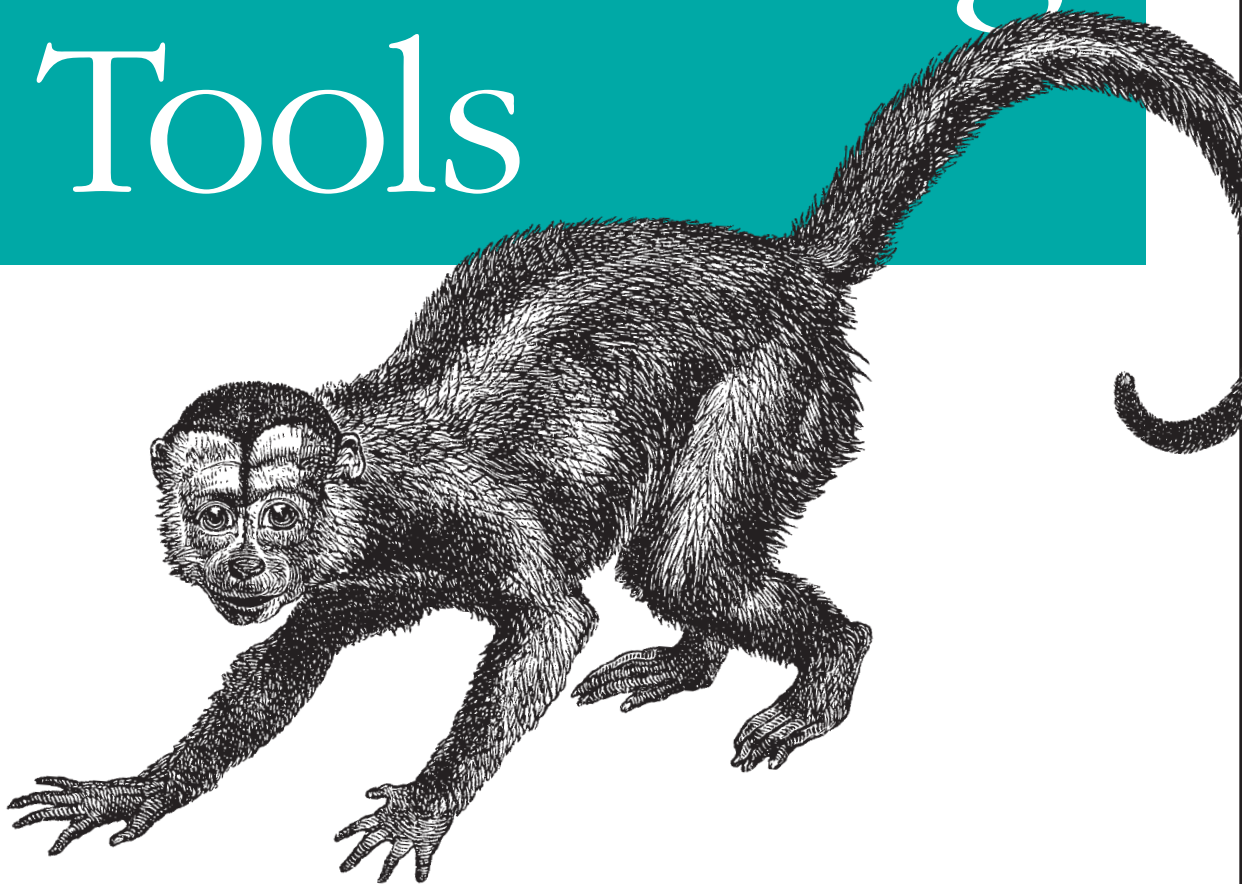


*Cashing in with AdSense, AdWords, and the Google APIs*

# Google Advertising Tools



O'REILLY®

*Harold Davis*

# Working with AdSense

As Karl Marx said, “Being determines consciousness,” meaning, in part, that the way you make your living influences how you think about things. Google makes its living from advertising, and the Google AdSense program in particular earns its keep by placing ads in web content. It’s therefore not surprising to see AdSense promoting itself as the way to reap “the reward of great content”; of course, you should remember what else determines great content from Chapter 1.



It’s worth having a quick look at the web content scenarios that Google presents as AdSense successes. You can view these case studies at <https://www.google.com/adsense/success>.

This chapter explains the details of how to work with the Google AdSense program. Once you know how to work with AdSense, you can start making money from your web sites by placing Google’s ad code in your web pages.

### Premium Service for AdSense

High-volume sites deserve more service. According to Google, if your site receives more than 5 million search queries, or 20 million content page views per month, you are eligible for AdSense *premium service*. To apply, fill out and submit the form you will find at [http://services.google.com/ads\\_inquiry/](http://services.google.com/ads_inquiry/).

The benefits of the AdSense premium service include:

- Access to technical and sales support
- A greater variety of customizable ad formats than standard AdSense offers
- Assistance with ad optimization
- Sophisticated filtering options
- More ways to make money from ads than standard AdSense offers

# Applying for an AdSense Account

To apply for a Google AdSense account, visit the Google AdSense home page, <http://www.google.com/adsense/>, and click the Click Here to Apply button. The form shown in Figure 8-1 will open.



