Content for AdSense & Blogging

Making money online with AdSense

Lesson - 1 - What is AdSense?

Lesson - 2 - Difference between Adwords & AdSense

Lesson - 3 - How does adsense work?

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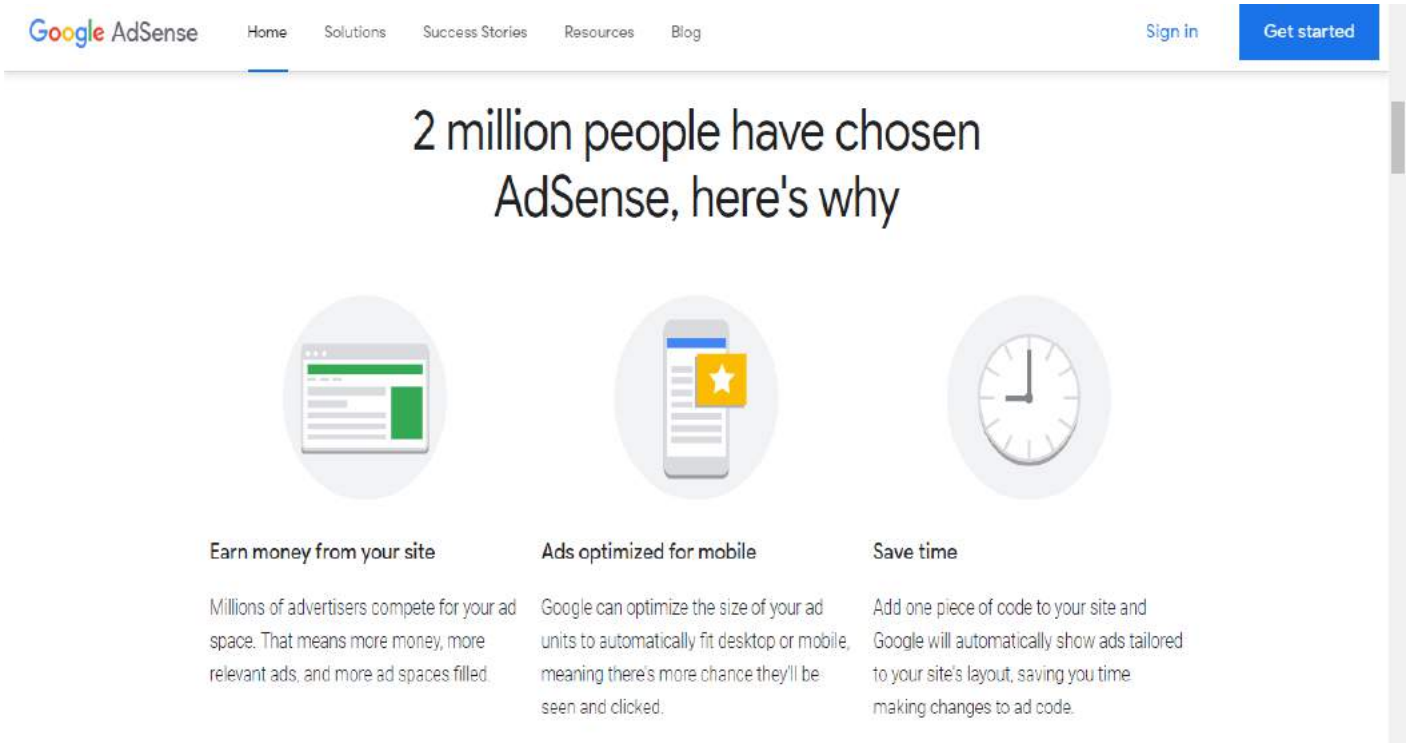
Lesson no. 1 – What is AdSense?

Google AdSense is a free, simple way for website publishes (owners) of all sizes to earn money by displaying targeted google ads on their websites. AdSense also lets you provide Google search to your site users, while earning money by displaying Google ads on the search results pages.



Lesson no. 2 – Difference between Adwords & AdSens

AdWords and AdSense are two separate advertising platforms offered by Google that have very different use cases. Often used in the same context, it's easy to mistake one for the other.

Let's take a look at the three major differences between them and how you can start using both today.

1. AdSense Is for Website Publishers, AdWords Is for Businesses

The fundamental difference between AdWords and AdSense is who they're designed for. AdWords is for advertisers and AdSense is for publishers, or website owners.

AdWords enables businesses and marketers to advertise on Google's network (search, display, etc). AdSense enables publishers to reserve space for AdWords placements on their website (text, video, images).

Both AdWords and AdSense work together to complete Google's greater advertising network: website owners put up space for Google's ads (AdSense) and businesses set budgets and ads to display on Google's advertising network (AdWords).

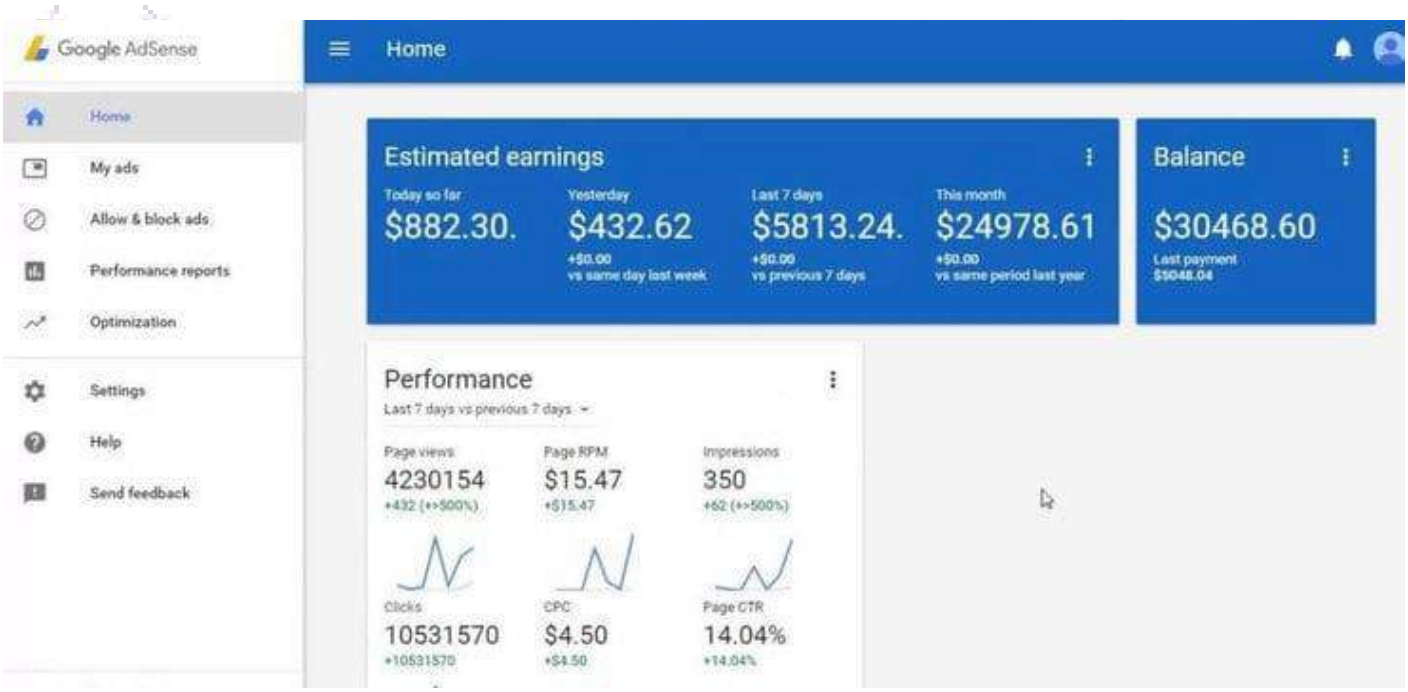
2. AdSense Pays Website Owners, Businesses Pay AdWords

