

Make Money with Google AdSense



Beginners Guide E-Book

By [Bash Bosh](#)

Google AdSense Beginners Guide Free E-Book

Completely free E-Book by Bash Bosh

In this E-Book I will guide new members to mighty Google AdSense service. Google AdSense is an ad serving program run by Google. Website owners can enroll in this program to enable text, image and, more recently, video advertisements on their sites. These ads are administered by Google and generate revenue on either a per-click or per-thousand-impressions basis.

It's most popular online advertisement service which allows everyone to earn money from their websites or blogs easily.

HOW TO EARN MONEY WITH ADSENSE?

You will earn money if someone clicks on your advertisements (on your site or blog). You can earn or make money with Google AdSense using several available advertising options like:

- **Displaying Contextual Advertisements** – Most popular advertisement technique on internet. Allowing you to provide *textual advertisement* on your site related to your site content. Generates good *click-through* rate and by that way good earnings.

Full Post On: [Social Sharing Icons]

Email this • Stumble It! • Share on Facebook • Add to Mixx!

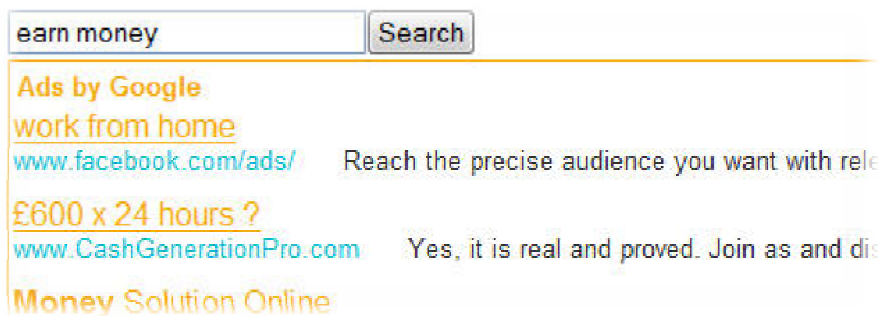
Start Making Money Online Build niches stores for only \$97.00 Earn money working at home	Work At Home - Earn Today Our business Works Immediately! You Work At Home - Earn Today
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Ads by Google

Contextual Advertisement Example

Note: Click-through rate or CTR is a way of measuring the success of an online advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a web page by the number of times the ad was delivered (impressions).

- **AdSense for Search** - lets website owners place Google search boxes on their pages. When a user searches the web or the site with the search box, Google shares any ad revenue it makes from those searches with the site owner. However the publisher is paid only if the ads on the page are clicked.



AdSense for Search Example

Note: You can easily customize your search page. Suite it for your needs and can easily be embedded in every website or blog. Gives very good click through rate. Search is hosted and powered by Google of course.

- **AdSense for Feeds** - AdSense for feeds works by inserting images into a feed. When the image is displayed by the reader/browser, Google writes the ad content into the image that it returns. The ad content is chosen based on the content of the feed surrounding the image. When the user clicks the image, he or she is redirected to the advertiser's site in the same way as regular AdSense ads.



AdSense for Feeds Example

Note: AdSense for feeds, a version of AdSense runs on RSS and Atom feeds that have more than 100 active subscribers. AdSense for feeds has remained in its beta state ever since its original announcement.

- **AdSense for Mobile Content** - AdSense for mobile content allows publishers to generate earnings from their mobile webpages using targeted Google ads. Just like AdSense for content, with AdSense for mobile content Google matches ads to the content of your site -- in this case, your mobile website.



AdSense for Mobile Example

Note: AdSense for Mobile not work in all areas right now. Hope that Google will enable this feature worldwide in near future.

- **Google Referrals** – Google Referral program works like any other similar affiliate or referral program on internet! You will be paid every time you make lead to advertisement product, download, home or any other page from selected advertiser. You can choose referrals like text links or banners. Payment or service depends on advertisers!

Category	Count	View products	Choose category
products		View products	
Google Products		View products	
Animals	41	View products	Choose category
Apps & Humanities	>100	View products	Choose category
Automotive	85	View products	Choose category
Beauty & Personal Care	>100	View products	Choose category
Business	>100	View products	Choose category
Computers & Electronics	>100	View products	Choose category
Entertainment	>100	View products	Choose category
Finance & Insurance	>100	View products	Choose category
Food & Drink	71	View products	Choose category
Games	88	View products	Choose category
Health	>100	View products	Choose category
Home & Garden	>100	View products	Choose category
Industries	>100	View products	Choose category
Internet	>100	View products	Choose category

Google Referrals Example

When and How to Get Paid from Google?