The screenshot shows the Google AdSense application form. At the top, it says "Welcome to AdSense" and "Please complete the application form below." The form is divided into several sections: "Account Type" with a dropdown for "Individual" and "United States"; "Website Information" with fields for "Website URL" (www.braindique.com) and "Website language" (English); "Product Selection" with checkboxes for "AdSense for Content" and "AdSense for Search"; and "Contact Information" with fields for "Payee name" (First: Joe, Last: Webmaster), "Address line 1" (anywhere), "City" (the city), "State, province or region" (CA), "Zip or postal code" (90000), and "Country" (United States). There are also fields for "Phone" (123456789) and "Fax (optional)".

Figure 8-1. You apply to open an account with the Google AdSense program using this simple form

There are only a few issues you'll need to bear in mind as you complete this form:

## *Type of business entity*

You need to tell Google whether your web site is published by an individual or a corporation.

## *Web site address*

You need to provide Google with the URL for your primary web site (see “Providing a Web Site Address” in the nearby sidebar).

## *Product selection*

You can sign up for AdSense for Content or AdSense for Search or both (see “AdSense Content and AdSense Search” later in this chapter for information about the distinction between the two programs). There's really no reason not to sign up for both.

## *Contact information*

You need to tell Google what name to put on the checks and where to mail those checks.

### *Login information*

You need to set up an email address and password for logging into your AdSense account. If you have a Google AdWords or Google Print account, you can use the same login; otherwise, you should provide this information.

### **Providing a Web Site Address**

Google will review the web site address you provide for compliance with the content policies of the AdSense program (see <https://www.google.com/adsense/policies> for more information about AdSense policies). It is not unusual for Google to reject web sites for noncompliance with content provisions of the AdSense policies; the prohibitions range from excessive advertising content through adult content, content about hacking, and content using excessive profanity.

It is permissible (and often done) to use one Google AdSense account across multiple web addresses. If you are maintaining half a dozen sites, it is easier to work with a single AdSense account than to keep up with statistics on multiple accounts (see Chapter 9 for information about what you need to do to monitor your AdSense performance).

This leads to the possible scenario of submitting one URL for acceptance into the program and eventually placing AdSense ads on noncompliant sites. You could probably get away with doing this for a while, but it is a bad idea. If you are caught, Google will most likely terminate your entire account.

The best approach is to apply for a separate account for any web site with questionable content. That way, you are aboveboard. If Google accepts the account application, it can have no beef with you because of the content. If Google rejects the application, then you'll need to work with one of the less squeamish vendors mentioned in Chapter 5.

It's pretty simple, really, to fill out the AdSense form; as these things go, it is not a lot of red tape. The next step is to wait for Google to review your application, which usually takes one or two days.

## **Setting Account Options**

You will be notified by email that your AdSense application has been accepted. Once you've been accepted into the AdSense program, you can modify your initial account options using the Account Settings page. To open that page, just click the My Account tab once you have logged into AdSense.

## Ad Type Preference

Besides the account options you set in your application, the Account Settings page is used to set global preferences for whether you want to display text ads only or both text and images. This Ad Type Preference option sets your global default; you can override your choice when you specify options for a block of Google ad code that will be placed on a particular page.



Text ads are the delivery format of most of Google's contextual advertising. Some content owners may want to avoid image ads because they can clutter sites and may work to the detriment of content. However, Google's (relatively new) CPM advertising program uses image ads; so if you'd like the possibility of displaying Google CPM ads (which pay when they are displayed and not when they are clicked), you'll need to allow image ads on your site. See Chapter 5 for more information about the distinction between CPC and CPM advertising.

## Filing Tax Information

Filing appropriate tax information forms with Google is really part of the account application process, and your account won't be activated until you file these forms.



If you are operating as a sole proprietorship under your own social security number, you will need to file an IRS form W-9 with Google.

For instructions and forms, with the Account Settings page open, click the Tax Information link. Once your form has been filed with Google, when you click the Tax Information link you'll see a message saying that "our records indicate that you have already submitted the appropriate information."

## Reviewing Payment History

The Payment History link on the Account Settings page opens a display of your earnings and payment history. Although it's reasonable to want to know how much money one is owed, the information in this display is quite sketchy and not very useful for tracking your account activity. See Chapter 9 for information about how to monitor the activity in your AdSense account.

# AdSense Content and AdSense Search

Google AdSense provides two programs you can use to make money from your web content:

- AdSense for Content
- AdSense for Search

These are different programs and work in different ways. AdSense Content places ads on your web pages, similar to the ad unit shown in Figure 8-2, and you make money when a site visitor clicks on the ad.

