

10 AdSense Tips & Tricks to Maximize Your Potential Earnings



By WebsiteWizard.TV

1. Optimize the Color of Your Ad Units

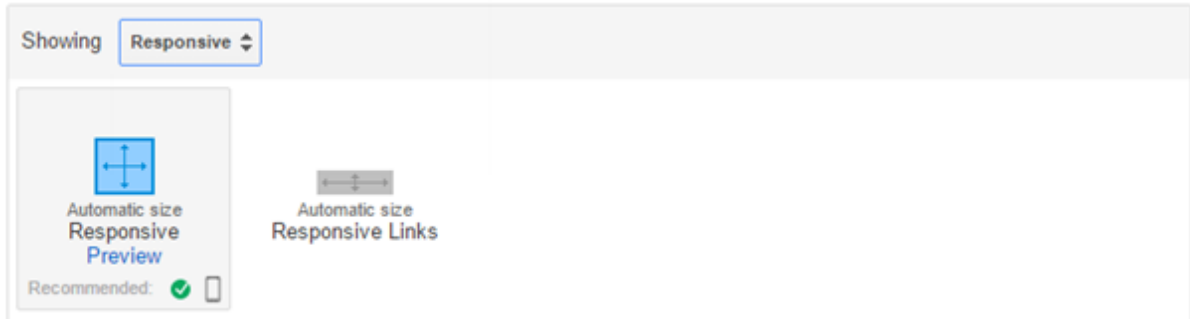
Using different text colors to increase the visibility of your Ads is a simple but effective way to make the Ads stand out.

For user experience it is a good idea to match the background and border color of your Ads with the background of your website pages.

You want to try out different colors to see which ones perform the best on your site. Ad colors on a dark site may not perform as well on a light site, so it is always best to test what works best for your particular site.

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2. Use Responsive Ad Units



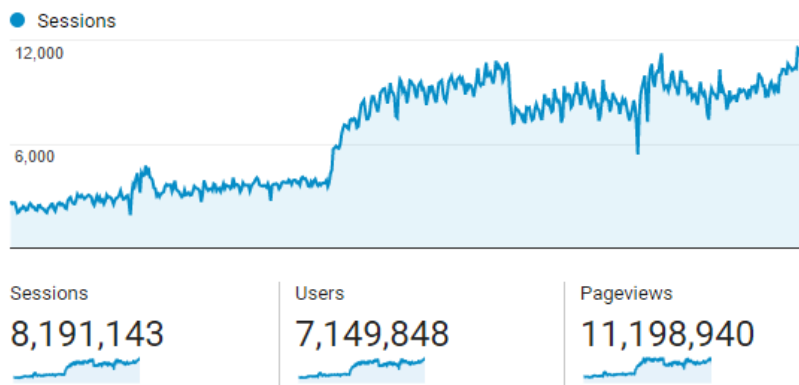
If you ever looked at the Google Analytics of your site you would have noticed that a huge portion of your visits are coming from mobile devices.

It is therefore essential that you are running a responsive website, and AdSense Ads are no exception.

You want to make sure you are using Responsive Ads on your site as these will automatically resize themselves for optimal viewing experience on mobile devices.

[>> Click Here To Learn How To Build a Mobile Responsive Website](#)

3. Build an Audience First



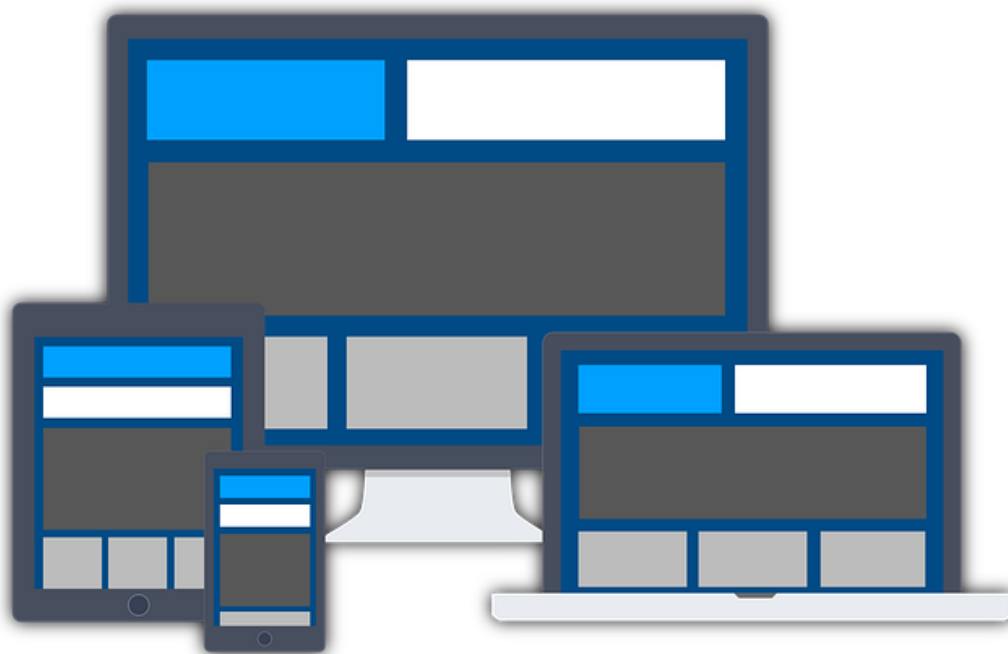
It may be tempting to get AdSense up on your site right after launching, but it is best to hold off on this until you have built an audience first.

