



Don't be afraid to mix customized ad units with uncustomized units on the same site. (Only one ad unit per page, of course, per the AdSense terms of service.) Remember, part of defeating ad blindness is surprising your visitors' expectations.

When CTR doesn't matter

Some AdSense publishers don't give a hoot about CTR. To them, it's all about total revenue. This approach works well when the Webmaster adds new pages regularly. If the CTR slips downward, the deficit is made up by higher click volume. Rob Arnold, Webmaster of www.linear1.org, shares his experience:

"AdSense complements my content well. My readers clearly find it useful; the clickthrough rates reflect that. I had a significant body of text to begin with, and coherent navigation and layout. If you're starting up a site you'll need a few hundred thousand words of content, organized

coherently, to achieve good results. I also spent a short time in the early stages investigating the impact of ad placement and color changes. But what has proven to be the most effective use of my time is producing quality content. If you can add a page a day of quality content to your site, that can matter more than tweaking your ad layout or positioning."

Rob Arnold's total AdSense presentation includes highly color-coordinated palettes and above-the-fold leaderboards, as shown in the figure. Custom colors can make ad units blend into the page as if they were part of the editorial content.

