

REVISED EDITION

ADWORDS & ADSENSE FOR BLOGGERS

TOOLS FOR BOOSTING YOUR WEBSITE TRAFFIC
AND MONETIZING YOUR WEBSITE CONTENTS.

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ABOUT THE BOOK

This book was written to educate and perhaps motivate bloggers to use Google AdWords to drive traffic to their websites and to monetize their websites using Google Adsense.

Although this book was written with bloggers in mind, other people can also read it as it contains the **basic overview** of AdWords and Adsense, thus can equip readers with enough knowledge to begin running AdWords campaigns and signing up for Adsense.

This book contains only the basics, in other to get advanced information on these concepts, please visit: support.google.com/adwords and support.google.com/Adsense or contact the author of this book via peaceitimi@renedigitalhub.com

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TABLE OF CONTENTS

4 INTRODUCTION

5 Opening a blog

11 Writing for SEO

15 ADWORDS

18 AdWords for bloggers

25 AdWords policies

27 Other ways to boost blog traffic

28 ADSENSE

27 Types of Adsense

30 How much do I make from Adsense?

31 Signing up for Adsense

34 What are the reasons why my application can be rejected?

INTRODUCTION

Blogs (short for Web logs) are simple webpages where you can write articles and other content on a variety of topics. On a Blog, you can share anything - pictures, videos, informational articles, inspirational articles, poetry, stories, and your thoughts – anything really. When posts are made on Blogs, the public can view this content and even comment on it in most cases.

There are various blogging platforms of which **Blogger** and **WordPress** are the most popular. Some of these blogging platforms are:

- **Blogger:** Google owns Blogger, it is free and very easy to use. Opening blogger simply requires the use of a Google account. The cool thing about having a Google account is that it synchronizes with all your Google applications like Google drive, Google plus, Blogger, Gmail and even your AdWords and AdSense accounts. Blogger is easy to open, use and maintain. When you open a Blog on blogger without owning a domain name, google provides you with a dot Blogspot dot com domain e.g. *yourblog.blogspot.com*
- **Tumblr:** This is a very handy, world-wide micro-blogging and social networking site owned by Yahoo! Inc. It provides a very friendly user interface and also allows users to post multimedia and other content. On Tumblr, users can follow other users' Blogs, and also can make their Blogs private.
- **WordPress:** WordPress is a free and open source blogging tool. Like Tumblr, WordPress users can follow other users' Blogs and repost or like other WordPress posts. You can purchase a custom domain name on WordPress for \$18 per year or map an existing domain name to WordPress for \$13 per year. A free domain on WordPress is something like *yourblog.wordpress.com*. WordPress is of two types - WordPress.com (free) and WordPress.org (self-hosted) platforms.

The former restricts bloggers from making an income with their content, while the latter does require you to set up on your own Web host, it then allows full access to your Blog's backend, full suite of features and improved SEO performance.

For a starter who doesn't have the financial requirements for a Web hosting service, I will recommend you begin with a free WordPress.com so you can move over to WordPress.org at a later time.

Talking about hosting your Blog; a Web hosting company is basically the company that puts your website up on the internet so everyone else can see it. They are like servers where you have a storage space for your files, content and stuff on a system (a hard disk somewhere belonging to someone). You are either given this space for free or you pay for it.

When it is free, you have WordPress.com. But when you have your own Web host, you have WordPress.org. Some reliable Web hosting companies includes, whogohost.com, hostgator.com, arvixe.com etc.

- **Webs:** Webs is a website builder. Amazingly, with this builder you do not need any technical skills because everything you need to know about what you want included in your Blog is in front of you with easy to see/read options. You can start free with no trial period but of course if you want some enhanced features, you will need to upgrade for a nominal fee.

HOW TO OPEN A BLOG?

Before starting a blog, it is important to know 'The Why'. Knowing why you want to start blogging would help you determine the major focus of your blog but more importantly, the why would be your fuel, the reason you will keep blogging even when your community does not seem to be growing.

Mostly, I have found that they are three major reasons why people blog:

1. To make your voice heard
2. To make money
3. To build thought leadership around a particular niche.

Yours could be none, one of them or all three. Whichever way, it is important you clearly decide on what your objective for blogging is. It's as important as discovering your life's purpose. The WHY is what fuels you. What would keep you going and very importantly, your WHY would shape how and what you blog about.

Next, ask yourself the niche question; what do you want to blog about? Do you want to share your experiences and thoughts, or you want to teach something? Would your blog be Fashion based, informational based, inspirational based, or opinionated? Would it be just for stories and poetry? Or for news and gossip? Or tutorials?

When deciding on your blog niche;

1. Choose a topic/niche you are passionate about
2. Choose a topic/niche you know a lot about

Basically, pick from amongst your hobbies; what do you feel happy doing? What are you always excited to talk about to your friends? Is it Fashion, Technology, Entrepreneurship, Leadership, Food, Traveling, Relationship, Movies or Fiction?

Define your niche and make a mental note of the audience you would love to reach. Yes! It is very important to know your target audience because they would affect how you structure your Blog, how you write, when you write etc. No matter your niche, it's important to also clearly define your target audience.

Afterwards, **choose a domain** name; the domain is basically the URL of your blog. For blogging, you can decide to buy a custom domain (e.g. google.com, facebook.com, peaceitimi.com) from godaddy.com or namecheap.com etc., or you can settle for the non-custom free domain your blog platform (Blogger or WordPress) would provide you (examples are peaceitimi.wordpress.com or sportscenter.blogspot.com).

It is very important you get it right with the name you choose for your blog. When you want to choose a name for your blog, you can start by choosing which of these seven styles of naming would be best for you blog.

1. A personal name to show your expertise and build authority E.g. www.peaceitimi.com, www.iamsteveharris.com
2. A keyword-rich name in your carefully selected niche E.g. www.seotips.com
3. Made up names. e.g. Google, Yahoo.
4. Descriptive names e.g. www.talleteachesbusiness.com, www.peaceinspires.com
5. Misspelled words e.g. Tumblr (tumbler), Digg (dig), Topix (topics), Flickr (flicker)
6. Use phrases/Combine words. e.g. StumbleUpon (Stumble + Upon), Kickoff (kick + off), Launchout (launch + out), YouTube (You + Tube).
7. Use affixes, suffixes (e.g. Friendster) or alliteration (e.g. Blackberry - B and B, like Firefox - F and F)

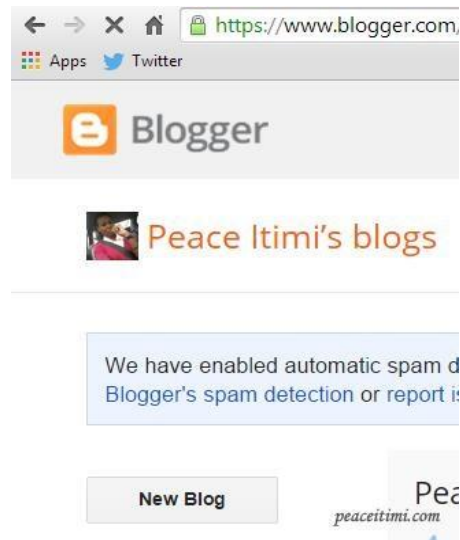
Things to remember when picking a name for your blog:

1. The shorter the better.
2. Use a name that is easy to remember, pronounce, and spell.
3. Choose a unique name.
4. Avoid numeric names. It doesn't help in SEO.

