



## With the help of AdSense, *Diário de Biologia* ("Biology Diary") continues to make science less complicated



About *Diário de Biologia*

- diariodebiologia.com
- Rio de Janeiro (RJ)
- Making biological sciences less complicated

*"All of the experience acquired from AdSense made me realize that this is one of the main paths for boosting the revenue of my business."*

**— Karlla Patrícia Silva, biologist and website publisher.**



Created by Karlla Patrícia Silva, a biologist with a doctorate in Zoology, diariodebiologia.com addresses common daily topics in the areas of science and biology. The website was launched to teach biology in a simplified way, answering the questions that readers send via e-mail without using overly technical terms. Her goal was to reach as many people as possible. The website also features interesting facts about the human body, animals and plants, explained in everyday terms.

For nearly three years, the website ran without the use of advertising but after some research, Silva discovered AdSense – the ideal tool for making her website profitable. "The possibility of partnering with such a well-established company, one that uses relevance to determine the ideal type of advertising, was of great interest to me," she revealed. I was also drawn by the low risk for the business and possibility of generating income."

By using the performance reports in her AdSense account, Silva realized that changing the positioning and format of certain ad units meant increased profitability. The AdSense team also played a crucial role, suggesting improvements to her ad units to maintain the maximum level of profitability for her business.

Today, diariodebiologia.com receives an average of 840,000 visits per month, with approximately 37,000 daily pageviews. The site now has 800 posts and over 13,000 comments. Using Google AdSense has proven to be a profitable strategy for Silva and today it represents 65% of her total advertising revenue.

For her, AdSense helps to keep her household going and also helps to pay for investments in pursuit of her technical specialization. In the future, she plans to continue investing in new ways to grow her audience.

### About DFP Small Business

DoubleClick for Publishers (DFP) Small Business an advertisement publication solution that is both easy to use and powerful, designed to help websites expand their online advertising businesses. With simplified advertisement traffic, inventory management, integrated revenue optimization and the creation of advanced reports, DFP Small Business equips websites with a complete tool kit to help them deliver advertisements and optimize their revenue through the direct sale of their advertising, as well as through the use of AdSense/AdExchange and other advertising networks.

For more information, please visit:

[www.google.com/dfp/login/pt\\_BR/](http://www.google.com/dfp/login/pt_BR/)