

Multiply Your AdSense Earning

So you are ready with everything. You have done your keyword research, posted good contents, done some SEO and all this has started to send some decent traffic on your website. Your AdSense account is also approved and ready to use.

Now, it's time to think about earning from AdSense. How much money you want to make & how to begin with AdSense earning?

So let's know everything about your AdSense account and how you can multiply your AdSense income in just next 15 minutes.

Here, in this tutorial I am not talking about anything related to your website traffic or keyword research or even anything about SEO.

I will talk about how to multiply your AdSense earning from the same traffic your blog is getting at present. We will discuss here about 2 of the best practices you can use to increase your AdSense earnings & they are –

1. By increasing the CTR (Click through rate)

2. By increasing CPC (cost per click)

CTR - Click through rate is the number of times your AdSense ads was clicked divided by number of times your AdSense ads was displayed, e.g. if you received 300 visitors a day on your sites and each visitor visited 2 pages on an average and you received 20 clicks a day on AdSense ads then your CTR will be-

$$\text{CTR} = \frac{20 \text{ Clicks}}{300 \text{ visitors} \times 2 = 600 \text{ times your AdSense ad displayed}} \times 100 = 3.33\% \text{ CTR}$$

CPC - The cost-per-click (CPC) is the amount you earn each time a user clicks on your AdSense ad. The CPC for any ad is determined by the advertiser; some

advertisers may be willing to pay more per click than others, depending on what they're advertising.

So we will discuss on these 2 main points to increase your AdSense earning without even thinking of any other parameter. But before we know about this, we will try to understand each and everything about your AdSense account.

AdSense Account

Before you think of applying for an AdSense account, you must understand that getting approval from AdSense is not that easy so, you should remember that-

- Your AdSense site is ready with all plugins
- Its more than 1 month when you submitted your first post
- You must have 4-6 good content articles submitted on your blog
- Your WordPress site have all basic plugins with XML sitemap

There is very rare chance that you will not get the approval for a WordPress blog created through this method but even if your account gets disapproved, you can try one of the following methods.

1. Read the application status message that you received for more details on the reasons why your application was disapproved. Check how can you correct that, correct it & resubmit.
2. Create a [Blogger.com](https://www.blogger.com) account and submit some good articles on regular basis and then apply from the blogger account itself.
3. Create a new site using Google's web hosting service, Google Sites. Just visit <https://sites.google.com/a/google.com> for creating a new Google site.
4. Order this Fiverr - [http://fiverr.com/heartkiller/give-u-a-genuine-adsense-account-for-any-country-banned-payee-name-are-allowed](https://www.fiverr.com/heartkiller/give-u-a-genuine-adsense-account-for-any-country-banned-payee-name-are-allowed) and give your details asked after placing the order.

Try the first method first & last method last. There is no reason, you will not get approval with any of the method.

But in most of the cases, you get the approval in the first attempt itself provided you have made your blog by following our exact steps.

Signup for an AdSense account

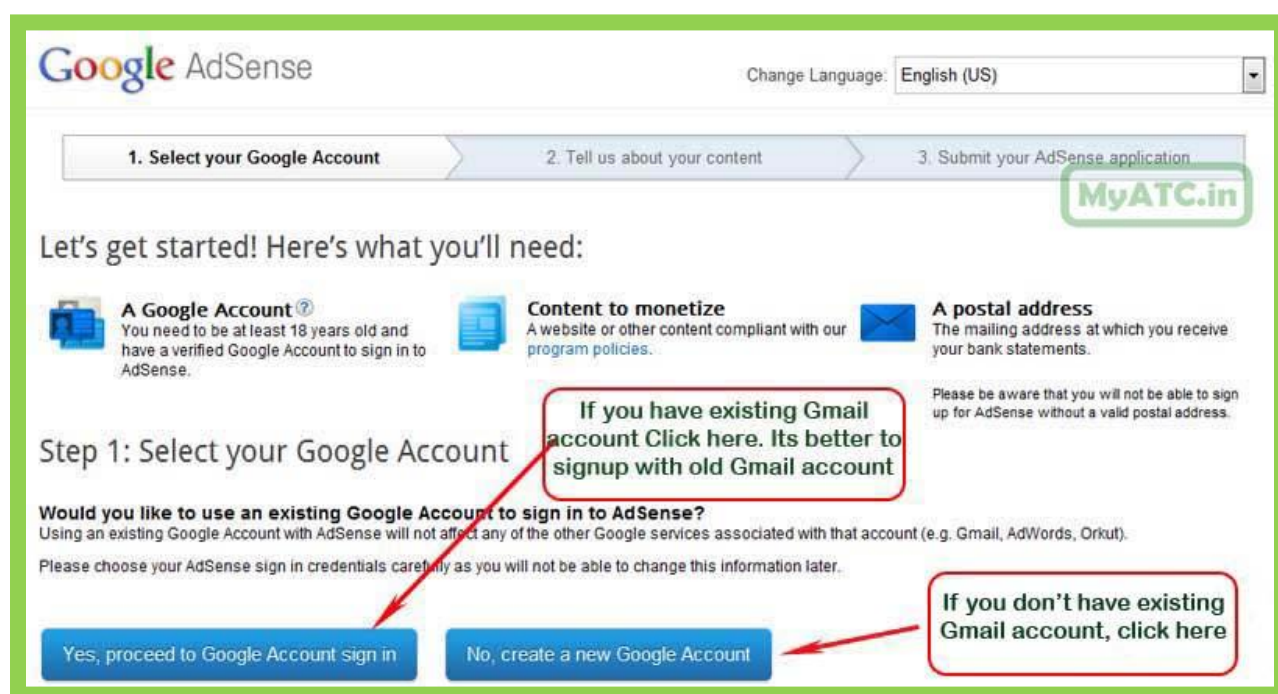
Just go through this detailed step by step method to apply for an AdSense account.

Visit <http://www.google.com/adsense>

Click 'Create an Account' there



After clicking Create an account button, you will be sent to another page like this-



Its better you signup with existing Gmail account. For this, just click 'Yes, proceed to Google Account sign in' and then login with your Gmail account. After you click, it will ask you the following information in the step 2 as in the image below-

Google AdSense seoindiacourse@gmail.com

1. Select your Google Account 2. Tell us about your content 3. Submit your AdSense application

MyATC.in

Step 2: Tell us about your content

Website information

In order to use AdSense monetization products on your website, you must have access to edit the source code of the webpages where you'd like the ads to be displayed.

I will show ads on: **Enter your blog name here. Just open your blog in new browser and check if it contains 'www' or not**

Please enter your primary website or URL only (e.g. www.example.com), even if you have multiple websites, domains, and/or mobile webpages.
[I don't have any content to monetize yet.](#)

Content language: **Select Language as English - English**

Please specify the primary language of your website.

Google AdSense program policies

We have highlighted five main principles for you:

- 1 I will not click on my ads nor encourage others to do so.
- 2 I will not place ads on sites that include adult content, including pornography.
- 3 I will not place ads on sites involved in the distribution of copyrighted materials.
- 4 I do not already have a Google AdSense account. [Click here if you do.](#)
- 5 I will not place ads on sites that include incentives to click on ads.

☒ I have read and agree to abide by our program policies, and understand that failure to comply with the policies could lead to ads or account being disabled permanently.

Click Continue **Check all these 5 Strict AdSense policies**

After you click Continue, it will take you to the Step 3 where it will ask you the personal information like payee name, address, mobile number etc. Just refer the image below for step 3.

MyATC.in

1. Select your Google Account > 2. Tell us about your content > 3. Submit your AdSense application

Step 3: Submit your AdSense application

Contact information
Please fill in the details below carefully as the information will be used to set up your account and send your payments.

Country or territory: My country or territory is not in this list **Submit your country where you live in**

Account type: Please note that the account type you choose can affect your tax requirements and the forms of payment available to you, depending on your country or territory. Once you submit your application, your account type can't be changed.

☒ Individual **If you want the cheque in your name, select 'Individual'.**
☐ Business **If you want the cheque in your company name, then write your company name.**

Payee name: **Write the payee name exactly the same as in your bank account**
Must match the full name on your bank account.

Street address:
 Type your full address where Google will send your cheque

City/Town: **Your City**

Phone: **Your correct mobile number. Google may confirm this.**

How did you get to know AdSense? **Select how did you know about AdSense**

Email preferences: We will send you service announcements that relate to your agreement with Google. Please also send me the following:

☒ Customized help and performance suggestions, newsletters, Google market research invitations, special offers, and information on other Google products and services which may be of interest to me.
☐ Choose what emails Google AdSense sends me...

Click to Submit your AdSense Application

[Go back](#)

After filling all the details as shown above, just click on submit my application & your application will be submitted. Google will go through all your details & send you the reply about approval status through email.

If you don't receive any reply within seven days, either you can check your SPAM folder or try to login to your AdSense account to know the status.

Protect Your AdSense Account

AdSense is the best online concept for advertisers as well as publishers too. But we all know Google has a large number of publishers network but in comparison with this it has low amount of advertisers. That's why Google AdSense always takes care of advertiser's interest.

This is the reason why Google has strictly planned their terms and conditions for publisher of the AdSense program. As they don't want to lose any of the advertiser just because of any fault by the publishers.

The biggest reason I see for publishers lose their AdSense account is either complete ignorance or disregard for the Google AdSense terms of use, policies and guidelines.

Understanding the rules is your best safeguard against an account ban. Know & stick to the rules and you are unlikely to have any issues with Google and they won't have any issue with you. This way, you may the best chances that Google will not give you any trouble related to account deactivation.

General Rules

1. You are 18 or over
2. You have only one AdSense account
3. Your site has a privacy policy
4. You own the site

Invalid Clicks and Impressions

1. Do not click on your own ads
2. Do not ask others to click your ads
3. Do not add textual encouragement on pages to click ads
4. Do not use pay to click or click exchange programs
5. Ads must be clicked on by humans.
6. No programs or scripts to click ads or generate additional ad displays or page views.
7. You are responsible for all activity on your site.

