Fortunately, you can try a number of legitimate tactics to raise your CTR. Experimentation is key. The only way to know what works for your site is to try both sides of a strategy. The more traffic your site attracts, the more quickly you can evaluate your CTR experiments.

Placing ads above the fold

REMEMBER

You are concerned with the *highest* fold point. The lower the screen resolution, the higher the fold point. Visitors running a monitor resolution of 640 x 480 pixels see very little of your page without scrolling. Most Webmasters no longer design for 640 x 480 viewing, but 800 x 600 is widely in use, and that resolution, too, has a high fold point. If you normally view your site with higher resolutions, the advice here is to drop down to lower rez and see where your ad units appear.

TIP

Horizontal ad layouts are far easier to squeeze above the fold than vertical layouts that stretch down the page. (See Figure 13-4.) Some AdSense veterans recommend against horizontal layouts for reasons I discuss a bit later. If you choose a skyscraper ad unit, running down the page vertically, try to place the first ad, at least, above the fold (see Figure 13-5).
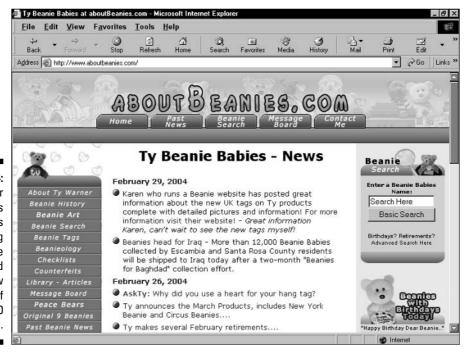

Figure 13-4: Believe it or not, this page is running AdSense ads. The ad unit is below the fold of an 800 x 600 screen.