

AdSense Articles

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Contents

AdSense Secrets: Choosing the Best Keywords for AdSense

AdSense Optimization: How to apply Top Paying Keywords

AdSense Tip: How to Increase AdSense CTR

How to Optimize Internal Web Pages for Maximum AdSense Revenue

AdSense Optimization: Content That Search Engines Love

External Optimization Tricks



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AdSense Secrets: Choosing the Best Keywords for AdSense

Ever wondered how to select the best keywords for your AdSense websites?

Your focus is earning money as well as attracting organic traffic towards your website. Here is what you need to know while choosing a keyword, a scientific study that maps the ideal keywords for your next upcoming AdSense website.

We shall first study how to choose keywords that lead to more AdSense money.

CPC - Advantages and Drawbacks

What does CPC indicate?

When we think of high paying keywords, the first thing that pops up in our mind is CPC. CPC (Cost Per Click) is the maximum amount of money an advertiser is willing to pay you for a click. Higher the CPC of a particular keyword, more will be the payouts you can expect by targeting that keyword in your AdSense websites. You can get the most accurate CPC from the source itself - Google.

However, CPC is not the only factor that tells the profitability of a keyword. There are many other factors that you should consider.

Drawbacks of CPC

- What if there are no advertisers bidding on a keyword having high CPC? Obviously, it means no one is going to pay you that high for a click.
- What if the traffic on the keyword is technical enough and does not click on ads (banner blindness)?
- What if Google gets loads of traffic on that keyword, enough to fulfill the desires of high paying advertisers? In this case, Google will only throw remaining peanuts towards you.

Obviously, Google will like to keep all the high paying ads within its own pages. So you see, CPC just shows you a small part of the entire picture. We shall explore the rest part of the picture...

Number of Sponsors - The Most Important Figure

Keywords with high CPC do not always come with high number of advertisers. There are many keywords in Google's AdWords system that have a high price, but almost no or very less number of advertisers. Now, if you build a web page or website around a keyword on which no one is bidding, Google will try to fill the ad



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blocks with ads of the related keywords rather than the high paying keyword you were initially targeting. There is no guarantee that ads of the related keywords

will be good converters. Therefore, there is every likelihood that your clicks will be passed through SmartPricing Filter, eventually resulting in lesser payouts.

Hence, it is important to see the number of sponsors bidding on the keyword in question. If there are more the advertisers, there will be more competition among them to get the top position. This means that there will be more revenue per click that they are willing to share with you. In other words, more sponsors mean more people fighting against one another other to pay you more AdSense money.

Number of clicks on an Ad

It refers to the number of clicks an advertiser gets when his ad appears on the top. If the number of clicks and number of advertisers is less, just ignore those keywords, no matter what their CPC is. However, if the clicks per month are lower than expected, but the number of advertisers is a good one - it's the right choice for you. Such keywords are called "Niche AdSense' keywords." Here the word 'niche' is used in commercial context. This means that Google is not able to generate traffic on such keyword ads. This makes it difficult for it to exhaust the advertising budgets of the advertisers. Therefore, in order to meet its targets, Google happily shares high paying ads with you, resulting in more payouts. Try to find such "Niche AdSense' keywords."

Coming to Higher number of clicks - It indicates:

Either the traffic segment is ignorant about the online advertising concepts, and click on these ads unknowingly. This means you will experience higher CTR on your ads when placed at appropriate place. You don't have to put in much efforts to fight banner blindness.

Or, the traffic is highly commercial and willing to purchase the advertised product over internet. This means that there are very little chances of your facing the SmartPricing phenomenon.

Number of clicks along with the other stats like Number of sponsors and CPC, can enable you to make more wise decisions while choosing keywords for your AdSense content.

Bidding Quality

It's important to see the pattern in which people are bidding on a keyword. Suppose there are 400 advertisers bidding on a keyword. The top 20 of these are



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paying something like \$15 per click, while the rest of them pay somewhere between \$2 and \$0.05. Now you might have found some decent tools that give you the average of top 3 or top 5 positions which is good, but not good enough. The point is that although the top 20 advertisers are paying higher, but the rest 380 advertisers are paying quite low. There is a high probability of your getting the ads of those 380 sponsors. Therefore, the average of the top 20 advertisers can be really misleading. The solution to this problem is discussed in the later part of this page.