The second big difference between the that AdWords is used to buy advertising from Google, where AdSense is to sell advertising space to Google.

With AdWords, businesses are paying Google to place their ads on Google's search and display network.

With AdSense, website owners are getting paid by Google to offer up precious website real estate for AdWords placements.

Businesses that use AdWords will pay Google a sum based on their campaign budget. AdSense allows publishers to monetize their websites by displaying relevant Google AdWords ads. Publishers get paid when visitors click on the ads.



3. The Process for Setting Up AdWords and AdSense Are Different

To get started using AdWords or AdSense you'll need to sign up for a separate account for each.

To sign up for AdWords, you can set up an account and begin advertising in just minutes. All you need to start is:

Your Google Account

Sign in to AdWords using your email and password

Set your preferences

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Lesson no. 3 – How does adsense work

There are plenty of ways to make money advertising. If you want to make money with Google, we suggest giving AdSense a try for your site. Here's what you need to know to get started.

Did you know that there are multiple ways of making money with Google AdSense? There could be opportunities you are missing out on when it comes to making money with Google? If you want to maximize your Google AdSense profits, then be sure to look into the following ways to making money with AdSense.

1. Create the right type of website for Google AdSense.

Certain types of sites perform better than others when it comes to generating Google AdSense revenue. The two things you need to make money with AdSense are great content and a lot of traffic.

In terms of content, there are two types of content. There is content that attracts new people to your site every day, and there is content that brings visitors back every day. Ideally, you want to have a good balance of both. That way you are always bringing in new traffic and making sure that a good portion of that new traffic becomes loyal visitors.

Sites that are perfect for content that attracts new and repeat visitors include the following:

- Blog sites
- News sites
- Forums and discussion boards
- Niche social networks
- Free online tools

While these are not the only types of sites that you can create, they are the easiest ones to optimize with great content, promote, and find a layout that works well with both displaying content and getting clicks to your Google AdSense ads.

2. Use different types of ad units.

Different companies will use different types of ad styles when creating their ads through the advertiser end of things - Google AdWords. They will have the option to create simple text-based ads, image ads, and video ads.

Since advertisers will have the option of creating ads in different formats, you should give your audience the chance to connect with advertisers whose ads they are most likely to click upon by utilizing different types of ad units on your site.

When deciding which type of ads to use and where to place them, be sure to keep user experience in mind. You should always have more content than ads on your page. Use Google Analytics to test the number, placement, and style of ads on your site to see what works best with your site and visitors.

3. Deploy AdSense Custom Search Ads.

If you have a site with a lot of content (blog, news, forum, etc.), you could utilize AdSense Custom Search on your site. Not only would it provide your users a great experience by allowing them to find specific content on your site, it would also help you maximize your Google AdSense profits by showing ads alongside your site's search results.

Note that AdSense Custom Search is different from Google Custom Search and that you will need to apply to get AdSense Custom Search on your site to start generating revenue through your on-site search users.

4. Start making money with Google AdSense on YouTube.

Google AdSense isn't only for those who create text-based content or free online tools. If video is your cup of tea, then start publishing unique videos on YouTube via your own YouTube channel.

Once you've established your channel, you can go to your YouTube channel's features and turn on monetization. This will guide you through the process of linking your YouTube channel to your AdSense account so you can monetize your videos.

After you've connected your YouTube channel to your AdSense account, you can choose which videos to monetize and what types of ads are shown to your video viewers. Just go to your Video Manager, check the video you want to monetize and choose that video's ad settings.

You can then browse through your Video Manager at any time to see which videos have been monetized (based on the green dollar sign next to it) and manage their settings.

Lesson no. 4 – How to create AdSense Account?

Ready to join AdSense? You need these two things to create an AdSense account:

- A Google Account: If you're using Gmail or any other Google service, you already have one. If not, you can create a Google Account when you create your AdSense account.
- Your own content created from scratch: This can be your site, blog or other original content, as long as you're the owner and it complies with the AdSense Program policies.

How to create your account

To create your AdSense account, follow these steps:

1. Visit https://www.google.com/adsense/start.
2. Click Get started.
3. Enter the URL of the site that you want to show ads on. Learn more about how to enter your URL.

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YouTube, Blogger or other host partner

- If you're a YouTube publisher, sign in to your YouTube account and go to https://studio.youtube.com/channel/UC/monetization
- If your site is on one of our host partner sites (e.g., Blogger), click Continue in… after you enter your URL. We'll be able to set you up faster that way because host partner sites follow a different account creation process.

4. Enter your email address.
5. Choose whether you'd like AdSense to send you customized help and performance suggestions.

   We recommend that you choose Yes so we can help you get more out of AdSense. You can change your contact settings later.

6. Click Save and continue.
7. Sign in to your Google Account.

8. Select your country or territory.
9. Review and accept the AdSense Terms and Conditions.
10. Click Create account.

You're now signed in to your new AdSense account.

