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# Using AdSense As A Supplement Wage

Google AdSense is a great method to supplement your web site's income and if you haven't already signed up, then you need to do it this instant! So what exactly is Google AdSense?

AdSense is an ad serving application run by Google. Webmasters can enroll in this program to enable text, image, and video advertisements on their websites. These advertisements are governed by Google and generate revenue on either a per-click. You basically sign up for free, paste some code on your website and every time someone clicks the links on your site, you get paid a certain amount per click. Some clicks are worth more than others depending on the keyword the advertisement is targeting. This is because AdSense are contextually based ads, meaning that they display the links for people to click on based on the subject matter of your website.

For example if you have a website about [freebies](#) then the advertisements AdSense will display will be generally be about free samples. Google is so smart they rotate the ads automatically and each ad contains advertisers that relate to the theme of the page. When a visitor to your site clicks on an ad you make a small commission. This could range from a few cents to several dollars on each click dependent on the site's subject.

To maximise your earnings with AdSense follow a few basic instructions:

- 1) Tailor your page matter to a particular niche or focus. As you should know, page content that is tailored towards a specific theme is much more likely to trigger AdSense ads that closely match the content and is more likely to spark interest from your readers to click. My site focuses on [free stuff](#), and often when I check the ads by AdSense closely align with my site's content.
- 2) Blend your ads into your site's theming. People are so conscious of advertisements that they'll look over your AdSense ads if you make them look too much like actual ads. Remove the background and the border of your ads and make them blend in with your own site's background.
- 3) Never click on your own ads! It is enticing to earn that potential revenue for yourself but as we've mentioned before Google is smart and will figure it out and you'll have your account suspended and you won't get a payout.

If you just apply these 3 easy and effective tips, you will see a boost in your Google AdSense revenue and be well on your way to earning a sustainable second income.

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