We have enough AdSense money now. Let's build some traffic on your website.

Traffic Building for AdSense:

Choosing Niche Keywords

Niche keywords are the keywords that are highly searched by the web surfers, and are rarely used by your competitors. Less competition means more traffic to your website. Targeting ten niche keywords is easier and more fruitful than targeting a highly competitive keyword. Traffic from niche keywords when directed to a relevant page increases your CTR and conversion ratio.

Determining Competition

People generally take the number of results returned by search engines as the number of pages competing on a keyword. But it is wrong. The Search Engine Results get irrelevant after 10 - 15 pages. Irrelevancy further increases with the depth. The pages that have the keyword dumped in a corner are not competing against you, but search engines will still list them. In fact they have to.

It is assumed that if a webmaster is targeting a web page with a particular keyword, the keyword is used in the title as well as in the anchor text linking to that webpage. Such a page is listed higher by the search engines as it is dedicated to what you searched for. So how to filter out the most relevant results? Check it out!

Inanchor intitle and Its Precision - The Solution

In Google, you can easily determine the EXACT number of pages that are competing against you. You can precisely list out the pages that are using a particular keyword in their page titles or in the anchor texts linking to them.

The query can be applied as follows: intitle:keyword inanchor:keyword.



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For example, if the keyword is "hair treatment", the formula will be used in the following manner: intitle:hair inanchor: hair intitle: treatment inanchor: treatment. This figure gives you the exact number of pages that are ACTUALLY Targeting with these keywords, and not those that have just created a page or a small paragraph on the same topic. Google emphasizes on Anchors and Page titles. That's the reason, it supports such a search query.

We shall now discuss some other traditional ways to determine competition.
R/S Ratio

Here, R refers the number of competitor websites for a particular keyword as per the search result of the search engine. And S refers the number of searchers using that keyword while searching their queries. This means that for better results, you have to choose the keywords with lower R/S ratio.

R/S ratio becomes polluted when someone uses the number of results as the number of competing websites. As explained above, counting the number of results as the number of competing pages is the biggest mistake one can make while choosing a keyword. However, the figure becomes quite useful when inanchor intitle is used to create R/S.

KEI Analysis

KEI (Keyword Effectiveness Index) is a formula for measuring the effectiveness of a keyword. The formula was devised by Sumantra Roy. However, this figure also depends upon the number of searches and competition, but with a difference. This formula analyzes the number of searches and competition in such a way that if the searches increase, KEI increases; and if the competition increases, KEI decreases. Higher the KEI, more profitable will be the keyword. However, it becomes polluted when the number of search results are used as the number of competitors.

Determining Traffic

Determining traffic for a keyword is quite important before targeting it. Along with the competition stats, it lets you make out the niches present in any industry. Besides, it lets you predict (to some extent) how much traffic you can expect if you promote a website around a particular keyword. There are two known sources for determining traffic. Overture Keyword Suggestion Tool (now a part of Yahoo Search Engine) and WordTracker. When talking about accuracy, WordTracker monitors the queries on some meta search engines that actually render it inaccurate. Reason? There is no known stat about how much of the community you are targeting is searching on those meta search engines. However, it's a good tool to make out the niches.



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In my opinion, Yahoo owned Overture gives you more accurate stats than WordTracker. This is for the reason that Overture is a PPC engine. It can show you how many people are searching for a particular term on its vast network. A network which is bigger than any Meta Search Engine. Still, it is not that accurate, but at least better than WordTracker. The tools that are predicting Google Searches for you are just doing guess work. No one knows the algorithm they use.

Summing It Up

Profitability of a keyword depends more on the number of sponsors than CPC. Number of clicks and bidding quality can't be determined by just monitoring the first 3 or 8 places. It can be rightly assessed by taking out the average of all the 400 sponsors bidding on a keyword. Sounds very tiring for keyword research, right? Well, Keyword Country (<http://www.keywordcountry.com>) gives you not only the average of all the sponsors bidding on a keyword, but also the Max CPC from Google, Clicks per month from Google, No. of Advertisers present in Google AdWords system for a keyword, Competitors through inanchor intitle, R/S ratio and KEI with inanchor intitle, Traffic through Overture, and much more. All this enables you to make a wise decision when choosing keywords to use.



