

Websites - My tips to making money online

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Welcome to PJK's Website Information

This page will discuss some information about websites that I have found helpful. I have created many webpages and have made several thousand dollars off of them. This page will contain some tips, some of my experiences, and my recommendations. This page will be updated as often as possible. However, please be sure to read the latest Terms & Conditions / Privacy Policies prior to following these tips, as the terms can change at any time.

Techniques to Make Money With Google AdSense

****Please Note, all links within this page will open in a new window****

If you don't know what Google AdSense is, I will try my best to explain to you what it is. Basically, it is a way to earn money online through your webpage. Lets start off with the basics. Google runs these two advertising programs. There is Google AdSense, and Google Adwords. Google AdSense is for the people who want to place ads onto their webpage and earn money. Google Adwords are the people who pay Google to get their webpage into the "advertising network". Basically what happens in Google Adwords is you pay per click, or by impressions, to have your webpage go into the network. Google tracks the niche of your site. For the people who put Google AdSense ads onto their webpage, the ads on the page become relevant to the context on that page. This way, when someone visits your site, they see ads that are relevant to your site, and that are helpful to the user. While you (the publisher) make money by them clicking the ad, the ad (or webpage) that they clicked is getting traffic to their site, as a way of advertising. It is quite an interesting network, as both parties are being helped out.

I have a couple recommendations for those of you who plan to use this in the near future. First off, be patient. The key to making money is to get a high amount of quality, targetted traffic. By "high amount", I mean anything from 200-50,000 impressions a day. At 200 impressions a day, with a 10% CTR (very high, yet possible), a publisher will have 20 clicks and can make anywhere from \$1.70-\$5.00 +/- each day. \$5.00 a day x 30 days a month is \$150 a month x 12 months = \$1,800 each year. Considering only 200 impressions a day, that is not bad. You need to be patient because traffic will come with hard work and time. To get traffic, optimize your site to become ranked higher on Google, Yahoo, MSN, etc. I was reading a stat and it said that on the average day, at any given time, 91 Million Americans are online. Over 38 Million of them are using a search engine. That goes to show that getting ranked high in a popular phrase or keyword will bring you lots of targetted traffic. However, this does take time. You can't expect to be ranked very high within a month. Work on optimizing your site to your targetted keyword/phrase (see "Resource Links: Keyword Selector Tool" below). On side of being ranked high in a search engine, develop backlinks. Backlinks will not only spread the link to your site around, it also increases your rank on most search engines. Offer link exchanges with similar sites. Work on getting people to link to your site for content, and not just to exchange. Hard work will pay off, you just can't give up and be determined to earn money. Another recommendation I have is this: create a webpage on something you like/enjoy/know a lot about. Don't create a site just to put ads on it and make money. Create a site to enjoy, to spread information, to have fun. Once you have decided that it is time to place ads on, then go for it. Use your own judgement on this, but you will find that if you create a site just to earn money and place ads up, your determination and motivation will drop quicker.

Things Not To Do:

- Ask/tell anyone to click your ads. You can/will get banned from doing this. It is recommended that you don't tell anyone such as friend or family about clicking ads, because they will have a tendency to do so.

- Reveal your click through rate (CTR), CPM, Earnings/ad, etc. It is against the terms of service (TOS) to do so, and it

could get you banned.

- Place too many ads on your page. Read the TOS for the maximum amount.
- Have both Google and Yahoo ads shown at the same time on one page.

Techniques:

- Get relevant ads on your page. Use section targeting, make good use of your title and h1 tags. Include strong keywords.
- Place ads in popular locations. If you place ads at the bottom of your page, you will most likely not have a high CTR. However, if you place ads in the middle of a page, your CTR should increase. When you get relevant ads on your page, placing ads in the middle of your page is a great idea, as it most likely includes information that will interest the viewer.
- Make good use of text ads. I have preferred using only text ads because images ads often distract the viewers eye and make cause the viewer to leave and not come back.
- Create channels on places where you put ads. This way you can monitor which pages are getting the most clicks, or which pages are getting the least.
- Use the Competitive Ad Filter. If you don't want a specific website to be included in your ads, this is a handy tool to use.

