



Google AdSense

INTRODUCTION TO GOOGLE ADSENSE
FOR BEGINNERS

by LoveUMarketing

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Hello Friends,

I'm Kaustubh Patel from LoveUMarketing.Com. Next few hours you will spend with me here in this eBook. This eBook is about 'Introduction to Google AdSense'

But, before starting with this eBook, let me quickly give you short introduction about us.

Our Online Journey started in 2011 when we started two websites called 'Embroideryshristi' and 'Techshristi'. Both these websites are running successfully today and we are making good amount of money from it.

Next, On January 2017, we started a new blog called LoveUMarketing.Com. In this blog, we started writing about our learning from these two websites.

For more information, you can refer our website at LoveUMarketing

Now, coming back to this eBook, here i will share the basic information on Google AdSense. If you are beginner then this eBook will be helpful to you.

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Google AdSense

If you ever wonder ‘**how do websites make money without selling anything?**’ then we have answer for you. It is Google AdSense through which these websites are making money online.

Yes, Google is paying these websites for showing advertisement on their site.

Next, **what is this Google AdSense?**

As per Google, AdSense is a free, simple way to make money online by placing ads on your website.

It is a platform for a publisher, who wants to make money by showing advertisement on their website.

Here, Google will charge money from the Advertisers and will pay the money to the Publishers. The difference of this will be a profit for Google AdSense.

Here, Advertisers are the one who wants to show the advertisement of their company or products and the Publishers are the one who show the ads on their website.

How to Create an AdSense Account?

When it comes to making money online, Google AdSense is the first name that will come to your mind. Here, in this section we will share the step by step tutorial to create an AdSense Account.

To make money from Google AdSense, you need to open an account with them. Once you get AdSense account approved, you can start making money by showing advertisement on your websites. Of course, this service is available at free of cost, you will not get charged anything for using this services.

But before starting with the tutorial, let us have a look on ***'What are the prerequisites to open an AdSense Account?'***

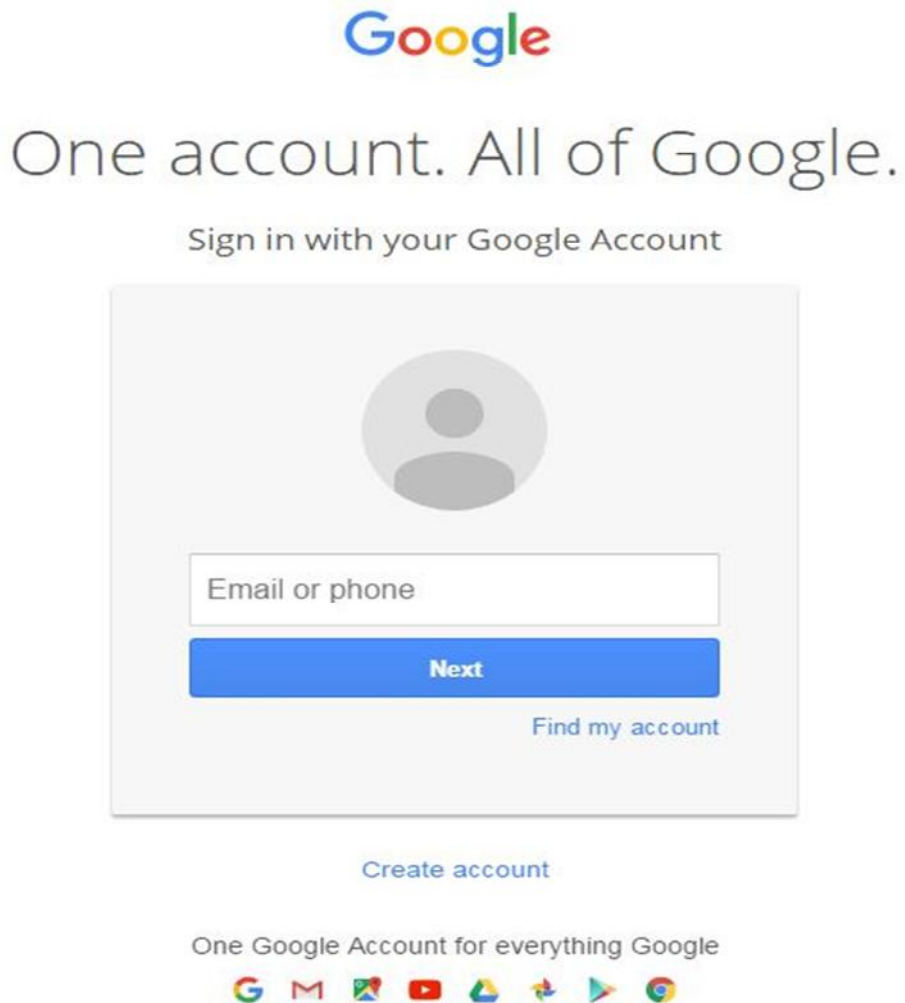
You need to meet the following qualifications to get approved AdSense Account?