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AdSense Optimization: How to apply Top Paying Keywords

Applying top paying keywords in your website is quite similar to Search Engine Optimization. However, there are many differences as well. I have done in-depth research on the subject. On the basis of that research, I have marked the points you need to keep in mind while optimizing your website for maximum payouts through highest paying AdSense keywords. We will discuss how to apply top paying keywords as well as traffic pulling keywords to a webpage for maximum payouts and traffic.

First of all, we must understand that Google AdSense bot (formally known as Google Mediabot) is a subset of Google's main crawler. The crawler detects the theme of the pages and makes an entry in the Google's index (a private index - not shown publicly) that records the theme of all the pages hosting AdSense script. In other words, Google Mediabot has the characteristics somewhat similar to Google's main crawler.

There are two types of optimizations that you need to follow to make a web page search engine optimized. Same is the case with AdSense Optimization.

Internal Optimization

Internal Optimization includes Meta tags, Title Text, Optimization of content, and internal linking of your website. Here we will learn how to increase relevancy of ads and how to inject keywords that will help you get high paying ads. Internal Optimization has a high impact on the relevancy of ads and CTR.

External Optimization

This includes the web pages that are giving links to you (external profile of your website), anchor text being used to link your website, and many more variables that search engines use to evaluate the authoritative importance of a web page. External Optimization helps bring relevant traffic to your website and enables you to earn more by getting more CTR (Click Thru Ratio).

How long does your webpage take to show high paying ads?

This is an important question that needs to be answered. As soon as you apply AdSense script in a webpage, it is visited by the Google Mediabot (within 2 hours to 48 hours, if the bot is free - immediately). Google Mediabot's responsibility is to evaluate the theme of the web page, and enable ads almost immediately so that your website traffic does not see FREE SERVICE ADS.



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The relevancy of ads increases as Google's main crawler visits your website and updates its index. Furthermore, you may observe an increase in the earnings as the PR of your website/web page increases. This means that in case of Google AdSense, the internal factors that affect the ads of a particular page are evaluated by Google Mediapartner (but Google's main crawler can overwrite them). And on the other hand, the external factors are inspected by the Google Crawler over a period of time. Having said that, there are simply many many factors (including those which you cannot control) that affect your ads. We are going to discuss the factors that you can control. Lets take control!

Remember:

1. Relevancy of ads may increase as your page is indexed by Google.
2. EPC (Earnings Per lick) may increase as your PR increases.
3. It entirely depends upon you how well you promote your website and get maximum earnings from your website/web pages.
4. In case of Google, many variables are involved.



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AdSense Tip: How to Increase AdSense CTR

An increase in CTR can mean a lot to AdSense Revenue. To increase AdSense revenue, you have to either increase the traffic or CTR. If somehow, you manage to triple your CTR just by tweaking the Google AdSense code, you can get three times more traffic. Here are a few tips for increasing your CTR.

Topics Covered in this Guide:

- What Google AdSense Engineers say about CTR
- What Webmasters have concluded about CTR
- Traffic and its effects on CTR
- Experiments with CTR

What Google AdSense Engineers Say

- An email conversation with a Google Engineer:
“Due to the dynamic nature of Google AdSense, fluctuations in your revenue will occur. Your earnings will depend on a number of factors, including the types of ads being served to your pages, the cost per click or cost per impression of these ads, and your users' click through selections. Regarding ad placement - the best ad format varies from page to page. We've observed that, in general, wider ads perform better because of their reader-friendly format. We strongly recommend putting your users first when deciding on ad placement. Think about their behavior on different pages, and what will be most useful and visible to them. You'll find that the most optimal ad position isn't always what you expect on certain pages.”

- Google Optimization Guide:
For example, on pages where users are typically focused on reading an article, ads placed directly below the end of the article tends to perform better. It's almost as if the users finish reading and asking themselves, “What can I do next?” Precisely targeted ads are just like answering their questions.

You can get Google's AdSense Optimization Guide here:

<https://www.google.com/adsense/support/bin/static.py?page=tips.html>

What Webmasters have concluded

Webmasters have diverse views on how to increase CTR. It largely depends upon the keywords you are targeting, look of your website, quality of its content, placement of AdSense ads, page optimization, and various other factors. Generally, AdSense blocks wrapped between the quality content works the best.



