

Web Advertising Tips for Google AdSense

Optimize Your Web Advertising
Strategy with Google AdSense
Best Practices

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Is Google AdSense right for you?

Size, in terms of traffic or the number of site pages, doesn't really matter as to whether a publisher can, or should, become a Google AdSense partner. Quality content is the defining feature. In fact, the program is a great opportunity for publishers with quality content, but limited or light traffic and/or few site pages.

Some publishers may be concerned about losing traffic by having a link to someone else's website even though they make a few cents or a dollar for every click. Because what publisher spends all of their time attracting users, just to send them away?

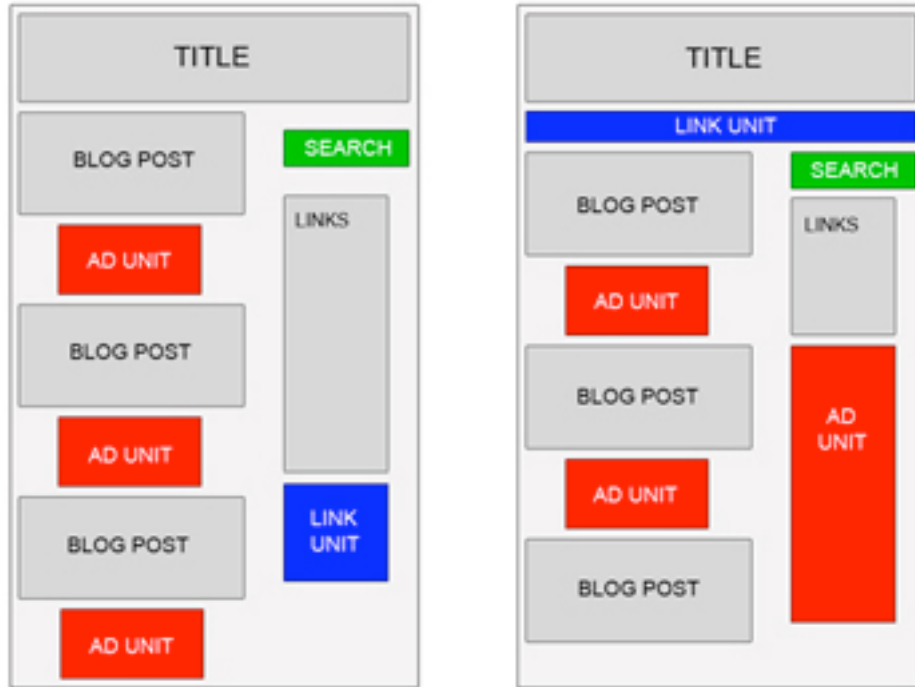
The reality is, to many publishers' surprise, traffic still increases and users spend just as much (if not more) time on the site. Some users may go away, but they usually come back and explore a little more. To top it off, the publishers are making a little money.

Google encourages any publisher to try AdSense, and since it's free with no contracts or obligations, there's no reason why a publisher should ignore the potential. You simply sign up, use their very simple ad wizard, grab the code they give you, and implement it on your page.

Google says you should "watch it work and compare it to other revenue alternatives. In most cases, publishers have found that Google AdSense exceeds the revenue that they can earn through any other source, and they opt to keep us on."

One reason why an otherwise qualified publisher might not want to participate is purely philosophical: the publisher may want the site—or certain pages of the site—to be completely ad-free. Google believes that AdSense has the best type of advertising to support content-heavy sites, and we agree.

To understand the divisions and help determine ad placement on the various pages, first prepare a conception model of the site.



- Is the site small and homogeneous, with the same kind of content and design throughout?
- Or is it more general and heterogeneous, with many different kinds of content and various designs?

A newspaper site’s sports section, for example, might have a large photo in the middle of the page, while general news may be text-heavy and the classified section might have only listings. A publisher will want to treat each section differently and track each individually.

Meanwhile, don’t think you’ll get away with any tricks, such as artificially incorporating keywords into the text to generate more sales or leads. Google has something called “smart pricing,” which is a ranking system that can detect that kind of thing—and resulting in your page being selected less frequently by the system.