Knowing your niche usually helps creating a name. Once you pick a name, pick your preferred platform (WordPress or blogger) and blog away.

OPENING A BLOG ON BLOGGER.

1. Go to blogger.com
2. Log in with your google account (Gmail address).
3. Click “New blog”.
4. Type your blog title and address

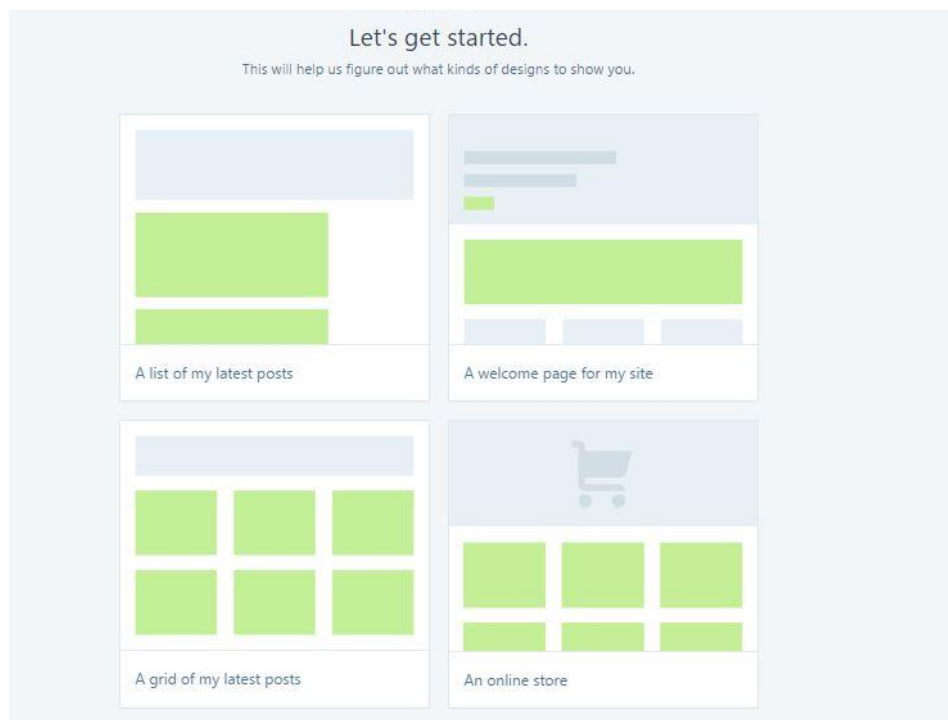


OPENING A BLOG ON WORDPRESS.

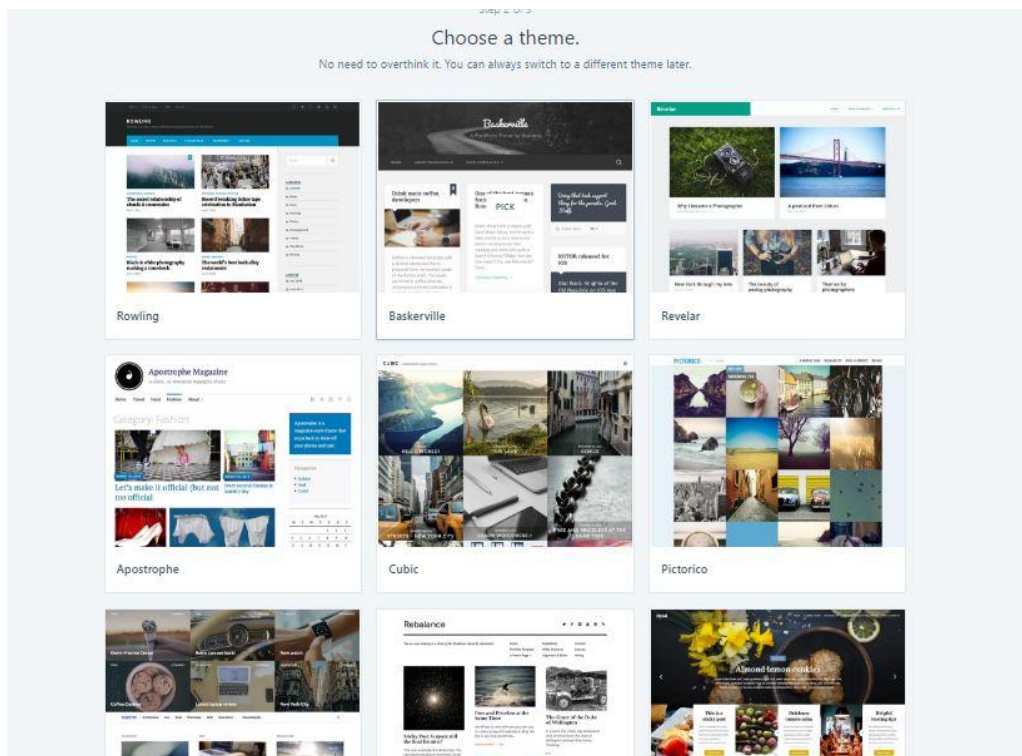
1. Go to wordpress.com and click 'Get Started'



2. Choose the layout you want for your site.



3. Choose your preferred theme



4. Type in your domain name and choose the domain type you want.

Step 3 of 5

Let's find a domain.

Choose a custom domain, or a free .wordpress.com address.

motherlandmogul.wordpress.com	Free	Select >
motherlandmogul.blog	Included in WordPress.com Premium	Upgrade >
motherland.blog	Included in WordPress.com Premium	Upgrade >
mogul.blog	Included in WordPress.com Premium	Upgrade >
motherland-mogul.com	Included in WordPress.com Premium	Upgrade >

5. Choose your preferred wordpress package

Step 4 of 5

Pick a plan that's right for you.

