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Contextual Advertising Wave On The Web - In Text Ads

Contextual advertising is the best way to profit from your blog by providing links which could truly interest your readers. Naturally, you simply receive cash when they click the links on your website, so doesn't it make sense to provide them relevant services and products?

Traditionally, contextual ads took the form of banners across the tops of websites and images together online content. This technique of advertising was made popular through Google's AdSense program, that is still going very strong today. You could find countless networks offering services very similar to AdSense, and these services are tried and tested ways for website publishers to produce additional cash.

But what if you can raise your website revenue even further? You can through In Text contextual ads like the ones offered through [Infolinks](#). In Text ads are the perfect addition to traditional pay-per-click campaigns that make use of images. In Text contextual ads appear as links to keywords inside your website content. The links are underlined twice rather than once, and a small bubble opens when a mouse cursor moves over them.

Despite the fact that In Text contextual advertising does supplement traditional methods of advertising perfectly, in addition there are various advantages that come with an In Text campaign. In addition to the extra revenue you'll earn from having both kinds of advertisements on your page, you'll also enjoy a higher click-through rate on the In Text ads. Advertisers have realized that many people tend to tune out noisy banner ads and images that don't go with the article they're reading. However, they are more likely to click on an advertisement that's embedded right into the text they're reading. In Text ads are also a kind of permission marketing. This means that small balloon that opens over the In Text ads gives your website visitors a choice on whether or not they want to see the advertisement. The balloon offers just enough information to tell your website visitors what the link offers. If they don't like it, they won't click on it, pure and simple.

Infolinks is a advertising network that offers contextual ads. The company's record indicates it to be the highest paying In Text advertising provider. Infolinks uses revolutionary technology that better matches advertisements to website content. Better matches mean more clicks for your website, and more clicks on your website means more cash flowing in.

[Infolinks](#) leads the In Text advertising world having a more smart contextual advertising design for site owners just about everywhere so that they can [make money online](#).

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