



What **Google** Never Told You About Making Money with **AdSense!**

**Do you know these
3 Steps to Higher AdSense Income?**

Learn how to:

1. Sky-Rocket your click-through ratios
 2. Increase Earnings per Click
with Highly Optimized Content
 3. Discover hidden AdSense income with advanced
tracking tools
-

**2005 Special
Preview Edition
Presented by
Scott Foster**

by Joel Comm

www.adsense-secrets.com

© 2005 Joel Comm/InfoMedia, Inc.

All Rights Reserved Worldwide

INDEX

Chapter	Topic	Page No.
0.	How to Use this Book	4
1.	Introduction: How to make (more) money with Google AdSense	6
2.	Getting Started with Google AdSense: As Easy as 1 - 2 - 3	10
3.	How to Tweak your Ads to Make them Click: Successful Ad Formats	11
4.	How to Tweak your Ads to Make them Click: Successful Ad Placement	18
5.	Hot New Tips to Drive Clicks	22
6.	Optimize your Content for High-Paying Clicks	26
7.	Response Tracking: How to read your visitors like a book	28

8.	What to do Before you Apply for AdSense: Guidelines for New Web Publishers	35
9.	Recommended Resources Free AdSense Tools & Utilities	39
10.	How to Make AdSense work with Internet Communities	45
11.	Start your own AdSense Journal	50
12.	The Latest Updates and Tips	56

100% No-Hassle Money Back Guarantee!



I'm sure this will work for you, and so committed to see that it does, that if you apply the simple techniques I've outlined in my ebook and you don't see results within 30 days, I will personally review your site and make suggestions to help increase your AdSense revenue. If you're still not satisfied, I'll refund your purchase price in full!

[Click here to buy the full version now!](#)

Dear Reader...

Thank you for downloading the special preview edition of "What Google never told you about making money with AdSense". It is designed to give you a small taste of what you will learn when you purchase the full version of my ebook, containing special tips and tricks designed to boost your AdSense revenue.

This is an advanced book about Google AdSense. In writing this book I have assumed that you, the reader, have a basic knowledge of AdSense.

Don't let that scare you, because this book is fairly simple to understand. However, if you are new to AdSense, you might want to check out Google's [AdSense Support Pages](#) or occasionally refer to their online [Glossary](#).

I have tried to keep this book concise and very focused on the objective of increasing your AdSense income. In this book you will find hands-on solutions to many of the concerns and challenges faced by content publishers in their quest to **attract targeted traffic, improve content relevance** and **increase responsiveness to AdSense ads** - using easy and legitimate techniques that have worked for me and many others.

No matter what type of website you have or the nature of your content, you will find hands-on ways to increase your AdSense income.

Through the pages of this book, I will teach you the exact-same techniques that I used to create a TEN-FOLD increase in my AdSense earnings - almost overnight! Techniques that you can apply yourself and see real results.

To those of you expecting a fat Dummies-style book with entire chapters devoted to "What the heck is AdSense?" or "A brief history of contextual advertising" This manual might come as a bit of a surprise. But there's a reason for that. And the reason is that I don't want to lose you before you get to the real meaty parts. I will disclose, for the first time, my proven step-by-step techniques to increase your AdSense click-throughs.

Isn't that the real reason you are going to invest in my ebook?

If yes, you won't be disappointed.

I don't want to hide these golden nuggets of wisdom under piles of fluff that you can read for free on the Internet. In fact, if you want to brush up on the basics, there's nothing like Google's own quick guide to AdSense, available [here](#).

You might want to print it out into and have it handy. Refer to it often, or whenever in doubt. Why pay for free content? Get the basics direct from google!

If you already have a website with quality content, getting set up with Google AdSense is the easy part. The hard part is making real money with it. And that's where this ebook comes in!

I guarantee you will find insights here that you wouldn't find anywhere else. My AdSense story - right from the sluggish \$30/day times to the explosive \$600/day - when AdSense pays off my mortgage, car payment, cable (and a whole lot more actually)...has taught me a great deal about how to make my web pages more profitable.

Every page is bursting with hard-to-find AdSense tips, tricks and proven strategies - gleaned from successful publishers who have very generously shared their money-making ideas with me.

Read. Apply. And don't forget to report your results!

In the rapidly evolving world of contextual advertising, your unique problems and real-life results will help subsequent editions stay current and useful. I appreciate your input!