<p>Free \$0 <i>for life</i></p> <p>Get a free website and be on your way to publishing your first post in less than five minutes.</p> <p>Select Free</p> <ul style="list-style-type: none">✓ WordPress.com Subdomain ⓘ✓ Jetpack Essential Features ⓘ✓ Community support ⓘ✓ Hundreds of Free Themes ⓘ✓ Basic Design Customization ⓘ✓ 3GB Storage Space ⓘ	<p>Personal \$2⁹⁹ <i>per month, billed yearly</i></p> <p>Best for Personal Use: Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high quality email and live chat support.</p> <p>Upgrade</p> <ul style="list-style-type: none">✓ Custom Domain Name ⓘ✓ Jetpack Essential Features ⓘ✓ Email & Live Chat Support ⓘ✓ Hundreds of Free Themes ⓘ✓ Basic Design Customization ⓘ✓ 6GB Storage Space ⓘ✓ Remove WordPress.com Ads ⓘ	<p>Premium \$8²⁵ <i>per month, billed yearly</i></p> <p>Best for Entrepreneurs & Freelancers: Build a unique website with advanced design tools, CSS editing, lots of space for audio and video, and the ability to monetize your site with ads.</p> <p>Upgrade</p> <ul style="list-style-type: none">✓ Custom Domain Name ⓘ✓ Jetpack Essential Features ⓘ✓ Email & Live Chat Support ⓘ✓ Select Premium Themes ⓘ✓ Advanced Design Customization ⓘ✓ 13GB Storage Space ⓘ✓ Remove WordPress.com Ads ⓘ✓ Monetize Your Site ⓘ✓ VideoPress Support ⓘ	<p>Business \$24⁹² <i>per month, billed yearly</i></p> <p>Best for Small Business: Power your business website with unlimited premium and business theme templates, Google Analytics support, unlimited storage, and the ability to remove WordPress.com branding.</p> <p>Upgrade</p> <ul style="list-style-type: none">✓ Custom Domain Name ⓘ✓ Jetpack Essential Features ⓘ✓ Email & Live Chat Support ⓘ✓ All Premium Themes ⓘ✓ Advanced Design Customization ⓘ✓ Unlimited Storage Space ⓘ✓ Remove WordPress.com Ads ⓘ✓ Monetize Your Site ⓘ✓ VideoPress Support ⓘ
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6. Create your Account.

Step 5 of 5

Create your account.

Your email address

Choose a username

Choose a password

By creating an account you agree to our fascinating [Terms of Service](#).

Create My Account

Note that on both Blogger and WordPress, when you type your proposed web address for your blog, the host will do a quick check up to ascertain if it is already in use. If the address you typed is already in use, simply manipulate spellings or try another one till you get it.

After creating your Blog, Blogger and WordPress provides you with a dashboard from where you would publish your posts from and also **customize**, control and maintain your blog.

As you blog, you would get more conversant with the dashboard of the platform you use and thus, would be able to better manipulate your blog to look and feel like you would want it to. Practice always leads to perfection!

Once you begin writing content on your blog, it is important to have the following tips in mind:

- Be original
- Embrace the visuals (use images and videos)
- Always spell check
- Credit the sources (of all copied content) to avoid plagiarism
- Use catchy headlines
- Write interesting & compelling introductions/first paragraphs
- Do not write too long or too short posts
- Be engaging
- Content is King but Consistency is Queen
- Write with SEO in mind
- Promote your content

WRITING FOR SEO

SEO means Search Engine Optimization; it is the process of affecting the visibility of a website or a web page in a search engine's unpaid results—often referred to as "natural," "organic," or "earned" results. Simply put, it is the process of making content rank better for select **keywords** on **search engines**.

Keywords are specific terms vital to the essence of whatever you do online. Keywords are the major word(s) you use when inputting a query on Google, Bing or other search engines. Every niche or topic has its own keyword. For example, for the fashion niche, keywords frequently used are fashion tips, fashion dos and don'ts.

A search engine is a software system that is designed to search for information on the World Wide Web. It is a program that searches for and identifies items in a database that corresponds to keywords or characters specified by the user, used especially for finding particular websites on the World Wide Web.

How does Search Work?

1. **Crawling:** Crawling is a process by which Googlebot discovers new and updated web pages to be added to the Google index.
2. **Indexing:** Googlebot processes each of the pages it crawls in order to compile a massive index of all the words it sees and their location on each page.
3. **Serving results:** When a user enters a query, our machines search the index for matching pages and return the results we believe are the most relevant to the user.

To get found in this esteemed position on SERPs (search engine result pages), there are different strategies people put in place - on their blogs/websites and outside. The ones put in place within the website/blog are called On-Page SEO, while the ones outside the site are called Off-Page SEO.

Examples of On-Site SEO:

1. Create unique, accurate page titles.

Choose a title that effectively communicates the topic of the page's content. Use Keywords used in headline. Each of your pages should ideally have a unique page Title that is Google friendly with length between 40 - 74 characters (Short and informative. If the title is too long, Google will show only a portion of it in the search result).

Each of your pages should ideally have a unique title tag, which helps Google know how the page is distinct from the others on your site.

2. Optimize Content

- **Offer quality content and services;** users enjoy content that is well written and easy to follow. It is always beneficial to organize your content so that visitors have a good sense of where one content topic begins and another ends. Create fresh, unique content. Create content primarily for your users, not search engines. Create a content that is 300 words minimum.

- **Focus on your focus keyword.** Your page title should contain your focus keyword preferably at the beginning. Your focus keyword should appear in the URL of the page. Make your focus keyword appear in the first paragraph of your content.

- **Optimize your use of images.** Use brief, but descriptive filenames and alt text. If you do decide to use an image as a link, filling out its alt text helps Google understand more about the page you're linking to. Images on your page should contain alt tags with the focus keyword.

- **Create internal links (permalinks).** As you write each Blog post/article, endeavor to link back to other related posts on your blog.

3. Make your site mobile responsive

Build a separate website for mobile users so that you can deliver the appropriate site design to them. Alternatively, you can design your website in such a way that it shrinks to a considerable view when opened on mobile phone and tablet.

4. Improve your site structure

- Make your site easier to navigate. Make it as easy as possible for users to go from general content to the more specific content they want on your site. Add navigation pages when it makes sense and effectively work these into your internal link structure.

Use mostly text for navigation. You could also put an HTML site map page on your site, and use an XML Sitemap file. For Navigation, the focus should be on simplicity and ease of use.

- Improve the structure of your URLs. Choose a URL that will be easy for users and search engines to understand. Have URLs with words that are relevant to your site's content and structure.

5. Make use of the "description" meta tag

Write a description that would both inform and interest users if they saw your description meta tag as a snippet in a search result. Use unique descriptions for each page.

