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# How to Increase AdSense Earnings - Simple Tips

Google AdSense program is a fast and simple way for publishers to monetize their web site traffic.

Surely the amount of profits depends on how much the advertisers are willing to pay in this niche. But even within the same niche you can do special steps to make more money with Google AdSense program.

#### Better focus on one topic per page.

By doing this you help Google to define the topic of this page and choose the ads of better relevancy. The better relevancy, the more clicks you are likely to get.

#### Use white space around your ad.

Perhaps, this is more of an issue of the psychology of the eye work, but by doing that you make your ad stand out from the rest of your page and visitors spot the ads better.

#### Play with the colors.

No big science, but you can try 2 approaches: either make ads look like the rest of the site or make them stand out of the site visual color scheme. You will see what works better with your visitors.

#### Test ad placement.

Today Google AdSense has a truly great feature of channeling each ad separately. Channeling provides separate reporting on each unit, which gives you a tremendous chance to see what ad on what page and in what part of the page is giving you more money.

That is why - test, test and test. Vertical and horizontal, large and small, fading colors and colors that stand out of the line.

Very soon you will come up to the ads placement that is ideal in terms of making more money with Google AdSense program.

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