

Pengenalan Google Adsense

Oleh

INDOWEBMAKER

<http://www.indowebmaker.com>

Apakah Google Adsense itu?

Google Adsense adalah Program PTC (Pay Per Click) yang diadakan oleh Google.com

PTC (Pay Per Click)

- Anda mempunyai situs
 - Anda memasang kode untuk menampilkan iklan
 - Pengunjung mengklik iklan tersebut
 - Anda di bayar
-
-

Persiapan Mengikuti Google Adsense

- Komputer
 - Koneksi Internet
 - Email aktif
 - Kemampuan Bahasa Inggris
 - Lebih bagus jika
 - Terbiasa dengan Content Management System
 - Mengerti bahasa pemrograman web: HTML, Javascript, CSS dan PHP
 - Terbiasa mengelola web secara menyeluruh (Domain, Hosting, Content)
-
-

Langkah bergabung dengan Google Adsense

- Buat website/blog
 - Berbahasa Inggris
 - Isi > 25 artikel
- Mendaftar ke Google Adsense
 - <http://adsense.google.com>
- Menunggu Email konfirmasi (2 hari – 1 minggu)



Mendaftar Google AdSense

Google AdSense

English (US) [Help Center](#)

Earn money from relevant ads on your website
Google AdSense matches ads to your site's content and audience, and depending on the type of ad, you can earn money from clicks or impressions.

Sign up now

Existing AdSense users:
Sign in to Google AdSense with your **Google Account**
Email:
Password:
Sign in
[I cannot access my account](#)


Place ads on your site

Learn about AdSense

Products **AdSense for content** automatically crawls the content of your pages and delivers text and image ads that are relevant to your audience and your site content.

- Kunjungi:
<http://adsense.google.com>
- Klik “Sign Up Now”

Mendaftar Google Adsense



Welcome to AdSense [What is AdSense?](#) | [Already have an account?](#)
Please complete the application form below.

Website Information

Website URL: ⓘ
• Please list your primary URL only.
• Example: www.example.com

Website language:
• Tell us your website's primary language to help our review process.

I will not place ads on sites that include incentives to click on ads.
 I will not place ads on sites that include pornographic content.

Contact Information

Account type: ⓘ

Country or territory:

! Important - Your payment will be sent to the address below. Please complete all fields that apply to your address, such as a full name, full street name and house or apartment number, and accurate country, ZIP code, and city. [Example](#).

Payee name (full name):
• Your Payee name needs to match the name on your bank account.
• Payee must be at least 18 years of age to participate in AdSense.

Street Address:

City/Town:

State:

ZIP: [?]

• To change your country or territory, please change your selection at the top of this form.

I agree that I can receive checks made out to the payee name I have listed above.

Telephone Numbers

Phone:

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 occasional surveys to help Google improve AdSense.

How did you find out about Google AdSense?

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

- Masukkan informasi website, Informasi data diri
- Centang box Policies
- Klik “Submit Information”

Mendaftar Google AdSense



This is the account information you entered:

Website Information
Website URL:
Website language:

Account Type
Account type:
Country or territory:

Contact Information
Payee name:
Address line 1:
Address line 2:
City:
Zip or postal code:
Country or territory:
Phone:
Email preference: Send me important service announcements.
How did you find about Google AdSense: Other

Be sure all of this information is correct before you continue.
You cannot change your payee name or country/territory after this point.

Which best describes you?

I have an email address and password (Google Account) I already use with Google services like AdWords, Gmail, Orkut, or the personalized home page.

I do *not* use these other services. I would like to create a new Google Account.

[<< Back](#)


- Pastikan data yang ditampilkan benar
- Pilih “I do not use these other services. I would like to create a new Google Account.”
- Masukkan Email dan password.

Mendaftar Google AdSense

- Proses pendaftaran selesai.
- Google akan mengirimkan email ke Anda. Email ini berguna untuk verifikasi apakah alamat email Anda benar-benar ada. Jadi periksa inbox email Anda,



You're almost done! To complete  verify your email address:

1. Check for an email from us at .
2. Follow the instructions in the email to submit your application for review. Once we receive it, we'll typically review and respond by email in 2-3 days.

If you don't receive the verification email within 24 hours:

- Be sure to check the Bulk/Spam folder of your email account.
- You may request that it be re-sent by logging into [AdSense](#) with the email address and password you provided and following the instructions listed there.