Some Examples of Off-Page SEO:

- **Search engine Submission:** You can submit your blog to search engine. E.g. Use Google search Console to submit your blog or website to Google for crawling.
- **Social Bookmarking:** Create social media accounts that link back to your site
- **Backlinks:** You can increase your site's reputation by creating backlinks. Guest blogging is the most effective way to reach new audiences.

ADWORDS

What is Google AdWords?

Google AdWords is the number one online advertising platform in the world and it is powered by Google. It is the online advertising service that places Ads at the top and bottom of the list of search results Google displays for a particular search query on google.com or other Google search partners like AOL. AdWords adverts are also placed on the Google display network which includes Gmail, YouTube, Google finance and Blogger.

Google AdWords lets brand owners reach new customers, promote their brands, get more for traffic to their websites, and increase **conversions** (which could be sales of products, signups, subscriptions, downloads, leads etc.) with no minimum spending commitment. When using Google AdWords, you can choose where your ad appears (**placements**), set a budget you are comfortable with (yes! with AdWords, you pay just the amount of money you are comfortable with spending; nothing is too low or too high) and measure the impact of the Ads (how well your Ads are doing).

In AdWords, Search Ads (ads on google.com) are triggered by **keywords** (keywords are Ads or phrases that people use in search *queries*). When people type in a search query that contains or relates to the keywords you selected for your Ads, Google runs an **auction** and shows the most relevant Ads. Relevance of Ads are based on **Ad rank**. On the other hand, Display Ads shows up on websites/blogs based on the advertiser's targeting method – Contextual Targeting, Topic Targeting or Placement Targeting and the position on the website/blog an image ad shows up is based on the ad auction which determines the ad rank of ads.

Ad rank is a measure of your **bid** (the maximum amount you are 'willing' to spend, usually called **Max. CPC**) and the **quality score** of your ad. (**Ad rank = Bid x Quality Score**)

Quality score is a measurement of the quality of your Ads – the relevance of the keywords you have chosen to trigger your Ads, the click through rate of the ad and the quality score of your **landing page** (the page on your website people land on after clicking on your ad).

For AdWords, you will always pay the *lowest amount possible* for the best position you can get after a measurement of your Ad rank. Regardless of your bid, you pay only the minimum amount needed to beat the advertiser below you (this could be an amount below your bid).

For instance: Let's say you create an ad that advertises the free fashion tips you give to your blog subscribers and you set a bid of \$1 on that ad. When someone searches for fashion tips on google.com, Google runs an auction to check for the most relevant ad.

When the auction is run, your ad is selected amongst the Ads to be shown because the words used in the search query is amongst your keyword list, and your landing page is great (meaning good quality score). Now, to determine which position your ad will show (i.e. amongst the first three Ads or at the bottom of the page), Google will then multiply your quality score by your bid.

If your quality score for that ad is 3 and your bid is \$1, your ad rank would be 3. If another relevant ad has a quality score of 2 and a bid of \$1, its ad rank would be 2.

Since in ranking, that ad is below yours, you will be just enough to beat and stay above that ad. Thus, you pay about \$2.01.

Note also that with a higher quality score than a competitor's, you can rank higher and thus have your Ads show in the top position of result pages even if the competitor's max CPC bid is higher than yours.

For instance: Let's say your max. CPC is \$2 and a competitor's max. CPC is \$3 but the quality score of his Ads are below average. Because of the higher quality score of your Ads, your ad could actually show on a higher position, even though your bid is lower.

BIDDING:

On AdWords, you have a variety of ways on which you can set your bids.

1. **Cost-per-click (CPC):** With this option, you bid on clicks, so you only pay when someone clicks on your Ads. CPC is great if you want to **drive traffic** to your site.
2. **Cost-per-thousand impressions (CPM):** With this bidding option, you bid on views i.e. you pay per thousand people seeing your ad. CPM is the right choice for **brand awareness**.
3. **Cost-per-acquisition (CPA):** With this option, you only pay when someone makes a **conversion** on your site. A conversion is anything you want it to be. It could be sales of something, download of an EBook or audio or video file. It can also be signups/subscriptions. So, if you put up your ad aimed at getting people to download something from your blog, CPA is a good option to use.

When running a campaign on AdWords, you set a daily budget with which Google works with. After setting your daily budget, you can allow Google set bids on your Ads for you (**Automatic bidding**) or you can manage your bids yourself at the **campaign** or **Ad group** level (**Managed bidding**) and you can also use **enhanced CPC bidding** (this works when you are using managed bidding).

It is when Google helps you increase or decrease your bid based on its likelihood to generate a click). **Campaigns** are your plans to get your Ads to the people most likely to be interested. **Ad groups** are groups of closely related Ads.

For instance: You can run a campaign to download two e-Books on your Blog and thus create two ad groups under that campaign. One for the Ads relating to e-Book 'A' and the other for e-Book 'B'.

ADWORDS FOR BLOGGERS

As a blogger, your primary aim or motive is to **drive traffic to your website** and also to get readers to convert by subscribing to your blog, buying something you put up for sale or downloading something. Thus, the bidding options you will most likely use are the CPC and CPM options.

Google places AdWords adverts on the Google search Network (google.com) and on the Google Display network (blogger, Gmail, YouTube etc.) and you can choose to show your Ads on any or both of the Google network.

When running a conversion based campaign, I advise that you choose to show your Ads on both the Google search network (on which **text Ads** are used) and the Google display network (on which you can use a variety of **ad formats**).

Ad formats are the different kind of adverts you can use create. There are:

- **Text Ads:** This is an all text ad; contains only letters. A typical text Ad contains a headline with a maximum of 25 characters allowed, two lines of description text – each having a maximum of 35 characters and a display URL that is not more than 35 characters in length.

Your destination URL i.e. the actual landing page can be different from the display URL. Destination URL has character limit of 1024). Text Ads are generally triggered by keywords.



