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A Beginners Guide to Google AdSense

AdSense is one of my favorite online money making systems. You can earn an income on the Internet using Google AdSense without recruiting anybody, speak to anybody or sell anything to anybody. You can start earning your first money within an hour or less after you completed the setup of your system. You will continue earning money even while you sleep or while you are on holiday.

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www.FreeAdwordsTraining.com

You might ask why I give away a free report if it works that good. It is real simple: There is one principle in life I follow with all my heart and that is that you have to give in order to receive. **Zig Zigler defined it as "If you help other people to get what they want, you will get what you want".**

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I believe that there are enough visitors on the internet to make all of us rich. I do not have to keep information from you in order to enrich myself. There is enough for everybody. All you have to do is to grab the opportunity and put my advice to work

Joining AdSense

To participate in Google AdSense you must have a web site and you must be registered with the AdSense program.

To register for AdSense go to http://www.in2im.com/join_adsense

If you do not have a web site yet you first have to register a domain name. Then you need to build a web site. You can do that yourself or hire somebody to do it for you. The best place to search for and register a new domain is <http://www.godaddy.com>.

If you cannot build your own web site go to <http://www.elance.com> and search for a affordable web designer who can do it for you.

What is AdSense?

Google AdSense is a system used by Google to display small ads placed by advertisers on your web sites.

When your page is displayed, Google's software evaluates the content of your web page and serves ads which are relevant to your page's content. These ads are paid for by advertisers who participate in the Google Adwords program. The advertiser specifies the amount of money they are willing to pay per click. If the visitor to your site clicks the advertiser's ad on **YOUR** web page, **YOU** get paid a portion of the advertisers advertising fee.

The advertiser uses Adwords to place his ad. You use AdSense to display that ad on your web site. The advertiser pays Google via Adwords an amount per click, Google shares that revenue with you for publishing the ad on your site.

The amount of money you will receive per click will depend on what the advertiser is willing to pay or bid. The higher the advertiser bid per click the higher the ranking of his ad (gets displayed first).

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The ads look like the one on the left of this text.

Some industries are willing to pay much more per click than others. Just have a look what is the latest trend, what do people advertise a lot and with what are the big companies making huge amounts of money? Find something that people need on a daily basis and something that they will always need. Examples I can think of is Insurance, student loans, mortgage loans, VOIP, pharmaceuticals, etc. You can add AdSense to any type of web site and earn an income from that. The difference is that if you choose a high paying subject you might earn a living from AdSense but if you choose a low paying subject you will only earn some extra cash.

High paying Adwords lists are available for sale online. You can find a lot of lists by just searching Google for the term "high paying Google words". I personally do not make use of such lists anymore. I bought some lists a while ago. First of all the different lists listed totally different keywords as "the highest paying" keywords. Secondly, when I investigated the keywords they suggested those keywords turned out to pay about \$0.40 per click and not \$45.00 as the list suggested. It is good to buy a list or two to give you an idea, but do not spend all your pension money on such lists.

Another good indication on which industries are willing to pay good for potential clients is to go to one of the affiliate network sites such as sharesale , commission junction or DGM. Sign up as an affiliate and then enter the members area.

See <http://www.in2im.com/sharesale> , <http://www.cj.com> and <http://www.dgmaffiliates.com/>

They list the different advertisers per category. They also show what the advertisers are willing to pay you per lead. Some advertiser in the mortgage and personal loan categories pays up to 30 pounds PER LEAD!!! So, think for yourself, if they are willing to pay that kind of commission on an affiliate program for a lead, they will most certainly also bid a high price to be listed at the top in Google.

Remember what I said in the previous chapter about Google Adwords. Adwords is the best way to get instant top rankings on Google. So, here is the secret. You build your content rich web page which contains your Google AdSense links. Now go and place some ads on Google Adwords. You use relevant keywords that will get your ad displayed on similar web sites. You bid as low a price as will be accepted and will give you results.

Visitors to other web sites will now see your ads on those web sites, they click your ad, and you pay your small bid price. They now land on your web page which contains the AdSense ads. The high paying bids will be displayed first. So if your visitor now clicks one of those ads, you will get paid because your web site displayed the ad.

Tip: Although there are keywords that pay very high rates you must use a popular keyword. It will not work for you if you target one keyword which pays \$40.00 per click, but only 2 people search for that word per month. Rather select a keyword which pays \$1 or \$2 per click but it receives 4 million searches per month.

Make Money with AdSense

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www.InternetMillionDollars.com

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You must read the AdSense terms and conditions carefully. They can suspend your account if you do not follow their rules. Their rules include things like you may not click the links on your own site yourself, or write a program that generate false clicks, there must be useful content on the page where you display the AdSense ad, you may not ask your visitors to click the links in order to support you, etc, etc. This is also where ethics comes in. Remember that the big advertisers will only keep on using Adwords to advertise if they get good results. If all the AdSense publishers start to generate false clicks, the advertisers will stop advertising because they do not get results. If they stop advertising we all loose an income.

If you apply this correctly, Google AdSense can be one of your biggest income streams which will generate a 24 hour per day income for you.

You can also combine AdSense with affiliate programs. On some web pages I created a page where I market a product using one of the affiliate programs mentioned above. I place affiliate links and product banners on the page. All these links I select to be opened in a new window. I also place some Google AdSense ads on the web site. The visitor lands on the page, perhaps click one of the affiliate banner. A new window opens, he looks at the offer, and he either buys or not buys and closes the window. He finished his business on the affiliate web site and closed the window. Now my web page is still open in the previous window. After he looked at the offer he will be looking for the next information and there my web site with the relevant AdSense Ads is still open in front of him. So this time he might click one of the AdSense ads. Sometimes you are lucky that the client buys the product you referred him to via the affiliate link and when he comes back also click an AdSense ad. Thus you earn twice with one visitor.