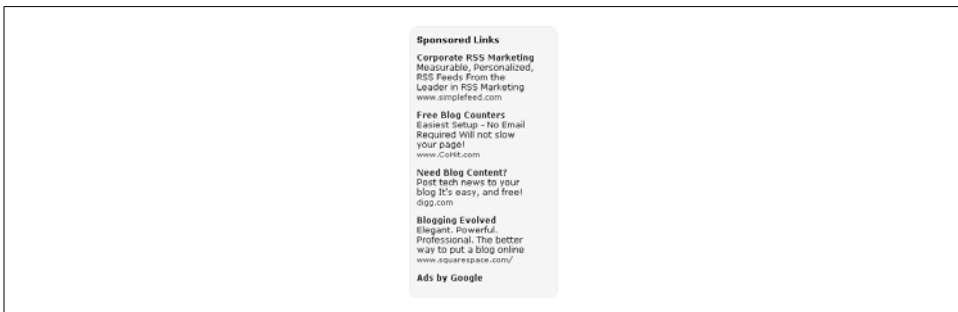


Figure 8-2. A typical AdSense Content unit provides text ads with links; you get paid when someone clicks one of the links

With AdSense Search, you put a Google search box, like the one shown in Figure 8-3, on your site.



Figure 8-3. In the AdSense Search program, a search box goes on your site

The AdSense search box displays Google search results when a user enters a query. These search results show relevant ads. You receive a portion of the revenue generated when a visitor uses your search box and then clicks on an ad from the search results returned by Google.



Adding to the power of the AdSense search program, you can use the SiteSearch option to search your site rather than the Web (see “AdSense Search Settings” later in this chapter for details). You can also configure the AdSense search results page (whether searching your site or the Web) to match the look of your web site (see “Working with Search Styles” later in this chapter for more information).

To summarize, AdSense Content and AdSense Search are two very different ways to make money from your content, but both are lumped (a little confusingly) under the AdSense program umbrella; it's important to be clear about the distinction.

### AdSense Content or AdSense Search?

Is AdSense Content or AdSense Search right for your site? It's hard to say, and there's very little reason not to try both to see which works best.

From a general viewpoint, AdSense Content works best on *destination sites*. If visitors to your site tend to linger a while, and regard your site as conferring some authority on the ads you present, then AdSense Content will probably work well.

On the other hand, if your site is a way station leading toward further information (usually on other sites), then it is probable that visitors will frequently use AdSense search if it is available on your site, and this program may make you quite a bit of money.

## AdSense Ad Settings

Once your AdSense account has been approved, you probably want to get started by adding the code that will place Google's ads on your site. To get started with AdSense for Content, log into Google AdSense, and click the Ad Settings tab. The Ad layout code page will open.

### Getting Ad Layout Code

The Ad layout code page is used to generate code for content ads that you will place in your web pages. There are a number of sections of the Ad layout page used for choosing options, including:

- Ad Type
- Ad Layout
- Color palettes
- Channel choice (see "Using Channels" later in this chapter for more information)

#### Ad type

Ads are supplied by Google in *units*. An *ad unit* contains from one to six ads. A *link unit*, shown in Figure 8-4, contains four or five links to pages listing ads.

Your first choice is to decide which kind of unit—ad or link—you want to display (Figure 8-5).



Figure 8-4. A link unit displays links to Google ad pages



Figure 8-5. You can choose between ad units and link units

If you select an ad unit, the drop-down list to the right of the ad unit radio button (shown in Figure 8-5) is used to determine whether only text ads will be displayed in the unit, only image ads will be displayed in the unit, or both.



You can also just leave the text ad/image ad setting for the unit at the default you selected when you signed up for the AdSense program or that you chose in your account options.

When you choose to generate code for a link unit, the drop-down list to the right of the link unit radio button is used to decide whether the link unit will provide four or five links.

Ad units display ads directly on your pages, where they are probably more likely to be clicked than link units. Link units, a relatively new kind of Google unit, are in some ways one step removed; a link unit presents links to ads rather than the ads themselves. But the advantage of the link unit is that it takes up almost no space. This effective use of real estate makes sense if your site visitors are affirmatively looking for additional resources related to a topic rather than “impulse clicking.” Once again, experimentation and trial and error is the best way to find what works on your site.

## Ad layout

The Ad Layout section of the ad layout code page is used to specify a size for your ad or link unit. Figure 8-6 shows the drop-down list of choices for ad units, which are also shown in Table 8-1.

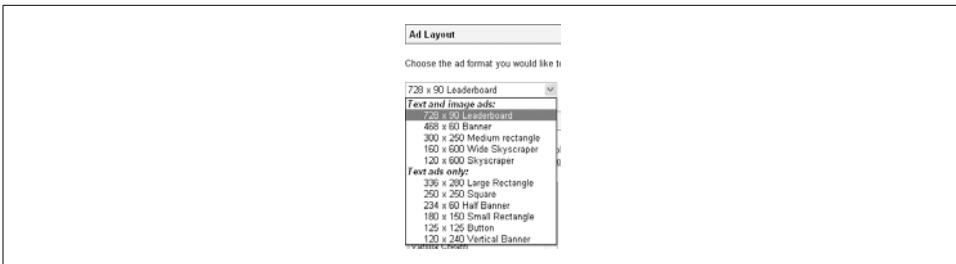


Figure 8-6. If you are specifying an ad unit, you select its size from this drop-down list