Ad Location

1. Do not use “tricks” to get accidental clicks
2. Do not place ads directly next to or above/below images/videos
3. Do not use misleading heading (i.e. Latest Information)
4. Do not use graphics like arrows and underlines to highlight your ads
5. Do not disguise your ads as content or your content as ads
6. Do not disguise your ads as navigation menus.
7. Do not place content ads on sites with streaming video (use AdSense for Video)
8. Do not place content ads on gaming sites (use AdSense for Games)
9. Do not place ads in pop up windows
10. Do not place ads in iframes
11. Do not place ads sites on non-content pages

How Is Your Site Promoted

1. Consider all traffic method especially paid
2. Third party traffic suppliers cannot open your site in a pop up window
3. Third party traffic suppliers cannot open your site in an iframe
4. Third party traffic suppliers cannot display your site using any software applications.
5. Third party traffic suppliers cannot send automated (robot) traffic
6. Third party traffic suppliers cannot click on your ads (manual or robot)
7. Consider any third party traffic as a potential invalid click issue.

Do not put ads on sites that contain any of the following content or site types or have links to these types of sites

1. Incentives to click or create invalid clicks
2. Adult or mature
3. Ads or links to external sites containing adult content
4. Biased against individuals, groups or organizations based on criteria such as race, religion, disability, sex, age, veteran status, sexual orientation, gender identity or political affiliation.

5. Content that promotes illegal activity or infringes on the rights of others
6. Sites using Google brands, logos or trademarks
7. Get rich quick or schemes involving Google products
8. Instructions to Google products or policies
9. Has Google or other brand/trademark names in the URL
10. Copyrighted images/text/video/music
11. Gambling or casino related sites
12. Tobacco and tobacco related products
13. Sale of Prescription drugs
14. Illegal drugs, drug paraphernalia or facilitating drug use.
15. Videos or images showing violence or the results of violence (including accidents)
16. Weapons related/advocating including ammunition, guns, knives, explosives and fireworks.
17. Hacking or cracking (includes telecoms/TV/Computer/Application/Websites)

Other Ads

1. Any other ads must not easily be confused with Google ads.

MFA/Arbitrage

1. 30% of the browser display area (above the fold) consists of unique and relevant content
2. You have more "real" content than ads above the fold
3. You do not supply traffic from AdWords

Misc

1. Do not disclose click-through or other account statistics
2. Do not send spam
3. Ensure you have licences for all applications (i.e. video players)

AdSense Ads on Your Blog

Once you get the AdSense approval, you can place the AdSense ads on your blog. To place your AdSense ads, either you can use any AdSense plugin or if you are using AdSense CTR theme, you can place the AdSense ads through the theme.

It's better to use AdSense **CTR theme** as this is one of the best option to run AdSense sites. CTR Theme for WordPress makes it easy to build informational websites monetized with AdSense that get awesome click-through rates (CTR). CTR Theme makes it simple to turn almost any niche into a winner in just a few seconds.

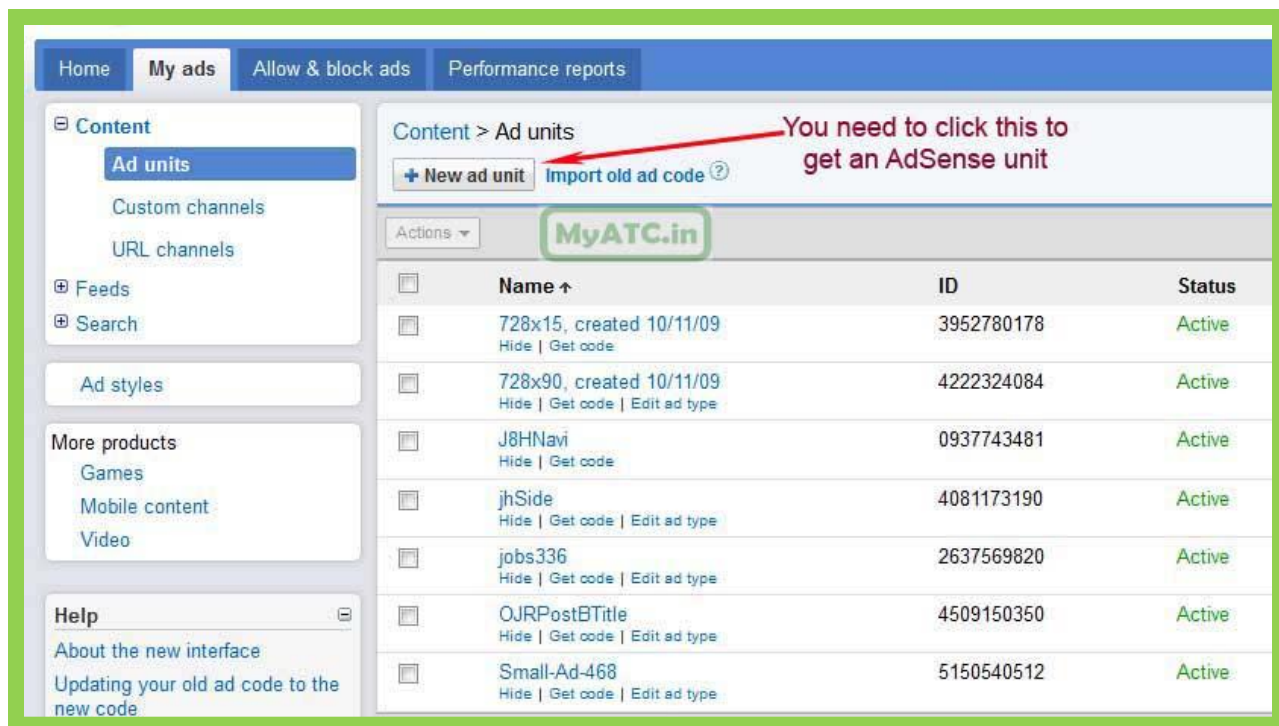
Just login to your AdSense account and you will see the AdSense interface like this

The screenshot shows the AdSense dashboard with several key sections and annotations:

- Overview sidebar:** Includes links for Payments, Messages, Account settings, Resources, and a Help section.
- Estimated earnings:** A table showing earnings for Today so far (\$81.44), Yesterday (\$335.81), This month so far (\$6,993.22), Last month (\$15,452.43), Next payment (\$19,459.32), and Most recent payment (\$20,896.81). A red box highlights this section with the label "Earning status".
- Last 7 days table:** A table with columns for Product, Page views, Clicks, Page CTR, CPC, Page RPM, and Estimated earnings. The "AdSense for Content" row is highlighted with a red box and an annotation: "AdSense for Content gives more then 90% earning".
- My Ads annotation:** A red box at the bottom left with the text "You can create new ad or get your existing ad from 'My Ads'", with an arrow pointing to the "My ads" tab in the top navigation bar.
- Watermark:** A green "MyCTR.in" watermark is visible over the table.

If your account is new, you may see all zero or report not available. To place your AdSense ads on your blog, Google will provide you with a **Java script code**. All you have to do is use this code either with an AdSense plugin or your AdSense theme. Later on, we will see how you can do that easily.

First let's understand types of AdSense ads and different shape and sizes. After you click on '**My Ads**' as shown in the image, you will find the following details –



You can see different types of AdSense products in the image. They are

- ➡ AdSense for Content
- ➡ AdSense for Feeds
- ➡ AdSense for Search

Additional types in the More Product section. They are

- ➡ AdSense for Games
- ➡ AdSense for Mobile
- ➡ AdSense for Video

But you can see clearly in the previous image that most of the earnings come from **AdSense for Contents** only. So we will focus our study more on AdSense for Content.

AdSense for Contents

AdSense for Content is the biggest earner of the different AdSense products both in terms of the size of its ad inventory and in terms of the range of different ad types available to publishers.

AdSense for content is a way for website publishers of all sizes to earn money by displaying Google ads on their website's content pages. The ads are related to what your users are looking for on your site, so they'll help you enhance your content pages while earning from them.

They can come in the form of **text ads**, **link ads** and **display ads**.

Text Ads

Text ads are the type that users are most familiar with. They take the form of a box containing one or a number of ads with a linked headline, a brief description and a URL. You also get the "Ads by Google" or 'Ad Choices" notice that appears on all AdSense ads. (Google changed this notice recently and it now blends in much better than it used to, sometimes disappearing to a single letter.)

There are now twelve different types of text ad. They include horizontal units and vertical units, square units and rectangular units, large units and small units.

Just check these different sizes of text ads on Google AdSense site [here](#) or refer the image below.

Diagram illustrating various AdSense ad formats and their dimensions:

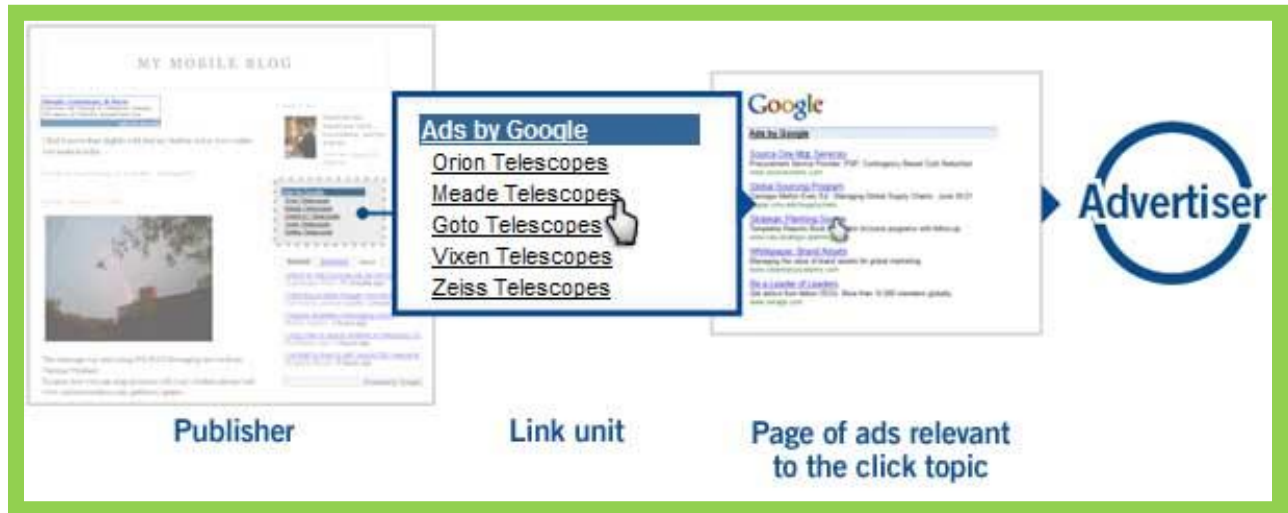
- Leaderboard (728 x 90)**: A horizontal banner at the top with multiple text links and a "AdChoices" button.
- Banner (468 x 60)**: A horizontal banner below the leaderboard, split into two sections with text links and a "AdChoices" button.
- Button (125x125)**: A small square button with text links and a "AdChoices" button.
- Half Banner (234x60)**: A horizontal banner below the main banner, split into two sections with text links and a "AdChoices" button.
- Skyscraper (120x600)**: A tall, narrow vertical ad on the left side with multiple text links and a "AdChoices" button.
- Wide Skyscraper (160x600)**: A tall, narrow vertical ad on the left side, wider than the Skyscraper, with multiple text links and a "AdChoices" button.
- Small Rectangle (180x150)**: A small rectangular ad in the center with text links and a "AdChoices" button.
- Vertical Banner (120 x 240)**: A vertical ad on the right side with text links and a "AdChoices" button.
- Small Square (200 x 200)**: A small square ad in the center with text links and a "AdChoices" button.
- Square (250 x 250)**: A square ad on the right side with text links and a "AdChoices" button.
- Medium Rectangle (300 x 250)**: A rectangular ad at the bottom left with text links and a "AdChoices" button.
- Large Rectangle (336 x 280)**: A rectangular ad at the bottom right with text links and a "AdChoices" button.

