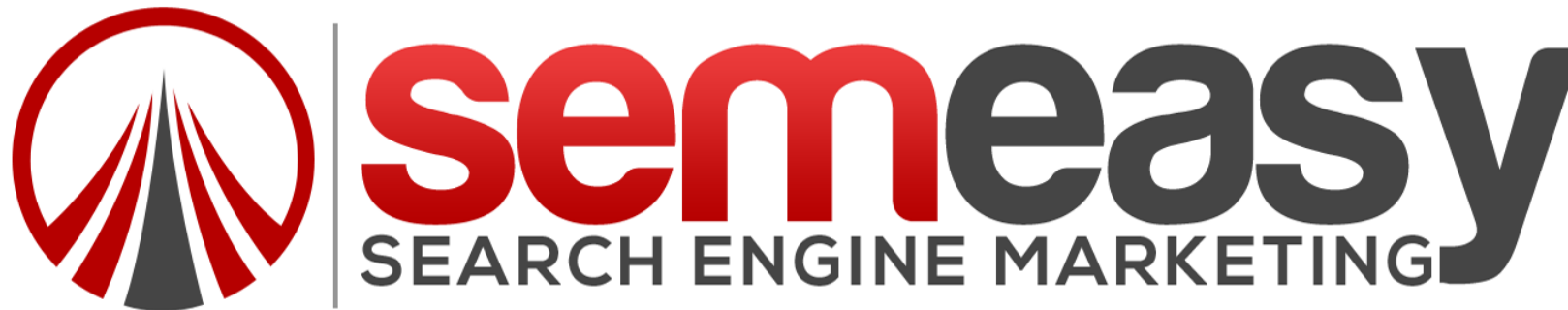
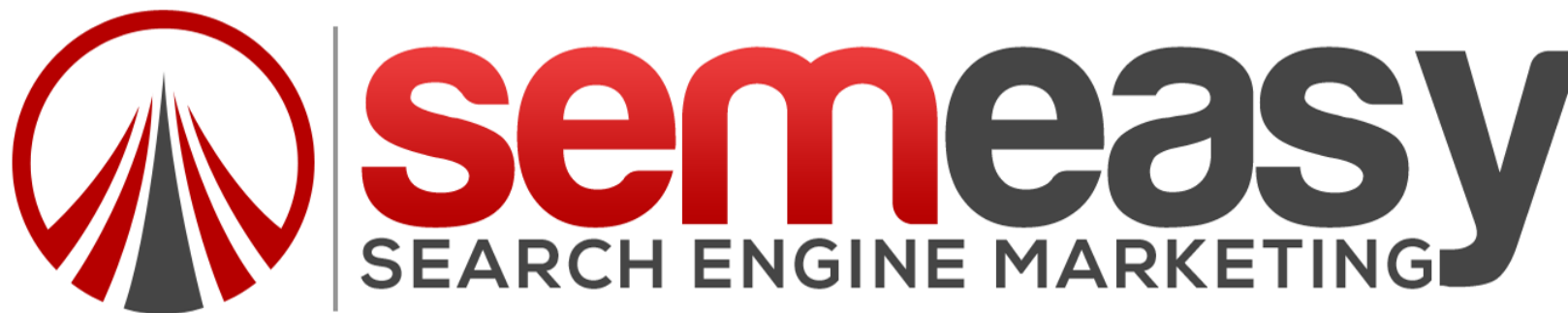


Premium + Training



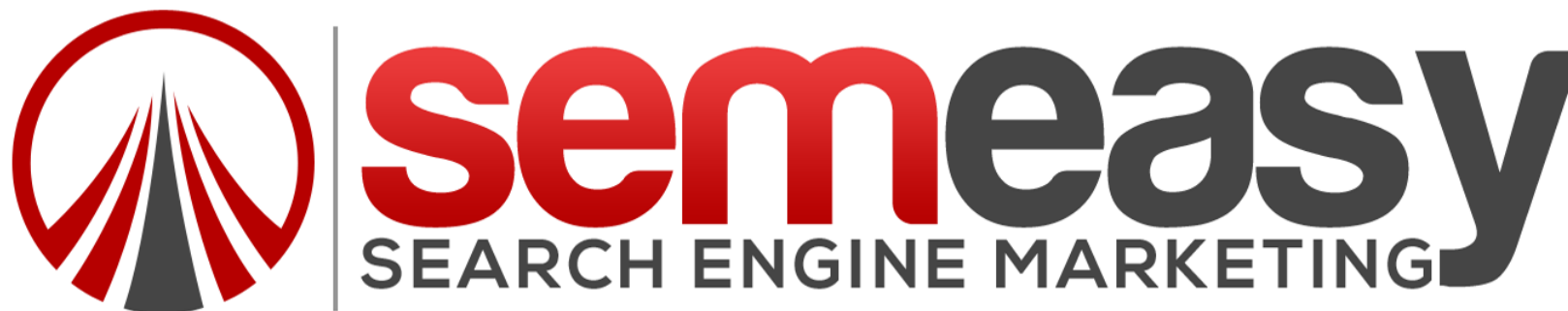
# WHAT IS ADSENSE?



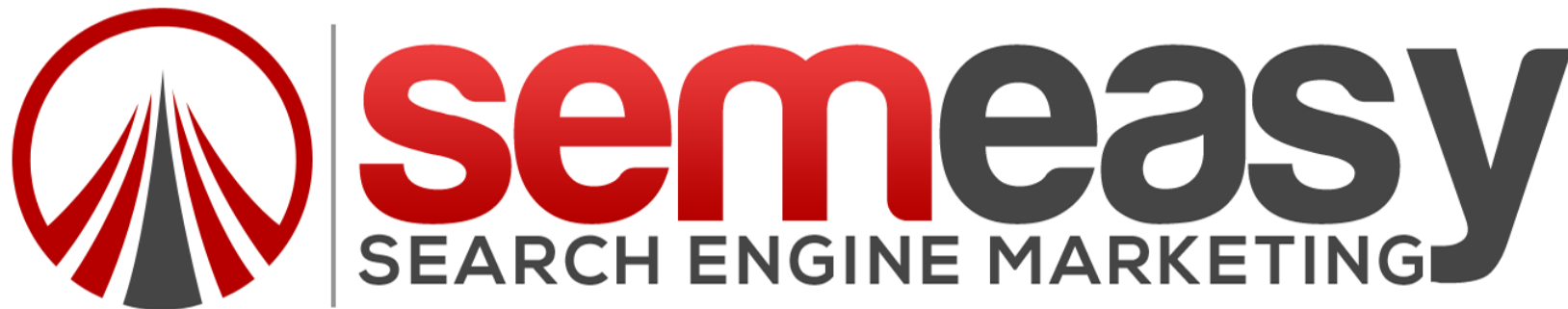
Adsense is for publishers.. Or people that have websites that would like to monetize their website.

