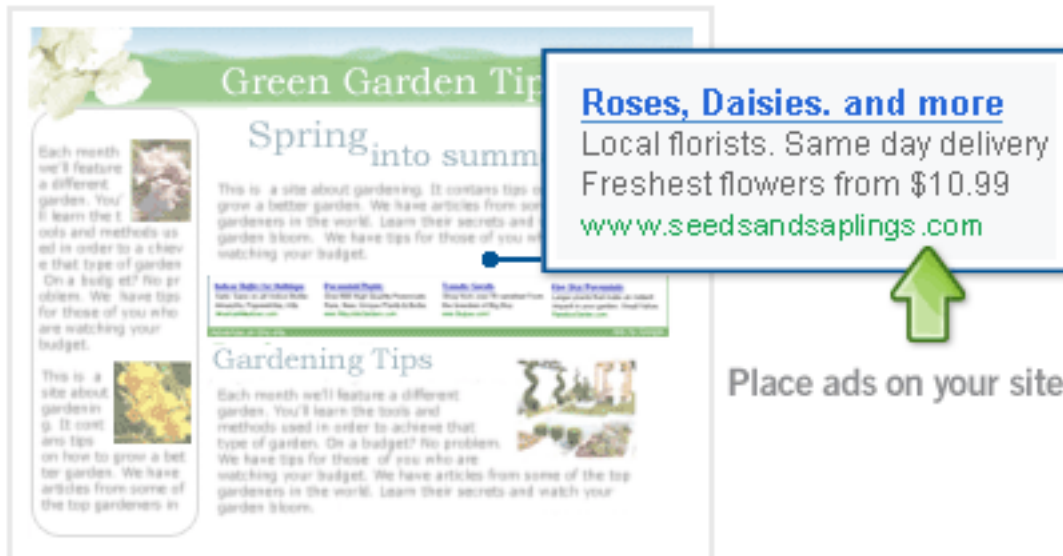


AdSense Monetizes Your Site

If you have been **Proactive** about your web site marketing and you have some traffic coming to your site you might want to apply for a [Google AdSense](#) account. By doing this you will be partnering with Google's pay-per-click advertising product called **AdWords**.

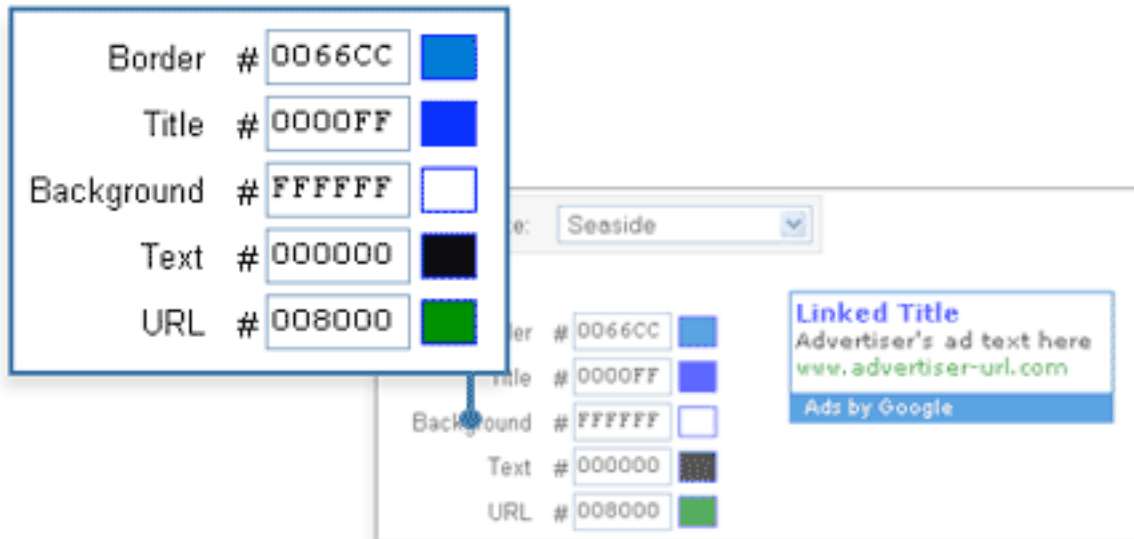


You may have seen sites that have an area dedicated to serve Google Ads, well..., you can do it too and earn a bit of pocket change.

There is an approval process when applying and currently there are a lot of people trying to join which is slowing down the process.

When you do get approved you can login to your account at Google and retrieve the code that you can cut and paste into your web site. Your web master can also help you do this.

You can style the way the ads look on your site as well.



You can put this same code on multiple web sites if you have them. Typically the AdSense ads will generate ads that match the most relevant and highest performing AdWords ads to your website.

If you get lucky and get approved you will also have the responsibility of making sure you are in compliance. Read the [Program Policies](#) to be sure.

Basically you got to make sure that you are not artificially influencing click through traffic that is not relevant or fair to the advertisers. So do not encourage people to click a Google ad on your site with graphic arrows pointing to them or telling them to click on them. Google can ban you from AdSense if you do not follow the rules.

You can make some good money if your site has a lot of traffic and has topical pages where these Google ads appear. If you have lots of articles or like to write, your words will help guide traffic to your site naturally.

Many people maintain blogs as part of their online marketing efforts and AdSense is a good way to help pay for it.

Next we will be looking more closely at blogs and how you can get in on the action. It is easy and everyone is doing it.

Posted on August 4th, 2007 by Karl Knelson