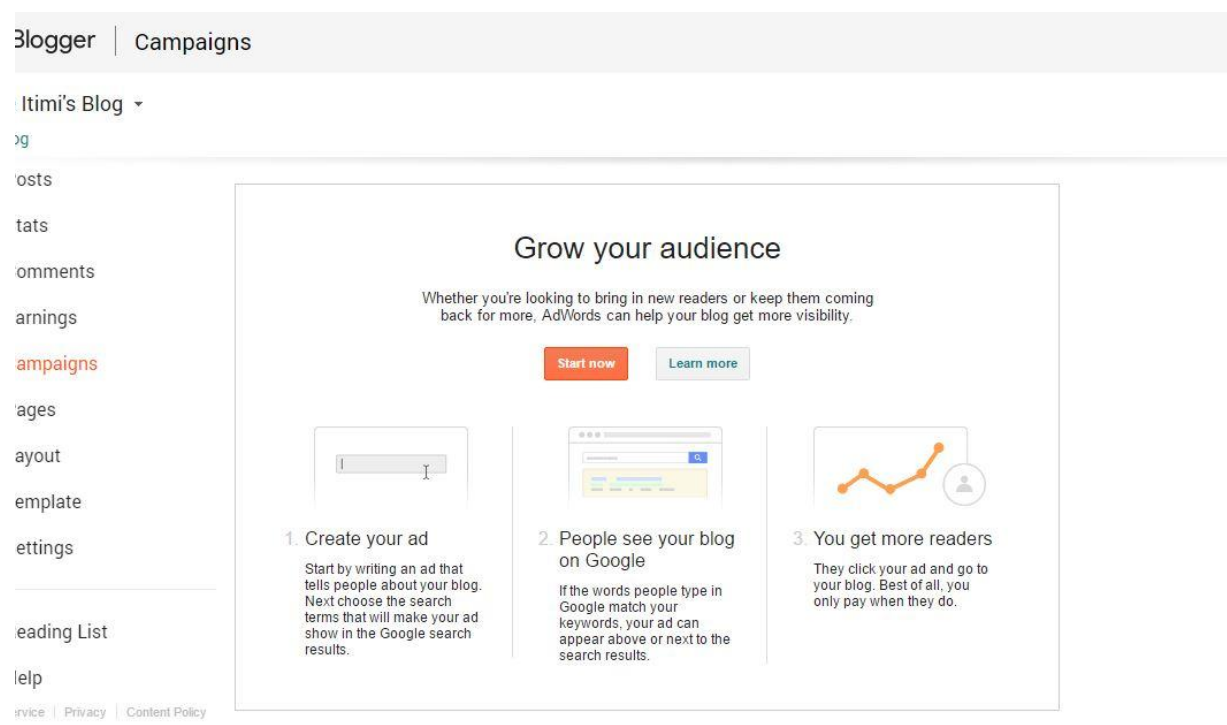
Tech News and Reviews
www.taslimstech.com/subscribe
Subscribe For Free Tech Newsletters
Get Free Tech Tips Weekly

- **Image Ads:** These are Ads that contain images or some sort of artwork.
- **Video Ads:** These are Ads that contain videos.
- **Rich media Ads:** These are Ads that contain animation or some kind of motion.

Image, Video and Rich Media Ads are Ad formats basically used for the Google display network and are good for you if you want to drive traffic to your website. For traffic based campaigns, please use the CPC bidding option.

How do you start using AdWords?

To start using AdWords, go to **google.com/AdWords** or if you are using Blogger platform to blog go to the campaigns tab in your Blogger dashboard that links you to AdWords.



When you first enter the AdWords site, you would need to fill in the currency you want to use to run your campaigns and your time zone. **Please note that your currency and time zone cannot be changed once it is saved.**

Google AdWords

Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

peaceitimi@gmail.com

Next you'll create a Google Account with this address to use with AdWords.

Country

Nigeria

Time zone

(GMT+01:00) Lagos

Time zone is used for account reporting and billing.

Currency

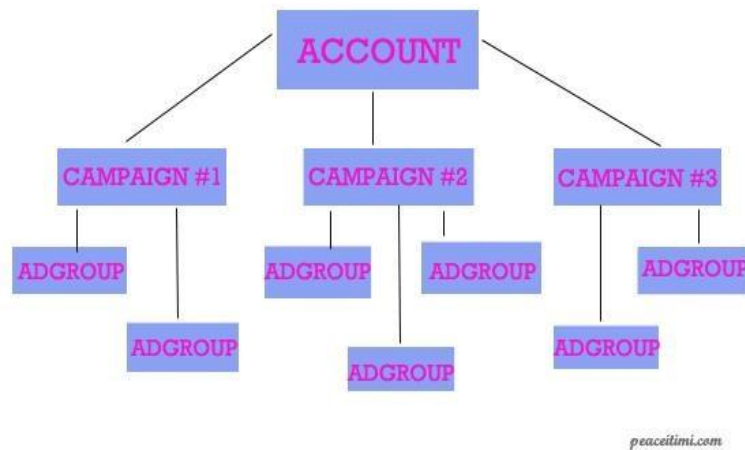
US Dollar

peaceitimi.com

How is AdWords organized?

AdWords is organized into three levels:

- **Account level:** This is associated with a unique email address and password (note that if you change the password of your AdWords accounts, you are automatically changing your password across all Google platforms. Your email address password is automatically changed). Billing information (currency and timezone) is set in the account level.
- **Campaign level:** Where you set budget and **targeting** options for every ad campaign. Targeting options are used to select where and who sees your Ads. You can target Ads by Location, Language, Topics of sites, by keywords (contextual targeting), by placements (Choosing the exact sites you want your Ads to appear) etc.
- **Ad group level:** Where you create Ads based on similar themes and choose keywords that you feel are relevant to and should trigger your Ads.



In your AdWords account, you will see **six tabs**:

- **Home:** This contains your Account Snapshot page, an easy-to-read summary of important account information.
- **Campaigns:** This provides an overview of your campaigns. You can create and edit campaigns, Ads, keywords, and campaign settings
- **Opportunities:** Find keyword, bid, and budget *ideas* that can help improve your campaign performance
- **Tools and Analysis:** Find tools that will help you manage and improve your account.
- **Billing:** This is where you enter and change your billing details, see your entire billing history, and print invoices.
- **My account:** From this tab you can control your personal information, such as your sign-in information and user preferences. If you choose to, you can use this tab to invite a friend or colleague to manage your AdWords account.

To begin a campaign, simply go to the **campaigns tab** and **create your campaign**. It is advisable to always name your campaigns with something that describes the campaign so you can easily find it out. This makes your account more organized.

After naming your campaign, choose your campaign type, and work on the settings you want. The “search & display networks” is assigned by default to new campaigns and it is recommended for new users as it helps widen your reach.

Here is an **overview of the campaign settings** you'll need to address when you set up a new AdWords campaign:

- **General:** This is where you enter a name for your campaign and pick your campaign type. The campaign type determines which settings Google will show you as you work on your campaign.
- **Locations and languages:** Here, you choose your location setting. You can choose to show your Ads to customers located or interested in the location you choose. You can also specify what Languages you want to target.
- **Networks and devices** With this setting, you select the networks where you want your Ads to appear, such as on search results pages like Google ("Search Network"), on other sites that partner with Google to show Ads ("Display Network"), or both. You also can choose the devices where you want your Ads to appear. By default, new campaigns target all types of devices, which include desktops, tablets, and mobile devices.
- **Bidding and budget:** This is where you choose your bidding option. Your **bid strategy** controls how you pay for users to interact with your Ads. Your **default bid** is the most you'll pay per click for Ads in an ad group. Your **budget** is the average amount you're comfortable spending each day on your campaign. The budget you choose is entirely up to you, and you can adjust it at any time.
- **Ad extensions:** With ad extensions, you can include even more information in your Ads, such as location of your business, links to pages on your website, your phone.
- **Advanced settings:** Besides the basic settings highlighted above, Google offers you the opportunity to schedule your ad campaigns with the following options:
 - Schedule: Set a campaign start and end date.
 - Ad scheduling: Choose certain days or hours of the week for your Ads to show.

