

# Make Money With Adsense - Learn How To Increase Your Adsense Income

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## **Sample of Content:**

Discover simple strategies you can use right away on your site to increase your income from adsense. Learn the right places to put your ads and the appropriate color combinations for maximum profit.

## **Content:**

The adsense program is one of the most lucrative money making programs online. It is also perhaps the simplest one to get involved in and make money quickly. This is especially true if you already own a site that gets a fair bit of traffic. However, while it is simple to get involved with it still requires a bit of understanding on your part to maximize your revenue from it. If you have been trying to make money with adsense then you will have undoubtedly come across many different viewpoints on how to make it work. There are many who believe that chasing high paying adsense clicks is the answer. In my experience, high paying clicks are extremely difficult if not almost impossible to come across. This is mainly due to the fact that there are so few people that bid extremely high and also those that do are often very reluctant to use the content network since it is less targeted than the search network. Instead of going after high paying

clicks it is better to focus on improving your click through rate and focusing on the right niches. To maximize your pay per click, you need to focus on niches that have heavy advertiser competition, at least 6 or more advertisers in the search results. If advertiser competition is fierce then the average bid will be higher and in general you will get more money per click but do not expect to get paid several dollars per click. Create your site so that it is professional and so that it will attract high paying advertisers. Remember that advertisers can now pick and choose which sites they want their ads on. Also do not make your site solely for adsense, have other revenue sources also such as your own product or affiliate products. This is important to diversify your income sources and not rely solely on one thing for all your income. Improving your click through rate is one of the best ways to make a dramatic change in your adsense revenue. There are many factors involved to get better click through rates. Always make sure you are following the terms and conditions of the adsense program and keep yourself updated on a regular basis. Blending your ads in with your site content is most likely the best way to improve your adsense click through rate. Make sure that the link color of your adsense ads is the same as the general link color of your site. The text size of your ads should match as closely as possible the text size of your content. Also make sure the color of the adsense description text is the same as the color of your content text. An important point to note is that your pages should be targeted towards a specific topic. This is important because it will help to draw the most relevant ads. As long as your topic has a fair number of advertisers then you should have no trouble getting relevant ads. Remember that if your ads are irrelevant then they will not get clicked on so check to make sure that you are getting relevant ads showing up on your site. Removing borders from your ads can also have a positive effect since your ads blend in better. Also use the maximum number of ads you are allowed to as long as you have enough content on the page. Remember to never put adsense on pages that have little or no content. When using the link units, make them blend in with the navigational structure of your site. So if you have horizontal navigation then use the horizontal link units, maybe slightly below or above your original navigation. A good tip to keep in mind is that most ads that are banner sized tend to get ignored and thus do not perform very well. So try to avoid the banner sized adsense format as it has been shown to be the poorest performer. Also get your adsense code directly into your content. The best way to do this is to have your content wrap around the ads. Make sure that your content does not look squeezed, use a smaller ad unit if you have to that will make it appear more natural. Optimize your site for adsense using these tips and you should see a great improvement in your adsense earnings.

**Article Source:** <http://ateau.com/>

## **About the Author:**

Shakil is an internet marketer and webmaster. Visit his [work at home business](http://www.homebusinessmoney.org) site and learn about the top online business opportunities at <http://www.homebusinessmoney.org>