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adwords and adsense

michael miller

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Using Google™ AdWords and AdSense

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Introduction

Advertising drives the Internet.

That's surely not something most of us imagined 15 years ago when the World Wide Web was still in its infancy, but it's most definitely true today. The big Internet companies, such as Google, make most of their money by selling advertisements; even smaller websites make a fair chunk of change by allowing ads to appear on their pages. And businesses with products to sell and websites to promote have big budgets for online advertising, which turns out to be a very effective way to drum up new customers.

Like I said, advertising drives the Internet.

One of the great things about this Internet advertising craze is that it's not just for the big boys. Thanks to online advertising networks such as Google's AdSense and AdWords, even the smallest website can host profitable online advertisements, and even the smallest advertiser can make his presence known on the web. Anybody and everybody can either host or place ads online, and that's not a bad thing.

That said, how do you join the party?

Well, if you want to make a little money from your website, you can participate in Google's AdSense program, which places relevant ads on your web pages. Or, if you want to advertise your website or product or business, you can sign up for Google's AdWords program, which displays your ads when people search for a similar topic on Google's search site—as well as places your ads on websites that participate in the AdSense program.

In other words, Google is your one-stop-shop for online advertising—whether you're a host site or an advertiser.

It's not quite that easy, of course—especially if you want to be effective in what you do. Optimizing your site to generate the most possible advertising revenues takes a bit of work, and creating an effective text advertisement is as much of an art as it is a science. In other words, you probably need a bit of help in navigating the online advertising waters.

Which is why you're reading this book, I presume. *Using Google AdWords and AdSense* is your handy guide to everything you need to know about Google's online advertising programs. I'll walk you through creating an account, placing ads on your site, and creating ads to run on other sites. I'll help you maximize your

revenues and minimize your costs—at least, as much as possible. There’s always a bit of work involved on your part, of course.

Who Should Read This Book

Using Google AdWords and AdSense is written for all levels of users; I don’t presuppose any existing online advertising experience. That said, you do need to know or have access to someone who knows a little bit about the technical aspects of running a website. That’s because using AdSense and AdWords requires some basic HTML coding to place those ads on a website. If you don’t know how to do it, you’ll have to find someone who does.

How This Book is Organized

Using Google AdWords and AdSense contains everything you need to know to get started as either an ad host or an advertiser. I’ll walk you through the basics of pay-per-click (PPC) advertising and show you what you need to do to place ads on your site or create your own ads.

This book contains 22 chapters, organized into three major sections:

- **Part I: Pay-Per-Click Advertising** provides an overview of how PPC advertising works, from both sides of the table.
- **Part II: Using Google AdSense** is your guide to making money from PPC ads. You’ll learn about Google’s five different AdSense programs, how to earn sales commissions from the Google Affiliate Network, and how to maximize your AdSense revenue.
- **Part III: Using Google AdWords** shows you how to advertise on the Google AdWords network. You’ll learn how to create an account, launch a new campaign, and write your first ads. You’ll also learn how to choose and bid on the most effective keywords, how to track your ads’ performance, how to create a customized landing page, and how to combine PPC advertising with search engine marketing. You’ll even learn how to advertise your videos on Google’s YouTube site.

Using This Book

This book allows you to customize your own learning experience. The step-by-step instructions in the book give you a solid foundation in using Google AdWords and AdSense, while rich and varied online content, including video tutorials and audio sidebars, provide the following:

- Demonstrations of step-by-step tasks covered in the book
- Additional tips or information on a topic
- Practical advice and suggestions
- Direction for more advanced tasks not covered in the book

Here's a quick look at a few structural features designed to help you get the most out of this book.

Notes: Important tasks are offset to draw attention to them.



LET ME TRY IT tasks are presented in a step-by-step sequence so you can easily follow along.



SHOW ME video walks through tasks you've just got to see.



TELL ME MORE audio delivers practical insights straight from the experts.

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And if you have any questions or comments, feel free to email me directly at adwords@molehillgroup.com. I can't guarantee that I'll respond to every email, but I will guarantee I'll read them all.

Get Ready to Click!

With all these preliminaries out of the way, it's now time to get started. So get ready to turn the page and learn more about pay-per-click advertising in general, and Google AdSense and AdWords in particular. It's a great way to both make money from your website and promote your site online.