Each ad format displays sample text links such as "Affordable Hotels", "Dublin Hotels", "Hotels in Ireland", and "Holiday Inn Express", along with a "AdChoices" button.

Link Units

What are link units?

Link units are not the ads but they are link to the ads. Link units display a list of topics that are relevant to the content of your page. When a user clicks a topic, Google will show a page of related ads. You'll earn from valid user clicks on the ads on this resulting page.

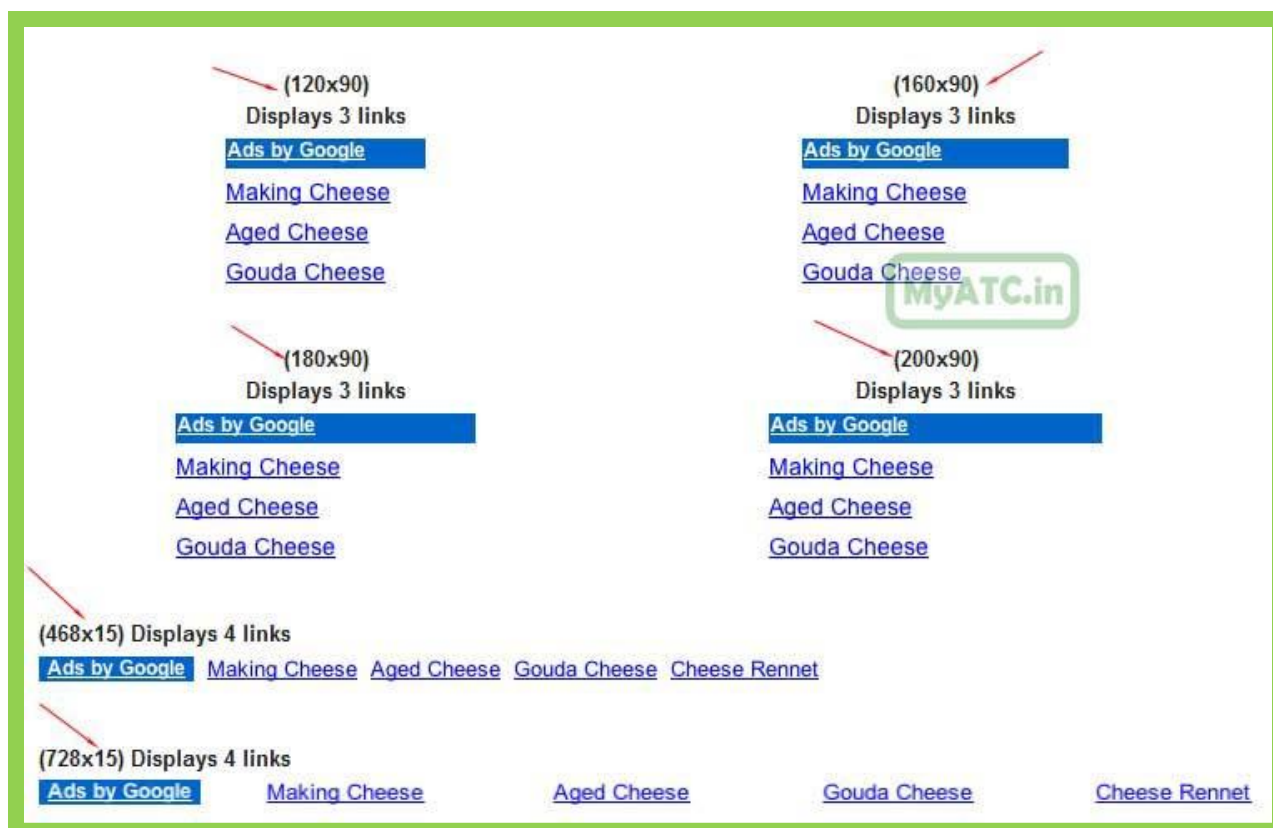


As you can see in the image, a visitor visits your website, click a link unit and then he is served with relevant Google ads on Google page and if he clicks on one of these ads then you will get paid for the click. It means, a visitor has to click twice to earn you commission and so they are less effective than AdSense for contents.

Link units are closely targeted to the interests of your users. Because users directly interact with the ad unit, they're more likely to be interested in the ads they eventually see and there is better chance, he will click on one of the ads.

Link units have the potential to deliver returns that are equally surprising. They're very small, almost unnoticeable... but when used well, they can be extremely effective.

Link units let you place a box on your site that contains four or five links. They come in different sizes as shown in the image-



Display Ads — Graphic, Video and Flash

When you choose the types of ad you want to put on your site, you'll be given three choices- **text & image/rich media ads**, **text ads only**, and **image/rich media ads only**.

If you choose 'text & image/rich media ads' then Google will not only serve text ads on your website but also image ads, video ads and flash ads.

There are eight formats that offer static graphics instead of text — and you should try to avoid all of them.

You might think that's strange. A graphic ad will always be more eye catching than a text ad. It will stand out on the page, it can look attractive, even be witty and amusing.

But it probably won't work.

At least it won't work for the publisher. The advertiser might benefit from the views, the recognition and the branding. And if he's only paying for the clicks, he'll receive all that for free... because users generally don't click on graphic ads.

They know they're ads. They can see they're ads. So they ignore them completely. And more people are ignoring them than ever.

Just check here the examples of all the display ads you can use on your website –

The image displays a variety of Google AdSense display ad formats, each with a red arrow pointing to its name and dimensions:

- Leaderboard (728 x 90)**: A horizontal ad featuring a woman, the text "Find Exclusive Deals Here!", a large "-70%" discount, and a "Learn more" button. Source: www.findexclusivedeals.com.
- Banner (468 x 60)**: A horizontal ad with a man's face, the text "Up for a challenge?", "we're looking for you!", and a "Learn More" button. Source: www.mychallengead.com.
- Skyscraper (120x600)**: A tall vertical ad for "Save on Flights and Travel Packages Today!" with a "Book Now!" button. Source: www.airfareoffers.net.
- Wide Skyscraper (160x600)**: A tall vertical ad featuring a woman celebrating with her arms raised, the text "Are you an entrepreneur?", and a "Learn More" button. Source: www.entrepreneursupport.co.
- Small Square (200 x 200)**: A square ad for "Get the Credit You Deserve!" with a "MyATC.in" logo and an "Apply Now!" button. Source: www.myspecialcreditcard.net.
- Medium Rectangle (300 x 250)**: A square ad for "Looking For Games?" with a "PLAY NOW" button. Source: www.mygamead.com.
- Square (250 x 250)**: A square ad for "Jump Into Great Savings on Your Next Ski Trip!" with a "Learn More" button. Source: www.example.com.
- Large Rectangle (336 x 280)**: A rectangular ad for "Want to study abroad?" with a "Learn more!" button. Source: www.eutopuniversity.com.

Each ad includes the "Ads by Google" logo in the bottom right corner.

I have experimented with different image ads on different websites in the last 3 years and come out with different results as below –

- The banner ads work great on sites with general topics rather than highly targeted sites.
- The banner ads work best in the sidebar only. Users completely avoid them if they are in contents because they know this is ad.
- The percentages of users who click on banner ads are decreasing every year.

But it does not mean, if something does not work for someone, it won't work for you. You can try different image ads in different position and come with your own conclusion. Try every ad for at least 1 week to test the water.

