Choosing your pages

Leaving behind the fold issue, another consideration is *which* pages should host your ads. There is logic to thinking that you might as well code ads into every page of your site. Indeed, if you use templates that establish the unchanging elements of all your pages, it might be difficult to keep ads off individual pages. But two tactics for enhancing your AdSense presentation come to mind.

First, consider eliminating ads from your index page — the first page of your site. The rationale here is that an ad-free opening page welcomes your visitors and won't get their defenses up. The phenomenon of ad blindness can be instilled on the home page and persist as the visitor moves through the site. Eliminating ads from the index page makes your ad units stand out more in the inner pages.

Ad-free index pages don't work for all sites. If your index page is the highest-ranked entry page *and* exit page, the index page is your main chance to generate clickthroughs; if visitors exit the site from that page anyway, you might as well lure them into exiting through your ads. Check your traffic logs.