

How to get paid by Google? How to earn money through Google?

In my last article I covered "What are those Google Ads" which you will be able to find on my [blog](#) or [www.enigmaofthewebrevealed.com](http://www.enigmaofthewebrevealed.com) But for this article will be covering "Google AdSense" how you can get paid by Google.

I like to call these two products Googles Ying & Yang, the two sides that work together, you can't have one without the other.

So lets get to it, but first I think we should do a brief recap on Adwords, The Ying, it is a system where by a website owner sets up an Adwords account and creates an Ad which they pay to have shown on other peoples websites. This ad will be eligible to appear whenever a user searches [Google](#) or its partner sites for the keywords that have been selected. The more you spend on Adwords the higher exposure that you get for your ads.

The Yang, [Google AdSense](#).

I guess the easiest way to explain this is Pay-Per-Click or PPC; you get payed every time someone clicks on an Ad that has been advertised on your website. The types of Ads should be closely related to you websites content, as with [my website](#) or [blog](#) its content is mainly about Home Based Business Reviews, Internet Marketing Training and [Product Reviews](#), so you should see advertisements associated with these subjects.

Once you have created an AdSense account and your website where you are going to host the advertisements has been approved by the Google AdSense Team, you will be faced with the four sections to AdSense – AdSense for Content – AdSense for Search – Referrals and AdSense for Mobile Content.

For this article we will concentrate on the most common form of AdSense, AdSense for Content. The first step within the AdSense for Content there are two choices to make on the Ad type "Ad Unit" - which contains either text ads, image ads or both. These ads are targeted to the content of your page or "Ad Link" - each link unit displays a list of topics that are relevant to your page. When users click a topic, they are brought to a page of related ads.

The next step is about designing the look of the Ads that will appear on your website. You should design the look of these ads to blend in with you current WebPages; it just makes it look a little less tacky. The format of these Ad boxes can range from horizontal; vertical; or square boxes in banner, leader board in various sizes, with or with shading, and in all combinations of colours. You can even select the corner type.

Once you have decided on the layout and format of your ads you are then able to save this add and give it a meaningful name, it is at this point that you are taken to a screen which has the HTML code that you need to copy and past into your websites html. If you don't manage this part of your website you can save the HTML code into a notepad .txt file and email it to your Webmaster for them to upload into you website.

So that is basically it, Pay-Per-Click with Google AdSense the more traffic that you have the more clicks you are likely to have and this is one way that you can make a little extra cash with Google.

For more interesting thoughts, articles and reviews check out my [blog](#) and website – [www.enigmaofthewebrevealed.com](http://www.enigmaofthewebrevealed.com)