

## Google AdSense: 7 Tips For Creating Sites That Make Money

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Having a Google AdSense site is a great way to make money. And to create an AdSense site, all you have to do is have a Google AdSense account (which is free), a website or a blog (which is free), and some articles (which are free if you write them yourself). Once you get your site up and running, the AdSense ads will be targeted to your content.

Therefore, those looking for your content will come by, read your articles, and have a high probability of being interested in the targeted ads. Every time someone clicks an ad, you get paid! That is, as long as you have designed your site to maximize AdSense clickthroughs!

Let's look at seven tips for creating AdSense sites that create money.

### #1: Keyword Density

Before you place ads on your site, be sure your keyword density is good. You will want to be sure that the right kinds of ads are placed on your site. A free way to determine what the ads will look like on your site is to go to <http://www.resultsgenerator.com/adsense/> and type in your keywords. You will then be able to see exactly what ads would show on your site.

If you don't like what you see, then you know that you need to make changes to your keywords! You can get keyword suggestions from Results Generator from Overture or from the free trial version of Word Tracker.

### #2: Focused

Not only will the ads be based on your keywords, but they will also be based on your content. You definitely want your keywords and you're content to match as closely as possible.

### #3: Write Often

The more information you have the better. Why? Because the more content you have, the more visitors you get. Many people suggest that you write a new article every day since no one wants to come back to your site to find the same old messages!

### #4: Choose The Right Format

AdSense allows you to choose many different ad formats. Research has shown that wider ads are more successful. The top three formats are:

- " 336x280 large rectangle
- " 300x250 medium rectangle
- " 160x600 wide skyscraper

Additionally, the 468x15 horizontal ad link under the navigation bar is also a good bet.

### #5: Color Counts

You has the option to create a Google AdSense ad in any color of your choice. The best thing to do is to make your ad blend well with your site color scheme. You should make the border color and the background color the same color as your web site. You will want your text color to either be black or the color of your main content.

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.

#### #6: Position Counts, Too

It is well known that visitors to a website scan the site to determine if it is worth reading. You definitely want them to see and scan your AdSense ads. Therefore, the best place to put them is in the top left part of your page or directly under your headlines.

#### #7: Increase The Number

AdSense allows you to use up to three AdSense units on a page, two AdSense search boxes, and one unit of ad links. Using all that you can increases the chances of earning money.

Keep these seven tips in mind when creating your AdSense site and you will find that your clickthrough rates increase, thus increasing your money making potential.

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