In the meantime, to learn more about AdSense, please visit the [AdSense blog](#) or the [AdSense Help Center](#).

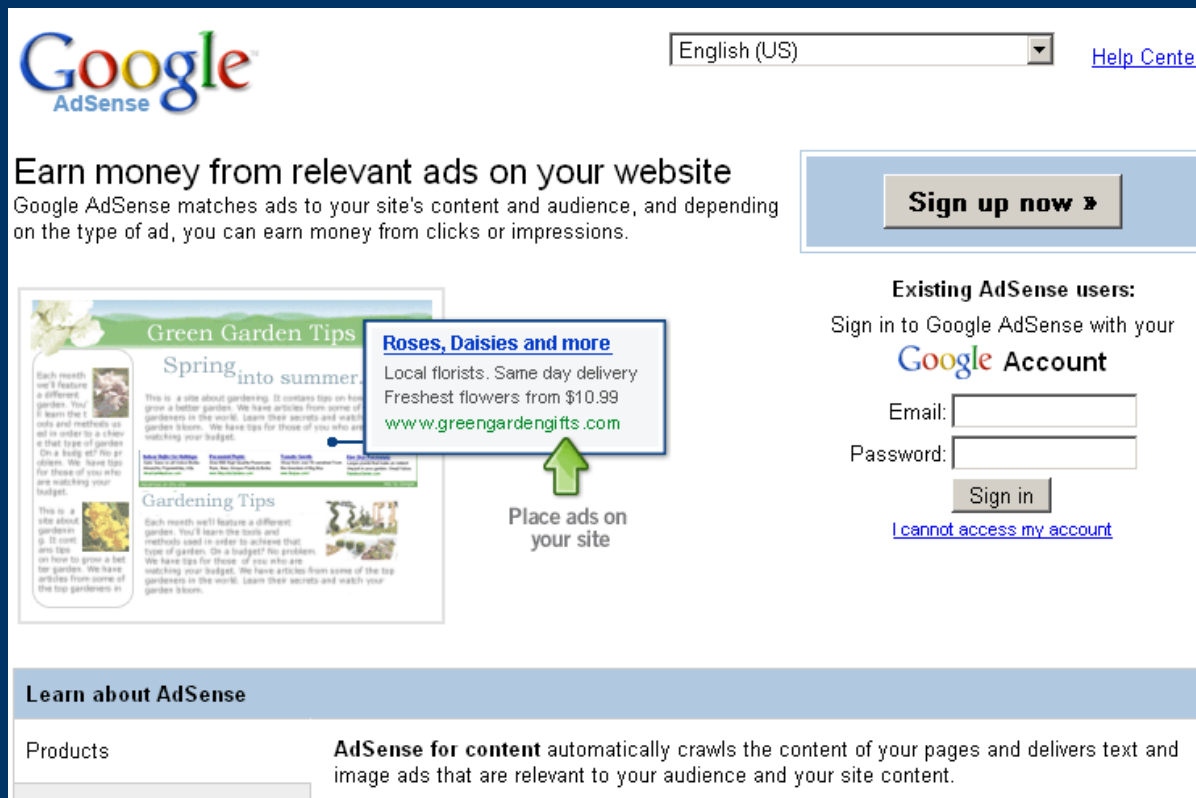
Other Google Publisher Tools:

- Drive traffic to your site with [Google AdWords](#).
- Improve your site's visibility in Google search results with [Google Webmaster Tools](#).

[See all publisher tools](#)

[Return to Google AdSense home](#).

Mengelola Google AdSense



The screenshot shows the Google AdSense homepage. At the top left is the Google AdSense logo. To its right is a language dropdown menu set to 'English (US)' and a 'Help Center' link. Below the logo, the text reads: 'Earn money from relevant ads on your website. Google AdSense matches ads to your site's content and audience, and depending on the type of ad, you can earn money from clicks or impressions.' A prominent blue button with white text says 'Sign up now >'. Below this, there is a section for 'Existing AdSense users:' with the text 'Sign in to Google AdSense with your Google Account'. This section includes input fields for 'Email:' and 'Password:', a 'Sign in' button, and a link that says 'I cannot access my account'. On the left side, there is a preview of a website with a garden theme. A blue box highlights an ad for 'Roses, Daisies and more' with the text 'Local florists. Same day delivery. Freshest flowers from \$10.99. www.greengardengifts.com'. A green arrow points from the text 'Place ads on your site' below the preview to the highlighted ad.