Table 8-1. Ad unit names and sizes

Unit name	Size (in pixels) (width first)	Contains
Leaderboard	728 × 90	Text and images
Banner	468 × 60	Text and images
Large Rectangle	336 × 280	Text ads only
Medium Rectangle	300 × 250	Text and images
Square	250 × 250	Text ads only
Half Banner	234 × 60	Text ads only
Small Rectangle	180 × 150	Text ads only
Wide Skyscraper	160 × 600	Text and images
Button	125 × 125	Text ads only
Skyscraper	120 × 600	Text and images
Vertical Banner	120 × 240	Text ads only

If you are specifying a link unit (in pixels, width first), your size choices, shown in below are different:

- 728 × 15
- 468 × 15
- 200 × 90
- 180 × 90
- 160 × 90
- 120 × 90

## Color palettes

*Color palettes* are schemes for the text and graphs of ad units that Google provides so that your ad units will work well with your site. These color schemes, as you can see in Figure 8-7, have fanciful names, like Wicked Witch and Black Night.

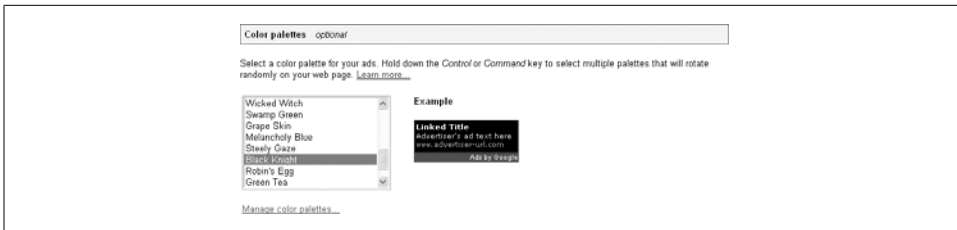


Figure 8-7. You can choose from a number of existing color schemes, called a color palette, for your ad unit

The best way to see which (if any) of these color palettes is right for a given web page or site is to run through the list of possibilities in the drop-down list shown in Figure 8-7. When you select a color palette, an example showing the appearance of the ad elements using that scheme will display.



You can select multiple palettes by holding down the Control key (Windows) or Command key (Mac). If you do this, the ad display will rotate using the palettes you've selected.

You can also create your own color palettes from scratch, if nothing that is available out of the box meets the needs of your site (see “Custom Ad Colors” later in this chapter for details).

## What Color Choice Works Best?

There's a lot of discussion in webmaster circles about what AdSense color (or color palette) choice works best. Ultimately, nobody really knows; it is different for different sites, and experimenting and watching the results make sense.

That said, there are two circulating theories that have strong advocates (but happen to be contradictory):

- Use the color palette to match your site (if you do this, it is speculated, some users may click on the ads because they think they are part of your site, not ads).
- Make a color choice that starkly contrasts with your site (by doing this, the ads are made more noticeable, and thus it is more likely that they may be clicked).

## Alternate URL or color

If Google doesn't have an ad to display on your web page—because it hasn't figured out what would be contextually relevant, or because there's nothing in the Google ad inventory that matches your content—Google will display a public service ad of its

choice. There’s nothing wrong, in my opinion, with public service ads, and personally I always elect to display them. However, some webmasters do not like to give away their “real estate” without getting something in return.

You can change the behavior of a Google ad unit when it doesn’t have an ad to serve by choosing either an alternate URL or a color code (Figure 8-8). The obvious use for an alternate URL is to use it to link to a standby ad of your own, so that the real estate occupied on your site by the Google ad unit can be productive even when Google doesn’t have any ads to serve. The Color code box is used to enter a color specification in hexadecimal RGB notation. To get the hexadecimal for a color, you can click the Choose a color link. Select the color you’d like from a palette and Google will supply the hexadecimal code. This color will be displayed in the Google unit when there is no ad to serve.



Figure 8-8. If you choose an alternate URL, or a color code, Google will not display public service ads



The best use for the color alternative is to specify the background color of your site. That way, if Google doesn’t have an ad to serve, the Google ad unit will not be visible—it will just look like part of your site background.

## Selecting a channel

Channels are a mechanism for keeping track of which part of a site—or which site if you are managing multiple sites in one AdSense account—is generating clicks. *Custom channels* are channels that you define in advance of ad deployment. A Google unit can be assigned to a custom channel you’ve created, as shown in Figure 8-9.



Figure 8-9. Custom channels are user-defined and can help you keep track of pages and groups of pages and their click throughs

In addition to custom channels, *URL channels*, which tracks ad-unit clicks by URL, can help you keep track of how your Google ad and link units are doing. See “Using Channels” later in this chapter for more information about channels.

## Putting the ad on a frame

HTML frames allow publishers to present documents in multiple views, which may be independent windows or subwindows. One view may be kept visible while other views are scrolled or replaced. An HTML page made up of frames (views), called a frameset, is defined using the <frameset> tag. The location of each view is specified in a <frame> tag.

If you intend to put your Google ad unit on a page that is part of an HTML frameset, it is important that you ensure the ad will be placed on a framed page box.



Frames are pretty unpopular these days among people who construct web sites because users can find them irritating and they sometimes don't work well with web browsers.

## Grabbing the Code

With your Google unit selections made, it's time to grab the code for your unit and place it in your web page.

