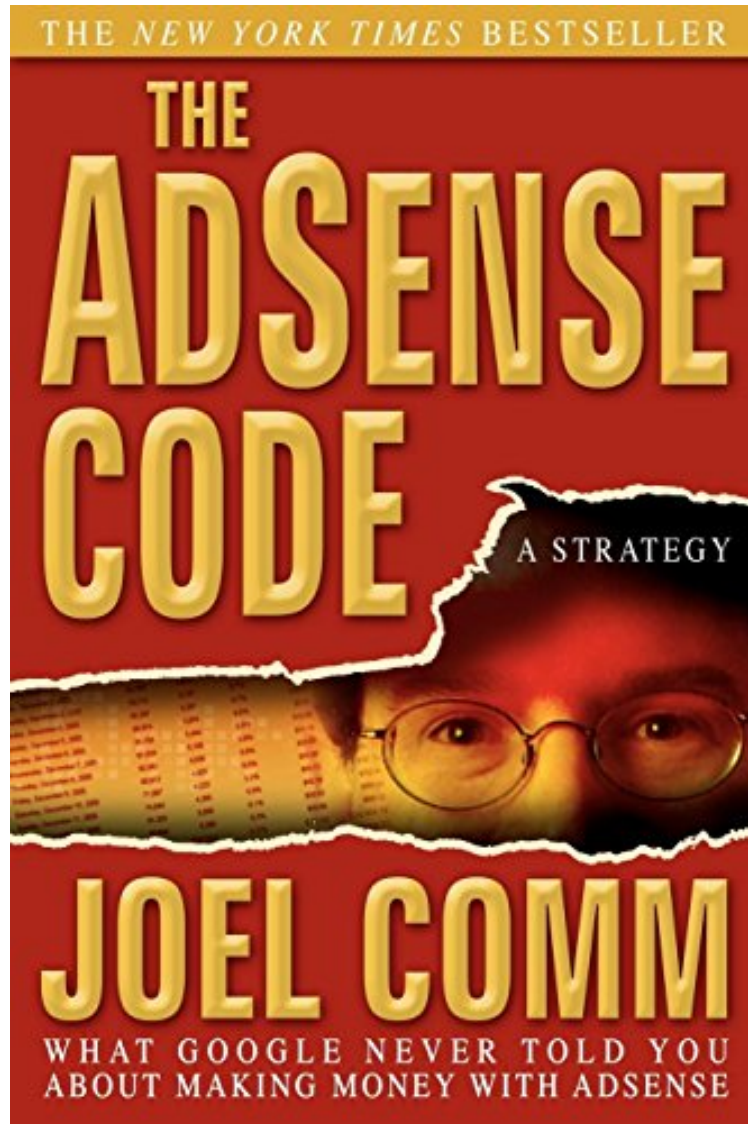


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The Adsense Code: What Google Never Told You about Making Money with Adsense

Joel Comm

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Joel Comm : The Adsense Code: What Google Never Told You about Making Money with Adsense before purchasing it in order to gage whether or not it would be worth my time, and all praised The Adsense Code: What Google Never Told You about Making Money with Adsense:

6 of 6 people found the following review helpful. I got nothing from this bookBy Jeff WignallI don't like to write negative reviews, so I try hard to live by the "if you don't have something nice to say, don't say it" rule, but I also feel obligated to save you some money: I got nothing from this book and I think there are many better places to spend your