- At least 18 years old
- A postal address in which you receive bank statements
- t least 6 month old Website, Blog, Mobile Apps or YouTube Channel.

If you are not 18 Years old or do not have any document proof then [click here](#) for the solution.

Once you have the above prerequisites, follow the below steps to create an AdSense Account.

1. **Login to your Gmail Account** (Create a new account here, if you don't have the one)



2. Click here to create an [AdSense Account](#).
3. Fill necessary information as requested.

Your website

URL of your site

https://loveumarketing.com/

Get more out of AdSense

- Yes, send me customized help and performance suggestions
- No, don't send me customized help and performance suggestions

Select your country or territory

Country or territory

India

Please review and accept our Terms and Conditions

Google AdSense Online Terms of Service

Last modified 2013-04-16.

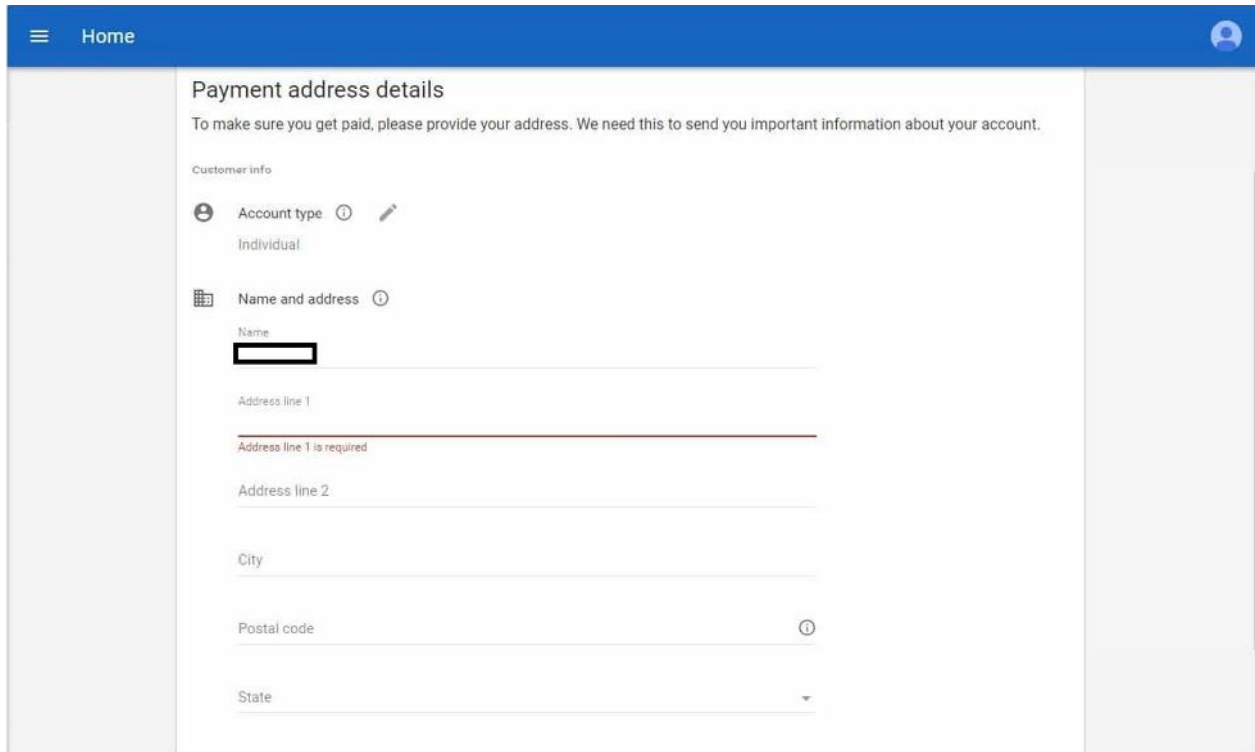
1. Welcome to AdSense!

