

Making Money with Google & Your Work-At-Home Job

Now that Google is officially in the *Merriam-Webster's Collegiate Dictionary*, it's clear that the search engine giant is here to stay. But did you know that Google is more than just a tool that web surfers use to find information on the Internet? Google has also created a one-of-a-kind, powerful online advertising and marketing system with its AdSense placement program. Anyone with a website or blog can participate in the program for free and easily use it to generate income. Many of these methods are simple, involve little-to-no daily maintenance, and will create a steady – sometimes substantial - revenue stream.

Google AdSense & Your Work-From-Home Business

All you need is a website or blog to get started. Most business owners and online hobbyists already have one. Then, simply sign up for the Google AdSense program, and choose the location of ads that will appear on your page. What ads actually appear on your site varies depending on the site visitor. If a visitor clicks on an ad, the advertiser pays Google money. Then Google pays you a portion of the proceeds. Each payout is small, but your funds accumulate quickly and add up into real cash.

Tips for Maximizing Google Profits

1. *Get “highly important” people to your website.*

To make money, you have to have qualified traffic frequenting your site. Traffic will help you make money because the more people you have visiting your page, the better the chances that they will click on an ad. Sit traffic is the #1 influence on your ability to make money -or not make money- with Google. It can't be just any traffic, though. Qualified hits are those that pinpoint your target market. If Google detects sneaky traffic activity on your part, they will use what's called “smart pricing”, which will reduce your revenues.

2. *Define your target market accurately.*

You can dramatically increase your Google AdSense revenue by having a clear target in a market that advertisers are actively looking for new customers. You need advertisers to make money, so if

you provide a place (your website) where desirable, unique groups of potentially qualified leads hang-out, you stand to profit.

3. *Focus on content.*

You need good content in order to be successful with AdSense. The AdSense program is not positively influenced by scraped data on a page, over SEO'd content that isn't reader-friendly, or "fluff" content. Your goal should be to attract and keep visitors with the content on your website. Readers don't stay for long once they realize that you don't have anything real or new to say. Write quality content, and update it often. Part of the importance of keeping visitors on your site is that if they stay there long enough, they're bound to click on an ad.

4. *Try positioning techniques for your AdSense ads*

A little change in ad positioning can make a big difference to your bottom line. Spend time determining the right ad format, style and design. The best way to maximize effectiveness is to monitor performance and make changes as needed.

Avoid Exploiting AdSense with Tricks

Efforts spent driving traffic to your site and adding great content will help you make more money than any other shortcuts or easy ways out. Strictly forbidden by AdSense are things like altering the HTML code in Google, clicking on your own ads, or getting your friends to click on ads on your page. While SEO is a great tool used to improve a site's search engine rankings, successful AdSense campaigns rely more on the things that make a page really great without the sneaky tricks.

Getting Your Home-Based Business to Make Money for You

There's no doubt that making money while working from home is easier now than ever before thanks to the Internet. Tapping into the Google tidal wave of money-making opportunities is something that you won't want to miss out on. By spending a little time looking into the possibilities, you can have revenue piling up in your bank account while you sleep!