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How To Maximize Your Profit From AdSense

There are only four factors that can impact highly on the profitability of AdSense ad units and they are manageable or within your control if you follow some of the tips provided in this article.

Ad Location: The location of the advert is important for its success and that is why it is important to locate it "above the fold" to be noticed easily by those visiting the website. They should be able to see it immediately before scrolling down. It must appear at the top left of the page, significantly positioned under the title and just below the content.

The second position you could choose to put the ad is at the bottom of the page, immediately after the article so that it can be easily noticed by those who read the article. They might see it and click on it without scrolling down or moving to read others.

Ad Formats: There are many types of ad formats offered by Google and some yield better results than others. You will find that the larger formats are the ones that are easily legible and so they outdo their counterparts, the narrower ones.

The most preferred formats are the Medium Rectangle, Large Rectangle plus the Wide Skyscraper, which means all the other ad format can only be taken into account if there is not enough space for the ones mentioned above.

Ad Colors: Try to incorporate colors that can effectively blend in with your website, eliminating all borders and preferring the use of blue links. These will enhance the click-through-rate, also known as CTR, to give the website an attractive appearance and touch.

They have focused content: The Google AdSense ads can be described as those that target certain particular areas of interest. Google chooses them very well using automated system which will make it possible for them to enter your web page.

This automated system is able to read the content of the web and the keywords used in order to select the ads that fit with the content. That is to say if the content is good, the ad will definitely deliver. Just try to stick to a single point each time in your article.

The writer also regularly shares knowledge on subject such as [not your daughters jeans](#) and [tummy tuck jeans](#).

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