

12 Effective Tips & Tricks to Maximize Google AdSense Revenue

The first name which comes to everyone while talking about PPC Program is Google AdSense. It is by far is the most popular contextual advertising program used by publishers worldwide. It has variety of revenue generating programs starting from Pay per click ads, [AdSense](#) for search, referrals for Firefox with Google toolbar, Picasso, Google Pack. But does everyone earn a lot from it? Many think that just copying and pasting the AdSense code will fetch a huge amount of money, but that's a mistake. There are some effective tips to increase Google AdSense CTR.

The following optimization tips can help you increase your Google AdSense dollars:

- 1> Make sure the ads that are appearing on your site are closely related with your content. For doing this create open topic one page, use your keywords in page title, also check your keyword rich content and then mark some of your keywords as bold or italic.
- 2> Increase your keyword density. If you use the proper keyword density in your content, you will attract more targeted ads. Your visitors are far more likely to click on a relevant ad. Targeted ads usually pay more per click too.
- 3> Use Online Keyword research tools like Overture Keyword Tool, Google Keyword Research Tool and Goodkeywords.com. You can also try the free trial of Word Tracker and if you like, pay for the service. Other excellent paid keyword research tools include NicheBot and KeywordElite.
- 4> Use wide ads (336x280, 300x250 or 250x250). Because there are the best performing ads.
- 5> No Border ads. One of the best ways is to erase the borders of AdSense ads and make them merge with the website's background color.
- 6> You can embed your AdSense ads in your content. You should surround the ads with the content of the page. This is where your visitors will be looking, so you should also give them ads to read and maybe click on if they're interested.
- 7 > Place an image near your ads because user tends to look at this section.
- 8> Rotate Google AdSense Ads Colors to Reduce Ad Blindness. To prevent regular users from ignoring the ads, you can officially rotate up to 4 different types of color palettes for your AdSense ads. When you are selecting the color scheme for the AdSense ads, press the Ctrl key, scroll up or down with the arrow keys and select multiple color schemes with the SPACE bar.
- 9> Track your ads. Google gives you up to the ability to track ads by web page or by the type of ads displayed. They give you up to 200 custom channels for you to use. Experiment with different ad types and positions to see which suites best.
- 10> Use the AdSense for search box. It's always a good idea to give your visitors the ability to search your site. If you use AdSense's search box, you would be paid for visitors who click on the ads in the search results page.
- 11> Do not rely on one website. The more sites you have, the more ads have the potential to get clicked.
- 12> Use site maps. Use Google's site map. It visits your site and will crawl it much sooner than any other submission process.

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I am a Techie & Internet Marketer with special interest in SEO, Online Advertising & Internet Trends.
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