English (US) [Help Center](#)

Earn money from relevant ads on your website
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Sign up now >

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- Kunjungi:
<http://adsense.google.com>
- Login ke Google Account Anda

Mengelola Google Adsense

Google AdSense

Reports | AdSense Setup | My Account | Resources

Overview | Advanced Reports | Report Manager | Site Diagnostics

Today's Earnings: \$6.45
[View payment history](#)

TIP Boost your earnings with [link units](#) -- engaging, appealing ads that make the most of limited space on your site. [Learn more...](#)

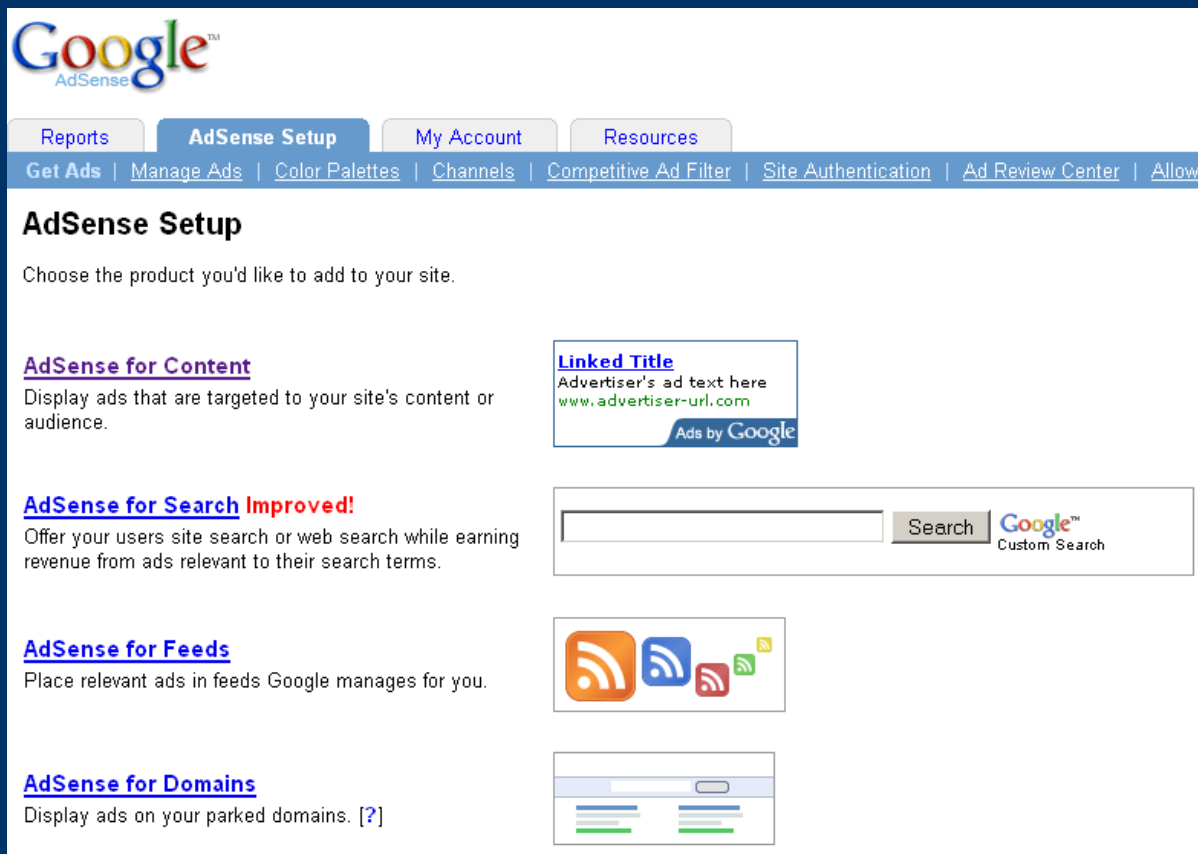
View: [Integrate your AdSense account with Google Analytics.](#)

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Earnings
AdSense for Content ▶ top channels	24,112	405	1.68%	\$0.27	\$6.42
AdSense for Domains	- No data available -				
	Queries	Clicks	CTR	eCPM [?]	Earnings
AdSense for Search ▶ top channels	259	1	0.39%	\$0.10	\$0.03
Referrals	- No data available -				
	Ad Impressions	Clicks	Ad CTR	Ad eCPM [?]	Earnings
AdSense for Feeds ▶ top channels	59	0	0.00%	\$0.00	\$0.00
Total Earnings					\$6.45

TIP If you have any payments questions, we encourage you to check out the Payment section of our support site: [Learn more...](#)

- Laporan pendapatan (Earning Anda)

Memasang Google AdSense



AdSense Setup

Choose the product you'd like to add to your site.

