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## How To: Start making money with Google AdSense?

I've been reading a bit about how people can make money off their [Web site](#) by joining up with the [Google AdSense](#) program, but I really don't understand how it all works. Do I need to find advertisers? Do I bill them for showing up on my site? Or does Google do all this? You're not alone in being interested in this Google program. Leveraging its powerful page analysis system, [Google's AdSense](#) program automatically matches the best possible advertisements with the content on your Web page, making the ads magically quite relevant to your content.

Behind the scenes, it works like this: an advertiser goes to the [Google AdWords](#) system, signs up, and creates one or more advertisements that they want to pay to have appeared either on Google's search result pages or on "content pages". Those content pages are Web sites run by individuals and organizations that include [AdSense](#), which is the "consume" side of this equation.

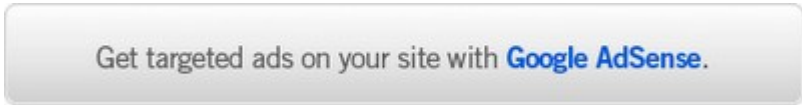
What makes this more interesting is that advertisers don't pay to have their adverts show up on either Google or separate content sites, but instead pay when the ads are clicked by customers, what we call "Pay Per Click" or PPC. A percentage of the amount that the company pays Google for displaying the ad is then shared with the AdSense-enabled web site owner.

If, say, the advertiser pays \$10.00 for a visitor to their site through [AdWords](#), then Google will pay a percentage of that amount (the exact amount has not been stated by the company) to you, perhaps \$2.00, perhaps more.

I realize that \$2.00 doesn't sound like much money, but if you have a few hundred visitors a week, and some percentage of them click on these adverts, you could easily make \$20-\$100 or much (much!) more from your site each week, without having to do any work other than add the special [AdSense](#) code to the pages in the first place.

It's simple, easy to accomplish, you never have to negotiate (or even talk) with advertisers, you don't have to bill anyone at all, and every month or two you'll get a nice little check from Google corporate. Nice!

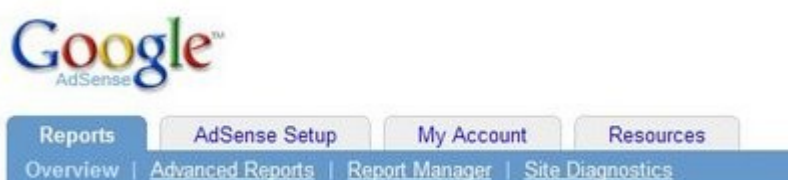
So let's talk about the exact steps required to actually get going with the [AdSense](#) program. First and foremost, you need to sign up for the [AdSense](#) program, which you can do by clicking in the button:



Get targeted ads on your site with [Google AdSense](#).

Note that when you sign up, you'll need to specify a Web site or weblog that you plan on incorporating [AdSense](#): not every site is approved, however, so make sure yours has valuable and unique content and a design that doesn't include too many advertisements. Once you're approved, it's time to log in and configure your new [AdSense](#) advertisement to include on your site!

When you first log in, you'll see the following navigation bar:



Click on "AdSense Setup" and it will be given 3 options to you, AdSense for Content; AdSense for Search and Referrals.



Lets leave AdSense for Search and Referrals for latter.

Click on AdSense for Content and you'll be ready to configure your ad. Now, don't worry: configuration is pretty easy and kinda fun too, you get to pick colours, sizes, and much more. Once you've clicked on the "AdSense for Content" tab, your next step will be to decide what type of advertisements you want Google to serve up on your own pages:



I suggest you start out with a text "Ad unit", as shown here: the other type of content adverts are less generally useful, less flexible, and typically also have a much lower payout, according to the grapevine.

The next section of your task is to specify the format and layout of your [AdSense](#) ad, and there are a rather amazing number of different size and format options. Google has a helpful [Google AdSense Ad Formats](#) that's worth a quick peek.

Here at [2refresh](#), I use different types of ads, most of them are blended with the page, making the page easier to the eye. Your layout will inevitably be different and you might choose a different layout entirely. Further, you are allowed to have up to three different ad units on a given page, so you can experiment with them one atop the other, adjacent to each other, or interspersed with your content. Just try to remember that if there's no content, there's no page.

Now that you've picked an ad layout size (and yes, you can change it at any time too) it's time to have fun: changing the colour scheme of the ad itself. My handy tip: use a border colour that's the same as the page in question (as I do on this page) so that it's less overt that the ads are actually advertisements. It helps people not gloss over them and, hopefully, click on the ads a bit more frequently.

The built-in colour schemes are nice too, of course, if you want to use them, but just as with the sizes, I strongly recommend that you experiment with different colour schemes and see if you get a better percentage of clickthrus and greater revenue. Perhaps once a week you can change to another colour scheme and then track week-by-week what works best?

The next step is to specify an alternate Ad URL or colour



The idea behind alternate ads is that sometimes no advertisers have bid on advertising for the keywords, leading Google to a pickle: what to display? By default, it instead displays public service ads (PSAs), but if you want to create an HTML snippet that produces the same size content, you can use that instead, or, you can simply have a solid box in the color of your choice that blends into the design of your site.

Now you can chose a Channel that let you organize your [AdSense](#) results by Web site (if you have more than one site) or by areas of your site. On this site, for example, I have a channel for "home page leaderboard" and another for "large rectangle" so I can compare how each format is doing, rather than just guessing in the aggregate. It's much easier to start correctly than to retrofit this sort of thing, so take the time and set up a basic channel or two to begin categorizing your results.



Choose a name for the [AdSense](#) unit and then save it.

Choose a name for this AdSense unit and then save it to get your code.

**AdSense unit name:**  
Choose a name for this AdSense unit, so you can change its settings later. This name will appear in your code, but you can remove it if needed. [Learn more...](#)

Homepage code 300x250  
e.g. Homepage, 300x250 ads, Above the fold, etc.

<< Back   Submit and Get Code

Finally, you've made all the settings you need and it's time to grab the HTML snippet that'll generate the ad block on your own site!

Your AdSense unit has been saved. Changes may not appear for up to 10 minutes. [?]  
[Edit this AdSense unit](#) | [Preview this AdSense unit](#)

You may paste this code into [any web page or website](#) that complies with our [program policies](#).  
[Code Implementation Guide](#).


Your AdSense unit code:

```
<script type="text/javascript"><!--  
google_ad_client = "pub-4607467334709713";  
//728x90, created 11/6/07  
google_ad_slot = "4039497009";  
google_ad_width = 728;  
google_ad_height = 90;  
--></script>  
<script type="text/javascript"  
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">  
</script>
```

Your specifics will be a bit different from what you see in this, but the code will generally look identical. Just Select all the text in the box, and then Copy.

Now open up a page where you'd like to include the [AdSense](#) code or a template if you're working with something like a weblog system, and Paste in the new code, and that's it!  
Important Warning: do not click on your ads!

I think one of the most common mistakes that new [AdSense](#) participants make is to click on an advert or three to "make a quick buck". Sounds good in theory, but you'll end up kicked out of the [AdSense](#) program if you click on ads shown on your own pages, which is not a good strategy for earning money!

Anyway, that's the basic set of steps. Don't delay and don't wait for tomorrow: go to the beginning of this article to sign up for [AdSense](#), or do it right here  then go through these steps and you can start turning your cost centre of a Web site into a revenue generation system, modest or otherwise!

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