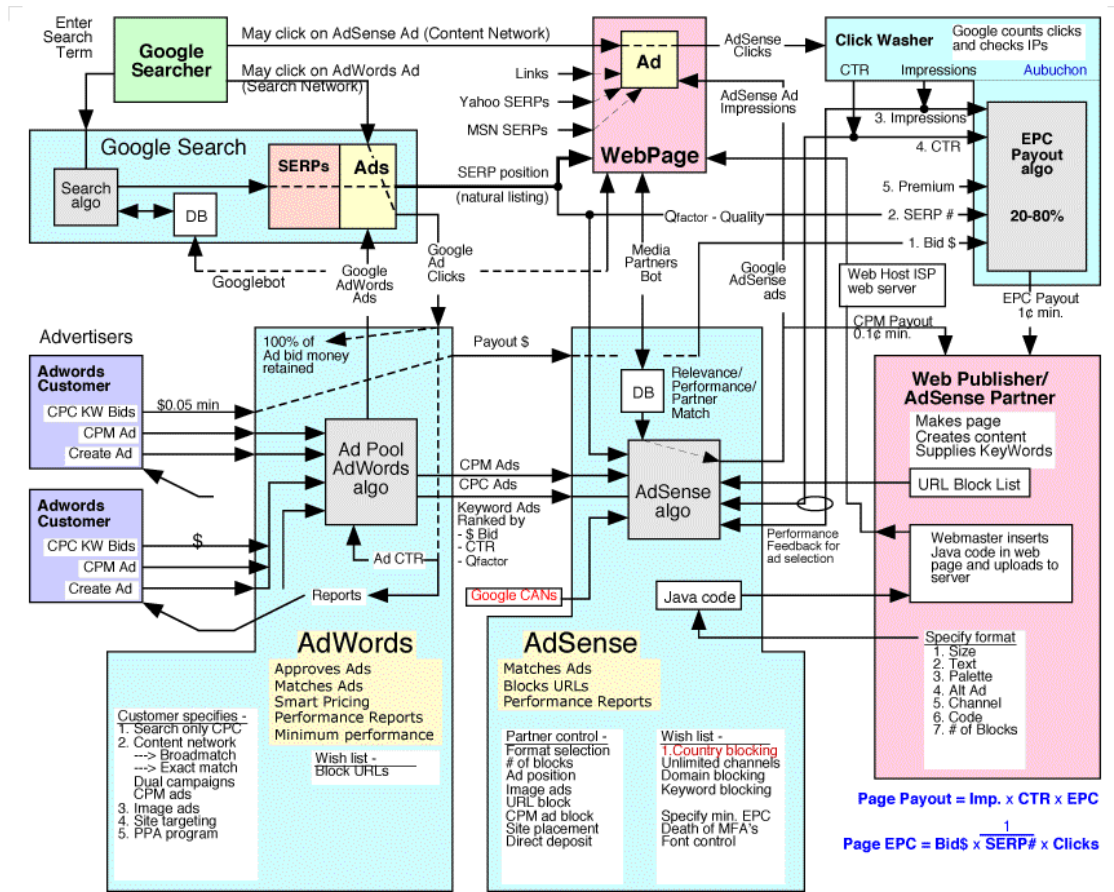
Simply by placing a few pixels on your website, you could start generating income quickly! And if done right you could begin creating a mini empire of these sites that generate quite a bit of money.

It is the easiest way to monetize your website!



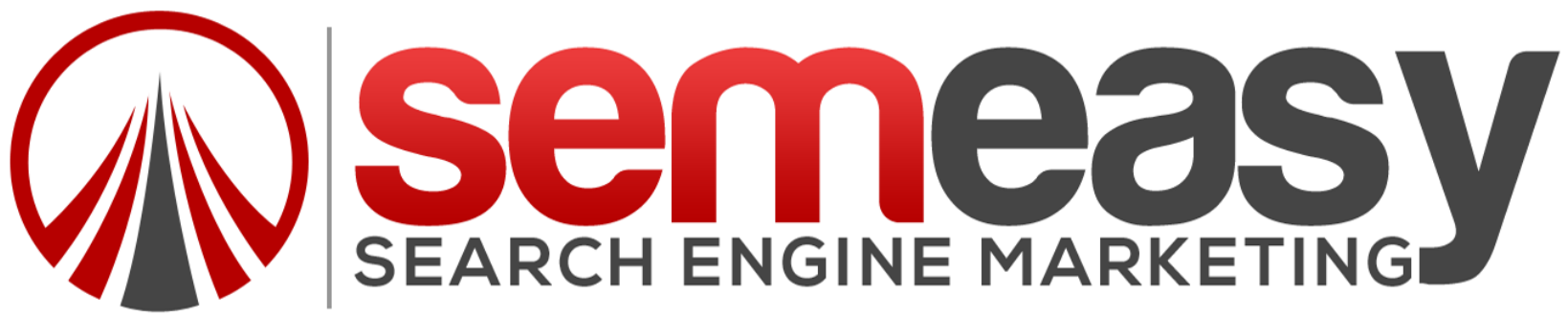
# HOW DOES IT WORK?





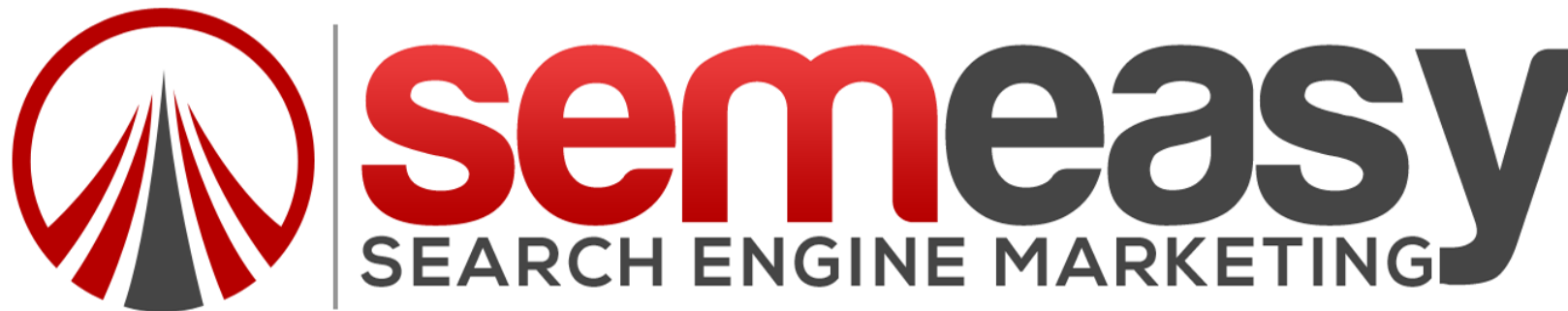
Source: www.vaughns-1-pagers.com/internet/adwords-adsense-diagram.gif

filename: adwords-adsense-diagram.gif v9.6



AD 1 - \$1.00 Per click  
AD 2- \$1.50 Per Click  
AD 3 - \$3.00 Per Click

Who Gets The Top Spot?



WHOEVER IS GOING TO MAKE  
GOOGLE THE MOST MONEY!