[AdSense for Content](#)
Display ads that are targeted to your site's content or audience.

[Linked Title](#)
Advertiser's ad text here
[www.advertiser-url.com](#)
Ads by Google

[AdSense for Search Improved!](#)
Offer your users site search or web search while earning revenue from ads relevant to their search terms.

[AdSense for Feeds](#)
Place relevant ads in feeds Google manages for you.

[AdSense for Domains](#)
Display ads on your parked domains. [?]

- Klik “AdSense Setup”
- Pilih: “AdSense for Content”

Memasang Google Adsense

Google AdSense **AdSense for Content**

Choose Ad Type > Choose Ad Format and Colors > Choose Ad Channels > Save and Get Ad Code

Wizard | [Single page](#)

Google AdSense [program policies](#) allow you to place up to three ad units and three link units on any page.

Ad unit Text and image ads (default)

Ad units contain either text ads, image ads, or both. The ads are targeted to the content of your page using contextual and placement targeting.

Linked Title
Advertiser's ad text here
[www.advertiser-url.com](#)
Ads by Google

Link unit

Each link unit displays a list of topics that are relevant to your page. When users click a topic, they're brought to a page of related ads. ?

Ads by Google
[Bicycle parts](#)
[Bicycle training](#)
[Bicycle shops](#)
[Cycling news](#)

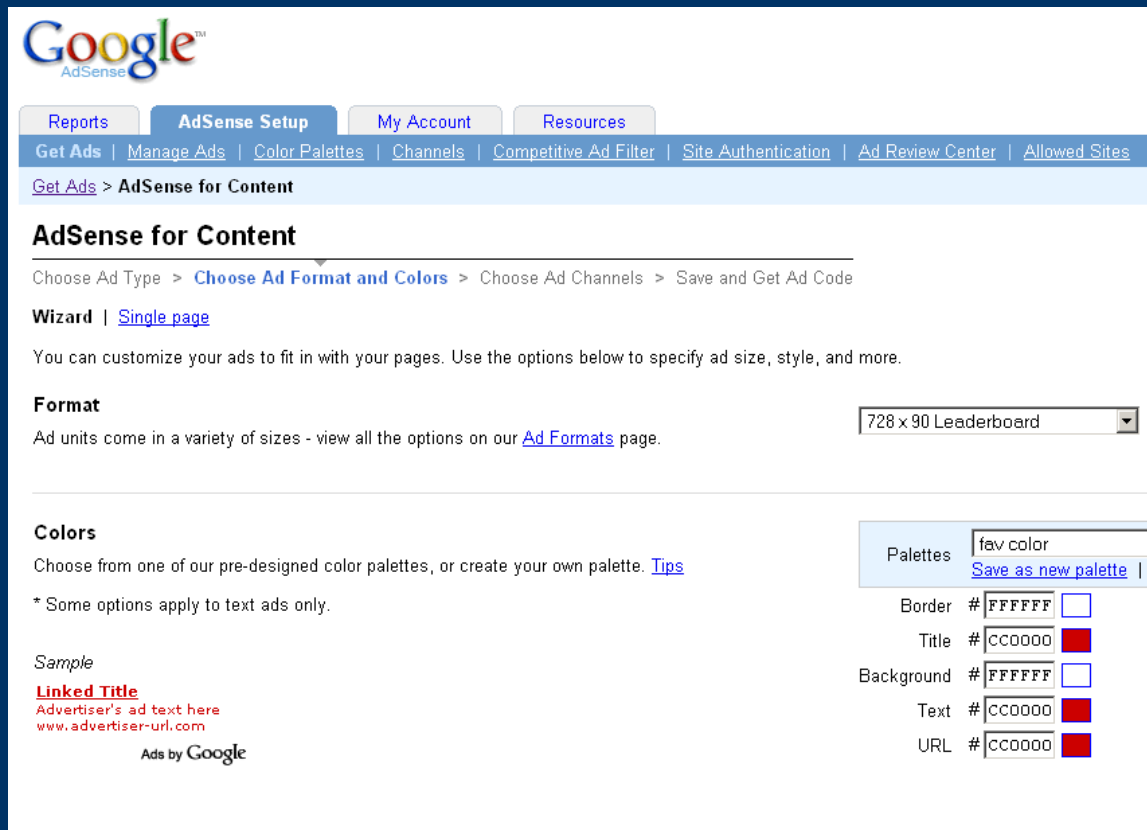
[Continue >>](#)

