
10 Things Every AdSense Publisher Should Know



Grow your online business

As a publisher, you invest a great deal of time and energy into creating your content and maintaining your website. Many of our AdSense publishers tell us that creating their content is as much of a passion as it is a business. We think AdSense can help you on your journey to grow your company by helping you monetize your website, thereby letting you do what you do best: create compelling content that will attract thousands of visitors.

Inside this booklet, we've listed 10 things you should know about AdSense and how it can help your business grow. At Google, we believe the content you create has transformed the web for the benefit of users, and we hope that AdSense can be part of a solution that will allow you to continue investing time, energy, and resources into your online business.

– Christina Wire
AdSense Director, Americas

1

The Google Display Network

As an AdSense publisher you're part of the Google Display Network, (previously known as the Google Content Network). The Google Display Network comprises all of the sites where advertisers can buy ads through Google, including the over one million AdSense and DoubleClick Ad Exchange partners as well as YouTube and Google properties such as Google Finance, Gmail, Google Maps, and Blogger.

With AdSense, you can gain access to the largest pool of advertisers without having to maintain individual relationships

- With Google's AdWords advertisers and certified ad networks, AdSense has the largest global advertiser pool on the web, which means more competition for your unique content.
- Our real-time auction gives you the best yield for each impression you serve, helping you capture demand for your inventory at any given point in time.

While AdSense is designed for publishers to monetize their websites with Google ads, it's also designed to extend the reach of our AdWords advertisers, providing them with high quality ad real estate. It's a place where advertisers can engage with their target audience at the moment of relevance. Once the ads are in front of the right eyes, it's a great way for advertisers to engage with their customers online.

To maximize the value for advertisers displaying on your site, we recommend focusing on developing a high-quality site with original content that's valuable to your users. And in the meantime, we're working hard to offer the best advertising solutions. We look forward to continue introducing new features on the Google Display Network that help advertisers reach their goals and that help our AdSense publishers earn more revenue.

2

Experiment with our Optimization Tips

The best way to determine how to maximize revenue on your websites is to experiment with various ad sizes, colors, and placements. Here's a four-step process to optimize the ad performance on your site.

Step 1: Analyze your website(s)

The first step is to ask yourself the following questions as you think about placing ads on your site:

- A) What type of content do you have?
- B) How can you integrate ads into your site?
- C) How would advertisers like to appear on your site?

Step 2: Set up custom channels to track performance

Custom channels are a great tool for tracking the clicks and impressions on your ad units, as well as testing which ad placements, sizes, and colors perform the best.

Step 3: Optimize your ad unit design and placement

The next step is to look at the color, position, and size of your ad units and optimize them for user experience, advertiser experience, and performance. Use colors effectively. Blend ads in, but not so much that users don't see them. Borderless ads tend to work well, as does highlighting the link and URL. Implement ad units above the fold (area of page that users can view without scrolling down) and near your content, where users are already engaging with your site.

Step 4: Maximize revenue from multiple units

We recommend adding multiple ad units to your pages, while still keeping the user experience in mind when deciding on placements. Custom channels reporting can help determine which ad units perform well, so you can structure your page to optimize performance based on that.

3

The bigger picture

The Google Display Network offers a growing number of ad formats—text, image, rich media and video ads – enabling publishers to take advantage of higher revenue earning potential available through online display advertising. With that in mind, there are two tips we recommend that can help you benefit from the investments we've made

Wider ad sizes

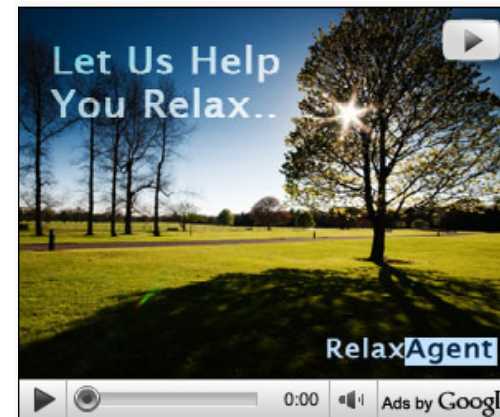
With 11 ad sizes to choose from, you've got a lot of options. In general, the best performing ad sizes are the wider ones – such as the 160x600 wide skyscraper, the 300x250 medium rectangle, or the 728x90 leaderboard. Wider ad units are the preferred sizes for advertisers looking to target your site, and there are also more rich media (image, flash, video and gadget) ads available in wider ad sizes.



