



## From hobby to monetisation with Google AdSense



### About Pintomicasa

- [www.pintomicasa.com](http://www.pintomicasa.com)
- San Rafael, Argentina
- Interior painting and decorating blog

*"Currently, 80% of the blog's total income comes from AdSense. What began as a hobby has turned into something more organised and has even led to the launch of a new website on the same subject matter."*

**- Pablo Rabino, founder and publisher.**

Pintomicasa is a painting and decorating blog that was brought to life 6 years ago by Pablo Rabino. Pablo was a painter and decorator for 7 years and, after learning more about web pages, he came up with the idea of creating a website on this topic. He was soon registering lots of visits, which convinced him to devote himself fully to the website and inspired him to launch a second blog on the same subject matter.

The website currently attracts around 5,000 visits per day and is managed by Pablo, who writes what he knows about and learns more and more each day. On Pintomicasa, Pablo offers advice on painting, decorating and small DIY jobs, getting help from freelancers on specific tasks such as marketing and writing additional content.

Pintomicasa placed its trust in Google from the beginning, and currently 80% of the blog's total income comes from AdSense. "The quality and relevance of the ads is very high and we have never had any problems," says Pablo.

"Visits to the website and the website's income have increased a lot thanks to the AdSense controls and Analytics, and thanks to a few tips from Google, such as how to prevent specific sites from being blocked and how to use certain formats for text ads and images," the site's founder adds.

Pintomicasa now has an additional adaptive design for mobile devices, which thereby increases its traffic. The total income over the last 2 years has been very good. Pablo is very happy and is keen to keep optimising the ads and increasing his income, as well as to devote more effort to improving and publicising his content.

### About Google AdSense

Google AdSense™ is a programme that enables companies to generate income from their online content. Over 2 million website publishers of all sizes, all over the world, use AdSense to display text ads and banner ads directed towards their web page and their audience. Website publishers can also provide their visitors with Google search technology, earning income from the Google ads displayed in the search results pages.

For more information, visit [google.co.uk/adsense](http://google.co.uk/adsense)