- Pilih Tipe Adsense yang inginkan:
 - Ad Unit
 - Link Unit
- Klik “Continue”

Tipe iklan Adsense:

https://www.google.com/adsense/static/en_US/AdFormats.html

Memasang Google Adsense



- Pilih Format Ukuran Adsense yang inginkan
- Pilih warna, font dan sudut
- Klik “Continue”

Tipe iklan Adsense:

https://www.google.com/adsense/static/en_US/AdFormats.html

Memasang Google AdSense

Google AdSense

Reports | **AdSense Setup** | My Account | Resources

Get Ads | Manage Ads | Color Palettes | Channels | Competitive Ad Filter | Site Authentication | Ad Review

Get Ads > AdSense for Content

AdSense for Content

Choose Ad Type > Choose Ad Format and Colors > **Choose Ad Channels** > Save and Get Ad Code

Wizard | [Single page](#)

Choose up to five custom channels to track the performance of this ad unit. You also have the option to make any of

All channels ⓘ

Channel Name	Action
1001lowongankerja	add
50webs	add
bigjobportal_sidebar	add
blogspoter	add
coverletter_link	add
coverletter_sidebar	add
cssinaction	add
game	add

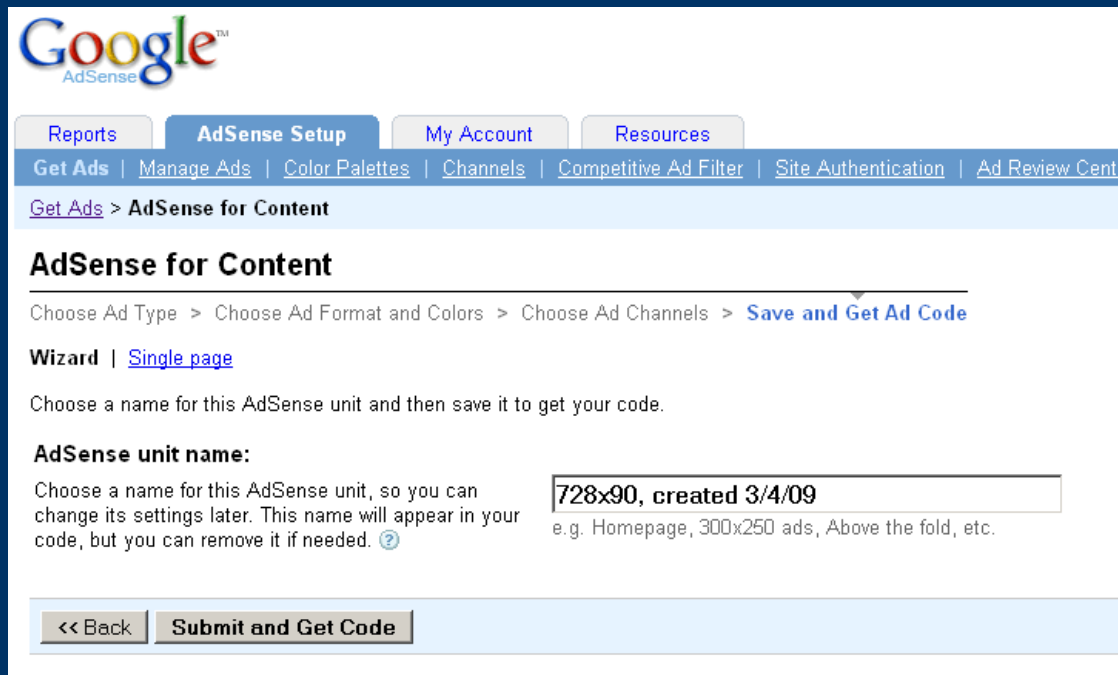
[Add new channel](#) | [Manage channels...](#)

Your selected channels

No channels selected

- Atur Channel untuk Iklan Anda
- Channel digunakan untuk memonitor performa iklan
- Klik “Continue”

Memasang Google Adsense



Google AdSense

Reports | AdSense Setup | My Account | Resources

Get Ads | Manage Ads | Color Palettes | Channels | Competitive Ad Filter | Site Authentication | Ad Review Center

Get Ads > AdSense for Content

AdSense for Content

Choose Ad Type > Choose Ad Format and Colors > Choose Ad Channels > **Save and Get Ad Code**

Wizard | [Single page](#)

Choose a name for this AdSense unit and then save it to get your code.