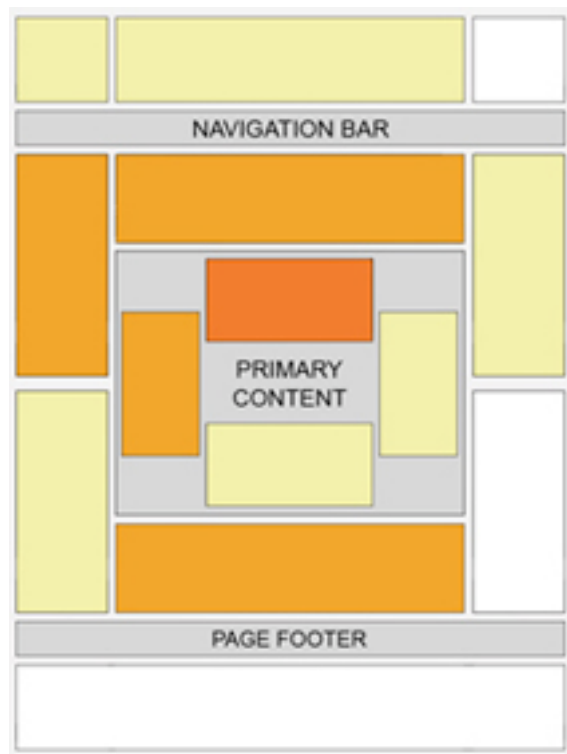
Your best bet on mastering Google AdSense is to create good content. With good content comes more page views, and with more page views comes more of everything else.

Google AdSense Design Tips

One of Google's corporate missions is to promote the creation of original content on the Internet, so finding a revenue model for quality content was a completely aligned goal. In June 2003, Google launched its AdSense program, through which a network of online publishers makes money directly off their content.

Using its proprietary software, Google automatically matches advertiser-supplied text ads to the publisher's page content and instantaneously places relevant ads on the page. It's easy. It's risk-free. And everyone benefits—more or less.

So, if you're already using Google AdSense, you may or may not be seeing a substantial revenue stream coming from this source. Generally, the more pages your site offers, the higher return rate you will see. However, there are many publishers out there with thousands of pages that are still wondering "why not me" and "what am I doing wrong"?



[According to Google](#), certain locations tend to be more successful than others. This "heat map" illustrates the ideal placing on a sample page layout. The colors fade from dark orange (strongest performance) to light yellow (weakest performance). All other things being equal, ads located above the fold tend to perform better than those below the fold. Ads placed near rich content and navigational aids usually do well because users are focused on those areas of a page.

Here are a few quick pointers to increase Google AdSense click-through rate:

- **Place ads above the fold.** This one should be obvious, but we're still seeing publishers dropping most of their ads to the bottom of the page.
- **Use text ads.** Image ads might be eye-catching, but they're also distracting and many users have contracted what we call "banner blindness". Text ads blend in and have a much higher CTR.

- **Choose colors that match your site.** Your ads should blend in with the theme of your site, not stick out like a sore thumb and yell “I’M A GOOGLE AD!”
- **Opt for white space.** Make sure your ads stand out by surrounding your ads with a little white space as opposed to keeping them tightly cluttered with content.
- **For short articles: place ads at the beginning and end of articles.** Don’t ruin your content by placing it in the middle of a few short paragraphs.
- **For longer articles: place your ads at the beginning, middle, and end.** As sneaky as it seems, users are much more likely to click on a text ad when they think it’s part of the content.
- **Don’t go overboard.** Placing more than 3 ad units and 3 ad links or 2 AdSense search boxes on one page will cause them not to show up. Google has set a limit and you should stick to it. Not only because rebelling against Google generally means losing your account, but because you’ll have some ghastly white boxes everywhere there’s an extra ad.
- **Go wide!** When it comes to Google AdSense, wider almost always outperforms thinner ads. If you’re looking at a skyscraper ad, always pick the “wide skyscraper” sized 160x600 over the lesser performing 120x600. Many sites claim that 300x250 are their best performing ads.

Implementing Google AdSense is extremely straightforward, but it’s no doubt that many folks get lost in the hype.

