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Adsense is for Everyone - Truth or Myth?

When Google AdSense program popped up on the market many people doubted the success of this idea. Now many people even do not dare to doubt it.

Why?

Perhaps the brilliant idea was in making everybody pleased. AdSense isn't just profitable for Google. It's also profitable for the people who advertise via AdWords and for publishers or owners of web sites on the pages of which the ads are published.

With these 3 powerful forces of the Internet the success of this program was destined to take place.

The hardest task was to make please another - 4th power, the most crucial in this model - the surfers who are potential subscribers and buyers.

Well, no one would give 100% guarantee that all surfers are happy with AdSenses. Some are even talking about giving a possibility to provide 'off ads' searching mode, so that they see sites and blogs with AdSense - but this is more of a vent off.

Still, many people are clicking the ads and this makes the business model more than alive.

However, as you can see - different trends take the minds of people. That is why you can ask yourself - *'Is it worth to play with AdSense for long in the future?'*

The answer is "yes" because...

It works for the **surfers**. Instead of a huge graphic banner you see a few words. Words that are up to the point and explain everything. If you like what you see you can just click it.

It works for the **AdWords advertisers** - they are happy to get their ads on the sites and blogs which are receiving real targeted visitors from search engines. This is very good kind of traffic, top quality, search-hungry people.

It works for site and blog owners (also called **publishers**), because even 1 page site with some useful info on it can be bringing money till the end of the Internet.

And it works for **Google**, they are taking their part of the share from each click.

Everybody is happy and satisfied, this business model is viable. The "yes" in the answer is proved by simple logics.

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