

## Adsense Tips You Need To Know

Adsense is one of the best online advertising programs in existence. A large number of bloggers and web site owners use Adsense Ads to create a regular source of income.

Adsense revenue is generated when a visitor to your site clicks through an Adsense Ad you have displayed. In this article I will be sharing with you some tips and tricks you will need to employ to maximize your Adsense income.

The first and most important thing to increase your Adsense income is to increase the number of click throughs you receive.

The best way to achieve a higher click through rate is to match you Adsense ads with the look of your website. It is hard to illustrate here but you can check out an example of proper Adsense integration on my website, at the end of this article.

Your goal is to make sure your Adsense ads appear seam less, make sure to match the background color of your ads with the background color of your website.

The size of your Adsense ads is also crucial to your success. The wider ad formats are generally known to be more effective. For vertical skyscraper ads the 160X600 and for rectangles 336X280 have been proven to be the best.

Placement of your Adsense ads is also important, placing them at the top and to the right will improve your click through rate dramatically. Occasionally inserting them between paragraphs works as well but be sure not to over do it.

One thing to keep in mind though is that Google Adsense only allows you to use 3 ad units and one link unit per page. If you exceed the limit you risk the chance of being banned.

Another way to increase your income is to place a Google Adsense search bar on your page. When a visitor to your site uses your search bar your Google Adsense ID is embedded in all of their Google searches. If they then click on any links while surfing from your site, you make money!

Google Adsense filter is also a handy feature that you can use to block your competitors from placing ads on your site. Overdoing it with the filter could limit some of your ad options so use it sparingly.

Adsense also allows you to ad channels so you can monitor different ad campaigns and determine which ones are performing better.

Feel free to experiment with different colors and placements from time to time if you feel you are not achieving the results you desire. To see how all of these Adsense tips are integrated drop by my site for a look.

Well good luck, your Adsense revenue should begin to increase in the next couple of weeks.

## About the Author

Craig Beckta is well versed on the subject of running a profitable home based affiliate business. At his website, [www.craigcreality.com](http://www.craigcreality.com). You will discover a wealth of information about how to start, build, run and grow your home based affiliate business. [www.craigcreality.com](http://www.craigcreality.com)

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