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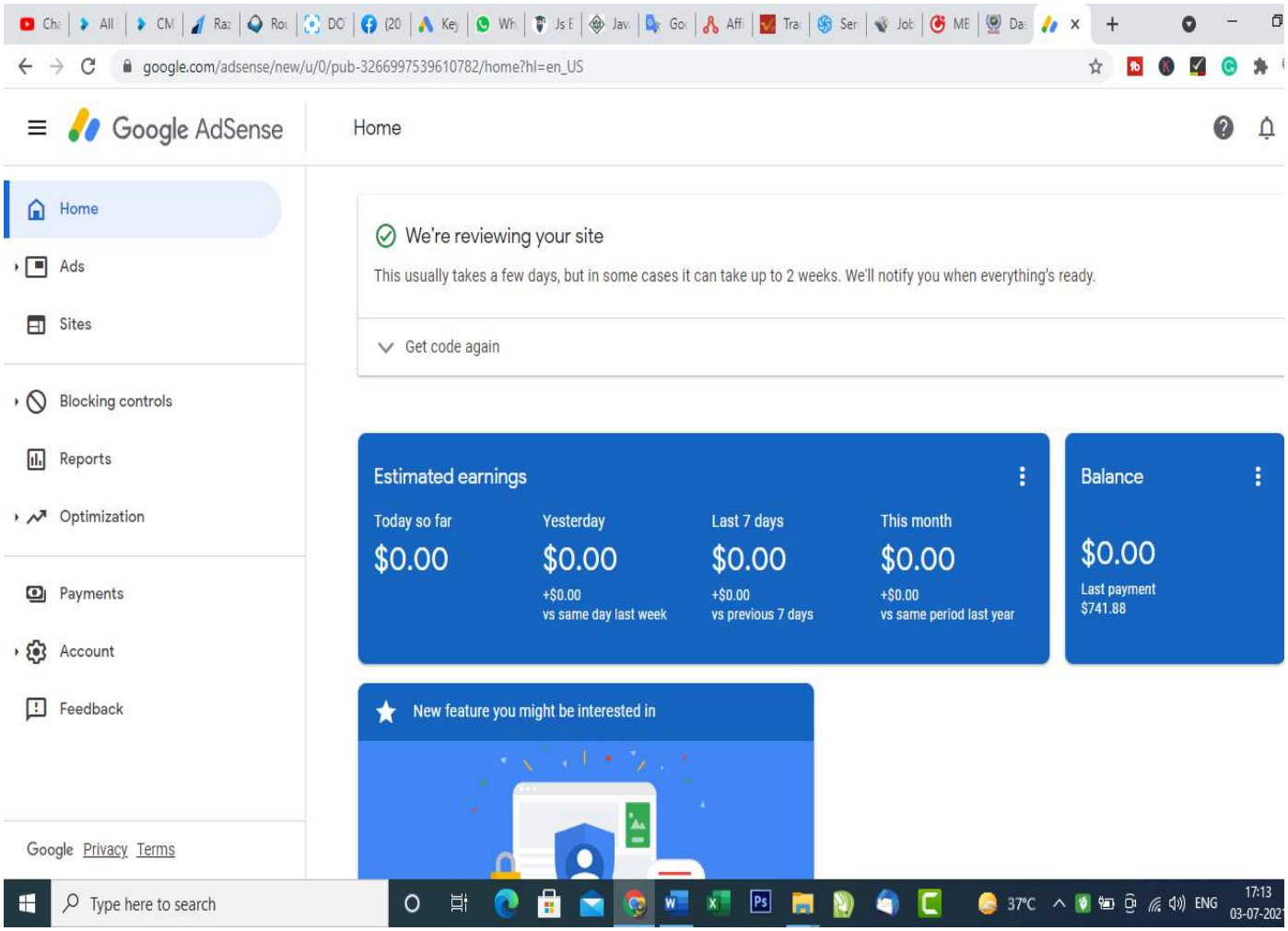
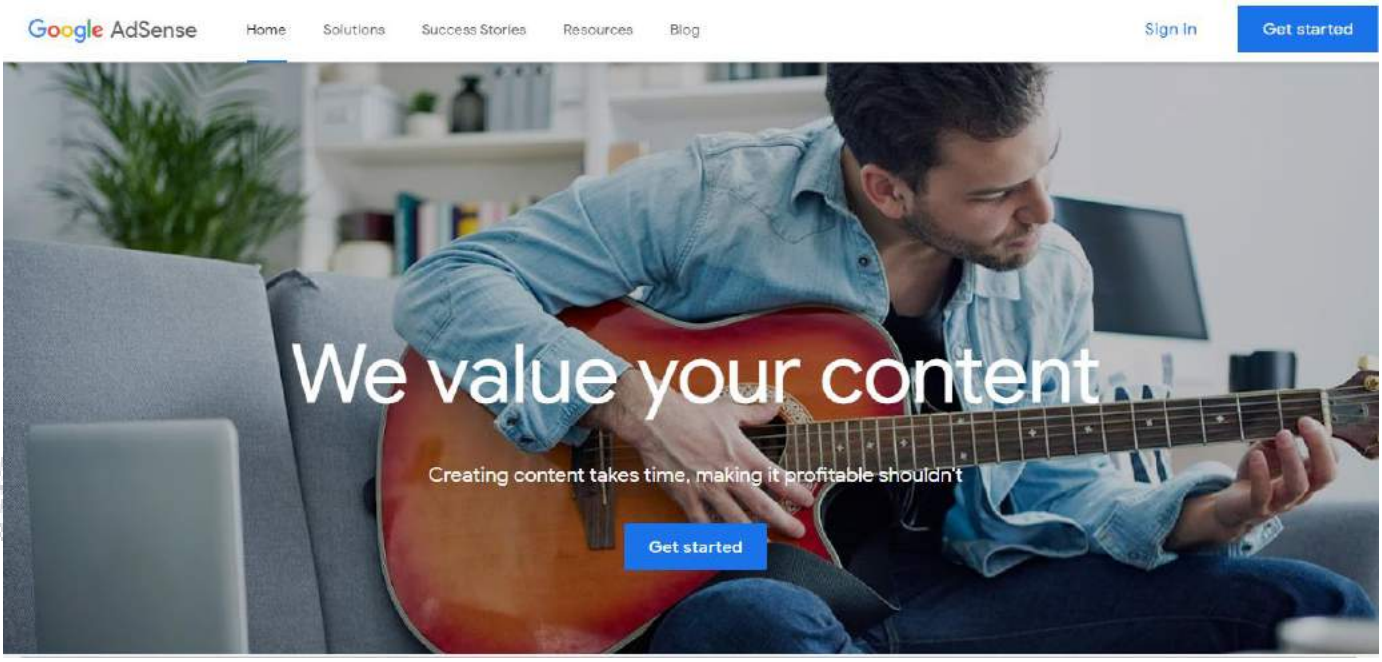
Lesson no. 5 – About AdSense Dashboard

