

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).

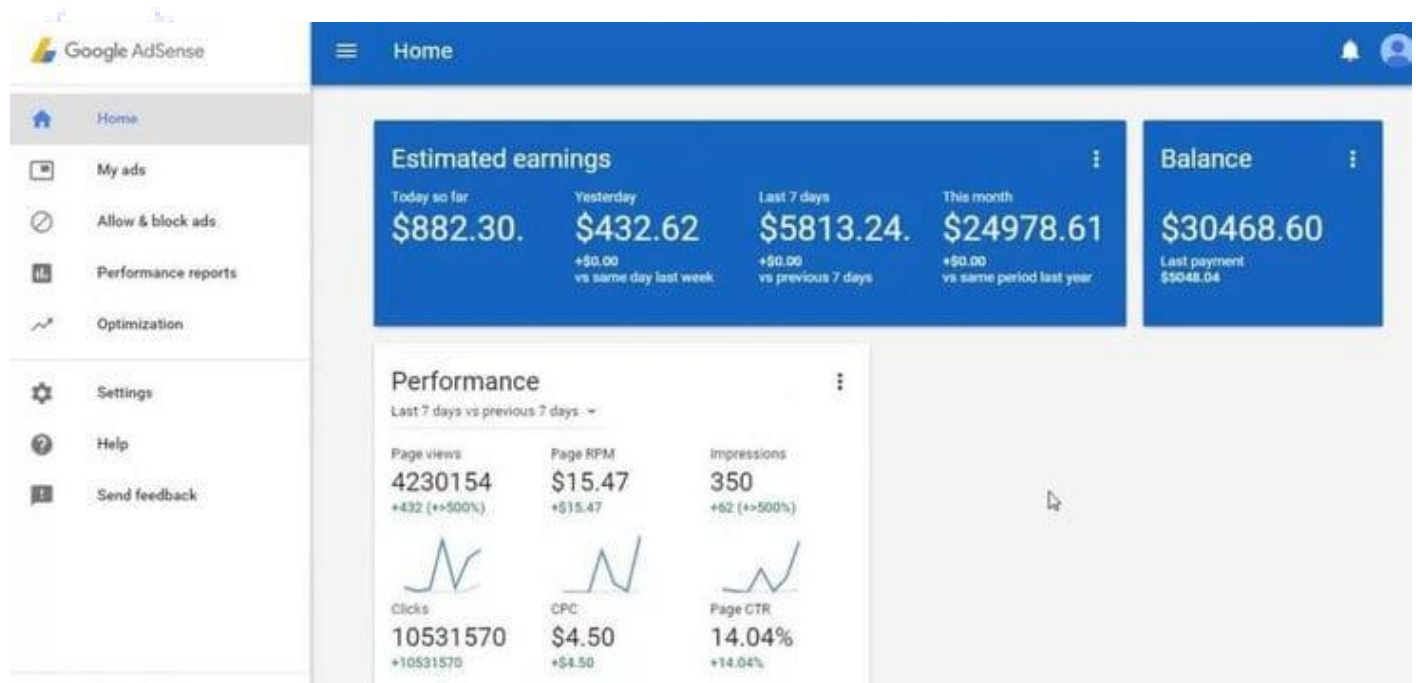
2. AdSense Pays Website Owners, Businesses Pay AdWords

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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