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For the websites having poor quality content, placing the Ads before the start of the content works well.

If you develop a poor quality content website, it will likely give you high CTR and clicks, but you will be getting low priced ads. Besides, nobody will like to add your URL to their favorites. However, if you have quality content that keeps the visitors glued, you may get low CTR, but you will be getting high priced ads and regular visitors

Proper positioning of ads on your website has direct impact on your CTR. Change the location of the ads and watch the changes in your CTR regularly. Try to locate the area of the page where the focus of the visitor can be. Generally, AdSense ads near the quality content or other crucial areas like navigation bar tend to perform better. But it really depends upon the keywords you are targeting, and the traffic you have.

The Traffic

AdSense comes after traffic. No traffic, no AdSense. Take good care of your traffic. Your visitors expect some valuable information from you. Make sure you are providing quality content to them. This will increase your visitors' return back ratio. And only those visitors who are less targeted, will return to the content you are providing. More targeted users mean more CTR. 85% of my visitors add my website URLs in their favorites. And they do return.

Install a website stats monitoring software and regularly look at your web logs. Identify where exactly is the traffic coming from. Try to establish a pattern or relation between your AdSense stats and traffic stats. This will help you analyze the reasons for any marked deviations in the inflow of traffic. This will give you new ideas to develop traffic.

Experiments

Experiment and experiment a lot, till you are satisfied with the tweaks you have done to achieve the highest CTR. Track your page performance by making channels of ads in your AdSense Control Panel. Keep experimenting till you are satisfied with your CTR. Though, every such experiment will make you lose money for a day or two, as Google may take time to adjust with new changes, but it will be beneficial in the long run.



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How to Optimize Internal Web Pages for Maximum AdSense Revenue

Internal Optimization means on-page optimization that you should take into consideration while writing your internal web pages. This is one thing you have complete control over. Besides, it has a major effect on the ads relevancy and CTR.

Meta Tags

Meta Keywords: They have low impact, BUT - they DO have impact over the ads relevancy. You are advised not to leave this part of your page as blank. Always try to make it as easy as possible for the crawlers to understand your website. Create your web page with Meta keywords. If there is NO CONTENT on your webpage, the AdSense Media bot will pick-up the Meta Tags, and show ads according to that. Search on Google for pages that top the SERPs for the keyword you have in mind. These websites will give you a good idea about what to include in Meta Tags.

Meta Description: Whatever you put in the description meta tag, it will appear as description right after the Title Text that links to your page in the SERPs (Search Engine Result Pages). This property of the description meta tag makes it quite important, as it has direct impact over the CTR of your link in the SERPs that leads to your website. It eventually decides how much traffic you will get from a search engine. Write description that attracts right kind of traffic from search engine pages.

Title Text

Search Engines give importance to the keywords that appear in the title tag of HTML Source code. Title has a good impact over relevancy of ads too. For higher payouts, choose the highest paying keyword of that category for the title text.

However, this entirely depends upon your optimization strategy. If you are more concerned about competition and getting more traffic than payouts, choose a keyword with low competition keyword (competition you can handle) with relatively higher traffic. Though, I will advise you to get more traffic first, and become authority page of that keyword. Payouts will increase with the traffic.

Tip: Title text generally appears in the SERPs as TITLE link to your page. In other words, you can say, this very line controls the CTR of your website link listed in SERPs. How you design your title is entirely your own decision.



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If you are optimizing it for more traffic, you will not want your title to read as it was written for Search Engine crawlers. The title has to be concise so much so that even 10 words are considered as too many. If you are optimizing it for more payouts - Go ahead!

However, you can try to mix the high paying keywords with traffic attractor keywords too.

Give Headings

Its quite important to mark the main headline of your webpage with H1 tags and subheadings with H2 and H3 tags, and so on. This is because headings highlight and indicate the most important element of your web page - the actual content. It is important to use relevant keywords in headings and sub headings as these have good impact on rankings - especially when sorted by relevancy. This has an equally good impact on the ads appearing on your web page. Headings give prominence to the content on your web pages.

Again, you can use these headings either to optimize for traffic, fighting competition, or getting more payouts.