It's not a good idea to clutter your website with Ads before anyone knows about it otherwise you will put a lot of people off and make a bad impression.

Keeping your website clutter free while you continue to build an audience will mean people are much more likely to enjoy and share your content, and link to your site.

Hold off on the Ads until you become an authority in your niche or at least have an established following.

4. Limit Ads Above The Fold



"Above the fold" simply means the area of the screen you can see without having to scroll down. Similarly, "below the fold" refers to the content that is only visible when you scroll down.

Avoid having too many Ad units above the fold because it makes it difficult for your website visitors to find what they came to your site for.

Having too many Ads "Above the fold" means more users will exit the page when they visit your site. This is indicated by 'bounce rate' inside Google Analytics.

Having a high bounce rate will mean Google will penalize your webpage in the search engines.

5. Create High Quality Content



When it comes to AdSense earnings, content really is key!

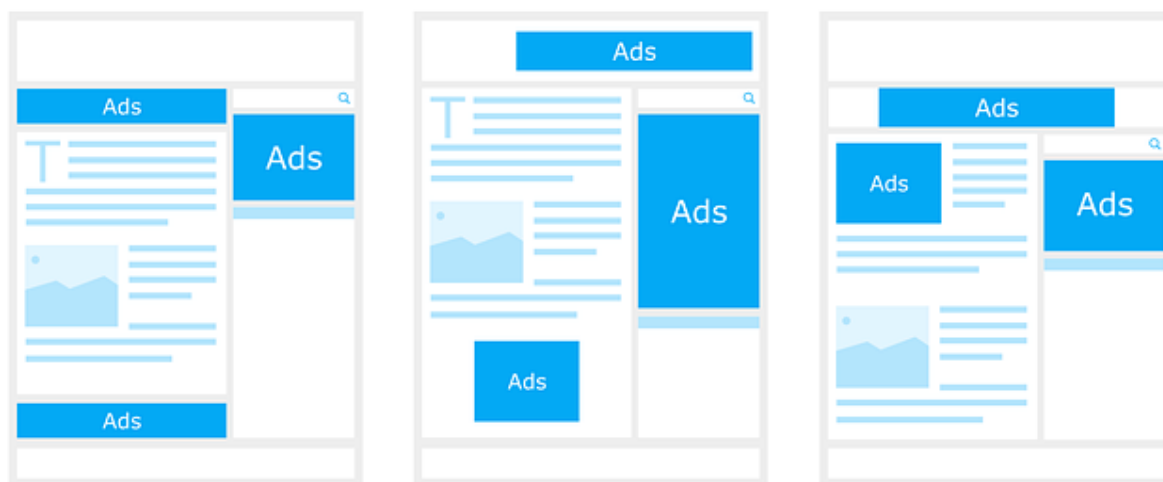
No traffic = No money
More traffic = More money.

Your website will get an SEO Boost (More Traffic) in Google if you are publishing high quality content on a regular basis.

Optimizing your content for the search engines will also help to get you more organic traffic to your site.

[>> Click Here To Learn Website SEO](#)

6. Use Multiple Ad Units



An easy way to increase your AdSense revenue is to place more than one Ad type on the page.

Using a mix of AdSense for content, Link and Search, along with various different size Ad units is a sure fire way to boost earnings.

The more Ads users are served from Google, the more likely they are to interact with the Ads.

Make sure you stick to the AdSense rules regarding maximum Ads you are allowed on any given page to avoid getting your account banned.

