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Most webmasters understand that AdSense generates a sizeable supply of extra advertising income. That is why most of them use it to travel after high paying keywords. They have with them the lists that tells what the keywords are and have already used numerous methods of identifying them. And nonetheless, after putting up these supposed-to-be high paying keywords into their pages, the cash they expected to come rolling in is not really coming back in.

What's it that they're doing wrong?

Having the pages is with the proper keywords is one thing. However driving guests to those pages is another matter and often the issue that's lacking.

The thing is, to induce guests to your high paying keyword pages, you need to optimize your website navigation.

Stop for an instant and assume about how guests are using your website. After a visitor has landed on a sure page, they have the tendency to click on another page that sounds interesting. They get there as a result of of the opposite links that seems on a page that they initially landed on. This is often web site navigation. It is all about enabling visitors to move about your site. And one manner of maximizing your AdSense earnings.

A typical website have menu links on each page. The wording on these links is what grabs a visitor's attention and gets them to click on one of the links that will take them to another page of that website. Links that have "free" or "download" are oftentimes smart attention-grabbers.

This navigation logic can also be applied to driving traffic to your high paying pages. There are some websites that are obtaining a heap of traffic from search engines, but have low earnings. The trick is to attempt and use return cleverly labeled links to induce the guests off that pages and navigate them to the higher earning ones. This is often one nice method of turning real low cost clicks to real dollars.

Before you begin testing if this same vogue will work for you and you website, you wish to possess two things. Something to trace and compare and a few high earning pages you wish to funnel your website traffic to. An possibility is to select a few of your frequently visited pages. This can be making certain fast result to come by.

Currently, the next thing to try to to is suppose of ways in which to induce guests viewing a explicit page to try and click on on the link that will take them to your high earning pages. Come back up with a catchy description for that link. Come back up with a catchy and unique description for the link. Think of something that individuals don't get to see everyday. That can trigger their curiosity enough to try and see what that was all about.

You'll additionally use graphics to grab your readers' attention. There is no limitation to what you'll do to form your link noticeable. If you are once the success of your website, you'll do everything it takes just to attain that goal. Simply be creative. As far as many AdSense advertisers are involved, there aren't any written and unwritten laws to follow relating to what they write. Just as long as you do not overstep the guidelines of the search engines, then choose it.

Also remember that it's all regarding location, location and location. Once the perfect attention grabbing description has been achieved, you have got to spot the perfect spot on your page to position that descriptive link to your high paying page.

There's nothing wrong with visiting other websites to see how they are going regarding maximizing their web site navigation. "Hot pages" or "Most browse" lists are very common and overly used already. Get to grasp the ones that many websites are using and do not strive to imitate them.

Another means of doing it is to strive and use different texts on totally different pages. That method you may see those that job and what will not. Try to combine things around also. Place links on high and generally on the underside too. This is often how you go about testing that ones get a lot of clicks and which ones are being ignored.

Let the testing begin. Testing and tracking till you discover the site navigation vogue that works best for you site.

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