



This eBook Brought to You By:

Rebecca Hubbard
NicheProfits4u.ws

&

**Click here for 650
Private Lable Articles Monthly!**

Unauthorized duplication or distribution of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law.

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from the author/publisher.

The author, publisher, and distributor, of this product assume no responsibility for the misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a result of using this report. While every effort has been made to ensure reliability of the information within, the liability, negligence or otherwise, or from any use, misuse, or abuse of the operation of any methods, strategies, instructions or ideas contained in the material herein is the sole responsibility of the reader.

Copyright © Hubbard Enterprises All Rights Reserved

HOW PEOPLE MAKE MONEY THROUGH THE INTERNET BY DOING ALMOST NOTHING?

Well, the secret lies in various online advertising programs. And one of the most popular programs is the **'ADSENSE' PROGRAM**. AdSense program works by serving 'targeted' ads on websites. Whenever someone visits your website, those ads are displayed and you earn \$\$\$\$. If someone clicks on those Ads, you again earn \$\$\$\$. This means that once you have setup your website with AdSense ads, the flow of revenue is automatic without you doing anything else. Of course, if you do a little bit of tracking and performance analysis of your AdSense ads, you can enhance your profits many times.

AdSense is an online advertising program that is run by Google (the specialists in search engine technologies). This program is different from the other advertising programs in the sense that here the ads are served based on the content of the website. So, a website that contains articles or content on shoes, would display AdSense ads for shoes, shoe accessories and other shoe related products.

AdSense program benefits all the involved parties i.e. advertisers, website owners that show AdSense ads and the website visitors (or consumers) that see the AdSense ads. Advertisers get an easy and effective advertising medium for targeted advertising, website owners get \$\$\$ for displaying Ads on their websites and the website visitors get a richer experience because the ads that they see are actually related to their field of interest.

Google's AdSense program actually comes as three products: AdSense for content (which is the most popular one), AdSense for search and AdSense for feeds. Currently, AdSense for feeds is in beta testing phase and Google is not accepting any more registrations for it.

However, the other two products are open for registration. These products offer great earning opportunities and if you apply some tricks and tips, you can really see your bank balance swell very fast.

Registering on the Google AdSense website is really easy and most people are through with it in 15 minutes straight. Owners of the websites are required to add a small and harmless piece of Google AdSense code to the source code of their web pages and they are ready to start earning revenue automatically without really doing anything more. You can use certain tools (that Google provides for free) in order to customize the Google AdSense ads and make them more suited for your website.

Google AdSense program also provides you with various reports about your earnings and the performance of your website. You can even create customized reports that help you in conducting very detailed analysis of what is working (earning good money for you) and what is not. By analyzing these reports, you can formulate new strategies or tweak the existing ones in order to get better results in the future.

AdSense program is really one of the smartest ways of earning money and once you understand it fully, you will find that using AdSense Ads for earning a lot of money is not only easy but also a LOT OF FUN.

TABLE OF CONTENTS

<u>AdSense's Place In The Online Advertising World</u>	<u>5</u>
<u>What Is AdSense?</u>	<u>7</u>
<u>AdSense Related Terms That You Should Know</u>	<u>9</u>
<u>AdSense Ads Can Be Hosted By Any Website</u>	<u>11</u>
<u>What Makes Google AdSense System So Special?</u>	<u>13</u>
<u>AdSense Account Setup – Part 1 (Enrolment Form)</u>	<u>15</u>
<u>AdSense Account Setup – Part 2 (Essential Customizations)</u>	<u>17</u>
<u>AdSense Account Setup– Part 3 (Additional Customizations)</u>	<u>19</u>
<u>AdSense Account Setup – Part 4 (AdSense Code)</u>	<u>20</u>
<u>AdSense Code Guidelines</u>	<u>21</u>
<u>AdSense For Search: What's That?</u>	<u>23</u>
<u>AdSense For Feeds: What's That?</u>	<u>25</u>
<u>Tips For AdSense For Feeds</u>	<u>27</u>
<u>Google AdSense: Strategy Classification</u>	<u>29</u>
<u>Making The AdSense Ads Suit Your Website – Part 1 (Shape And Size)</u>	<u>31</u>
<u>Making The AdSense Ads Suit Your Website – Part 2 (Color Of Ads)</u>	<u>33</u>
<u>Making The AdSense Ads Suit Your Website – Part 3 (Positioning Of Ads)</u>	<u>35</u>
<u>Google's Ad Filtering Mechanism</u>	<u>37</u>
<u>Misuse of AdSense</u>	<u>39</u>
<u>Google AdSense: Alternate Ads And PSAs</u>	<u>40</u>
<u>AdSense Ad Variations: Link Units And Themed Ad Units.</u>	<u>42</u>
<u>Top 4 Tips For Getting The Best Results From Your AdSense Ads</u>	<u>44</u>
<u>AdSense Tips That You Might Have Missed Out On</u>	<u>46</u>
<u>Getting Paid Through AdSense Program</u>	<u>47</u>
<u>Performance Tracking Through Reports</u>	<u>49</u>

AdSense's Place In The Online Advertising World

Let's start our journey in the world of Google AdSense by first understanding how the online advertising came into being and how Google AdSense is place with respect to the other online advertising concepts:

Soon after the advent of internet, it was realized that the website real estate (or the space on websites) had commercial value in the advertising world. The simple reason behind this was the soaring popularity of internet and the increasing number of eyeballs received by various websites. Thus, internet advertising (or online advertising) came into being. Today, internet advertising is treated as one of the most effective and most economical means of advertising. In fact, a lot of businesses, especially small businesses, use only this (affordable) medium for advertising their products and services. As technology progressed, so did the online advertising methodologies. Graphics based banner Ads and text Ads got their due recognition and were used quite extensively for online advertising. Even now banner advertising is one of the most popular forms of online advertising.

However, the real breakthrough in online advertising came with Google AdSense advertising program. This program helped in connecting advertisers to several website owners who were ready to offer advertising space on their websites. Through Google AdSense program, the advertisements were floated on the websites that had some relevance to the products or services offered by the advertiser. This type of advertising is also called targeted advertising since the Ads are served only to the interested audience and not just anyone or everyone. Soon, Google AdSense became a very effective form of targeted advertising. On Google AdSense program, webmasters are paid on per-click and per-thousand-Ads-displayed basis.