Yours for Greater AdSense Profits,

A handwritten signature in black ink, appearing to read "Joel Lawrence". The signature is fluid and cursive, with the first name "Joel" being more prominent than the last name "Lawrence".

[Click here to buy the full version now!](#)

How to Make ^{more} Money with Google AdSense

Introduction

Google wants a slice of your traffic. And they're willing to pay big bucks!

For those who have been complaining of high traffic and low sales, there's simply no better way to cash in on those hard-earned visitors to your web pages.

AdSense makes it so easy!

There's no complicated software to install, no need to scout for affiliates, nothing to buy and no need to even have a merchant account. So...

Why isn't everybody doing this? More importantly, why isn't everybody making the most of it?

It's "Hidden Money"

"Seeing is believing", they say. Most webmasters love to obsessively track their visitors, earnings and CTR's several times a day. They love to see what's there, but they often miss what can be.

AdSense doesn't give you a lot of control over which ads are served, how the ads are rotated or what each click is worth. That's a good thing, because it's hands-free income.

Many webmasters think that once you've stuck the AdSense code on your page, there's little you can do except wait and watch.

Nothing could be farther from the truth! Google gives you a great deal of control over the visual or graphic elements of the ads. By tweaking these elements to your advantage, you could easily - in as little as a few minutes - multiply your click-throughs many, many times over!

[Click here to buy the full version now!](#)

My Experiments with AdSense

I signed up with AdSense in June 2003, starting small by serving AdSense off just a few of my pages.

By the end of the day, I'd delivered several thousand AdSense impressions - which netted me the princely sum ... \$3.00. I didn't exactly burn down the house.

While I didn't see a great deal of potential based on this initial figure, I figured it couldn't hurt to place AdSense code on more pages. Over the period of a couple months, I increased my impressions 25-fold, but the clicks just weren't happening. That was when I hit my lowest point as an Internet Marketer. My click-through ratios were so bad, I needed thousands of visitors to net about \$30 per day.

At that point, I knew something had to change - and I was going to change it!

It was as late as April 2004 - ten months after I signed up with AdSense - that I had my eyes opened to what I had been missing all along. It was one of the "Ah-Ha!" moments where I felt as though I were being hit by the proverbial 2"x4". Immediately, I began experimenting with my Google ads, testing various placement and colors to see if my assumptions would hold water.

The results were fast - and fantastic!

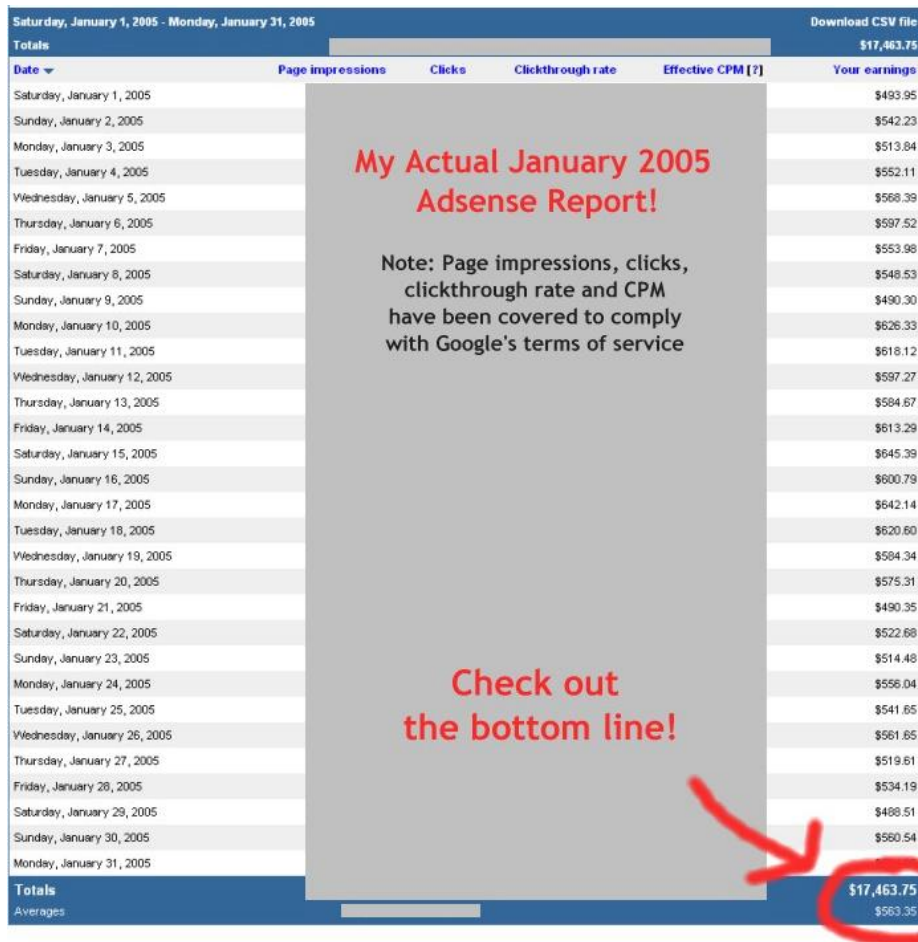
By applying the same easy tweaks discussed in this book, I nearly tripled my click-through rate, and my income shot up to \$600 PER DAY! I still remember that golden day in April 2004 - and for me there's been no looking back.