Adding Google AdSense for Search to Your Website

Aside from the simple PPC ads provided by AdSense for Content, there's another way to generate ad revenue from your website. If your site is large enough that visitors could benefit from searching the site for the information they want, you can add a Google search box to your site and generate revenue from the ads that appear on the subsequent search results pages.

You do all this via Google's AdSense for Search program. And when you place a search box on your site, you not only generate ad revenue, you also improve the experience of your site's visitors. It's a win-win for everybody.

Understanding AdSense for Search

Google AdSense for Search is another way for you to generate ad revenue from your website. The AdSense for Search program is a subset of Google's AdSense for Content program that lets you insert a search box on your site, like the one in Figure 4.1. Depending on how you configure it, visitors can use this search box to either search your website or to search the entire web. The search results pages display typical AdSense PPC ads; you generate revenue when visitors click on these ads.



SHOW ME Media 4.1—A video about how AdSense for Search works

Access this video file through your registered Web Edition at my.safaribooksonline.com/9780131388666/media.



Figure 4.1 *A Google search box displayed on a typical website.*

Even better, you can customize to some degree the results from these on-site searches—both the matching pages and how they’re displayed on the results pages. And, of course, you can customize how the PPC ads are displayed on the search results pages.

For starters, you can specify just where your visitors can search. AdSense lets users search your site only, a collection of sites you choose, or the entire web. You can also prioritize and restrict visitors’ searches to specific sections of these sites.

Obviously, the PPC ads that appear alongside the search results, like the ones shown in Figure 4.2, are targeted to the user’s search query. It’s the same content-sensitive advertising that you’re used to with AdSense for Content, but displayed alongside users’ search results. You can opt to display these ads along the top and right sidebar of the search results page, or at the top and bottom of the page. Naturally, you can also customize the color scheme of the ads to make them look more like organic search results, or to stand out from the results.

AdSense for Search uses the same search technology used on the Google search site itself, so you know the results will be good—both fast and relevant to users’ queries. In fact, the results should be identical to those obtained on the main Google site, at least before you do any customization.

No revenue is generated from merely searching from the Google search box, or from the display or search results. As with AdSense for Content, revenue is generated only when users click on the ads displayed on the search results pages.



TELL ME MORE Media 4.2—A discussion about why Google AdSense for Search makes sense for your site

Access this audio recording through your registered Web Edition at my.safaribooksonline.com/9780131388666/media.

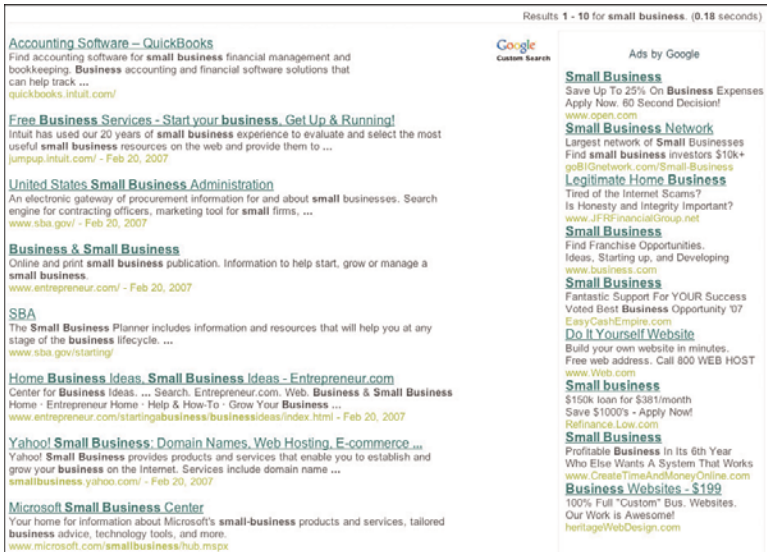


Figure 4.2 A typical search results page with AdSense for Search ads displayed in the right column.

Adding a Google Search Box to Your Site

Google AdSense for Search is part of the AdSense for Content program, so you first need to join that program.



SHOW ME Media 4.3—A video about how to add a search box to my site

Access this video file through your registered Web Edition at my.safaribooksonline.com/9780131388666/media.



