

# AdSense for Beginners

**By:** [Victor Awo](#)

## **About AdSense**

Google AdSense is undeniably the fastest, easiest way to make money on the internet. All internet entrepreneurs have at some time dabbled with AdSense, if they haven't committed themselves completely to the scheme.

As long as you have a site of any shape, size and repute, you can make money using Google's AdSense. AdSense for beginners walks through the main aspects of Google's fantastic scheme.

## **So how does AdSense Work?**

The scheme at its core is extremely simple. AdSense is derived from another Google scheme called AdWords. AdWords is basically the small adverts you see at the right side of the screen every time you look for something using Google's search engine. These ads are paid for by Webmasters as a means to get their sites seen quickly. Instead of waiting for the searching engines to 'crawl' your site (which in some instances can take months), you advertise your site using Google AdWords and your site can get traffic going through it in a matter of hours.

Due to the popularity of AdWords, AdSense was born. Google needed a way to advertise the millions of ads it had in its books and it duly came up with the idea of using the sites of willing Webmasters to advertise their excess stock.

AdSense enabled ads to be placed within a site using JavaScript code. Whenever these ads are clicked, Google registers it and pays the Webmaster who owns the site a percentage of the advertiser's budget. Simple.

What makes the whole scheme a success is that the ads delivered to each site is related to the content of the pages they are displayed on and they can be customized to fit snugly into any site no matter how unusual it is.

## **Joining AdSense is extremely Simple**

If you are a beginner to Pay-Per-Click schemes you can't get anything simpler

than AdSense. All you need to join Google's AdSense scheme is a valid home address (a place where they can send your cheques) a URL to do an initial check of the type site you build and a password.

At the point of payment they do further checks to make sure that everything is as it should be. So it is important that all the requested fields are filled in correctly with authentic, valid information because Google will contact you with a PIN that will be sent to your given address (or a test deposit to your bank account), which must be entered into your AdSense account before any payment is sent.

### **The Key to AdSense success is Traffic**

Joining AdSense is the easy part. But the core of AdSense success is art of driving traffic to your site. Don't get me wrong, content is important, after all you'll need to satisfy your visitors expectations when they reach your site, but how money is made using AdSense is through share bulk of traffic.

Think about it, Google normally pays out an average of \$0.50 per click. Nothing really, not even worth the effort if you're getting only 50 visitors a day. Considering that on average only about 2-5% of your visitors are going to click on your ads then even on a good day you're only going to get \$1.25.

But this all changes if you start getting some serious numbers of people going through your site. For example, if you had 500 visitors passing through your site, with a Click-Through-Rate (CTR) of 5% and the average cost of an ad been \$0.50 you will earn \$12.50 a day. A thousand visitors will earn you \$25.00 a day, \$175.00 a week and \$700.00 a month not bad for some residual income is it?

And these are not absolute values they're just approximations. You could of course have higher paying ads on your site which will of course boost your earnings accordingly.

There are millions of people using the internet at any one time. Getting traffic levels in the region of a thousand a day is achievable (though not easy).

**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/>