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# **Home Business Companies To Earn Money Through Related Advertising**

Google's AdSense offers the playing field also for home business companies to earn money through related advertising. Let's take a closer look at the AdSense program and explore how you may use it on your site. Google AdSense - what is it? The interesting feature of AdSense is the minimum amount of time it takes to insert advertising on your site. It allows you to earn advertising revenue from each page of the site. Related ads based on the site's content are distributed to a site as text or images. You can take it a step further by adding a Google search field to deliver related ads based upon search criteria. It is an extremely flexible and easy-to-use solution that allows you to incorporate ads on your site, and it is very easy to get started with the program. How to get started? It is easy to join and get running with AdSense through an online application. During the sign up process, you specify a business or personal account. Google defines a personal account for personal users, as well as businesses with less than 20 employees. The online application is submitted with approval notification sent via e-mail. In the initial sign up process, you must agree with policies which say what is permitted in the program. An interesting feature is that ads are not placed on pages without content, which is a common practice these days. Also, you must agree to the following guidelines in the application: • I agree that I will not click on the Google ads I'm serving through AdSense. • I will not place ads on sites that include incentives to click on ads. • I agree that I can receive checks made out to the payee name I have listed above. • I will not place ads on sites that include pornographic content. • I certify that I have read the AdSense Program Policies. The most interesting thing of the AdSense program is that a home business owner get paid ( CPC ), so let's learn how that works. Where is the beef? The Google ads which are displayed on your pages use two cost structures (for advertisers): cost-per-click (CPC) or cost- per-1,000-impressions (CPM). The AdSense program includes only CPC ads. This means that advertisers must pay either when consumer click on ads, or when the advertiser's ad is shown on a page to a consumer. According this system, you will receive a part of the amount paid for either activity on your page. The minimum payment amount is \$100. When you sign up, you'll have access to online reports to track account activity. Put the process to work. When you have an AdSense account, you can log on the AdSense site and select the AdSense Setup tab. You may utilize an ad unit (an image- or text-based ad) or a link unit (a group of links to relevant topics). Concerning text or image ads, you can pick horizontal, vertical, or square orientation with various formats. In addition, you select the adcolor along with page placement and layout. Once you make your selections, Google will present you with the code for placing ads on your site. You can copy and paste the code in the appropriate location or locations within your site A quick look at the JavaScript reveals the height and width specifications for the ad along with color settings. It is possible to change the height and width settings, but the ads are designed for the generated settings so they may not be presented clearly if you make changes. The key component of the JavaScript is the `google_ad_client` variable; this specifies who gets paid for clicks on the ad. This your AdSense account's ID. The second JavaScript block (`show_ads.js`) is the crux of the code; it loads the ad code from the Google server. Another interesting service in the program is AdSense for Search. It allows you to place a Google search field on your page that presents search results with Google ads, which may earn you money from user clicks. You may choose a regular Google search or a search of your site. Once again, the code for the search is generated within the AdSense management pages. After all this you just copy and paste of code and your page is realizing the income from advertising placement. While it is a simple service to utilize, it offers various options as well. Other options Along with easy ad and search placement on your pages, the AdSense program provides some control over what is placed on your site. For instance, you can ensure competitor ads don't appear and filters block certain ad types. You may also review ads as well as choose default ads for your site. Reports AdSense's reporting feature is one of the program's best features. It is easy to track what works and what doesn't using the program on your site. The reports are too much to cover in detail, but once you sign up and begin using the program, you'll appreciate their power. AdSense means site upgrading and less work. Developing banner ads or any other types of site advertisements can be time-consuming and the ads are not necessarily image raising. In addition, recruiting advertisers and handling payment options present problems. Google offers service important especially small companies with its AdSense program, which makes it easy to place ads and search options on your site with minimal effort. Collecting revenue from the program is simple as well, so everything is handled without much effort on your end.

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