### Ad unit example

Suppose you decided to create a Leaderboard (728×90) ad unit using the Steely Gaze palette (otherwise accepting the default options from Google). The next step is to click the code box shown in Figure 8-10 to select and then copy the code for the unit you have specified.

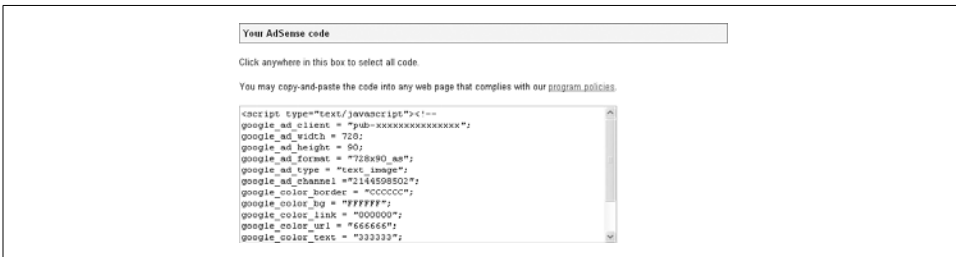


Figure 8-10. The next step is to copy and paste the code from the box into your web page

Here's the complete code for the ad unit:

```
<script type="text/javascript"><!--
google_ad_client = "pub-XXXXXXXXXXXX";
google_ad_width = 728;
google_ad_height = 90;
google_ad_format = "728x90_as";
google_ad_type = "text_image";
google_ad_channel = "2144598502";
google_color_border = "CCCCCC";
google_color_bg = "FFFFFF";
google_color_link = "000000";
google_color_url = "666666";
google_color_text = "333333";
```

```

google_color_link = "000000";
google_color_url = "666666";
google_color_text = "333333";
<!--></script>
<script type="text/javascript"
  src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>

```



The actual Google publisher ID has been replaced with Xs in this example.

If you look at the code that makes up this Google ad unit, it is really a very simple affair, built using JavaScript. First, a variety of variables are set, such as the ad size, colors, and publisher ID. Next, a remote script on Google's server, *show\_ads.js*, is called. This script generates the HTML for the ads that are displayed on your page.



It's best to place AdSense code within includes so you can modify one file and have the changes displayed simultaneously on many pages. See Chapter 1 for more information on using includes for your advertising.

Figure 8-11 shows the Leaderboard ad unit displayed with ads on a web page.

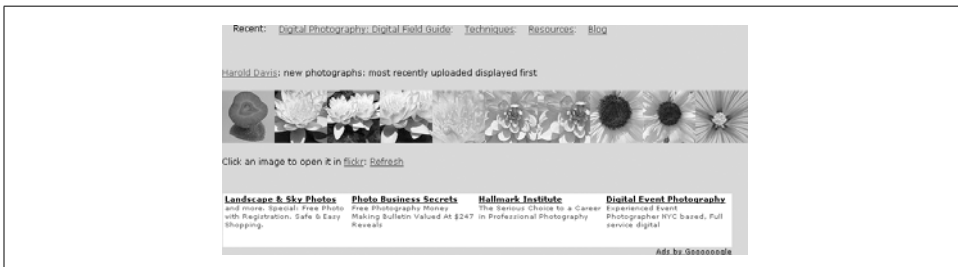


Figure 8-11. The Leaderboard ad unit is displayed on this web page

### Link unit example

Suppose you decided to display a link unit with five links, 200 × 90, in the Black and Blue palette (otherwise accepting the default options). Here's the code AdSense would generate for you to copy and paste:

```

<script type="text/javascript"><!--
google_ad_client = "pub-XXXXXXXXXXXXXXXX";
google_ad_width = 200;
google_ad_height = 90;
google_ad_format = "200x90_0ads_al_s";
google_ad_channel = "2144598502";
google_color_border = "000000";

```

## Placing AdSense Ads on Your Pages

Publishers may well wonder where they should place AdSense ads on their pages for the best results. There's a great deal of speculation about AdSense ad placement in webmaster circles, and not much hard data.

It is clear that ads placed above the fold—meaning in the top third of the page, where they will be seen on any computer monitor without scrolling down—do better than ads placed lower in a page.

The best-performing AdSense ad format and position is Leaderboard (also called a horizontal skyscraper) close to the top of a page. The second-best format is one of the several vertical skyscraper formats (Skyscraper and Wide Skyscraper), with the top ad very close to the top of the page, either along the left or right side. If a vertical skyscraper is positioned along the right side of a page, then you need to take care to use a page design with a total width less than 800 pixels so that the skyscraper along the right-hand side will display without horizontal scrolling on all monitors.

Beyond this basic placement information, you might want to consider whether it makes sense to put a great many ads on a single page (the Google limit is three ad units). There's something to be said for placing a great many ads on a page—the variety might produce good choices for more visitors. However, the “noise” of displaying many ads can detract from your site, and some publishers get better results with fewer ads.

