



For Quehoroscopo.com the future looks promising thanks to Google AdSense



About Quehoroscopo.com

- www.quehoroscopo.com
- Based in Madrid
- Web portal specialising in daily horoscopes and astrology information

The result

- Quehoroscopo.com wanted a simple solution for managing its advertising and monetising its website
- The company has grown with the help of Google AdSense and has succeeded in improving its content
- Thanks to this Google tool, it has been able to extend its reach to mobile devices

“Google AdSense represents 90% of our total advertising turnover.”

**– Hugo Conde,
founder and publisher.**



Quehoroscopo.com is a website that specialises in providing daily horoscopes and astrology information. The portal was set up in 2007 by Hugo Conde because of his interest in new technology and the Internet. Today, a large team of tarot professionals, editors and designers work together to make Quehoroscopo.com a leading portal.

Hugo began using Google AdSense in 2007 because he felt it was a simple, effective tool that he could manage himself and, above all, because he saw it as a way of generating income. He was not mistaken. Google AdSense now represents his main source of income, bringing in 90% of all advertising revenue. And this Google tool has not only enabled him to keep growing and increase turnover, it has also played an underlying role in improving content and expanding to new platforms.

Hugo is very pleased with the adverts that appear on his website. He is familiar with the ad review options that Google AdSense provides, but, thus far, has not felt the need to block any ads or any ad categories. The formats that fit his website best are 728x90 and 300x250. Hugo ensures that the ads are well positioned and that there are not too many of them, so he follows Google's recommendation (three ads per page). He is keen to try new formats as long as they do not alter the original page design too much. To view new data on earnings and to find out which content users are visiting most frequently, he uses the Google AdSense performance reports and, especially, those combined with Google Analytics.

He also uses FeedBurner for RSS, from Google AdWords, and he is just starting to use YouTube. Moreover, using the free DFP Small Business solution he is increasing advertising and personally administering his website's advertising space. In line with his passion for new technology, the Quehoroscopo.com founder has adapted his website for mobile devices, which now form 30% of his revenue, and he is in the process of creating a mobile phone app.

Hugo's plans include improving the quantity and quality of the content, improving the website's usability and finding new ways of reaching users, via mobile phones, video, audio, new platforms etc. The future certainly looks extremely promising.

About Google AdSense

Google AdSense™ is a programme that enables companies to generate revenues using their online content. More than 2 million publishers of varying sizes around the world are using AdSense to show text and graphic-based ads that are targeted for their website and audience. Website editors can also offer visitors Google's search technologies, gaining income from the Google ads in the search results pages.

For more information, visit
google.es/adsense