



## **Google Adsense - Ads That Make You Money!**

Imagine... being paid checks by the largest and most popular search engine, simply for displaying a few ads on your website for FREE?

Well, this is exactly what the Google Adsense program is all about! And when you think about it, it's a revolutionary way of earning yourself a useful online side income. But let's back up a bit...

In the past, many webmasters displayed ads from various companies, via pop-ups, banners, pop-ins and pop-unders. However, visitors to these sites soon got tired of these advertising methods - I mean, who'd like to go to a website where they'd have to close pop-up windows every other minute? This resulted in a dramatic loss of traffic, and in turn made many webmasters to lose profits.



*"My first month, I made over \$500! It was awesome! I didn't know how lucrative it would be. So I gave it a try – and I'm glad I did!" --Kim, Oklahoma*  
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That's when Google announced a novel program – Google AdSense. Instead of having to use banners and pop-ups to advertise companies and gain a commission, website publishers could now earn a decent profit by displaying unobtrusive text ads on the content pages of their website. Since the ads displayed were often directly related to what your visitors are looking for on your site, you had a way to both monetize and subtly enhance your web content.

One of the main reasons for its popularity, is the fact that the Google AdSense program is incredibly accurate. By stepping beyond the boundaries of simple keyword matching, it has quickly become one of the most prominent tools to display accurate advertisements. A list of keywords is still used as the basis of triggering ads, but complex algorithms now ensure that non-relevant ads no longer show up on your site.

Google AdSense also gives you the option to be selective about the type of ads you wish to display. This helps you direct your visitors towards certain type of products and avoid non-relevant or competitor ads. To make it possible for everyone to integrate AdSense into their sites, the program offers a wide variety of settings that allow you to alter the ads' size and appearance.

Google offers their AdSense program to just about all website owners. After signing up for the program, you'll receive an HTML/ XML code to paste on all of your web pages. Then, Google will dynamically generate ads that are relevant to your web content. Whenever a visitor clicks on one of the AdSense ads on your site, Google credits your

account with a percentage of money that was paid by the advertiser for that ad.

To sign up for this terrific program, hop over to <http://www.google.com/adsense> It's super easy to set up - just a few clicks of your mouse and you're ready to go! Once you start displaying targeted Google AdSense ads on your website, you can expect to generate a sizable income depending on the traffic flow to your site and how many visitors actually click on the ads.

### **About The Author**

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