

Why Google AdSense Is Essential

To understand why Google AdSense (AdSense for short) is essential for content sites is to first understand what AdSense is and how works.

What Google AdSense Is

Google AdSense is a fast and easy way to display relevant Google ads on your Web site's content pages and earn money while doing it. The ads are highly relevant to what your users see on your site so you will have a way to both earn income from and enhance your content pages.

The program is free and it combines pay-per-click with pay-per-impression advertising - meaning you get paid for clicks on the ads on your site as well as impressions on your content pages.

How to Use AdSense

The concepts behind AdSense are fairly simple. The publisher or the webmaster of the Web site inserts some Google-provided JavaScript code into pages on their Web site. Each time the page is accessed by a site visitor, the JavaScript will pull advertisements from the AdSense program Web site.

Here is an example of the code Google provides to be inserted into a Web page:

```
<script type="text/javascript"><!--
google_ad_client = "YourAdSenseClientID";
//120x60, created 12/20/07
google_ad_slot = "4732442157";
google_ad_width = 120;
google_ad_height = 60;
google_cpa_choice = ""; // on file
//--></script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js"
>
</script>
```

The ads that appear will be, or should be, related to the content that is contained on the Web page serving the ad. If a visitor clicks on an advertisement, the webmaster serving the ad earns a portion of the money that the advertiser is paying the search engine for the click.

How You Get Paid

Google handles all the tracking and payments, providing an easy way for webmasters to display content-sensitive and targeted ads without having the hassle to solicit advertisers, collect funds, monitor the clicks and statistics; all of which could be a time-consuming task in itself.

Fortunately, there is never a shortage of advertisers in the program from which Google pulls the AdSense ads.

Google will send you a check or make an electronic payment approximately 30 days after the end of the month in which your account balance reaches US\$100. They will wait if there is a payment hold on your account.

For example, if you earn \$40 in January and \$70 in February, they will send a payment to you by the end of March.

If your account balance is less than US\$100 at the end of the month, they will roll your earnings over to the following month, until the \$100 payment threshold is reached.

Balances include the combined earnings of AdSense for content, AdSense for search and referrals.

Why AdSense is Essential

Targeted Ads

The first reason why AdSense is important is that the advertisements are targeted to your Web site content. This increases the possibility that a site visitor will have an actual interest in the product and services and purchase the products displayed.

This has obvious advantages to you and to prospective advertisers.

Google Understands Your Needs

The second reason why AdSense is essential for content sites is that Google has a deep understanding of the needs of advertisers, publishers and webmasters.

They provide tools and enhancements to get help content sites get more click-through from visitors who may or may not be aware of what they are clicking on.

This can also appeal to people visiting your site and make them sticky, that is, remain on your site longer. This way you will get your content read and make a profit at the same time.

Better Monitoring and Tracking

The final reason AdSense is important is that it allows you to track not only how their sites are performing but also the earnings based on the webmaster-defined channels.

Improvements give you the capability to monitor how your ads are performing using customizable reports that have the capability to detail page impressions, clicks and click-through rates.

Webmasters and publishers can now track specific ad formats, colors and pages within a website making trends more easily spotted.

With the real-time reporting, the effectiveness of the changes made can be quickly assessed. There would be time to sort out the contents that people are making the most clicks on.

Google's flexible tools allow you to group Web pages by URL, domain, ad type or category. This can provide accurate insight into which pages, ads and domains are performing best.

Conclusion

AdSense is all about targeted content, the more targeted your content is, the more targeted the ads will be. This allows you to focus on your site's contents rather than the ads that generate income.

There was a time when people were not AdSense and the money that can be made from the AdSense advertisements. Today there is a greater realization of how AdSense can be an essential part of content-rich Web sites in drawing traffic and generating income.

To learn more about using Google AdSense I recommend *The AdSense Code: What Google Never Told You About Making Money with AdSense*, by Joel Comm.

The book is a concise guide on how to make money online using Google AdSense. It is more suited to less experienced AdSense users but more advanced people probably will find a few nuggets that can help them.

This article was written by David Husnian for the [Internet Marketing Millionaire Club](#), in January 2008.