AdSense for Search

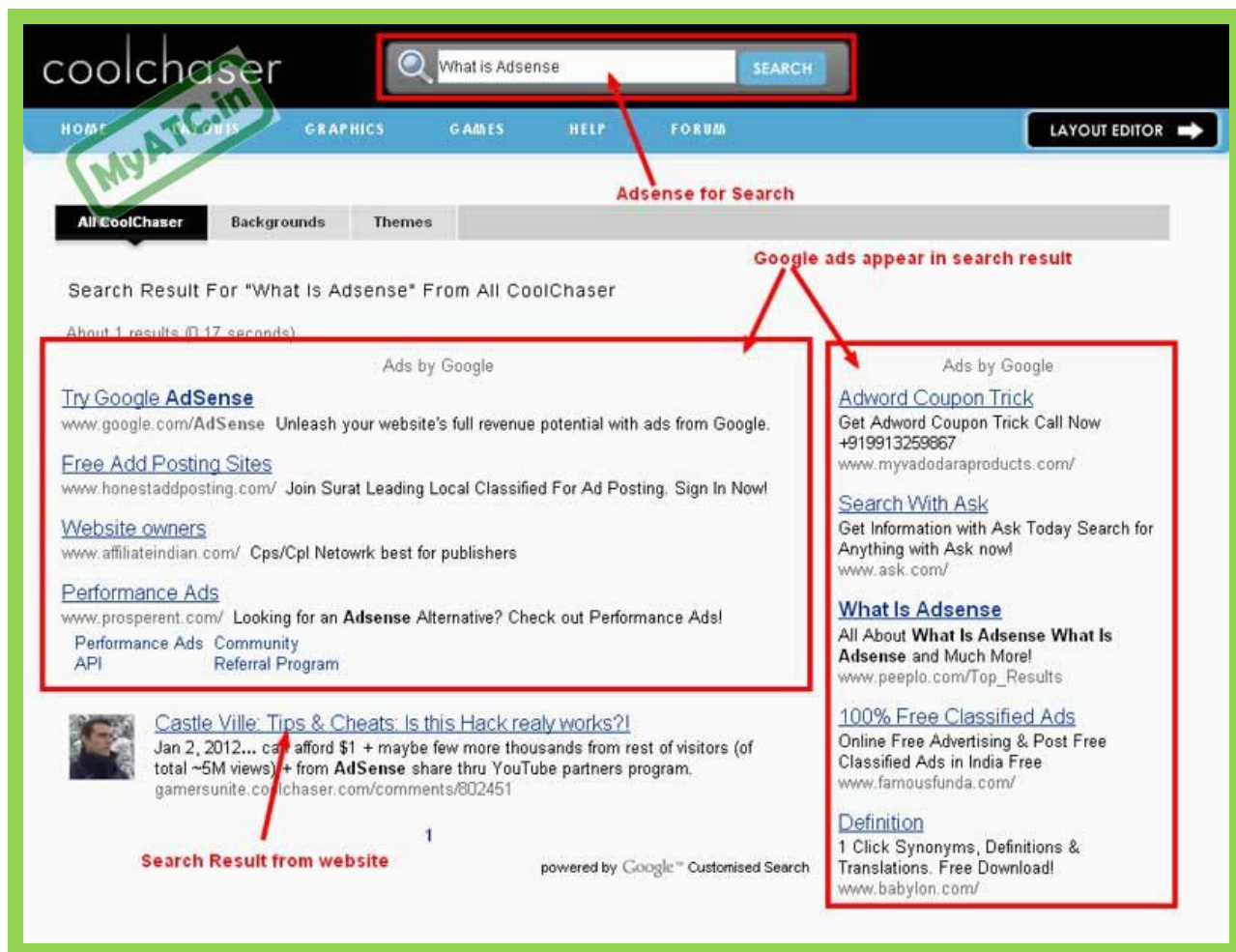
Google AdSense for Search is one of the three major AdSense offering from Google. You can use this functionality to provide Google-powered customized searches to your incoming visitors.

When it comes to earning with AdSense, Google AdSense for Search is one of the best kept secrets on the internet. Last year, Google published the percentage of AdSense earnings that are distributed to the content publishers (that is you), and here are the numbers:

Content Publishers earn:

- Around 68% on Google AdSense for Content
- Around 51% on Google AdSense for Search

Just check here how the AdSense for Search works –



With a Google search box, visitors can search the web from your site. Through AdSense, ads targeted to search terms are shown next to results. People find these ads useful and click on them, and when they do, Google pays you.

AdSense for Feeds

What is RSS feeds?

RSS (Rich Site Summary) is **a format for delivering regularly changing web content**. Many news-related sites, weblogs and other online publishers syndicate their content as an **RSS Feed** to whoever wants it. Read more info on RSS feeds [here](#).

AdSense for feeds allows web publishers to earn by placing targeted Google ads in their feeds. AdSense for feeds works the way the rest of the AdSense program works: by delivering ads that are relevant to your content and your readers.

Don't expect giant returns from this product, but you should be using it to add a little extra to your income, depending on the number of subscribers you manage to pick up.

AdSense for Mobile Content

There is new trend which is rising very rapidly and that is the ability to consume online content on mobile phones. Users of Smartphone with big screen like iPhone, Samsung Galaxy etc. can operate the internet with convenience and with this new revolution there is a very big increase in the mobile internet users.

AdSense for Mobile Content now places an AdSense unit optimized for mobile phones on Web pages viewed on high-end devices like iPhones. You get one ad that appears at the top of the page, but you can choose from a wider range of sizes than before, and even include graphic ads if you want.

Just check here the full range of ads that you can get for AdSense for Mobile content by [visiting here](#)

AdSense for Games

AdSense for Games are for those who create the games. With the new service, game creators can display video ads, image ads, or text ads within games to earn revenue. Sites will be able to define where ads appear, such as interstitial frames before a game, after a level change, or when a game is over.

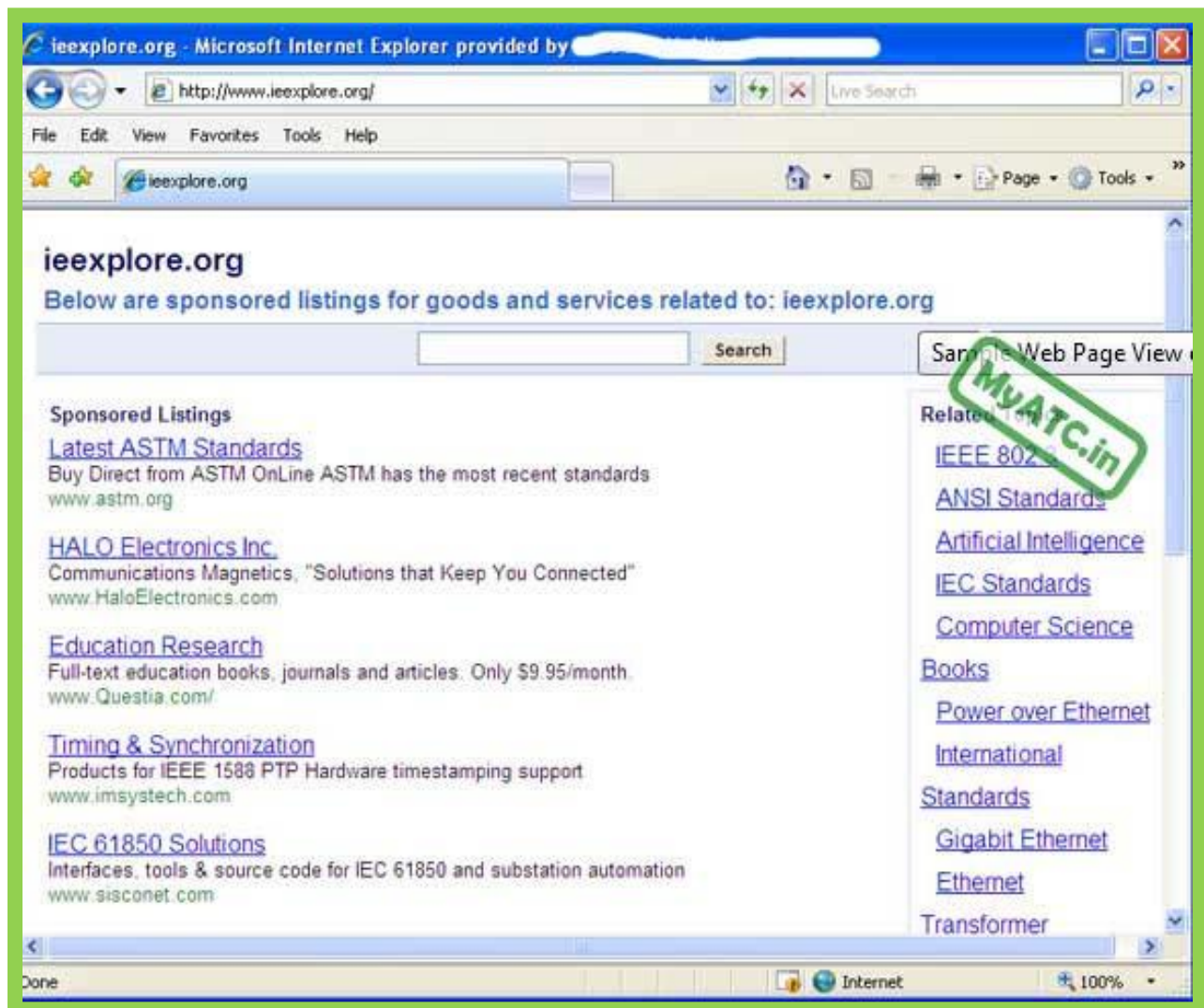
AdSense for Domains

AdSense for domains allows publishers with undeveloped (empty) domains to help users by providing relevant information including ads, links and search results.

With AdSense for domains, users can find relevant information rather than see empty pages or "page not found" errors.

AdSense for domains provides advertisers with additional opportunities to find their customers, and ads on these pages convert well. In addition, Google regularly receive requests from advertisers who have found domains to be an effective way to reach their users.

If you have undeveloped domains, then AdSense for domains can help your users. This is what a user sees in AdSense for domain when he visits an empty domain –