From my early days of being an "AdSense nobody" to this day, when a five-figure monthly income no longer surprises me...it's been an eventful journey full of learning experiences.

[Click here to buy the full version now!](#)

Little cogs run the AdSense machinery!

It's easy to get carried away when you're making so much money. But I never lose sight of the little things that make me big money with AdSense. Every AdSense partner- however big or small- knows that at the end of the day, it all boils down to one thing: Stats! You AdSense stats might not be amazing to start with, but make it a habit to go through it with a fine-toothed comb. As you start making sense of those 'little numbers'...the big checks with follow!



Saturday, January 1, 2005 - Monday, January 31, 2005					Download CSV file
Totals					\$17,463.75
Date	Page impressions	Clicks	Clickthrough rate	Effective CPM [?]	Your earnings
Saturday, January 1, 2005					\$493.95
Sunday, January 2, 2005					\$542.23
Monday, January 3, 2005					\$513.84
Tuesday, January 4, 2005					\$552.11
Wednesday, January 5, 2005					\$566.39
Thursday, January 6, 2005					\$597.52
Friday, January 7, 2005					\$553.98
Saturday, January 8, 2005					\$548.53
Sunday, January 9, 2005					\$490.30
Monday, January 10, 2005					\$626.33
Tuesday, January 11, 2005					\$618.12
Wednesday, January 12, 2005					\$597.27
Thursday, January 13, 2005					\$584.67
Friday, January 14, 2005					\$613.29
Saturday, January 15, 2005					\$645.39
Sunday, January 16, 2005					\$600.79
Monday, January 17, 2005					\$642.14
Tuesday, January 18, 2005					\$620.60
Wednesday, January 19, 2005					\$584.34
Thursday, January 20, 2005					\$575.31
Friday, January 21, 2005					\$490.35
Saturday, January 22, 2005					\$522.68
Sunday, January 23, 2005					\$514.48
Monday, January 24, 2005					\$556.04
Tuesday, January 25, 2005					\$541.65
Wednesday, January 26, 2005					\$561.65
Thursday, January 27, 2005					\$519.61
Friday, January 28, 2005					\$534.19
Saturday, January 29, 2005					\$488.51
Sunday, January 30, 2005					\$560.54
Monday, January 31, 2005					
Totals					\$17,463.75
Averages					\$563.35

Fig. 1.1 (above) Stats are the holy grail of Internet Marketing. This is a real, recent screenshot of my AdSense stats page. You can see what I'm making daily, but specific details such as CPM and CTR have been blacked out in keeping with Google's terms of service.

Hitting the AdSense Jackpot!



Yes that's my monthly AdSense check from Google for November advertisements (just in case you *still* don't believe me.) December was even bigger!

As you can see, today AdSense takes care of my car payment, mortgage, cable bills and a whole lot more besides.

Aren't you dying to know...

WHAT was it I did to AdSense - and my website - that turned it overnight into a cash-cow on steroids? More importantly, what can YOU do to shoot your AdSense income through the roof- right NOW!

My advice to you is quite simple-

Don't be passive about your AdSense income- work hard to increase it. But before you try out that hot new idea you read about at an Internet Forum, be sure to check out Google's [AdSense TOS](#). Many web publishers have forever relinquished their fat AdSense paychecks, just because they were too busy to pay attention to something so fundamental to their AdSense survival.