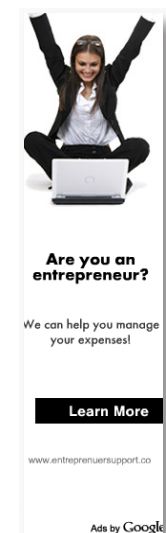
Image ad – Leaderboard 728 x 90 size

Rich media ads

By choosing to display image ads in addition to text ads, you can help ensure that you'll have all available advertisers bidding to appear on your site. Both text and all rich media ads will compete in the same auction to display on your pages, and we'll automatically display the ad(s) that are the highest performing and most relevant to your site.



Video ad – 300 x 250 size



Rich media ad – 160x600 size

4

Robust targeting options

Our advanced suite of advertiser targeting options enables advertisers to reach their audiences on your site, which translates into more revenue for you and a better experience for your users.

Contextual targeting

AdSense displays ads related to the content of your page, so those ads are thematically relevant to what your users are reading.



Placement targeting

An advertiser can choose to specifically target your site based on demographics, category, geographic location, or URL.



Interest-based advertising

An advertiser can show ads based on your users' interests and previous interactions with that advertiser.



5

Control your brand and the ads that appear on your site

AdSense helps you protect the value of your brand to ensure a positive user experience by giving you control over how ads are displayed on your site.

Control who can advertise on your site

- Increase competition by allowing placement-targeted and interest-based ads to compete for your ad space.
- Block ads from specific advertisers and ad networks using our advertiser URL and network blocking options.
- Prevent ads from specific categories from showing on your pages, by using the category blocking feature.
- Search, review, and manage ads that have been placement-targeted to your site, using the ad review center.



Manage how ads are displayed on your site to enhance your users' experience

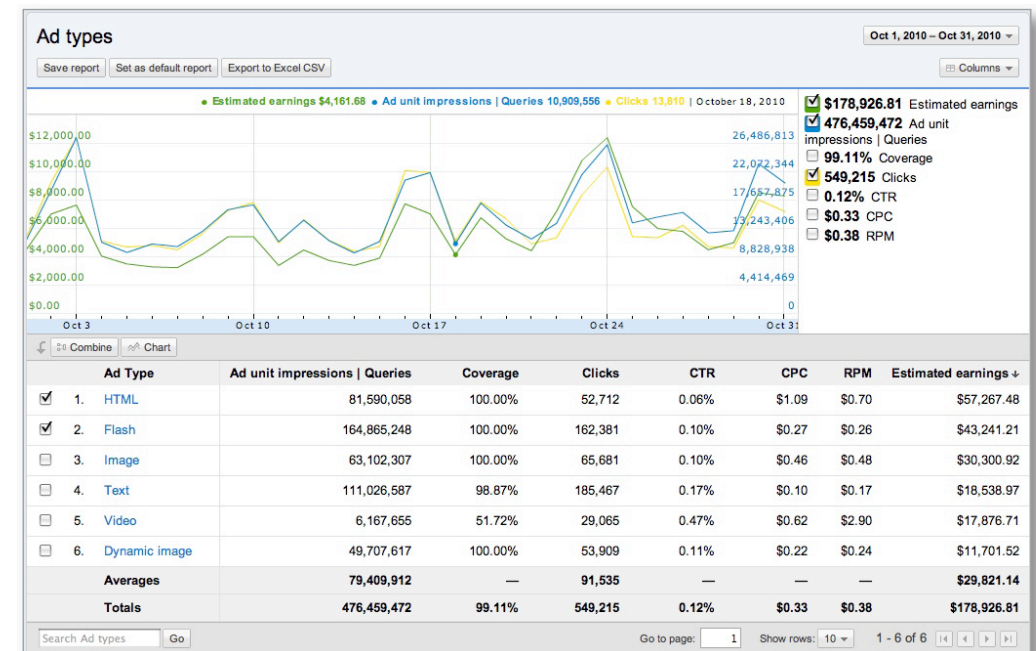
- Choose which ad sizes you'd like to display.
- Customize the colors and fonts of your ads to match your site's look and feel.



