

Can You Choose Your AdSense Ads?

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Saturday, 03 December 2005
Last Updated Saturday, 03 December 2005

The 5 Most Important Things You Must Know About AdSenseBy Joel Comm

Whether you're just starting out with AdSense or whether you've been using it for years, the success of your ads will depend on knowing five absolutely essential pieces of information about AdSense:

1. **AdSense Can Make You A Huge Heap Of Cash** Lots of people make the mistake of believing that AdSense is only good for bringing a site a few extra pennies a month. Wrong! AdSense can fund your lifestyle - if you get it right.
2. **Junk Sites Get Junk Income** But just because it's possible for a site to make a lot of money with AdSense, it doesn't mean that any site can make a lot of money with AdSense. Your site must have good content that can attract users on its own merit. There are a lot of different strategies available for producing good content for your site. You'll need to use them if you want to create the sort of site that makes real money.
3. **Your Choice Of Ads Matter** One of the first things that you'll have to do when you join AdSense is to pick the types of ads you want to display. Success relies on following certain principles that encourage users to click and persuades them that they've got a reason to do so. You'll need to know those principles.
4. **You Can Influence The Ads You Receive!** Here's a little known AdSense secret: you do have some control over the ads that get served on your site. That control isn't unlimited - but it is worth exercising. It's also a little complicated but it's got a lot to do with keyword hotspots located in each Web page. (I explain it all in my book, *Google AdSense Secrets*.) That's definitely something you need to know!
5. **Your Stats Are Your Best Friend** The stats you get with your AdSense account might look complicated and well, a bit dull... but they're packed with useful information that can have a massive effect on your revenues. To make real money with AdSense, you need to know what your stats are telling, what they're not telling you and where you can find out more.

There's a lot you need to know to make serious money with AdSense. If you're missing that information, you're just throwing money away.

For more Google AdSense tips, visit <http://www.adsense-secrets.com>

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