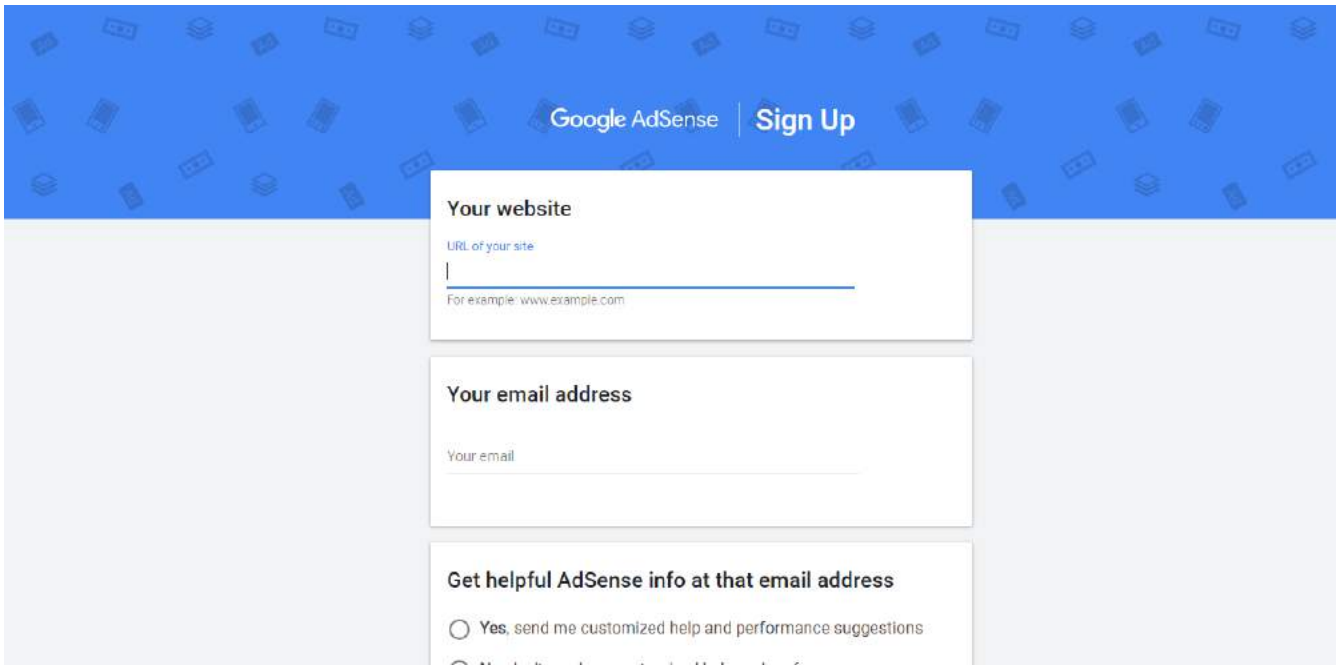
when you log in to your AdSense account the first time you will see your AdSense dashboard.



Lesson no. 6 – How to apply for AdSense

As you login or create adsense account you can directly apply for adsense website approval. Adsense provide you a pixel code to integrate with your website.





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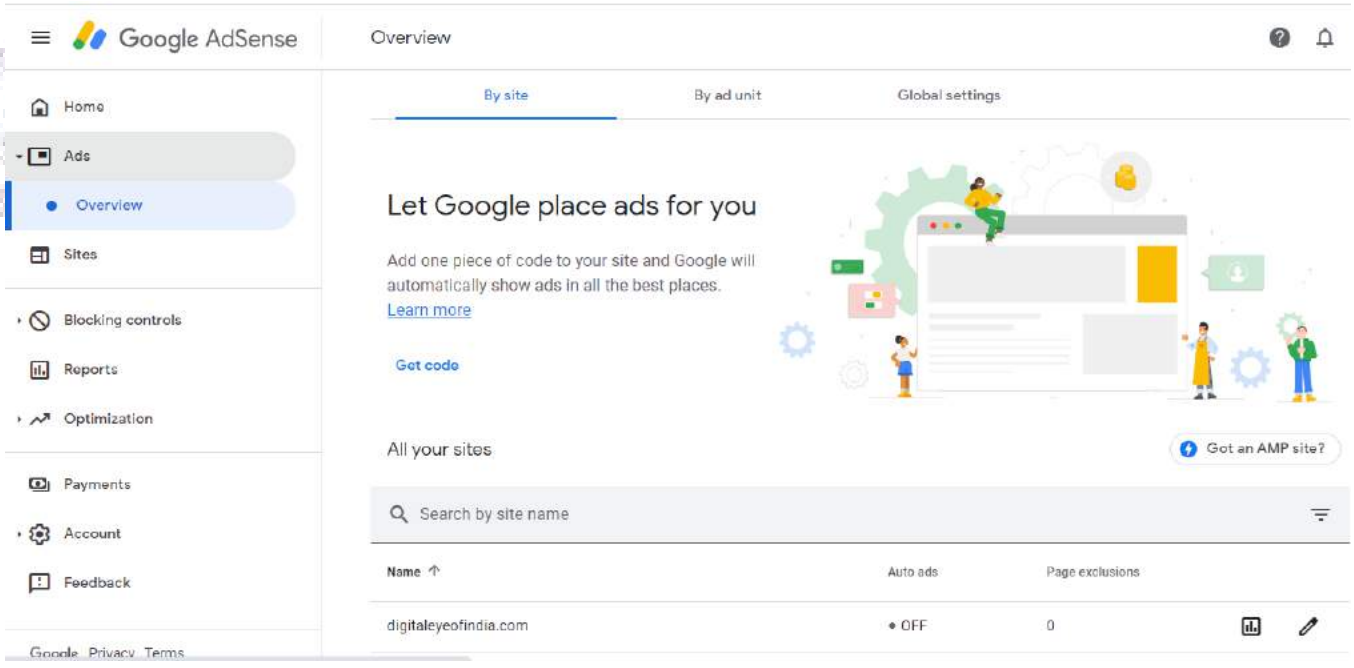
Lesson no. 7 – How to create ads?

