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# Google AdSense - Simple Tips and Tricks

The key to success with AdSense ads is to put the ads into the nicely clickable spots and deliver as much targeted traffic to these pages as possible.

How to find a balance between giving away traffic (people who click ads go away from your site or blog) and being happy about it?

First of all you should take into account this simple tip.

AdSense links (link units) are not getting that much clicks. That is why if you place these link units on the pages where you'd like visitors to do other things (not click the link units) - you will increase the conversions of downloading some free stuff, or signing up for the course, or clicking the affiliate link buried in the text. So, the link units are good as 'scare off' to make visitors do the stuff that you want.

2nd tier in AdSense program. Well, Google is not offering this feature, but you can.

For example, **content writers who deliver content to this blog** can also recruit other writers and they will **receive part of the profits that referred authors will generate here.**

Everybody happy!

As long as this blog is alive and receives traffic, the author of the content published here will get part of the AdSense impressions on the page where his/her content is published. Which means that every article published here becomes an independent source of profit. And the author should not worry about promoting the blog and getting traffic to it, because this is the duty of the blog owners.

Profit sharing model with 2nd tier becomes a real hit, because the **author gets money:**

- from his/her articles published here

- from the articles of the authors that he/she has recruited to publish content here

***Send a message to blog support to see how it works.***

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