currently making close to $200 a month!

Caloriesecrets.net

"Calorie Secrets" is a nutrition and healthy living blog that has been running since 2012.

Objective: Alex Chris, the blog's creator, needed an alternative

way to monetize his blog that didn't involve selling his own products or doing affiliate marketing.

Strategy: Alex started by populating his site with relevant content. Then he optimized it for mobile, enabled page level ads, and kept testing new AdSense features.

Results: "Calorie secrets" has made Alex $100K in ad revenue in only five years!
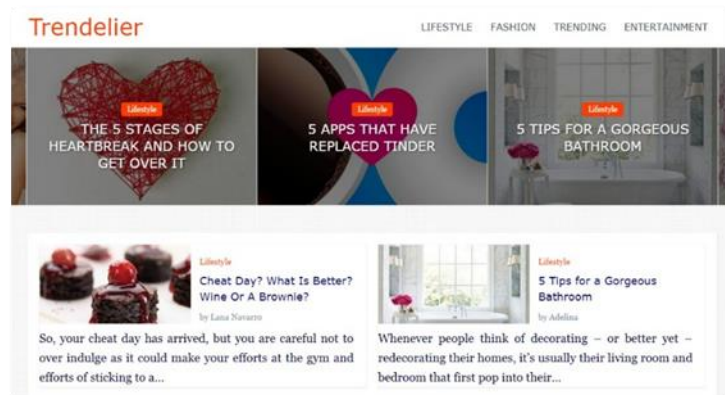
Trendelier.com

"Trendelier.com" is a lifestyle and fashion blog that is hit with millions of visits a month.

Objective: The website owners realized that the site's AdSense earnings had hit a wall, and they needed to fix it.

Strategy: They started testing different ad layouts. Mainly, they tested placing 2 ad units against 3 ad units on a page, as well as sidebar ad layouts against in-feed ad layouts.

Results: using 2 ad units increased the site's click-through rates by 28%, and sidebar layouts increased revenue-per-mile by 68%!

Chapter 20: Frequently Asked Questions

How Much Can You Earn With AdSense, And When Can You Expect To Start Earning?

How much you earn and how soon will depend on your established audience. If your site is just getting started and you are just joining the program, then you shouldn't expect to make much for at least a month.

Now, once you lift the number of people in your active audience, you can expect to earn a steady income that can fluctuate between $300 to $1,000 and even more, depending on how many visitors you are getting a day. Ideally, you should aim for 10,000 visits a day on average to earn substantial income from AdSense.

When And How Does AdSense Pay You?

The AdSense program pays publishers on a monthly basis, between the 21st and the 26th of each month, as long as they reach the monthly payment threshold of $100 or its equivalent in local currency if you are outside the US.

AdSense pays its publishers through a variety of methods including checks, electronic fund transfers, wire transfers and Western Union.

What Can Cause Low AdSense Earnings?

There are a lot of different factors that can affect your AdSense earnings, and low AdSense earnings are often the result of low quality content that doesn't attract visitors, ads that are not relevant to your audience, low cost-per-click keywords or niche, or low cost-per-click audience location.

Can You Block Certain Ads From Being Shown Your Site?

If you don't want certain ads appearing on your site, you'll just have to go to your AdSense account and use the "Allow and Block Ads" feature. Then you'll just have to add the URL of the ad units that you want to filter out from your site.

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Conclusion:

We're thrilled that you have chosen to take advantage of our Special Free Report, and we wish you amazing success.

And in order to take your Google AdSense Efforts even farther, we invite you to get the most out of it by getting access to our Full Training clicking here **(Insert your Front End offer URL)**.

Thanks so much for the time you have dedicated to learning how to get the most advantages from Google AdSense.

Google AdSense has come to stay in the market forever.

To Your Success,

Your Name

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