

## 5 Essential Qualities of Ideal AdSense Keywords

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What's all the fuss about AdSense keywords? What's the use of keywords if you have good entertaining, information rich content? After all isn't content king? What impact can well researched AdSense keywords have on already well-written content?

AdSense keywords are essential if you want your content to be seen by the search engines and important if you want to get content specific ads for your website.

AdSense keywords form the spine of your website. They are the grafters, the workers, the elements within your pages that do all the behind the scenes work; and for this reason their importance cannot be taken lightly.

So what are the best AdSense keywords? What factors make a certain keyword ideal for AdSense?

There are number of qualities that determine the potential of a good keyword and characterises it as an ideal keyword. An ideal keyword should:

1. Attract a significant number of advertisers, giving you a variety of ads that gives visitors to your site some options
2. Be quite rare on the web. This significantly decreases the amount of competition related to the keyword in question
3. But it must also be popular search term among internet users. In conjunction with factor 2 this ensures that there's always going to be a healthy amount of quality search engine traffic connected with the keyword
4. The keyword should have related high paying Google ads. This quality enables you to get more AdSense cash per click.
5. Be a service-based keyword. These types of keyword often get a visitors click more frequently than any other type. Using these kinds of keywords noticeably increases click-through-rates (CTR) through your site, thereby increasing the

amount of AdSense cash you're earning. Keywords such as 'flights', 'hotels', 'cars' and 'Insurance' are ones to watch out for in this category.

As you can see, there's a lot that goes into an ideal keyword. It is extremely unlikely that you will find one that is simultaneously niche, popular, diverse and high paying. But keywords that embody three or more of the qualities listed often prove to very lucrative when used within a well optimized AdSense website.

AdSense keyword research is essential for any good AdSense campaign. It gives the information you need to be one step ahead of your competitors. So even though good content is important, keyword gives it depth, worth (via AdSense) and significance (through the search engines).

#### **About the author:**

Victor Awo is a student studying Information Technology. He has been looking into the technological and social changes taking place on the internet for the last ten years. His main focus is isolating patterns and trends in the hope of predicting the future shape of the global information highway.

For more information about AdSense: <http://www.best-adsense-guide.com/>