Ad units

Create a display ad unit

To create a new display ad unit that you can manage within your account, follow these steps:

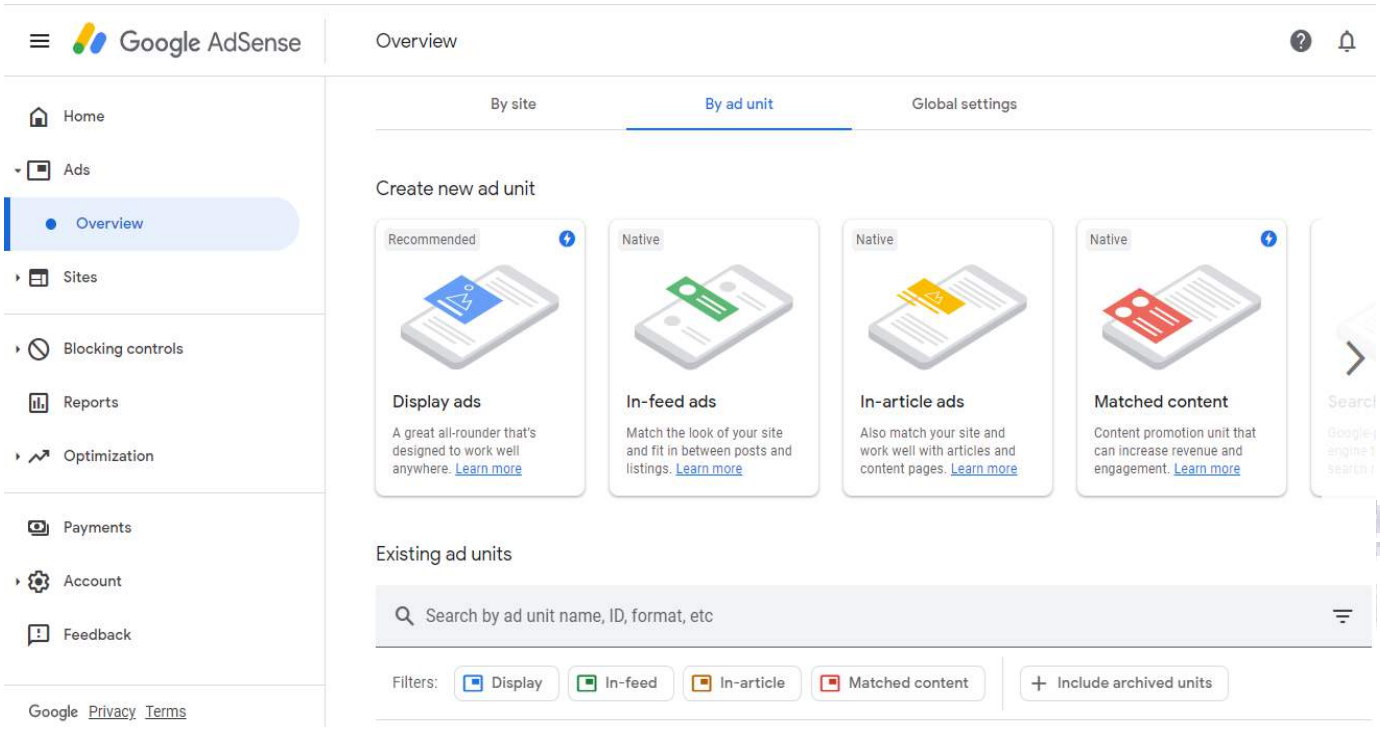
1. Sign in to your AdSense account.
2. Click Ads › Overview.
3. Click By ad unit.
4. Click Display ads.
5. Give your ad unit a name. We suggest using a unique, descriptive name to help you find your ad unit later.



6. In the "Ad size" section, choose the size of the ads that you'd like to show:
    - We recommend you leave Responsive selected. Responsive ads automatically adapt their size to fit your page layout and your users' devices. Learn more about the responsive behavior of display ad units.

- If you prefer to specify the size of the ads that appear on your page, select Fixed and enter the required width and height. Note that fixed-sized ad units may have a limited pool of ads available, which might result in lower earnings than using responsive. For more information, see our guidelines for fixed-sized display ad units.

Tip: See examples of the most common fixed ad sizes.



7. Click Save and get code.
8. Copy and paste the ad unit code in between the <body><body/> tags of your pages where you want ads to appear. If you're not sure how to do this, you might want to review our code implementation guide.
9. Click Done.

It usually takes a few minutes for ads to appear on the page but occasionally it can take up to an hour. If ads still aren't showing after an hour, check your site has a status of "ready" on your Sites page.

Lesson no. 8 – How you get paid by AdSense?

How AdSense Paid?

Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content and visitors. The ads are created and paid for by advertisers who want to promote their products. Since these advertisers pay different prices for different ads, the amount you earn will vary.

AdSense in three steps

1. You make your ad spaces available

You make your ad spaces available by pasting ad code on your site, and choose where you want the ads to appear.

2. The highest paying ads appear on your site

Advertisers bid to show in your ad spaces in a real-time auction. The highest paying ads show on your site.

3. You get paid

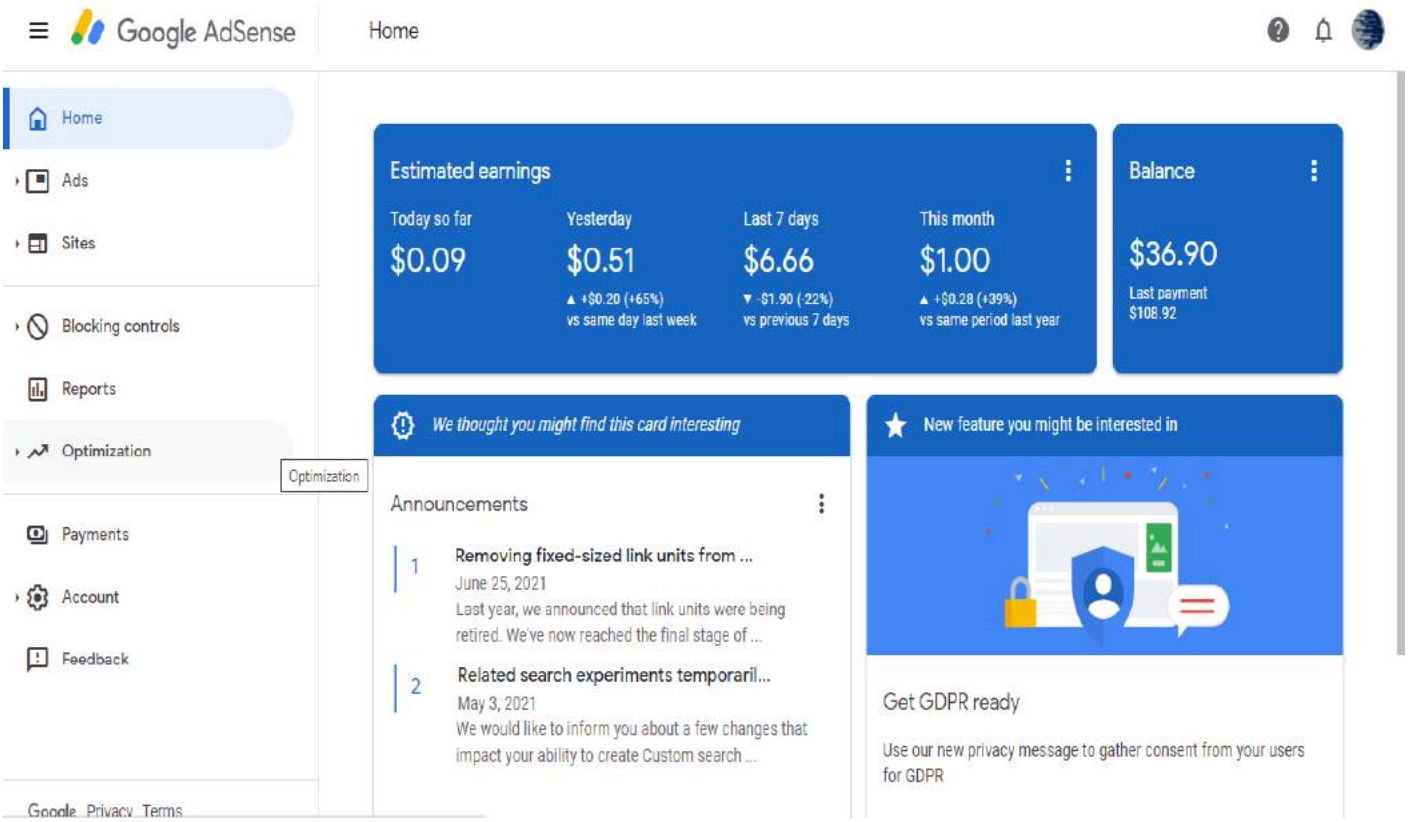
We handle the process of billing all advertisers and networks for the ads on your site, to make sure you receive your payments.