AdSense unit name:

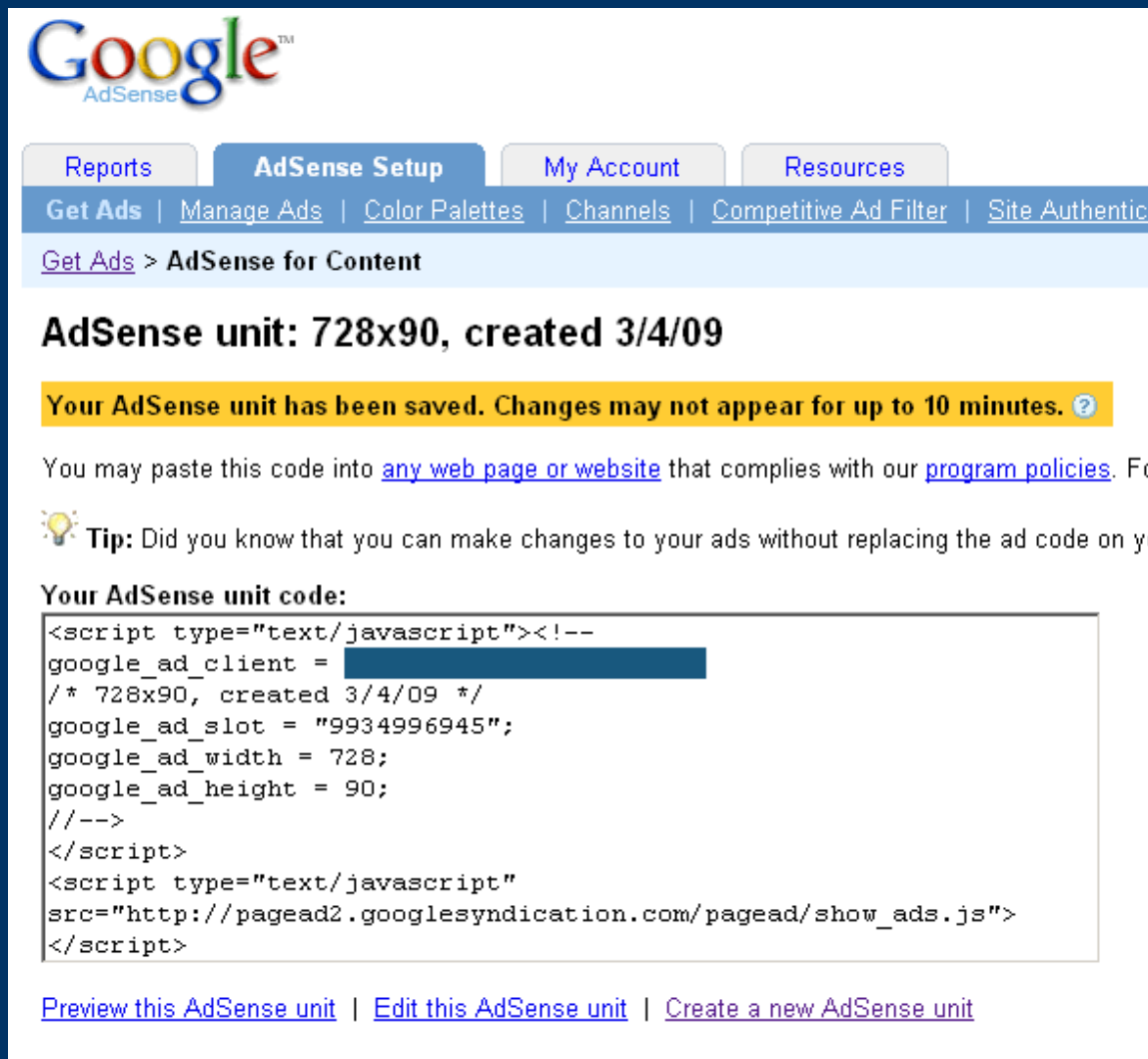
Choose a name for this AdSense unit, so you can change its settings later. This name will appear in your code, but you can remove it if needed. ?

e.g. Homepage, 300x250 ads, Above the fold, etc.

