

When Not to Use Adsense For Your Blog

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Sample of Content:

When Adsense is a poor choice for blogs.

Content:

When it comes to different blogs, advertising is generally very different for each blog and each topic. Google's Adsense may be the perfect fit for your blog or it just might not be. But each blog is different you have to decide what the best option for your blog is. There are a few things though that you need to consider before going with the easy way out and setting yourself up with Adsense. But if you are aware of a few things before you start, you can make a good decision. Adsense will share the revenue with you which is smart because they do deserve a part of the cash flow since they are doing the hard work. But it seems to be somewhat of a mystery sometimes about how much of the revenue you are really getting. If you do not feel comfortable about all this mysterious stuff, this may not be the right option for you. You should try and consider if you will really make as much as you'd like by using Adsense or by going straight to the source and get the advertisers for yourself. You should also keep in mind that Adsense has total control over what type of ads are being shown on your page. Google tries

their hardest to associate their ads with the content on your page but sometimes it is hard for them to do that. This is normally not a very big problem but just keep in mind that their ads may not have complete relevance to what is in your posts and it could be confusing or distracting for your readers. This can be even more difficult if your blog is either religious or political. For example, when your content is all about political manners and opinions, there may be several ideas or different points of view discussed. This is harder for Google to find ads that are relevant to the content. The same can be said for religious blogs also. If you really want to have good ads for every topic, AdSense may not be the right option for you. Another thing to look at when trying to decide whether or not to use AdSense is that other advertisers may not want to share your blog with AdSense. Many prefer to have their own space and they feel that AdSense lessens or cheapens the page. If you are planning on having several different options of advertisers, AdSense may not necessarily need to be one of those options. One more thing to consider is the payout on their ads. The payout on their ads can range anywhere from a few cents to a few dollars. But each one is different and it can be hard to try and predict what type of profit you will actually be making. If you are not at all concerned about the cash flow, then this is not a big deal. But if profit is your number one concern, then AdSense probably isn't your best bet.

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Court teaches people through [Court's Internet Marketing School](http://courtneytuttle.com) and helps people refine their [internet marketing strategy](http://courtneytuttle.com).