

Setting up Google AdSense

PROTEA MEDIA MANAGEMENT is a media agency that specializes in Design Branding™. Design Branding™ is the identification and allocation of creative assets within an organization to create a strategic sustainable advantage over the competition. *When design meets branding, results follow.*

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The technological advance in information technology has surprised us all, it has also opened up new vistas for those who are always on the lookout for passive income. The World Wide Web is a different world, a New World of sorts where there are avenues for seeking information, sharing your views, and looking for new avenues for generating income.

Google AdSense provides one such platform, convenient and easy, which is much easier than selling online through a web site.

Once your web site is up-and-running, you can divert your energies towards driving traffic to your web site. Your revenues from your web site are directly proportionate to the amount of traffic you are able to attract to your web site.

Pay-per-click advertising is the best way to attract visitors and generate traffic, but the most effective models, Google AdWords and the Yahoo Product Network can be quite expensive. You may like to choose from options like Bidvertise.com and Clicksor.com that have cheaper advertising rates. Initially, you will spend more on Pay-per-click advertising, than you are earning from Google AdSense. This is common. We suggest you use Search Engine Optimization tactics to drive as much traffic to your web site as possible.

An elementary way to spread the word can be to introduce your web site to your friends and family for word of mouth publicity. Another way of doing it is to write articles with links to your site on the resource box and submit for publication to article directories. A list of article directories is available on the Internet.

Steps:

1. Go to <https://www.google.com/adsense/>
2. Create a new account or log into existing account
3. Under AdSense Setup: click on *Products tab*
4. Choose *AdSense for Content* as the Product
5. Click Ad unit (to start with): *Continue*
6. Choose *Ad Format* (see <https://www.google.com/adsense/adformats>)
7. Change color to coincide with your web site design elements: *Continue*
8. Add a *new URL Channel*: *Continue*
9. Click inside the 'Your AdSense Code' box to highlight the code
10. *Copy and paste* into your web site
11. *Save* Google AdSense Code in a file to easy access (e.g. MultiGems Google AdSense Code.txt)

When design meets branding, results follow

What are channels?

Channels enable you to view detailed reporting about the performance of specific pages and ad units. By assigning a channel to a combination of pages or ad units, you could track the performance of a leader board versus a banner, or compare your jewelry pages to your flower bouquet pages. You can even create a channel to track each of your separate domains, so you can see where your clicks are coming from. While channels can be used to track performance and revenue, they won't have any effect on your earnings or ad targeting. There are two types of channels from which to choose: URL channels, and custom channels.



URL Channels

Use URL Channels to track your performance without modifying your ad code. By entering a full or partial URL, you can begin tracking the performance of particular pages in your site. You can enter a top-level domain name to track all of the pages on that domain, or you can enter a partial URL to track all of the pages below a certain directory. Entering a full URL will track the performance of that particular page. URL channels are only available for AdSense for content pages. If you would like to track your AdSense for search performance, use custom channels.

How do I create URL channels?

URL channels are easy to implement. There are no changes to your AdSense ad code, so you can create your channels from within your publisher account, and immediately begin tracking performance. You can use URL channels to track individual pages, or to track groups of pages based on the directory structure of your site.

To create a URL channel:

- » Log in to your account at <https://www.google.com/adsense>
- » Click the *Channels* link below the AdSense Setup tab.
- » Choose the AdSense for content sub-tab and click the URL Channels link
- » Click Add new URL channel, and in the resulting text box, enter the URL that you would like to track.
- » Click Add channels.
- » The new URL channel will begin tracking data almost immediately.
- » Keep in mind that because URL channels don't require changes to your code, there's no need to designate a URL channel when generating your AdSense code. Once you've created a URL channel, it will track automatically.