The bottom line is that you should experiment with ad placement and the number of ads on your site. What works well for your site is not necessarily what works well for another site, so there is no substitute for trial and error.

```
google_color_bg = "F0F0F0";
google_color_link = "0000FF";
google_color_url = "008000";
google_color_text = "000000";
//--></script>
<script type="text/javascript"
  src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
</script>
```

Paste the link unit code into an include file, copy the include file to your server, and modify your content pages so they include the link unit file. The link unit will then appear on your site, hardly taking up any space at all, and just look like more links, as shown in Figure 8-12. If you click on one of the links in the link unit, a Google page consisting of contextual ads will open (Figure 8-13).

## Custom Ad Colors

The Ad Colors page can be opened by clicking the Ad Colors link on the Ad Settings tab or from the Manage color palettes link on the Ad code layout page.



Figure 8-12. This ad unit, shown on the lower right, consists simply of links



Figure 8-13. The links in each link unit open a page of contextual ads

Using the AdColors page, you start with one of the built-in Google palettes. Next, you can modify each of the colored elements of the palette, either by specifying an RGB hexadecimal color value or by choosing colors from a color picker (see Figure 8-14).

Once you have the color scheme you want, you can save your custom palette (using any name you'd like). Your custom palette will be added to the list on the Ad layout page (Figure 8-15), which opens if you click Save and get code.

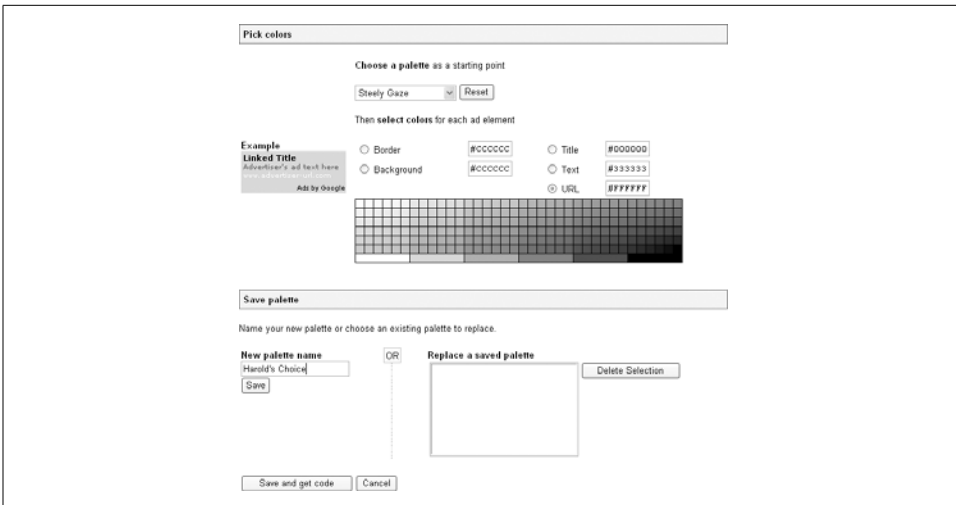


Figure 8-14. Creating your own custom palettes makes it easy to match the design of your site



Figure 8-15. Custom palettes are available on the Ad layout code page

## Using Channels

The Channels page, opened by clicking the Channels link on the Ad Settings tab, lets you define URL and custom channels.

URL channels are tracked by web address, and you can add these at any point. You can use URL channels to track a single page, a directory in a domain, or an entire domain. For example, the URL channel `www.digitalfieldguide.com` will track ads served and clicked on this URL and ads on any page below that address (for example, ads on pages in `www.digitalfieldguide.com/blog/`). In contrast, the URL channel `www.digitalfieldguide.com/index.php` tracks activity only on the page `index.php`. Figure 8-16 shows the interface for creating and managing URL channels.



For information about using URL channel information to understand your Google AdSense activity, see Chapter 9.

Custom channels are not limited by the domain and directory structure of your web server and track activity from an ad unit—wherever it is located—that is linked to the custom channel. The catch is that for this to work, you need to have created the

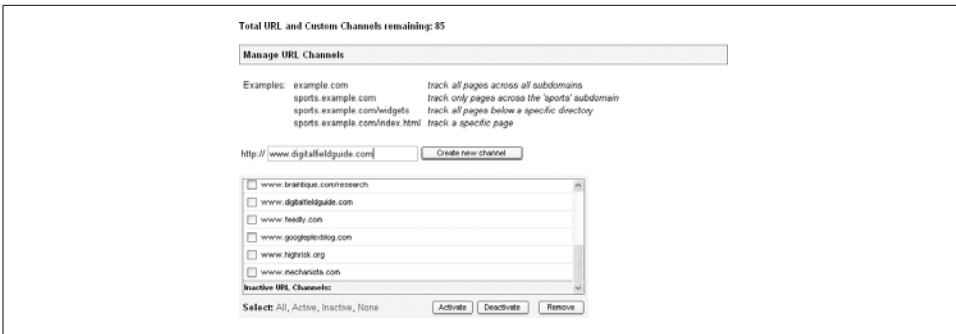
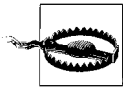


Figure 8-16. URL channels track activity by web address, so you can use them to monitor impressions and clicks on specific pages, directories, and domains

custom channel and associated the ad unit with that channel *before* deploying the ad unit. In contrast, you can always add a URL channel (but URL channels are not flexible in terms of the information they report).



