

+ *ADD POSITIVITY*

- *SUBTRACT DOUBT*

x *MULTIPLY KNOWLEDGE*

÷ *DIVIDE TIME SPENT*

= *MATH SUCCESS*

MathCelebrity Google Adsense Study Guide

MathCelebrity

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1 Overview

70 Questions, 90 minutes screen time to complete. Including pause, 5 days, 120 hours.

2 Prelim Test

True or False: Opting into both text and image ads increases the auction pressure for your websites ad and is very likely to increase your AdSense revenue. - TRUE

Every page should have a 728x90 banner ad on it because this is the highest performing AdSense unit. - FALSE

Blocking categories in your AdSense account will not affect publisher revenue because the auction will just replace ads from that category with ads from other categories. - FALSE

You can put the same ad unit into multiple custom channels. - TRUE

AdSense Experiments can be used to test and compare the performance of different sizes or styles of your ad units. - TRUE

CPC and CTR are different acronyms for the same thing. They both measure how often users click on ads. - FALSE

The only way to be sure that youve put ads in the best places on your site is to test frequently and understand the behavior of your users. - TRUE

The best way to format text ads is to blend with the content as much as possible. - FALSE

If your page calls for an ad to be served but no ad is returned, this counts as an ad request, a page view, and an impression. - FALSE

In the AdSense auction, if Advertiser Sami bids $2.40CPC$, Advertiser Raj bids $2.10CPC$, and Advertiser Chris bids $2.15CPC$, Advertiser Sami wins for the impression. - FALSE

With contextual targeting, the Google web crawler analyzes colors, images and videos to match ads to your content. - FALSE

The number of AdSense ads you can place on a mobile site is the same as you can place on a desktop site. - TRUE

Page speed is important to ad revenue because users are more likely to stay on a page and return again if the site loads quickly. - TRUE

If the AdSense crawler cannot crawl a web page, the ads delivered to that page may not be targeted to the page content. - TRUE

A rejected ad request occurs when a publishers content does not comply with AdSense policies. - FALSE

3 Introduction

4 inputs to Adense Revenue

- Number of Impressions
- CPM (Cost per 1,000 Impressions)
- Clicks
- CPC (Cost Per Click)

Advertisers set the CPC price

4 Understanding CPC and CPM

4.1 CPC and CPM

Metrics

- RPM = Revenue per 1,000 impressions (Adsense Only Term)
- CPE = Cost Per Engagement

- Active View CPM = 50 percent of the ad is displayed for at least one second

4.2 Choosing Ad Types

- Text Ads (include title/link text, and website address)
- Text and Display Ads
- Display Ads Only (image, flash, and expandable)

4.3 Selecting Ad Size

Most Popular

- 336 x 280 (Large Rectangle) Does well in text content
- 300 x 250 (Medium Rectangle) Does well in text content
- 728 x 90 (Leaderboard) Does well in main content
- 160 x 600 (Skyscraper) Does well in left or right sidebar
- 320 x 50 (Mobile Leaderboard) Does well in mobile

Custom sizes available

Smaller ads may appear in bigger ad content section due to competition

4.4 Allowing and Blocking Ads

- Ad Block based on Sensitive Content
- Ad Block based on Competitors
- Ad Block based on Friends

4.5 Creating Targetable Custom Channels

Custom Channels = Groupings of Ad Units in ways for your benefit

- Ad Sizes and Colors
- Ad Location (Left or Right)
- Page topics

up to 500 custom channels

4.6 Performing A/B tests

Comparing 2 ads/settings to see which is best

Confidence Score = How likely this is the winning ad. 95 percent is the marker

5 Understanding CTR

5.1 CTR

$$\text{CTR} = \frac{\text{Clicks}}{\text{Impressions-Views-Queries}} * 100\%$$

5.2 Improving Ad Location

Above the Fold (ATF) = portion of the page users can see without scrolling down

Below the Fold (BTF) = portion of the page users need to scroll to see

- Where are users coming from?
- What are they looking for?
- On which pages are users spending the most time?
- What is the goal for users on your site?
- Are you getting the desired response?

Place ads near content that your users enjoy

- Avoid ads near links
- Avoid confusing menus near ads
- Avoid dropdown menus that hover over ads

5.3 Choosing Ad Colors and Styles

3 techniques for styling ad colors

1. Blending - same colors/borders/background as content
2. Complimenting - use existing colors, but do not make exact match
3. Contrasting - colors that stand out from content

6 Understanding Impressions

- Ad impression counts every time one ad is shown on your page
- Page Views = every time a user visits a page containing at least one ad
- Ad Request = each time a call is made for an ad

6.1 Making Sense of the AdSense Auction

1. Publisher
2. Advertiser
3. User

Advertisers prefer:

1. Great Content
2. Content-Rich Sites
3. Clean User Experience
4. Real Interest

Publishers prefer:

1. Engaged Users
2. Clean Traffic
3. Quality Ads

Publishers are a part of Google Display Network (GDN) - ecosystem of partners with Google using Ads

Advertisers who want action go for clicks (signup, visits, etc.)

Advertisers who want brand awareness lean toward impressions

Auction process is a second price auction, winning bid pays one cent above second highest bid

6.2 Understanding Ad Targeting

1. Contextual = Based on text content
2. Placement Targeting = url or sections
3. Interest Based Advertising = Previous Engagements and choices

6.3 Increasing Ad Coverage

Ad Coverage = Number of ads on a given page

Fill Rate = Number of Ads that were bid on and served

3 ads per page on both web and mobile is a rule of thumb

6.4 Improving Page Speed

Page Speed = Amount of time it takes for a page to load

Bouncing, leaving a page before it loads

Page Speed Insights tools and Page Speed Optimization tools help with maximizing speed

6.5 Fixing Crawler errors + Rejected Ad Requests

Crawler scans and processes content

Error occurs when the crawler cannot access pages

Robots.txt is the crawler access granting file

Content behind a login (can setup a crawler to login)

AD code nested between multiple iFrames