<< Back | **Submit and Get Code**

- Beri Nama untuk Iklan yang telah Anda buat
- Klik “Submit and Get Code”

Memasang Google Adsense



Google AdSense

Reports | **AdSense Setup** | My Account | Resources

[Get Ads](#) | [Manage Ads](#) | [Color Palettes](#) | [Channels](#) | [Competitive Ad Filter](#) | [Site Authentication](#)

[Get Ads](#) > AdSense for Content

AdSense unit: 728x90, created 3/4/09

Your AdSense unit has been saved. Changes may not appear for up to 10 minutes. ?

You may paste this code into [any web page or website](#) that complies with our [program policies](#). For more information, see [AdSense for Content](#).

Tip: Did you know that you can make changes to your ads without replacing the ad code on your page? See [AdSense for Content](#).

Your AdSense unit code:

```
<script type="text/javascript"><!--
google_ad_client = 
/* 728x90, created 3/4/09 */
google_ad_slot = "9934996945";
google_ad_width = 728;
google_ad_height = 90;
//-->
</script>
<script type="text/javascript"
src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

[Preview this AdSense unit](#) | [Edit this AdSense unit](#) | [Create a new AdSense unit](#)

- Copy code Adsense
- Paste di Blog Anda

Langkah Jitu Memperoleh Penghasilan dengan Google Adsense

- Buat Blog/Website
- Naikan Trafik Pengunjung
- Optimalkan pemasangan Adsense
- Monitoring
- Optimalkan lagi :)



Ciptakan Website/Blog Anda

- Ciptakan website/blog yang menarik
- Temukan ide yang menarik sesuai minat Anda
- Analisa ide Anda
 - <https://adwords.google.com/select/KeywordToolExternal>
 - <http://www.google.com/trends>
- Temukan pesaing Anda lalu analisa
 - Gunakan addon “SeoQuake” di Mozilla Anda

Isi Website/Blog Anda

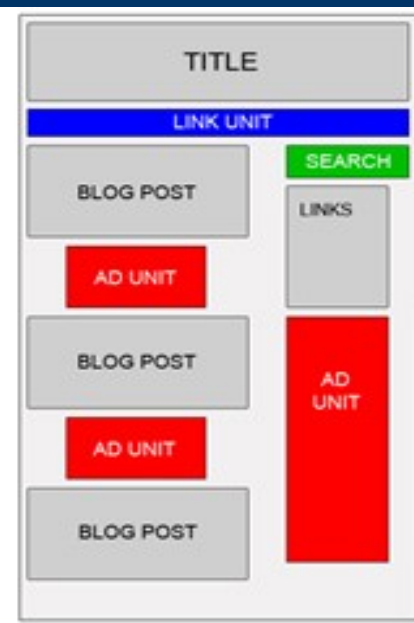
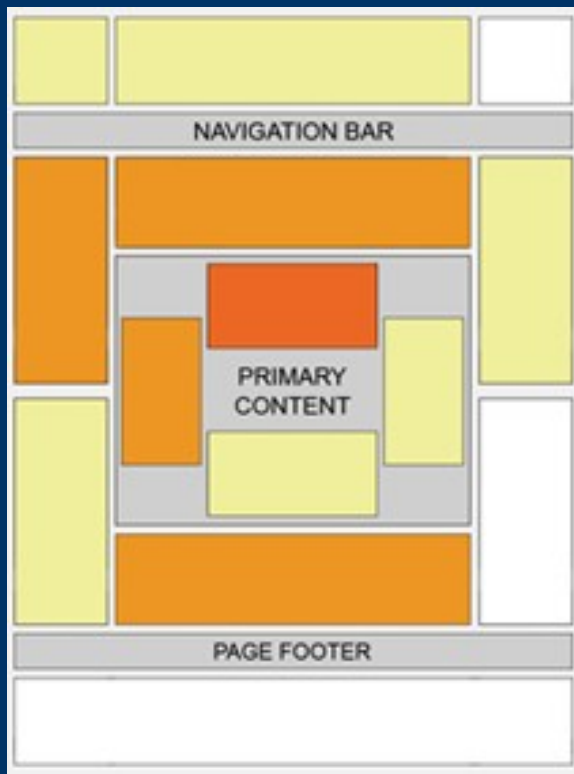
- Isi website/blog Anda dengan content yang unik dan menarik
- Haruskah Anda mengisi blog Anda sendiri? Tidak!
 - Situs Iklan
 - RSS Aggregator → RingkasanBerita.net
 - Tool Online
 - Forum
 - Showcase

Tingkatkan Trafik Pengunjung

- Kenapa?
 - Banyak pengunjung = banyak klik = banyak uang :)
 - Optimalkan isi web anda
 - Design dan Content harus menarik
 - SEO yang baik
 - Berikan sesuatu secara gratis
 - Ciptakan komunitas
 - Promosi:
 - Ikut forum
 - RSS Subscriber
 - Social bookmarking
 - Email
 - Kunjungi situs lain
 - Tukar Link
 - Iklan
-
-

Optimalkan Pemasangan Adsense

- Pasang di dekat isi web (content)
- Jangan sembunyikan google adsense Anda



Optimalkan Format Unit Adsense

- Tipe dan Ukuran Unit Adsense