Thank you for your interest in our search and advertising services (the "Services")!

By using our Services, you agree to these terms (the "AdSense Terms"),

4. Accept [Terms and Condition](#) to create an AdSense Account

That's it. It will create a new AdSense Account for you. Next, you will get redirect to fill the Payment Details.



The screenshot shows the 'Payment address details' form in the AdSense interface. The form is titled 'Payment address details' and includes a sub-header 'Customer info'. Below this, there are several input fields: 'Account type' (set to 'Individual'), 'Name and address' (with a sub-field 'Name' containing a redacted box), 'Address line 1' (with a red error message 'Address line 1 is required'), 'Address line 2', 'City', 'Postal code', and 'State' (a dropdown menu). The form is set against a blue header with a 'Home' button and a user profile icon.

You will receive a Welcome Email from Google AdSense mentioning your Publisher ID and Future course of action.

Next, copy the AdSense ad code to your website and wait for the approval from Google. Google will manually verify your site and will approved the same if find suitable.

Point to be note:

- Google AdSense will take minimum one week to verify your website.
- It is up to Google AdSense to approve or reject the application.
- This verification is one-time activity. Once verified, you can add new website without any approval.
- There is a threshold limit of 100\$ to release the payment.
- Once you reached 10\$ of payment, you need to [Verify your Address](#) before getting the Payment.

How to use AdSense Account?

Once you have the approved AdSense Account, you need to create a new ad unit and manage your sites in your list. Below we will share the complete guide on '*How to use your AdSense Account?*'

Q. How to manage your sites in AdSense?

A. To avoid misuse of your AdSense Account, you need to verify your website first. Amount generated from un-verified websites will not get added to your earnings.

So, if someone uses your code without your approval then neither you will get the amount nor you will get ban for the misuse of it.

This is because the website is not verified by you.

You need to follow the below steps to verify or manage your sites in AdSense

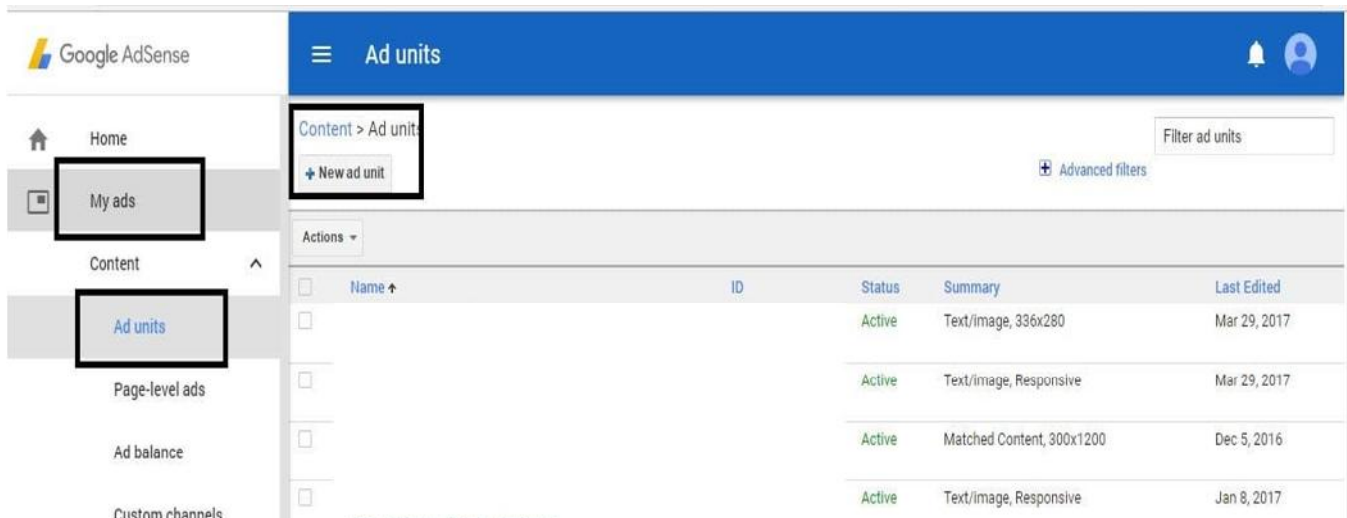
- Log in to your AdSense Account
- Click on 'Setting' option from left Navigation Menu
- Click on 'My Sites'
- Next, click on plus sign to add new site to AdSense Account

