

Resep sukses meningkatkan pendapatan Adsense

Google AdSense On Air
24 Mei 2018

Felecia Handrawan, Strategic Partner Manager

Agenda

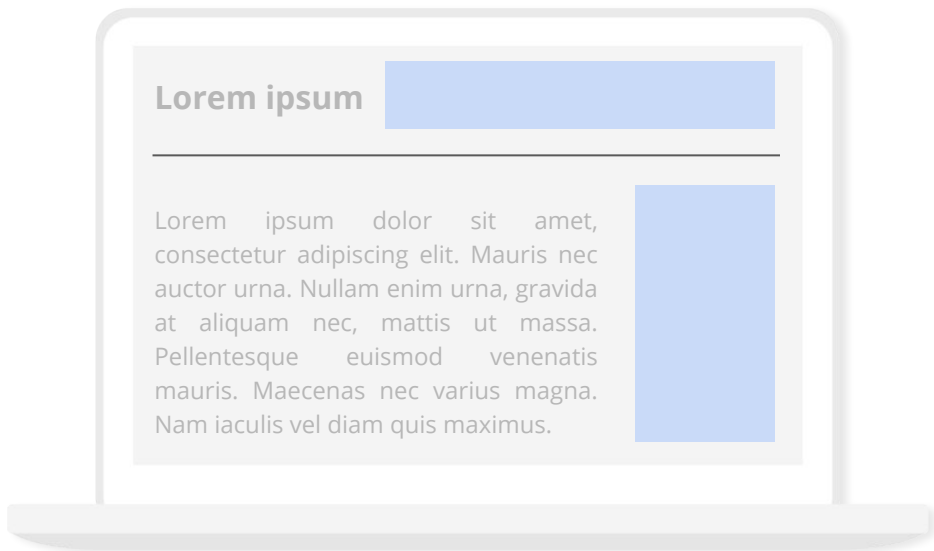
- Understand your revenue movement
 - Key definitions
 - Reports you should monitor closely
- Teknik meningkatkan pendapatan Adsense
 - Increase CPC
 - Increase CTR
 - Increase Impressions

Understand your revenue movement

Key definition

- **Pageview (Tampilan Laman):** page view when user views a page displaying Google ads
- **Impression (Tayangan):** The number of ads that are served on your website
- **Impression RPM (PPS Tayangan):** Average earnings for every 1000 impressions
 - **CTR (RKT):** The number of clicks divided by the number of impressions
 - **CPC (BPK):** The amount earned for each click

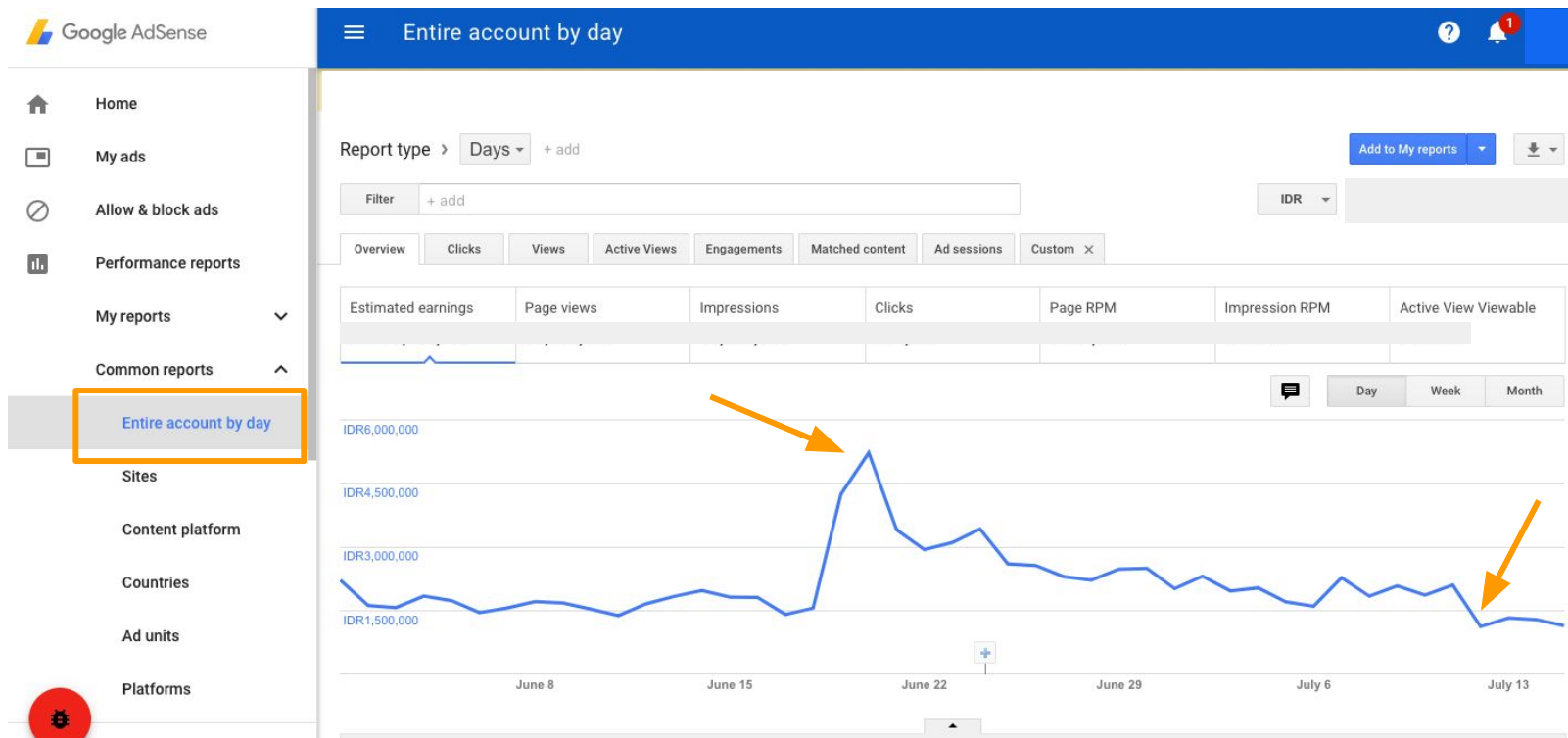
Illustrate with a website: How to calculate revenue