Sign up for AdSense

Lesson no. 9 – All AdSense Dashboard Options

Review all dasboard adsense options

- Home
- Ads
- Sites
- Blocking controls
- Reports
- Optimization
- Payments
- Account



Lesson no. 10 – Why AdSense Account Banned by Google?

AdSense may be deactivated because of the following reasons:

1. Clicking on your own ads or even asking you friends to do it.
2. Placing ads on site containing adult or copyright content.
3. Encouraging visitors to click on ads or creating incentives to click on ads.
4. Using more than recommend ads.
5. Using copyrighted material on your site.

Some Shocking industry states

- Success ration – 1% - 2%
- Failure ratio – 98% - 99%

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Why people fail?

- Fail to bring in traffic
- Lack of poor content
- Poor CTR of Ads
- No on-page SEO
- Lack of patience

Lesson no. 11 – Why People Fail?

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- Fail to bring in traffic
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Lesson no. 12 – What is Niche Blogging?

What is niche blogging?

Niche keywords + niche content = niche blogging

What are Niche keywords?

Keywords that do not have high competition in Google search are niche keywords.

Competition = Quality + Quantity (Both).

For a keyword to be niche keyword it should not have a quantity of competition of less than 20,00,000 and should also qualify on quality competition parameters.

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What is Quantity competition?

Quantity competition is the number of search results that Google shows in SERP for a particular keyword.

What is Quality competition?

Quality competition includes page rank, age of the domain, number of backlinks in Google, Internal URL or external URL etc.

Lesson no. 13 – Step by Step Niche Blogging Guide

Step-by-Step to a Niche blogging guide

1. Find niche keyword or family of niche keywords.
2. Book a .com/.net/.in domain name having niche keyword in it and host in on your web hosting.
3. Get up to 12 articles written on niche keyword family.
4. Install WordPress on your side.
5. Post 70% of your articles on it.
6. Get your blog indexed.
7. Post 1 article from the remaining articles and post in on ezinearticles.com or equally good article marketing website.
8. Wait for 4 weeks.
9. Post 1 article from the remaining articles on your blog.
10. Install easy AdSense plugin in your blog and paste ads code from AdSense account in it.
11. Ads will start appearing in your blog.
12. Check various positions for your ad to figure out the best performing position.
13. Repeat step 1

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Lesson no. 14 – Integrating ads with WordPress

Integrating ads with WordPress.

WordPress don't require integration. You just need to place ad codes for ads to display in your blog.

1. Go to www.google.com/adsense and login to your account.
2. Click on My Ads & Create new ads.
3. Select the size of the ad and click "save and get code"
4. Copy the code.
5. Now go to WordPress dashboard and select plugins.
6. Click on "Add new" & type "quick AdSense". You can also use the "Easy AdSense lite" plugin.
7. Install any of the two plugin and activate it.
8. Now go to settings and select the plugin.
9. Paste the code and select its placement.

Then click on save.

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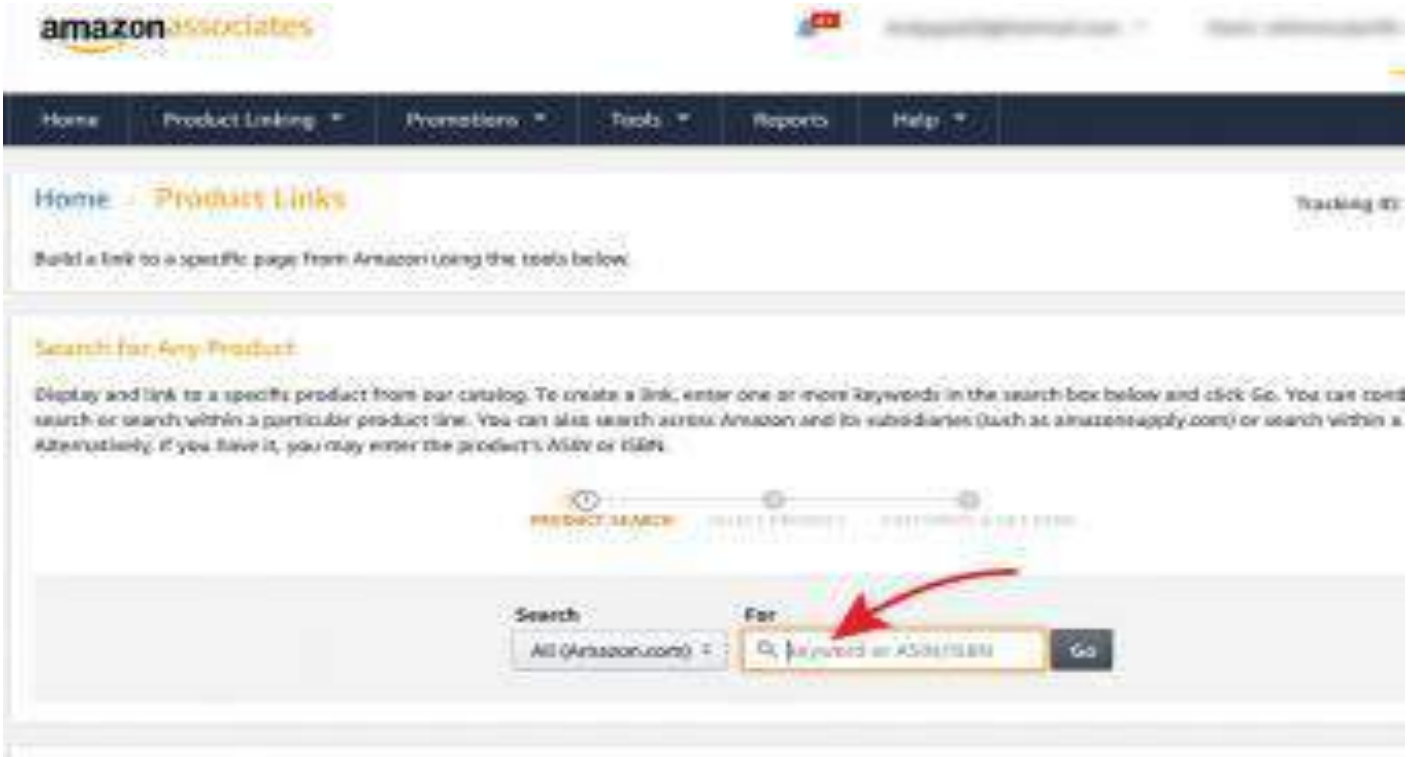
Lesson no. 15 – How to use amazon ads pixels on website