Q. How to create a first ad unit in AdSense?

A. As name suggest it is a unit of ad which will be shown on your website. One Ad Unit will show one advertisement on your site.

Follow the below steps to create first ad unit in AdSense

- Log in to your AdSense Account
- Click on 'My Ads' option from the left Navigation Menu.



- Click +New ad unit.
- Fill all necessary details and click on 'Save and get code' option.

Next, you will get a code for the Ad unit created. Paste this code on your website to show advertisement on your website.

Q. It is possible to block particular ad on my website?

A. Yes, it is possible to block particular Ad, Category, and Network in the AdSense Account. If any ad is not paying you the expected amount or you do not like the advertisement then you can block the same in your AdSense Account.

Follow the below steps to block any in Ad, Category, and Network in AdSense Account.

- Log in to your AdSense Account
- Click on 'Allow & Blocks ads' option from left Navigation Menu.

Advertiser URLs | General categories | Sensitive categories | Ad networks | Ad serving | Ads (Ad review center)

Use this page to block ads leading to specific URLs from appearing on your site by entering URLs in the box below. Please don't click the ad to find its URL, since that's against AdSense program policies. (?)

Enter the display URL shown on the ad or the destination URL to block new and existing ads. To learn how to find the URL or format the URL to block ads from the right pages, view our guide.

http://

Block URLs

Search blocked URLs Search

Allowed or blocked	URL ↑
	No data

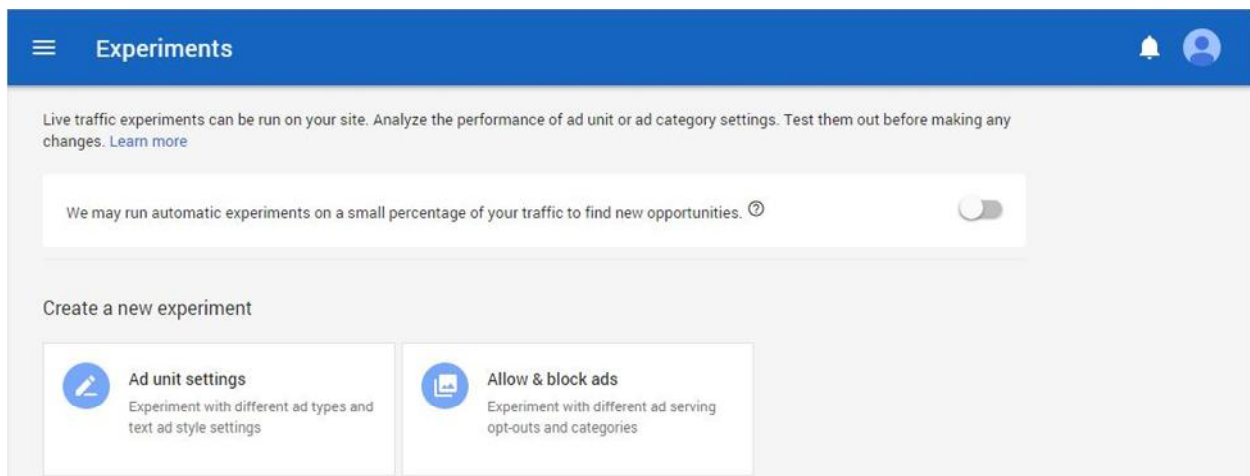
- Next, block the Ad, Category and Network as per your requirement.

