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# The Full AdSense Formula

Adsense is the best income generating program ever spawned! Why?

There is no product or service to promote. Only your domain. Webspace, an Adsense account, and highly targeted traffic is needed. Your success with adsense, you will soon learn, is as easy as driving a car or cooking a four course meal. The reality is Adsense Success and everything else has to be learned. When you learned how to drive a car it became simple and after a couple of months of driving everyday or so. It became second nature. Once you learn the Adsense formula and it's variables. The sky's the limit with Google Adsense

Learn The Adsense Craft.

You can't cheat your way to success or for some a healthy adsense income. Just like anything other skill in life, it has to be learned. Everything that everyone knows was learned from a teacher(I.E. Anyone), a book, an article(I.E. Newspapers, Magazines, and the Internet), or by word of mouth. You have to learn the adsense formula and all the adsense variables. I have a A.A.S in Computer Programming and Engineering. So believe me I know how to give low-level instructions. No one can tell YOU how to make YOUR site a success, only guide you in the right direction.

The Adsense Variables

$TT(\text{High CTR}) + \text{Content} = \text{Adsense Earnings}$

Content - try to have a 1000 words of keyphrase-rich content.

High CTR - highly optimized placement of the adsense code.

TT - Highly Targeted Traffic

Yes that's it. The "Adsense Formula" is just a basic math problem and as we all know any one can learn math. We're not near finished. These variables that make up the Adsense Formula is the key to your success. Why refer to them as variables, because these Adsense elements constantly change and YOU are in full control of them. Imagine an indoor plant and its variables. Sunlight, Soil PH, CO2, Fertilizer, and Water. You control every variable and if each one is highly optimized then you will have a healthy fast-growing plant. If you highly optimize each adsense variable then you will in turn receive a healthy fast growing adsense income. Now that we have an understanding let's evaluate this "Adsense Formula."

Adsense Content

Keywords are a bad idea! High paying or not. In fact don't choose high paying keywords, not because of the saturation of SEO experts, but because keywords are too broad. Adwords is ying and Adsense is yang. Broad keywords have low payouts and ctr. You want to target keyphrases, so your site only displays high paying adsense ads, not .15 adsense ads from some beginner with one of your terms in their adwords campaign. There is a lot of free content online, but it is best to use unique content for search engine purposes. To accomplish this hire a writer or choose niche subjects that you are familiar with, so that you can write your own articles and e-books. Don't base your site on money rather than your passion. Example. My passion is computers and networking.

Adsense CTR

Optimal adsense ad placement is the heart of high adsense ctr. There are four locations on a webpage that receives the most clicks.

1. Just above the fold. The fold is the end of the section of the page you can view without scrolling.
2. All along side the left column.
3. In your content, if very interesting and informative.

4. At the end of your content after a reader finishes.

Adsense ad format effects ctr greatly whether or not they are placed in the right spots. Squares receive the most clicks, beginning with the largest and so on. The ads should blend with your page. Only the link title should be a different color than the text and url. No borders unless red or yellow. They attract viewer's eyes.

The link color should match your site's links, but blue and red work the best. Incredibly Increase your adsense ctr up to 400% by placing related images above or to the left of adsense ads.

#### Highly Targeted Traffic

Yes, there is a difference between targeted traffic and highly targeted traffic. Someone looking for an online business would be targeted traffic to this article, but someone looking for an adsense business would be a highly targeted visitor. Why high quality traffic? Your Ctr will be amazing and unbelievable because all of your traffic will be looking for YOUR site. Don't be surprised if you have certain days where 97% of your visitors clicked an adsense ad. How? Blogs, Articles, E-books, Rss Feeds, and most SERP(search engine results page) traffic. Never use traffic exchanges or links from other sites unless their content is similar to yours.

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