



Thirty Day Challenge 2009 – Training – Day 25

2009TDC25b: Adsense Signup

Running Time: 6mins



Intro

Hi everyone, it's Anthony here again, and I'd like to welcome you to Day 25.

Over the last few days, Pete's been doing a great job of showing you the ins and outs of using Google Adwords. As you'll recall, Google Adwords are the Ads that appear to the right of your search results when you're using the Google Search Engine.

Today, I'd like to introduce you to another Google Advertising program, called **Google Adsense**.

The Google Adsense program allows you to place **other people's Ads on your Web Site** and, whenever a visitor to your site clicks one of these Ads, Google will pay you a small amount of money.



Google AdSense vs. Adwords

[Starts at 00:00:41]



So, let's just clarify the **difference** between the **Adwords** program that you're familiar with and the Google **AdSense** program, because people sometimes get them confused.

When using **Google Adwords**, **you are the advertiser**. **You create an Ad**, and then **Google displays your Ad next to its search results**. **When someone clicks your Ad** and visits your site, **you pay Google** a small amount of money per visitor. As a result of these clicks, **you receive traffic** to your Web Site.

When using the **Google AdSense** program, instead of being an advertiser, you become the **Web Site Owner**. Google displays **other people's Ads on your Web Site**, and when someone visiting your site clicks these ads and leaves your Web Site, **Google pays you** a percentage of the money they receive from the advertiser who owns the Ad. In this way, **you generate traffic** for others.

In this video, we'll be looking at how to set up a Google AdSense account, so that you can display other people's Ads on your Web Site, and begin to receive money from Google for the traffic that you generate.



Creating a Google AdSense Account

[Starts at 00:02:00]



To set up your Google AdSense account, the first thing you should do is visit:

<http://www.google.com/adsense>

At the top of the screen, you'll see a button that says, **Sign Up Now**. Go ahead and click this button.

You'll then be presented with an **application form**, which you'll need to fill in.

The first field asks for the **URL** of your Web Site. So I'll just type in the address of my sample Site [types **www.pianoforbeginners.com** in **Website URL box**]. Next, you'll need to select a **Language** – I will choose **English** from the **Drop-Down** box. Then I will click the **checkboxes** to indicate that I **agree** with some of **Google's requirements**.

I can then come down and choose an **Account type** [from the drop-down]. I can choose **Individual or Business** - In this example I will choose an **Individual** Account. Then I can choose my **Country or territory**. I'm based in Australia, so I will choose **Australia** [from the drop-down].

You can then scroll down and fill in your **personal details** – I'll pause the video here so you don't have to watch me typing. [Pauses and fills out Name, Address and other details]

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2009TDCHD25b_AdSense_Signup.mov

Telephone Numbers
Phone: [Redacted]

Email preference: We'll send you service announcements that relate to your agreement with Google.
 In addition, send me periodic newsletters with tips and best practices and surveys to help Google improve AdSense.

How did you find out about Google AdSense? Friend/colleague

Policies

AdSense applicants must agree to adhere to AdSense program policies ([details](#))

- I agree that I will not click on the Google ads I'm serving through AdSense.
- I certify that I have read the [AdSense Program Policies](#).
- I do not already have an approved AdSense account. (Click [here](#) if you do.)

Submit Information

© 2009 Google - [AdSense Blog](#) - [AdSense Forum](#) - [Privacy](#)

00:03:45

After filling in your personal details, you then need to **agree to a number of Google's key policies**.

First of all, you need to agree that **you will not click on your own Google Ads**. Then, you should **read the AdSense Program Policies** [click on the link provided], and **indicate that you have read these policies**. Finally, you need to agree that **you don't already have a Google AdSense account**.

Once you are done, you can click the **Submit Information** button.

Google then presents you with a summary of your application form, which you can review, and if you need to make changes, just click the **Back** button [at the bottom of the page].

Once you are happy with your application details, you then need to choose from one of the two options [**Which best describes you?**].

The **first** option indicates that **you already have a Google Account**, while the **second** option indicates that **you do not have a Google Account**, and that **you'd like to create one at this time**.

