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Two Surefire Ways To Maximize Your Adsense Earnings

Most webmasters are aware of the fact that AdSense generates a sizeable source of additional advertising income. That is why most of them use it to go after high paying keywords. Usually, they have the lists with keywords since they have already used various methods of identifying them. And yet, after putting up these supposed-to-be high paying keywords into necessary pages, the money they expected to obtain in is not really coming in.

So, what are they doing wrong?

It is known that possession of pages with proper keywords is one thing but attracting visitors to browse those pages is another thing and this factor is often lacking. Thereby, in order to get visitors to your high paying keyword pages, it is necessary to optimize your site navigation.

First of all, one should think over how visitors are using such websites, after all, people tend to click on the links to the sites that they find more interesting. The process is called site navigation and is considered to be one of the ways towards AdSense earnings maximizing.

Each page of the website contains menu links to grab visitor's attention. Links with "free" or "download" words are believed to be good attention-grabbers.

This navigation logic can also be applied to driving traffic of high paying pages. There are some websites that obtain a lot of traffic from search engines, but still have low earnings. The trick is to try and use labeled links to entice visitors to the higher earning pages. This is one of the best ways to turn cheap clicks into real dollars.

Prior to testing it is necessary to keep two things in mind – something to track and compare, and several high earning pages which can be visited with the help of your traffic. Thus, the option is to select a few of your frequently visited pages which will ensure fast result.

Now, the next thing to do is to think of the ways to get visitors viewing a particular page and click on the link that will take them to your high earning page. Come up with a catchy and unique description for the link. Think of something that people do not get to see everyday. That will trigger their curiosity enough to try and see what that was all about.

Use of graphics can also grab readers' attention. There is no limitation to what you can do to make your link noticeable. If you want your site to be successful, you will do your best to achieve that goal. Just be creative. As far as many AdSense advertisers are concerned, there are no written and unwritten laws to follow regarding what they write. As long as you do not overstep the guidelines of the search engines, then go for it.

It is advisable to remember that it is all about location, location and location. Once the perfect attention regarding grabbing description has been achieved, you have to identify the perfect spot on your page to position that descriptive link to your high paying page.

It is not a secret that there is nothing wrong about visiting other websites to see how they are going about maximizing their site navigation. "Hot pages" or "Most read" lists are very common and widely used already. It would be useful experience to study these lists but they should not be imitated.

Another way of doing it is to try to use different texts on various pages to see which ones are not working. Good solution would be to mix things around and put links on top and bottom. Thus, it is easy to make sure which ones get more clicks and which ones are being ignored. Thereby, testing and tracking are considered to be the best ways to find the site navigation style that works the best for it.

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