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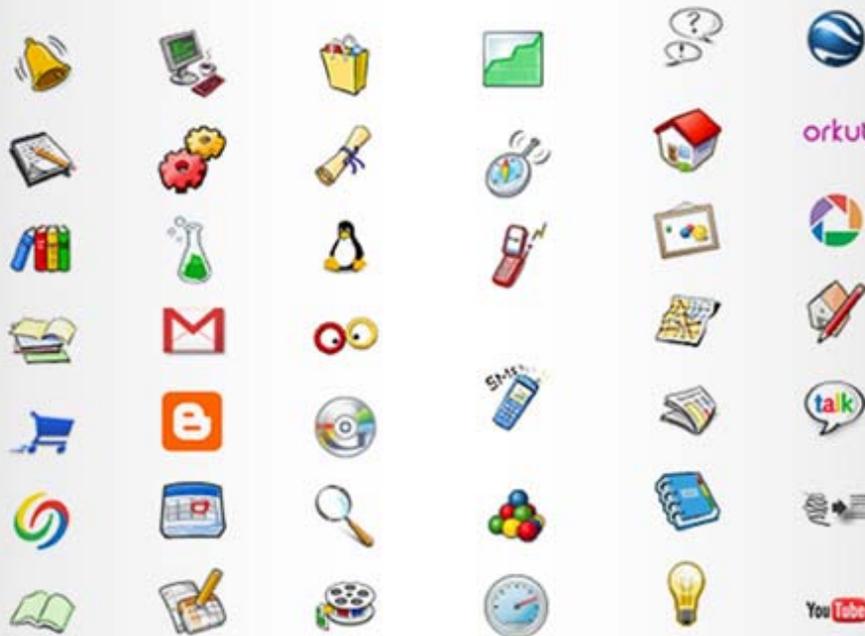
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# Google

more than just a  
Search Engine



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# 1. A SHORT HISTORY OF GOOGLE

Google is a search engine, actually the most important one. But who doesn't know that? If there is one website that even those who don't know much about the Internet have heard about, that surely is Google.com. However, what you may or may not know is that Google is also a multi billion company that focuses on innovative technologies and organizing the world's information. Now that sounds like a really tough job, doesn't it?

The company was founded in 1998 by 2 Stanford University students, Larry Page and Sergey Brin. Since then, it has overpassed many barriers, going from a simple search engine into topics like email, world mapping, video, etc.

The thing that managed to make Google unique and realized the breakthrough was the search algorithm. Even though there are more of them, out of which some of them are well kept secrets. Anyway, the thing that is stressed out the most in Google's algorithm is the linking relationships between different websites, which contributes a great deal to a website's final placements.

Today, it is estimated that over 60% of search engine users use Google, and that is a result of their highly relevant results. The initial investment of just \$100.000 turned out to be a multi-billion dollar company, estimated at about \$23 billion.

The bulk of the company's money is made through online advertising. This is possible due to the high exposure the site has. The two programs that handle advertising on the search engine are called Google Adwords and Google Adsense, and they are the main subject of this report, as they are an important way to make money online.



## 2. A FEW WORDS ABOUT ADWORDS AND ADSENSE

According to Google's own description, Adwords is a "PPC program where webmasters can create their own ads and choose keywords." OK, so first of all, let's explain what PPC means.

PPC is an advertising method used mainly on the search engines (but not only), which is exclusive to the online environment. Advertisers only pay for their ads when they get clicked, and that's the most important trait of this model. A click of an ad results in a visit to an advertiser's website.

And that's also what Google's twin programs, Adwords and Adsense, are about, and they are the two different sides of the same coin.

With Adwords you, as an advertiser, bid on certain keywords which are related to your field of activity in order to get traffic from them. When a visitor types in a search query that's related to the keywords you bid on, your ad shows up in the sponsored results, which are on Google's right hand side. Your ads can also appear on other websites.

On the other hand, if you use Adwords, you promote other people's websites on yours. The sponsored results show up on your page, and they match the content you have on the website. If your visitors click on the ad, you get a part of the revenue that a specific advertiser bid on that keyword / ad. In other words, you get paid for the traffic you deliver to other websites.

Both in Adwords and Adsense, the amount of money you have to bid and the amount of money you get for a click depend on the keyword and its competition. If it is a highly competitive keyword, you will probably have to pay more in order to get exposure. Alternatively, if you are a publisher, a competitor's word click through value may bring you more money.



## **RECOMMENDED PRODUCTS:**

A very good introduction into the world of Adwords is [“The Profit Monster”](#).

If you dream of making easy money from home, your search is *finally* over! Thanks to [The Profit Monster's](#) proven system thousands of people are fortunate enough to make several thousand dollars every week on the Internet simply working from home.