Q. How to create AdSense Experiment?

A. One of the ways to increase your AdSense earning is to change the layout of the Ad unit. But changing the layout daily is not possible. You cannot keep changing the layout daily and keep a track of it. Instead, you can create an experiment to check different layouts and once satisfied you can make it permanent.

Follow the below steps to create AdSense Experiments

- Log in to your AdSense Account
- Click Optimization from left Navigation Menu
- Click Experiments
- Select appropriate option



- Fill necessary details and click 'Create' to create new experiment.

AdSense Terminology

If you are new to Google AdSense then you will find difficulty in understanding the dashboard and its reports.

So for a newbie it's very important to understand these terminologies before actually starting using them. Below, we had mentioned the most used terminologies in Google AdSense.

You will find the official Glossary of Google AdSense [here](#).

Page Impression

As name suggest, it is generated every time a user views a page consist of Google AdSense code. So, in the layman language it is just number of page views on your site.

But, here it is important to note that, it will consider only those webpages which is consists of Google AdSense code.

Click

When the visitors click on any advertisement, it terms as click.

Cost per Click

As name suggest it is an amount paid per click on the advertisement. For example: If the CPC rate is \$2.00, then you will get paid \$2 for the click on your ad unit.

Page CTR

Here, CTR stands for Click through Rate. Click through Rate can be arrived by dividing the Number of Clicks by Page Views.

In short, it represents the percentage of page impressions that could lead in a click on your advertisement.

CPM

Here, CPM stands for Cost per Milestone. Unlike CPC, here you will get paid for achieving the milestone that is a ***'thousand times a visitor sees your advertisement.'***

Ad unit

It is a block that will display advertisement on your site. There are lots of ad unit available in the Google AdSense like Square, Link units Leaderboard, Skyscrapers etc.

You can select any of this ad unit to display advertisement on your website.

Channel

When you want to track the performance of any particular ad unit, you can create a custom channel to track the same.

How to Increase the AdSense Income?

Once you start showing the advertisement on your website, you will always wish to increase your AdSense Earning. Therefore, here we will share the different ways to increase the same.

Content of the Blog

The very first thing that you need to care for increasing the AdSense earning is your '**Blog Content**'. Ads are shown based on the Keywords surrounding it.

So, if you use low paying keywords on your blog then you will get low paying advertisement on your website.

It is always advisable to check the CPC rate of the keywords before using it. If you don't know from where to check the CPC rates then visit this free website [Keywordspy](#)

Higher the CPC rate, higher the chance of making more money from it.

Placement of Ads

Placements of Ads also play important in determining your AdSense Income. The ad at the top will pay you more as compared to other advertisements.

Further, advertisements if placed correctly can bring more number of clicks and thereby more earning to your account.

Number of ads per page

There is no sense in using two ad units if you can place three ads per page. So, learn how to make optimum use of website space for making more money from it.

Initially, there was a limit of maximum three ads per webpage but now there is no such limitation on number of ads per page.

Now, you can place as many ad units you want unless it looks too messy.

Ad Network

You can also increase the adsense earnings by blocking ads from specific network. This is not because you blocked the low paying networks but blocking of un-productive ads can help you in getting more clicks.

Please note, blocking ads can also have the negative impact on your site. As per Google, by default high paying ads are shown on your site. Blocking of these ads will reduce number of advertisers bidding on your websites. So, it not advisable to block any network.

Image and Text Ad

We strongly recommend enabling both Text & Display Ads types for your all AdSense Ad Units. It will increase the number of advertisers to your site ensuing higher CPC rates for them.

Keywords that affects CPC Rates

As mentioned earlier in this eBook, ads are generally depends on its surrounding content. If you use highest CPC keywords in your content then high paying ads will be shown on your website.