

Title:

Adsense That Works

Word Count:

1047

Summary:

People unconsciously ignore ads, not because they aren't interested in the products or services

Keywords:

internet, business, finance, review, paypal

Article Body:

People unconsciously ignore ads, not because they aren't interested in the products or services

Ads are said to be "visual noise", and ironically, the larger (and more obvious) the ad, the more

But the challenge of Adsense is to make people read the ad, and click on it. How do you accomplish

The Color of Money

Traditional graphic design principles will tell you to use bright, contrasting colors to get s

That's why your ad background and its border colors should be the same color as the web page c

Another trick: use the standard blue color for your links, but make the advertiser's URL (the

Location, Location, Location

As they say in business, location is the secret to success: be where your market needs you (an

This rule is particularly true for people who have a very specific question or concern and fou

Why does placing Ad Sense underneath the title work so effectively? Because there is an immedi

Since Google allows you to put three ad blocks, where do you put the other two? At the end of

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