



Google AdSense helps to fund Spanish site providing immigration advice

Parainmigrantes.info

About Parainmigrantes.info

- www.parainmigrantes.info
 - Granada, Spain
 - Website providing advice for immigrants to Spain
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— **Vicente Marín, director.**



Parainmigrantes.info provides free, high-quality legal advice to immigrants in Spain. Covering subjects such as immigration procedures, finding a lawyer and accessing jobs and education, it is run by a team of three people and receives around 50,000 visits a month.

Founder and director Vicente José Marín discovered the advantages of Google AdSense when he attended a course on website optimisation, and has been using it ever since. "We needed a user-friendly way of monetising the site. It's simple and useful, and it basically runs itself," he says.

AdSense has become a vital component of Vicente's business, accounting for 25 per cent of revenue. "We get high-quality ads," he says. "The quality and relevance of the ads just keeps getting better, and they're very well suited to our visitor profile."

Vicente and his colleagues find that the wide skyscraper ad format works best, and use the daily and monthly reports they receive from Google AdSense and Google Analytics to monitor visitors and adapt the site accordingly.

"I'm really pleased with AdSense," Vicente says. "It covers two of our salaries, which is pretty good in view of the current economic climate. With its help, we plan to continue improving the quality of our content, create a second website for people thinking of emigrating from Spain, and remain one of the leading innovators in the market."

About Google AdSense

Google AdSense™ is a programme that enables businesses to earn revenue from their online content. Over 2 million publishers of all sizes worldwide use AdSense to show relevant text and display ads targeted to their site and audience. Website publishers can also provide Google search to their visitors, generating revenue through Google ads on the search results pages.

For more information, visit:
www.google.co.uk/adsense