

# Maximize YOUR AdSense CTR

## **Introduction**

The purpose of this ebook is to help you increase your revenue from click-thrus using Google AdSense. Following the steps outlined will help you optimize your websites to give you the best possible moneymaking strategies.

Although I cannot guarantee how much money you will make using Google AdSense, I can tell you that the steps outlined in this document have been tested on over 50 Traffic Equalizer websites and produce excellent hassle-free income each and every day of the week!

For more info on Traffic Equalizer, please visit:

<http://www.trafficequalizer.com>

## **Five Keys to Maximizing Revenue With Google AdSense**

1. Earn more money with every click but at the same time maintain relevance with the ads displayed on your pages.
2. Have lots of pages that display AdWords.
3. Maximize the number of visitors to your website that view more than one page displaying AdWords.
4. Improve the “click-thru” rate of your website.
5. Increase the traffic to your website.

## **Steps to Increasing Click-Thrus With Google AdSense**

## **Step 1 – Apply and Comply**

Having a website can generate revenue for you twenty-four hours a day, seven days a week. Google AdSense is a free program that has an advertising revenue especially designed to help websites like yours to increase their revenue simply by displaying AdWords ads. You can apply online at:

<http://www.google.com/adsense>

Apply to Google to have your website reviewed. Each page on your website must be content rich on various topics. These pages should all be centered around a theme which Google will use to target relevant ads to your website.

Once you have applied, Google will require you to reply to an email to confirm that you have actually applied. In about 2 –3 days, Google will inform you of the review of your website and whether or not it has been accepted or rejected.

Google will set up an account for you and provide you with the HTML code you need for displaying ads. Insert the HTML code into the pages on your websites and you can start displaying ads immediately.

Google search and page-ranking technology will search for ads that are relevant to your content pages. This technology matches the primary language of your pages and ads are targeted to your specific geographic location. This means that ads that serve users from Canada, for example, will not be the same ads that appear on your website for users in Australia. This ‘geotargeting’ by Google makes the ads relevant to all the visitors to your website and it also means that you may not see all of the ads that are targeted to your website.

You do not have to be technologically literate to display AdSense ads on your web pages. Google does it all for you. All you have to do is insert the HTML code and maintain the website.

It may take a few hours before the ads do appear on your web pages. At first, you may see public service ads appearing and you do not get

paid for these.

If your website is accepted, Google requires you to comply with their program policies:

- AdSense accounts cannot be transferred, reassigned or sold in connection with your website.
- You can place multiple ads on each page, but these cannot be in common with each other. The content of the page must not obscure the ad and both the ad text and the URL must be visible.
- If you are using Alternate Ads, you cannot specify Google as your alternate ads.
- AdSense ads cannot be pasted into any software application.
- You cannot modify the AdSense ads or search boxes before pasting them into your web pages.
- Affiliate or limited text links are not permitted in areas such as MP3, Video , Newsgroups and Image Results cannot be shown because of copyright laws.
- Visitors cannot be required to download a dialler in order to view the content of your website.
- You cannot use any incentives to get users to click on any ads.
- Ads cannot be used in any unsupported language.
- Fraudulent clicks or clicking on your own ads are prohibited.
- Your website cannot contain any profanity, prejudicial language, information about hacking, illicit drugs, pornography, gambling or any other material that infringes on the rights of others.
- Your website must not contain any broken links and must be

easily navigable.

- You must respond adequately to requests for support and enquiries made through your website.

## **Sites that are not accepted by Google AdSense:**

### **About Me Websites**

Google does not accept personal websites for its AdSense program. The reason for this is that most personal websites do not have a specific theme and are usually just a random collection of facts about the website's owner.

Google looks for content-based websites that contain a lot of information about a specific topic. The website has to have a central theme to which all the pages refer.

### **Disorganized Websites**

The websites that are accepted by Google AdSense must be neat and easy for the user to navigate. All the links must work and the website cannot have any typing mistakes. There should not be an excess of colors and each page should have a consistent layout.

