



Top AdSense Optimization Tips

Whenever we meet with publishers, we hear one question over and over again: "How can I use AdSense more effectively to increase my earnings? We've written up our top tips here and encourage you to experiment with them and see how they impact your earnings. Happy testing!



1. Maximize your AdSense coverage

In order to maximize your earnings, place three AdSense ad units and three link units on each of your pages. The more ads you display, the more opportunities you have for your users to engage with them.

Also, because some ads are paid on a cost-per-impression (CPM) basis, you will often be paid just for displaying the ads, regardless whether a user clicks on them.



2. Place your ads above the fold

Ads that appear higher on the page perform the best. Place your ads so users can see them without scrolling down the page. The more a user has to scroll before finding your ads, the less likely they are to see them and to click on them.



3. Use the best performing ad units

Our advertisers' preferred ad units are the Leaderboard (728x90), the Medium Rectangle (300x250) and then Wide Skyscraper (160x600). By using these popular ad units, you'll be tapping into a larger pool of competing ads. More ad inventory leads to more competition in the ad auction and ultimately results in higher RPMs for our publishers.



4. Show text and image ads

Check your ad units and make sure that you've opted-in to displaying text and image ads. By diversifying your ads you're able to increase the available inventory for your site. With most text ads paid on a cost-per-click (CPC) basis and most image ads paid on a cost-per-impression (CPM) ad, you can let AdSense determine which ads will maximize your earnings.



5. Complement your content with your ads

Your AdSense ads should fit seamlessly within your site to improve your users' experience. Blend the color of your ads to match the rest of your site and remove the borders around your ad units to help your ads complement your content and enhance your site.



Bonus Tip: Opt-in to Placement Targeting

Set up Custom Channels in your AdSense account and opt-in to Placement Targeting. Placement targeting allows our advertisers to bid on a specific ad or group of ad placements on your site. Advertisers are willing to bid more for targeted units.

Have additional questions? Check out <http://adsense.google.com/support>