

# Google Ads Services



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# Agenda

1- Adsense

Online Advertising

2- Adwords

Online Advertising

3- Base

Online Database – Free Wanted Ads

# Online Advertising ways

Remembrance

The three most common ways in which online advertising is purchased are **CPM**, **CPC**, and **CPA**.

1. CPM (Cost Per Impression)
2. CPC (Cost Per Click) is also known as Pay per click **PPC**
3. CPA (Cost Per Action) or (Cost Per Acquisition) (Such as Sales or Registrations)

*CPM Example :*

*1,000,000 / 1,000 = 1,000 units*

*1,000 units X \$10 CPM = \$10,000 total price*

*\$10 CPM / 1000 impressions = \$.01 per impression*

*CPC Example :*

*1000 impressions x 2% CTR = 20 click-throughs*

*\$10 CPM / 20 click-throughs = \$.50 per click*

# 1- AdSense

Ads by Google

**Dog Training**  
PetSmart Dog Training is Fun, Safe & Convenient. Find Classes Near You  
[www.PetSmart.com](http://www.PetSmart.com)

**Puppy Housebreaking**  
Discover IAMS Smart Puppy Formula. Register for Advice, Offers & More!  
[www.iams.com/smartpup](http://www.iams.com/smartpup)

You get relevant text and image ads that are precisely targeted to your site and your site content.

# What is AdSense

- ◆ Google AdSense, commonly just AdSense, is an ad serving program run by Google. Website owners can enroll in this program to enable **text, image and, more recently, video advertisements** on their sites. These ads are administered by Google and generate revenue on either a **per-click** or **per-thousand-impressions** basis. Google is also currently beta-testing a **cost-per-action** based service.

# What is AdSense

- ◆ Google AdSense is the program that can give you advertising revenue **from each page on your website** - with a minimal investment in time and no additional resources.
- ◆ AdSense delivers relevant text and image ads that are precisely targeted to your site and your site content. And when you add a **Google search box** to your site, AdSense delivers relevant text ads that are targeted to the Google search results pages generated by your visitors' search request.

# Earn more revenue with AdSense

You can maximize your revenue potential by displaying Google ads on your website. Google puts relevant **CPC (cost-per-click)** and **CPM (cost per thousand impressions)** ads through the same auction, and lets them compete against one another. The auction takes place instantaneously, and, when it's over, AdSense automatically displays the text or image ad(s) that will generate the maximum revenue for a page -- and the maximum revenue for you.

# AdSense Reports

The screenshot displays the Google AdSense Reports page. At the top, the user is logged in as **taylor@intuitive.com** with links for [Log Out](#), [Contact Us](#), and [Help](#). The AdSense logo is visible on the left, and a search bar for AdSense Help is on the right. Navigation tabs include **Reports**, [AdSense for Content](#), [AdSense for Search](#), [Referrals](#), and [My Account](#). Below these are sub-tabs for [Overview](#), [Advanced Reports - Ad Performance](#), and [Advanced Reports - Search Performance](#).

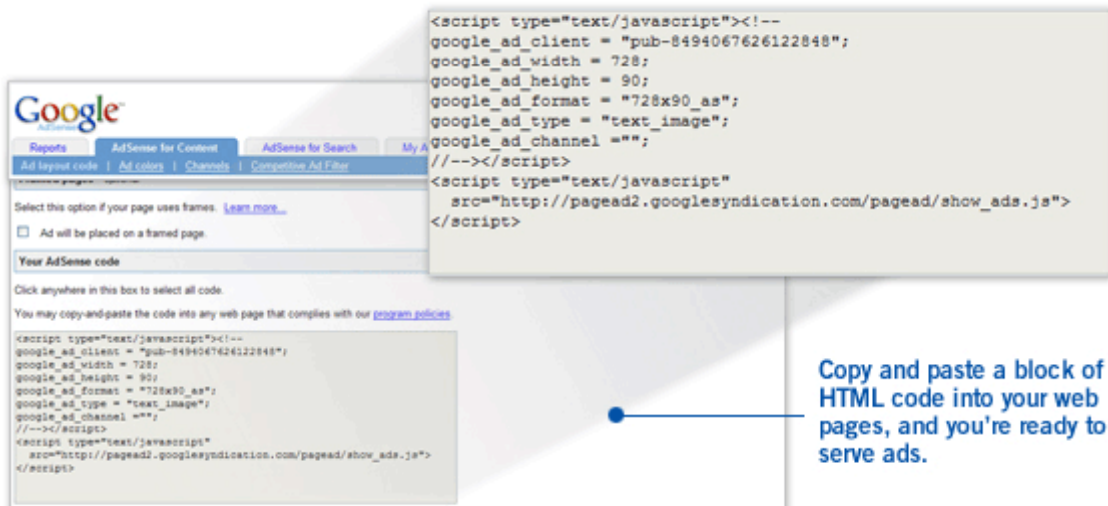
**Today's Earnings: \$100.62** **NEW** Spread the word - earn more revenue by referring users to useful products and services like AdSense. See our [What's New](#) page for details.  
[View payment history](#)