Another good product that is going to teach you how to leverage the potential of Google’s program is the [“Adwords Killer”](#).

“Are you still not making a **full-time living** off of Google advertising?

Have you lost your shirt over and over again, only to find your ads just DON'T convert your worth?

Or all the sudden, these "Google Slaps" and updates kill **all your hard work INSTANTLY?**”

If your answer was YES to all those questions, then the product mentioned above is highly recommendable.



### 3. ADVANTAGES OF USING ADWORDS

The first major advantage is the fact that you will get targeted traffic to your website. And Google's audience is, by tradition, geared towards Internet's savvy marketers and users, unlike Yahoo, for example.

Most importantly, what you will get from a smartly conducted Adwords campaign are visitors who are not afraid to shop online, and probably who have done it before. That would be your perfect prospect.

The second advantage is the fact that you will be able to get traffic in less than 10 minutes. Just setup your campaign and get ready to welcome the traffic.

Then, you have the possibility of geo-targeting your potential customers and visitors. If you sell goods in a specific part of the world, maybe you prefer that only people from that region visit your website through Adwords, as opposed to having to deliver your products half a world away. All this is possible with Adwords also.

Also, Google rewards good performance. If your ad has a very good CTR – click through rate – your ad will get better placement. So it is very important that you know how to write your ads.



## **RECOMMENDED PRODUCTS**

### [Beating Adwords](#)

“If you are like us, you may ask yourself the question “How can I make money Online?” The answer to this question is simple. You need to learn the real techniques that thousands of internet marketers are using right now to make great amounts of money online. We are the Wealthy Affiliates Kyle and Carson, and we’ve put together the first fully comprehensive ebook that will explain exactly how you can start making money online.”

The techniques described in this material have made many people happy because of their impressive results.

### [Adwords 180](#)

"Discover the Greatest Adwords Secret that does a 180 with what you know, and puts you light years ahead of the competition."

On the website, you can also get a Copywriting course, valued at \$147, so the product is definitely worth checking out.



## 4. ADVANTAGES OF USING ADSENSE

AdSense has established itself as one of the most important ways in which a site owner can monetize the traffic. Even though it is a form of Affiliate Marketing, the user doesn't really have to buy anything. The only action that needs to be taken is the click of a mouse.

And when that click happens, the webmaster gets paid. How much he gets paid depends on the value of the keyword. It can go from as little as 3 cents to a few dollars. Not really that bad for a single click.

Then, another major advantage is the fact that you could be from anywhere in the world, and still be able to profit from this program. For many countries, Google give the option of making the payment through Western Union, and that means that you get your money instantly. For the other ones, they deliver a check, which arrives in 2-3 weeks. Of course, the first method is more desirable, but if you have no choice the second is good also.

You can receive the payment when you have \$100 in your account or more. Now, there are different techniques that you can use in order to increase your AdSense income, but they are many and varied, and they are beyond the purpose of this report. The bottom line is that with enough work and determination, you may be able to make a full living from AdSense.

### **RECOMMENDED PRODUCTS**

Michel Cheney's [AdSense Videos](#):

“Are You Ready And Committed To Making A GIANT LEAP In Your AdSense Earnings And Join The FIVE THOUSAND Proud Owners Of AdSense Videos?”

These videos really are some of the best products in the AdSense field. They teach you everything that's required in order for you to maximize your income and even make a full living from AdSense.



## [AdSense Decoded:](#)

“Google AdSense Expert Reveals: Scientifically Proven Methods of Exploding Your AdSense Earnings... Instantly! See Exactly How In The Acclaimed AdSense Videos That are Taking The Internet Community By Storm.”

This is another best-selling video series, which sheds some light on the ways in which you can monetize your website. It teaches you how to properly organize your workload in order to get the best out of AdSense.



## 5. HOW TO SETUP YOUR ADWORDS CAMPAIGN

The first thing you should do before actually starting an Adwords campaign is visit the website: <https://adwords.google.com/select/Login>

Take a look around it and its pulse, get a feel of what's going on. Read everything on the page for some really useful tips. When you are ready to go, you must be aware that there are some steps involved in creating your campaign.

The first one is choosing your audience. This means that you will have the possibility to choose between different countries and languages. Think about where you want your visitors to come from. Also, when you set a language, let's say France, you don't want the ads displayed in English speaking countries. This will dramatically decrease your CTR and you conversion.

Then, the second step, is creating an ad group. You will have to read Google's guidelines for acceptable ad formats. If you do not follow those guidelines, it is very probable that you will have your ad rejected and you will have to rewrite it.

So, keeping that in mind, you will discover that you need to:

- write a headline;
- write the first description line;
- write the second description line;
- enter the display URL;
- enter the destination URL.

