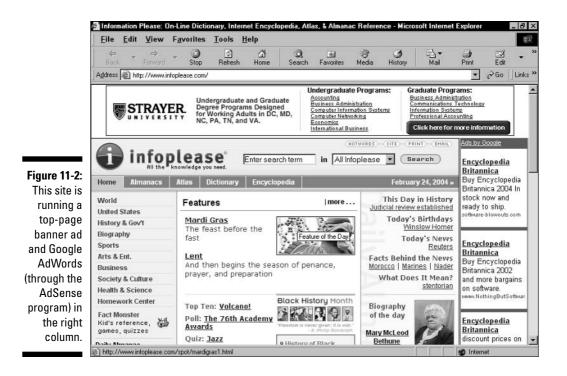
Part III: Creating Site Revenue with AdSense



The exact order of events is as follows:

1. Apply for and open an AdSense account.

As with other Google accounts, starting an account is free. The AdSense program has no activation fee nor do you have to provide payment information. However, you do need to provide a Social Security number or tax ID number as well as an address so that Google can pay you. The necessary tax-form submission is accomplished online — no need to print and mail any forms.

2. Select an ad style for the AdWords ads that will appear on your pages.

Google provides interactive pages so that you can choose a display configuration and the colors of the ad text and borders, as shown in Figure 11-3.

3. Clip the code.

As you select display properties, Google creates HTML for pasting into your page(s), as shown in Figure 11-4. The code uses javascript to call the ads and pull them from Google to your site.