View:

	Page Impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
<b>AdSense for content</b> ▶ <a href="#">top channels</a>	19,339	520	2.7%	\$5.20	\$100.62
<b>AdSense for search</b>	- No data available -				
	Clicks	CTR	Sign-ups	Conversions [?]	Earnings
<b>Referrals</b> ▶ <a href="#">products</a>	8	0.1%	0	0	\$0.00
<b>Total Earnings</b>					<b>\$100.62</b>

# Get Started in minutes

Becoming an AdSense publisher is simple. All it takes is a single online application. Once you're approved, AdSense takes only minutes to set-up. Just copy and paste a block of HTML and targeted ads start showing up on your website.



The screenshot shows the Google AdSense interface. The 'Your AdSense code' section is highlighted, showing the following HTML code:

```
<script type="text/javascript"><!--  
google_ad_client = "pub-8494067626122848";  
google_ad_width = 728;  
google_ad_height = 90;  
google_ad_format = "728x90_as";  
google_ad_type = "text_image";  
google_ad_channel = "";  
//--></script>  
<script type="text/javascript"  
  src="http://pagead2.googlesyndication.com/pagead/show_ads.js">  
</script>
```

A callout box with a blue dot points to the code, containing the text: "Copy and paste a block of HTML code into your web pages, and you're ready to serve ads."

# Access thousands of Ads

With Google's extensive advertiser base, we have ads for all categories of businesses-and for practically all types of content, no matter how broad or specialized. And since Google provides the ads, you have no advertiser relationships to maintain.

The AdSense program represents advertisers ranging from large global brands to small and local companies. Ads are also targeted by geography, so global businesses can display local advertising with no additional effort. And you can use AdSense in many languages.

# Relevant Ads for you

Your content page

Advertisers



Google's large advertiser base means we have relevant ads for you – no matter how specialized your content.

# Google grasps the meaning of your content

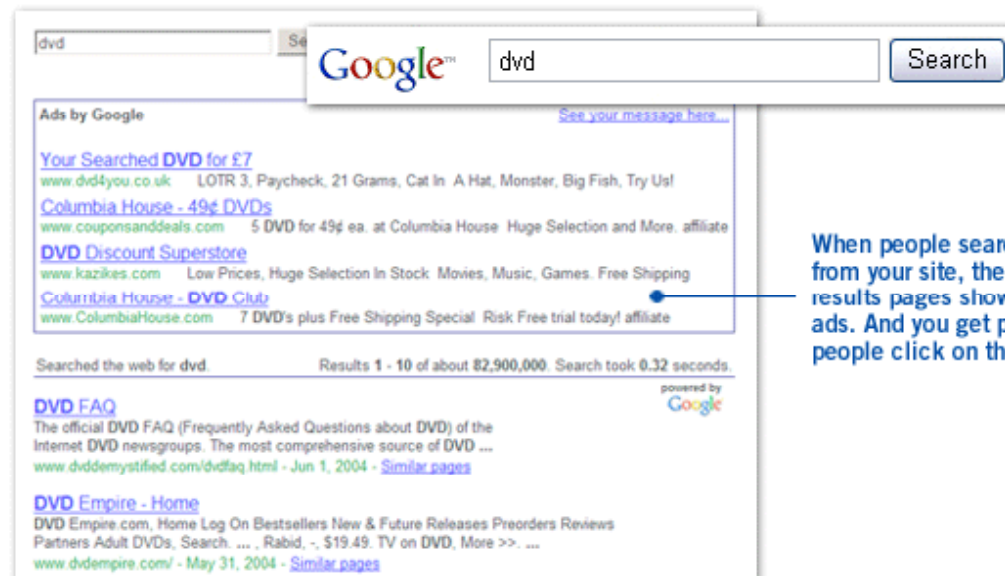
AdSense can deliver relevant ads because Google understands the meaning of a web page. We've refined our technology, and it keeps getting smarter all the time. For example, words can have several different meanings, depending on context. Google technology grasps these distinctions, so you get more targeted ads.



