

The Google Adsense

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Chapter 1 - Introduction

We are two college graduates. A few years ago after completing our graduation we were working for a company for a little salary. We were not satisfied with the salary and we were looking for some extra income.

One day we came across the concept of making money from internet. We started searching online jobs seriously. On searching in the internet, there are so many money making websites promising us to make rich. We have joined those programs/websites. We paid for some of the websites to join. The final result is that our email account was flooded with lots of junk mails instead of filling money in our bank account.

We fed up with so many companies and we were keep on searching for better opportunity as internet is full of opportunities.

However, as on experimenting so many ways of making money , we have found our own online marketing strategies and we finally started seeing some money from internet.

Our Dream comes True !

The purpose of this e-book "**TheGoogleAdSense**" is to share the information that has helped us to create a successful online business so that other people can also benefit from our e-book.

How to read this e-book?

First go through chapter 2 and understand the basic concepts of Making money in internet. If you do not understand in first time Reading, read it again to understand the Internet money making Concepts.

Chapter 3 explains you What Is AdSense and How can I make money From It With practical step by step guide. Don't directly jump to Chapter 3. First make yourself familiar with Chapter 2 – Basic concepts of Internet money making.

Chapter 2 - Basic concepts behind the Internet money making programs

How and who will pay you the money in Internet?

If some website/company is benefited by you, that website/company will pay you the money.

In what way website/company is benefited by you?

You can help those website/company

- By selling their product and you get some percentage of commission (sale)
- By introducing members to their website. You get commission for each member (lead) .
- **By making people to visit websites by clicking their website address (pay per click)**

There are many others ways of earning money. But those above concepts are the easiest way to earn money from internet without or with little investment.

So what to do next?

You have to create a simple Website. It is very easy as ABCD

First you have to choose topic for your website like tourism, about your native place, friendship, entertainment, education..Etc.

Then you collect some information's about your topic and create a simple html website by using Microsoft front Page. It is Very Simple.

How to create a website easily?

Step 1 – We have Given .com Domain freely with this package. Go to <http://www.register.thegooglemoney.com> and check your domain name availability. If your required domain name is available then proceed for registration. We will activate your domain name and hosting within 24 hours

Step 2 – After activation of your domain we will send your login details for your domain control panel to your email (In this control panel only, you can upload or edit your designed website file)

Step 3 – In Microsoft FrontPage, you can Create a website very easily. (its like Microsoft word. If you don't have in your computer, ask your computer supplier or browsing centre owner to install this Microsoft FrontPage). To know 'how to create website by using FrontPage 'just open Part II folder with this package and go through the PDF file (e-book) "**FrontPage Basics**"

If you find any difficulties to create a webpage, you can search in the google on " How to create html page" You get millions of websites which guides you to create a webpage. **Or you can go for 1 week short term course for HTML language which is used to develop WebPages. The fee is very less as compared with your earnings in internet.**

Step 4 – After Creating your website, you have to upload your file to your website control panel. Just go to <http://www.demo.thegooglemoney.com> to know how to upload your files to your control panel. Here you can find video examples to upload your files to your control panel.

Ok.Let Us Discuss how to make Money from your website by google adsense.

Chapter 3 - What Is AdSense And How can I Make Money From It

Before looking at AdSense, I feel that it is necessary to give a brief description of pay per click advertising. The biggest and most powerful ppc system is called Google AdWords.

AdWords

You will have seen Ad Words in action before. They are those little text ads that appear down the right hand side of Google's search results. They are an amazingly powerful method of advertising. The ads you see are 100% related to the keywords that you type into a search. This means, that as an AdWords advertiser you are capable of displaying your ads in front of an audience that is already interested in your products or services. Never before have businesses been able to conduct their advertising in such a highly targeted manner.

If your internet company rented holiday properties in Spain for example, you could set up your AdWords ads to appear ONLY when someone typed in keywords like "Spanish, Spain, holiday, rental, villas, apartments, properties etc."

Of course, this all comes at a price. As an advertiser, you have to pay Google every time somebody clicks on one of your ads. Not knowing how to cost their system, the geniuses at Google came up with the idea of letting their advertisers bid against each other for the value of their chosen keywords.

This means, that if I wanted my ad to be displayed the most often when someone types the key phrase "Spanish holidays" into Google, I would have to out bid the advertiser who currently comes top of the list for this key phrase.