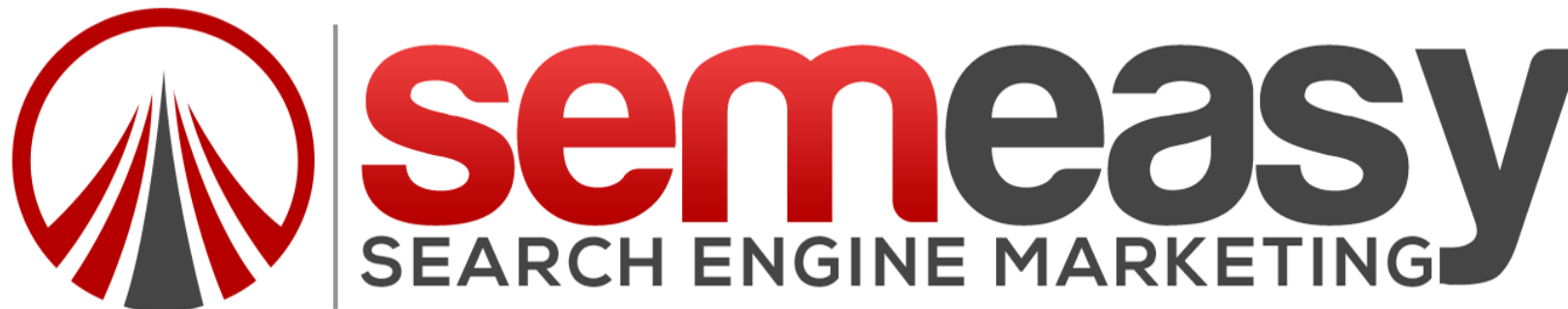


AD 1 - \$1.00 Per click – Gets 10 clicks

AD 2- \$1.50 Per Click – Gets 4 clicks

AD 3 - \$3.00 Per Click – Gets 1 click

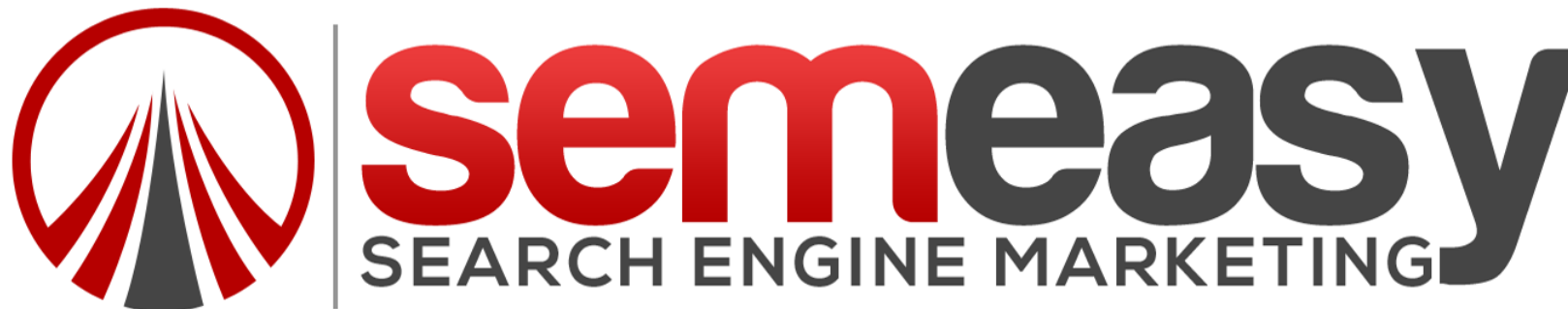
AD 1 is the winner – EVERYTIME!



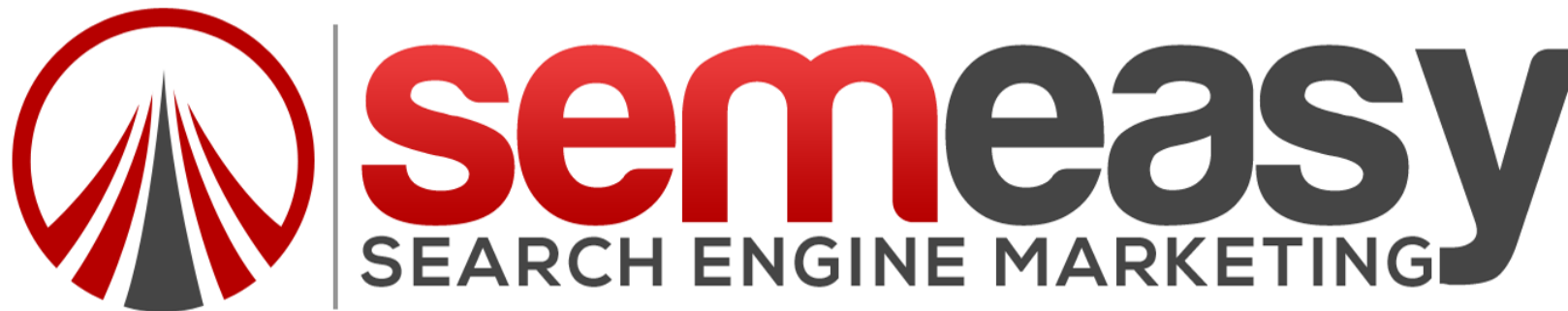


You get – 67%  
Google gets – 33%

For Ads On Your Website



HOW WELL DOES IT WORK FOR ME?

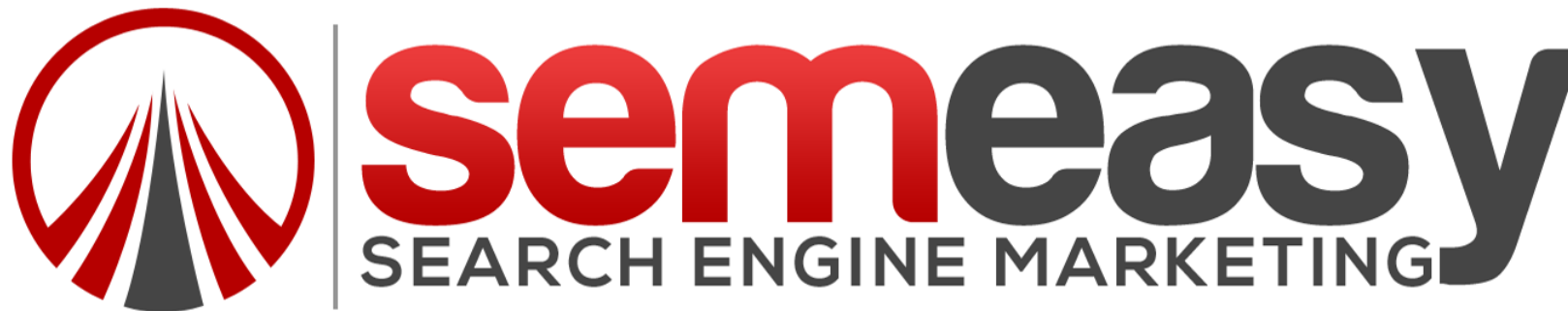


# THIS IS ONE OF MY ADSENSE ACCOUNTS:

Export to Excel CSV Save report Set as default report Columns

Estimated earnings	Page views	Clicks	Page CTR	CPC	Page RPM
\$101,645.91	2,269,274	150,601	6.64%	\$0.67	\$44.79

