

# The **Killer** AdSense Report

*By Adam Carn*

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[www.AdSenseBig.com](http://www.AdSenseBig.com)

This is a free report, you may give it away for free.

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## **Brief Introduction To AdSense:**

Ok before we begin, are you up for a challenge? Are you even good enough for it? Well here it is anyway!

### **THE KILLER CHALLENGE**

Anyone who gives this report away to 50 other people and can prove it, wins a prize. That's right. Just give it away for free, to your friends, family, enemies, whoever. Do them a big favour and win a BIG prize. I won't tell you what it is yet (yes I'm evil) but I can assure you its worth a lot and is an absolutely amazing "thing." So when you have given this out to 50 people, email me at: [challenge@adamcarn.com](mailto:challenge@adamcarn.com) with your proof, I'll let you decide how you wish to prove it. If I think you're real and didn't cheat in any way I'll award you the prize! This challenge is not limited to any number of participants. Good luck!

Ok back to the report...

AdSense a program by Google which you plug into any website and Google shows some text advertising on the website. Whenever some visitor clicks on an ad the owner of the website (YOU) get paid. You get paid for every click. How much you get paid depends on the keywords that make up your web page which displays the ads. This can range from 0.10 cents per click to as high as \$20 per click for the higher paying keywords such as travel and credit repair related. The ads are related to the content of your page.

[For an AdSense-Ready Website Click Here](#)

## Signing up for AdSense:

To sign up for your Free Google AdSense Account go to [www.google.com/adsense](http://www.google.com/adsense)

Google require you to have a website or a blog before you can sign up for an AdSense account so if you do not have an account, then create a blog at [www.blogger.com](http://www.blogger.com) (free). When you created your blog, use your blog URL when you sign up for an AdSense account.

Once you get your account. You can log in to get your ad code which you put on your webpages to show AdSense ads. There are different style of ads you can choose from. You can even change the colours around.

## Ad Placement:

According to the research done by The Eyetrack III research released by The Poynter Institute. A visitor first looks at the logo, then looks for the headline in the top LEFT of the screen and then scans down the left of the screen for site navigation before looking around the page.

Here are some snippets from the research site:

*"The eyes most often fixated first in the upper left of the page, then hovered in that area before going left to right. Only after perusing the top portion of the page for some time did their eyes explore further down the page."*

*"Dominant headlines most often draw the eye first upon entering the page -- especially when they are in the upper left"*

*"We found that ads in the top and left portions of a homepage received the most eye fixations." (this is where the Google AdSense ads should be)*

What we need to do is make sure we place AdSense ads near the top of the page and some on the left of the page. This strategy is proven to get you more clicks which result in more money for you.

This is also a sneaky way of making the ads appear as navigation links. Visitors click without realising they're ads. This can be extremely effective indeed.

You should also create the ads so they compliment your website's colour theme and style. They should fit right in and look natural. You can change the background colour and text colour of your ads from you AdSense account.

Another AdSense feature you should add to your site is, AdSense for Search. This is like an ordinary Google search box but instead of displaying just the ordinary search results, it displays AdSense ads on top of the normal search results. With this you can make money whenever someone searches from your site and clicks on the results!

The screenshot shows a website layout for 'FINANCE' on 'emusketeer.com'. The header includes a navigation menu with links like 'Owner Finance', 'Yahoo Finance', 'Google Finance', and 'Boat Finance'. The main content area features a 'Red Hot TIP!' section with a thumbs-up icon. AdSense ads are integrated into the layout: one is placed above the search bar, one is on the left side of the main content area, and one is on the right side of the main content area. Callout boxes labeled 'AdSense Search' and 'AdSense Ads' point to these specific ad placements.

Here's A Layout Of A Good AdSense Webpage

## Optimising Webpage:

To get more click happy traffic in the long run you need to optimise your website for the search engines. You don't need to go crazy with the latest and greatest search engine optimisation (SEO) tricks. Just use the basic ones which I mention below.

1) Add meta tags to your site like this:

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<META NAME="description" CONTENT="xxxDescriptionxxx">  
<META NAME="keywords" CONTENT="xxxxx, xxxxx, xxxxxx">  
<META NAME="robots" CONTENT="FOLLOW,INDEX">
```

Now on the first line, replace xxxDescriptionxxxx with brief description of your website. On the second line replace the xxxxx with your keyword of keyphrase separated by commas. These keywords should be related to the content of your webpage. For example: If your webpage is about cars you would put something like, cars, car repair, car hire, fast cars etc etc. You do not need to change the third line.

Make sure you put the meta tags before the </title> tag on each of your webpages.

- 2) Create a lot of keyword rich content pages. Put the keywords in their titles. Each page should be optimised with meta tags, appropriate keywords and of course, AdSense ads. Make sure these pages are linked to each other.
- 3) Add some dynamic auto updating content to your site. Like news feed. Search engines like them.
- 4) Build your webpage content around high paying keywords such as cars, shopping, credit repair, travel etc. Keywords in these niches pay more money per click. So if a webpage on your site is about credit repair, the AdSense ads on the page would be about credit repair which is a high paying AdSense keyword. These keywords can pay as high as \$20 per click.

All this can be quite complicated but it is very effective in making you more money. You can however, take a big shortcut and just skip all this by purchasing my highly optimised, AdSense-Ready, Keyword and Content Rich Website "straight out of the box" style. This kick-ass website features everything mentioned in this report plus much more and is packed with cutting edge features. **People who bought it give it positive reviews and claim to be making thousands of dollars per month from it.** I highly recommend this website which would save you so much time, effort and even money.

[Click Here For More Info](#)

## Getting Traffic:

A tip to get some quick traffic is to sign up with Stumbleupon.com and download their toolbar. Then once you have the toolbar installed on your web browser just browse to your website and give it a “thumbs up” from the toolbar. This should give you some traffic to play with.

For a more long term traffic approach. You could write articles and submit them to article directories such as GoArticles.com. Just write an article related to your website niche, put your website URL in the article resource signature box and submit it. Even if you submit just one article a day you can expect to see some good long term traffic slowly building up.

So there you have it, my tips on using AdSense effectively to make you more money. Hope you enjoyed this report and more importantly I hope you find it useful.

**To your success.**

**Adam Carn**

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