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Advantages of Using AdSense for Search Units

AdSense for search is one of the great units which is - quite often - overlooked by the publishers. And the extra profit is lost due to this mistake.

This tool is very functional and helpful to website visitors. People are giving a way to find more info. If this info is on your web site, Google will show it in the results. If they find more results in AdWords units and click - you get paid.

So, this is a good way to generate AdSense revenues without the concern of diminishing the "brand" of a web site.

Another advantage is that AdSense for search occupies a small portion of the place on site screen. Due to this publishers do not sacrifice space where AdSense would previously appear.

One more advantage - as a publisher you are playing with bigger circle of advertisers. Not all AdWords advertisers play on the AdSense market. With Google for search you are getting the boys and girls who pay money within the framework of AdWords. The more advertisers - the better!

And a psychological trick - your site or blog gets extra scores in the eyes of some visitors because of the Google logo which is displayed inside the search unit. And those who choose the unit without logo may look to have invented their own search - cool :)

As you can see, AdSense for search is a great tool to make extra money with AdSense program and invest into the better image of your site.

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