

How To Maximize Your AdSense Earnings

Most webmasters know that AdSense generates a sizeable chunk of advertising income. That is why many of them use it to go after high paying keywords. They even purchase high paying keyword list that are suppose to escalate thier AdSense earnings, build content driven sites and yet fail to make the money they desire. What are they doing wrong?

A major problem is no traffic. No matter how good the information on your site is, if not many people see the site, your dream of making a good income from AdSense will not be realized.

In order to get the traffic one thing you must do is optimize your site navigation. For many this is a new way of thinking.

But stop for a moment and think about how visitors are using your website. After a visitor has landed on a certain page, they have the tendency to click on another page that sounds interesting.

They get there because of the other links that appears on a page that they initially landed on. This is site navigation. It is all about enabling visitors to move about your site. And one way of maximizing your AdSense earnings.

A typical website has menu links on each page. The wording on these links is what grabs a visitor's attention and gets them to click on one of the links that will take them to another page of that website. Links that have "free" or "download" are oftentimes good attention-grabbers.

This navigation logic can also be applied to driving traffic to your high paying pages. There are some websites that are getting a lot of traffic from search engines, but have low earnings. The trick is to try and use come cleverly labeled links to get the visitors off that page and navigate them to the higher earning ones. This is one great way of turning real cheap clicks to real dollars.

Before you begin testing if this same style will work for you and you website, you need two pieces tools. Something to track and compare and some high earning pages you want to funnel your site traffic to. An option is to select a few of your frequently visited pages. This is ensuring faster results.

Now, the next thing to do is think of ways to get visitors from the first page to the link that will take them to your high earning pages. Come up with a catchy and unique description for the link. Think of something that people do not get to see everyday. This will trigger their curiosity enough to try and see what that was all about.

You can also use graphics to grab your readers' attention. There is no limitation to what you can do to make your link stand out. In order to have a successful AdSense site you must do everything legally, ethically and morally possible to achieve that goal. Just be creative. As far as many AdSense advertisers are concerned, there are no written and unwritten laws to follow regarding what they write. Just as long as you do not overstep the guidelines of the search engines you should not have a problem.

Also remember that it is all about location, location and location. Once the perfect attention grabbing description has been achieved, you have to identify the perfect spot on your page to position that descriptive link so that your site visitors will click on it. For more information about which ad formats do the best, check <http://www.adsenselady.com>.

There is nothing wrong with visiting other websites to see how they are going about maximizing their site navigation. "Hot pages" or "Most read" lists are very common and overly used already. Get to know the ones that many websites are using and do not try to imitate them.

Another way of doing it is to try and use different texts on different pages. That way you will see the ones that work and what does not. Try to mix things around also. Test your ad formats by putting links on top and sometimes on the bottom too, then tracking each to see which format worked best. You will very quickly be able to tell which ones are getting the most clicks and which ones you might want to remove.

Finding the optimal site navigation style requires formatting and testing, then reformatting and testing. Let the testing begin!

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About the Author

Bernie Alexander is known as "The AdSense Lady" and has helped 1,000's of Internet marketers to go from flat broke to making money using non-seo AdSense techniques. Grab your free special report "Five Profitable No SEO Needed AdSense Techniques" by sending a blank email to adsenselady@aweber.com. For more AdSense money making tips check out <http://netmarketer-reviews.com/adsenlady-bcallen.htm>