**What Makes to matter to AdSense Revenue**

- **Point 1**: Experiment with Ad Positions
- **Point 2**: Use Contextual Targeting to serve relevant ads
- **Point 3**: Discover the most profitable niche for your site
- **Point 4**: Test various Ad configurations with your audience
- **Point 5**: Ensure your site has a positive user experience
- **Point 6**: Keep 4 mantras in mind selecting Profitable Niches

**Best Practices**

- **TIPS TO IMPROVE AD REVENUE**
  - **Policy**: Develop a multi revenue stream
  - **Placement**: Implement AdSense on different devices (Desktop, Tablet, Mobile)
  - **Ad Size**: Optimize Ad Size for Best Results
  - **Ad Placement**: Google's Heat Map
  - **Ad Positioning**: Use contextual targeting to serve relevant ads

**Ad Sense, Ad Placement and Traffic Quality**

By making a few simple changes to Site, Ad Placement, quality of traffic and the way ads appear, you can see a dramatic increase in AdSense earnings.

**Ad Sense, Ad Placement and Traffic Quality**

- **Ad Size**: Choose the right ad size for your site
- **Ad Placement**: Use contextual targeting to serve relevant ads
- **Ad Positioning**: Use Google's Heat Map

**What are the factors AdSense show ads on your site?**

- **Traffic**
- **Quality of Traffic**
- **Placement**

Google AdSense is a Cost per Click (CPC) advertising program that allows publishers to earn money by showing ads on their websites. 70% of the revenue earned is sent to the publisher and the remaining 30% goes to Google. To make the most of AdSense, here are some tips:

- Discover the most profitable niche for your site
- Use contextual targeting to serve relevant ads
- Keep your site optimized for user experience

**References**

- **Sources**: 
  - SEMRush Source Block
  - TIPs TO IMPROVE AD REVENUE
  - BEST PRACTICES

**Conclusion**

By implementing the strategies outlined above, you can significantly improve your AdSense revenue. Keep experimenting and refining your approach to maximize your earnings.