If you have a page about Java the coffee, our technology knows that it's not about Java the programming language. And you get ads about coffee.

# Make extra money with a Google search box

Place a Google search box on your site, and you can start monetizing the results from web searches. Not only does this keep your users on your website longer—since they can search from where they are—it takes just minutes to implement. And you pay nothing to participate.

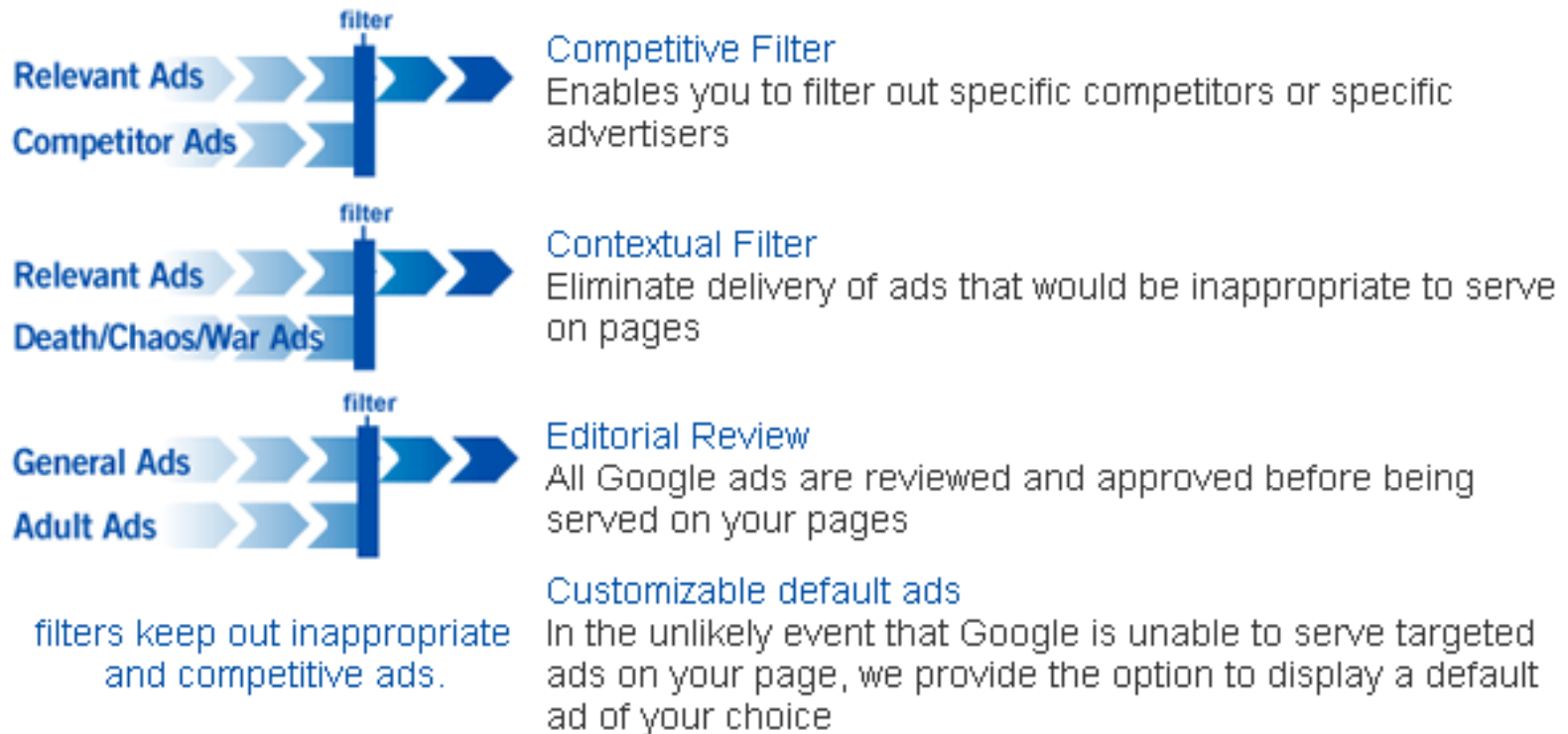


When people search the web from your site, the search results pages shows up with ads. And you get paid when people click on these ads.