The Internet has matured as a result of ppc advertising. The embarrassing days of the Dot Coms are well and truly behind us. The value of online businesses can now be measured because ppc advertising is a dynamic system that reflects real-world supply and demand.

With ppc advertising, Google has enabled small online businesses to flourish, whilst making tens of billions for themselves.

AdSense

With their follow up program AdSense, Google created an opportunity for everybody to get a share in this lucrative market.

AdSense is an extension of the AdWords program that allows any website owner to place AdWords ads on their site. However, the difference in this system lies in the fact that the ads displayed come not from search phrases, but from the content of your site.

As an AdSense user, Google gives you a piece of JavaScript that has your unique id embedded within it. This enables them to track the performance of the ads on your site. You simply paste this code into the html of your website.

Then, when someone views your site, the JavaScript automatically fetches ads from the Google server and places them on your page. Google does this with its advanced content recognition technology. This technology is so clever, that it knows which country you are viewing a site from. It then places country specific ads accordingly. For example, if you had a site about fly-fishing, people viewing your site in Australia would see ads for Australian fishing tackle retailers, and in the USA people would see ads for American retailers.

When someone clicks on one of your ads, Google charges the advertiser. Google then takes a cut of the money and gives the rest to you. Although Google won't disclose any details about their payout ratio, it is rumored that they take 32% and you get 68%.

Before you start thinking: why don't I just click on my ads all day long and make loads of money? Google has thought of this and takes click fraud very seriously. They want their advertising system to work. They can tell if you have been committing click fraud and will bar you from AdSense FOR EVER!

Then What to Do next?

How to Make Money with AdSense

The process is simple.

You sign up for AdSense([Click Here http://www.thegooglemoney.com/adref.html](http://www.thegooglemoney.com/adref.html) [To Get AdSense Account](#)) and if your site is accepted, Google gives you some code to paste into your web pages. It's JavaScript stuff that you can simply add

into the HTML of your page. When someone views your page this JavaScript fetches ads from Google. If they then CLICK on your ad, Google charges the advertiser a click through fee and shares it with you.

This is entirely AUTOMATIC so if you have a content rich site with lots of traffic that is not currently making you any money, AdSense is something you should seriously consider.

Now maximising this process is much harder and it raises what I call the content dilemma which we'll explore later too: Is your site designed to earn AdSense revenue or is its main objective something else?

The reason you need to think this one through is that when someone clicks on an AdSense ad on your website they go away because AdSense ad clicks never open up a new window.

So that's the background to AdSense.

Rejected by Google?

If you can't get into the AdSense program, don't despair! There are things you can probably do to improve your chances and you can re-submit your site. Look carefully at the criteria for acceptance again on Google own site. Make sure you have relatively clean content, with lots of text (Google can't "read" the content of a picture and it doesn't deal well with Flash animations) and focus your copy on the theme of the web page.

You will also need to ensure that your site is big enough so that it isn't regarded as too trivial. Some people say you should go for at least 20 pages but in my experience you don't need that much - you just need good content.

How to Put AdSense code in your website after getting approval from Google?

Getting Started Demo

covers topics such as signing in, copying and pasting your code, setting up alternate ads, and using your Competitive Ad Filter.

<http://services.google.com/fh/files/misc/adsense/breeze/gettingstarted/1835578/index.html>

Help with Ad Code Demo

Learn how to troubleshoot basic problems you may run across when implementing your code. Also covers how to implement your code using two different types of WYSIWYG software.

<http://services.google.com/fh/files/misc/adsense/breeze/troubleshooting/2059761/index.html>

Payment Demo

Learn about the AdSense payment cycle, from a click on your ads to money in the bank!

<http://services.google.com/adsense/breeze/payment/1078635/index.html>

Optimization Demo

Learn how to use ad size and placement to maximize your AdSense revenue. We also discuss channels, and examine three successful AdSense publishers and their methods.

<http://services.google.com/adsense/breeze/optimization/385480/index.html>

AdSense Help Center

<http://www.google.com/support/adsense>

How to promote your website?

You can promote your website with or without investment.

1) Without Investment

- Posting your website address in free classifieds websites, Discussion forums, Message boards, Yahoo groups etc..
- Sending your website address by Email to your friends, relatives and others.
- Posting your website address in Chat rooms like Yahoo chat, Rediff chat, Msn chat etc.