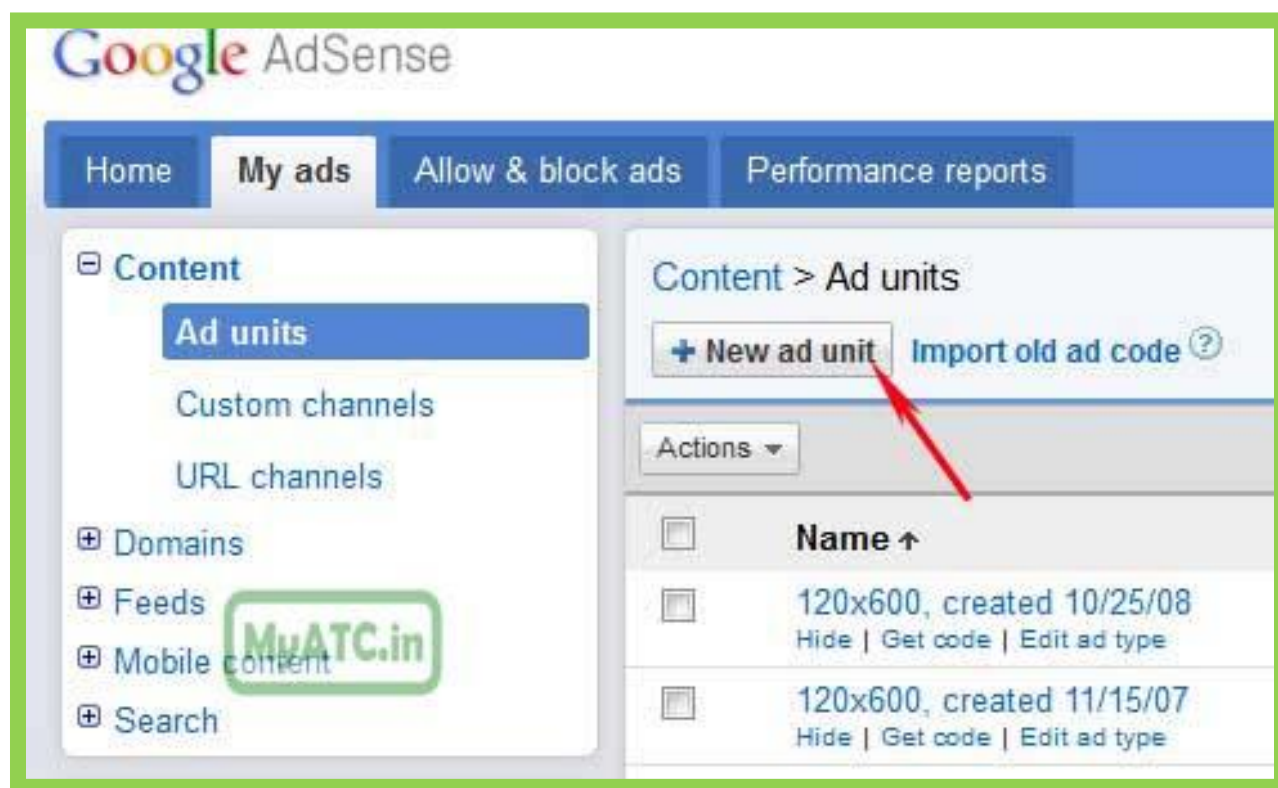


Imagine if have booked 10 or 15 domains for future use but right now you are not creating any site or blog with any of those domain then AdSense for Domain is the best thing you can monetize with all your domains.

Although AdSense for domain earns you very less income but that could be sufficient to compensate your domain booking expenses. You will earn without doing anything in AdSense for domain.

Insert AdSense Ads on Your Blog

To insert AdSense ads in your blog, first you need to take the AdSense code from your account. Just login to your AdSense account, then click **My Ads** and then click on **New Ad Unit** as shown below



After clicking on New Ad Units, it will ask you a different options for settings as explained below in the image-

The screenshot shows the 'Create new ad unit' page in the AdSense interface. Red arrows and text boxes provide guidance on several key settings:

- Name:** A text input field with the annotation: "Give a name to this Ad unit for your reference".
- Ad size:** A dropdown menu currently set to "728 x 90 - Leaderboard" with the annotation: "Select what size of Ad you want to place on your blog. Select the best one which can fit the space on your blog".
- Ad type:** A dropdown menu set to "Text & image/rich media ads" with the annotation: "Select whether you want text ads only, image ads only or both". A link "View examples of ad types and sizes" is also present.
- Backup ads:** A dropdown menu set to "Show blank space".
- Custom channels:** A section with a "Create new custom channel" link and a list of existing channels (e.g., 336x280TechBP, 336x280TechInTBP, 460x128BetPost, 468Home, 468x60TechBetPost). An annotation states: "Custom channels allow you to track the performance of specific groups of ad units".
- Ad style:** Two tabs: "Select ad style" and "Use custom settings". The "Select ad style" tab is active, showing five styles: Google default, Classic grey, High-contrast black, High-contrast white, and Modern white. An annotation says: "Select the Ad style from the 5 style from Google or click 'Use custom setting' to use your own style".
- Ad preview:** A section showing a preview of the ad with various settings like Border, Title, Background, Text, URL, and Corner style. A watermark "MyATC.in" is visible over the preview.
- Buttons:** At the bottom, there are "Save", "Save and get code >>", and "Cancel" buttons. An annotation points to the "Save and get code >>" button: "Click Save to get the ad code".

- Use the name section to give some name to the ad unit for reference.
- Then it will ask for you the **Ad Size**. There are many different sizes of the ads like one big wide Leaderboard (728×90), vertical Skyscraper (160×600 or 120×600), Square (200×200 or 250×250) or rectangles (300×250, 336×280). You can use them as per your website requirement but initial 4 Ad Sizes given there in the recommended list gives the maximum earnings. Other then these types of ads, there are link ads as given at the end of the

drop down menu. They are not actual ads but they are the link to the ads so when a person clicks on the ad link, it shows number of ads and if that person click on any of the ad, you get paid.

- Third column is **Ad Type**. Google uses Text based, image based and rich media ads for AdSense. You can decide which type of ads you want to go with by trying different ads at different times and see which type of ad give you more earnings.
- **Custom Channels** – A custom channel lets you group ad units however you choose, such as by size or location on a page. You can track performance by custom channel. You may have many blogs and many sections on your site so you can use different custom channels to track how your channel is performing at different places.
- **Ad Style** – It works for text ads only as you can change font, color, background color of your text ads. Giving style similar to your website or blog theme will give you more clicks from the visitors.
- Just click “**save and get code**”. Once you click that, you will be taken to a page with some JavaScript code. Just copy that code and paste in your blog in between your contents through some WordPress plugins or in sidebar so that your visitors can see the AdSense ads and you make money from ads.

Placing AdSense ads on your blog

You need to use the AdSense code that you have received from above process. Your AdSense Ad code will look like this-


```

<script type="text/javascript"><!--
google_ad_client = "ca-pub-5645675490320921";
/*reswae336 */
google_ad_slot = "26435643320";
google_ad_width = 336;
google_ad_height = 280;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>

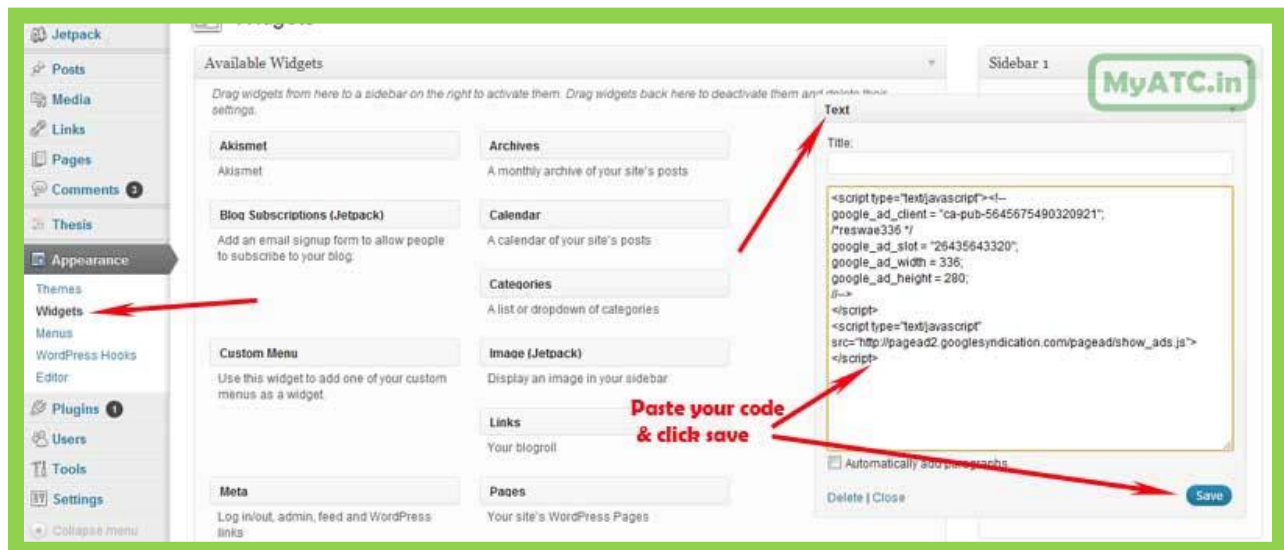
```



Now just copy this code and save this in a notepad. This is an example of 336 x 280 text ad code. By using this ad code on my blog, it will show text ads in a box of 336 x 280 size.

It's very easy to use this ad code in the sidebar of your blog. Just login to your WordPress admin, click on **Appearance** and then click **Widgets**.

Drag a text widget to sidebar, paste the above code in the text box and click save button as shown in the image below. Your ads will immediately be appeared in the sidebar of your blog. Just refer this image-



Place AdSense ads in the contents

You can place the AdSense in between the contents with the help of AdSense plugins. There are hundreds of AdSense plugins for the WordPress blog but some of the plugins given below are good to use for your blog.

- AdSense Deluxe
- Quick AdSense
- Google AdSense Plugin
- AdSense Manager

You can use any of the plugin mentioned above. I used AdSense Deluxe on many of the site and found this is the better plugin. You can download [AdSense Deluxe Plugin here](#).

You can find this tip useful if you get any problem while installing the plugin. [Check here](#)

If you are getting any problem while installing the AdSense Deluxe plugin, you can install other plugin. You can install other 3 plugins directly from the WordPress account. AdSense Deluxe is not available through 'plugin search' option in WordPress dashboard and so you need to download this from the given link above.

Let's check an example of how to install and setup '**Quick AdSense**' plugin.

From your WordPress dashboard, click plugins & then Add New link. If you want to install 'Quick AdSense', type quick AdSense in the search box and click 'Search Plugins'.

If you want to check the details of Quick AdSense plugin, click details otherwise click '**Install Now**' and then activate the plugin.



After plugin is activated, just click on settings and then Quick AdSense to use AdSense settings through Quick AdSense plugin. Just check the image below for illustration-

Quick AdSense Setting (Version 1.9)

Options

AdSense: Place up to **3** Ads on a page. Select up to **3** Ads only if you are solely using Google Ads.
(Google allows publishers to place up to 3 AdSense for Content on a page. If you have placed these ads somewhere in the page, you will need to take using other Ads, you may select up to 10 Ads.)