The display URL is the one that gets shown on the ad, while the destination URL is the one that your ad points to. With that, we get to the third step, which is choosing your keywords.

The keywords that you enter should be tightly related, because that's the only way in which you are going to be successful in your campaign. You must enter one keyword / line.

Next, you will be prompted to choose the currency and the maximum CPC (cost per click). The maximum cost per click that you enter indicates the maximum amount you are willing to pay for a specific keyword. Since you



are a beginner at this, enter 5 cents – which is the minimum that Google allows. You will get an indication of the number of clicks you will get and ad position for each keyword.

Finally, you will have to specify your daily budget. This is an indication of how much you are willing to spend each day on your campaign. If you specify \$10, your ads will be displayed as long as you don't reach that threshold. Once you reach it, your ads will not run that day anymore. Of course, you will also have to enter your credit card information, and you're done. You have just created your first Adwords campaign.

## ***RECOMMENDED PRODUCTS***

### [Keyword Elite](#)

“How One Simple Yet Incredibly Powerful Software Is Transforming The Lives of Regular People From All Over The World...Instantly Elevating Their Income and Boosting Their Qualified Traffic...All With Just A Few Clicks of A Mouse...”

This software is everything you will need in order to get your Adwords campaign on the right way. It will build a keyword list for you, as well as indicate the average CPC for your Adwords campaign. This is a very valuable tool to have at your disposal.

### [Google Money Pro](#)

“I Make Over \$160,000.00 Online Every Single Month without Owning a Website or A Product, and All I Do is Advertise Websites with Google”

Sounds like a bold statement? It surely does, but there is proof to second that. The author is one of Google's Qualified Advertising Professionals, and that says a lot. I will reveal no more, you will have to discover the pleasure of this material by yourself.



## 6. HOW TO PROFIT FROM ADSENSE

In order to make money from AdSense, you need to have a website of course. It doesn't really matter if it's a standard website, a blog or anything else. That being out of the way, there are some things that you need to know before proceeding.

And they are called Google's Guidelines and Policies. Before you display AdSense ads on your website, it is imperative that you read them. You don't want to have your account banned because you didn't respect them. Make sure you read and understand them thoroughly, because that's going to save you a lot of future headaches.

The amount of your AdSense revenue depends on a lot of factors. Some of them include:

- how well your website is being promoted;
- what the subject of your website is;
- the placement of the ads.

There are more factors of course, but these are among the most important ones. For instance, if you don't have traffic to your website, you will definitely not going to have revenue from your ads. Also, if the subject of your website is in a niche that doesn't have expensive keywords, that is going to reduce your earnings also.

The point is that you will have to experiment with different things, ranging from traffic building to ad colors and positions. You may even have to learn some Search Engine Optimization. The ad code must be placed in your website's source code, and it comes in Javascript. This is not difficult, it is just copy and paste.

Finally, it takes a lot of work but the results may very well be worth it in the end. If you are persistent, you will find the means to achieve success.



## **RECOMMENDED PRODUCTS**

### **[HYPERVRE](#)**

“This Is Insane! A FREE Software That Will Reveal To YOU Exactly How To Build Your VERY OWN Online Niche-Site Empire and Put It On 100% Auto-Pilot!”

This high-quality course will teach you how to build websites, full of unique and fresh content, that are going to dramatically increase your AdSense revenue.

### **[Article Directory Pro](#)**

“Here Is How To Run Your Own Amazing And Easy-To-Use Article Directory Website, Instantly Generates Search Engine Friendly Web Pages, Explode Your AdSense Revenue and All This By Using Other People's Content!”

You guessed it, this script is an article directory script. When you install it, you have a full featured article directory that is going to be filled with unique content by your visitors. And this translates into, you guessed it again: AdSense money. So, what are you waiting for?



## 7. CONCLUSIONS AND ACTION STEPS

This is just a first glance into the world of Google AdSense and Adwords. However, what you need to know is that you can, indeed, have an online business based on these two programs.

The first steps explained here together with the highly competitive advice from the products presented here are going to put you on the right path to success.

Remember to always respect the Google guidelines, either as an advertiser or a publisher. This is very important. You don't want to make a few thousand dollars from AdSense each month and then suddenly have your account banned because you overlooked a certain aspect. Take a safe path, put a lot of work into it, and you have a guaranteed recipe for success.

Get in touch with the Adwords/AdSense world:

["The Profit Monster"](#)

["Adwords Killer"](#)

Know the advantages of using Adwords:

[Beating Adwords](#)

[Adwords 180](#)

AdSense's strong points:

Michel Cheney's [AdSense Videos](#)

[AdSense Decoded](#)

Setup your Adwords campaign:

[Keyword Elite](#)

[Google Money Pro](#)

Profit from AdSense:

[HYPERVRE](#)

[Article Directory Pro](#)

