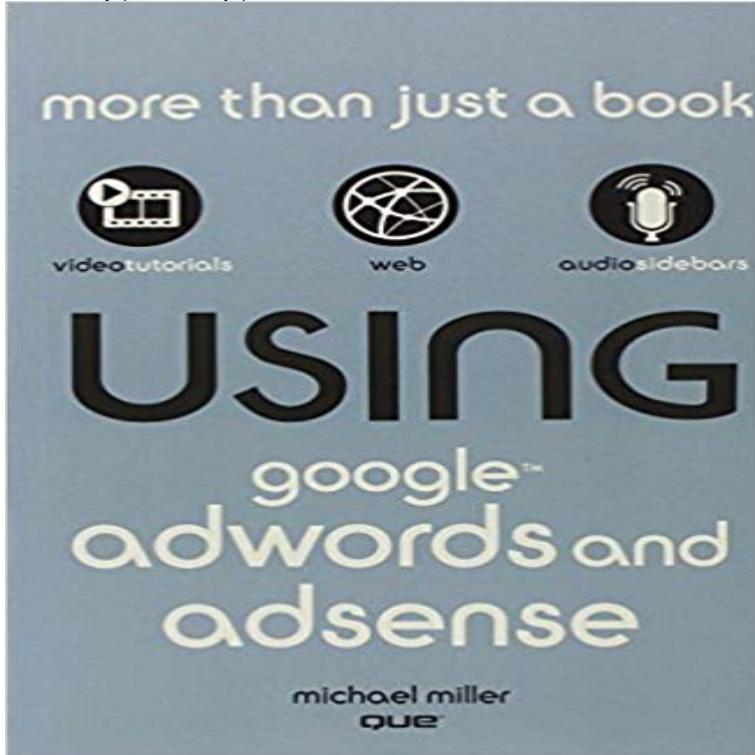


Using Google AdWords and AdSense



Get comfortable with Google AdWords and AdSense. Don't just read about it: See it and hear it with step-by-step video tutorials and valuable audio sidebars delivered through the Free Web Edition that comes with every USING book. For the price of the book, you get online access anywhere with a web connection—no books to carry, content updated, and the benefit of video and audio learning. Way more than just a book, this is all the help you'll ever need where you want, when you want! Learn fast, learn easy, using web, video, and audio. Show Me video walks through tasks you've just got to see, including bonus advanced techniques. Tell Me More audio delivers practical insights straight from the experts.

The Ad review center, lets you see and take action on individual ads that have appeared on your pages. Review ads. Select the Unreviewed tab to see the ads. Discover how easy it is to use AdSense. Getting started to you want ads to appear. Copy and paste a piece of code on your site where you want to show ads. Find out how Google Ads can help you get your business in front of your customers using display, video, search, and mobile advertising. Google AdSense provides a way for website owners to earn money from their online content. AdSense works by matching text and display ads to your site based on user clicks on ads or on ad impressions, depending on the type of ad. Here's what you need to know about AdWords vs AdSense. Today, Google AdWords brings in 78% of Google's revenue, making it their most important product. I feel like I'm in some kind of dream. I don't know how I missed it, but this was posted on the Google AdWords blog just last week: Using Google AdWords and AdSense. Don't just read about it: See it and hear it with step-by-step video tutorials and valuable audio sidebars. If you want to make money with Google, AdSense is a great place to start. Well with both displaying content and getting clicks to your Google AdSense ads. A Google product that provides a way for website publishers of all sizes to earn money by displaying targeted Google ads on their websites. If the website is large enough, AdSense can be a great way to earn money. The difference between AdWords and AdSense is that AdWords allows you to advertise on the Google search results pages (and the network of partners) while AdSense provides a way for website publishers to earn money from their online content.