[NOTE: What follows is the process creating and using a **new Google Account** to sign up for AdSense – it is different if you use an existing Google Account to sign up for AdSense]

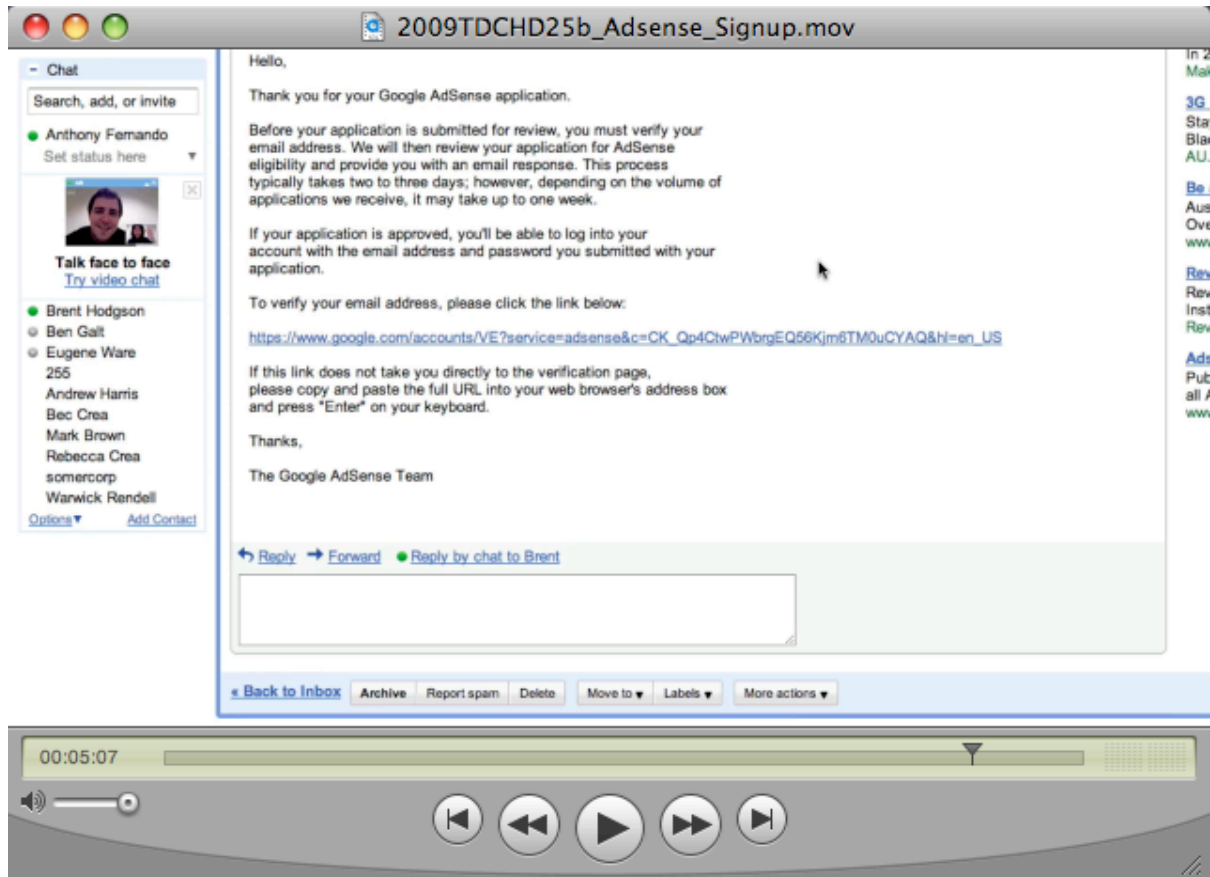
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So, for the purpose of this example, I'm going to create a new Google Account [clicks **I do not use these other services** - a sign-up form appears, and he fills this out, clicking **Continue** when he is finished]

Google then indicates that you're almost done. To complete your application, all you have to do is verify your email address. To do this, you need to **go to your email account**.



Here I am in my email account, and here is the email that Google has sent me. To verify my email address, all I have to do is click the link indicated in the email.

Google then informs me that my Google Account has been created and is now activated. I can then click the link - **Click here to continue**.

I am now told that my application has been **submitted for review**, and will be followed up via **email in 1-2 days**, hopefully telling us that our account has been **approved**.

Wrap Up

[Starts at 00:05:34]

So, that's all I can do for now, but I can expect an email from Google in a couple of days. Once my application has been approved, I'll be able to log into my account and set up Google AdSense with Market Samurai, which I'll show you how to do in the next video.



Summary:

Adwords vs Adsense

- Adwords
 - o You are the advertiser
 - o Google displays your Ad
 - o You pay Google
 - o You receive traffic
- Adsense
 - o You are the Site Owner
 - o Google displays other people's Ads
 - o Google pays you
 - o You generate traffic

Signing Up For Adsense

- Visit <http://www.google.com/adsense>
- Click **Sign Up Now**
- Fill out application
- **Approval** takes **1-2** days

Links:

Google Adsense - <http://www.google.com/adsense>
Click here to create your Google Adsense account.

Market Samurai - <http://www.marketsamurai.com/thirtydc>
Click here to get your 40 day free trial of Market Samurai.

Flippa - <http://www.flippa.com/>
Click here to create your Flippa.com account.

Wordpress Direct - <http://30dc.wpdirect.com/>
Click here to sign up for your free Wordpress Direct account.