Position: (Default)

- ☒ Assign Ads1 to Beginning of Post
- ☒ Assign Random Ads to Middle of Post
- ☒ Assign Random Ads to End of Post
- ☐ Assign Random Ads right after the <!--more--> tag
- ☐ Assign Random Ads After Paragraph 1 to End of Post if fewer paragraphs are found.
- ☐ Assign Random Ads After Paragraph 1 to End of Post if fewer paragraphs are found.
- ☐ Assign Random Ads After Paragraph 1 to End of Post if fewer paragraphs are found.
- ☐ Assign Random Ads After Image 1

Use your ad placement as per your choice which give you maximum earnings

Appearance:

- ☒ Posts ☒ Pages
- ☐ Homepage ☐ Categories ☐ Archives ☐ Tags ☐ Place all possible Ads on these pages.
- ☐ Disable AdsWidget on Homepage
- ☐ Hide Ads when user is logged in to Wordpress **(NEW !)**

Quicktag

- ☒ Show Quicktag Buttons on the HTML Edit Post SubPanel.
- 1. Insert a <!--Ads1-->, <!--Ads2-->, etc. into a post to show the Particular Ads at specific location.
- 2. Insert a <!--RndAds--> (or more) into a post to show the Random Ads at specific location.
- 3. Insert a <!--NoAds--> to temporary Disable Ads in a post.
- 4. Insert a <!--OffDef--> to temporary Disable The Default Positioned Ads. You can then insert specific Ads as per item 1 above to the page.

AdSense Codes

Paste up to 10 Ads codes on Post Body as assigned above, and up to 10 Ads codes on Sidebar Widget. Ads codes provided must not be identical display correctly. Ads will never displays more than once in a page.

Ads on Post Body:

Ad Code	Code	Alignment	Margin
Ads1:	Paste one of the ad code like 336 x 280 or 300 x 250 here	Center	10 px
Ads2:	One code here	Center	10 px
Ads3:	One code here	Center	10 px
Ads4:		Center	10 px

Google Allow max 3 'Ads for Contents' + 3 link units + 2 search box on every page.

You can use link units in the sidebar

Use CTR themes for placing AdSense ads

CTR Theme is the most powerful and flexible WordPress AdSense Theme I have ever seen. This theme is so powerful and beautiful that it is not easy to make a difference between the content and the AdSense ads.

Simply CTR Theme makes it really easy to build websites that get unbelievably high CTR (click-through-rate). It has been build not only on the suggestion of Google, but other techniques that are used by the greatest bloggers and website owners who earns thousands of dollars from Google.

You can buy the theme from any of the *Fiverr seller* who can give you one of the best themes in just \$5. Using AdSense on CTR theme is absolutely easy & you will receive a high click through rate with CTR theme.

Multiply AdSense Earnings

As we have discussed in the start, there are 2 ways to multiply your AdSense earnings with the same number of visitors on your blog. You can increase your earning either by increasing your CTR or by increasing CPC or both.

Just imagine you are getting 400 page views a day on one of your blog. From this traffic, you get 3% CTR & average CPC of 10 cents then your monthly earnings will be-

$$400 \times (3/100) \times \$0.10 = \$1.2 \text{ daily earnings} \times 30 \text{ days} = \$36$$

Now let's imagine you have done a little bit work to increase your CTR and CPC. You are still getting 400 page views a day but your CTR is increased to 6% and CPC increased to 20 cents. Now your monthly earnings will be –

$$400 \times (6/100) \times \$0.20 = \$4.8 \text{ daily earnings} \times 30 \text{ days} = \$144$$

Great!! Your earnings increased 4 times. Just a little bit change in the settings and applied few tricks and your earnings will be increased to 4 times.

Just 10 such small blogs can earn you more than \$1400. This is really great. But sadly so many AdSense publishers are not taking any effort because they don't know how to do this. They are just happy the way their sites are performing.

It's no more now. Just check these some of the best tricks you can use on your blog in less than 30 minutes time.

How to Increase your CTR

You want every visitor on your website will click on your ad but none of the visitor wants to click on the ad. This is the biggest truth and you can't ignore this.

People come to your website for contents and not for watching or clicking ads. They are fed up with the ads. They want to avoid banners, pop-ups & everything that look like ads.

People will click the ads on your site either if they think they don't look like the ads or if there is something they are highly interested in.

They will click your ads if they think this is part of your site and will provide more info on the topic they are searching for. They will click the ads if they think your site is not able to provide the info they are looking for and some ads on your site is filling that gap.

So how you will achieve this? How you will increase your CTR. Just find here some of the way you can try on your blog and come with a perfect way which will give you the best CTR-

Avoid Banner Ads

Avoiding banner ad is one of the ways of increasing your CTR. Nowadays; internet users can easily understand that this is nothing but an ad. They try very hard to avoid banner ads and image ads.

Some of the disadvantages of image and banner ads-

- Users don't click and so you don't get high CTR
- Advertisers get benefited because even if the visitors don't click on them but visitors can see that ad and the advertiser get branding because many of the banners ads either shows the brand name or the domain name in the ad. They get the future sale with this but publishers get nothing

- Most of the time, they are not targeted.
- Because there are not as many advertisers knowing how to create image or animated ads, the competition is lower therefore CPC will be lower.

Although with these disadvantages, there are advantages as well for image ads. Sometime, in some blogs they can give you high CTR so you should experiment with your blogs before you think of avoiding them completely.

Changing the Look of Your Ads

Blend your ad units. That includes colors, borders, size and placement of the ad units. The key is for your ads not to look like ads. It should mix well with your content making it look as a part of your post.

Remember that even the small changes can have a dramatic effect on your CTR. The font of the text, background, link color everything should match with that of contents of your blogs. If not, your visitors will know this is ad and they will not click.

Just login to your account -> click My Ads -> click new ad unit and come to the bottom of the page at 'Ad Style'. Just check this image how can you change the look of your ads to blend with the contents on your blog –



First of all, you need to use the custom settings to make this happen. In the custom settings, you will find different options like-

- **Border** – A border gives the presence of ads on your website so making this disappear will play a good role in increasing CTR. Just use the border color as the background color of your blog and it will be disappeared
- **Title** – The first line of the ad is the title. By defaults it's blue in color but change it to the color of the links in your site. It may be light blue or green so matching it with other links will make sure the ads will become a part of your contents.
- **Background** – generally the background is white but in many of the cases depending on the theme, the background color may be different, so choose the background color as the color of your blog background.
- **Text** – By default, this is black in most of the cases but check if the text color of contents in your website is different.
- **URL** – Making the URL from green to light black or grey make sure that ads look natural and blended very much with the contents. Making them light also makes it difficult to read by the visitors so they will not open the site by typing in the browser.
- **Corner style** – Choose the first with sharp corner
- **Font family** – Choosing the same font as the content of your blog blends your ads perfectly with the contents. Choose the right font or change the font of your content to that of AdSense ads.
- **Font size** – Match the font size with the font size of your blog content.

By adopting above methods can increase your CTR dramatically. You can come up with your own methods by experimenting in many different ways. You can this way find out the best possible blend where you get the best CTR. It may be different with different sites.

One of the best example of tweaking AdSense ads in this way –

at [Blue Sense](#)

Ads by Google	Cell Phone Cases	Bluetooth Headsets	MP3 Headphones	Headsets for iPod	New Earbuds for iPod
-------------------------------	----------------------------------	------------------------------------	--------------------------------	-----------------------------------	--------------------------------------

Ads by Google

I Hate My iPod EarBuds ➔
See the Alternatives.
Headphones, Soft In-ear phones-as low as \$11.95
[www.TheGadgetLover.com](#)

Wholesale Cell Accessory
Excellent prices for retail stores
Chargers,Cases,Bluetooth
[BigAppleAccessories.com](#)

Headphones
Inexpensive headphones perfect for a school Wireless, noise cancelling
[www.thefirstlocation.com](#)

Factory Originals & more
Genuine Factory original cell phone accessories Discounted up to 90%
[GCWireless.com](#)

Top 10 Headphones
Ranked by Popularity and Trends. Compare Headphones Here!
[EpikTech.com](#)

• [More Movers](#)

Accessories for iPod Ear phones



Cheap Cell Phone
Find awesome Cellphones For Cheap. Search For - Cell Phone

Solidstate Line Headset
Best Price Guarantee. Free Ship/Certified Direct Distributor

Ads by Google

Another cute accessory to add to the boring white the iPod earphone is ear bud set with four interchangeable [Emoticons](#). They ship to you the quartet for just US\$16. Split them among friends or change them according to your mood for the day.

This entry was posted on Friday, January 30th, 2008 at 8:10 pm and is filed under [Ezra's Accessories](#). You can follow any responses to this entry through the [RSS 2.0 feed](#). You can leave a response, or trackback from your own site.

Toots - Headphone Bunnies
Jogging,everything,Harleys,podis,birthday gifts. free shipping
[www.tootskate.com](#)

Giffin Ear Phones
Delivers rich, crystal clear audio. Includes nice carrying case.
[PGOnline.com](#)

Cell phone battery
Shop Great Deals On Cell Phone Accessories. Search Cell Phone
[www.PlazaCell.com](#)

Cell Phone Accessories
Solutions for Your Small Business Business Begins Here
[www.business.com](#)

Categories

- [Shoe Shoes and](#)
- [ear](#)
- [and other wear](#)
- [Jewelry Bags Like](#)
- [Clothes Cases](#)
- [For the Ours](#)
- [Funny Accessories](#)
- [Stylish Hats and](#)
- [Headgear](#)

Recent Posts

- [Silver Spoon Bracelets](#)
- [ABS very satin embroidered short dress](#)
- [Charlotte Ronson- Shorts with Tails](#)
- [Valenki Russ- Cute Russian Boots](#)
- [Terra Plana- Eco-friendly shoes](#)
- [Femworks- Resin Cast Jewelry](#)
- [Lili Jean Vintage Line](#)
- [Vader-Inspired Nail Polish](#)
- [Cubase Pumpkins](#)
- [American Apparel](#)

Recent Comments

- catherine on [Fierce Bodysuits](#)
- maki on [Valenki Russ- Cute Russian Boots](#)
- Ben on [Valenki Russ- Cute Russian Boots](#)
- Sapphire on [Navy Blue Blouse](#)

Ads by Google

Can you differentiate between contents and ads? This way, you can achieve a higher CTR.

Location is everything. The world's best ad won't deliver if it isn't visible to viewers. But after much experimentation with Google AdSense, I know that the most visible ads aren't always the most effective. In fact, they're likely to be ignored as blatant advertising.

Put ads where your content is most likely to interest and engage your visitors and you'll get the best results.

You can create several points of interest with the wise use of graphics, tables and other layout techniques.

We are going to learn different placements where you are going to receive best clicks & people will take interest to click on your ads.

The placements should be very wise and it should look like part of the contents. You should place them where your users spend most of the time on your blog.

First let's find out, which are the ad units available & which are the main places on your blog where you can place these ad units.

