



Google™
AdSense

How to
Earn Money with
Google AdSense

AbundioTeca

And now, after the reading of "How to Improve the SEO positioning of a Web page," you might wonder, what does all this roll of the SEO?, depends on, specifically, the type of Blog that you have or are going to create.

There is a distinction between **personal blog and/or Blog niche**. With regard to the first type, does not tend to be focused to win money, rather , are created to develop and promote a professional activity where you can also propose other related areas, which, in some cases they may even be monetized. Serve as an example our Personal Blog <http://www.wikibolsa.org> , where, we emphasize the area of finance and monetary solutions that move to the parasitic Bank-Cleptocracy.

With regard to the second type, if you are fully focused to earn money, therefore, we will use **Niche Blogs to get some coins**. Must be geared to a particular theme, preferably areas more ranked, for example, where there are more related searches. **Generalists can be thematic** as nature, sports, health, beauty , technology, tourism, pets, cooking, insurance , courses in English, etc. , or they can be **micro**, where, are not performed many searches , but, if there is a good chance of winning money.

Great themes, or **macronichos**, are those that have millions of **searches a month**, and are aimed at offering **information of interest** to the user of the network, but they are the most difficult to **make** since in the first search results always appear the giants. For example, if you are going to create a blog of travel and tourism, in the first positions always appear booking, Expedia, Vueling, Facebook, Twitter, etc and/or other substitutes monopoly. In addition, in these great themes, you'll find a great competition, which will make your entry into the top positions of search. What does not seem to be very interesting this option', depends on, we will explain why later.

With regard to the **micro**, are **very specific areas** of a general theme, which, in addition **do not capture as many searches** as the areas more generalist. And then, why might interest', because they are **much easier to position**, and therefore, to make a profit from.

Yes, we are already, then explain how **profitable any niche blog**. It is very simple, and only we are going to use the advertising agency oriented biggest to date that there is water on the planet, Google, specifically **how to earn money with Google AdSense**.

However, remember that the main objective is to generate **traffic**, that is to say, visits, so Blogging, Blogging, and returns to Blogging using some of the techniques that we talked about in the **manual free SEO**.

Recalling the above, let's look at how **Google AdSense Works**. Well, create a gmail account specific for this tool, is already, it's as simple as that. In a few days, Google will confirm if you authorize your income in AdSense, if so, it starts to form part of the army's largest publishers virtual planet. Not everyone is recruited, so it is very important that your Blog niche is already created, and for this reason, read chapters 2 and 3 of Wiki Web Way to create your own page already.

Then, what **option we chose Blog Niche?**, a **mix** of both. And to better understand, we are going to explain all the method with a clear example.

What is the sector that works best in the Spain? Indeed, tourism, well, now you have the keyword chosen, that it would be appropriate to include in your domain. Before we go any further, so we will have another secret, how to discover the **key words (keywords) most profitable** using the **tools of Google Adwords**.

Acquirements in Google Adwords, and gets the same mail with Gmail for Adsense it is completely meaningless, ala, is already, again it's that simple. If one day you have a **Web of sales**, we recommend that you utilize this powerful tool to announce in the network, you'll marvel as multiply sales. In this same example, we will explain briefly **how Google Adwords works**. However, the techniques of SEO for a website of sales are much more extensive and complex, then we recommend the **SEO guide 40defiebre.com**.

Well, let, launch the meeting in Google Adwords, you'll see above the area of " Tools", clicked on it, and, you appear several options, for the time being, clicked in "**scheduler of key words**", and, I will ask that you wish to make, clicked on the phrase "**Search for new ideas for keywords and ad group**," for this example, enter the word tourism and clicked on "**Obtain ideas**". You'll see a box like this

