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Disadvantages of AdSense - True Views

This blog is mostly devoted to sharing tips about how to maximize the success from using Google AdSense program. That is why at first sight the post about disadvantages of Google AdSenses will look strange here.

But thinking in long terms about the reputation of this blog we want to give light to the opposing parts of this issue.

That is why, let's talk about the cons of using AdSense ads on your sites and blogs.

First of all, many publishers do not get the revenues they anticipated. With the realistic click through rate of 1.5%-5% you should have at least several hundreds of visitors per day to get over \$1.00 in daily profits from AdSense ads.

Another disadvantage is that most of the ads look tacky. Surely the looks of the ads (text ads) are in the hands of publisher. But many publishers follow the strange trend of making AdSense ads look ugly. And color improvement needs some efforts.

One more problem is the amount of click fraud. Losing part of the money due to click fraud is not the biggest problem. The bigger problem is that due to click fraud done by 3rd parties on your pages YOUR ADSENSE ACCOUNT can get closed. Check the posts of this blog to see how to find Google click fraud.

Not the biggest problem - but still a pain in the back - ads on the site do not change often. This means that clickers have no new sites to click on.

But in any case, we think that most of the disadvantages can be handled - using the tips published on this blog. And the problems which cannot be recovered are fading away when we start to talk about the advantages of AdSense for the publishers.

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