

Don't Swallow That!

The Truth Behind the AdSense Myths

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by **Andrew Fling**
A StorehouseBuilder.com Resource

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About the Author

In 2007, out of a desire to build a better financial future for my family, I began to explore the possibility of owning an Internet based business. I decided to create an ad supported music education resource website for elementary music classroom teachers, private music instructors and homeschool parents that offered composer biographies, lesson plans, music theory arcade games, free printable worksheets and sheet music. I had found my niche, I knew my target market, and my college degree was in this subject area. Now all I had to do was make this great idea come to life.

On December 1, 2007, MakingMusicFun.net popped up on the web with 60 pages of content. Over the next year and a half, while teaching a studio full of music students, I made an effort each day to add new resources and build traffic to my website. As with many projects I take on, I worked tirelessly, often devoting early morning hours to developing resources and unlocking the secrets of this new business.

In 2009, realizing that there was real potential for making money online with AdSense, I decided to launch MakingArtFun.com. My elementary art education website duplicated the model of MakingMusicFun.net, offering artist biographies, lesson plans, and a collection of free printable art education resources. In November of 2009, I launched StorehouseBuilder.com, a beginner guide building passive income on the Internet, and began reaching out the community with free workshops as a way to help others experience the financial freedom that I was beginning to see. At the two year mark MMF! saw the highest visitor traffic yet - 145,000 visitors in one month! By the end of year three I anticipate that number will be over 300,000.

You are welcome to see what I am doing right now by visiting my websites.

MakingMusicFun.net | Creative Resources for Elementary Music Education

MakingArtFun.net | Creative Resources for Elementary Art Education

StorehouseBuilder.com | A Beginners Guide to Building Passive Income on the Internet

WaveMusicStudio.com | Private Music Lesson and Classes

Best wishes to you as you pursue your business goals,

Andy Fling

Introduction

Every day you hear about stuff that makes you wonder if there is any truth to it. Your dog's mouth is cleaner than yours! Bubble gum stays in your stomach for seven years! AdSense can make you millions! Some things are true. Other things are just worrisome and weird. *Don't Swallow That!: The Truth Behind the AdSense Myths* is a free eBook for anyone who has ever wondered about the income potential of an advertiser-supported content-based website.

These myths are easily nipped at the bud, so before they get any bigger, let's get right to it.

While it is true that AdSense has the potential to generate massive passive income streams, the myths that surround this program are often misleading. This eBook will help you to understand what AdSense is and is not. If you are interested in developing an AdSense supported website, I encourage you to pursue those interests. The following is offered only to prepare you with the truth, and offer strategies that will guide you toward success.

What is AdSense?

AdSense enables you to make money by placing text and image ads on the pages of your website. Google automatically selects the best ads to display based on your content, and you generate revenue when your website visitors view or click on ads.

AdSense delivers...

- Maximum revenue
- Ads that visitors are interested in
- Thousands of network advertisers that automatically display ads
- Easy-to-use tools for success

The source of AdSense revenue is the AdWords program, which provides website owners with a cost effective campaign for driving targeted traffic to their website. Website owners participating in the AdWords program bid on keywords. The higher they bid, the more effective the ads will be for them. When visitors click or view your ads, Google distributes the AdWords revenue generated from the keyword bids to you. The more they pay for the ad, the more Google pays you for each click or view.

The Myths and Truths About AdSense



The Myth: If You Build It, They Will Come

Following the words of guidance, "If you build it, they will come", offered by a voice in the corn field, worked for a baseball loving Iowa farmer in the movie *Field of Dreams*, but it doesn't work for website owners. This misconception is one of many myths associated with owning an AdSense ad-supported website.

The Truth: Marketing Drives Traffic

The truth is, building a website is only one of many steps you will take to build a successful internet business. An important, and often ignored step, is the development of a marketing strategy. Your marketing strategy will be an ongoing effort to establish and maintain a strong presence in your marketplace. If you would like to keep costs down, it will sometimes mean looking for ways to achieve conventional goals with unconventional methods.

- It will mean clearly defining your target market so that your marketing efforts remain focused.
- It will mean developing buzz, rather than spending bucks.
- It will mean building relationships with your visitors, rather than constantly pursuing new ones.
- It will mean continually creating new content until you have an outstanding collection of resources.