Show events Day Week Month

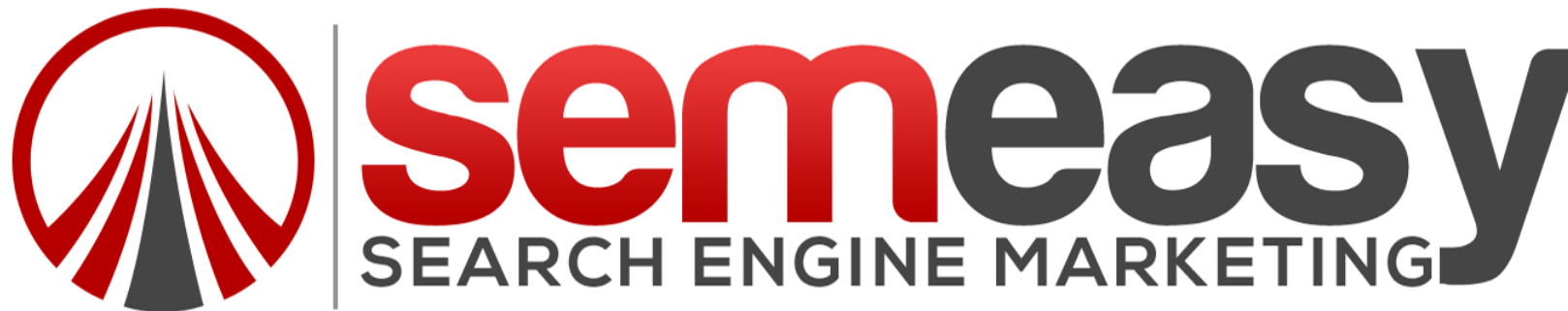


# ONE OF MY OTHER ADSENSE ACCOUNTS:

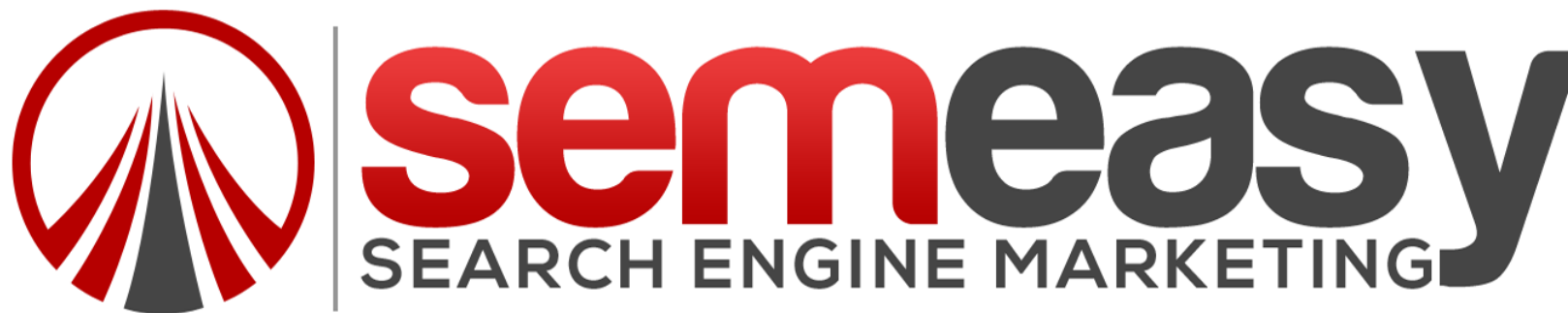
Estimated earnings	Page views	Clicks	Page CTR	CPC	Page RPM
\$42,517.11	1,156,087	43,813	3.79%	\$0.97	\$36.78

Export to Excel CSV Save report Set as default report Columns

Show events Day Week Month

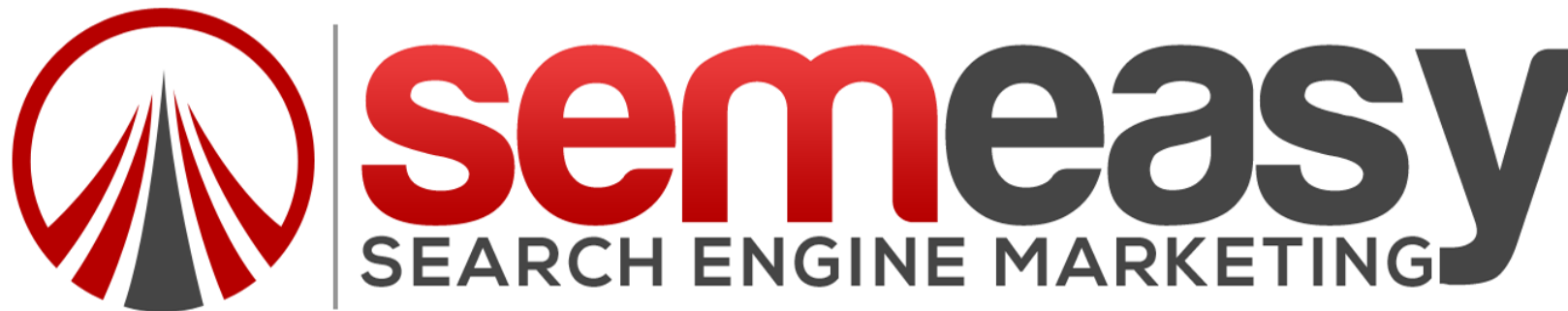


# WHAT EFFECTS YOUR ADSENSE REVENUE?



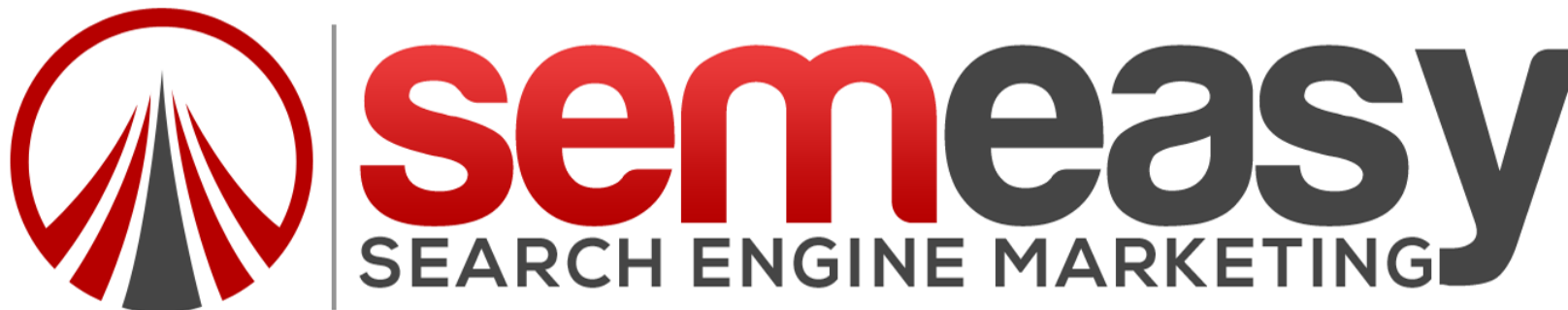
As an overview, there are four inputs to your revenue:

- Number of ad impressions
- CPM: Cost per 1000 impressions
- Clicks: Number of organic user clicks on ads
- CPC: Cost per click

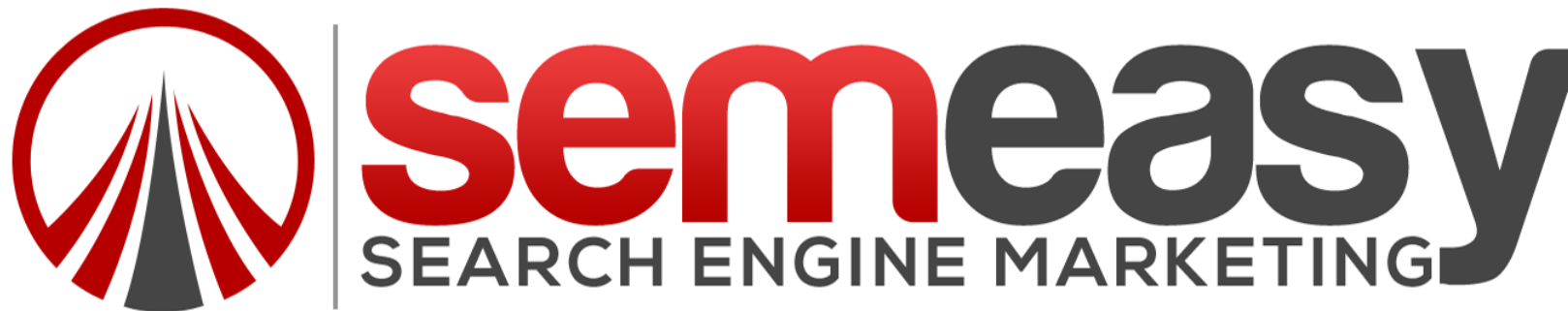


# IF YOU ARE ABLE TO INCREASE ANY OF THESE, YOU INCREASE YOUR REVENUE!

- Number of ad impressions
- CPM: Cost per 1000 impressions
- Clicks: Number of organic user clicks on ads
- CPC: Cost per click



