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# How Can I Improve My Google Adsense Earnings?

There are many ways in which you can blend the adverts into your website by choosing a particular colour for the ads as an example. Where you place the google adsense is also of paramount importance. To this regard I would play about with the ad placement on a trial and error basis until you come up with the winning formula. I have a number of sites, some where I do include adsense and others where I prefer to keep all of the traffic at the site.

I am by no means a [web marketing specialist](#) however I do have some knowledge of this subject. I believe the best way to increase your earnings however is to get more traffic to the website. There are many ways of doing this:

#### Google adwords

You can create an advertising campaign using google adwords. You can agree to pay an amount that you are comfortable with and with what is affordable to yourself - there is no need to break the bank. People will then visit your site and hopefully click on one of the other ads, therefore making you some cash.

This can work very well for certain subjects - but not for others. It is a matter of trial and error, I always run the adwords for around a month and then evaluate if it is worth carrying on after that point.

It is obviously important that we don't spend more on our own advertising, than we are likely to earn.

#### Writing articles

Writing articles can also help you to obtain more visitors to your site. The people who read the article are potential visitors, you also obtain one way backward links from the article directory which you submit the article to, and other webmasters may also include the article on their own site, thus creating another one way backward link. These backlinks help to increase your overall page rank. The higher the page rank, the more traffic you should receive. Many [link building services](#) use article marketing to obtain their links.

#### Link exchange

Exchanging links with other websites which are hopefully in the same business sector as your own, also has value. These links are not as powerful as the one way backlinks mentioned above but are still worth seeking.

You can e-mail or phone other webmasters to ask if they would be happy to swap links with your site.

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