Currently you are allowed a maximum of 3 AdSense for content units, 3 link units, and 2 search units.

7. Don't Go Overboard with Blocking & Filters

Allow & block ads

Allowed or blocked

URL ↑

Whenever you block an Ad by URL, you are also reducing the amount of bidding taking place for space on your site which in turn means you are reducing the earning potential of that Ad.

If you decide to filter out categories then it reduces the earning potential even more. Do not block Ads unless it is a must.

8. Split Test Your Ads

Allow & block experiments

Create

Name	Status	Summary	Confidence	Start date
No experiments				

Ad unit experiments

Create

Name	Status	Summary	Confidence	Start date
No experiments				

Experiments allow you to A/B split test different Ads and select the highest performer.

This is useful if you want to split test different Ad colors for example to see which one converts best.

You can also use experiments to see how text-only ads perform against both text and display ads.

If you're an AdSense newbie then you may find the process of creating experiments a little daunting, however it's definitely worth taking the time to learn how to do.

9. Staying Up To Date



Google AdSense

It's a good idea to stay up to date with Google AdSense so you are aware of any changes that may take place.

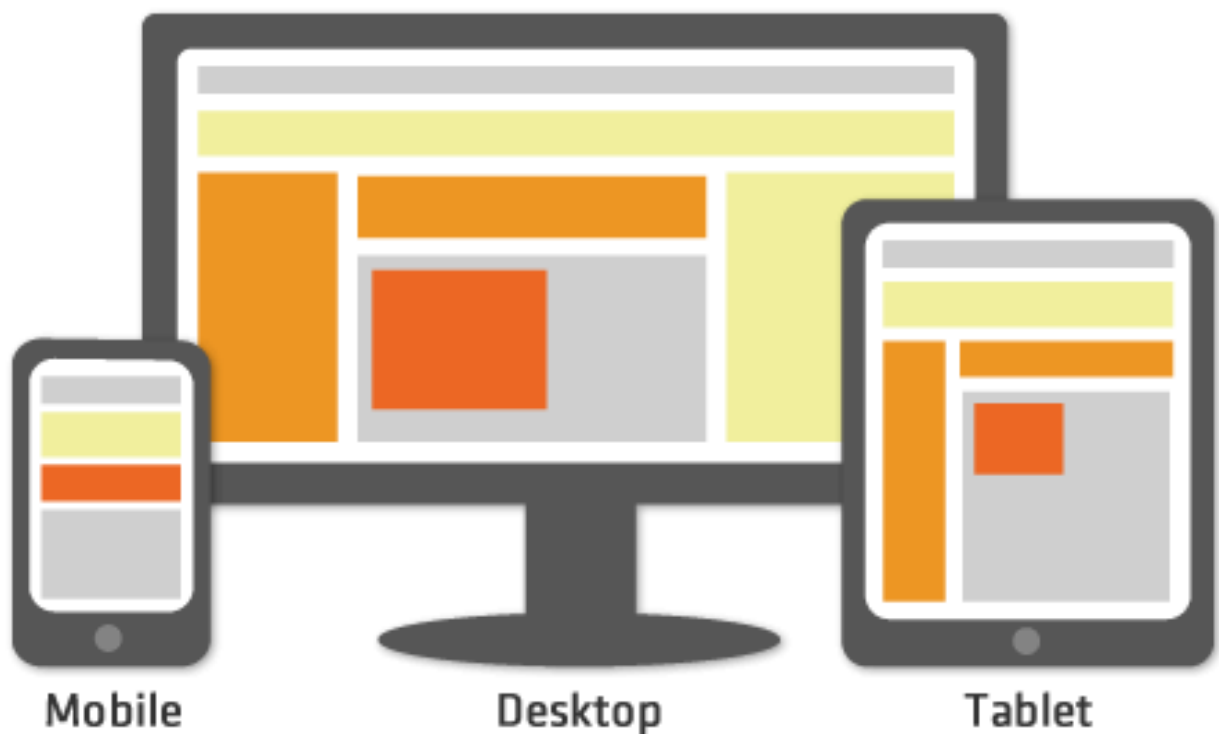
Google AdSense have an official blog you can follow to stay up to date with all the latest news.

You can also take advantage of Google's help center and free resources to get some ideas of how to earn more as a publisher.

10. AdSense Earnings Heatmap

The image below shows you the highest earning spots on websites, tablets and mobile devices.

The intensity of the color indicates the highest converting locations.



Red areas on the image convert the highest, followed by Orange, then Yellow, then Gray.