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Google AdSense: Bloggers Reshaping The Web In A Big Way

Google has never been an organization with business as usual. Ask any one of their 21000 employees who work at their corporate offices. There has been unprecedented press regarding their on-site gym, pool, eateries, game rooms, etc. that Google says keeps their employees fresh and content all day long. In 2002 Google stepped over another imaginary line and developed an online ad company called AdSense or actually AdSense, as it is originally named. The capital S “looks” like a mistake too often; therefore they made it a small ‘s’. No matter what you want to call it – AdSense has become another success in the eyes of Google. And though we all know of the monetary success that Google AdSense users have enjoyed, is it possible that there has also been a social responsibility come about from all the blogging?

Blogging, or its original name, “web logging”, has become a very popular mode of expression on the web. People are not told what to write, when to write it, who to release it to, what sites to publish on or anything else – there are not many rules. It just happens and because of this freedom we see the honesty and the morality that the general public has to share.

Google AdSense draws visitors to certain sites within their search, and presto! The person is connected to a blog of their interest and to ads that coincide to that topic. Millions use the Internet each day and bloggers are able to interject their thoughts all across the Web. Clever advertisers can connect their product ads to a corresponding blog either by contacting the blogger themselves, or through AdSense. By doing this, they increase their exposure exponentially and social statements are made daily that millions can read and find comparable products with AdSense. I use [free stuff](#) and [freebies](#) to draw visitors to my site and inevitably am rewarded by a greater click-thru rate on my AdSense programs and try to steer visitors to clear cut legitimate freebies instead of scams.

Top bloggers like Steve Pavlina states that he wants people to grow smarter because of his blogs. He says if the people he writes for grow smarter through the nuances of sharing about AdSense, then he will grow along with it. Bloggers like Steve are blasé with the hype of stardom, and are not interested in monopolizing the business but in raising the general “level of the water” or in our case, the level of the Internet user. The ‘numbers’ people now view the blogs online daily. What they have found is that they can more or less compute the value of a blog much like the value of a piece of property. This is why it is so important if you are a member of AdSense to keep quality material on your site. Many visitors will pass through your webpage and it is the quality of your site that will hold them there and keep them coming back.

My [free samples](#) page is a working example of how a successful site can utilize AdSense and use it well.

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