[Click here to buy the full version now!](#)

I like to play by the rules and have taken adequate care to ensure that my AdSense tips and tweaks are legit. Making what I do from AdSense, I have little incentive to go on a rule-breaking spree and get my AdSense account suspended.

For many of us Internet Marketers, AdSense is like the goose that lays the golden egg. Take good care of your goose - don't slaughter it in the mad rush to increase your AdSense income!

2. Getting Started with Google AdSense

As Easy as 1-2-3!

There are three ways to increase your AdSense revenue.

1. **By Tweaking the Ads**
to make them more appealing to your visitors
2. **By Optimizing your Website**
for better AdSense targeting (or what the Google folks call 'content relevance')

The only sure-fire way to get 1 and 2 right is by

3. Tracking Visitor Response

If you don't know what works (and what doesn't work) in trying to increase your AdSense revenue...you're shooting arrows in the dark!

The right tracking tools can reveal a great deal about your visitors and answer fundamental questions such as **what they're looking for** and **what makes them 'click'**. Once you've figured that out, bingo! You're on your way to big AdSense bucks!

But it isn't as straight-forward as it seems. If it were, there wouldn't be so many grumpy people on AdSense forums, complaining about their low AdSense earnings.

[**Click here to buy the full version now!**](#)

It's not that they aren't doing anything about it. They simply aren't doing the right things.

Let me assure you that in the time that I have been using AdSense, my earnings have only gone up - and so will yours, if you apply all my techniques seriously.

3. How to "Tweak" your Ads to make them "Click"!

Ad Formats: "Dress" your ads for success!

How would you like your ads served? Banners? Skyscrapers? Rectangles? Squares? What about borders and background colors?

The choices can be overwhelming. Many people let Google decide for them - preferring to stick with the default settings. Big mistake! From my own experience I can tell you that it's like swapping a hundred-dollar bill for a ten-dollar one.

For almost one year I settled for just a tenth of what I could have been making - just because I didn't bother to control the looks and placement of my AdSense ads.

The various ad formats, colors and their placement on the web page can be done in thousands of combinations. You can literally spend hours every day experimenting with every possible combination. But you don't want to, do you?

Let me give you a few 'ground rules' that have sky-rocketed the CTR's on my top-grossing pages:

Get the rest of the story when you order my ebook, "What Google Never Told You About Making Money with AdSense" now!

[Click here to buy the full version now!](#)

Praise for Joel Comm's ebook – Real Life Stories

People are always making promises about their products. You've seen my revenue report and heard my story. Now allow me to introduce you to some smart people who have actually applied the tips that I teach in "What Google Never Told You About Making Money with AdSense"

Do you know **Chris Pirillo**? Chris is one of the leading technology gurus online. His sites attract an extremely loyal following -- people who know that Chris is in tune with the pulse of the Internet and cutting-edge technology. His national seminars attract hundreds of people waiting to hear what he has to say next. Listen to what Chris Pirillo says about Google AdSense Secrets...



"Joel saved my business with a fraction of the insight found in this eBook. Like many site operators, I had AdSense running on my site. It was doing 'okay.' Joel kicked it into high gear, and I will forever be in his debt."

- Chris Pirillo (Lockergnome)

Are you familiar with **The Internet Tourbus**? Bob Rankin has been driving this virtual email newsletter bus since the Internet was young. As a prolific technology author and writer for the groundbreaking Boardwatch Magazine, Bob's audience of over 100,000 check their email twice weekly in order to keep up with the latest news and information. Bob says...



"Joel Comm's 'Making Money with AdSense' book tells you how to do exactly that! I've been using his techniques and now I'm watching my clicks and earnings go to levels I never thought possible."

- Bob Rankin (The Internet Tourbus)

The list continues with **Barbara Feldman, nationally syndicated columnist and radio show host**. Barb is an expert in providing a safe Internet experience for families. She applied the tips in my ebook and has this to say...



"The biggest mistake you make with Google AdSense is just sticking the code on your web site and then ignoring it. If you are ready to step into the Google AdSense big leagues, buy Joel's book (before he realizes that it's WAY underpriced) and follow his advice. I did, and the results are amazing."