Learn more about signing up for AdSense for Content in Chapter 3, “Adding AdSense for Content to Your Website.”



LET ME TRY IT

Join the AdSense for Search Program

After you're signed up, follow these steps to add a Google search box to your pages and get going with AdSense for Search:

1. Log into your AdSense account and select the AdSense Setup tab.
2. Click the AdSense for Search link.
3. When the AdSense for Search page appears, as shown in Figure 4.3, select whether you want to search only the sites you select or search the entire web. If you want to limit the search to your own website, select Only Sites I Select and proceed to Step 4. If you want visitors to be able to search the entire web, select The Entire Web and proceed to Step 5.

Reports | **AdSense Setup** | My Account | Resources

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[Get Ads > AdSense for Search](#)

AdSense for Search

[Choose Search Type](#) > [Choose Search Box Options](#) > [Search Results Style](#) > [Get Search Code](#)

[Wizard](#) | [Single page](#)

NEW! Create your search engine. After you've saved your search engine you can later edit settings from the [advanced search features](#). Google AdSense [program policies](#) allow you to place up to two AdSense for search boxes on any page.

Search Type:
Choose whether you want users to search your site, a collection of sites, or the web.

☒ Only sites I select
☐ The entire web


Selected sites:
Specify a site or list of sites to search across. These can be individual pages, parts of sites, or entire sites. (?)

List one URL per line.

Optional Keywords:
Keywords are used to tune the search engine's results and ads to match your site's content. Specify keywords that

Figure 4.3 Adding Google search to your site.


4. If you opted to search only selected sites, enter the URLs for those sites into the Selected Sites box; enter multiple URLs on separate lines. If you want to limit the search to your site only, enter only the URL for your site. If you want to limit the search to a subdomain or directory within your site, enter the URL for that subdomain or directory.
5. To fine-tune the search results, enter one or more keywords that describe the subject and content of your site into the Optional Keywords box. Use spaces to separate multiple keywords.

 *Learn more about using keywords in the “Fine-Tuning Search Results with Keywords” section later in this chapter.*

6. Scroll down to the More Options section of this page and verify your site’s language, encoding, and country.
7. If you want to specify a reporting channel for your AdSense for Search ads, check the Automatically Create a New Channel box and either select an existing channel or let AdSense create a channel for you.

 *Learn more about channels in Chapter 3.*

8. If you want to prevent inappropriate sites from appearing in the search results, check the Use SafeSearch option.
9. Click the Continue button.
10. The next page, shown in Figure 4.4, lets you determine how the Google search box will appear on your site. Select the desired look and feel, enter a length for the text box (in characters), and then click the Continue button.
11. On the next page, shown in Figure 4.5, select how you want the search results page to display. You can open the search results on the Google site in the same browser window, on the Google site in a new browser window, or within your own site. If you opt to display results on your own site, you’ll need to enter the URL for the page where you want the results displayed.

 *Learn more about how to display results in the “Displaying Search Results on Your Own Site” section later in this chapter.*

12. On the same page, in the Ad Location section, select where you want the ads to appear on the search results page—Top and Right, Top and Bottom, or Right.
13. Still on the same page, select a color palette for the ads, or choose custom colors for specific ad elements.
14. If you opted to display search results on Google’s pages, you’ll see the section shown in Figure 4.6, which lets you optionally “brand” the search results with your own logo. Enter the URL for your logo image file, and the URL for where you want visitors directed when they click the logo.
15. Click the Continue button to proceed.
16. On the next page, agree to Google’s terms and conditions, enter a name for this specific search engine, and then click the Submit and Get Code button.

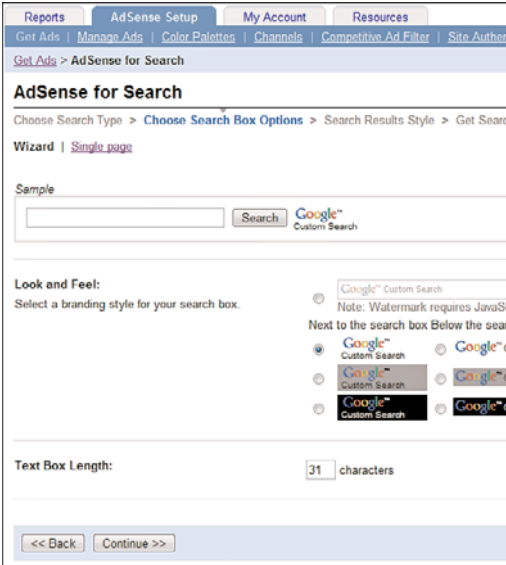


Figure 4.4 Configuring the look and feel of your Google search box.

