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Google AdSense and Web Surfers

Let's talk a little about Google AdSense program from the point of view of the people who daily search the Internet trying to find some info and who you are the potential clickers on the AdSense ads. Let's talk about web surfers.

The surfers in general think that **AdSense is the most straightforward model available**. This is expressed by numerous studies that prove - people who come from search engines are very good clickers on the relevant AdSense ads.

There is no magic in it. Long ago Google realized that by pleasing the people who search for something, and directing them to what they need faster, everybody wins - the surfer, the site owner, and the big Google.

We do not want to say that traditional banner advertising is absolutely wrong. But it works like the effect of 'total presence'. When you saw a banner of some script or book or whatever a thousand times on different sites - you get used to the product. But this does not mean that out of that thousand impressions you will do a single click on the banner.

So, the site visitors adopted AdSense advertising model, because it is shows them the pages of interest.

We can even say that thanks to AdSense Internet surfers again started to pay more attention to related things in the banners, and the companies behind the site.

There is another trend of people who are already starting to ignore AdSense ads, who became 'AdSense blind'. This is true - such a trend exist.

However in most of the cases it comes down to few simple things:

- **how nicely/naturally AdSense ads are embedded into your site or blog,**
- **how relevant these ads are.**

When these two factors are in good combination, the clicks on AdSenses will be very good. And you will love the program.

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