Su producto o servicio

turismo

Promedio de búsquedas mensuales

oct 2013 nov dic ene feb mar abr mayo jun jul ago sep 2014

Ideas para el grupo de anuncios Ideas para palabras clave

Grupo de anuncios (por relevancia)	Palabras clave	Promedio de búsquedas mensuales	Competencia	Puja sugerida	Porcentaje de impresiones del anuncio	Añadir al plan
Grand Turismo (27)	grand turismo 5, grand turismo, grand turismo 4, grand turismo 6, grand...	17.760	Baja	0,31 €	0%	<input type="button" value="»"/>
De Turismo (12)	guia de turismo, tunismo de portugal, empresas de turismo, curso de gu...	30.930	Media	0,49 €	0%	<input type="button" value="»"/>
Turismo Cheats (12)	grand turismo 5 cheats, cheats for grand turismo 5, grand turismo 4 che...	550	Baja	0,01 €	0%	<input type="button" value="»"/>
Turismo 5 (9)	grant turismo 5, turismo 5, gram turismo 5, ran turismo 5, grad turismo ...	330	Baja	0,16 €	0%	<input type="button" value="»"/>
Turismo Gta (7)	turismo gta, gta turismo, gta 4 turismo, turismo gta 4, gta sa turismo, gt...	4.950	Baja	0,35 €	0%	<input type="button" value="»"/>
Espana Turismo (8)	espana turismo, turismo en espana, turismo de espana, madrid espana ...	800	Baja	0,27 €	0%	<input type="button" value="»"/>
Turismo Xbox (5)	grand turismo xbox, grand turismo 5 xbox 360, grand turismo 5 xbox, gr...	160	Baja	0,12 €	0%	<input type="button" value="»"/>
Palabras clave como: Buequebus Turismo (13)	turismo no brasil, licenciatura en turismo, buquebus turismo, argentina t...	86.210	Media	0,44 €	0%	<input type="button" value="»"/>
Palabras clave como: Agencias De Viajes (8)	turismo, turismo car, ecuador turismo, grecia turismo, turismo colombia ...	816.690	Media	0,52 €	0%	<input type="button" value="»"/>

1 - 9 de 9 grupos de anuncios

The blue bars indicate the average searches a month that includes the keyword Tourism, approximately one million for this case, therefore, is a great theme. Yes, it has more success the game Grand Tourism sector that our reference point. Below, you have a detailed picture of the different key words, which will be used to perform a quick analysis of microniche, and, in addition will enable you to choose the most profitable option set to the segment that you have chosen.

The following accuracy is very important; remember that the **niche blog has to be profitable**, and therefore, must be **sales-oriented**, so choose an option from **microniche with an acceptable average searches a month**, but at the same time, your **competition is low and the bid CPC (cost per click) is high**, being well, you can see yourself safe in the first search results.

The **bid CPC (cost per click)** is suggesting adwords to appear on the first search result if you are advertiser.

Statistically, when someone performs a search oriented to the purchase, and click on some of the pages that Google ranks first in their search results, this action clearly indicates the real interest of the user, where one of every ten visits finally opts for the purchase. That is why **Google may be the largest advertising agency of the virtual planet**, already that **redirects the key words to search for the user to the interest of actual purchase of the same**.

For the example that we are practicing, we have chosen the keyword with more average monthly visits and greater sales orientation, "Travel Agency". If you click on it, appears to us the following analysis

Palabra clave (por relevancia)	Promedio de búsquedas mensuales [?]	Competencia [?]	Puja sugerida [?]	Porcentaje de impresiones del anuncio [?]	Añadir al plan
ecuador turismo	9.900	Media	0,28 €	0%	»
grecia turismo	5.400	Media	0,49 €	0%	»
turismo colombia	2.900	Media	0,50 €	0%	»
el turismo	3.600	Baja	0,43 €	0%	»
puerto rico turismo	3.600	Media	0,35 €	0%	»
turismo peru	5.400	Alta	0,50 €	0%	»
italia turismo	5.400	Media	0,46 €	0%	»
turismo ecuador	4.400	Baja	0,41 €	0%	»
ecoturismo	27.100	Baja	0,44 €	0%	»
turismo en ecuador	2.400	Media	0,29 €	0%	»
venezuela turismo	5.400	Media	0,30 €	0%	»
ministerio de turismo	6.600	Baja	0,02 €	0%	»
canada turismo	2.900	Media	0,50 €	0%	»

Taking into account the important previous precision, Average searches high >> competition low CPC bid high, what option you choose?, indeed, the microniche "**ecotourism**", that, account with more than twenty thousand visits per month, your competition is still low, and, the cost of bid rate is quite high (0.44 €). Currently, the word echo is in fashion.

But, what does it mean the bid CPC', if the advertiser accepts the suggestion of adwords, when it announces its products related to ecotourism, surely set a bid of €0.44 CPC or higher, this being the case, it would appear in the first search results of google and blogs related to this microniche. Therefore, if public in your new blog of any niche or multiple entries related to the microniche ecotourism, and any of your visitors click on the related announcement that displays your page, **you will get a percentage of the cost (0.44 €) per click Done.**

But, where and how do we insert in our blog Niche the ads Google AdSense?, in the first place, **Google AdSense** is the middleman between advertisers (brands) that need spaces in Web sites to display their offerings, and, the publisher of content that have these spaces in their Web sites or Blog, in short, **offers customized ads directed the user to query content on the internet.**

Following our practical example, if you rank an entry related to the ecotourism, Google AdSense will display in your Blog Niche offers and announcements related to this topic. Assuming that your entry is one of the houses rehabilitated for rural tourism in your city, Google would show offers of this type in your blog, "Rural Tourism in Cuenca", for example.