Joel Comm's AdSense Placement Tips

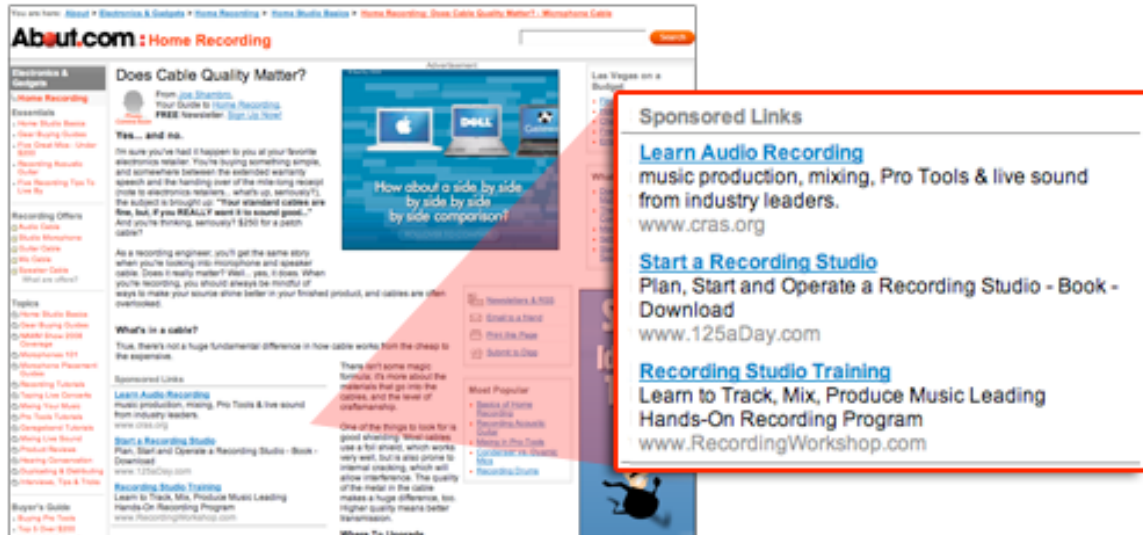
There are a few different types of text ads that [Joel Comm](#) mentions in his book *The AdSense Code*. He claims that the most popular is the **leaderboard**. At 728 x 90, it stretches across the screen and while it can be placed anywhere, it's mostly used at the top of the page, above the main text.

It's the first thing a reader sees and it offers a good selection of ads to choose from. This tends to be a good default to begin with. Putting a leaderboard between forum entries for example is also a noteworthy strategy. Give it a shot.

The screenshot shows a website layout. At the top, there is a horizontal banner ad (leaderboard) with four text-based advertisements. Below this, the main content area features two AdSense error messages. The first error message, dated Wednesday, December 12, 2007, is titled "What is a good CTR?" and discusses Click-Through Rate. The second error message, dated Sunday, December 29, 2007, is titled "Why am I getting PSAs?" and lists several reasons for AdSense disapproval, such as session IDs in URLs and restricted access via robots.txt. To the right of the main content, there is a sidebar with a Google search box, a "Links" section, an "Archives" section, and another AdSense advertisement.

Banners (468 x 60) and **half-banners** (234 x 60) are much more flexible. Like leaderboards, you can certainly put these sorts of ads at the top of the page. When you're looking for an ad to put in the middle of the page, a half banner can be just the ticket. Try and stay away from the 468 x 60 banners unless you want to try and incorporate them in the middle of your text or directly below an article link because they are likely to take up the width of your article or blog.

Google also offers five different kinds of rectangular ads: **Buttons** (125 x 125), **small rectangles** (180 x 150), **medium rectangles** (300 x 250), **large rectangles** (336 x 280), and **squares** (250 x 250). It's common to wrap the text around rectangular ads, forcing the reader to glance at them. Studies have shown that the large rectangle (336 x 280) gets the most clicks. Second best is the (300 x 250) rectangle.



The final types of text ads are those that run vertically. These come in three sizes: **skyscraper** (120 x 600), **wide skyscraper** (160 X 600) and **vertical banner** (120 X 240). These are useful options for filling up your right or left sidebar.

By placing the ads on the right hand edge it's psychologically 'less distance' between your right hand and the screen. This 'closeness' makes the user feel more comfortable and therefore more likely to click through a link.

Ads by Google

About Tom Cruise
Separate Fact From Fiction A Comprehensive Look: Sci entology
www.Beliefnet.com

L Ron Hubbard Tribute
scientologists pay tribute to L Ron Hubbard here. See what they say
lonhubbard-tribute.com

The Church of Hubbard?
A religion or a cult, you decide. Speak now, before it's too late.
www.friction.tv

Cheney-Satan '08
Jan 20 2009 – The End of an Error Bumper stickers, buttons, t-shirts.
www.cafepress.com/beatbushgea

Protest
Looking for Protest? Find exactly what you want today.
shopping.yahoo.com

THINGS I ASK . COM
where creative questions get their fix

Google | Web | thingsask.com

Sunday, February 10, 2008
What Happened with the "Anonymous" Scientology Protests Today?
posted by amander at 11:17 AM

So there's this anti-Scientology group called "Anonymous", that has become a little famous for their Anonymous YouTube videos that link directly to Scientologists.

The idea was that on February 10th (see videos below), people from across the world would join together, in masks, in a non-violent way, and protest Churches of Scientology. Protesters were urged to not engage in any [unethical](#) acts including graffiti or violence of any type. They even uploaded [photos](#) for their members.

