Easy Ways to Increase your AdSense Revenue

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How much revenue do you generate from Google AdSense?

Recently there has been a lot of discussion about people who earn over $10,000 a month just from AdSense. Furthermore, there are rumors of a few individuals who earn over $1 million a year just from using the power of Google advertisements.

So what is Google AdSense and how can you use this program to earn a six-figure income?

Several years ago Google created this program to help websites to monetize their web-traffic.

Here’s how it works…

Web owners obtain a code from Google which then displays targeted ads on their website. Whenever a visitor clicks on one of these ads, the webmaster earns a commission. Unlike other online businesses, there is no selling involved. All you need to do is get people to click on the ads.

Although this is an excellent way to generate an income, many websites are not effectively maximizing their AdSense potential. As a result, they are leaving a lot of cash on the table.

The question is how can you increase your AdSense revenue without increasing the number of web visitors?

The key to earning an income with Google AdSense is to have your ads match the rest of the site, making them look like part of your content. Your focus is to avoid having the AdSense blocks look like blatant advertisements.

The following are six ways that you can do this and increase your revenue at the same time:
1) Find the right place – Most website visitors read content that is in the middle of a webpage. As a result, the best place to put your AdSense block is in the top part of the page, at the beginning of your web content. You want to weave the Google Ads into your web content to give the appearance that they are extra links which expand on the information of the page.

2) Use the Large Rectangle – With Google AdSense, you have the option of picking different ad formats. Most of the time people opt to use the Leaderboard (728×90) or Wide Skyscraper (160×600) style ads. Unfortunately, this is the wrong choice, because both look like blatant advertisements. Instead smart webmasters have found that using the Large Rectangle (336×280) yields the best amount of click-thrus.

3) Ditch the border – Many people experience a sharp increase in AdSense revenue when they changing their border. What they change is very simple…they get rid of the border on their AdSense blocks. This is another way to make the advertisements look like useful web content.

4) Adapt the font – Whenever you write content, it should be the same font size and style as your Google AdSense block. This will help make it appear that the advertisements are a natural part of your website.

5) Match the colors – In addition to changing the fonts, you also should match the colors of your website. For instance, if your content is written in black, and your hyperlinks are blue, then the AdSense blocks should also be the same color. Again, this helps the advertisements appear to be normal web content.

6) Don’t have too many distractions- On a webpage, it is important to give web visitor a limited number of options. By

having too many links and graphics, the web visitor might go to a section that doesn’t help increase your profits. While it is important to inform and entertain your web visitor, it is also vital that you monetize your site. So if the main focus of your site is to earn an income through Google AdSense, then get rid of all non-essential links and graphics.

By taking the time to implement these six simple steps, you’ll see a dramatic increase in the click-thru ratio of your ads. If added to all of the content of your site, your AdSense income will skyrocket!