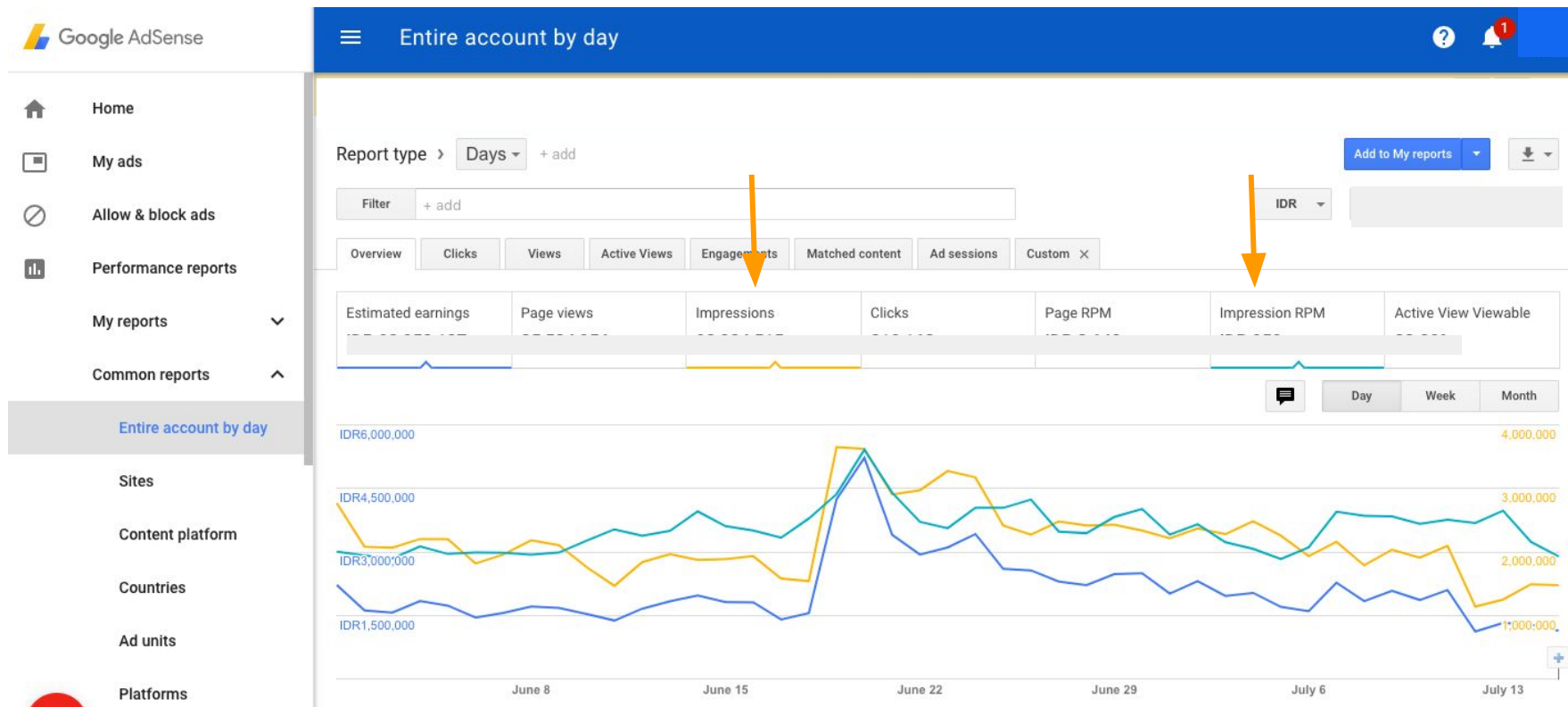
- Pageview = 100.000
- Impressions = 200.000
- Impression RPM = \$1