### **Not enough pages**

Google prefers acceptable websites to have at least 20 pages. This allows for a significant number of targeted ads to be placed on the website to ensure that both Google and the publisher will make money.

### **Site is not solid**

A website with nothing but links to other websites is not acceptable as a Google AdSense publishing website. You must have enough original content of your own to make your website unique.

### **Website does not receive enough traffic**

If your website is not receiving many visitors, then it will be hard to

generate any kind of income through Google AdSense. An acceptable flow of traffic is at least 100 visitors a day.

## **Website violates policies of Google AdSense**

Before submitting an application, read the terms of use policies carefully to ensure that your website meets all of the requirements.

## **Step 2 - Create More Content Pages For Your Website**

Content pages are the pages in your web site that Google will use to target ads to your website. These pages should be content-rich. In other words, you should have lots of content that the user will be interested in.

Each page of your website should be centered around one keyword that is related to the whole theme of your website. A keyword is the focal point of the article. To find out which keywords are the most searched, you can do your own search using software like Ad Word Analyzer.

When you decide on a theme, brainstorm list of suitable keywords for which you can write articles. For example, keywords for a website dealing with lawn care could include the following keywords:

- Seeding your lawn
- Hedges
- Mowing the lawn
- Preventing insect infestation
- Flowers
- Flowering shrubs
- Trees

Then you proceed to write articles for each keyword which can be anywhere from 150 to 500 words. Each keyword article will have its own page where you can display ads. The more content pages you have, the more ads you can display and this, of course, leads to more revenue for you.

Keyword articles can be of several kinds – keyword rich and informative. Keyword rich articles contain the keyword in virtually

every sentence. The rate is typically 4 – 8 % of the total word count. Informative keyword articles have a more conversational style and are easier to read.

If the content pages are clearly focused, Google will be able to serve highly relevant ads to your pages. This means your visitors will be interested in the ads, resulting in more click-thrus and more money for you.

Note: Writing articles is highly-effective, but also time-consuming. I personally use both RSS Equalizer and Traffic Equalizer to create thousands of content-rich pages for my websites. I can create an entire website consisting of 1,000 or more pages in about 1 hour!

RSS Equalizer

<http://www.rssequalizer.com>

Traffic Equalizer

<http://www.trafficequalizer.com>

### **Step 3 – Use higher paying keywords whenever possible**

You will earn more if the average AdWord that Google displays pays more per click. You should not create pages on unrelated keywords just because they pay more.

Some of the high paying keywords that users query on search engines are:

- Vacations
- Education
- Gifts
- Investing
- Money
- Medicine

However, don't create a page on vacations on a lawn care page, just because the ads pay more. It takes away from the legitimacy of your website.

If you are an AdWords advertiser, you can log into your account and

experiment. If you don't already have an AdWords account, you can use Overture's free Max Bid Tool:

<http://uv.bidtool.overture.com/d/USm/search/tools/bidtool/>

This tool will let you see what Overture advertisers pay for each keyword. This is not the same pricing system and Google has, but it will give you a general idea of what to expect.

As you will be sharing the revenue with Google, you will receive a percentage of the amount each advertiser pays per click.

For example you may find that if you type in "ladders", the maximum price per click is 15 cents. A percentage of this will not get generate a very high revenue. However, if you type in "valium", you may find that the price per click is \$5.00.

The bottom line is the keywords you use can increase the amount of money you earn. My top two keyword research tools are Ad Word Analyzer and Keyword Equalizer. Ad Word Analyzer is useful for niche and pay-per-click keyword research. It does not show bid prices (at least not at this time). Keyword Equalizer is extremely powerful and is specifically designed for search engine optimization (SEO).

Ad Word Analyzer

<http://www.adwordanalyzer.com>

Keyword Equalizer

<http://www.keywordequalizer.com>

**Step 4 – Create new pages with higher paying keywords and at the same time maintain relevance to the theme of your website.**

Selecting keywords related to the same topic, can make a difference in how much money you earn by users clicking on relevant ads on your pages.