Embedding Keywords in the Content

Besides hosting useful and genuine content on your web pages, it's important to include keywords at the beginning and end of an article. This helps search engines and Ad bots determine the theme of the web page. Good use of keywords help the Google Mediabot achieve higher Ad-relevancy for your website.

Some people follow a strategy of hosting less content on a web page. This helps focus ads on specific keywords and avoids dilution of ads by other keywords that you may have mentioned even once in the web content. This works when you are optimizing for AdSense, but has some traffic drawbacks too. Furthermore, Google may consider it as SPAM. Therefore, it's never advised to host 2 or 3 lines and expect good earnings. Chances are that you will be hit by smart pricing.

On the other hand, don't make lengthy web pages as it might mislead Ad-bots to get some wrong ads, resulting in dilution of relevant ads. Sometimes, Ad bots can be very sticky to a certain keyword you used just for a reference. If you are getting irrelevant ads, changing meta tags and Title text is the first thing to start with, then move on to your content.

Internal Linking



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Internal linking of web pages has traffic as well as AdSense importance. As all your link partners may not link all the pages of your website, it's the responsibility of your web pages to hyperlink your other pages, and define the crawlers what your pages are about. In the context of AdSense, suggesting related links (related articles) to the visitor will also increase the page views of your website and also the chances of the visitors clicking on the high paying ads.

A website must interlink its pages. This can be done by displaying related articles or linking to pages with proper anchor text. This helps increase the importance of most web pages. Even a simple navigation bar can achieve that purpose.

Increasing Penetration

Write articles with more heading and subheadings. This not only makes your content more readable and user friendly, but also help the Ad Bots (and Crawlers too) to properly recognize the theme of your web page. This will make them serve you the most relevant ads. This trick also gives you another chance to mention more of those keywords in your web page. Try to include as many instances where you can specify keywords to the bots. This will have impact on your CTR and EPC. It will also help you get the target traffic. Target traffic will mean more CTR of your web page and better performance.



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AdSense Optimization: Content That Search Engines Love

Ever wondered how to get the content that the visitors and search engines would love?

In fact, revenue of your website, traffic on your website, popularity of your website, return ratio of your visitors, and credibility of your website - all these largely depend upon the content of your website. Content is the King. It's the heart and soul of any online business. Google loves good content. According to Google AdSense engineers - "Content that promotes industry of AdWords advertisers is the ideal content (so that Smart pricing doesn't hits you)."

Here is how to get quality content for your websites.

Source #1: Article Websites

This is the fastest, cheapest, and easiest way to get the articles you need for your upcoming website. You can get a number of articles from these websites on almost any topic. Many professional writers post the articles on the "Article Websites." You can host these articles on your website by giving proper credit to these writers. Industry experts post the articles on "Article websites" and wait for great links to come in. As these articles are posted directly by the experts, they make interesting reading and have credibility. These articles are technically accurate and keep your visitors glued to your website. This increases the page views.

These articles are set on broadcast mode, and the duplicate content can be found at many other places on the net. Search engines like good and motivating content, but your visitors may get bored by reading the same information again and again. Though, it doesn't mean that you should not use Article Websites. According to me, Article Websites are a cool source of high quality content.

Here is a list of 100+ article websites: <http://tinyurl.com/35z5vw>

One thing you must remember while hosting these articles is to give proper credit to the original writers. Read the Article Website's Terms and Conditions carefully and abide by them.

Source #2: Write Your Own Content

If you are an expert of the industry for which you are searching the content, who else can write better than you? Articles in your own words are called unique articles. Search engines as well as your visitors love unique articles. If you have unique content, it will be easy for you to ask links from some high profile



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websites. This will increase the inflow of traffic to your website. Unique content also gets maximum bookmarks, and visitors return to your website again and again for more interesting information.

Here are a few tips on how to write your own unique content.

1 - Surf the Forums

Almost every topic on the web now has forums for the same. People discuss problems, solutions, tips, and tricks related to your industry. This provides enough material for you to write your own version of the story. Locate the problem that most people face, search for its solution, and write something useful. This is the best way to do it.