- Ad delivery: By default, AdWords shows your Ads when they're more likely to get clicks or conversions, but you can choose to show your Ads more evenly throughout the day. AdWords is very flexible!

Once you are done with your campaign settings, you will move to the Ad group level where you create your Ads (you can create your using the ad gallery which provides you with templates or you can create an ad yourself and upload it) and choose keywords.

Keywords are group of words that trigger your Ads in Search Advertising. Keywords are also used by Google Technology to place your Ads in the Display Network using the Keyword Contextual Targeting. Building your list of keywords is one of the most vital things in your campaign.

Since keywords trigger your Ads, **Negative Keywords** make sure your ad is not triggered.

For instance: You run a blog about Samsung Galaxy reviews and you don't sell Samsung galaxy phones, you won't want your Ads to be triggered when "Buy Samsung galaxy S3" is searched. All you need to do is add "Buy Samsung galaxy S3" to your list of Negative keywords.

You can also choose different keyword match types:

- **Broad Match:** This is useful when you intend to reach a wide range of people. It has little or no restrictions as misspellings, synonyms and related concepts of your chosen keywords will trigger your ad.
- **Phrase Match:** Phrase match is good in having a wider reach. When you choose the phrase match type, a search query containing your exact keyword or a close variation will trigger your ad. Phrase match doesn't do misspelling.
- **Exact Match:** With Exact match, your ad is triggered only when a search query is the exact match for your keyword.

There is also the broad match modifier and the negative keyword match.

Tips for a good Keyword list

Building a strong keyword list is very easy. Here are some tips to help you build and organize your keyword list:

1. **Think like a reader when building your list.** You need to think like a blog reader would think when he/she wants to search for a content online. What words would he use when searching? How would your readers describe your content?
2. **Select more general or specific keywords depending on your goal.** If you intend to reach large audience, go for more general keywords. However, if you want more specific audience that will likely convert, go for more specific keywords. Either ways, your keyword mustn't be too general or too specific and must be relevant to your ad and content.

For instance: You run a lifestyle/reality blog and you want to get more Nigerians to read your blog, instead of using 'reality blogs' as a keyword, you should use a more specific keyword like 'Nigerian reality blogs'.

1. **Group similar keywords into themes.** Try to categorize your keywords into different categories and create different ad groups for different categories.
2. **Pick the right number of keywords.** The ideal number of keywords per ad group is 5 – 20. Even though they can be more, try to be more realistic and ideal with your approaches.

ADWORDS POLICIES

Google aims at pleasing users and so ensures that the Ads on its network are of good quality and are relevant thus it has advertising policies. If an Ad doesn't meet Google's advertising policies, the Ad can get disapproved, the domain can be disabled or your account could be suspended.

General AdWords Policies:

- Google restricts the promotion of copyrighted content.
- Google AdWords prohibits the sale or promotion for sale of counterfeit goods
- Google wants consumers to have a good experience when they click on an ad, so ad destinations must be functional, useful, and easy to navigate.

Examples of promotions that don't meet destination requirements:

- A display URL that does not accurately reflect the URL of the landing page, such as "google.com" taking users to "gmail.com"
- Sites or apps that are under construction, parked domains, or are just not working
- Sites that are not viewable in commonly used browsers

You can see a detailed list of AdWords policies here: <https://support.google.com/adwordspolicy>

Some of the policies for Text Ads to note are:

- Do not use unnecessary Capitalizations. You can only capitalize all the words if it is a trademarked word that is capital letter all through and you are authorized to use it or if it is an acronym.
- Do not term yourself the best without having a proof such as third-party certification to it.
- Avoid grammatical errors, punctuation errors and unnecessary repetitions.
- You are only allowed to use one exclamation mark and not in the headline.

Some Policies for Image and Display Ads are:

- Ads must take up the entire space of the image size you've chosen, and they can't appear sideways or upside down. Ads cannot be segmented, contain multiple copies of itself within the ad, or appear to be more than one ad.
- Google also doesn't allow Ads that expand beyond the frame or otherwise encroach on the website. Image Ads must be relevant to the advertised site. Ad images must be clear and recognizable, with legible text. Google does not allow unclear, blurry, or unrecognizable images to be used in Ads.

- Google doesn't allow strobing, flashing backgrounds, or otherwise distracting Ads.
- Google doesn't allow Ads that mimic publisher content or layout, or news articles and features. Ads may also not contain screenshots of Google AdWords text Ads or otherwise simulate an AdWords text Ad in any way.
- Google doesn't allow Ad behaviors that might trick a user into clicking the Ad.
- Ads cannot pretend to be a system or site warning.
- Ads cannot mimic or resemble Windows, Mac, Unix, or Chrome OS dialogue boxes, error messages, etc.
- Ads should be clearly distinguishable as Ads and as separate from the page's content.
- Ad background must have the distinct look and feel of an Ad.
- Ad product or offer must be clearly identified/promoted in connection with your brand, logo, or name.
- On all Ads with partially black, white, or transparent backgrounds, you must add a visible border of a contrasting color to the majority background color of the creative.

Note: *A single Ad in violation will result in a minimum of campaign disapproval.*

Tips for Writing Great Text Ads:

- State what makes your blog, product or service unique – it can be in form of free download, free quotes and tips etc. People like freebies.
- If you have something special to offer like promos, make sure you include it.
- Use simple and persuasive call-to-actions like '**Download Now**', '**Sign up**', or '**Buy Now**'. People relate better with Ads when they see what they can do next with it.
- Ensure your landing page is very relevant to your Ad.

OTHER WAYS TO BOOST BLOG TRAFFIC

Asides using Google AdWords, there are other ways to increase and maintain the traffic to your blog.

1. **Great content:** The most important and viable way to increase and maintain the traffic on your blog is having great content. Make sure your blog posts are original and interesting.

