# ALL YOU NEED TO KNOW ABOUT GOOGLE ADSENSE

*Google AdSense is a Cost Per Click (CPC) advertising program that allows publishers to earn money from their online content where Google keeps 32% of the amount paid by an advertiser for its role in facilitating the process and 68% goes to you whenever a user clicks an ad on your site*

## What Matters to make AdSense Revenue?

### Ad Size, Ad Placement and Traffic Quality

*By making a few simple changes in Ad Size, Ad Placement, quality of the traffic and the way ads appear on your site, you can see a dramatic increase in AdSense earnings*

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

### Context of the Page and Retargeting

*Use Contextual Targeting to serve relevant ads automatically! Build out a library of Unique and Relevant Content-Rich Pages and you will see more highly targeted ads. More targeted ads, more clicks, thus more money.*

## BEST PRACTICES

*"Make sure your AdSense account is optimized to reach the revenue potential of your site!"*

- *Uncover new insights about your audience with Google Analytics and A/B experiments.*
- *Use Recommendations from AdSense to find optimal Ad Placements on your site.*
- *A catchy blog title can increase social shares and drive more traffic to your website.*
- Responsive link ad units on average earn 30% more revenue on mobile and 50% more revenue on desktop.

### Ad Size for best results

728*90 Leaderboard
300*250 Medium Rectangle
160*600 Skyscraper

### Ad Placements

Use **Google's heat map** to know where your users are clicking. Where you place your ad on the page matters

### AdSense for Search

Create a search box for your blog that would add in your other potential revenue queue. Move the search box to the navigation bar to make room for another ad unit

## TIPS TO IMPROVE AD REVENUE

**Point 1**
***Ensure your site has a positive user experience***

**Point 2**
***Develop a multi-screen strategy***

**Point 3**
***Experiment with A/B tests***

**Point 4**
***Enable Placement Targeting in your existing custom channels***

**Point 5**
***Integrate your AdSense account with Google Analytics***

**Point 6**
***Discover the most profitable niche for the content***

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## KEEP A CLOSE EYE ON YOUR ANALYTICS

*"Test and Test Again! Keep Experimenting"*

Test various Ad configures with your audience: Text, Sizes, Fonts, Colors, Placements.

Keep 4 mantras in mind selecting Profitable niche Traffic, Trend, CPC, Interest (Use SEMRush Tool)

REFERENCES


1. Google AdSense Master Guide
2. Google Support Guide by Experts
3. Google AdSense Optimization Tips for better revenue
4. Top Paying AdSense Keywords and Profitable Niches


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