The need to specify a custom URL channel before you deploy your ad code is a serious drawback. Things do change often and quickly on the Web. Adding, or changing, custom channels means changing the actual ad unit code in your pages.

Figure 8-17 shows the interface used to create custom channels.



Figure 8-17. Custom channels must be defined before they can be deployed but can be used for granular ad unit tracking

## Applying Competitive Filters

Some times it's a good idea to filter ads so that they *don't* appear on your site. The most common reason for doing this is to make sure that competitors' ads don't appear on your site, but you might also simply want to make sure that ads from organizations you find offensive don't appear beside your web content.

To block ads, based on their destination URL, from appearing on your site, click the Competitive Ad Filter link found on the Ad Settings tab. Enter the addresses you want to ban in the box shown in Figure 8-18.

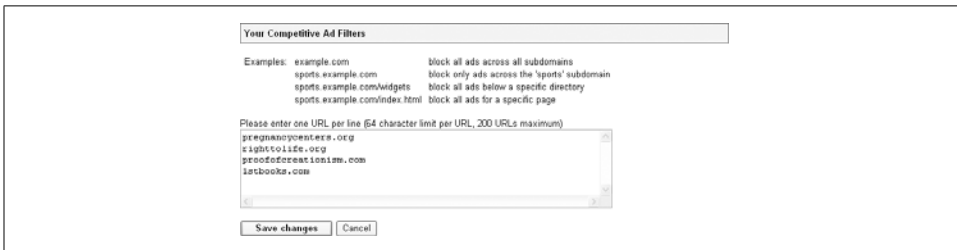


Figure 8-18. You can easily filter out ads from your competitors or that you find offensive

## Finding That Offensive URL

Suppose an AdSense ad appears on your site that you really don't like and want to ban. How do you determine what URL to use in the Competitive Ad Filters dialog to exclude the ad?

Following these steps will let you find the URL you need to ban:

1. Right-click the ad title (the portion of the ad that is a hyperlink).
2. If you are using Internet Explorer, select Copy Shortcut. On Mozilla or FireFox, the command will be something like Copy Link Location.
3. Paste the selection into a text editor like Notepad.
4. The destination URL for the ad will appear following the `adurl=` portion of the URL, and continue up to the ampersand (&).

For example, if the pasted selection is something like this (portions of the ad string have been omitted):

```
http://pagead2.google syndication.com/pagead/adclick?sa=1&...&adurl=http://www.competitiontermite.com&client=...
```

then the destination URL is `http://www.competitiontermite.com`.

## AdSense Search Settings

To get the code for placing a search box on your web pages, click the Search Settings tab followed by the Search Code link. On the Search Code page, enter your site language from a drop-down list and select your country.

## Web Search Boxes

To add a web search box, make sure Google Search is selected, as in Figure 8-19. There are a few simple choices you can make about the layout of your search box, and you can also decide to exclude adult content from searches by enabling SafeSearch. When you are satisfied with your search box selections, click Update Code.


The image shows a web form for configuring a search box. At the top, there is a dropdown menu labeled "Select a search box". Below it is a line of text: "Enable your users to search the entire Internet, or within the domain you specify with SiteSearch [Learn more...](#)". An "Example" section shows a search box with the Google logo above it and a "Search" button below it. Below the example are several options: "Google Search" (selected with a radio button), "Google SiteSearch" (unselected), and "Use SafeSearch (English only)" (unselected). A note below the SafeSearch option states: "With SafeSearch, sites and web pages containing adult themed and explicit sexual content are excluded from web search results." There are also options for "Search box background color" (set to "White"), "Length of text box" (set to "31 characters"), and "Layout options" (both "Google logo above text box" and "Search button below text box" are checked). At the bottom is an "Update Code" button.

Figure 8-19. Google web search boxes give you some layout choices, along with the possibility of filtering adult content from your searches

## Site Search Boxes

The site search box is a nifty alternative to Google's web search box. You can set this box up in a number of different ways, depending upon the options you choose:

- Users can search the Web using Google.
- Users can search the Web *and* additionally search within one to three domains that you designate.

Google can only return results from pages it has indexed, so the site search box results of your domains will only be as good as Google's job of indexing your site.

To implement a search box, choose the Google SiteSearch radio button (rather than the Google Search button), as shown in Figure 8-20.

Next, enter the domains you would like the ability to search (from one to three, separated by semicolons). Make your selections of graphic elements, and click Update Code.



Figure 8-20. You can include up to three domains as sites to search



With both search and site search boxes, as with ad units, you can use channels—in this case called *search channels*—to track the performance of your search boxes. You can also apply competitive search filters to block ads from specific URLs from appearing on the pages generated by your search results.