A great blog post will make a reader come back again and even make them tell someone else about your blog. When writing blog posts, use visuals in form of pictures and infographics. It's harder to forget what you saw than what you read.
2. **Build an online community:** Read others blogs and leave insightful comments on them. Soon, other bloggers will notice you and check out your blog. Also, be interactive on your blog; if a person comments or asks a question on your Blog posts, make an effort to reply them.
3. **Use social media to publicize your blog:** Share your posts on as many social networks as possible. Use Facebook paid advertising to boost your blog posts to reach more audience.
4. **Word of Mouth:** Tell people about your blog.
5. **Email List:** Use Sumo me, Mailchimp, Mad Mimi etc. to build an email list and send your list regular updates as your post on the blog.
6. **Guest Blogging:** Write blog posts for other blogs related to your niche. When you write something great, the readers would want to know you more and digest more of your content.
7. **Spam:** Funny? Yes, it is. Find forums and Facebook groups that are related to your content and publicize your blog there.

ADSENSE

What is Google AdSense?

Google AdSense is a free and simple way for website publishers of all sizes to earn money by displaying Google Ads on their websites.

Google serves text, image, video or rich media Ads to relevant sites. The Ads that are served via AdSense are the Ads that have been created on AdWords. Each time someone clicks an Ad on your pages, you get a percentage of what Google is paid for placing that ad.

Imagine paying to Google by using AdWords to get traffic and getting paid by Google for using AdSense (allowing Ads show on your blog). Cool right?

Many websites use AdSense to monetize their content. Google AdSense is easy to use and manage. Once approved, displaying Ads on your webpage does not take time and requires minimal technical knowledge. Participating in Google AdSense does not affect your site's rank in Google search results.

TYPES OF ADSENSE

The two-basic types of AdSense are:

1. **AdSense for content:** In this AdSense program, contextually targeted Ads are displayed on your webpage, and you get paid for every click. These Ads are specifically targeted to the **content** of your webpage.

Google allows you to control the Ads that get to your site. The ways you control Ads on your site are:

- **You choose what Ads show on your blog:**

Google allows you block unwanted Ads such as those from your competitors. You just tell Google which companies to block from your sites. When creating, or editing and Ad

unit, you can choose what ad type (text ad, image ad, animated ad etc.) you will like to display on your site.

- **Customize how Ads look on your site**

Google allows you to customize colors and layout so Ads don't look jarring or out of place on your blog. You can choose the options provided or have your own custom layout and color applied to the Ads.

- **Tools for analysis**

Google AdSense provides a range of comprehensive online reports that allow you to monitor and analyze your earnings.

2. **AdSense for Search:** This is the AdSense program whereby Google allows you to add a Google Search box to your blog as a result, visitors to your site can search the entire internet from your site.

The search results page that is displayed when a visitor on your blog searches through the search box on your site also displays AdWords Ads next to the usual listings, just as it would on Google.com and if the visitor clicks on any of these Google Ads.

However, if users perform searches on your site but do not click on ad on the search result pages, you will not receive any earnings. AdSense for search offers all the same options and controls as AdSense for Content.

Types of AdSense



Websites: Banner Ads, Text Display



Mobile: Banner Ads, Text Display



Search: custom search function for sites



Video: AdSense in video content – via Interactive Media Ads

HOW MUCH DO I MAKE FROM ADSENSE?

Factors affecting Revenue earned:

- Number of visitors to the site (volume of traffic)
- Source of traffic
- Country origin of traffic
- Topic and quality of content on site
- Quality of ads
- Click through rate

Earning on Adsense depend on a number of factors:

- **The type of Ads appearing on your pages:** Ads can be paid for when they are clicked on or when they are viewed depending on the advertiser's choice and the revenue share for AdSense for content differs from AdSense for search.

For displaying Ads with AdSense for content, publishers receive 68% of the revenue recognized by Google in connection with the service while for AdSense for search, publishers receive 51% of the revenue recognized by Google.

- **The pricing of Ads appearing on your pages:** Every advertiser autonomously bids on his Ads and so every ad has different prices.

You can use the formula below to calculate your earnings:

Revenue from an Ad = Cost per click x Payout Rate x Click through rate of the Ad x Webpage traffic

- **Cost per click** is the amount the advertiser pays per click for the Ad (this figure varies)
- **Payout Rate** is the percentage of revenue to be paid for every click fixed by Google
- **Click through rate** is simply the number of times the ad is clicked on in a certain period of time divided by the number of times it is displayed during the same period.
- **Webpage traffic** is the number of visitors to your website

For example:

If Cost per click is 20 cents or \$0.20; payout Rate is 51% or 0.51; The ad is displayed 50 times within the day and clicked by 10 people thus click through rate would be 0.20; and Webpage traffic is 500 visitors during the day. The Income per day from a single ad would be =

*$0.20 * 0.51 * 0.20 * 500 = \10.2 Assuming you make \$10.2 every day from Adsense, your total revenue for a month would be about \$306.*

To make it with Adsense, Traffic is key.

NOTE: When you begin using Adsense, you would not get paid immediately until your earnings reach the payment threshold which is about \$100. Google pays Adsense costumers on a monthly basis usually between the 21st and the 26th of the month.

SIGNING UP FOR ADSENSE

- Go to google.com/AdSense.
- Sign in

Google AdSense

Change Language: English (US)

1. Select your Google Account 2. Tell us about your content 3. Submit your AdSense application

Let's get started! Here's what you'll need:

A Google Account
You need to be at least 18 years old and have a verified Google Account to sign in to AdSense.

Content to monetize
A website or other content compliant with our program policies.

A postal address
The mailing address at which you receive your bank statements.

Please be aware that you will not be able to sign up for AdSense without a valid postal address.

Step 1: Select your Google Account

Would you like to use an existing Google Account to sign in to AdSense?
Using an existing Google Account with AdSense will not affect any of the other Google services associated with that account (e.g. Gmail, AdWords).
Please choose your AdSense sign in credentials carefully as you will not be able to change this information later.

Yes, proceed to Google Account sign in No, create a new Google Account

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- Tell Google about your content. On AdSense, you cannot sign up using a sub domain e.g. *yourblog.wordpress.com* or a domain with a path e.g. *myblog.com/blog*. You can only use addresses like *mythatblog.com*. However, bloggers using the Blogger platform can sign up for AdSense directly from their Blogger Dashboard even with their sub domain (dot Blogspot dot com).

Website information

In order to use AdSense monetization products on your website, you must have access to edit the source code of the webpages where you'd like the ads to be displayed.

I will show ads on:

Please enter your primary website or URL only (e.g. www.example.com have multiple websites, domains, and/or mobile webpages).
[I don't have any content to monetize yet.](#)

Content language:

Please specify the primary language of your website.