Custom Channels (Advanced)

Custom channels allow you to track the performance of specific ad units based on your specified criteria. By pasting channel-specific ad code into your pages, you can track a variety of metrics across a range of URLs. Use custom channels to track the performance of different ad formats, for example, or to compare different page topics to one another. To learn how to create and assign custom channels, please read [How do I create custom channels?](https://www.google.com/adsense/support/bin/answer.py?answer=9869) (<https://www.google.com/adsense/support/bin/answer.py?answer=9869>)

You can also turn any custom channel into an ad placement (<https://www.google.com/adsense/support/bin/answer.py?answer=50677>) on which advertisers can choose to place their ads.

With up to 200 AdSense channels, plus 200 AdSense for search channels available for each publisher, you can use channels to gain the insight you need to optimize your site's performance. It's easy to add, deactivate, or rename your channels, and customized reports are simple to generate.

Tip: View our [Optimizing with Channels](https://www.google.com/adsense/support/bin/answer.py?answer=32614) (<https://www.google.com/adsense/support/bin/answer.py?answer=32614>) guide for instructions and suggestions on using channels to track and improve performance.

Custom channels allow you to track the performance of specific ad units

How do I create custom channels?

Before creating your custom channels, you may want to take some time to consider how channels can best be used on your site. Think about which metrics you would like to track - are you looking to compare performance of various ad layouts, or do you want to find out which groups of pages are generating the most clicks? Most of this gets very complicated, and as your passive income knowledge grows, it will become important to track all these details. In the mean time, keep it simple and enjoyable.

Competitive Ad Filter

Google AdSense provides the functionality to block specific ads from appearing on your pages. Although Google ads are highly targeted to the content of your page, there may be situations in which you don't want to display particular advertisements - for example; you may wish to block ads leading to competitors' sites.

The competitive ad filter works by blocking ads that link to specific URLs. This way, you can easily block all ads that are linked to your competitor at www.example.com. By entering a top level domain such as www.example.com, you'll also block all ads that link to subdirectories below that domain. The following rules apply to the competitive ad filter:



Entering example.com will block ads to example.com and example.com/sub

Entering example.com will also block ads to www.example.com and forums.example.com

www.example.com will block ads to www.example.com but not to forums.example.com or example.com

example.com/sub will not block ads to example.com/products or example.com/sub/index.html

Generally, it's a good idea to leave the 'www' off of URLs in your filter list to provide for broader filtering.

Referrals

Referral is a feature of AdSense that allows you to increase your revenue while increasing your users' awareness of useful products and services. By adding a referral button to your site, you can direct users to products like AdSense, AdWords, and Firefox with Google Toolbar. When your referral connects a user to one of our referral products, you can generate more earnings while helping new web publishers improve their internet experience.

Our step-by-step instructions (<https://www.google.com/adsense/support/bin/answer.py?answer=25886>) make it easy to add a referral to your site in minutes. Note that the referral products available to you may vary depending on your location or language - you can find a full list of the referral products available for you by visiting the AdSense Setup tab and choosing Referrals as the product.

Tips for successful referrals:

Actively endorse the products you refer. Unlike with AdSense for content ads, we encourage you to endorse referral products by calling attention to the button or text link. If you believe in the quality of the product that you're referring, feel free to let your users know! Of course, in line with our policies, you may not click your own ads nor encourage conversions for deceitful reasons.

Treat referral units as site content rather than traditional ad space. By integrating text links or buttons into related content on your page, you can improve the experience users have on your site, enabling them to easily find the referral buttons you discuss in your content. Experiment. Try various text links

and button designs to see which performs best on your site. Our policies allow you to place one referral unit per product, for up to four products total, on any given page.

Actively endorse the products you refer

Customize your text links. Our policies allow publishers to alter the font and size of the text link using standard HTML "font" tags around the link. However, the font size changes must be reasonably necessary to match the theme of the site. Unreasonable or abusive changes will constitute a violation of our program policies.

Choose relevant products to refer. For example, if you have a site about blogging or web hosting, an AdSense referral unit may work best on your site. The referral product that is most relevant to the content of your site will always perform best. Rotate referral units when you rotate content. Always check to see that the relevance of your referral unit is not diminished by your change in content.