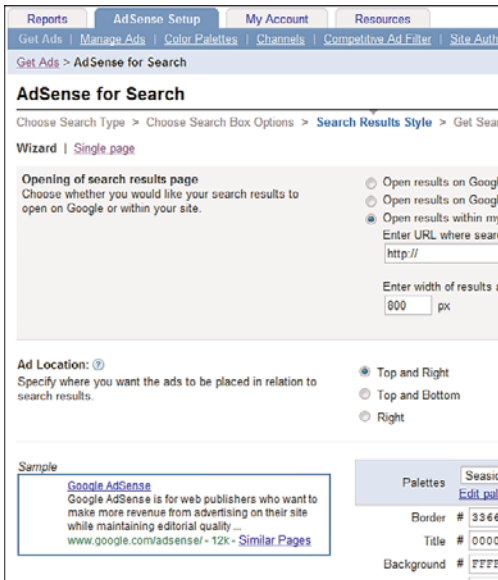


Figure 4.5 Configuring how the search results page—and the AdSense ads—will appear.

Sample

Logo

[Google AdSense](#)
Google AdSense is for web publishers who want to make more revenue from advertising on their site while maintaining editorial quality.
[www.google.com/adsense/](#) - 12% - [Similar Pages](#)

Logo image URL
optional
JPG, PNG or GIF; max 50px height
☒ Above search box

Logo destination URL
optional
(example: <http://www.google.com/adsense/>)

Palettes: Seaside

Border	# 336699	<input type="color"/>
Title	# 0000FF	<input type="color"/>
Background	# FFFFFFFF	<input type="color"/>
Text	# 000000	<input type="color"/>
URL	# 008000	<input type="color"/>
Visited URL	# 663399	<input type="color"/>
Light URL	# 0000FF	<input type="color"/>
Logo Background	# 336699	<input type="color"/>

Figure 4.6 Configuring a logo for your search results.

- The final page, shown in Figure 4.7, displays the code that Google generates for the search box. Copy the code from this page and then paste it into the HTML code for your web page.

Reports | AdSense Setup | My Account | Resources

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[Get Ads](#) > Search code

Search unit: My First Search Engine

For more help with implementing the AdSense code, please see our [Code Implementation Guide](#).

Search Box Code
Paste this code in the page where you'd like your search box to appear.

```
<style type="text/css">
@import url(http://www.google.com/cse/api/branding.css);
</style>
<div class="cse-branding-right" style="background-color:#FFFFFF;color:#000000">
  <div class="cse-branding-form">
    <form action="http://www.google.com/cse" id="cse-search-box">
      <div>
        <input type="hidden" name="cx" value="partner-pub-
```

[Edit this AdSense unit](#) | [Create a new AdSense unit](#)

Figure 4.7 The final search box code—copy it into your web page's HTML.

Inserting the Search Box Code

After you've generated the HTML code for your new search box, you then need to insert that code into the underlying HTML code of the pages on your website where you want the search box to appear. You can insert the search box into just one or into multiple pages on your site; the same code is used wherever you want the box inserted.

Enter this code into your page's underlying HTML in the position where you want the search box to appear on your page. For example, if you want the search box to appear at the top of your page, insert the code at the very beginning of the body code; if you want the ad to appear at the bottom of the page, insert the ad code at the end of the body code. If you have a more sophisticated page design, use the appropriate HTML or CSS tags to position the ad on the page.

If all this code insertion stuff causes your head to spin, just turn the task over to an experienced web designer. He'll know what to do.

After the code is inserted and the web page saved, the search box will appear on the designated pages on your website. Visitors can now use the search box to search your site or the web, as you previously determined, and see the results of their searches either on a Google page or on a special page on your site. The search results page also displays PPC ads; whenever someone clicks on one of these ads, revenue is generated.

