

What Is AdSense?

I will directly quote Google™ "Google AdSense is a fast and easy way for website publishers of all sizes to display relevant Google ads on their website's content pages and earn money. Because the ads are related to what your visitors are looking for on your site — or matched to the characteristics and interests of the visitors your content attracts — you'll finally have a way to both monetize and enhance your content pages."

Google™ adds that, "It's also a way for website publishers to provide Google web and site search to their visitors, and to earn money by displaying Google ads on the search results pages."

That is the most clear and straightforward definition of what Google AdSense™ is. You display ads on your content page using a code that Google™ will give you after you sign up for and adsense account. Once visitors click on any of the ads displayed on your site, Google™ will in turn pay you a certain percentage of what the advertiser pays them. Publishers act like sub-contractors. Google™ is paid to show ads by advertisers, Google™ pays publishers to show those ads on their sites, simple.

You do not need to worry about the ads that will be displayed on your site and whether they will match the content of your pages. Google™ will read the the theme of your pages and serve you with ads that match the contents of your page. The secret to earning good money is displaying high paying keywords on your site which will in return lead to high payouts per click on your site. Another important factor is knowing the size of ads to display and where to display them. Why? Because choosing the wrong ad sizes and placing them in the wrong places will lead to low earnings if no earnings at all. It is an open secret that people searching the internet will mostly click on links placed at certain points and displaying in certain formats. So what is the right size of ads to display? Exactly where should you place those ads?

About the Author

For more information on how to make money with Google AdSense visit <http://www.mwagitaa.com>

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