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Google Adsense Secret

After using AdSense for a bit you begin to ask yourself what is the big Google AdSense secret. There are a few things that you can do to improve earnings. Experimenting is the key, what may work well on one site may not on another.

The first thing you need to realize is that there is no magic pill solution. You will just need to test different things to see what gives a good response and what doesn't. The first thing that you should try is different ad placements.

Try an ad in a certain placement for a week and at the end of that time write down your results, you may want to come back to that ad placement later.

There are a few positions that seem to offer the best results. Google knows this and they publish a "heat map" pinpointing what they believe are the best place for ads. If you go into a Google search engine and type in "AdSense heat map" it will be easy to find.

The best performing ad block is usually directly above the content. This is by no means a rule of thumb and every location should be tracked every week to see how they are performing.

News site ad placement seems to do better at the bottom immediately following the content. As visitors finish reading they are looking for something else to do and an AdSense ad placement can be that something.

Placing ads on the left side of the page seems to do well, this is because text is usually written from left to right and top to bottom. Each time a person finishes a sentence their eyes return to the left position, which means they have a chance to identify your ads.

It is best to have ads that blend in with your content. If your visitor experiences any kind of eye discomfort they will simply click away. If you choose to promote AdSense a simple website layout is usually the best.

After using [Google AdSense](#) for a bit you will start to look a ways to optimize ad placement. Check here for free reprint licence: [Google AdSense Secret](#).

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