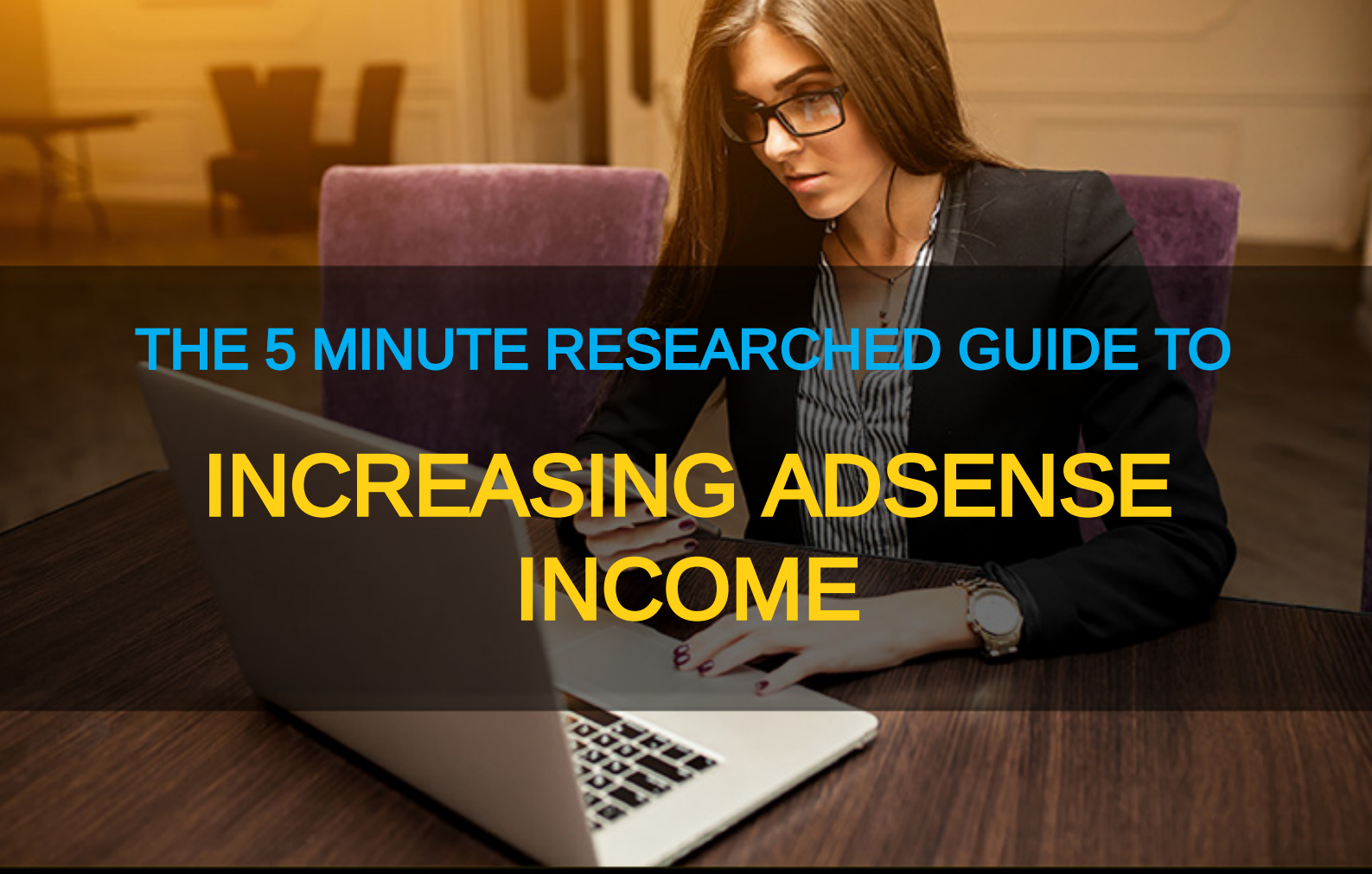




THE 5 MINUTE RESEARCHED GUIDE TO INCREASING ADSENSE INCOME

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The Adsense Circle

Adsense has been around for years and is the main income source for Google. So Google try their best to help the 3 main points in this business. As without each one, the whole structure fails:

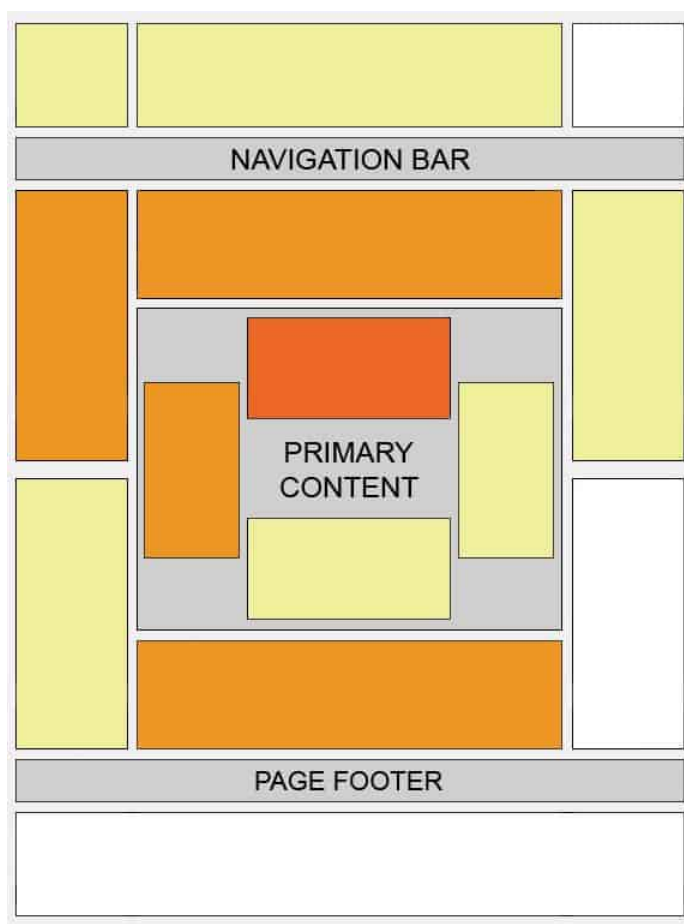
Viewer. Host. Advertiser

Viewer: Google needs to find the most relevant ads for that person to see and making sure they are not intrusive and mask the “user experience”

Host: They are given some of the best tools to identify good and poor performing ads. Google offers a wide range of shapes and sizes to help accomplish maximum clickthrough rates.

Advertiser: Making sure the right advertiser is matched with the right host. Also helping the advertiser spend wisely.

For the host, us, Google has given us a really cool insight. The researched heat map.



This is how most people see your page. The lighter colours being where peoples eyes see less and the darker colours- more. Therefore these get translated into clicks. Therefore your ads should really be in these positions when placed on your site. Remember, **this is Googles own research**. It works. As a side note, it also works for other widgets that you want to put on your site.

The 2 Pillars Of Adsense

Because Adsense has been around for ages there has been many articles, tips, tricks being put out there and people have got this down to a bit of an art.

People who are making a lot of money with Adsense have the following formula:

Traffic + Content Type = Adsense Payment.

One directly works for the other.

Traffic: Adsense is a numbers game. You won't make much money on 1000 visitors a month. 1000 visitors a day is a better bet at aiming for \$5-10. The more traffic, the more chance that someone will click on the Ad that is showing.

Content Type: We know that higher paying keywords are directly related to the content you have. Insurance is a top paying keyword, so should you make content about that? Well it depends if you can get the traffic. Other people know about this and your competition therefore increases making it harder to crack into this market if you have minimal idea of it in the first place.

What you will find below is that Adsense rewards sites that are fresh (updated content) and have decent traffic stream. With larger sites they get access to an Adsense Manager who help them obtain more management of their ads.



Is It Profitable?

Yes and no.

The sites that are making tons of money through Adsense do not place all their traffic into the hands of Google. They may make decent money through Adsense but they also are making money through:

- 1- Affiliate relationships
- 2- Selling advertisement space
- 3- Selling their own products
- 4- Sponsorships

Because, at the end of the day you might get \$2/ 1000 through Adsense but you might be able to get \$40/ 100 through a product promotion. What many people do is see what monetary model works for pages that are low converting. If nothing converts- and you have tried everything, then sometimes Adsense will- just to get money from that page.

To solely rely on one source of income might not be the wisest idea.

#1. Create More Content

It has been researched and Google actually states this. Creating more content increases your overall revenue growth rate. **Ezoic showed that websites that create 75 articles per year outperform websites that produce 25 articles per year.** There is no understanding of why just guesses. One main one is that you have more content to apply your AdSense to. Also, Google might prefer websites which are fluid and ever changing/ updating giving you the “better paying” advertisers. Higher ranked and talked about content also can get targeted by advertisers who can specifically target your website.



#2. Content Length

The longer the content the more chances your websites are going to get picked up and shared therefore indirectly promoting your site and moving your content higher in search rankings. However, it has been shown that regardless of length your content will get AdSense clicks. Minimal content might get you penalized by Google, so writing a 200 word article might not work. **However a 3000 word article might not either- there might be diminishing returns for AdSense but not for sharing.** So you might have to split up longer articles or go for the shares. The golden area seems to be between 700-1000 words and number 2 spot being 1000-2500 words. I suppose the reasoning could be the Ads get lost within the text. You might be answering peoples questions and there is no need for the Ad.

#3. Video Creation

It gives another revenue stream once you hit Youtube targets of (at time of writing) 1000 subscribers and 4000 public viewing hours. Video also is self perpetuating. People can host your video on their site creating more traffic creating more opportunities for views and hosting on other sites. **You can also back up your content on your own site** with your own video which also increases the chance that the video will offer Ads that have the same topic you have content with.