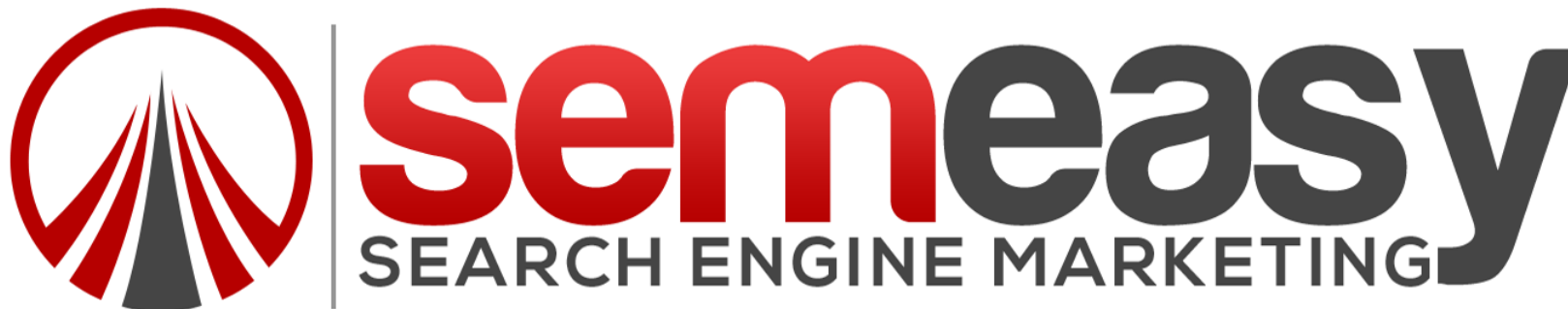
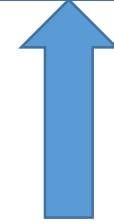
# Understanding How To Win Valuable Ads! AD Display For High CTR!



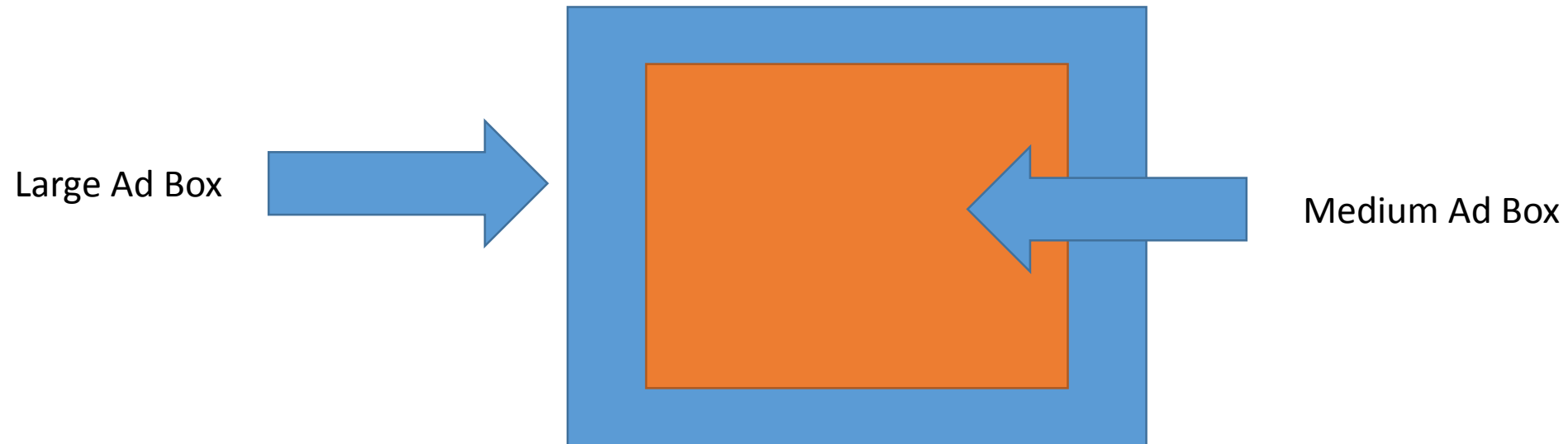


# Ad Types:

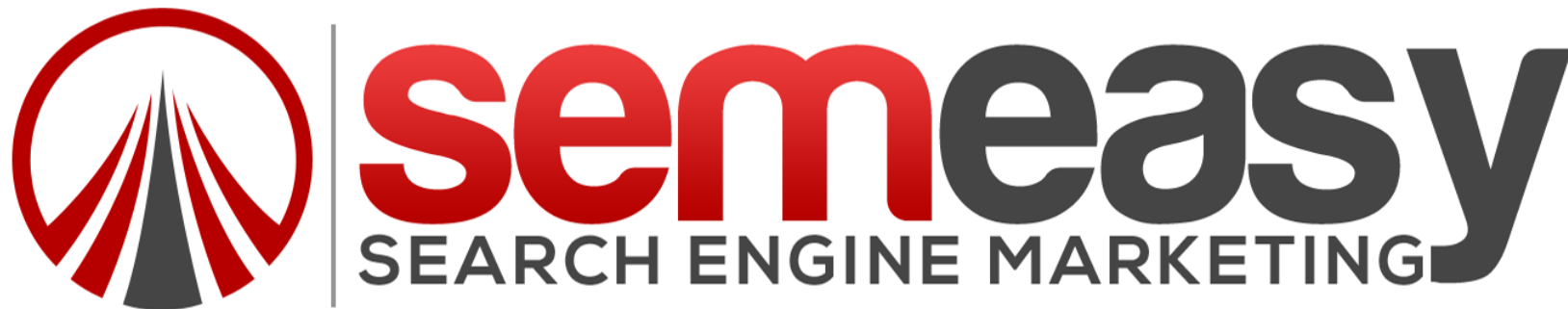
Display Only, Text Only, Text and Display



You have lots of options to choose when it comes to Ad Size!



WHERE SHOULD I START?



It all starts with keyword research!

