

The Secret of AdSense Keywords

By: Victor Awo

What happens when after months of diligent research into producing beautiful, original content to put into a well presented AdSense website, you find that it isn't delivering the amount of success you were expecting?

After all isn't content king? Why isn't the content drawing in the traffic, attracting relevant AdSense ads and turning up in relevant search engine queries?

The reason is probably because not enough attention was paid to the importance of keywords. You could potentially have a very good AdSense niche site, but if you don't do enough keyword research you could miss out on its full earning potential.

AdSense is all about optimization. It's all about optimizing the positioning of AdSense ads for the highest amount of clicks, optimizing the website to maximize visitor experience and optimizing the website for search engines. Keywords play an essential role in nearly all aspect of website optimization for AdSense.

Content is indeed king but keywords determines the level of its success. Good keyword research on a good well written AdSense niche topic greatly increases the possibility of success. Without it, the prospect of gaining the most from your website could be a hit or miss affair. But what can keywords really do for you? Keywords do a number of important things that includes:

- Ensuring your website appears on relevant search engine queries.
- Good keyword choice can influence the types of ads Google delivers to you. The more focused your topics and keywords are for your site the more relevant the types of ads you get through AdSense. And the better the click-thru-rate (CTR) of your website.
- Also very well researched keywords helps you rank highly when your website actually turns up on a search query. A well optimized site with well executed and distributed keywords will rank significantly higher than sites with little to no optimization.

- Well researched combination of keywords can boost your traffic levels by helping your site turn up on related keyphrases.

These are only some of the reasons to use keywords, there are many more subtle yet equally important reasons to use keywords on an AdSense website.

Keyword research should be done during the initial stages of planning your site. Soon after your AdSense theme has been chosen you should begin uncovering the important keywords that are going to form the backbone of your site. It is important to tackle keyword research early in an AdSense venture because what you unravel could determine the direction the whole project is going to take. You could for instance discover new in demand areas related to your chosen topic that are poorly catered for in the websphere. You could discover new niches or even completely new themes.

Remember that you are creating a business as well as building a website that you are passionate about. Doing keyword research helps you with the business side of an AdSense enterprise. It helps by increasing traffic to your site, helps by focusing the types of ads Google delivers to you and helps direct better quality visitors to your website.

If you are lucky and your site happens to be 'niche' enough you might be able to get away without doing any keyword research and still attain a modicum of success. But even so, your website will never reach its full potential. Also a niche site only remains 'niche' for so long. Inevitably, other webmaster will get wind of it. And if they pursue a solid keyword research campaign and apply it to their site, they will ultimately make more of a success of your original niche.

If you want AdSense success you have to cater for the search engines, think about the types of ads you want from Google and consider the type of visitors you want to attract. Without due planning your AdSense venture could fail even before it has really taken off.

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/>