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A Good Method for Attracting Higher Paying Google AdSense Ads

Enough with the disclaimers, let's get down to the business of making money. Google lets advertisers bid anywhere from a minimum of .05 per click right up to a whopping \$100. It should be pretty obvious that you are not going to get rich running .05 cent ads on your site, but getting a few \$100 ads, or even some \$10, \$20, or \$30 ads can't be a bad thing, right?

Now the problem is, Google is pretty closed-mouthed about who is paying what for their ads, and there is no real way to determine which words pay the most per AdSense click.

But ah, far away in a parallel universe we find another Pay-Per-Click provider called Overture. It seems that Overture is less sensitive about releasing their top-priced words and anyone who cares to find out what web sites are paying for words and phrases can do so by simply using Overtures tattle-tale special pricing tool . And it couldn't be easier to use. You simply type in a key word or phrase and the tool returns a list of advertisers using that word and how much they are paying. It even shows you the actual ad.

Oh what a treasure trove of wealth-grabbing results this can be if you know what can be done with that priceless information.

Consider this possibility

Any key word or phrase that's worth big bucks on Overture is probably worth big bucks on Google as well, maybe even more, right? So try this experiment:

Enter the phrase SEO Services without the quotes in the Overture tool . When I entered that phrase on the day I wrote this article, I was found a company called SEO Inc. that was willing to pay \$8.01 per click, followed by SEO Advantage at \$8.00, and Online Web Consultants at \$6.50. Other bidders appeared below them in the \$3.00 range straight on down to some who wouldn't pay more than a dime per click.

Now, if a company is willing to pay that much money for a click on Overture, it is probably willing to pay that or more on Google. Even if that particular company isn't advertising on Google, you can be pretty sure that the same key phrase is drawing near the same bid price from other companies who do advertise on Google. So what that means is there is no way that you can possibly afford NOT to have some web pages posted somewhere that are targeted to those sweet-paying words.

All you have to do is use Overture's pricing tool to find the highest-paying key words that are related to your site and then optimize those words to start pulling similar ads. If all goes to plan, you can perhaps double, triple, or even quadruple your AdSense revenue without needing any increase in traffic or click-through rate.

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