Don't be a

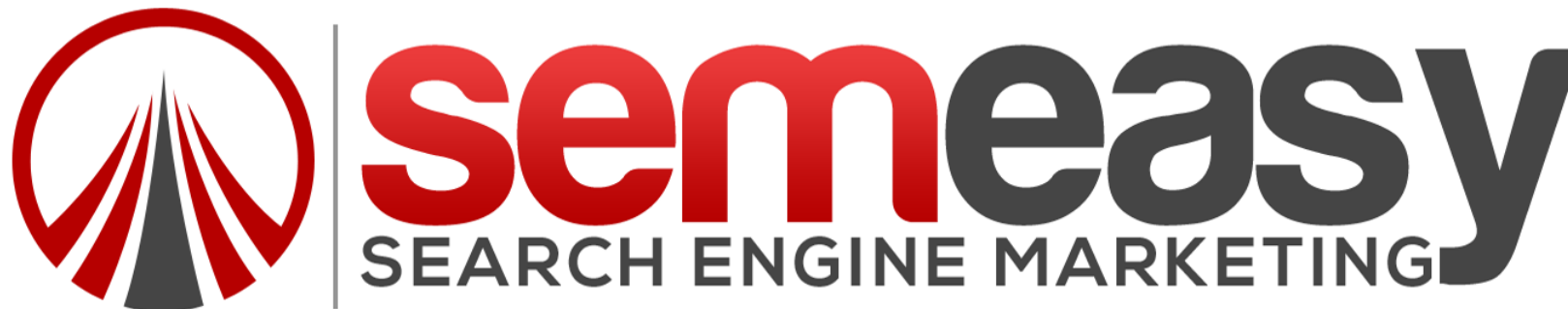


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SEARCH ENGINE MARKETING

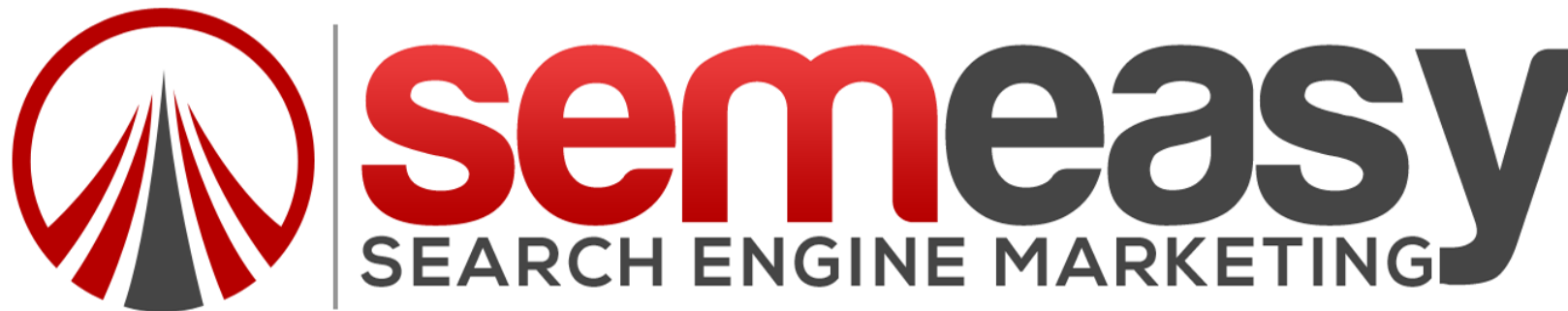
I like the sweet spot..

\$1 CPC – Cost per Click = \$.67 Each Click  
Or Better..

Log into Google Adwords for the CPC #s.

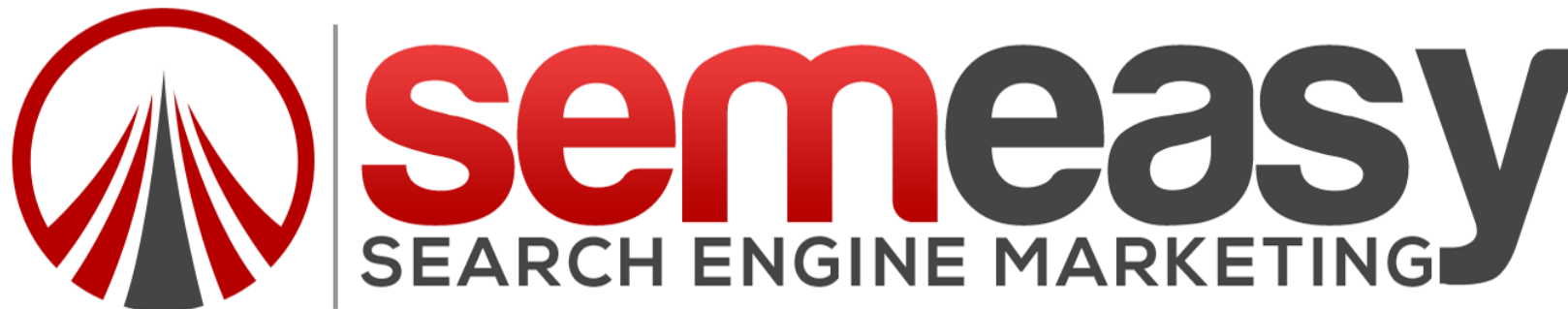


I avoid \$10 CPC or more...  
Why? I like my account!

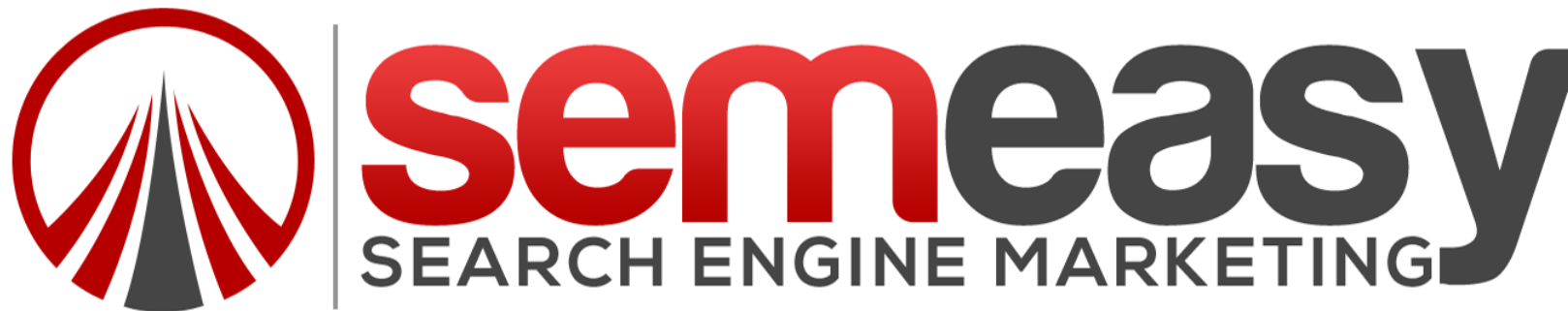


DON'T CLICK YOUR OWN ADS, DUMMY!

Don't try to be slick!



# HOW TO INCREASE YOUR CTR?





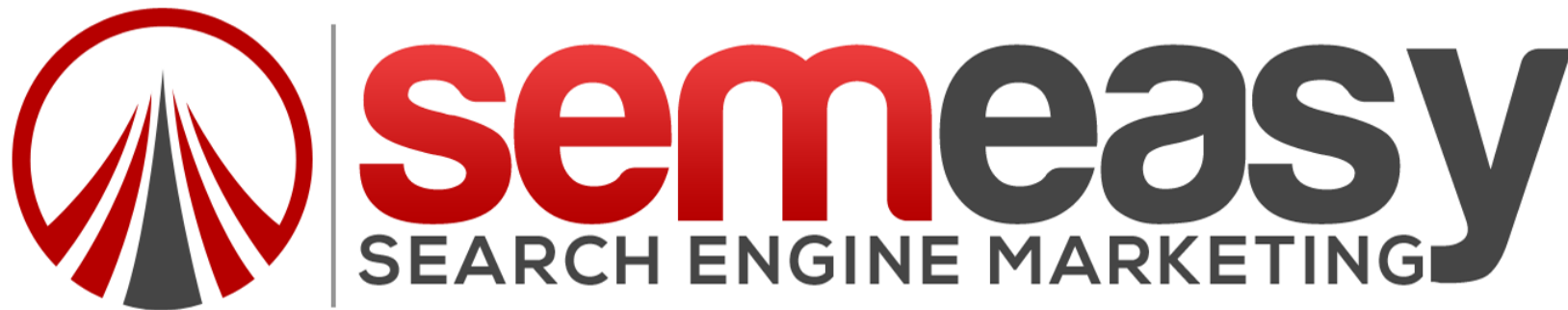
The most common measurement for click activity is clickthrough rate or CTR. CTR is the number of ad clicks divided by the number of impressions, page views, or queries you received.

$$\text{CTR} = ( \text{Clicks} / \# \text{ of impressions, views, or queries} ) * 100\%$$

For example, if you received 7 clicks out of 1000 page views, your page CTR would be .7%.