Google AdSense Terms & Conditions and Program Policies

All AdSense publishers must agree to the AdSense Terms & Conditions and are required to follow the AdSense Program Policies. Here are some of the key principles:

- 1 Publishers may not click on their own ads or encourage others to do so.
- 2 Publishers may not place ads on sites that include incentives to users to click on ads or format their sites to mislead users into clicking on ads.
- 3 Publishers may not place ads on sites that display adult content, including pornography.
- 4 Publishers may not place ads on sites with content protected by copyright unless they have the legal right to do so.
- 5 Publishers may not sign up for an AdSense account if they have an account already.
- 6 Google may terminate a publisher's use of the AdSense service, including for invalid clicks or impressions or other violations of the Program Policies. In the event of termination, Google will withhold unpaid revenue and make its best effort to return all unpaid revenue, including Google's share, to affected advertisers.

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- Submit application

Step 3: Submit your AdSense application

Contact information

Please fill in the details below carefully as the information will be used to set up your account and send your payments.

Country or territory:

Time zone:

Account type: ☐ Individual ☐ Business
Please note that the account type you choose can affect your tax requirements and the forms of payment available to you, depending on your country or territory. Once you submit your application, your account type can't be changed.

Payee name:

Must match the full name on your bank account. Note that depending on your location, you may not be able to change your payee name later.

Street address:

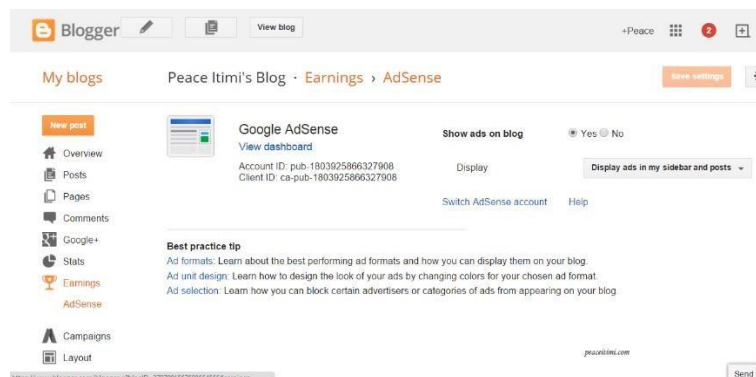
City/Town:

Phone:

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THE REVIEW PROCESS:

- After you submit your application, Google will check the information on your application (basically, they would verify your URL) and send you an email approving or disapproving your application. This takes less than 24 hours.
- When your information has been reviewed and your application approved, you would have to create an ad unit and place the ad code on your blog. The blogger platform makes this very easy. It practically does it for you.



When the Ad code has been placed, you will only see blank ads until Google reviews your site again and finally approves or disapproves your AdSense account. This can take up to one week.

NOTE: If Google disapproves your application or your account, they would always tell you why so you can work on your site and re-apply.

WHAT ARE THE REASONS WHY MY APPLICATION CAN BE REJECTED?

Some common reasons Google gives for disapproving applications are:

1. **Insufficient Content/Unacceptable Content:** Your blog could get disapproved if you do not have enough **text** on them. Google uses the text contained in web pages to index the site content, thus, with not enough text on your blog Google would not be able to crawl and index your site.

If your content is poorly written and have grammatical errors, Google would likely reject your blog. To increase your chances of approval, ensure your blog content is original, unique and gives value to readers.

Having posts shorter than 250 words in length doesn't increase your chances of getting an AdSense approval and having at least 50 posts on your blog could increase your chances. Sites with Adult content, illegal items, drugs or things like that is a NO for Google.

2. **Blog design:** The overall look and feel of your blog should be nice and pleasing to the eyes. It should be professional, clean, smart and not messy. Your blog should be easily navigable and organized.
3. **Privacy Policy, About and Contact page:** Google takes things seriously. They wouldn't want to get into business with a site that doesn't look professional. Having a privacy policy page that tells readers what they should and should not do on your blog, an about page that tells readers what your blog is about and a contact page where readers can reach you through often makes your blog look more professional.

4. **Sitemap, Search Console and Google Analytics:** Having a sitemap on your site and submitting your URL to Google search console and Google analytics makes it easier and faster for Google to crawl and index your site, and thus, increases your chances of getting AdSense Approval.
5. **Top level Domain:** Even though users with .blogspot.com domain can apply for AdSense directly via their blogger dashboard, having a top level domain (.com, .net, .org, .com.ng etc.) increases your chances of getting approved.
6. **Compliance with Google Policies** As I mentioned earlier, Google takes things seriously. Thus, blogs and owners who do not comply with Google policies will not be approved. Two of the basic policies are owners should be at least 18 years old and should have the right content. *Do check [support.google.com/adsense for Google AdSense Policies](https://support.google.com/adsense/adsense_policies).*
7. **Paid traffic** Google will most likely not approve your site if you are getting paid traffic. You can get your traffic via search engines, social media or any other way but buying traffic wouldn't aid your AdSense application.

We hope you enjoy using Google AdWords and AdSense!

ABOUT THE AUTHOR

Peace Itimi is an Inspirational Blogger, a Content and Social Media Strategist, a Google and Hubspot Certified Digital Marketer, a Public speaker and an Author. She is passionate about Teaching and Motivating people and is the co-founder of [René Digital Hub](#).

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About René Digital Hub:

René Digital Hub is a performance based Full-Service Agency. We made of a team of young and experienced Digital Marketing and Branding Enthusiasts whose aim is to help you expand your audience and grow your business. **We Reignite Businesses.**

Our core services are:

SOCIAL MEDIA

Too busy? Feeling lazy? Too much to handle? We have a team of social media analysts who specialize in auditing, optimizing and managing your social media accounts. We are grounded on virtually every major and trending social media platforms and have met the needs of brands and individuals.

DIGITAL MARKETING

We provide digital marketing solutions and strategies with identified consumer needs to help your brand reach its desired target and convert them from potentials to customers.

BRAND DEVELOPMENT

We go out of our way to consult and teach individuals and companies on various subjects ranging from the basic use of social media and effective digital marketing strategies, down to writing great business plans and best ways to pitch to investors.

We are dedicated to helping you through tasks, strategies and processes with the aim of developing and implementing growth opportunities within your business.

VISUAL BRANDING

We know that every business is unique, and we take care to use the right words and colours to create your company story. We would love to help you create a visual identity for your brand. One that would effortlessly convey your brand message and leave a lasting impression on your target audience. From choosing your brand color, to the fonts, and icons, we would ensure for your a logo, complimentary cards, letterhead and envelope that really works.

THANK YOU FOR ENGAGING WITH US!

Click to read **OUR BRAND STORY**

Visit our website: www.renedigitalhub.com
to see our portfolio and testimonials.

Send us an email: hello@renedigitalhub.com

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