There are some absolutely gorgeous L.A. protest pictures on robshendall.com where I found the picture I have here.

This is what Rob Shendall has to say on his site: "On February 10, 2008, the colorful internet group known as "Anonymous" donned masks and descended on Scientology centers in major cities throughout the world to protest the Church's questionable ethics, devious practices, free speech violations, and their requirement that believers pay tens of thousands of dollars to participate in their "hegion."¹

Anonymous February 10th, 2008 protest videos from across the world

I'm going to PodCamp NYC 2
Apr 25-26th
Join me!

subscribe via email?

Enter your email address:

Subscribe

Delivered by FeedBurner

Or Subscribe by RSS:
Subscribe
Subscribe

tag categories?

- [all questions \(74\)](#)
- [astmal 200 \(3\)](#)
- [celebrity latest news \(6\)](#)
- [food guide \(17\)](#)

Placing your vertical ad box on the side of the page where it is above the fold and near the top is your best option for click through rates. Placing it below your navigation in either sidebar will give you less impressive results.

How to Get Banned by Google AdSense

If you are a publisher using Google AdSense, you may or may not know how easy it is to tick off the Google gods. We'd all like to think we're honest business people, and we'd never click on our own ads, but you might be unaware of some of the lesser known rules laid out by Google.

AffiliateWatcher.com came up with a list of the most violated rules by Google AdSense account holders. Here are the best ways to get your Google AdSense account suspended:

- Clicking on your own ads. Sure, accidents happen. But if you're so "clumsy" that you click on your ads 20 times in 10 minutes, you probably need to be banned. If you do accidentally click on your ads, contact Google AdSense immediately and let them know what happened.
- Putting Google AdSense on websites that have questionable or banned content such as Hacker, Warez, Porn, Drug and Gambling sites.
- Showing AdSense ads on Registration or "Thank You" pages.
- Sticking ad-relevant images next to your AdSense blocks. For example, tricking people to click on your ads by putting pictures of cell phones next to an AdSense block showing cell phone ads.
- Registering multiple accounts. I'll just say it's possible to have multiple accounts legitimately. However, for most of us, one account is all they will let you have.
- Registering an account after you have been banned. See above.
- Taking part in an "AdSense Click Ring". These are groups of people who click on other members' ads. Google is smart enough to figure this out folks!
- Putting Google AdSense on pop-ups that keep generating other pop-ups when a user tries to close them. This gets a lot of AdSense Account holders. This increases your "impression rate" thus messing with your data that Google uses. The best thing to do is to not put them on pop-ups anyway. Google also does not want their ads on pop-unders.

- Asking other people to click on your ads. Google says not to do it, so don't. Simple as that. I've seen videos and other forms of advertisements where blogger asked people to click on their ads. Just don't.
- Disclosing click through rates, earnings per click and impressions. Although I don't agree with this one, AdSense TOS says not to do it, so I don't. Their money, their rules.
- Using malicious automation software such as 'bots' to click on your ads. Again, it doesn't take a rocket scientist to know this is bad. I don't feel sorry for these types of people either.
- Putting AdSense on pages with no content. Some people will put up pages with nothing except ads on them.
- Hiring overseas workers to click on your ads. There are companies/individuals who do nothing but click on AdSense ads. Do you really think Google can't figure this one out?
- Creating Made For AdSense Websites. Google is beginning to really crack down on websites that are made just for AdSense.
- Putting AdSense ads on Hate websites. Bad business, don't do it.
- Keyword stuffing pages. Google considers this a No-No and may yank your account for it. I use to see this a lot with Mesothelioma pages. (FYI, Mesothelioma use to be one of the highest paying keywords on the Internet)
- Putting AdSense on websites that promote: guns & ammo, beer or hard alcohol, tobacco, prescription drugs, copyrighted infringement content, knockoff clothing or goods and sites that distribute term papers or essays.
- Using excessive profanity. I'm not sure who decides what "excessive" is, but Google will ban your AdSense for it, damnit!

Some of the above may have been obvious, but there is a real problem for some publishers who have decided to take Google AdSense and have not read up on the [Google AdSense Terms of Service](#). If you are using AdSense, take some time out today to brush up and make sure that you are not putting your ad revenue in jeopardy.

Conclusion

Any publisher with a wealth of pages and content can benefit from Google AdSense. If you are product-driven and do not want to deter users from buying your content, then save the ads for topics that you don't have a product for.

Again, your best bet on mastering Google AdSense is to create good content. With good content comes more page views, and with more page views comes more of everything else.

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