Check the theme of your website for higher paying keywords and create articles related to these words. The terminology you use can determine how effective your website will be in attracting visitors. For

example if you are selling teeth bleaching products a query for toothpaste may or may not select your website in the search.

If you are selling products on your website, ensure that you have keyword articles related to the competition as well as your own products. This does not mean that you will advertise for the competition. The article can be a comparison of your product with another demonstrating why the user should purchase your product.

### **Step 5 – Create a brand new website with higher paying keywords**

You can create a brand new website to take advantage of Google's AdSense program. Therefore, you will need to select a topic with high paying keywords. Then provide great information about that topic.

Using Traffic Equalizer you can easily up your website to get the maximum benefit from Google AdSense.

Now that you have the content pages and keywords you want, you need to place the ads where they can be seen, and clicked, by the visitors to your website. Most Internet users are so bombarded by ads that they automatically tune out the ads that appear on a website. Your goal is to make your ads more appealing to the users and less like ads. Any time that users click on an ad, they have an actual interest in what that ad is selling.

To maximize the number of click-thru ads on your site receive, you have to make them less like traditional advertising.

### **Step 6 - Create different kinds of web pages**

Different pages on your website serve different purposes. If the object of your website is to sell a particular product or service, create web pages specifically for that purpose. Then have other pages on your website that are geared towards high search engine traffic like Traffic Equalizer pages.

Once you realize which pages you are creating for AdSense, select appropriate keywords and use Traffic Equalizer to create these pages. Using a text file of keywords, Traffic Equalizer will create one



page for each keyword on your list. Try to select keywords that are the highest paying keywords on the topic.

If you have pages on which you are selling your own products and services, you may choose not to display AdSense on these pages so as not to take business away from yourself.

### **Step 7 – Create high quality information pages**

Give the visitors to your website the answers they need. The keyword articles should give information about the topic and not ramble on with a disjointed list of sentences. When writing keyword articles, do not copy and paste from other websites. This is illegal. It's much better to write something new and unique.

The writing in the articles should be of a conversational tone using language that the ordinary person will understand. For example, it would be of no point to write this ebook in completely technical language that only a computer programmer would understand. You would not be able to understand it and therefore not apply the techniques.

The same is true of keyword articles. If the user does not like the first few sentences, he/she will not continue reading and will move on.

Do not create a page about a topic and save it with another to try to generate high paying ads to your page. If your page is relevant to the topic, visitors will click-thru to other pages and ads.

### **Step 8 - Use the Best Ad Format For Your Web Page**

Ads can be placed on your web pages using several methods. Some examples are the following styles of ads:

1 Leaderboards (728 x 90)

Displays 3 lines of text

Shows up to 24 ads on a page, horizontally

2 Banner (468 x 60)

Displays 3 lines of text  
Shows up to 4 ads on a page, horizontally

### 3 Skyscraper (120x 600)

Displays 4 lines of text  
Shows up to 4 ads on a page, horizontally

### 4 Medium Rectangle (300 x 250)

Displays 2 lines of text  
Shows up to 4 ads per page

Research has shown the best format for ads to maximize click-thrus are 336 x 280 rectangles. The next best size is 300 x 250.

Banner are the worst ads to show on a site and the tall thin ads don't fit well on a page because they are usually on the left or the right. The best placement of ads on a page is in the center – right in the users line of vision. You have to put the ads **in their face** to maximize the effect of click-thrus by users.

The best size ad to use is the 336 x 280 rectangle or if space is at a premium use the 300 x 250 rectangle.

## **Step 9 - Make Sure That the Ad Block is Positioned Properly**

Where you have the ad located on your web page affects how often users will click on it. Ads should be as close to the top and the middle as possible.

Internet users look to the center of the page to find information. If your ad is placed down the sides, it will often be overlooked. People who use your web page because of a keyword search are generally looking for specific information. Having the ad placed front and center will get their attention, whereas ads on the side will not.

