

File Created by [Blogging Rebirth](#) WP Plugin

What Type of AdSense to Choose - Text vs Graphic

Google AdSense is - beyond any doubt - one of the best alternatives for traffic monetization. But it gives nice results only when AdSense blocks are properly molded into the site. That is why in this post we decided to raise an important issue - what is better for your profits Google ads in text or graphical format.

Let's try to investigate this issue with minimum emotions and maximum objectiveness.

Well, from one point of view advertisers can think that image ads are more attractive, hence they stimulate a sale. But from another perspective text adverts may convert better as they are more likely to attract the attention of the reader.

Don't forget that surfers got used to graphic advertising and they have almost programmed their minds and eyes to ignore this type of ads. Even if your ad is matching the topic perfectly, still the potential clicker might ignore the graphic ads from the assumption that it will be the same unrelated stuff like it is on email accounts, social networks, etc.

Text ads are not that pushy. They provide more information. In general we can say that if that is a targeted visitor and this person reads the texts on the site, the textual AdSense ads become a better option.

Text ads have one more advantage. Not all advertisers have a possibility to create an image ad, whereas writing text message for Google ads is piece of cake. This means that potentially we are talking about a wider choice of advertisers with text ads compared to image ads. And, by the way, an image can cost up to \$200 which means that those advertisers who opt for text ads have "extra" \$200 in the pocket, and they are very likely to spend them on the ads (read, they are paying for more clicks and you have chances to get a portion of these clicks).

But don't underestimate one hidden advantage of image ads. The big brands most often do the whole package and have images as well. Big brands equal to big bucks.

Now that you have these tips in your mind, think about your niche and keywords. Are you likely to have big brands on your keywords? Who are your potential advertisers? And the answers plus the shared in this post knowledge will give you a perfect choice of text AdSense ads vs image AdSense ads on your site or blog.

You can also find this article published on [single file page on filorama.com](#), and on the tag pages [adsense](#), [adsense google howto](#), [adsense packages](#), [adsense templates](#), [google adsense](#), [google adsense tips](#), [google adsense top paying keywords](#), [make money with adsense](#), [make money with google adsense](#), [top alternative adsense](#).