



AdSense for Beginners: How to Get Started Using Google AdSense for Additional Streams of Income to Your Website (Marketing Matters)

Joan Mullally, Carolyn Stone, Evelyn Trimborn

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Google AdSense is one of the easiest ways to make money online even if you are a complete beginner to the world of websites. The Google AdSense program works by placing highly targeted ads on websites owned by businesses and individuals such as yourself who have registered for the AdSense program.

When you become a publisher in the AdSense network, whenever someone visits your website and clicks on one of the advertisements, you will earn a share of the advertising revenue. While your share might be small, only a penny or two per click, if you have a lot of site visitors and a website with pages full of interesting content, AdSense is an automated stream of income that will keep working for you around the clock, 24/7/365.

AdSense is a multibillion dollar industry, with a great earnings potential for any website owner who knows how to get started using AdSense. Registering, creating ad units, and above all, customizing your ad units for maximum clicks, can all be done in a couple of hours. If you have a website or a blog, all you have to do is copy and paste your ad units at your chosen locations on your site and soon ads related to the content at your site will start to run, offering a valuable service to your site visitors looking for solutions to their problems related to the topic, niche or industry you are working in.

In this hands-on guide, the authors take you through the principles of online advertising at Google and why it is unique. Discover why AdSense has become such a profitable opportunity for website owners, and learn the pitfalls to avoid to achieve AdSense success.

Discover the range of ad unit options available, the benefits of each, and best strategies for using them. Learn how to make good money through the AdSense program without resorting to what Google terms click fraud. You will also learn how to increase your income through AdSense and your site as a whole if you are selling your own products and services through using the free tools Google provides in order to track and test the performance of your website.

If you already have a website that is not performing as well as you had hoped and you are looking for additional ways to earn money online, AdSense could be another worthwhile stream of automatic income. If you are a complete beginner just starting out with your first website or blog, AdSense income can help your site pay its way while you set up other income opportunities.

Once you have set up your AdSense ads, all you have to worry about is keeping your site up to date with fresh content, and driving traffic set up your website. The Google AdSense network will do the rest, providing new streams of income on your website and even in your RSS feeds from your site if you wish.

It is easy to make money online if you follow the tried and tested methods of marketers who have blazed the trail, and AdSense has proven to be an easy and even fun way for even newbies to the world of websites to make money online. If you can copy and paste, follow simple instructions, and are willing to put in some

time and effort to learn the top strategies for AdSense success, download this guide, apply what you learn, and you should soon start to see a steady stream of income from your website.

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Word Count=19,875

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ABOUT THE AUTHORS

Evelyn Trimborn and Carolyn Stone are the authors of over 100 business, marketing and self-help titles designed to help readers transform their lives personally and professionally.

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