6

Track and measure

AdSense provides you with a wide array of performance reports. These reports supply you with extensive information, allowing you to track and measure the impact of individual variables of your site. Using these insights, you will be able to make more informed business decisions.



Generate custom channel reports. Generate reports on your custom channels and group results by channel to see how different sizes, colors, and placements are performing.

Utilize detailed ad reports. You can run detailed performance reports by ad type, ad size, ad unit, targeting type, and bid type for total earnings and other metrics, over a custom date range.

Set up descriptive graphs. Graphs allow you to customize data to understand the impact of individual variables, easily view trends in your performance, and discover key insights. Overlay different variables to help identify and compare these trends across the different features of your website.

6

Track and measure... even more

Integrate AdSense with Analytics. By integrating your Google Analytics account with your AdSense account, you'll have access to additional reports that can help you isolate the traffic sources that contribute the most to your revenue.

Google Analytics is the web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. You can use Google Analytics to measure the traffic coming to your site to better understand where your users are coming from, and where on your site they spend their time.



Discover untapped markets. Use the geographies report to determine which regions are under-represented in your site's user base. Optimize your site's content to attract more of these under-represented users.

Drive high-earning traffic to your site. Use the 'Referring sites' report to determine where the users who are making you the most money are coming from. Focus your efforts on getting traffic from these sources.

Delve deeper into AdSense reports. Use the visualization feature to look at trends in your site's AdSense performance over time, or by time of day.

Armed with this new data about user behavior, you'll be able to make more informed decisions on how to improve the user experience on your site and optimize your AdSense units to increase your revenue potential.

7

The power of Google search on your site

Bring the power of Google search to your very own website. AdSense for Search, powered by Custom Search, allows you to earn revenue while helping your users find what they're looking for on your site and across the web.

Help your users find what they're looking for.

Visitors come to your site to find something. Whether that is information, a certain product, entertainment, or just a way to spend time, AdSense for search allows you to enable them to do just that. By offering you new customization options, like what to let your users search and keywords to tell us what your site is about, AdSense for search leverages your expert knowledge to show Google search results and targeted ads that are particularly relevant to visitors in the context of your site.



Utilize the power of the Google Custom Search Platform.

By integrating AdSense for search with Google's Custom Search platform, you now have more control over what your search engine searches across, from individual pages on your site to the entire web.

Provide the most relevant ads to your users.

By providing keywords related to your site's content, you can help fine-tune ads and search results so that they're even more relevant to your users.

Get more comprehensive site search results with improved indexing.

We've recently improved our indexing technology so that you can provide a more enhanced Site Search experience for your users. Now, AdSense for search will index even more pages of your site, as long as we're able to crawl them, so that your users will see more results from your site in your AdSense for search results.

Integrate your search box with your site seamlessly.

In just a few minutes, you can customize the look and feel of the Google search box to match your site. Choose from a variety of search box appearances, select a background and where to place the ads, and customize the color scheme of your ads and search results.

8

Additional solutions to help your business grow

In addition to monetizing your content with AdSense, Google gives you access to a full suite of monetization products designed to increase your efficiency, give you more access into your data, and explore new & emerging revenue opportunities.

DoubleClick for Publishers (DFP) Small Business

DFP Small Business is a free, hosted ad serving solution that helps you manage your growing online advertising business. If you're ready to start monetizing your site using multiple ad networks, or using a combination of ad networks and your own sales team, DFP Small Business (visit www.google.com/dfp/info/sb/index.html) can help by providing a complete toolkit for ad delivery and revenue optimization across all your online revenue touch points.

Increase your efficiency with a simple interface – our workflow and inventory management systems make it easy to get up and running quickly.

Take advantage of a sophisticated feature set that grows and evolves with your business, including robust forecasting, reporting and targeting capabilities.

Maximize your revenue by enabling real-time competition between Google AdSense, third-party ad networks, and other non-guaranteed advertisers for any inventory on your website. DFP Small Business will optimize your revenue by automatically selecting the highest paying ad.