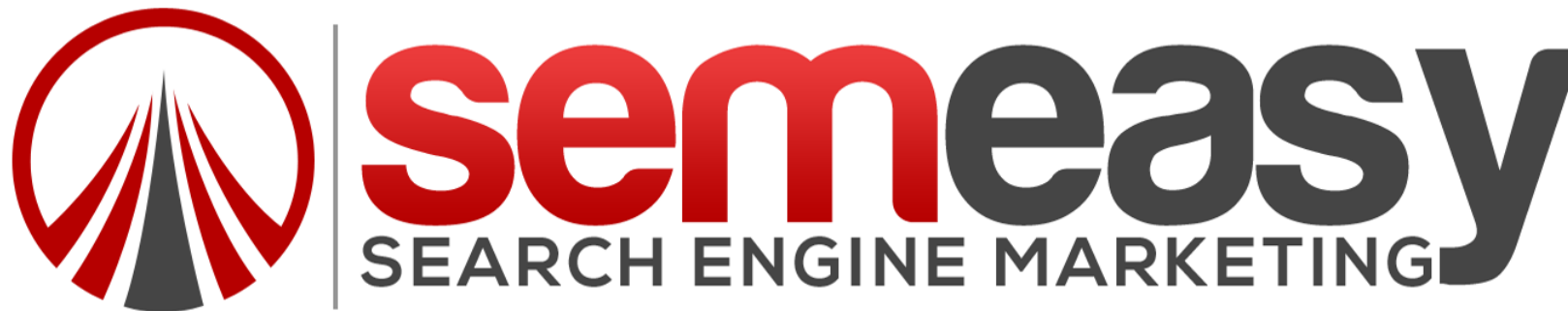


**SIMPLE SOLUTIONS!**



We use ADSENSE NOW! Wordpress Plug

EASIEST TO USE, PERIOD!



### Instructions

- [A few easy steps to setup AdSense Now!](#)
- [Need to control ad blocks on each post?](#)
- [Check out the FAQ and rate this plugin.](#)

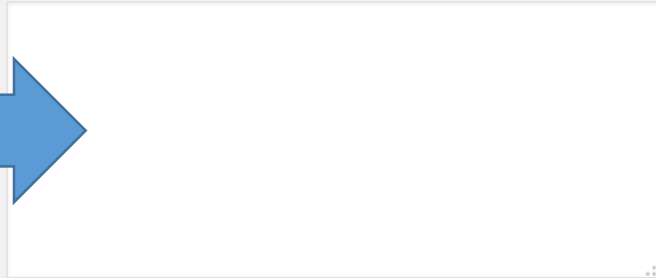
Support *AdSense Now!*. [Go Pro!](#)  
How about [2GB of free online storage?](#)  
WordPress Hosting for [just \\$4/month](#).  
My books on [Physics & Philosophy](#) or  
[Money & Finance](#).

### PRO VERSION

Thank you for using *AdSense Now! Lite*.  
The "Pro" version gives you more  
options. e.g., a filter to ensure AdSense  
policy compliance. Consider buying it. [It  
costs only \\$3.95!](#)

### Options (for the twentytwelve theme)

Ad Blocks in Your Posts [Appears in your posts and pages]



Insert Your  
AdSense  
Code Here!

### Ad Alignment (Where to show?)

	Align Left	Center	Align Right	Suppress
Top	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Bottom	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Suppress AdSense Ad Blocks on:  Pages (Ads only on Posts)

<input type="checkbox"/> Sticky Front Page	<input checked="" type="checkbox"/> Home Page	<input type="checkbox"/> Front Page
<input type="checkbox"/> Category Pages	<input type="checkbox"/> Tag Pages	<input type="checkbox"/> Archive Pages
<input type="checkbox"/> Search Results	<input type="checkbox"/> Single Posts	<input type="checkbox"/> Attachment Page

Buy the [Pro Version](#) More features, more power!

[Save Changes](#) [Reset Options](#) [Clean Database](#) [Uninstall](#)




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Built in to the content

TAG ARCHIVES: BUSINESS FUNDING PERKINS GEORGIA

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Business Loans Perkins Georgia 30822 – Business Funding In Perkins GA

[Work From Home For \\$20/Hr](#)  Business loans in Perkins GA is not always an easy thing to find and that is why you may need to hire an expert to help you take care of the complicated details. A business needs a loan at one point or another. Whether it is to start the business, expand or even save a struggling one, there is value in putting other's money to work for you. While there are costs associated in obtaining a loan and interest in using it, the returns for a successful venture is well worth the risk.

[get.lyft.com/Sign-Up](#)

Make Money Driving On Your Schedule Drive For Lyft and Be Your Own Boss

[>](#)

**Fast Business Loans in Perkins GA**

Business lenders choose and approve loans for small businesses that have a high probability of success, favoring individuals with good credit ratings. As a result, it can be difficult for some people to get small business loans. A business' current financial standing and background influence on the likelihood of getting a loan approved. Even with a good credit history, there is still a chance you'll be declined. Some businesses go through several

[Business Loans Canton Connecticut 06019 - Business Funding in Canton Ct](#)

[Business Loans Oil City Louisiana 71061 - Business Funding in Oil City LA](#)

[Business Loans Big Rapids Michigan 49307 - Business Funding in Big Rapids MI](#)

[Business Loans Cargpio North Dakota 58725 - Business Funding in Cargpio ND](#)

[Business Loans Elliott South Carolina 29046 - Business Funding in Elliott SC](#)

Start your small business now and reach your goals by increasing your success with the right financial solutions. Let Direct Business Lending be your strategic business partner to help you acquire the financing you need to reach your business goals.

### Business Loans Bad Credit in Georgia

There are a bunch of points that can impact the circulation of your company. And if in case you shed some capital to fund another venture, a brand-new service or a new item, it is consistently recommended to discover a way where to obtain financial backup. Many companies these days generally get a loan to obtain the correct amount of funds or financial backup. Some field owners locate it actually hard to secure a company loan. Look into some ideas on what to do to get fast business loans.

Because the absence of working out resources should not stop you from proceeding your field, you need to get a company loan. This does not imply hitting up your family members for cash or willing to scrupulous personalities for credit history that's going to get you in trouble over time. You need to locate a ways to assist your company make it through.

### Debt Consolidation Loans

[fasttrackdebtrelief.com](#)