2 - Get the Inspiration

Surf the web, dig out your competitors, and know what content they are providing, and ponder over what makes their websites so good. Use the same data as inspiration, add your own comments, add negatives or positives (pros and cons), and add comments from forums. Ideal strategy is to jot down 5-6 articles around one topic only. While writing, keep in mind that the content of the articles should be easy to understand. Avoid lengthy sentences, difficult words, and unnecessary repetition. Remember, you are not displaying your mastery over the language, instead you are communicating with your potential customer. The effort should be on trying to make him understand what you want to say.

3 - Get Content from Your Visitors

Let the visitors post articles on your website. They can email the articles to you, or else you can put up a "Post Article Form" for their convenience. Let them post comments on your articles - like a small forum thread for each article. This will keep the search engines hooked to your page. Moreover, you are generating content without moving a finger.

Source #3: Get the Content Written - Paid

Hire a content writer if you feel that you can't write the content. You can get many of them on freelancing websites. Ask the content writer to write unique content related to your industry. Specify some topics, if you can. If you can't, just specify the number of pages you want him to write for your website. You will get customized content.

Here are two websites where you can find the people to write content for you.



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<http://www.elance.com>
<http://www.rentacoder.com>

Keep posting the content on your website. New content on your website keeps your website fresh and tasty - both for visitors and search engines.

Benefits of Unique Content

There are numerous benefits of writing eye opening, unique content.

- It builds web presence. People bookmark your website, and you get more returning visitors.
- It gets you links easily.
- If the content is posted on Article Websites, you get good links. If you have compiled good article website, your potential link partners look at you with respect. I have never seen an email shouting at me while I run my link partnering campaign, even if I drop them 15 continuous emails with the same content, accidentally making it a spam. I get links from the websites that are the masters of their industry.
- Source of free advertising.
- Search Engines look at you with more respect.

If you are a beginner in this game, article websites are probably the best way to start with. Unique content may have more respect, but there is no point in writing content if you don't know the ins and outs of the industry you are targeting. It's better to have duplicate content on your website than give wrong information to your visitors.

Content With Higher AdSense Payout

Content development can be tough and time consuming. For whopping fast returns, it's better to create websites either on the industries that are high paying or on the niche keywords. KeywordCountry.com guides webmasters and apprises them of the exact high paying keywords that must be targeted while creating content for a website.



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External Optimization Tricks

External Optimization deals with the points you should remember while promoting your website over web, the external world. This part of optimization not only influences the ranking, but also influences the relevancy of ads. This part of optimization takes time, and your control over it is limited sometimes.

Anchor Text

Keywords in anchor text enhance the relevance of the target page with regard to the keywords used. Every page of your website should be made relevant through optimized anchor text containing important keywords, matching the theme of the website.

Try to make link partners link to you with the anchor text you specify (but please don't force them). The inclusion of important keywords in the anchor text can make a big difference in the final ranking as well as the relevance of ads on your website. All the important search engines give due importance to the anchor text (both on your website as well as on the external websites linking to your pages).

Also, it's a good idea to keep changing your Anchor text while the link development campaigns. Varied options of title and description make search engines give your website wider coverage. Again, you can choose the keywords to be used in the anchor text according to your choice (Traffic or payouts).

It is important to understand that as your Page Rank (PR) and resultant traffic increases, Google may increase your payouts. However, if you are getting highly untargeted traffic (or fraud traffic), your payouts automatically decrease with a period of time. This is because of the phenomenon called SMART PRICING. That is why Anchor Text is so important.

Getting Back Links

The number of incoming links to your website may not have direct impact over your AdSense ads relevancy. However, the anchor text with which your link partners are linking not only gets you direct traffic, but also promotes your website to certain segments of traffic surfing on search engines.

When you target wrong keywords, it attracts wrong segments of traffic. This decreases your CTR as well as the earnings you could have had from that traffic. You can say, it affects the relevancy of your ads. When the ads that Google broadcasts are not relevant to your traffic, the results are damp.

Promotion



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To get the most relevant ads, it is important that the links that you are getting from other websites should have proper anchor text. Your article gets prominence on the search engine because of the relevant keyword used as anchor text. Even the links on your own pages should have relevant anchor text. This will help you get more target traffic and resultant higher revenue.

Other ways to promote your website include getting inward links from free or paid sources, and exchanging links from authority or important websites having good search engine ranking. Links placed at the top of the page get more importance, so try for that.



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