2) With Investment

- Posting your website address in Paid classified websites such as Sulekha.com, AdsforIndians.com, Baratclassifieds.com etc. Posting on paid classifieds gives more response. Sending your website address to Double -opt in Email list,

and also you can advertise your website through Google adwords

List of classified websites

www.suleka.com

www.adsforindians.com

www.kijiji.in

www.indialist.com

www.bharathclassified.com

<http://a-better-way.com/classified/index.html>

<http://affiliatebasics.com/cgi-bin/classifieds/classifieds.cgi>

<http://www.1one.com/bxmn/ads.html>

http://www.ads2all.com/cgi-bin/classifieds/classifieds.cgi?add_item_button=on

<http://www.adtrackclassifieds.com/index.cfm?u=3680254>

<http://www.ad-world.com/submit.php3>

<http://www.albertarose.com/fread.asp>

<http://www.allcityguides.com/classifieds/addclassified.asp?By=newAd&Loc=>

<http://www.all-in-one-homebusiness.com/cgi-bin/ws/classifieds.cgi>

http://www.amcho.com/add_ad_0.htm

<http://www.applegate-email.com/classified/addadv.html>

<http://www.arabtoronto.com/place-classifieds.htm>

<http://www.atlanticclassifieds.com/classifieds/class.html>

<http://www.automatedprofits.com/cgi-bin/c2/classifieds.cgi>

<http://www.tat2.net/forum/messages/post.html>

<http://www.cleveleys.co.uk/board/config.cgi?form=0>

<http://forums.monster.com/postmessage.asp?Forum=119>

<http://www.pcpinball.com/store/2he/postadd.html>

<http://www.webindia123.com/classifieds/asp/index.asp>

<http://www.mit.gov.in/discussionforum/post.asp?ForumID=4>

<http://www.mit.gov.in/discussionforum/post.asp?ForumID=5>

<http://www.mit.gov.in/discussionforum/post.asp?ForumID=8>

<http://www.mit.gov.in/discussionforum/post.asp?ForumID=9>

<http://forum.gnu.org.in/addPostingForm>

<http://www.outlooktraveller.com/aspscripts/discussionreply.asp>

<http://www.macopinion.com/columns/intelligence/02/04/26/#post>

http://www.ebc-ne.org/forum_co/index.cgi?#PostMessage

<http://www.commplusis.net/classified/computer/classified.html>

<http://www.commplusis.net/classified/employment/classified.html>

<http://www.commplusis.net/classified/misc/classified.html>

<http://classicals.com/federalist/NoahWebsterhall/post.php?f=21>

<http://www.zeelearn.com/messageboard/clubelders/addtoboard.php3?did=3&addme=N&reply=N>

<http://www.myuganda.co.ug/discussion/index.php?f=0>

<http://www.sapdesignguild.org/forum/addmsg.asp>

TheGoogleMoney.com

<http://www.purplepages.ie/site/classifieds/newaddform.asp?catID=12>
<http://www.buyersusa.com/fusetalk/messagepost.cfm?catid=7&postaction=post>
<http://www.loadresearchonline.com/msgboard/addnew.asp?messagetype=n>
<http://www.purplepages.ie/site/classifieds/newaddform.asp?catID=12>
http://www.newfolk.org/admin_post.htm
http://anyboard.net/cgi-bin/anyboard.cgi/money/business_opportunities?cmd=form;upldcnt=2
<http://e-directory.com.my/f-classi.asp>
<http://www.macopinion.com/columns/intelligence/02/04/26/#post>

<http://www.voy.com/92250/newpost.html>
<http://www.wordanywhere.com/cgi-bin/yforum/YaBB.pl?action=register>
<http://www.softwaredioxide.com/ubb/Forum5/HTML/000630.html>
<http://www.minidiscussion.com/boards/classifieds/index.cgi?#PostMessage>
<http://www.tiab2b.com/forum/newthrd.cfm>
<http://www.logisticsworld.com/logistics/newtopic.asp>
<http://www.orafaq.com/msgboard/marketplace/index1.htm>
<http://www.cleveleys.co.uk/board/config.cgi?#831>
<http://www.nirsa.org/forums/>
<http://forums.monster.com/forum.asp?forum=100>