money. This book has that huckster "you can get rich quickly" attitude and I despise that approach. Making money with AdSense is tough work--really tough work. It takes lots of time and you are not going to get rich quickly--or anything remotely resembling quickly (here's a free tip: have a lot of good content and really care that your readers are getting something from your site and you will make some money--eventually). This book is chock full of self promotion (for Joel Comm) and as nice a guy as he genuinely seems like, this information is all fluff and the Google site will teach you all of it for free. If you want a MUCH better look at both AdSense and AdWords, as well as how Google really works, check out the updated Google Advertising Tools: Cashing in with AdSense and AdWords (Animal Guide) by Harold Davis. Davis has the most intimate and useful knowledge I've yet found (which doesn't mean there aren't other good books out there--I'm certain there must be) and I underlined and highlighted so much in the book in the first few days I could barely see the text anymore. I think that Joel Comm probably knows what he's writing about, but he seems so wrapped up in making it seem simple and easy that after a while you start to doubt his knowledge--do you know what I mean? Making it sound too simple makes it sound like there's a lot that he's leaving out. If you want a light read that you can skim and then donate to a book sale, sure, try the book. But my real suggestion is to read Davis' book, or some other author's more in-depth book, then pester every webmaster you know until you find someone that will take you under his wing and teach you some of the techniques for making AdSense work. I'm not sure if AdSense is still pulling in the bucks for webmaster that it once did, but I do make a small amount of money each month and it pays my hosting bills with something left over. But the only "code" there is in AdSense is the same code there is in any business: hard work, lots of learning time, good ideas, a genuine concern for your customers (read Growing a Business sometime if you want to get a good lesson in customer care) and the patience to experiment, keep good notes and create worthwhile content. It's not that you won't learn something from this book--if you're very new to AdWords/AdSense and SEO, you just might. But there are better books with much more true information and lots less chest pounding. 1 of 1 people found the following review helpful. The Best Book to Get You Started With AdSense By The Extraordinary Tourist (TET) The first and only book I've ever bought about AdSense, Joel leaps right in from the first page to get your ad placement up and optimized with the minimum of fuss. He then goes on to explore all the tools related to AdSense and how to use them. I thought this book would be a difficult, page yawning slog but Joel manages to turn a potentially technical subject into easily comprehensible chapters with no padding. It's as straight to the point as it could possibly be. The concepts I learnt are still in the back of my mind every time I'm placing AdSense blocks on my website. I'm not sure how this book has dated since I bought it but I imagine all the chapters on Ad placement and design are still just as relevant as when the book was first published. Highly recommended. 5 of 6 people found the following review helpful. Joel's Book Is The Best By Vincent O'Hare I hate doing book reviews, actually I hate creating content as it is not one of the things that comes naturally to me but I just can't help but give credit to wher credit is due. Joel's book has had a direct effect on what I am doing with my online marketing efforts. Every once in a while I will buy a book that I think will take me to the next level with my online efforts. Hey it can never hurt to learn a few things and it is always better to learn what doesn't work before you try it. I consider myself an above average AdSense user and I figured that Joel's book really wouldn't help me that much but I was wrong. Let me explain. If you know anything about me you will know that I harp that Joel's E-book AdSense Secrets is a must have, it took my sites to an unheard of level way beyond what I thought I could make. When I heard Joel was coming out with a real book I said to myself that I didn't need no stinking book to tell me what I know already. Boy was I wrong! After following my sites for only a week I could see that I was causing my own sites to actually pay less. I did something that caused my click thru's to pay less than what I should be getting. That in itself paid for the book and more. I felt complacent with what I was already earning from AdSense and that right there was my first mistake. I don't want to go into details about what I changed but imagine if your income suddenly doubled as mine has. Sometimes learning what not to do is as important as to what you should be doing. I forgot to use Robert Kiyosaki's Rich Dad - Poor Dad lesson #1 which is learn from your mistakes. Anyway, what I like about this book is the same thing that I like when I am reading something online and that is short paragraphs packed with a lot of information. Before I knew it I had read all 228 pages. I wonder if Joel made the book this way on purpose since he knows how people glance at a page online. I had the privilege of meeting Joel out at affiliate summit in Las Vegas back in January 2006 and I talked to him for a few hours. I thought he really knew his stuff but I was wrong as I only got to see the tip of the iceberg. Once again if you are using AdSense this book is a must have. Vinnyvinnyohare.com

Hidden on the Internet, scattered among billions of Web pages, are the clues to an incredible secret. For those who know the secret, the result is untold wealth. Each month, a small group of people - an elite club who have uncovered the mysteries of The AdSense Code- put their knowledge to use and receive checks for tens of thousands of dollars from Google. And untold numbers of additional site owners are regularly generating supplemental income via AdSense while they play, sleep and eat. The AdSense Code is concise and very focused on the objective of revealing the proven online strategies to creating passive income with Google AdSense. The AdSense Code reveals hands-on solutions to many of the concerns and challenges faced by content publishers in their quest to attract targeted traffic, improve content relevance and increase responsiveness to AdSense ads - using easy and legitimate techniques that

have worked for those who know the secrets. Google AdSense expert, Joel Comm, provides you with the keys you need to "crack" The AdSense Code and unlock the secrets to making money online.

About the Author Joel Comm is an Internet entrepreneur who has been online for 20 years. In 1995, Joel launched WorldVillage.com, a family-friendly portal to the web which enjoys thousands of visitors each day. In 1997, him and his partner created ClassicGames.com, which was acquired by Yahoo!, and now goes by the name Yahoo! Games. Since then, his company has launched over a dozen web sites, including the popular bargain-hunting shopping site, DealofDay.com, SafetySurf.com and FamilyFirst.com. Joel Comm is the author of several best-selling ebooks that show people how to make money online, and regularly speaks and teaches at conferences, seminars and workshops. Joel is the host and executive producer of The Next Internet Millionaire, the world's first competitive Internet reality show.