Just check this illustration for various locations in your blog. These are the standard locations-

Ads Alongside the Header

Ads below Header

Ads in the Right Sidebar

Ads above fold below the post title

You may place AdSense ads here between the contents

You may place AdSense ads here at the end of the post

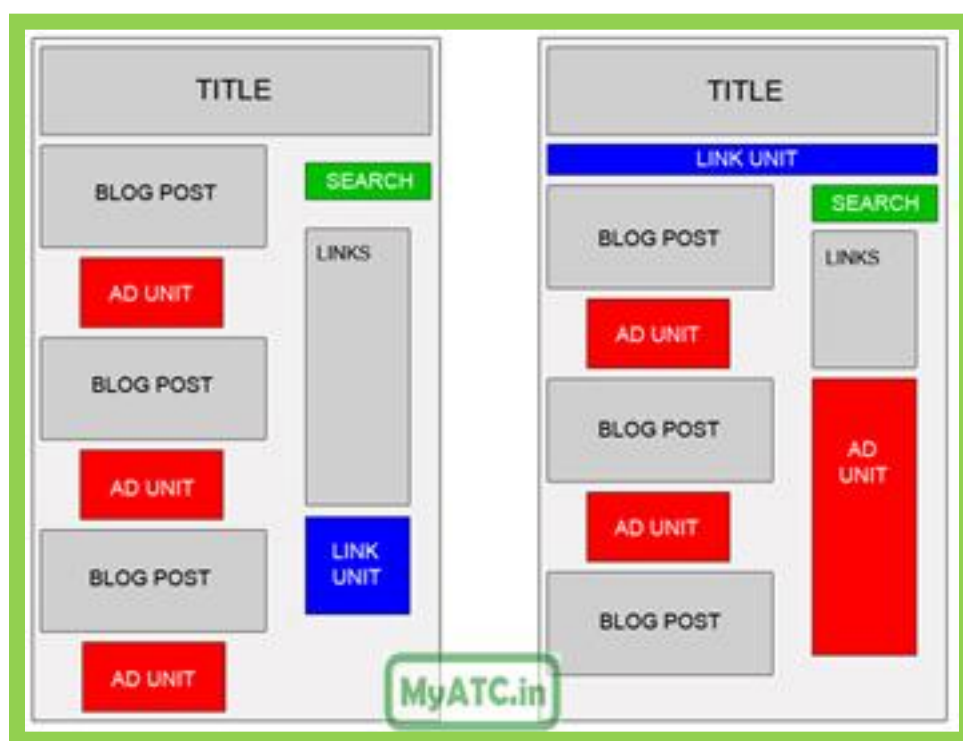
& check here various ad units you can use on these locations-

- **Leaderboard** ad should go at the top of the page or below the header
- **336 x 280** ad should be used below the title with or without wrapped with the text
- **Squares and rectangles** should be embedded into text itself.
- **Vertical ads and buttons** should appear on the left sidebar or right sidebar of the page.

- **Horizontal link** units should go at the top of the page, between blog entries or above and below navigation links.
- **Image ads** should rarely be used at all.
- **Other horizontal ads** should be used between the content or at the end of the contents

These are some fair rules to use the ads. You must experiment different places with different formats before you can decide the best possible placements to achieve a high CTR.

Knowing where to place your ads on your pages is vitally important and should not be overlooked. Studies prove that an online browser's eye is trained more emphatically in certain areas of a webpage, while other areas receive just a glance over. These are known as 'hotspots'. A visitor's eye lands directly automatically in the first instance on a particular area of a page then follows a certain trail of vision along that webpage. As an AdSense publisher you need to know these facts.



Just remember these 3 important points –

- You want at least one ad unit above the fold. If this is above or below the header, it should be a Leaderboard. If this is 336 x 280, it must be below the title.
- Just match the format with the position.
- You want to blend the ad unit into the content. **Text wrapped ads give better CTR than ads without wrap.**

Just check here an example of how the one of the largest websites About.com is placing the ads on its pages-

The screenshot shows the About.com Business Finance page. Annotations with red arrows point to various ad placements:

- 1 Ad above Header:** Points to a small ad unit above the main navigation bar.
- Search box:** Points to the search bar on the right side of the page.
- Ads Above the fold Wrapped with the text:** Points to a text-based ad unit integrated into the main content area.
- Ad in the sidebar:** Points to a sidebar ad unit on the right side of the page.

The page content includes sections like "Financial Workouts", "Alternatives to Business Bankruptcy", and "What is a Financial Workout?". The sidebar contains links to "Lose Weight At Home" and "Get Great Arms and Abs".

The only guaranteed way is through experimentation — to put each suitable format in each location and test to see which combinations actually produce the best income. That was how I maximized my AdSense income, and it is something that you're going to have to do to some extent too.

But it takes time, and the days your AdSense units spend in less than optimal positions are days they're not earning the most amount of money they can.

The layout and ad placements that work for one niche might not work in another.

I recommend you start with these three ad units.

- Leaderboard (728 x 90)
- Large Rectangle (336 x 280)
- Wide Skyscraper (160 x 600)

Those are the units that have consistently delivered the best results for me over time.

It's very easy to get excited and plaster your site full of ads, but you also have to think of your users.

Your goal is not only to generate clicks but for your visitors to come back to your site again and again.

How to Increase Your CPC (Cost per Click)

Not just by increasing your CTR but you can also maximize your AdSense earnings by increasing CPC. You can increase your AdSense earnings even if there is no change in the traffic on your blog and the CTR you receive.

Yes, you can dramatically increase your AdSense CPC with just a little bit of work. Many of the time, you will find that you are getting 1 cent to 5 cents per click.

Many times you will find ads like Google AdWord's own ads & many similar ads keep coming on your site and paying very less amount for every click.

So can you get rid of such poorly paying ads?

That is what the topic of our study in this chapter. You can see how you can avoid such low paying ads and target only high CPC ads on your blog.

So first thing you need to do is get the list of all the advertisers URL who are showing their ads in your website. Never click on any of your ads to know the URL as it can give you trouble.

Instead use one of the best tool – **Google AdSense Preview Tool**

AdSense Preview Tool allows you to preview the ads that will show up in your page. It is of great help in avoiding unwanted ads, testing and optimizing content and setting ads format, color and placement.

It's very easy to install AdSense preview tool. This is a registry file. Just download the file, double click on this to add to registry and you are ready to enjoy this tool.

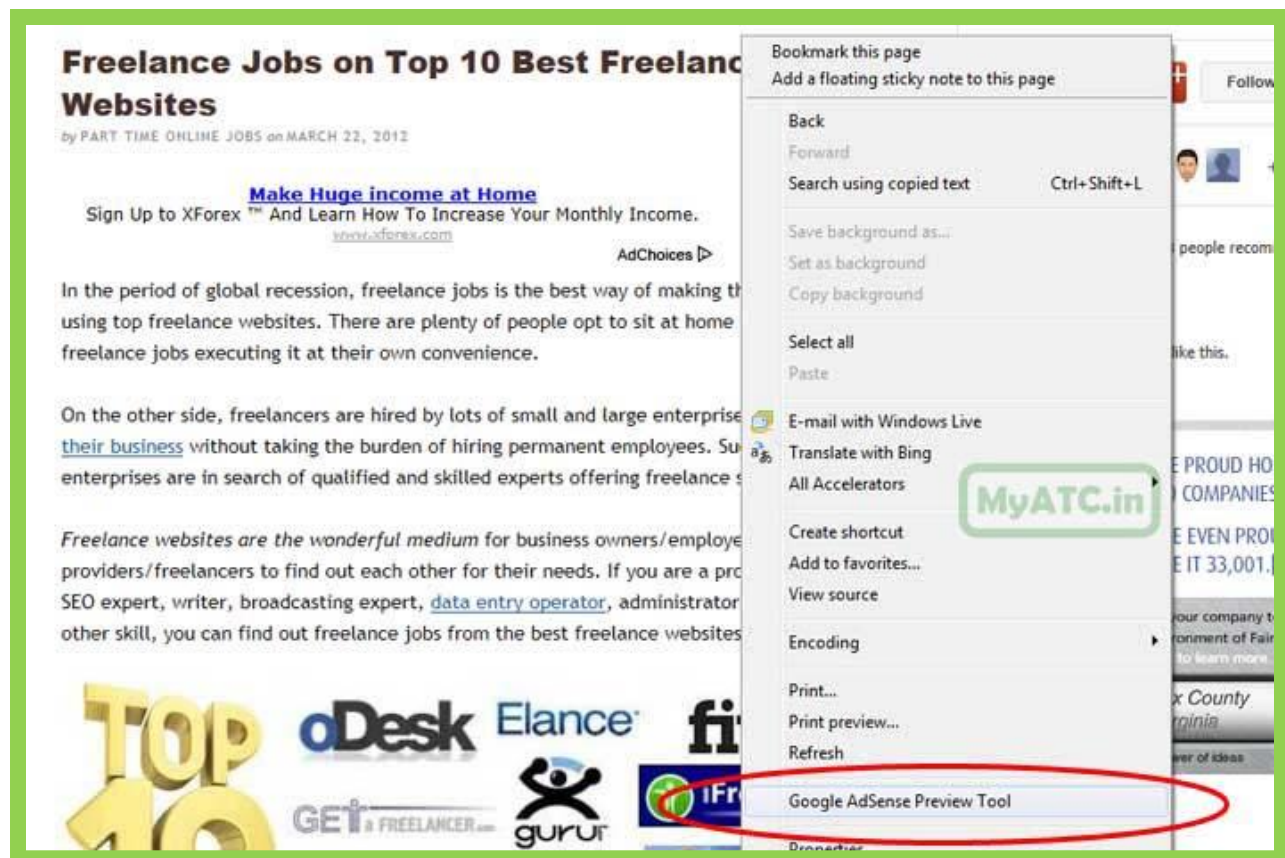
You can use this tool in **internet explorer version 6.0** & above.

[Download AdSense Preview Tool](#)

To install AdSense Preview Tool –

1. Right click on the link, click 'save as' or 'save target as' & download at some location like your desktop or my documents.
2. Double-click the file from your desktop or my documents. A confirmation window will appear - click Yes to continue. The registry update will self-install.
3. Restart Internet Explorer by closing all open IE windows.

To use the tool, open any URL from your blog in internet explorer, then right click there, select 'Google AdSense Preview Tool' and click on this.