DoubleClick Ad Planner Publisher Center

The Ad Planner Publisher Center is a part of DoubleClick Ad Planner, a media-planning tool that helps agencies and advertisers find sites that cater to their target audience. As a site owner, you can use the Publisher Center to showcase your site's audience and unique value to advertisers, choose categories that describe your site's content, and share your Google Analytics data with advertisers to reflect the most accurate traffic numbers for your site.

Based on this information, agencies and advertisers using Ad Planner will be able to identify appropriate sites to include in their placement-targeted campaigns. As more advertisers become aware of your sites and bid to show ads on them, the competition among your ads will increase and so should your earnings potential. Visit www.google.com/adplanner/publisher/ for more information.



8

Additional solutions to
help your business grow. . .even more

Webmaster Central

There are additional things you can do to help search engines better understand your website. Google offers a one-stop shop for you to get all the information you need about how Google understands your websites. This destination is Webmaster Central (visit www.google.com/webmasters), which aims to provide free, scalable and equitable support for all webmasters and websites, no matter how large or small.

Webmaster Central is a great resource for all web publishers. It comprehensively answers questions about crawling, indexing and ranking questions; provides an avenue for feedback and issues; and offers free diagnostic tools that help you understand and fix potential crawling problems.



Website Optimizer

Website Optimizer is an easy-to-use tool for testing site content that delivers actionable results. When we talk about optimization in AdSense, we usually focus on testing different sizes, colors, and locations for your ad units. But it's just as important, if not more so, to optimize your site's content to make it as user-friendly as possible. Which homepage design do your users respond most to? Which headline or graphic will entice your users to spend more time reading your articles?

You can use Website Optimizer (visit www.google.com/websiteoptimizer) to answer these questions and more, as it lets you try out different layouts and content for your site by running various tests.



9

A world beyond AdSense for content

Google offers a wide array of products and services to help you enhance your site's content and monetize your webpages. You can earn additional revenue by displaying ads on your other properties as well, including web elements, mobile webpages, videos, or even maps.

AdSense for video

AdSense for video allows publishers with video content to earn revenue using relevant, non-intrusive ad placements from Google's extensive advertiser network.

AdSense for mobile content

AdSense for mobile content allows publishers to generate earnings from their mobile webpages using targeted Google ads. Just like AdSense for content, with AdSense for mobile content Google matches ads to the content of your mobile website. You'll earn money whenever your mobile website's visitors click on your ads.

Google Web Elements

Google Web Elements is a new, easy way to add richness and interactivity to your site simply by copying and pasting a snippet of code. Inspired by the convenience of embeddable YouTube videos, each Web Element is built upon existing Google products. For example, the Google News element, dynamically pulls in content from Google News based on news topics you select and displays within an embed on your site.

Google Friend Connect

Google Friend Connect is a service that lets you easily add social features like commenting, rating, and friend invitations from gadgets created by Google and the OpenSocial developer community. We've just integrated AdSense with Google Friend Connect, giving publishers the option to show ads that match visitors' interests.

Google Maps API

With tools like Street View, Google Maps is altering the way people interact with their surroundings, letting you see the facade of the store you're about to visit, plot directions, and find a place to park before you even leave the house. We've released a Google Maps API feature, which overlays AdSense ads on an embedded Google map on your site. The ads are targeted to the map's current view and update as the user moves around the map.

To learn more visit: www.google.com/ads/pubsolutions

10

Right from the resource

We know there's a world of information out there and we want to help you figure out where to go, to find what you're looking for.

Enjoy interacting with other publishers? Our Help Forum is the best place to ask questions and share tips with other AdSense publishers at google.com/support/forum/p/AdSense

Communicate via Social Networks?

To get updates from the AdSense team you can find us online:

Inside AdSense blog at adsense.blogspot.com

Follow us on Twitter (twitter.com/adsense) and Facebook (facebook.com/googleadsense)

Want to read our program policies or learn more our products? The AdSense Help Center (adsense.google.com/support) has a wealth of information for publishers of all sizes, from managing ad units, to setting up channels, and available methods of payment.

Looking to improve the performance of your ads? Navigate to our Optimization Tips page, located in our Help Center or to publisher tools like Google Analytics at google.com/analytics

Need help with implementing your ad code or viewing your ads? Try our Demos & Guides or Troubleshooting Wizards, all available under the Resources tab in our Help Center





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