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What is Google AdSense?

Google AdSense is the current leader in content sensitive web based marketing. By placing Google AdSense JavaScript code on their web pages, webmasters allow Google's AdSense servers to show advertisements (Google Adwords) based upon the content of the web page.

Google uses its Internet search technology to serve advertisements based on website content, the user's geographical location, and other factors. Those wanting to advertise with Google's targeted advertisement system may enroll through AdWords.

Google AdSense traditionally served up advertising relevant to the content of a web page. Beginning in March 2009, their policy changed to serving ads relevant to what a site visitor may be interested in, as revealed by cookies and browsing history.

AdSense is a contextual advertising program that delivers ads relevant to the visitors. For most of the program's lifetime this has been done by using Google's search technology to serve up ads that relate to the content of the web pages on which they appear. AdSense is not a get-rich-quick scheme. It's an opportunity.

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