REMEMBER

As I walk you through the creation of AdSense code and describe how to paste that code into your page, you might get the impression that you may use only one code sample. Far from it! You may use variously altered versions of the basic code throughout your site — a different layout and different colors on each page, if you like.

Choosing an ad layout and color palette

You start creating your ads in the Settings portion of the AdSense account, as shown in Figure 12-1. Two sections of the Settings tab help create ads that conform to your site's design scheme: the Ad Layout Code section and the Ad Colors section. Actually, both sections deal with ad colors. The Ad Layout Code section offers preset color palettes; the Ad Colors section lets you modify those presets and save them. Here, I look at the Ad Layout Code section, but you can head straight for the Ad Colors page if you want to play with more advanced color controls.

To get to the Ad Layout Code page, simply log on to your AdSense account and click the Settings tab. The screen shown in Figure 12-1 appears. Scroll down to see the page's interactive controls, shown in Figure 12-2.
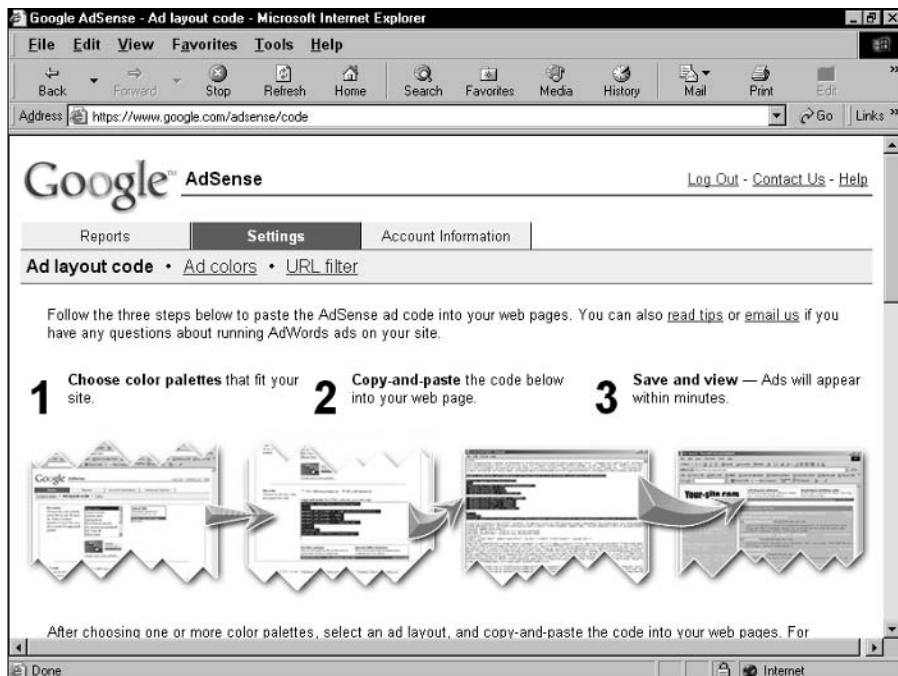
Figure 12-1: Select an ad configuration and choose a preset color palette.