1 Easy Monthly Pymt. \$15k min.  
Instant Savings - Featured on CNN



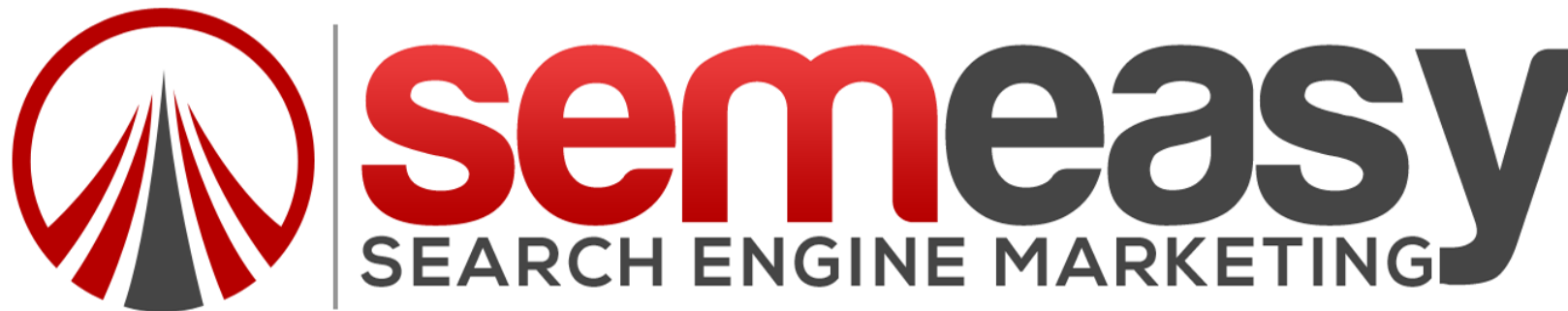
Built in to the content



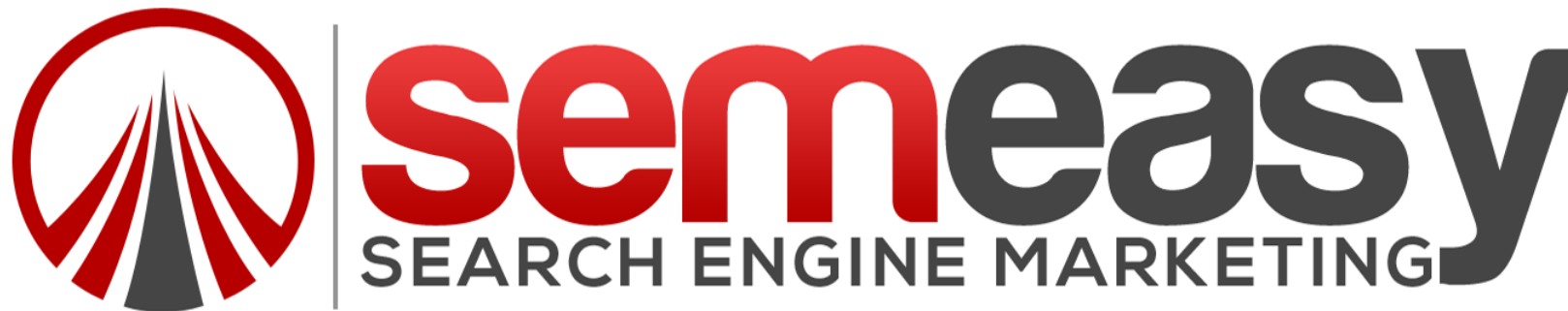
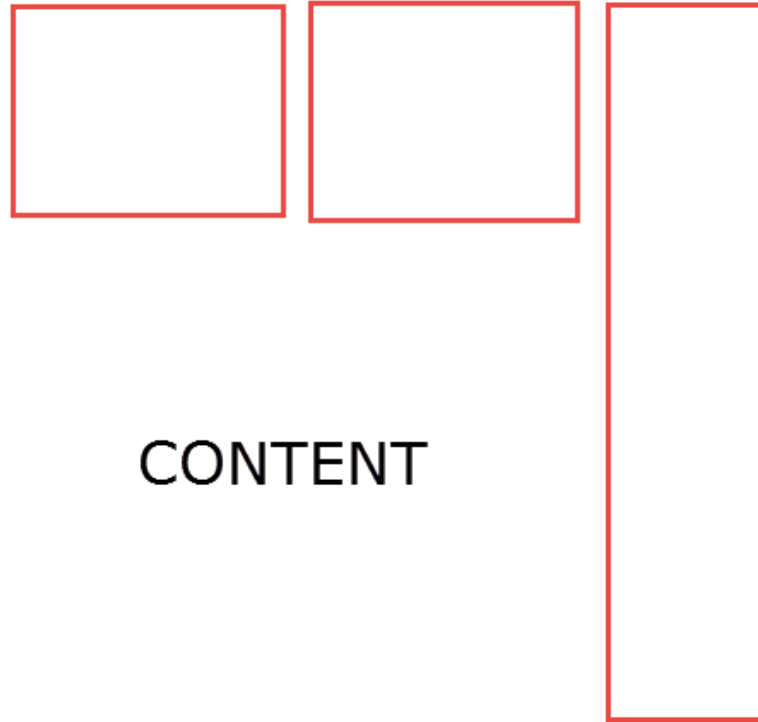
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**ADS ABOVE THE FOLD!**

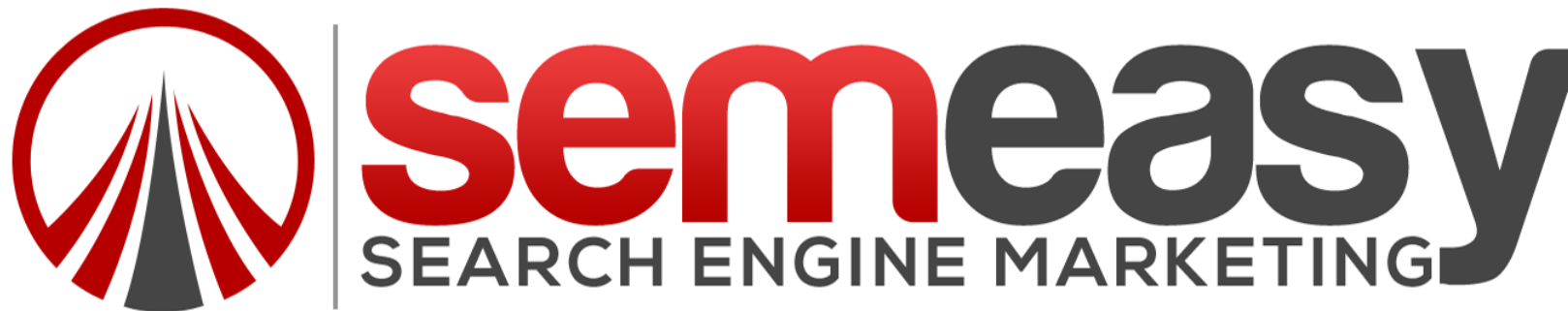
**TO MANY ARE BAD!**



THIS LAYOUT WILL GET YOUR SITE HIT!



# UNDERSTANDING WHY THIS AD

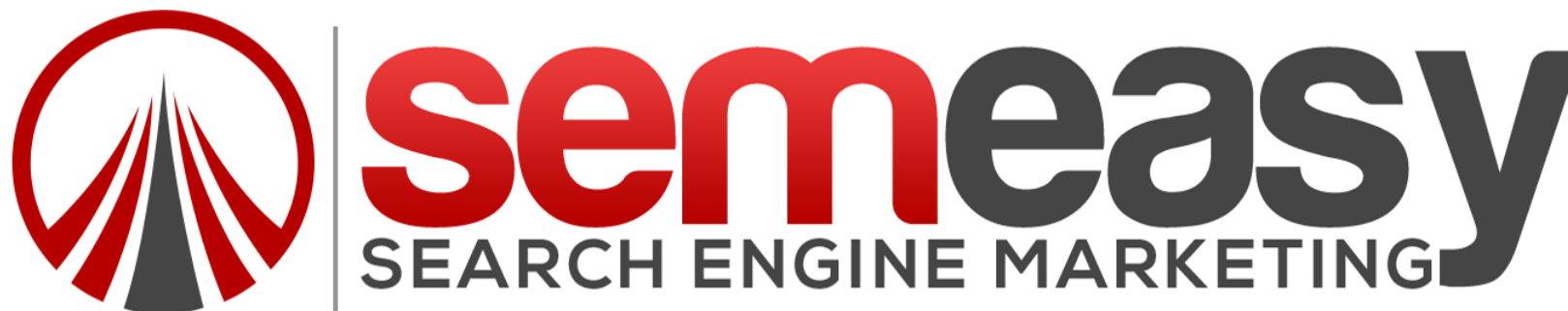




**Contextual targeting** - web crawler analyzes keywords, word frequency, and other formatting characteristics to match Google ads to each page. The crawler can only pick up text content, not images, so pages that are short on written content will not show well targeted ads

With **placement targeting** however, advertisers choose specific ad placements where they want their ads to show. An ad placement can be an entire URL or specific sections of a website.

Finally, **interest based** advertising enables advertisers to reach users based on their inferred interests and demographics. It also allows advertisers to show ads based on a user's previous interactions with them, such as visits to advertiser websites.



# FULL TRAINING

<https://optimizingadsense.withgoogle.com/course>