The downfall of many people that are new to website marketing is that they become "dabblers". Unfortunately, a little of this, and a little of that, winds up to be a lot of nothing. Instead, decide what resources you will include in your marketing campaign, and then attack it. Figure out what works, and exhaust those resources. Your persistence in fulfilling your marketing goals will be rewarded.



The Myth: My Website Will Succeed Because I Have Great Content

Creating great content is an important element in developing your new website. Though doing this alone will never drive the kind of traffic you will need to make to your AdSense ad-supported website a success.

The Truth: Great Content is an Important Element in Building a Successful Website

The truth is, no matter how good your content is, you will need to market it. If Shakespeare hid *Romeo and Juliet* under his bed after writing it, no would have read it. The effort he poured into his play would have gone unappreciated. The same story might be told of you and your new website, if you fail to tell people that it's out there. If your website is going to draw the number of visitors you will need to make launching it worthwhile, you will need to develop a marketing campaign. Your marketing campaign should not be something you leave for a Friday afternoon, after every other goal for the week has been completed. Instead, it should be an integral part of everyday business.

Begin by clearly defining the value of your resources to your target market, and how you will communicate this value. Decide which resources you will include in your marketing campaign, and then attack it. Exhaust every resource. If you plan your campaign well, and are persistent in fulfilling your marketing goals, chances are you will be richly rewarded for your effort.



The Myth: Making Money with AdSense is Easy

People launch websites and blogs everyday, hoping that they can write a few articles, place a few AdSense ads on their website pages, and watch the money roll in.

The Truth: AdSense May Exceed Your Greatest Expectations If You Plan Well and Work Hard

The truth is, AdSense has the potential to generate an income for you that may exceed your greatest expectations, though it will not happen without a strong initial effort.

- It will depend upon identifying a viable niche.
- It will require a commitment to creating text-based content or digital resources that offer significant value.
- It will take a passion for developing and implementing a marketing plan that will drive the kind of traffic you will need to make launching an AdSense ad-supported website worthwhile.
- It will necessitate learning search engine optimization skills to draw natural search traffic.
- It will demand an incredible investment of your time, over the course of several years perhaps, before your website becomes a significant source of passive income.

If you are hoping to start a home-based business in the future, don't be discouraged by this list of requirements. Rather be prepared by them. Launching an AdSense ad-supported website is a smart choice, though success will not happen overnight, and it will not happen without a significant investment of your time. The reward for your early effort, however, is years of working less and earning more. It is the chance to be your own boss, make your own hours, and live life the way you would like to live it.



The Myth: I Can Slap AdSense Ads on My Website and Make Tons of Money

If anyone could slap a few AdSense ads on a website and start generating \$1,000's of dollars a month, you would probably know many people with successful ad-supported websites. The fact is you probably don't know even one.

The Truth: AdSense Ads Must Be Carefully Positioned for Best Performance

The truth is, it requires strategic positioning of each ad unit to insure that every ad is performing to its full potential. There are seven steps outlined below, that will provide a great starting point for AdSense ad unit optimization:

- 1) Observe the layout of each web page, and consider how your visitors interact with them.
- 2) Set up and use custom channels to study the effectiveness of each ad.
- 3) Determine which ad units you feel will work best in each position.
- 4) Use up to 3 ad units to maximize your potential for profit.
- 5) Consider the performance of each ad unit, and reposition underperforming ads.
- 6) Choose colors for your ad units that match the colors of your website.
- 7) Optimize your website to increase the amount of new visitors to your site, as they are more likely to click on an ad than a returning visitor.

AdSense ad click-through-rates (CTR's) vary from website to website for a number of reasons. On average, however, website owners see a CTR of 3%. With the use of AdSense Channels to optimize the placement of each ad unit, you may achieve CTR's as high as 7%.

Conclusion

Well, there it is. AdSense myths debunked! You can make millions with AdSense if you really want to. If you're ready to roll up your sleeves for some hard work, StorehouseBuilder.com has the tools you need to begin building your dream business today.

If you were still wondering about the other two myths - whether your dog's mouth is cleaner than yours, or if bubble gum really stays in your stomach for seven years, don't worry. You should have never trusted your mother with these facts. They really are weird and wacky!