Place the large rectangle ads just above the content, not in the right

or left hand columns.

## **Step 10 - Choose the Best Colors for Your Ads**

Google AdSense offers advice for publishers as to the color of the ads on their web pages. They allow you to customize your ad colors. They have a variety of custom palettes or you can choose from over 21 predefined combinations. The recommendation from Google for using custom palettes is to:

- Have the background of the ads the same color or a color similar to the background color of the page.
- Have the border of the ad a color that is predominant on the page.
- Have the title of the ad a color that is similar to the color of the text on the page.
- Have the URL of the ad a color similar to other links on the page.

Four different color palettes can be rotated at a time to add freshness and variety to the ads.

Statistics show that navy blue color works best as a link. The color of the URL should not stand out on the page. The top ranking color for URL's is dark gray. It does not mask the advertiser URL even though light grays do the same thing. For some reason, lighter grays do not work as well as dark gray. Avoid unconventional colors for URLs.

Blue is actually considered a non-stimulating color, and some publishers say it can actually have a negative effect on purchasing or deciding to click-thru. Blue is considered by many to be sleep inducing, and is the worst choice if you are interested in a call to action. Sometimes if the effect you want is calming, blue can be integrated effectively. Some examples might be a Motel roadsign, a relaxing vacation ad, a funeral ad or dental office (for the calming effect to alleviate fear). These are not the effects you want to have on your web site if you want to generate revenue through the ads.

Blue links, on the other hand, increase click-thrus especially on a white background.

Contrast is of almost equal importance for effectiveness and readability. Each color has a "Light Reflective Value", or LRV, which is easier to determine when converted to grayscale.

Black = 0 LRV  
White = 100 LRV

Your contrast is measured by subtracting one from the other so black letters on white have the theoretical best contrast with a score of 100. Red 20, on purple 10 would have a contrast value of only 10 making it nearly unreadable.

The only true "Light colors" are shades of yellow, and shades of white (all pastels). All other colors should be considered "Darks" from a contrast perspective.

When starting out with placing ads on your web pages, the best advice is to experiment until you find a combination that works for you.

Research and statistics have shown the default layout provided by Google AdSense is not the best option.

Following these guidelines will result in Google being able to place ads relevant to your website on all the web pages. If Google cannot crawl or understand the content on any of your pages, public service announcements may be placed there and you will not receive any money for click-thrus to these ads.

### **Step 11 – Don't try to cheat your way to a higher revenue**

Many publishers have tried to increase their revenue from Google AdSense by clicking on ads on their own website or using software which automatically repeats clicks. Such attempts to gain more money from the ads displayed on your web pages is fraudulent and will result in the automatic cancellation of your account.

Google has engineers who can detect this type of fraud. By trying to spam your way to extra money won't work out. You will get kicked out of the program and you won't make any money at all.

Prohibited methods of clicking include:

- Repeated manual clicks
- Use of robots
- Automated clicking tools
- Deceptive software
- Clicking on your own ads

Legitimate clicks are those that are generated as the result of a user to your site clicking on one or more ads on various pages. You do not need to click any ads on your site to see if they work. AdSense specialists review ads to verify that they are working and lead to valid websites.

### **Tips for Placing Ads on Your Web pages**

Google's ability to target ads to your site depends on the content of your pages and the structure of your site. Google offers some basic guidelines to follow to optimize your site for the most relevant ads:

- Ads should be placed on pages that are predominantly made up of text. It is the text of the page that determines the context of the page for relevant ads. Images, icons and pictures do not count as pages that can contain ads.
- If a page contains a robots.txt file, it needs to be removed or if this is not possible the following two lines must be added to allow the Google content bot to crawl your site:

```
User-agent:Mediapartners – Google*  
Disallow
```

