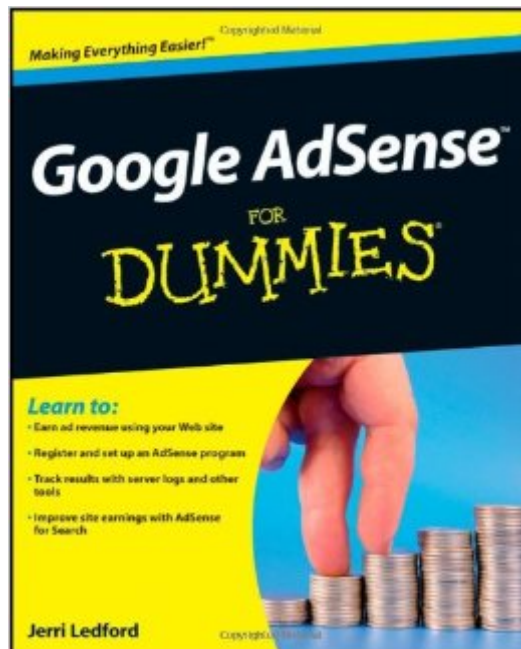


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# Google AdSense For Dummies



## Synopsis

You can get paid for online ad placement with Google AdSense! If you've ever considered using AdSense to improve revenue for your Web site, Google AdSense For Dummies will get you started. It's loaded with tips to help you implement a successful AdSense program. AdSense lets you generate income with ad placement on blogs and Web sites. Google AdSense For Dummies shows you how AdSense works, how to analyze cost per click and track AdSense results, and how to earn money from your blog or Web site without selling a product. Discover how to: Register and set up an AdSense program Track results with server logs, AdSense reports, and Google Analytics Boost AdSense income with search engine optimization techniques Apply Google guidelines by including relevant links and content, making your site easy to navigate, using a sitemap, and keeping links in good repair Fine-tune your Web site with beefed-up content to please Google and boost effectiveness Earn more with AdSense for RSS, streaming video, and referral units Design appealing ads and search boxes, and deal with ads from competitors Add video units to your site, design mobile ad units, and understand referral units In Google AdSense For Dummies, author Jerri Ledford, a self-described "Google geek," helps you make money with AdSense.

## Book Information

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## Customer Reviews

The book is a decent introduction to AdSense, but contains serious errors. I got a copy of the Dummies Guide to AdSense and on page 55 it tells you to put this code in your robots.txt file to ALLOW robots to view your whole site. Wow. That code will EXCLUDE all robots from the entire server. The correct code to allow all robots complete access is:

\*Disallow:(or just create an empty "/robots.txt" file, or don't use one at all).I mean come on...the entire premise of the book is to get traffic on your site and here the author is giving you a "tip" that will shut you down completely.

I hate being harsh, but this book should not be on the shelf. It has to be one of the most disorganized and useless books I ever purchased. You don't need this book to learn adsense since adsense help function is much more up to date and useful. If the book was even organized enough for a good reference I may not of felt I wasted my money, but not the case.If anyone gives his book a good review, they are either friends with the author or they can't tell it like it is. DO NOT BUY!

I bought this book to learn more about the optimisation of adsense ads. It is very good at explaining that. But it is also a great book explaining how build a site which generates trafic. The book is meaty as well as clear. I really got value for my money.

Ok, you have your blog, you have a little bit of traffic... then why pay for it? Google AdSense is a FREE program that uses state-of-the-art predictive technology that allows businesses to advertise on websites with similar content (eg: Your blog about tennis shoes would have a Nike ad). Google places the ads on your site, and then sends you a big-fat check when you see the traffic.I just wish it was that easy... hence: Adsence for Dummies. Laid out in that familiar easy-to-read dummies style, this book walks you through every step of google Adsense, including the rules, policies, setup and techniques for optimizing your revenue. You could troll dozens of websites and how-to's or you could invest a few bucks and grab this book.Also: Buy this puppy brand-new and it comes with \$25.00 to Google's sister-program that lets you advertise using the Adsense formula. (Burning the candle at both ends).A great buy, an easy read and VERY informative. If you have your own site and want to monitize it for free... look no further!

Everything from this book can be found on the internet, just googling around and you will find all of them there. Save your \$16.49 using Google.

I have read other books about adsense but this one really goes into detail. Tells you pretty much everything you need to know about google adsense.

The title is perfect...If you buy this book, you have confirmed that you are a dummy. Only Google

makes money from AdSense.

"AdSense for Dummies" is an excellent and informative book and, as usual, was very prompt in their service. If you are thinking about setting up an AdSense account with Google read this book first since it contains advice on how to set up your AdSense account and your website. Google AdSense For Dummies (For Dummies (Computer/Tech)).

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