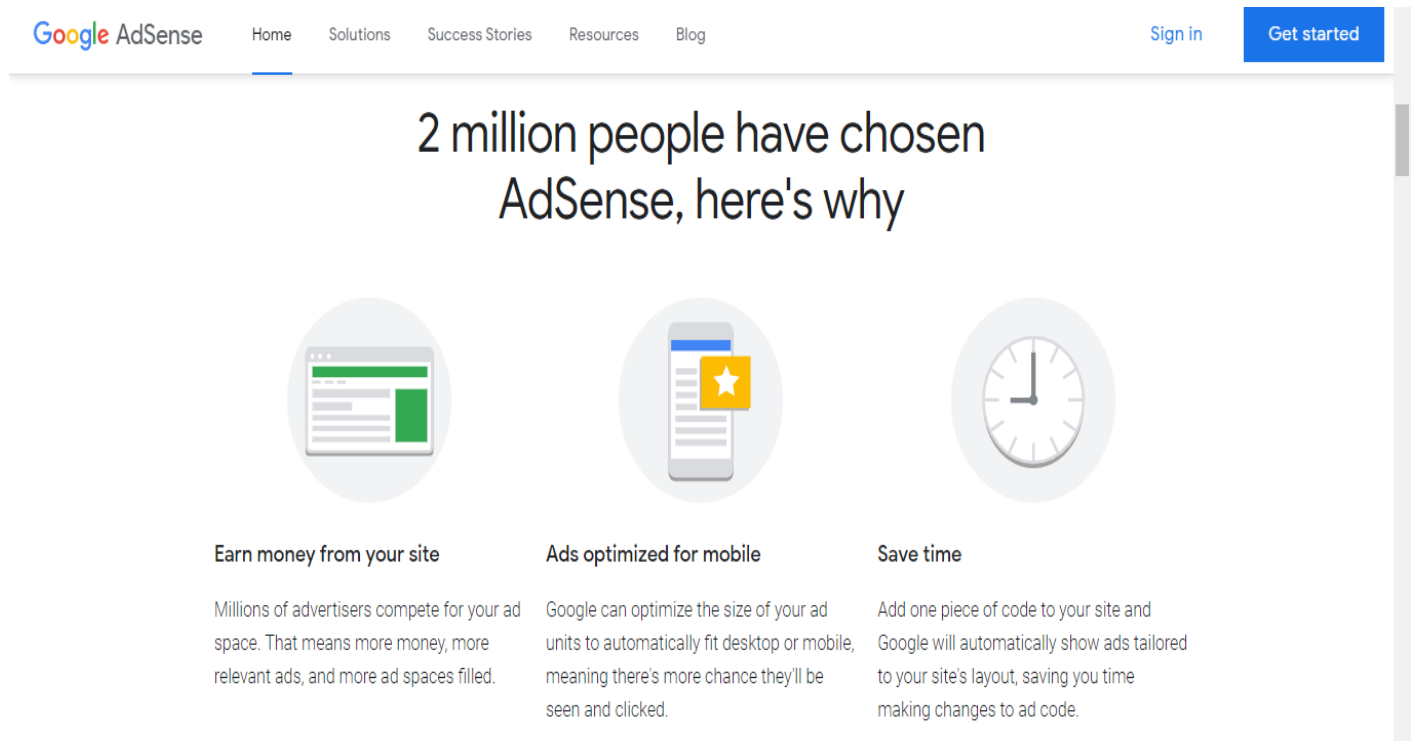


Lesson no. 1 – What is AdSense?


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.





The screenshot shows the Google AdSense homepage. At the top, there is a navigation bar with the Google AdSense logo on the left and links for Home, Solutions, Success Stories, Resources, and Blog in the center. On the right side of the navigation bar, there are links for Sign in and a blue Get started button. Below the navigation bar, the main heading reads "2 million people have chosen AdSense, here's why". Underneath this heading, there are three circular icons: a laptop representing earning money, a smartphone with a star representing ads optimized for mobile, and a clock representing saving time. Each icon is followed by a title and a short paragraph of text.

Google AdSense Home Solutions Success Stories Resources Blog Sign in **Get started**

2 million people have chosen AdSense, here's why

- **Earn money from your site**

Millions of advertisers compete for your ad space. That means more money, more relevant ads, and more ad spaces filled.
- **Ads optimized for mobile**

Google can optimize the size of your ad units to automatically fit desktop or mobile, meaning there's more chance they'll be seen and clicked.
- **Save time**

Add one piece of code to your site and Google will automatically show ads tailored to your site's layout, saving you time making changes to ad code.