

15 Adsense Tips

AdSense Tip #1: Find your keywords

Before serving ads on a web page, check its keyword density. A free and advanced tool for finding the most prominent keywords in a page can be found here: [SEO Density Analyzer](#). Copy the most important keywords to a text file (*[web page name]-adsense-keywords.txt*).

AdSense Tip #2: Improve your keywords

Get keyword suggestions from [Overture Search Inventory](#) and from [Google AdWords Sandbox](#). Get new keywords that can help you improve your ad relevance. Enter the keywords from *[web page name]-adsense-keywords.txt* and save the suggestions to *[web page name]-adsense-suggestions.txt*.

AdSense Tip #3: Keep your website focused on a theme

Use the keyword suggestions to enhance your web pages and to build theme-based content. And also try to get your keywords into the anchor text of your incoming links as much as possible. Don't forget that Google AdSense is keyword-targeted advertising: Google AdSense bases its advert topics on your websites content, this means that content-rich websites of a popular topic should attract a large amount of ads.

AdSense Tip #4: Write a new page every day

One of the best tips is to add a new page to your web site every day. The more content you have, the more visitors you will get. Put an Adsense unit on each and every content page of your site. But where? You will find more about that from the next AdSense tips.

AdSense Tip #5: Choose the right AdSense format

Wider formats are successful because the ads are compact, easy to read and are complementary to the content. The top three AdSense formats are:

1. 336x280 large rectangle
2. 300x250 medium rectangle
3. 160x600 wide skyscraper

Another successful format is the 468x15 horizontal ad links, that can be placed under your navigation bar.

The next AdSense tips will show you the importance of positioning the ads and how to increase your revenue by adding multiple AdSense units.

AdSense Tip #6: Color tips

When creating your Google AdSense ads it is recommended to use the color scheme and style of your website so that the ads blend in well. Ads without background color and borders perform better than ads within borders with background color.

Create a custom AdSense palette:

- o border color = background color of your web site
- o background color = background color of your web site
- o link color = blue, color of your links
- o url color = black, #999999
- o text color = black, #333333, color of your main content

You can also [rotate your color palette](#): select multiple color palettes that blend with your site to create variety.

AdSense Tip #7: Position tips

Visitors tend to look at the big headlines to see if your page is worth reading. If you get them interested, they will read the text and look for your navigation links.

Place the AdSense ads in a prominent place around the top/left part of your page or under your headlines, where your visitors are most likely to look at.

If you have an article page with a long body of text, the bottom of that article is a good place for AdSense ads because your visitors read the text and then they want more resources.

AdSense Tip #8: Increase the number of ads, but not too much

If you have a lot of text on a page, use multiple AdSense units. You can use up to three AdSense units on a page, two AdSense search boxes and one unit of ad links.

Link units allow the user to refine what they're interested in. So if they may not be interested in specific ads on your page, they might be interested in a particular topic, and by clicking on a link unit and a link in the link unit, they'll be able to specify that they're interested in that specific topic and get a lot more options and variety on the ads that might appear.

AdSense for Search allows visitors to search Google.com or your sites (up to 3 domains). You earn money whenever they click on the ads that come up on the search results. If you click the Open search results in a new browser window checkbox in the AdSense for Search settings, you won't lose your visitors.

AdSense Tip #9: Preview Google ads

You can find out what ads will be served by Google AdSense if you install [Google AdSense Preview Tool](#), a very simple tool available only for Internet Explorer 6.0. Click to advertiser sites without generating invalid clicks, and easily add their URLs to your URL filter list. Because AdSense uses geo-targeting, Google serves different ads for other countries. Instead of faking your IP or travelling abroad to test your ads, use this AdSense tool to see what ads see your visitors from France, Germany or other countries.

There may be no Google AdSense ads available for your webpage, so Google will display Public Service Ads. You can hide them using alternate colors or images. Make sure you include the image in a simple html file as a link (use target="_top"). The image size should be the same as the dimension of AdSense units. In the alternate url box, enter the absolute url of the html file.

AdSense Tip #10: What not to do

- o Don't click on your own ads
- o Don't ask others to click on your Google ads
- o Don't manually change AdSense code
- o Don't place Google ads on sites that include prohibited content (e.g.: adult sites)
- o Don't employ cloaking, hidden text or farm links
- o Don't use AdSense ads on the same page with similar ads (e.g.: Yahoo Publisher Network)