And now, we respond to the question of **how to insert Google ads in our blog**. Acquirements in Google AdSense > "My Ads " > "New Block of ads", and you will see the following screen

The screenshot shows the Google AdSense interface for creating a new ad block. The top navigation bar includes 'Página principal', 'Mis anuncios', 'Permitir y bloquear anuncios', and 'Informes de rendimiento'. The left sidebar contains 'Contenido', 'Bloques de anuncios', 'Criterios de seguimiento...', 'Experimentos BETA', 'Búsqueda', 'Contenido para móviles', 'Estilos de anuncio', and 'Otros productos'. The main area is titled 'Contenido > Bloques de anuncios' and features a 'Nombre' input field. Under 'Tamaño del anuncio', there is a 'Recomendado' dropdown and a grid of five ad size options, each with a 'Vista previa' button and a 'Recomendado' status. The 'Tipo de anuncio' section is set to 'Anuncios de texto y display'. At the bottom, there are 'Guardar y obtener el código' and 'Cancelar' buttons.

Choose a name for your advertisement, a size, and type of advertisement, then you observe the characteristics chosen, and you will appear a code that you paste in the area of your blog that you believe timely.

We recommend that you do not saturate offerings of your blog, it is more, it would be desirable to indicate to your visitors that for every click made you'll earn a small commission would not increase the cost for them. Above the announced you can indicate,

"Thank you for your visit and partnership, your Click is a donation"

An optimal choice is;

- Bedside; size of 320x100 adapted to mobile
- Sidebar (sidebar): size of 336x280 or 300x600
- Entry (at the beginning and end): size of 468x60

To make a tracking and tracing of your visits, give high in Google Analytics, and **link your AdSense account with Analytics**, the perfect fusion. Once completed this step, we started meeting in Analytics and we are going to the left column, tab "Behavior" > "AdSense" > "Overview". Through these options you will see the contents that more money is contributing to your blog every month. A quite relevant to update this content consistently emphasized.

To climb in the search results of Google, continually update your articles, and advertisement with daily frequency entries related to the theme that you have chosen. Remember, content is king, of the virtual jungle clear.

Another technique is quite effective **link building**, but, as you go gaining audience, it is, I will look for directly and the strategy of link building or any other SEO already will be unnecessary. In layman's terms, to Coca-Cola does not care about the SEO. Then, what is in Link Building, basically, to introduce **relevant links for Google in our content**.

If you want to go into more detail about **that is the link building**, follow the articles of the previous link. Google, when crawling content, whether it takes into account the links of an entry, therefore, the **links to the most relevant pages will have greater weight**. For example, if you speak of diets to lose weight, perform a search with those words and add to your content links that redirect the user to the pages better positioned constantly updated. In short, Google rewards to the Web to share relevant content.

So, for the example that we are following in this entry, we should perform a search in Google with the word ecotourism, and **add links of interest to the pages better positioned**. In short, always try that the links are of authority. The quality of the external content is queen.

In addition to punt to publish content in an area or niche, you can also create a **blog** with the **Thematic macroniche General Best Paid by Google AdSense** .

But, what are the thematic better paid by Google AdSense, generally, are the following: mortgages, money, finance, travel, vacations, flights, hotels, technology, medicine, hosting, business, shopping, construction, cars, online casinos, forex, etc. , but what are the thematic worst paid by Google AdSense, generally, are the following: facebook, mobile tones, recipes, movies, comics, humor, flash games, etc.

However, specifically, what are the best thematic paid by Google AdSense currently?, below, and with the permission of the Dean Bloggero Romero, here the themes best paid by Google AdSense in Spain:

MBA: MBA ranking (4.37 €), Executive MBA ranking (8.35 €), Forbes ranking MBA (9.38 €), MBA ranking Spain (5.11 €), MBA (14.12 €)

Insurance: Insurance (3.23 €), car insurance (3.00 €), life insurance (3.59 €), online insurance (5.05 €), insurance company (€8.96)

Hosting and hosting: Web Hosting (€7.56), free hosting (2.15 €), Linux Hosting (3.95 €), cheap Hosting (€9.50), Web hosting (11.70 €)

Data Recovery - data recovery (3.99 €), data recovery software (2.68 €), data recovery companies (€5.27)

English Courses: Course on basic english (1.69 €), online English course (1.23 €), English courses (2,14 €). English Courses online (1,14 €)

Flights (rather than "hotels" and "tourism"): Flights low cost (€1.48), offers flights (0.79 €), cheap flights (1.00 €), Flight low cost (€0.88)

Hotels: hotels offers (€0.69), 5 star hotels (0.70 €), hotels Finder (€1.01), hotels with charm (0,66 €)

Tourism: tourism agencies (0.48 €), national tourism (0.21 €), international tourism (€0.28), social tourism (€0.12), Tourism Italy (0,62 €)

Technology: technology (€0.50), news about technology (0.43 €), information technology (€0.52), Articles of technology (€0.30).

