

Google AdSense

Explained in Plain English

What is Google AdSense?

Google AdSense is a program that lets you earn money by placing ads on your website.

**You provide the web pages, and
Google provides the advertisers.**

AdSense Advantages

- The ads are relevant to the content on your pages.
- You can set parameters so that the ads match the general look and feel of your site.
- Once your site is set up to receive AdSense ads, there's nothing more you have to do.

How AdSense Works

Our Cycling Scenario

- Joe's Bicycle Shop has a website and decides to give AdSense a try.
- Joe contracts with **Emcie Graphic Design** to set it up.
- **Emcie** installs the Google software into the code in Joe's website and configures the layout designs.



How AdSense Works

Our Cycling Scenario

AdSense searches through the content of Joe's website and identifies several key words related to bicycles.

handlebar
bicycle
Bike paths
pedal
racing bike
bike
helmet
bike repair
tricycle
tour bike
racing tires

How AdSense Works

Our Cycling Scenario

- AdSense reports these key words back to Google, where they are matched up with advertisers marketing around those same key words.
- Ads from those advertisers are placed on Joe's website.

5th Annual
Bike Race

Sign up today!

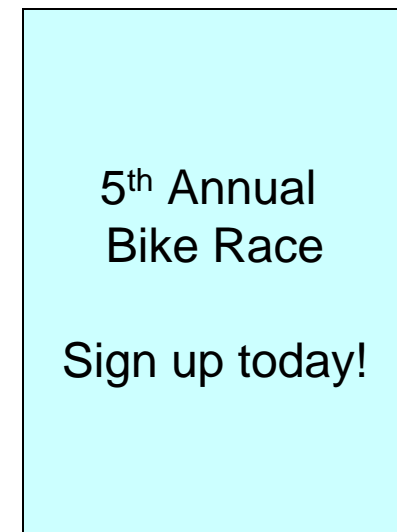
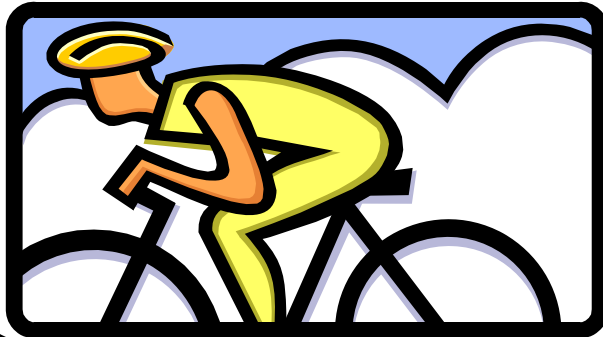
Tony's
Bike Helmets

The best helmets
for serious riders.

How AdSense Works

Our Cycling Scenario

- Sally is a visitor to Joe's website. She's an avid cyclist and is looking for new tires for her racing bike. While she's on Joe's site, she notices an ad for an upcoming race that she is interested in.
- Sally clicks on the race advertisement to learn more about the event, and she's taken to the race sponsor's website.



How AdSense Works

Our Cycling Scenario

The race sponsors who placed the ad on Google will now pay Google for that visitor to their site.



And Google will pay Joe a portion of those proceeds.

How much money can you earn?

Google doesn't disclose exact figures, but their goal is to enable publishers to make as much or more than they could with other advertising networks.

The algorithms they use to calculate pricing are very complex, and they involve a long list of different factors, so calculating your earnings wouldn't be easy.

Actually, Google says the best way to find out how much you'd earn is to sign up and start showing ads on your webpages. There's no cost and no obligation.

Two kinds of AdSense

1. AdSense for Content

automatically crawls the content of your pages and delivers ads that are relevant to your audience and your site content.

This is the kind that Joe had on his site.

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Two kinds of AdSense

2. AdSense for Search places a Google web and site search on your webpage.



Google returns search results to your website visitor.

You earn money if the visitor clicks on Google ads on the search results page.

AdSense Pros & Cons

AdSense isn't right for everyone.

Let's weigh the Pros and Cons to using AdSense.



AdSense Pros

- AdSense is free from Google.
- Once it's set up, it doesn't require much attention.
- Ad revenues can help offset your admin costs.
- Ads are relevant to your site and your content, thus providing interest for your visitors.

AdSense Cons

- Set up can be time-consuming.
- It can add to the cost of your website design.
- You have only limited control over which ads appear on your site.
- It is possible that a competitor's ad might appear on your site.
- Your site visitors might be enticed to leave your site. In fact, they have to click on an ad before you get paid, and that often takes them to the advertiser's site – and away from yours.

The Bottom Line

Google AdSense can be an additional revenue source for some businesses, but it's not right for every business.

If you would like to include AdSense on your website, contact your website designer for more information.

Questions?

Contact us for more information:

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emcie
graphic design