Creating Amazon Ads

Decide which type of ad you would like on your site by selecting it from the Product Linking tab. You can choose from Product Links, Banners, Native Shopping Ads, Mobile Popovers and Link to Any Page. Follow the instructions below and use the help on the Amazon Associates site to create your ads and start promoting.

Product Links

You can select specific products from the Amazon catalog and build links to them so they appear on your site.



1. Product links pageOn the Product Links page, enter the type of product you want to display in the search box and click "Go." A list of products shows below the search box.

2. Select the product that you want to promote and click the "Get link" button to build a link with text only, an image or both. You can also click the down arrow to generate a simple text link to the product.

3. Select how you would like to customize the link. For example, you can choose for the link to open a new window or show a border. You can also define color preferences. A preview shows what the ad will look like on your site.

4. Copy the HTML code that is generated and paste it into the code for your website where you want the ad to appear. It will contain your Associates ID.

Banners

Place banners near the top of your most popular pages. Banners can promote specific products, promotions, categories and more.

1. Click the type of banner that you want to place on your site from the links provided on the Banner Links page. These include Set and Forget Banners, Promotional Links, Rotating Banner Campaigns and Banner Links by Category.

2. Copy the HTML code that is generated (from the list of different sizes) and paste it into the code for your website. Like the product links, this code also contains your Amazon affiliate ID code.

Native Shopping Ads

Use these ad units to provide product recommendations in a responsive ad unit that coordinates with your content. You can place the ads within or at the end of your content so users can view your recommendations. Native Shopping Ads come in three formats.

Create search ads page

1. Recommendation Ads display relevant product recommendations from Amazon based on page content and the users that visit your page.

2. Search Ads show recommendations based on search phrases and keywords that you select or that are entered by visitors to your page.

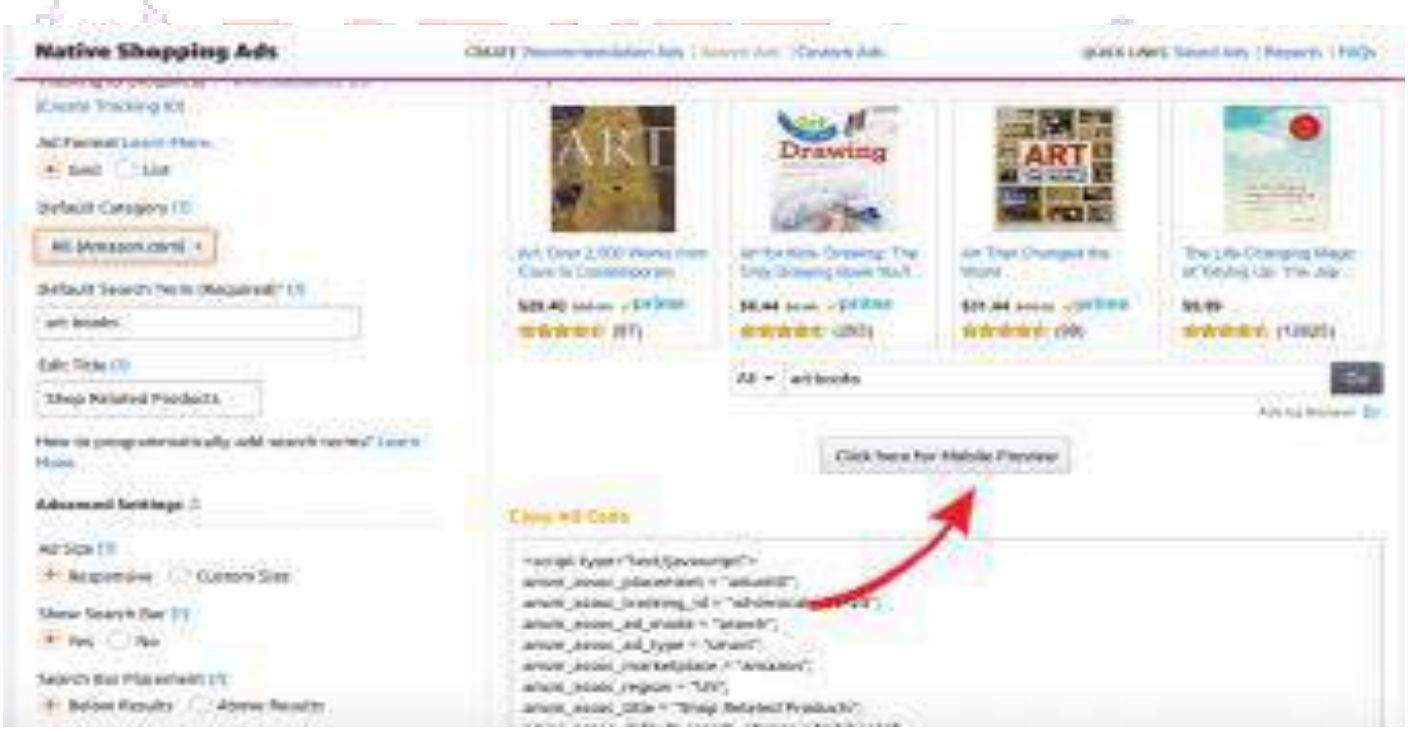
3. Custom ads allow you to select your favorite products and display them with your post.

