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Webmasters Tips - How To Increase Your Google AdSense Earnings

If you are an online entrepreneur, chances are you already have basic knowledge about Google AdSense. As its name implies, AdSense is all about placing advertisement units in your own site. These ads are mostly about other companies' websites, and once online visitors click on them, you get a portion of what Google earns.

Now, in order to be successful in using Google AdSense, you must know these webmasters tips. Although placing the ads and waiting for online visitors to click on them already enables you to earn a small percentage, it would still be better if you follow these five simple tips to boost your Google AdSense earnings.

1. Choose an ad format that will work well for your site. According to Google, the formats that often result in highest number of click-throughs are the 336 x 280 rectangle, the 300 x 250 rectangle and the 160 x 600 sky scraper.
2. Make sure that the color you choose for your ads will blend well with your site's background. This is to ensure that your ads will appear as if they are part of the web page.
3. Position your ads where online visitors can see them at once. You can place them at the sidebars, at the bottom of each article, or under the header.
4. Make use of multiple ad units. Google does not restrict any website user to use only one ad per site. You can always use more than one, at least up to three.
5. Add new content regularly. The more content your website has, the more visitors will find and return to your website. And the more visitors your site has, the more clicks you can get for your ads.

These 5 simple webmasters tips are sure fire way to improve your Google AdSense earnings. If you want to know more SEO tips and techniques, feel free to browse www.lazyjon.com.

Before you seek some SEO professionals check out these [SEO Tips](#). Jon Moreno is an SEO enthusiast, continuously searching the for the most effective SEO Techniques and [webmaster tools](#)

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