# Show only appropriate ads

Google's ad review process ensures that the ads you serve are not only family-friendly, but also comply with our strict editorial guidelines. We combine sensitive language filters, your input, and a team of linguists with good hard common sense to automatically filter out ads that may be inappropriate for your content. What's more, you can block competitive ads and choose your own default ads. It's your show from start to finish.

# Show only appropriate ads



# Customize AdSense for your site

You can customize the appearance of ads, choosing from a wide range of colors and templates. Ditto with your search results page. Your reports are customizable, too. Flexible reporting tools let you group your pages in any way you want so you can view your results by URL, domain, ad type, category and more to learn where your earnings are coming from.

# Customize AdSense for your site

The screenshot displays the Google AdSense 'Pick colors' interface. At the top, three ad units are shown with different color palettes: green, blue, and red. Each ad unit contains the following text:

- Shop for Goat Cheese**  
\$12.0 lb. shipped from NY and A'dam  
Excellent Taste, Service and Prices
- Pizza Cheese Market Study**  
Don't let volatile mozzarella prices eat your pizzeria profits.

The interface includes a navigation menu with 'Reports', 'AdSense for Content', and 'AdSense for Search'. Below the menu, there are links for 'Ad layout code', 'Ad colors', 'Channels', and 'Competitive Ad Filter'. A message states: 'We understand that maintaining the quality of your website means having control over the way it looks. Follow the steps below to create and save up to 100 custom ad color palettes that are right for your website.'

The 'Pick colors' section has a 'Choose a palette as a starting point' dropdown menu set to 'Geeks To Go' and a 'Reset' button. Below this, it says 'Then select colors for each ad element' with radio buttons for 'Border', 'Background', 'Title', 'Text', and 'URL'. Each element has a corresponding color input field, all currently set to '#000000'. A color palette grid is visible at the bottom.

An example ad unit is shown on the left with the following text:

- Example**
- Linked Title**
- Advertiser's ad text here
- www.advertiser-url.com
- Ads by Google

A blue callout box on the right contains the text: 'Use the color palette to match the look of the ads to the look of your site.'

# See what Google customers say

“Instead of spending money to hire an additional sales rep to sell ad banners, Google ads have become a virtual sales tool for us. Now we’re able to reap thousands of dollars in additional advertising revenue each month that we would very likely have missed without Google AdSense.”

*- Robert Hoskins, Editor and Group Publisher, Broadband Wireless Exchange*

# Google Ads Check sample



If ever anyone can be considered an Internet marketing superstar, [ShoeMoney](#) would be near the top of the list. **Jeremy Schoemaker** is a search engine marketer who knows how to take advantage of both Google AdSense and AdWords. In the above photo, you see him with the biggest Google AdSense check he has ever received from Google. The income was earned back in the month of August 2005.

## 2- AdWords



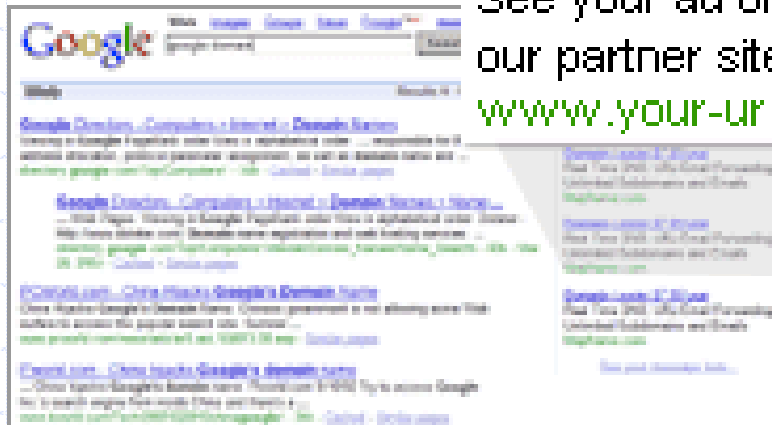
# Advertise your business on Google

No matter what size business you run, you can display your ads on Google and its advertising network.

[Place Your Ad Here](#)

See your ad on Google and our partner sites.

[www.your-url.com](http://www.your-url.com)



# Google Ads Network

The Google Network reaches more than 80% of Internet users.\*



# Regional and Local Targeting

## Regional and Local Targeting: Sharpen Your Advertising Focus



Region



City



Within your  
defined radius



Within your  
defined borders

# Set Your Budget

There's no minimum spending requirement-- the amount you pay for AdWords is up to you. You can, for instance, set a daily budget of five dollars and a maximum cost of ten cents for each click on your ad.