To create a Recommended or Search ad:

1. Click the Recommendation Ads or Search Ads tab.
2. Click the "Create" link at the bottom of the tab.
3. Select your preferences and/or enter search terms or keywords. A desktop preview shows on the page. You can also view a mobile preview.
4. For recommendation ads, click "Save and View Ad Code." The ad code is generated automatically for Search ads.
5. Copy the ad code and paste it into your website's code.

To create a Custom ad:

1. Click the Custom Ad tab.



Access the mobile preview

2. Click the "Create" link at the bottom of the tab.

3. Select your preferences, enter keywords and click "Go" to find the products that you can display on your site. A list of products shows under the search box.

4. Click "Add" beside the product that you want to add to your site. You must add at least four products.

5. Ad code is generated and the desktop preview is shown. A mobile preview is also available.

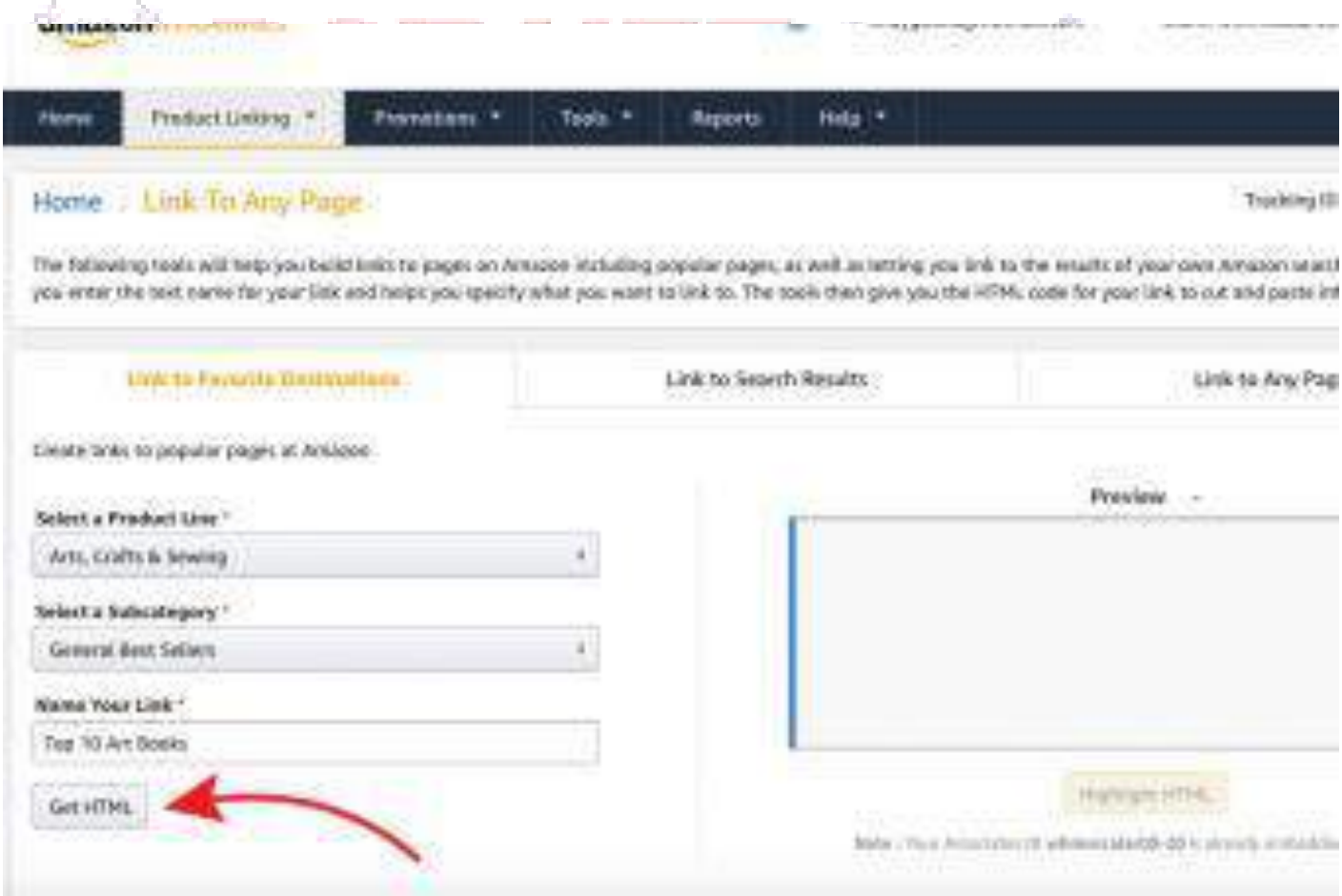
6. Copy the ad code and insert it where you would like it appear on your website.

Mobile Popover

Add a popover that will show Amazon product information and prices each time an Amazon link appears on a mobile device.

1. Copy the Javascript displayed on the page.
2. Paste the code into the code for your website.
3. Refer to the "Learn how to copy the code to your website or blog" link on the Amazon Associates page to learn how to use this code for different types of websites.
4. Review the popover on your mobile device.

Link to Any Page



Get HTML code

Choose from building links to your favorite destination, search results, or to any specific page.

1. To build links to destinations or search results:
2. Select a product line.
3. Select a subcategory or enter keywords depending on if you are linking to a favorite destination or search results.
4. Name your link as you would like it to appear on your blog.
5. Click on "Get HTML."
6. Copy and paste the code into the code for your website.

To link to any page:

1. Find the page you want on Amazon.com and copy the URL from your browser's address bar.
2. Paste the link in the "Enter the URL" box in the Amazon Associates "Link to Any Page" page.
3. Name your link as you would like it to appear on your blog.
4. Click the link to "Get HTML."
5. Copy this code and paste it in your website's code where you want the affiliate link to appear.

Amazon Tools

You can use the many tools that are provided on the Associates' page to integrate products easily into your website and make them attractive to users. Some of the tools include:

1. **SiteStripe:** When you are logged on to Amazon as an Associate, the SiteStripe toolbar appears at the top of every page. You can use it to build a link to any page without having to access the main affiliate interface.

2. **Publisher Studio:** Use this browser extension when writing content to build text links or overlay a Shop Now button on images without leaving your site.

3. **Link Checker:** Check the tagging for a URL that links to Amazon.

4. **Product Advertising API:** Gain programmatic access to Amazon's product selection and discovery functionality. This is used primarily by developers.

5. **OneLink:** Link your US account to your Canadian or UK account. This allows Canadian and UK visitors to buy from their local Amazon store.

6. **Link Builder Plugin for WordPress**: Easily integrate Amazon products into your WordPress site.