When your total unpaid earnings reach \$100, Google will send you a payment at the end of the next month. For example, if your total unpaid earnings reached \$100 during January and you completed the 4 steps above, they will send you a payment at the end of February.

If your total unpaid earnings haven't yet reached \$100, they'll roll over to the next month and accrue until they meet the \$100 threshold.

Google AdSense offers payment to publishers in US dollar checks as well as local currency options [in many locations](#). Secured Express Delivery is available to all publishers, and Electronic Funds Transfer is offered to publishers in [a select number of countries and territories](#).

Google AdSense Payment Options:

- **Electronic Funds Transfer:** With Electronic Funds Transfer (EFT), your payment is deposited directly into your bank account in your local currency.
- **Local currency checks:** Google will convert your earnings from US dollars into your local currency if this option is selected. Available to publishers in [more than 40 countries](#), local currency checks are generally less expensive to deposit at your bank, and take less time to clear.
- **Secured Express Delivery:** Secured Express Delivery ensures that your check arrives quickly and safely by using a courier service to send your check to you.

Optimize and Edit your Advertisements

For now we know which advertisement we can choose and how to get paid with Google AdSense. But we don't know how to optimize and edit advertisements for your site... yet!

To do that you need only to setup Advertisement colors and positions on your site or blog. That's not hard as you think it is. All you need is to read above and find out how to easily do all of that.

Advertisement Color Optimization

First of all you need to know which color do you want to put all elements of one advertisement like:

- **Title Color** – Number 1 on below image;
- **Text Color** – Number 2 on below image;
- **URL Color** – Number 3 on below image.



Of course you need to fit advertisement to your website or blog. If you want to do that you need to pickup exact color which you can use as ad color. Colors are based on HEX numbers, each color has it's own number.

But How to Know which Number is which Color?

That's easy – you need some software that can read your color codes easily. There are many tools for main web browsers. I have tried these two, very easy applications for Firefox and Internet Explorer.

[A Color Picker](#) – For Internet Explorer users

[Color Picker Extension](#) – For Firefox users

When you install above mentioned plugins / extensions you will be able to pick any color of your (or any other) site. For more informations and guides about these application visit above home pages.

Note that the best thing is to skin your advertisement into your website or blog template. Advertisement shouldn't be very attractive and with different colors than your site. This may distract your visitors from clicking on them.

Advertisement Optimization Spots

This is second and very important thing for advertisement optimization. You should pick right place where you want to put advertisements on your site. The best and most popular spots are visible on below image:



Image Legend - (Ad type (recommended type) and size in pixels)

- **HEADER 1** - Leaderboard Banner (Graphics or Contextual) 728x90
- **HEADER 2** - Banner (Graphics or Contextual) 468x60
- **POST 1** - Banner (Graphics or Contextual) 468x60
- **POST 2** - Rectangle (Contextual) 180x150 or Box 125x125
- **POST 3** - Banner (Graphics or Contextual) 468x60
- **FOOTER** - Leaderboard Banner (Graphics or Contextual) 728x90
- **SIDEBAR** - Skyscrapers (Contextual or Graphics) 160x600 or 190x600

These positions can be applied to most blogs or similar websites. Under "Graphics" term we mean that you may put image, flash and multimedia banners or widgets with correct size of course. Under "Contextual" term we mean that you can put text elements ONLY, with nice and stylish design. Many positions supports both types, except in POST 2 field.

Remember that placing right advertisement on right place may dramatically improve your click-through rate. And by that way of course more earnings for you.

Don't place too many advertisements on one page, that will only distract and confuse your visitors. And you don't want that of course. Because without visitors to your site you will not earn anything!

Do Not Click on Your Own Ads

Very important thing to success with Google AdSense program is that you shouldn't EVER click on your advertisements. Don't try to fool Google, because soon or later they will discover you and ban your account. Of course, with banned account you won't be able to earn nothing!

On many forums over internet I have found many peoples that are banned from Google for this reason. Because once you get banned, it will be VERY hard to prove that you are not clicking on your ads.

If you didn't find my [First Book](#), you can easily download and read it completely for free – like this one.

What can I say more than thank you very much for downloading and reading this book. Feel free to spread it over internet (with original contents of course) and with your family or friends.

I hope that I have help you to release more about Google AdSense and earning money online for free!

That's all you need to know for beginning! If you have any other questions or requests, please [Contact me](#) and I will try to help you for sure!

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