All these thematic generalists, they are going to serve us to propose another strategy to win money with Google AdSense, specifically, by creating another **blog of supplementary macroniche**.

And as is not the same tale to live it, and given that our stock monetarist activity allows us to do this, we're going to practice with the example. However, our goal is to position ourselves first place continuously for one of the key words with more searches in our territory, and even here, we read...
.completed the experiment, fully documented step by step, we will share free of charge.

Well, and how you can create another blog with the thematic macroniche better paid of Name goggle AdSense', simple, publishing **related content from your city or area of activity**, i.e. , sharing information with the relevant user really interested, we recommend that the domain name you chose for this practice include the name of your city or general theme selected, for example, mirandoacuenca.com, saluddehierro.com, etc.

And now, hands to practice; let us suppose that you are going to talk about insurance, well, please contact with all insurance companies in your city, and recollect detailed information of the same. Speak with their agents and kid on specific cases of general interest to the user, for example; if flooded a local or trade, tell your audience that the genre must be at a height of 12 cm of the soil so that the insurance covers all the damage caused by the water.

That is to say, advertisement and may you share with your visits relevant information that does not announce the dominant corporatocracy, and, as you'll see the increase in traffic will be constant, therefore, profits with Google AdSense at the moment. In addition, do link building with the webs of greater weight in this area.

And remember, the entries must be alive, that is to say, you have to add regularly updated information, as well, your audience will be even more loyal, and therefore, your AdSense account will also benefit monetarily.

In the final analysis, the input will consist of; general information of the area of insurance, detailed information of the offices of your city and offers the same, relevant information of interest to the user (cases and experiences of agents and insured), links to relating to quality, etc.

Follow these same steps for the general thematic better paid by Google AdSense; English courses (proclaim academies of your city), technology, hotels, tourism (leisure, culture and gastronomy of your city), health and beauty (business and your local city), etc. content is king, but the user experience governs the network.

By combining both strategies Blog niche; create a **specific thematic Blog**, and create a **Blog** with the thematic Multiarea better paid by Google AdSense, you can get multiple profits. Yeah, I know, you want to know which specific monthly quantity, a one thousand dollars salary may be the goal.

But, how to achieve **this objective?**, very simple, posting to each blog **entry in a journal with added value**. Constant thirst, and, on a regular basis sharing relevant information.

Google, not only paid per click, **also pays for number of prints**, for example, by the number of **page views on your website**, therefore, increase your profits as your Blog has more hearing.

Be very clear with your followers, and, explains works as Google AdSense, thus, each time you visit, you will know that with a simple click to any related announcement that appears as targeted advertising on your page will be collaborating with your task. Visits to the content would also be good monetary receipt.

It would be desirable only **position codes of Google AdSense in your entries**, specifically **at the beginning and end of the same**, so all the ads are actually related. To perform this task, use the plugin code Embed. Even, you can **add a custom search engine in the header of your page**, if it could interest, visit <http://www.google/cse/>

Web design is also very important, so don't keep distractions of the sailor. Given that the content is king, it would be desirable to use a simple and elegant theme, with clean design for mobile and adaptable, the sidebar being irrelevant. Remember, it is sufficient to insert only the AdSense code in the entry. And as freeing is fun, download fantastic this item of Nick Roach of elegant themes.

To strengthen **the quality of your content, create your own videos**, indeed, **upload it to youtube** immediately. Also, you can use videos from third parties, which, you can download youtube program with the atube catcher, and upload it to your channel, where Google AdSense also will allow you to monetize this kind of videocontent. For each 1,000 visits, pay a dollar, in addition to the clicks received.

Personally, we chose Wordpress for the extensive community of programmers and designers who are responsible for offering plugins and themes constantly updating at the same time the

content management system. However, use Blogger could also be interesting.

Blogger is an extension of the almighty Google virtual Messiah. This condition is very good to play with an advantage, since spider **positions preferably to blogs hosted at home**, and therefore, to maximize your space of content using the weapon of mass creation of coins AdSense. Serve as an example our **practical manual to earn money on Internet**, wikiwebway.blogspot.com.es.

If you fulfill these latest tricks: daily publication, design, strategic positioning, and videocontent, in a year you can achieve with ease a **monthly salary of one thousand euros**, how do you sign up to the challenge?

Must Not obsessionate achieve this monthly salary for a thousand dollars, which is easier to get the occupation of monetarist that we propose in **WikiBolsa**, however, apply this technique of combining two of niche blogs with the powerful tool of Google Adsense will be financially successful, and, in addition to your daily work. Perhaps the first month clangers 60 \$, the third month 120 coins, the sixth 240 \$, what about the ninth?, even 500 \$, but the year, as the number of visits is growing exponentially as more entries you published, so too will your income.

Our challenge Adsense has already begun, in a year, we'll give you all the experience that we have generated