## Getting Simple Search Code

Scroll down to the bottom of the Search Code page, and select and copy the Google search box code. For example, for a site search box, the code would look more or less like this:

```
<!-- SiteSearch Google -->
<form method="get" action="http://www.google.com/custom" target="google_window">
<table border="0" bgcolor="#ffffff">
<tr><td nowrap="nowrap" valign="top" align="left" height="32">
<a href="http://www.google.com/">
</img></a>
</td>
<td nowrap="nowrap">
<input type="hidden" name="domains" value="www.braintique.com ;
www.digitalfieldguide.com ; www.googleplexblog.com"></input>
<input type="text" name="q" size="31" maxlength="255" value=""></input>
<input type="submit" name="sa" value="Search"></input>
</td></tr>
<tr>
<td>&nbsp;</td>
<td nowrap="nowrap">
<table>
<tr>
```

```

<td>
<input type="radio" name="sitesearch" value="" checked="checked"></input>
<font size="-1" color="#000000">Web</font>
</td>
<td>
<input type="radio" name="sitesearch" value="YOUR DOMAIN NAME"></input>
<font size="-1" color="#000000">YOUR DOMAIN NAME</font>
</td>
</tr>
</table>
<input type="hidden" name="client" value="pub-XXXXXXXXXXXX"></input>
<input type="hidden" name="forid" value="1"></input>
<input type="hidden" name="ie" value="ISO-8859-1"></input>
<input type="hidden" name="oe" value="ISO-8859-1"></input>
<input type="hidden" name="cof"
value="GALT:#008000;GL:1;DIV:#336699;VLC:663399;AH:center;BGC:FFFFFF;LBGC:336699;
ALC:0000FF;LC:0000FF;T:000000;GFNT:0000FF;GIMP:0000FF;FORID:1;"></input>
<input type="hidden" name="hl" value="en"></input>

</td></tr></table>
</form>
<!-- SiteSearch Google -->

```

As you can see, internally the site search box is implemented as an HTML form and table. If you copy this code into your web site, you'll see a search box that allows you to search the Web (or specific domains) like the one shown in Figure 8-21.



Figure 8-21. With a site search box, users can search the Web, or the specific domains you chose

If your site visitors use this box to search the Web or your domains, the page that Google returns will carry ads that are contextually relevant to the search. If the visitor clicks on one of them, you'll make some money.

## Working with Search Styles

Google has made some effort to help you customize the search page that visitors see when they search using the Web or site search boxes. After all, in some sense the search results page—particularly if you are using site search to search through your own domain—is an extension of your content, even if Google is serving it.

To customize the search results page that visitors will see when they use your Google search or site search boxes, click the Styles link on the Search Settings tab to open the Search Styles page.

On the Search Styles page, choose a built-in palette as the starting place, and select a color for each element of the page (Figure 8-22).

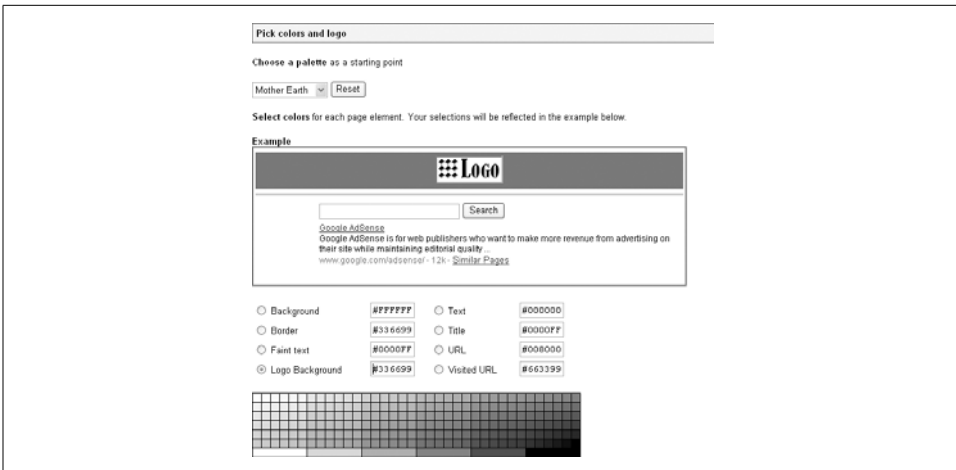


Figure 8-22. You can pick the color scheme for your search results page

Next, you can specify a logo (by location) to appear on the search results page (see Figure 8-23). This logo can be used to click back through to your site, so it's a good thing to provide, because it helps you keep control of your traffic.



Figure 8-23. The search results page template is saved as a “palette”

Finally, name and save the scheme for the search results page (Figure 8-24).



If you click the Save and get code button, the Search Code page will open with your custom palette selected.

Your custom palette will now appear on the list of palettes in the Search Code page (Figure 8-24). Select it, and click the Update Code button to get the new code for your search box. Copy and paste the code into the code in your web pages.



Figure 8-24. The custom palette appears in the Search Code page list of palettes

Now, when visitors use the Google web or site search box, the results page that they see will be customized with your choice of colors and, if you specified one, your logo (see Figure 8-25).



Figure 8-25. With the custom palette selected, your color scheme and logo are used to create the search results page

## Action Items

To start making money with AdSense:

- Apply, and get accepted by Google's AdSense program.
- File an IRS form W-9 (or other appropriate tax form) with Google.
- Generate AdSense for Content ad and link unit code for your site.
- Place the code in your pages, preferably within includes.
- Add AdSense web and site search boxes to your site.
- Create a custom search results page that echoes the look and feel of your site.