



For the Newbies

There were times when I was new in E-business and hardly had enough knowledge to spend and earn online. Life is so much different now; I'm making money on the Internet. I'm now going to share this secret system with you so you can start making money online.

Before starting, one should know how AdSense works at backend. It works like an advertiser goes to the AdWords system, signs up, and creates one or more advertisements that they want to pay to have appeared on "content pages". Those content pages are Web sites run by individuals and organizations that include AdSense i.e. Ads of Advertisers. If any visitor of Content page clicks on Ads there then Webmasters are paid a portion of the revenue which Search Engine collects from advertisers each time a web site visitor clicks on an AdSense advertisement. The more clicks AdSense advertisers receive from your web pages, the more money you make.

I have been receiving monthly checks from Google since 2004, and earning 4 to 5 digit incomes per month with AdSense is not an ordinary thing. I promote AdSense on 10 of my blogs and my checks have been as high as \$2500.

Saturday, November 19, 2005	\$922.03
Sunday, November 20, 2005	\$891.70
Monday, November 21, 2005	\$898.67
Tuesday, November 22, 2005	\$880.27
Wednesday, November 23, 2005	\$767.30
Thursday, November 24, 2005	\$762.40
Friday, November 25, 2005	\$959.64
Saturday, November 26, 2005	\$680.42
Sunday, November 27, 2005	\$924.71

URLs deliberately removed

What I feel most important is "INFORMATION". The more information you have on your website, the greater chance you have of attracting free search engine traffic and these days "BLOGS" are the easiest and best way to create quick content websites.

Here are the 2 major technical and logical factors which actually decide "How much you will earn":

- The amount you'll earn depends largely on the amount of targeted traffic you receive to your own site, how well the ads match your audience's interests, the placement of the ads on your pages, and of course the amount you receive per click.
- The commission you receive per click depends on how much advertisers are paying Google for the particular ad. Advertisers generally pay more for popular terms because they are searched for more.

Now the question arises that "How Google accomplishes the content match":

Answer is simple, Once you join AdSense and paste their ad code into your site, Google's technology will determine the topic of the pages by scanning for keyword repeats, page title, etc. Ads can be more generic as per the websites listed in Search Engine's Database

Steps for Creating Google AdSense account:

- Sign-up with Google AdSense . After you registered, Google takes approx. 2 - 3 days to check your website, and see that it's got the right content, etc, etc...
- After you have a verified Google AdSense account. And you can log onto your Publisher's account. Set up AdSense on your site according to the best practices and Set up Channels to track your Ad Units.
- Now, the money making begins, first of all, make sure that your site actually has VISITORS! If not, try to visit a traffic exchange site, or convince your siblings to visit it often. Customize your codes, and paste it onto your site.

Tips for increasing Click through rate:

Ad placement: The best location to place ads is wherever the web site visitor will be looking. Open up your web page. Where on the page does your eye immediately focus? Place an ad there. The best performing ads seem to be ads which are inline with content and on the left side. Ads on the header and right side of the page perform moderately well.

[Fly SpiceJet from 99](#)

Return Ticket Not Mandatory Grab the Mega Rs 99 offer Now

[Top Airline Jobs](#)

Airline Companies Hiring Experts & Freshers. Upload Your Resume Free!

[Ads by Google](#)

Fri Dec 01, 2006

Ads inline with content



Late holiday tourists may be left out in cold

Source: usatoday.com

By Gene Sloan, USA TODAY

Bad news, procrastinators: Booking a last minute getaway for the holidays is not as easy as in the past. With three weeks to go until Christmas week, industry watchers say, many top resorts from the Caribbean to Hawaii are sold out, and those with rooms available have fewer openings than last year.

Ad Unit Format

The Google AdSense programs offers a wide variety of ad unit styles and sizes. Rectangles, Squares, and Buttons are best for content area. The ad unit formats include:

Horizontal	
728 x 90	Leaderboard
468 x 60	Banner
234 x 60	Half Banner
Vertical	
120 x 600	Skyscraper
160 x 600	Wide Skyscraper
120 x 240	Vertical Banner
Square	
336 x 280	Large Rectangle
300 x 250	Medium Rectangle
250 x 250	Square
200 x 200	Small Square
180 x 150	Small Rectangle
125 x 125	Button

Custom Ad Unit Color:

Making the colors of text and URLs similar to that of webpage increases the chances of getting more clicks.

Colors

Choose from one of our pre-designed color palettes, or create your own palette. [Tips](#)

* Some options apply to text ads only.

Sample

Linked Title
 Advertiser's ad text here
www.advertiser-url.com
 Ads by Google

Palettes White and blue

[Edit palettes](#)

Border #

Title #

Background #

Text #

URL #

Note: Google is constantly working to improve the relevancy of AdSense ads. Ads which are more relevant are more likely to be clicked on by web site visitors.