Displaying Search Results on Your Own Site

The easiest way to use AdSense for Search is to display search results on a Google page. This, however, takes visitors away from your site; you might prefer to keep a more captive audience by displaying search results on your own web page. If this is your want, Google can accommodate you.



SHOW ME Media 4.4—A video about how to have search results shown on your site

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When you opt to display search results on your own page, you first have to create a page on your site for the search results. The results of user searches then appear in a frame on this page. This keeps visitors on your site, rather than kicking them out to Google.

To do this, start by creating the page where the search results will display. Then follow the steps to create a new search, outlined in the “Adding a Google Search Box to Your Site” section earlier in this chapter. When you get to Step 11, select Open Results Within My Own Site. This expands the page, as shown in Figure 4.8. Enter the URL for the search results page you created and then enter the width of the frame for the results area in pixels. Complete the rest of the process as normal.

Opening of search results page
Choose whether you would like your search results to open on Google or within your site.

☐ Open results on Google in the same window
☐ Open results on Google in a new window
☒ Open results within my own site

Enter URL where search results will be displayed
http://

Enter width of results area:
800 px

Figure 4.8 Customizing AdSense for Search to display search results on your own web page.

When you're done creating the search, Google displays two pieces of code. The first is the code for the search box, as described previously, which should be inserted where you want the search box to appear. The second, labeled Your Search Results code, should be copied and pasted into the HTML source code of the search results page you created. Save all your web pages and you're ready to go.

Fine-Tuning Search Results with Keywords

By default, Google displays search results and PPC ads relating to the queries entered by your site's visitors. You can tweak these results, however, to better promote the content of your site by including your own keywords; Google will then consider both your keywords and your visitors' keywords when constructing search results.

You should use keywords to describe the topic of your search engine and the content of the pages you're promoting. A keyword can literally be a single word or it can be a multiple-word phrase; in either instance, the keyword or phrase should be descriptive of what your site is about.

You can also use keywords to remove any ambiguity from your visitors' searches. Google uses the example of the word "tiger," included in a user search. The keywords you enter influence what type of "tigers" are found in the search results. Add the keyword *golf* and your search results will display sites relating to Tiger Woods; add the keyword *wildlife* and your search results will display sites relating to the wild animal; add the keyword *apple* and your search results will display sites relating to the Mac operating system.

You enter keywords for a given search box when you create the search box. Follow the steps to create a new search, outlined in the "Adding a Search Box to Your Site" section earlier in this chapter. When you get to Step 5, enter one or more descriptive keywords into the Optional Keywords box. Use a space to separate multiple keywords. When you're done, continue with the rest of the search creation process as normal.

Editing Your Website Search

After you’ve created a specific search for your site, you can easily go back and edit any of the search settings. This is useful if you find the search returning results that aren’t quite to your liking, or if you want to change the look and feel of the search results pages.



Editing Search Settings

1. Log into your AdSense account and select the AdSense Setup tab.
2. Click the Manage Ads sub-tab.
3. When the Manage Ads page appears, as shown in Figure 4.9, find the name of the search you want to edit in the list and click the Edit Settings link.

The screenshot shows the AdSense 'Manage Ads' interface. At the top are tabs for Reports, AdSense Setup, My Account, and Resources. Below these are sub-tabs: Get Ads, Manage Ads (selected), Color Palettes, Channels, Competitive Ad Filter, Site Authentication, Ad Review Center, and Allowed Sites. The main heading is 'Manage Ads'. Below it is a message: 'View your active AdSense units below. You can also [import your old AdSense code](#) to create saved AdSense units.' There are filters for 'Show: Inactive units' and 'Hidden units'. A search bar with a 'Go' button and a link to 'Create a new AdSense unit' are also present. The main content is a table with columns: Name (#ID), Last edited, Content, Size, Status, Channels, and Actions.

Name (#ID)	Last edited	Content	Size	Status	Channels	Actions
300x250, created 12/11/09 (#2648734850)	Dec 11, 2009	Text and image ads	300x250	New		Edit Ad Settings Code Preview Hide
My First Search Engine (#9355081268)	Dec 11, 2009	AdSense for Search		New	My First Search Engine	Edit settings Code Hide

Figure 4.9 Managing your AdSense ads and searches.

4. Proceed through the ad setup pages and then save your updates.
-

index

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