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Why Google AdSense Still Rocks Today

Google AdSense pays out hundreds of millions of dollars in commissions every year with their affiliate program. This in spite of the fact that it has been around now for several years and continues to profit and do extremely well.

Why is that?

1. First of all this is Google we are talking about. Would you expect anything less from them but providing the best affiliate program or pay per click search engine traffic?
2. The program is very easy to implement. If you are using Google's Blogger.com you can quickly place ads by dragging them into position. WordPress has a plug-in specifically for Google that makes it easy to add to their blogging platform as well
3. They offer excellent training on the best ways to use their program. This means that even people who are fairly new to Internet marketing can take advantage of the program.
4. They pay like clockwork once you have a minimum payment due of \$100. This is not hard to achieve and as you get numerous pages with ads on them you will find yourself getting paid every month.
5. Google made the decision a couple of years ago to not allow any of their ads on pages with other PPC ads. This hurt competition and forced webmasters to make a decision on who they wanted to promote. Naturally more people went with Google than against them.
6. This is an easy program to [make money online](#) with because you are not selling anything. The easiest thing you can ask a website visitor to do is click on an ad.
7. Many people who do affiliate marketing have their own opinions as to whether Google AdSense should be offered. Some will tell you that you are just getting pennies when you could be getting dollars.

However many affiliates who never make much money in their business can count on Google as a steady check. Therefore their network of affiliates continues to grow.

They really do not have to promote it either. Viral marketing works well for them. So does the fact they have so many ads on websites and blogs for people to see.

As you look at your own Internet business in the future you will be forced to make decisions on the types of programs you promote if you do affiliate marketing. More affiliates are beginning to use all methods of making money.

Of course this would include cost per action and cost per sale programs as well as PPC advertising. The key thing is that you are profitable if you choose to use Google AdSense you follow the rules and it can be a nice income stream for you as well.

Jeff Schuman helps people make money with [network marketing](#) and his [content writer](#) website.

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