An example of such a page is available at http://www.in2im.com/look_for/diet.php

Optimizing your ads

You must play around with the location and size of the Google ads on your site in order to obtain the maximum click through ratio. Keep in mind that people do not like advertisements. The idea is to let your AdSense ads NOT look like ads. You must try and blend it into the look and feel of your web site. Use the same colors scheme as you use on the rest of your web site. The worst performing type of ad is a banner ad. So the last thing you want is to let your AdSense ad look like a banner.

Most people read from left to right and from top to bottom. When a visitor lands on your page you have less than 5 seconds to attract his attention. The first place a person looks when they open a new page is at the top left. Thus the best placement for your ad is at the top left underneath the header image.

You will have different ad size to choose from. Personally I found that the 336x280 Medium Rectangle and 728x90 Leaderboard ads works the best for me. 120x600 Scyscrapers are also not bad if used correctly.

I do not waste my time on search boxes anymore; I hardly ever get results on those.

It is also good to put a 728x90 Leaderboard ad at the end of your page. Once the visitor finished reading the content of your page he will be looking for the next web site to find the information he is looking for and automatically click the ad on your site.

Of all the eBooks I have read and all the Video I watched I find the videos of Dr Patrick Hillenbrand the most useful series. These videos took my AdSense earning from an Average of \$10.00 per day to an Average of \$27.00 within a week after I purchased the package. The package might be expensive but you can make up the cost in one week.

See http://www.in2im.com/adsense_video for more detail.

Success

If you want to achieve success with Google AdSense you must realize that this is not a game and it is not a get rich quick scheme. Google AdSense can provide a life long income to you. The secret to your success will be to build quality content web sites. Build a web site or page

which will be useful to your readers so that they would like to come back to your site. Do not try to B.S the system and do not click your own links. Abide to the Google rules.

Some people spend more time trying to crook the system or finding high paying keywords than building quality web sites.

You also need to drive traffic to your web site. There is no use having a web site but no visitors. It is the visitors who will click your ads in the end. Do not use these services that promise to submit your web sites to 20 million search engines. I get 95% of my traffic from Google, Yahoo and MSN. Some of those 20 Million so called search engines are marked as "bad" web sites and can have a negative influence on your site's search engine ranking if your site are listed on them. Be careful where you list your site.

Rather go for a search engine submission service who will submit your site to a couple of quality search engines.

The idea is to get REAL traffic caused by REAL visitors to your site. Some services promise you a lot of visitors to your site for a very small fee. In the end some of those services send computer generated visitors to your web site. So you can see an increase in your visitor rate but not in your affiliate sales or click through rates.

I know of people earning about \$19,000 per month by using Adsense. I am not close to that yet but I will be there soon. You can earn that kind of money too if you really want to. Put your mind at it, dream it and believe that you can achieve it

Conclusion

You will need some money to get started on Google Adsense. You will also need some web building skills or hire somebody to do it. It will take some effort from your side to get visitors to your web site but in the end, when your system is up and running you will earn an ongoing income even while you are on holiday.

If you do not know anything about web design, do not let that be an excuse to be poor. You can hire a cheap programmer at <http://www.elance.com> to build your web site for you. If you are looking for a good domain name, see <http://www.godaddy.com> to register your domain name.

Suggested Reading

Book 1

Facts about Adsense

If you do not like recruiting or marketing, Google Adsense is for you. This is the best semi passive income you will get on the net if you do it right.

I will show you an example of a page containing these money earning ads. If a visitor clicks some of the ads on <http://www.in2im.com/search/mortgage.php> I will earn some money on that. And so can you earn money the same way. If the ads were published on your web site you will get paid each time a visitor clicks on one of the ads, even while you sleep. These types of ads can earn you \$1,000 per month or even more if applied correctly. There are some keywords which pay more than others and the position of the ads and you page layout makes a HUGE difference in you earnings. If you are seriously thinking of applying Adsense to your site, I do suggest you also read "Facts about Adsense" <http://www.in2im.com/facts>

My success with Adsense started with this eBook. This eBook is currently earning me just over \$800 per month. I received back what I paid for it in my second day after I applied his strategies.

Go <http://www.in2im.com/facts> to buy "**Facts About Adsense**"

Book 2

Google Profits

If you do not own a web site you can still profit from this program. You can start by marketing one of the best Google self help eBooks on the market. You will do this by using Clickbank's affiliate program. Go to www.in2im.com/clickbank to join Clickbank if you do not have a Clickbank account yet.

You can then go to <http://www.in2im.com/googleprofits> to enroll for a free Google e-course and to buy a very helpful eBook which will explain how you can use Google and Clickbank to make huge profits.

I truly hope that this free report would be the first step of bringing abundance in your life. Statistics say that there are more than enough food in the world to over feed each and every person in the world. There are enough money in the world so that every body on earth can own \$3 million. The only problem is the distribution of these resources. The money are there, you are worth at least \$3 million, all you have to is find a way to reach for your money and get it in your pocket.

I would like to stress one point again. AdSense is not a get rich quick scheme. It will take perseverance from your site to succeed. It is very easy to earn a couple of dollars from AdSense. But to make a huge success it is important to build quality content and keep on adding new content to your web sites.

There is one last ingredient to add to the recipe. You need to ACT. You need to Implement the advice we give you. If you just sit there reading the one self help eBook after the other you WILL NOT get wealthy, you will remain poor. So start setting your goals NOW and start building those quality web sites.

Happy AdSensing

Best Regards
Pieter Pretorius