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Google AdSense - The Perfect Autopilot Model

So what is [google money](#)? Google says it is an ad-serving program where website owners can enroll to enable text and image advertisements on their sites— “a goldmine of opportunity for web publishers to monetise their online presence”.

Most of google's Web-based products are free because Google makes its money from highly integrated online advertising through its AdWords and AdSense platforms. Google promotes the idea that advertising should be highly targeted and relevant to users thus providing them with a rich source of information.

Google AdSense can be one of the most lucrative ways to make money online. A website can be well monetized by using Google AdSense. You can generate an extremely large income if you have your website set up correctly. However, if your website is not set up correctly you could be missing out on money that could otherwise be collecting in your bank account. I'm guessing none of us want to leave any money behind.

Earning money using [advertising online](#) is very simple and you can be earning a fantastic income within a couple of months. It can take a little time and effort to get your website up and running the right way but it is well worth it in the end. Once your website is up and running and making money then it will run almost on auto pilot.

So you will want to spend the time at the beginning to get it right and make the most of your website. This way your AdSense income will reach it's fullest potential. You will be amazed at the great results you will see in a short period of time.

The first thing you will need to do in setting up your website is to write some good quality content articles and make sure you use your keywords throughout your articles. If you have a gift of writing, then why not make that gift work in your favour and use it on a website and earn some income with it.

Don't start to panic if you don't have that gift for writing, even if writing doesn't come easily to you, writing articles can still be easy. You will need to start by doing some research and find information relating to the topic of your website. You can find information on the internet, in books or at the library. Always make sure that you rewrite any information you find into your own words, never copy someone else's information word for word.

Search engines will reward you for having good quality content on your website, so make sure you keep up with the demands of the search engines and keep your content good and unique. By doing this the search engines will love your site and will reward you with good rankings.

Build a good quality site with unique content and a good usage of keywords and this will ensure that the AdSense ads placed on your site will relate to your sites topic. This is where all that you've done initially will go to and this is also where they will prove their worth to you.

Where you position your ads on your site can be very important. Don't just place your ads anywhere, make sure you position them carefully. Try to position your ads where surfers are most likely to click on them. The one place that surfers look first when they visit a website is the top left. The reason for this is because that is where your website navigation links are usually located. So by placing your AdSense ads directly under your navigation links will usually get some good clicks.

Even if you think you are doing well with your AdSense earnings, it can still pay to play around with your ads. There are techniques and styles that can help to generate more clicks and sometimes just by tweaking your ads your earnings can be doubled or even tripled. By working out what techniques work the best for your site, you can be earning much more than what many people earn through their AdSense websites.

Stay away from banner ads and skyscraper ads – they don't tend to get as many clicks as the other ads. These ads are clearly recognized as an advert and so many internet surfers tend to ignore these types of ads. There is no point in putting ads on your website that aren't going to get you the clicks you want, it will be more beneficial to use ad types that are more likely to receive a higher click through rate.

To really make a great income with AdSense, you should have a definite focus on what you want to achieve and how to go about achieving it. Like any business venture, you need to give it time and patience.

Keep an eye on your ads and click through rates, if you aren't seeing enough clicks then play around with your ads a bit and keep track of which ads perform better for you.

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