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PPC Publishing - Google AdSense - Ignore it at Your Peril

Google AdSense is probably the best-known of all online ad serving applications. All but the most idealistic personal bloggers, even, put up an AdSense button in the vague hope that someone will click it. But does this really add up to any worthwhile income - or, like the recent case of the New York resident, is it pocket change but just enough to turn off your unemployment benefit?

Honestly, this depends on how you use AdSense. AdSense is indeed a very intelligent ad application, as it only posts ads that are relevant to the website content. While only the latest ads are visible at a time, users can click to view a few more ads, in reverse order of appearance.

AdSense provides earnings in three ways -

- Cost per Impression, where a certain sum is received for every 1000 times an ad appears on your page
- Cost Per Click, where you get paid every time someone clicks on your ad
- Cost Per Action, where you get paid whenever someone clicks on your ad and makes a purchase through it.

The amount you get paid depends on the keyword in question, though the exact sum you get paid for each keyword is never revealed. However, by using Google AdWords, you can isolate keywords that pay higher than the rest.

Use these keywords consistently and creatively to generate readership, and manipulate the code of your page to raise it in the search engine rankings. These are the most important steps towards making money off AdSense, and they will help you make money off any ads or affiliate links you may choose to post.

The key to building a good AdSense income is to create multiple blogs across a wide range of niches. These blogs may only contain a few pages but the opportunity to create blogs in obscure, uncompetitive markets means that you can obtain good search engine rankings easily and visitors.

Also, remember to stay consistent. If you try to get a finger in every pie - from flower bouquets to USB hubs - you will end up with a very confused AdSense, and equally confused readers who do not know what to expect next. Focus on a few topics, and make your page the authoritative resource to learn about them. Attract the right audience, and the rest will follow

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