Miscellaneous Observations:

Since using Google AdSense, I have noticed a couple things that I want you to note. First off is the earnings. Once you begin using AdSense, you will notice that most of your clicks will be over \$.15, and often usually will go well over \$1 for 1 click. However, the more clicks you get, the lower amount you will begin to earn (see "What is smartpricing" below). There is really no "cure" to this, and most publishers do not know how to resolve this issue. My main recommendation is to experiment. I have read that if you delete some of your channels, your earnings will go up for a few days, and then drop back to normal--however, this may be a myth.

Another observation I have made is the "relevant ad" issue. Often, people have a hard time getting relevant ads to display. On a couple of my sites, when I first started, I put Google ads on all of my pages. I noticed that almost immediately, all of my page EXCEPT my homepage were displaying relevant ads. I used section targeting to target certain paragraphs. I had nothing different about the other pages so I was curious as to why this happened, and I am still curious as to why it happened. However, after a couple months, relevant ads began to display on my homepages. The theory that I came up with out of this ordeal was this: it will take time to get relevant ads on your homepage, no matter what you do. However, on other pages, with section targeting, your ads will become relevant almost immediately.

Frequently Asked Questions:

Q: Should I Be concerned? I have 4 impressions and 6 clicks.

A: You shouldn't be too worried. It is nothing big. Rest assured that Google does monitor where the impressions are coming from and where the clicks are coming from. However, if you continue to get more clicks than impressions on a

regular basis, you may want temporarily remove your ads and notify Google of the situation.

Q:Should I Be concerned? My CTR went up dramatically.

A:Rest assured that Google monitors your ad impressions and clicks, and can tell if the clicks are "genuine". You may want to notify Google just to be sure, you have nothing to lose.

Q:How many ads can I display on a page?

A:You can display up to 3 ads (text/image) and 1 link unit.

Q:5 clicks, 81 cents, is this good/bad?

A:It really depends on the type of site you have (AKA your "niche"). Different site types generate different amounts of money for each click. If you are making over \$.10 a click on average, you are doing pretty well.

Q:I clicked on one of my ads, what do I do?

A:It is no big deal for a one time thing. However, don't do it again.

Q:I made \$0.00 for 5 clicks.

A:That is due to one of two reasons. Either they were invalid clicks from a returning visitor who had already clicks the ads, or the ads they were clicked were PSA (public server announcement) ads, which do not generate revenue.

Q:I got banned for invalid clicks, and I did nothing, what do I do?

A:All you can do is try to get your account reinstated. Email Google and attempt to prove to them that you didn't do anything wrong. However, it is very unlikely you will get reinstated, so don't expect it. Typically, if you abide by their TOS, you will be fine, and shouldn't worry.

Q:Can I click my own link unit ads?

A:For link unit ads, you only get paid once a user clicks the link within the link. Link ads are simply links, when a user clicks one, he/she will be taken to a list of pages of that niche. The AdSense Publisher only gets paid once those links are clicks. Therefore, if you simple click your own link ad directly off your page, you are not generating income, and hence it will not count as a click.

Q:Is PageRank Prediction Accurate?

A:No. Most, if not all PageRank (PR) predictions are inaccurate. If you want to build up your PageRank, work on getting backlinks.

Q:What is "Smartpricing"?

A:Smartpricing is a term for the conversion of earnings. No one really knows exactly what it is and how to exactly to prevent it. Basically, after you get a large amount of clicks, and you have been using AdSense for some time, your price

per click (PPC) decreases, therefore lowering your overall earnings.

For more FAQ's, visit webmaster headquarters.

Below are the links to the Google TOS and Policy, be sure to read and understand it to comply with Google's terms:

[Google Terms of Service](#)

[Google Policies](#)

Other Resourceful Links:

- ShoeMoneys Blog: Jeremy Schoemaker is the man behind this blog. He runs many sites, and is one the the top earning Adsense publishers.
- Digital Point Forums: Large forum full of information about webpages.
- SitePoint Forums: Large forum full of information about webpages.
- Google Adsense Common Questions: This is the official Google Adsense common questions page. You may want to read this to learn more about the program.
- iwebtool Link Popularity Check: This tool allows you to check how many backlinks a webpage has.
- Keyword Selector Tool: This tool allows you to see which words/phrases are searched during any given month.
- SERPS Tool: SERPS = Search Engine Results Page. This tool allows you to see how a webpage ranks for a word/phrase on the SERP of a MSN, Google, Yahoo, and AltaVista.
- PlentyofFish Blog: This blog is written by the CEO of plentyoffish.com, one of the top Adsense publishers.