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How To Write Great Blogs And Watch Your Adsense Dollars Add Up

Google AdSense: How to Write Great Blogs and Watch Your AdSense Dollars Add Up

The best thing about blogging is that there are no rules. You can write about anything you want. A self-publisher's dream! There are some things you can do though to maximize your Google AdSense profits. Narrow your subject. Don't just write about shopping. Write about shopping for antique dresser drawer pulls. Write every day. Have a blog at more than one site. If you develop a readership, you're more likely to increase your profits.

Write about something you know or want to know or at the very least care about. If you try to write a great blog based on a "hot keyword" yet it's something you could care less about, you'll likely not stay with it long. Experiment and see what works for you. You can write based on your own opinion or something factual. You can review a product or service or a movie. Read other people's blogs and notice how many reads they're getting. Above all, have fun. After all, it's free and if you're persistent you'll see your Google AdSense dollars adding up.

Google AdSense: How to Apply for the Program and Important Info on Paying Taxes

How to Apply to the Google AdSense Program

Applying for a Google AdSense account is quick and easy for any interested webmaster. Just point your browser to www.google.com/adsense and click on apply. Click on the drop down arrow under account type and select whether you're an individual or business. If you're not sure which one to choose, click on the question mark to the left. Next, select your country or territory.

Under website information, it asks for your primary URL. If you have your own website, list it here. If you are using a blogging site such as writingup.com or bloggingparty.com that URL goes here.

Select your website's primary language. Google AdSense supports Chinese (simplified), Danish, Dutch, English, Finnish, French, German, Hungarian, Italian, Japanese, Korean, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, and Turkish.

Select the product you want on your pages. AdSense for Content means you will have advertising targeted to the content on your pages. For instance, if you write about flooring, you might have carpet ads on your page. AdSense for Search is for you to add a Google search box to your pages. To maximize your Google AdSense earnings, you will want to have both.

After that, it's just the regular contact information and you're all set. You should receive an email in 2 or 3 days letting you know if your application is approved.

Do I Have to Pay Taxes on My Google AdSense Earnings?

Google AdSense is required to collect tax information from those who participate in the program. If you're a business, you'll need to put your EIN number on your application. If you're an individual, all you'll need is your social security number. If you don't have that information when you initially sign up, you can still apply for the Google AdSense program. But be advised that Google AdSense will withhold payments to you until they receive your tax information.

While Google does not withhold taxes or provide any tax advice, they will send you a 1099 once your earnings reach a certain amount. Of course, if you are a Non-US business and have no activity in the United States, you will not need to provide this information. For more tax information regarding the Google AdSense program, visit the Google AdSense Support site. For other tax-related questions or concerns, you can log onto www.irs.gov.

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