- Barbara J. Feldman (Surfing the Net with Kids)

Randy Cassingham runs one of the Internet's most popular newsletters and web sites. Here is what he has to say...



"Using the simple techniques outlined in Joel's book, I was able to triple my AdSense income, practically overnight. And I haven't even applied it to my main site yet!"

- Randy Cassingham (ThisIsTrue.com)

And the testimonies continue with these powerhouses of Internet marketing...

"All I can say is you've written an outstanding guide and I am more than happy to recommend it to my readers. It is extremely rare to find a well written and straight forward guide like yours... it really is full of secret info that I will be using myself! If anyone hesitates investing in your guide then they have lost out on an amazing, proven and invaluable system for cashing in on their sites' content."

- David Vallieres, Editor - "Turning Content Into Cash" -
www.infoproductlab.com

"I went through and revamped my ads on my sites using the techniques you talked about and the results are already showing. I've had more clickthroughs in the last few hours than I have had all week collectively. That's the honest truth."

- Daiv Russell - Web Marketing Strategist - Envision Software, Inc.

"Have you had trouble finding quality, time-tested information on making money with Google AdSense? Well the search is finally over with Joel Comm's AdSense Secrets. Joel gives concrete, solid examples of optimizing AdSense for maximum profits. We're already seeing immediate increase in revenue utilizing just a few of Joel's techniques....well done!"

- Dr. Mike Woo-Ming - InfoproductInsider.com

[Click here to buy the full version now!](#)

Finally, here is small sampling of the email that I receive every week!

"I just thought I would drop you a line to let you know how much I appreciate your ebook! My clickthrough rates and cpm have always been pretty dismal. A while ago, an AdSense rep contacted me about 2 months ago and asked if I would like some help optimizing my sites to increase my revenue. Well, how could I turn that down? She went through my site and offered very specific suggestions on what to do which I in turn implemented. Well, her suggestions actually DECREASED my income. Just about everything she suggested, you warn against in your ebook. I did a quick read through of your ebook and implemented some of the suggestions and saw an IMMEDIATE improvement in the CTR and CPM. My CTR doubled as did the CPM and my income increased about \$100 a day! I have to say that your ebook was more than worth the money!"
- Vickie Barnes

"I have had a "niche" web site and have been online since 1996, but I am new to Adsense, so rather than try to learn everything on my own with hours of online research, I bought your book. You need to spend money to make money, so I thought the quicker I read your book, the quicker I learn the tricks, the faster I can make positive changes. Well, I did make changes immediately (stayed up until 4 a.m.). I have implemented a lot of your suggestions since then, and am using the online tools you suggested. Bottom line? Google Profits!"
- Joanne H.

"Joel, I just wanted to let you know how happy I am with Adsense Secrets. I bought your book Saturday afternoon and within 90 minutes had taken your information and developed a 3 step plan to incorporate changes across my sites. Step 1 focused on Increasing Click Throughs ... Overnight I am more than double what I had been getting over the past 5 weeks or over the past year. Double the clickthroughs and more importantly double the revenues!"
- Jay B.

"I don't know if you remember me but I was the "skeptic" that purchased your book a month ago, I wanted to say thanks again for taking the time to answer those emails and I wanted to give you the an update on the results of implementing some of the changes you recommended. Within an hour after buying your book, I had setup a plan where I would implement changes to my sites over 3 phases. In the month since Owning AdSense Secrets, my clickthrough rate has more than TRIPLED and my daily earnings have QUADRUPLED, just like the calculator on your page said! Thank you SO much!"

- Name withheld by request

"Superb job on your new and fantastic book about using AdSense! I couldn't put it down :-) I just knew that somewhere, someone was going to come out with a detailed instruction manual on how to do this right. Many people as well as myself will be indebted to you for writing this manual. Thanks A Million!"

- Scott Foster - "Best Biz Ideas for 2005" - NicheJournal.com

So what are YOU waiting for? Consider how much money you might be leaving on the table by NOT implementing my tips and tricks! Your investment in my ebook is guaranteed to pay for itself!

100% No-Hassle Money Back Guarantee!



I'm sure this will work for you, and so committed to see that it does, that if you apply the simple techniques I've outlined in my ebook and you don't see results within 30 days, I will personally review your site and make suggestions to help you increase your AdSense revenue. If you're still not satisfied, I'll refund your purchase price in full, no questions asked!

Click Here to Order Now!

