

Published based on [How Can I Increase My Google AdSense Earnings?](#)

How Can I Increase My Google AdSense Earnings?

It is a good idea to attempt to merge the ads into the content of the page; you can do this by choosing a similar font and colour. By doing this your visitors are more likely to click onto one of the ads and you will therefore earn more money. Placement of the ads is also quite important and there is information on the Google site which advises where to put the adverts for maximum impact. 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. By far and away the best way to improve your adsense income is by attracting additional people to reading the site; the more traffic you can attain - the more money you will earn. 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 well for certain subjects - but not so well 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 important that we do not spend more on our 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. Some webmasters now believe that page rank is not that important these days and that "trust rank" has now become more important. In general however if your website has a page rank of four or higher you should do pretty well. 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 speak to other website owners on the telephone or you can send them a quick e-mail to see whether they would exchange links.

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