After clicking on the preview tool, you will find a popup window with the list of advertiser ads showing on your website like this-

Google AdSense Preview Tool

Google™ [Help](#) [AdSense Home](#)

[Choose Options](#) [Choose Colors](#)

The ads displayed below are sample ads, based on standard AdSense targeting and filtering. You can check the destination of these ads to ensure that they're appropriate for your site's content. If you're already an AdSense publisher, you can prevent specific ads from appearing on your pages by adding the URLs to your [Competitive Ad Filter](#). To determine the URLs of the ads shown below, click the checkbox above each ad, then click **Show Selected URLs**.

Show Selected URLs Geographic Targeting: **Auto (?)**

<input checked="" type="checkbox"/>	Steam generator boiler Oil/Gas/Electric Steam Boiler Hot water boiler, small boiler www.neking.cn	<input checked="" type="checkbox"/>	Cat Generator Sets Diesel Or Gas Powered 7 To 16000kW Standby And Prime Applications www.catelectricpowerinfo.com
<input checked="" type="checkbox"/>	The Power House Generator Diesel and Gasoline Generating Sets from 2.2 kVA up to 2200 kVA range www.thepwrhouse.net	<input checked="" type="checkbox"/>	Home Solar Power Free resources help you decide if solar energy is right for your home ProudGreenHome.com/solar-power
<input checked="" type="checkbox"/>	Diesel Generators Diesel generators manufactured in united kingdom 5-3000kva www.generatorsets.co.uk	<input checked="" type="checkbox"/>	Name Your Price Great selection of generators at prices you want to pay. HGRinc.com
<input checked="" type="checkbox"/>	SoundPLAN The world leader in noise and air pollution planning software www.soundplan.eu	<input checked="" type="checkbox"/>	Permanent magnet generators from The Switch. 1-5MW and higher, with different drives. www.TheSwitch.com

You can find the AdSense URLs of the advertisers whose ads are shown in your website – Check all of them and Click on the Show selected URLs.

Note - These are not all the ads that show up, so you can repeat the search to know more advertiser's URL.

Copy all the URLs in a notepad. Now this is the list of all URLs showing ads on a particular webpage in your blog. My next step will be to check **how much these advertisers are paying** i.e. what are the CPCs for these ads.

For this, I will use iSpionage tool. Just visit <http://www.ispionage.com> & enter one of the domain of the advertiser from the list which you have received from Google AdSense preview tool and click on Search.

Just refer the image below and check this properly-

Enter the domain name of the advertiser

Click here to see the Google Ads

Check the CPC & the Keywords

ADVERTISER URL

LOW COST CPC

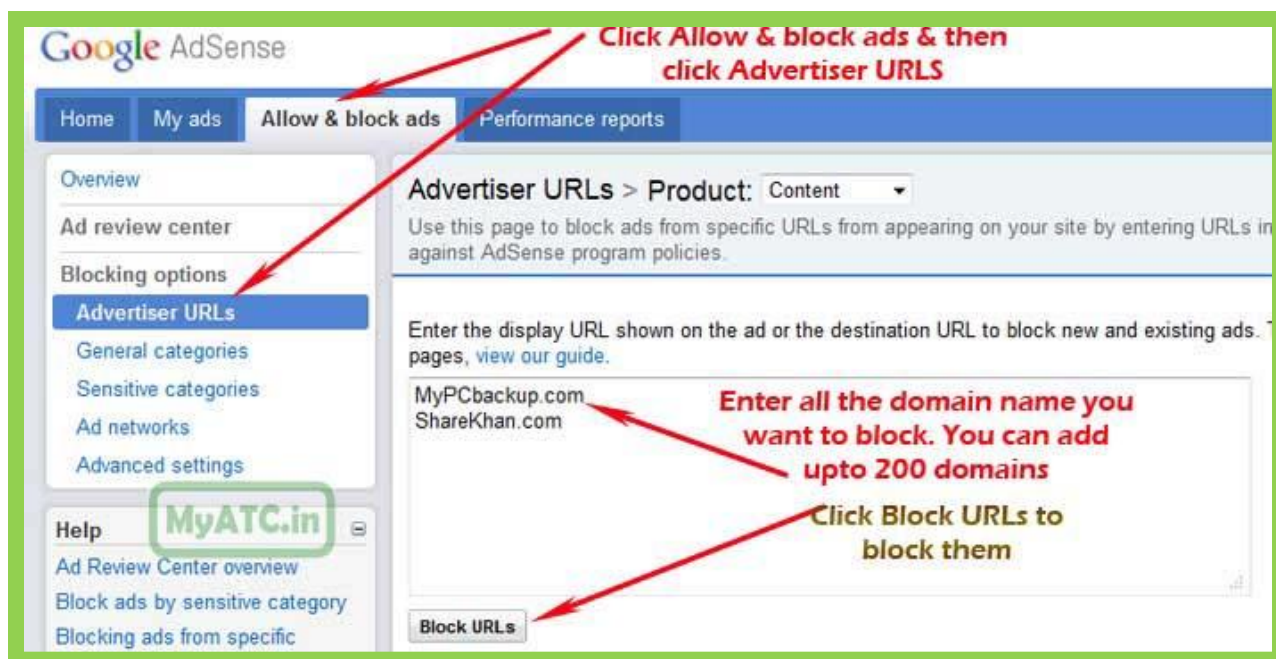
Ad Copy	AEI	Destination Url	Keyword	Other Keywords	Search Volume	Avg Rank	CPC
100% Free Computer Backup Unlimited Space, Fully Automated Access Files Anywhere, Anytime! www.mypcbackup.com	86.94	http://track.mypcbackup.com/?h ash=860d7e1f&tid=gauc014	computer backup	30	2,400	5.7	\$7.88
100% Free Online Backup Fully Automated, Unlimited Storage Access Files Anywhere, Anytime! www.mypcbackup.com	86.94	http://track.mypcbackup.com/?h ash=860d7e1f&tid=gauc006	online backup disaster recovery	157	110	7.5	\$0.05
100% Free Windows Backup Unlimited Space, Fully Automated Access Files Anywhere, Anytime! www.mypcbackup.com	80.34	http://track.mypcbackup.com/?h ash=860d7e1f&tid=gauc018&page=windows- backup	windows backup software	7	49,500	4.3	\$4.54
Best PC Backup 2011 - Store All Your Files Online Free. Access Files Anywhere, Anytime! www.mypcbackup.com	72.62	http://track.mypcbackup.com/?h ash=860d7e1f&tid=gauc007	pc backup software	4	14,800	1.6	\$4.71
Best PC Backup 2011 Store All Your Files Online Free. Access Files Anywhere, Anytime! www.mypcbackup.com	72.62	http://track.mypcbackup.com/?h ash=860d7e1f&tid=gauc007	pc backup	3	301,000	4.1	\$4.31
100% Free Computer Backup MyPCBackup.com Unlimited Space, Fully Automated Access Files Anywhere, Anytime! www.mypcbackup.com	72.62	http://track.mypcbackup.com/?h ash=860d7e1f&tid=gauc016	backup my pc	9	18,100	2.3	\$1.47
100% Free Online Backup Store All Your Files Online Free. Access Files Anywhere, Anytime! www.mypcbackup.com	41.27	http://track.mypcbackup.com/?h ash=413009d5&tid=gsuk-030	online backup services	17	22,200	6.7	\$11.42

In this example –

1. I visited the site www.iSpionage.com
2. I opened my notepad where I saved the list of URLs which I received from Google AdSense Preview Tool.
3. I copied one of the advertisers domain (e.g. MyPCBackup.com) name from the list and pasted this in the search box in the iSpionage.com search box and clicked on search.
4. I used the free version only where I can see the top 10 results.
5. I clicked the 'Ads' tab to see the Google Ads & I checked which are the ads with low CPC.
6. I copied the destination URLs of these low CPC ads and saved in a notepad
7. Similarly I used other advertisers to find out if their ads are paying low CPC.
8. Then I repeat the procedure on my other important pages on my blog.
9. This way I prepared a good list of all the advertisers URL who are paying me low CPC.
10. Next what I did is blocked all these advertisers ads on my blog using the **'Allow & Block Ads'** option in Google AdSense account.

Google AdSense Allow & Block Ads

Login to your AdSense account -> Click 'Allow & block ads' & then click 'Advertiser URL's. Just enter the advertiser's domain name of all advertisers who are paying low CPC & then click block URLs. That's it. Just refer the image for more clarity-



And you're done. Wait for a couple of minutes and will see that the low CPC ads are disappeared from your websites. Wow!!

The change with my AdSense earnings is really amazing. All it took was a few minutes to do this whole thing and it has increased the total AdSense revenue of my websites.

There is another alternative for Google AdSense Preview Tool and that you can find at <http://www.labnol.org/google-adsense-sandbox/>. You visit the site and use in the same way, you are using Google AdSense preview tool.

So just with 30m minutes of work, you will be on your way to receive a high CPC and get rid of all low CPC ads on your blog. You will see how your earnings will be multiplied to 300% by blocking the low CPC URLs.

An important tip –

Free version of iSpionage will only tell the top ten results. But you click on the top of each column (to sort from low to high and from high to low) to get a better idea on it. There are 7 columns, so by clicking each column twice (to sort from low to high and from high to low), it will give you around 140 results.

After using iSpionage free for 10 times, it will ask you to register for paid version so here is the tip to avoid this-

Mozilla

Click Tools, Select "**Start Private Browsing**"

That is private browsing. Since this method automatically flushes the cookies each time you finish browsing, you can keep on opening a "Start Private Browsing" window and searching.

Google Chrome

Click Options, Select "**New Incognito Window**"

That is private browsing. Since this method automatically flushes the cookies each time you finish browsing, you can keep on opening a "new incognito window" and searching.

I know from years of testing and real-world experience that these strategies are simple and work very well. But also because I know a lot of people will go "oh that was a nice little eBook", close it down and probably never implement a single strategy outlined here.

The people who really do clear their schedules right now and start putting these techniques into action are the ones who are going to build profitable, long-term, good earning AdSense sites that will support them for years to come. I want you to be one of those people.

Thanks for reading – and may I wish you every success with your online ventures. You deserve success and I'm thrilled if I've been even just a small part of that for you.

Here's to your freedom.

Admin, [SEOTrainingCourse.co.in](http://SeoTrainingCourse.co.in)