<http://www.indiacolorpages.com/>
http://www.indiacause.com/services/advt/advt_sub.asp
<http://www.gate8.com/bbs-corporate-partnering/messages/corporate-partnering1.html>
<http://www.purplepages.ie/site/classifieds/default.asp>
<http://www.hindustanlink.com/ads/login.php?cat=16>
<http://www.sysindia.com/forums/index.html>
<http://www.indiacolorpages.com/phorum/index.php>

http://dailypioneer.com/discusit1/display_forum.asp?fid=1
<http://www.vorras.net/computing/software/?form=0>
<http://www.betterdivorce.com/cgi-bin/wbb/financial.pl?>
<http://www.csupomona.edu/~uwc/msgboard/>
<http://www.tmcafe.com/messageboard/forum.php?funct=input>
http://www.magicyellow.com/forums/General/post_message.htm
<http://www.trond.com/brazil/discussion/threads.asp?thrd=6&from=0>
<http://www.guam.net/classifieds/submit.htm>
<http://www.kvonline.com/forums/kvClassifieds/>
<http://www.return2india.com/HyperNews/get/forums/itjobs.html>

<http://dcpages.com/>

TheGoogleMoney.com

<http://www.domesticsale.com/cgi-bin/checking2.cgi?ss=M4wn7uIpJmiUhyDgB76IQzyB>

<http://www.nspforum.com/classified/comp/index.cgi?>

<http://www.bsnl.in/discussion.asp?catname=General>

<http://www.ciol.com/community/discuss/listing.asp?id=1>

<http://www.aim-higher.com/cgi-bin/wah-board.pl>

<http://oliver.atwork.to/FORUM/New.cfm>

http://www.i2.co.id/mall/ad_list_new.asp?dept_id=0&keyword=&page=3&new=1

<http://www.gate8.com/bbs-corporate-partnering/messages/corporate-partnering1.html>

<http://selectsmart.com/DISCUSS/post.php?f=33>

<http://mobydicks.com/lecture/Molierehall/post.php?f=108>

<http://pub29.bravenet.com/freelink/add.php?usernum=2464575055>

<http://www.vorras.net/computing/software/?form=0>

<http://forum.agriscape.com/?form=0>

http://www.homebiznews.com/forum_one.htm#post

<http://atthebeaches.com/classifieds/ftwork/guestbook.cgi>

http://www.vorras.net/business_services/?#7621

<http://www.tips4me.com/form2.asp?val=ads>

<http://phoenix.linksee.com/Classified/>

<http://classifieds.bizhat.com/login.php?cat=68>

<http://www.infobengal.com/html/ClasifiedForm.html>

<http://www.dxpnet.com/classifieds/submit.asp>

<http://www.tiab2b.com/forum/threads.cfm>

<http://xperienctheoutdoors.com/classifiedz/index.php>

<http://austin.localfiles.com/production/htmls/AUS/JOB3.htm>

<http://www.nspforum.com/classified/comp/index.cgi?>

Below websites need registration

<http://www.ncaer.org/MssgHndlr.asp?lstrCd=1034>

<http://www.wordanywhere.com/cgi-bin/yforum/YaBB.pl?action=login>

<http://return2india.com/HyperNews/get/forums/finance.html>

<http://www.dotucson.com/classifieds/posts/login.asp>

<http://www.softwaredioxide.com/cgi-bin/Ultimate.cgi?action=intro&BypassCookie=true>

<http://www.corpuschristidaily.com/classifiedads/login.cfm>

<http://www.orafaq.com/forum/I/O/>

<http://p076.ezboard.com/fwallstreetconjectfrm4.showAddTopicScreenFromWeb>

http://www.neoseeker.com/forums/index.php?fn=post_thread&f=36

http://www.mailbiz.com/cgi-bin/mailbiz/magcat/dbm_db.cgi?db=dbm_db&add_form=1
<http://www.corpuschristidaily.com/classifiedads/login.cfm>

http://www.christian-findit.com/cgi-bin/classifieds/classifieds.cgi?website=&language=&session_key=&place_front_page=on

<http://www.04ads.com/new/>

<http://www.1001andmore.com/cgi-bin/suite/classifieds/classifieds.cgi>

<http://www.advertsdirect.com/>

http://www.apostolic.net/cgi-bin/classifieds/classifieds.cgi?session_key=&place_ad=on

<http://www.atbeach.com/classifieds/login.asp>