 - https://www.google.com/adsense/static/en_US/AdFormats.html
- Temukan tipe iklan dan ukuran yang sesuai
- *Blend* dengan design layout



Optimalkan Pemilihan Tipe & Ukuran Iklan

- Gunakan iklan teks daripada iklan image
- Ukuran yang paling menghasilkan:
 - 336 x 280 – the Large Rectangle.
 - 300 x 250 – The Medium Rectangle.
 - 160 x 600 – Wide Skyscraper
- Selalu gunakan Iklan Link

Blend Iklan dengan Design Layout

- Kenapa?
 - Supaya pengunjung tidak terlalu tahu perbedaan iklan dengan isi web.
- Caranya?
 - Hilangkan border
 - Pilih warna yang sesuai
 - Background iklan = background layout
 - Warna link iklan mencolok
 - Gunakan gambar untuk menyamarkan iklan

Monitoring Google Adsense

- Kenapa?
 - Untuk mengetahui performa dari iklan yang dipasang
- Caranya?
 - Gunakan “Channel” di setiap kode Adsense
 - Gunakan Google Analytics untuk menganalisa traffic situs Anda

Hal yang tidak boleh dilakukan!

- Kunjungi:
<http://teknikbisnis.com/2008/11/daftar-peraturan-google-adsense-tidak-boleh-dilanggar/>
 - Ringkasan:
 - Klik dan Impresi Yg Tidak Valid
 - Mendorong Terjadinya Klik
 - Isi Situs
 - Penempatan Iklan
-
-

Mencairkan Check Google Adsense

- Click “ My Account”
- Edit “Payment Details”
- Pilihan Payment:
 - Check - Standard Delivery
 - Check - Secured Express Delivery (Bayar \$24.00)
 - Western Union Quick Cash (Baru)

Payment Details [edit]	
Payment Type:	Western Union Quick Cash
Payee Name:	██████████
Payment Holding [edit]	
Payment holding:	Please send my payments monthly.
Ad Display Preference [edit]	
AdSense will display:	Text and image ads in all ad units. Standard AdSense font family in all ad units
	• You may override these Ad Display Preferences for individual ad units by changing their settings in Manage Ads .

Mencairkan Check Google Adsense

- Check akan dikeluarkan 1 bulan setelah saldo > \$100
 - Check - Standard Delivery
 - Check datang 1 bulan kemudian
 - Biaya Pencairan
 - Bank Mandiri - \$55 / check
 - BNI – \$33 + IDR 40 rb / check
 - Citibank, Bank CIMB Niaga - \$10 / check
 - Pencairan butuh waktu 1 – 1.5 bulan
 - Total waktu pencairan : 3 - 3.5 bulan
-
-

Mencairkan Check Google Adsense

- Check - Secured Express Delivery
 - Check datang 2 minggu kemudian
 - Biaya tambahan \$24
 - Pencairan sama dengan Check - Standard Delivery
 - Western Union Quick Cash
 - Tidak perlu menunggu Check tapi akan mendapat Money Transfer Control Number (MTCN)
 - Bisa dicairkan 1 hari setelah issued
 - Lama Pencairan 30 menit :)
 - Biaya pencairan
 - Kantor post – gratis
 - Bank – bayar materai IDR 6000
-
-