# Avoid guesswork

Google provides keyword traffic and cost estimates so you can make informed decisions about choosing keywords and maximizing your budget.

# 3- Base



# Introduce



Search Base

## Put Stuff on Google

Google Base is a place where you can post all types of content and have it show up on Google. Learn more: [FAQ](#), [Google Base blog](#)

[Sign in to Google Base](#)

[Post an item](#)

[Post multiple items with a bulk upload file](#)

## Recent Searches

[diamondbacks game](#)  
[molybdenum biosynthesis](#)  
[job in sales](#)  
[jobs in finance](#)  
[cheese recipes](#)  
[photoblog](#)  
[terminator 2](#)

## Browse posted items

[Blogs](#)

[Jobs](#)

[Protein](#)

[Services](#)

[Coupons](#)

[Mobile content](#)

[Products](#)

[Tickets](#)

[Clinical trials](#)

[News and articles](#)

[Recipes](#)

[Vehicles](#)

[Events and activities](#)

[People profiles](#)

[Reference articles](#)

[Wanted ads](#)

[Housing](#)

[Podcasts](#)

[Reviews](#)

[Wine and food](#)

# Data available in Google Base

<b>Item type</b>	<b>Items</b>
Jobs	3'673'827
Housing	4'185'3088
People profiles	85'834
Products	315'811'506
Recipes	1'278'756
Services	762'193
Vacation rentals	248'185
Vehicles	7'747'885

# Post an item

boa@gmail.com | [My Account](#) | [Help](#) | [Sign out](#)

**Google**  
Base BETA

**Post an item**

Choose an existing item type:

OR

Create your own item type:

**Next >**

Have lots of stuff?  
[Post multiple items with a bulk upload file](#)

You have **2 active items**.

**What's the difference between item types?**  
Based on the item types you choose, we'll recommend certain details to fill out. Also, some types get listed in certain Google indices. For example, if you post a product, it will show up for relevant queries in Froogle searches.

[Learn more](#)

**Find items posted by others.**

**Search Base**

[blogs](#) - [coupons](#) - [course schedules](#) - [events and activities](#)  
[jobs](#) - [news and articles](#) - [people profiles](#) - [products](#)  
[recipes](#) - [reference articles](#) - [reviews](#) - [services](#)  
[vehicles](#) - [wanted ads](#) - [rentals](#) - [comic books](#)

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[Google Base Home](#) - [Privacy Policy](#) - [Terms of Service](#) - [Program Policies](#) - [Google Home](#)

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# Wanted Ads



Wanted Ads - edit item

Title

1

## Details

Attribute name

Attribute value

[remove this](#)

2

[Text](#) ▼

## Description

[Link](#)

**B**

*I*

☰

**T**

☰ ☰ ☰

*F* Font ▼

TT Size ▼

Headings ▼

[Edit HTML](#)

3

# Wanted Ads

## Pictures and files

Attach up to 15 files. Maximum of 20 megabytes for all attachments.  
Most pictures and documents are okay. [See the list of accepted file types.](#)

Get a file from **this computer**...

Click the "Browse..." button to choose a file from your computer.

Get a file from **the web** (URL)...

4

## Contact [edit](#)

Name: mohammad hassan adjigol

Email: anon-te6d5efjwstb@base.google.com

5

## Location and delivery [edit](#)

6

This item will expire in  days.

Maximum of 14 days. Expired items are automatically moved to your inactive items list.

7

We reserve the right to stop displaying any item that doesn't comply with the [Google Base Terms of Service](#).

8

# Wanted Ads Sample

Google™ [mohammad hassan adjigol's items](#) > [Wanted Ads](#) adjigol@gmail.com | [My items](#)

**Printer HP III Plus**  
Posted on Jan 5, 2008 6:08 am PST - [Contact the poster](#) - [All items by mohammad hassan adjigol](#) - [Report bad item](#)


**Description**  
Used Printer Witout Toner Cartridge.

Contact via Email

**Contact**  
**Name:** mohammad hassan adjigol  
[Contact the poster](#)

This item will expire in 14 days.

**Pictures**



HPIIIPlus.jpg - [Download \(10.15KB\)](#)

# End



## AdSense Product Marketing