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# **Making Google Adsense Work For Your Website**

I have written some articles before about how to make money using Google AdSense but I still get questions asking if it's really possible to make money with AdSense. The simple answer is yes. The next question is how? It's the how that takes some time to answer.

As I'm sure you are aware that Google AdSense has been around for a number of years now. There have been countless products, ebooks, seminars and articles written about how to use it to make your fortune. Actually there is not specific way to use AdSense on your site. Simply creating a site and placing content on it and positioning AdSense ads within the content will not make you independently wealthy. That's only a small part of the process.

If it were as simple as I mentioned above there would be tens of thousand of millionaires on the Internet each claiming bragging rights. There isn't one single thing that you need to do to be successful. It's a lot of hard work and some intricate planning. It's not rocket science either. Don't fall for the latest ruse about working "just fifteen minutes a day" and making a six figure income. That just doesn't happen. Here's why.

First of all AdSense ads are tied in to the niche keywords for your site. Google doesn't reveal it's code but through empirical results and some of Google's own documentation AdSense ads are driven by the combination of content and meta information on your website. If your site is about auto detailing then your displayed AdSense ads will reflect ads about automobile detailing and car care.

As you may or may not be aware some keywords pay better than others do, based on the competitive nature of the products associated with the keyword. No one actually knows how much revenue Google shares with each publisher but higher paying keywords generally pay better which means that they are more profitable for Google therefore the payout to you the publisher is better.

The largest PPC network is Google Adwords, so it makes sense to start your research with them since they have such a large share of the market. Google Adwords provides a keyword estimate tool that can give you a fairly accurate estimate of how much keywords cost Advertisers. Since you will receive a portion of the revenue the higher the bidding cost the higher the payout will be to you as an AdSense publisher.

There are some published lists on the Internet that with a simple search through Google or Yahoo you can find top paying keyword for AdSense. The problem with this is that these keyword may be in areas that you have no connection to or knowledge of. For example one of the highest paying keyword searches is for "mesothelioma" the disease linked to asbestos. Since there are so many lawsuits filed it has become a very high paying keyword. Unless you are well versed in the law surrounding this terrible disease what purpose would you have in using keywords relating to it on your website?

So tailoring your website or blog to list just high paying keywords might be fruitless because it would appear to the search engines that you were only using them to get a higher payout. A better way to look at it is to find the highest paying keywords within your niche and write content utilizing them.

Back to the main issue of making money with AdSense. I have illustrated at least one way of creating content on your site that utilizes the higher paying keyword within your niche. I've listed the sections at our site that provide a lot of help and insight into AdSense and AdSense Resources below.

Click on this link to find some of the best free information on [AdSense for Home Business](#). Click on this link to see a review of one of the best [AdSense keyword tools](#) on the market.

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