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# **Why Google Adsense May Make You More Money Than Affiliate Programs**

Affiliate enthusiasts have understood well the power that Google AdSense has to make a decent passive income month after month. I will go into how can this be done in this article so you can use this tool for your online marketing. One html code can make a difference in your pocket and there is so much to gain from this marketing ads. Google AdSense can make you real money and just by tweaking your keywords and getting a high volume of traffic you will reap a huge reward.

This means that if you do a quick keyword analysis you may find an area that you think is very lucrative but the problem is that it may not have any affiliate programs for you to monetize your website traffic. The next best thing would be to check whether there are any advertisers with Google on that particular keyword that you have. Google AdSense with its millions of advertisers will likely have advertisers who are interested in your current market.

Problems can come when a website has a niche that is not relevant to the content or the product that you are offering. Affiliate marketers face this situation on a daily basis when they are researching to make sure they publish the right content with the right keywords with the right affiliate offer. You have to be precise and careful at what you do, that is why successful marketers do something call testing and tracking to make sure they are on the right track.

Google AdSense is different, the Advertising that it puts up on every page will depend on the content of that page. This is important both to the purchaser of the advertising and the seller. If a person goes to a webpage looking for Running shoes and then reads an article on sports socks your ad code for that page will be on sport socks. The reader then clicks the link and you as the publisher make money from the AdSense code and the advertiser also gets more targeted website traffic.

Online marketers faces many obstacles when trying to get new affiliate or tracking programs to better manage their earning and clicks. You have to constantly lookout for bad links or maybe changing your referral links. What you may find is if you a thousand page website, it gets very tedious to do this maintenance job. With AdSense you place a little code onto your website and Google will handle the rest for you, will take care of the links and also handling your clicks.

Don't just rely on affiliate programs to make you money, find ways to mix AdSense with other monetizing venues and again variety is the key. Have you ever heard of multiple streams of income? Consider spending time learning all you can about how to employ Google AdSense to maximize your earning efforts.

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