#4. ?Ezoic

Not a paid promotion here ;) But when you are getting up and running with AdSense then changing up the types of ads (like colour of text, pictures or videos, size of ads) is going to increase or even decrease who clicks on your ad. You cant put arrows or say “click on my ad”, that’s against the rules. But it has been found that ads that blend in with the text or ads that are totally out there and animated also have a cool effect on increasing the click. But what Ezoic does is to change all the parameters and test for you the best ad for that page. As I said, it is better when you get large amounts of traffic when 2% increase in clicks is going to be a big deal. It’s a free tool and you need to have 20000 visitors/ month to start.

If you don’t want to go through Ezoic, you can change ads on the go, but first name them (like top of page, middle of page). Where ever those ads are going to go, label them and then test different ways the ad could work. One thing to note, it takes about a week to get a good idea if an ad is working or not.

Remember though. What works for some people might not work on your site. Testing is always advisable.

#5. The User Experience

Visitors to your website will click away if your site is annoying and they can't find what they want. Making your site flow properly, having in text links, pictures, proper categories, the most liked posts...all these help user experience. Even checking that your website is mobile optimized is also a key factor as a lot of traffic now is coming from phones and Pads.

Even social shares, search bars and email optin areas allows people to stay on your site for longer, and allows them to come back when you have something new to share. Google loves the user experience and promotes sites over their competition if the user experience is more favourable.

This comes from Google directly:

"One thing that hurts many site owners is user experience. You may have the greatest content and the best ad placement possible, but if your site doesn't load on mobile devices or loads slowly, you could lose a lot of your visitors long before they get the chance to consume your content or click on your ads."



#6. Your Content

As suggested with applying your own video to your own pages. Your content suggests what is shown on the Ad. Relevant content will bring more relevant ads. This in turn will make your search placement more relevant and also bring in traffic that is more relevant.

The best clicks on ads come from content that is super specific bringing in super specific traffic. This is a failure in many websites where they believe that anyone will click on an ad therefore they throw tons of random traffic to the ads. This doesn't increase the revenue at all. Go through your pages. Are you talking from an authority or from a place where you want people to click on your ads?

Your content is **supposed to presell anything** that the ads might show (even if you have no idea what that could be). That is why how-to's and product pages do well because the ads are likely going to show the product.

#7. Block

You can actually block some advertisers and categories. Why would you want to do that? Sometimes Google's idea of an ad that suits your content might be close but just no chocolate chip cookie. You can see who actually has advertised on those ads (never click on them though) and then block them. Sometimes you might have a kids site and have gambling ads which might not be the most suitable, so you can block the category.

Many people believe that people do click on them and you get a high pay out (gambling clicks are usually high) however that is just not true. I would also block your competitors.

Try not to block image/ video ads from your website. Sometimes they can give you a larger payout and sometimes not. Again, try to test and see if those types of ads work with your specific content.



#8. Heat Map Part 2

Remember the heat map at the start? That is a page, what many people forget is the obvious fact that much content is more than one page long.

The heat map still works here, it just means that now your page full of content becomes the new "front page". So you can place ads within the centre of your content, at the bottom and so forth.

#9. Google Policy

Read Googles Adsense policy. It tells you what you can and can not do with Adsense. The main ones being- do not promote the ads and do not click on your own ads.



#10. Search

Adsense for Search allows you to have Google search on your site which then shows the results on your own page with Adsense within. It is a very good way to increase your clicks as people see the search is from a trusted source. It is also very simple to install.

The main downside is that **you won't know what ads the people have clicked on** and therefore not know what content to produce to keep them on your site.



#11. Placement Targeting

According to ShoutMeLoud the one underused ways to increase the cost of those clicks is to use placement targeting. As ShoutMeLoud puts it:

"When you create a channel, you have the option to add more details about your ad types, and then put your ad up for auction in the market by opting for placement targeting. This increases the competition, and the ad value on your site goes up. You must enable this manually for every custom channel"



#12. Ad Size

Again Google comes in handy for this. People ask about the best colours. As said before, the best colours are the ones that naturally fit with your webpage. Borders, background and text colours can all be changed. For the sizes of ads be careful that you don't close yourself in too much. Here's what Google has to say:

"To help increase competition for a particular ad size, we might substitute a text ad or similar-sized display ad to appear within the ad slot. When this happens, the size of the similar ad is modified (using advanced imaging techniques) if needed and then served in the ad slot."

You can turn off an on ad expansion. Best to keep it on so that you get the best ads for that slot.

Again, direct from Google:

728x90. The Leader Board. Performs well if placed above main content, and on forum sites.

336x280. The Large Rectangle. Performs well when embedded within text content or at the end of articles.

300x250. The Medium Rectangle. Performs well when embedded within text content or at the end of articles.

300x50. The Mobile Banner. Mobile friendly. It fits larger mobile phone screens at the top or bottom of the screen.

160x600. The Wide Skyscraper. Best if used along sidebars of webpages.

Ebook easily created with.

ShoutMeLoud.

<https://www.shoutmeloud.com/search-profitable-high-cpc-long-tail-adsense-keywords.html>

<https://www.shoutmeloud.com/10-ways-to-increase-adsense-cpc.html>

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Google.

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<https://support.google.com/admanager>



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