

## Did You Know, What is Google AdSense?

AdSense may be one of the fastest and easiest ways to monetize traffic to your web site whether you have products or services for sale or you simply provide free content to your visitors.

Simply stated, Google AdSense enables website operators to place some code on their site that connects to Google's ad server content database and pulls keyword-relevant advertising onto the web pages. The webmaster gets paid a percentage of the fee that Google receives from the advertiser every time a visitor clicks on an ad. There is no charge for the webmaster to participate in AdSense. All costs are covered by the advertiser who participates in the AdSense sister program called AdWords.

Google sends out digital robots which use proprietary algorithms to parse the host web page and analyze the content in an effort to determine what keywords are relevant. It reports its findings back to Google ad server which then serves ads matching those keywords. Given that the entire process is automated, the ad robots do a pretty good job of getting the advertising content right most of the time.

The History of Google AdSense:

Google AdSense has its roots in the old Google Content-Targeted Advertising program which they introduced back in March of 2003. Although this program was similar in concept to AdSense, there was no automated way of participating. Each webmaster negotiated a deal directly with Google and websites, that served less than 20 million page views per month, were not welcome to participate.

As Google grew, they began to see how much money they were leaving on the table by excluding the smaller sites, which greatly outnumbered the sites serving over 20 million hits that were willing to serve other people's ads. Their answer to that problem was AdSense which has no minimum traffic requirements and is open to all sites meeting Google's content and decency requirements.

How much can you make running Google AdSense?

The answer to that question depends upon three factors:

1. How much traffic your site draws?
2. How many visitors click on your ads?
3. How much those ads pay per generated click?

With some ads paying as much as \$5 or more, it is possible that you can generate a serious income with AdSense. There are relatively well documented cases of some people earning as much as \$500 per DAY and more. Numbers like that are rare exceptions however. Even so, there is no reason why you can earn somewhere around \$1,000 per month, or more, once you get the hang of it.

How to get started using Google AdSense?

Make a visit to Google AdSense Site and sign up. Make sure that you read their Acceptable Use Policy and that you follow their content requirements. Google has its own AdSense Police, who will have no problem booting you out of the program, if you fail to walk the line.

Using Google AdSense on your site is like collecting free money. There is no reason not to do it and potentially thousands of dollars worth of reasons to do it.

## About the Author

Please browse for more information at our websites. [www.youradsenseprofits.com](http://www.youradsenseprofits.com)

Source: <http://www.zogol.com>