- If any page on your website contains frames, select the 'Framed page' checkbox when you are generating the ad layout code for that page.
- Ads should not be placed on pages that require a login.
- Ads should be placed on pages where the content does not frequently change.
- Show ads on the section of the page that is visible to users without having to scroll down. This makes the ad readily available to the visitors and enhances the opportunity for clicks.
- Try different formats for each content page of your site. Try using different ad formats to complement the layout of each page. Google offers samples of ad formats for AdSense publishers to choose from.
- Customize your colors.
- Allow Google to crawl your site in order to target relevant ads to each page.
- Place the AdSense code within the frame containing content, if there are any frames on your page. If an ad code is placed in an empty frame or a frame that doesn't contain any text, Google will not be able to gather content and target any relevant and money-making ads to the page.
- Do not overload your pages with clutter. Statistics show that visitors to a site scan the first page. If it is cluttered or not easy to navigate through they will not go any farther.
- Use channels to track performance. Group your pages into channels to see how one domain is performing as opposed to another. This way you can see which layout and color combination is working better than others and it will help you maximize your revenue on all pages.

### **Checking Your Earnings With AdSense**

You can review how much money you are earning from the ads displayed on your pages at any time by logging into your Google AdSense account and clicking the Reports tab. Here you will see the total number of pages, the ad clicks, the click-thru rate and your total earnings. Since the money you earn through AdSense depends entirely on the content of your site, you may or may not have any earnings. If the ads that are displayed are public service announcements, you will not receive any earnings from clicks to these ads. Google does not guarantee you any earnings.

Google will mail you a check for your click-thrus approximately 30 days after the end of each month if your earnings total \$100 or more. If your earnings do not total \$100 you will not receive payment until they do. If they do not total \$100 throughout the year, you will not receive payment until 30 days after the end of each year.

This is a good incentive to optimize your website to maximize the earnings that are possible from using Google AdSense. The more click-thrus you get, the more money you earn. Even if you only get enough to cover the cost of your web hosting fees, it is still money you received without working for it.

### **Having Accounts With Other Ad Advertisers**

The old saying “Don’t put all your eggs in the same basket” applies to ads on your site.

You can participate in other ad programs, but you are not permitted to display Google ads on web pages containing competing ads. This includes all content-targeted ads as well as text based ads. Text based ads are ads that copy Google ads or that may appear to be associated with Google ads on other pages of your site. Affiliate or limited text links are not permitted either. None of the ads from other programs can contain any advertisements in common with another ad unit.

You cannot, however, sign up for more than one Google AdSense account.

### **Using WebSearch and SiteSearch to Maximize Earnings**

WebSearch is a service for website owners who wish to provide search options for visitors to their website, directly from any web page. WebSearch result pages use Google's search to provide relevant results and these search results are customized to fit with the theme of your website. Results pages also contain Google ads targeted to the user's query and this helps to increase your revenue as well.

If you wish to add WebSearch to your site, fill out the online application. If your application is approved, Google will provide you with the necessary code to insert into your web pages to generate the Web Search box wherever you want it located on your page. The same application approves you for both AdSense and WebSearch and you can decide to use a combination of the two programs.

WebSearch is also free and Google pays you for valid clicks on the search results pages.

SiteSearch is an optional element of WebSearch that allows visitors to your website to search within your pages. The results from SiteSearch earn you money when users click on any of the ads displayed on these pages.

SiteSearch can only search the pages of your website that have been added to Google's search index.

## **Conclusion**

I hope you enjoyed reading the information in this ebook!

This will help you get started with Google AdSense and on your way to generating additional revenue for your website. Keep in mind that the more pages you put AdSense on... the more profit you stand to make. :)

## **Search Engine Tools**

Ad Word Analyzer

<http://www.adwordanalyzer.com>



Ad Word Generator

<http://www.adwordgenerator.com>

Keyword Equalizer

<http://www.keywordequalizer.com>

PR Maximizer

<http://www.pymaximizer.com>

RSS Equalizer

<http://www.rssequalizer.com>

SEO Spider

<http://www.seospider.com>

Traffic Equalizer

<http://www.trafficequalizer.com>