$$\begin{aligned}\text{Revenue} &= \frac{\text{Impression}}{1,000} \times \text{RPM} \\ &= \$200\end{aligned}$$

How/where to check them in the performance report?

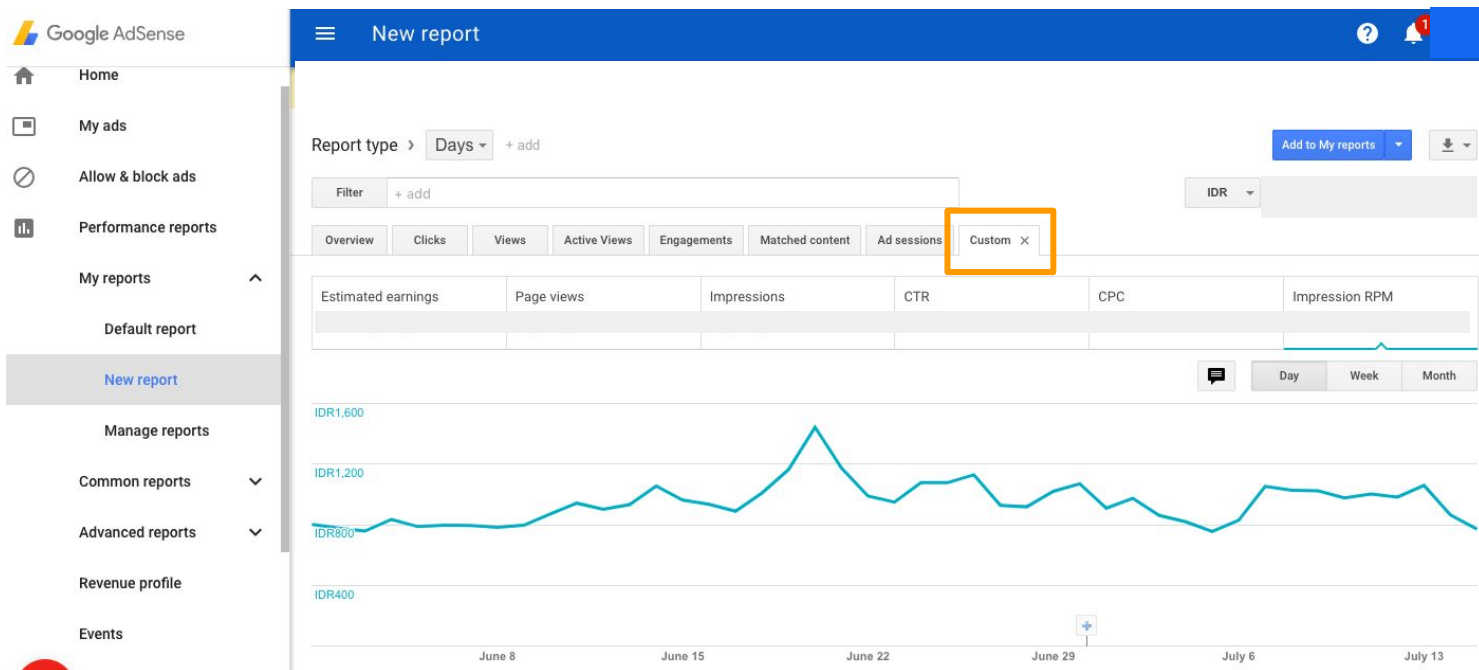


How/where to check them in the performance report?

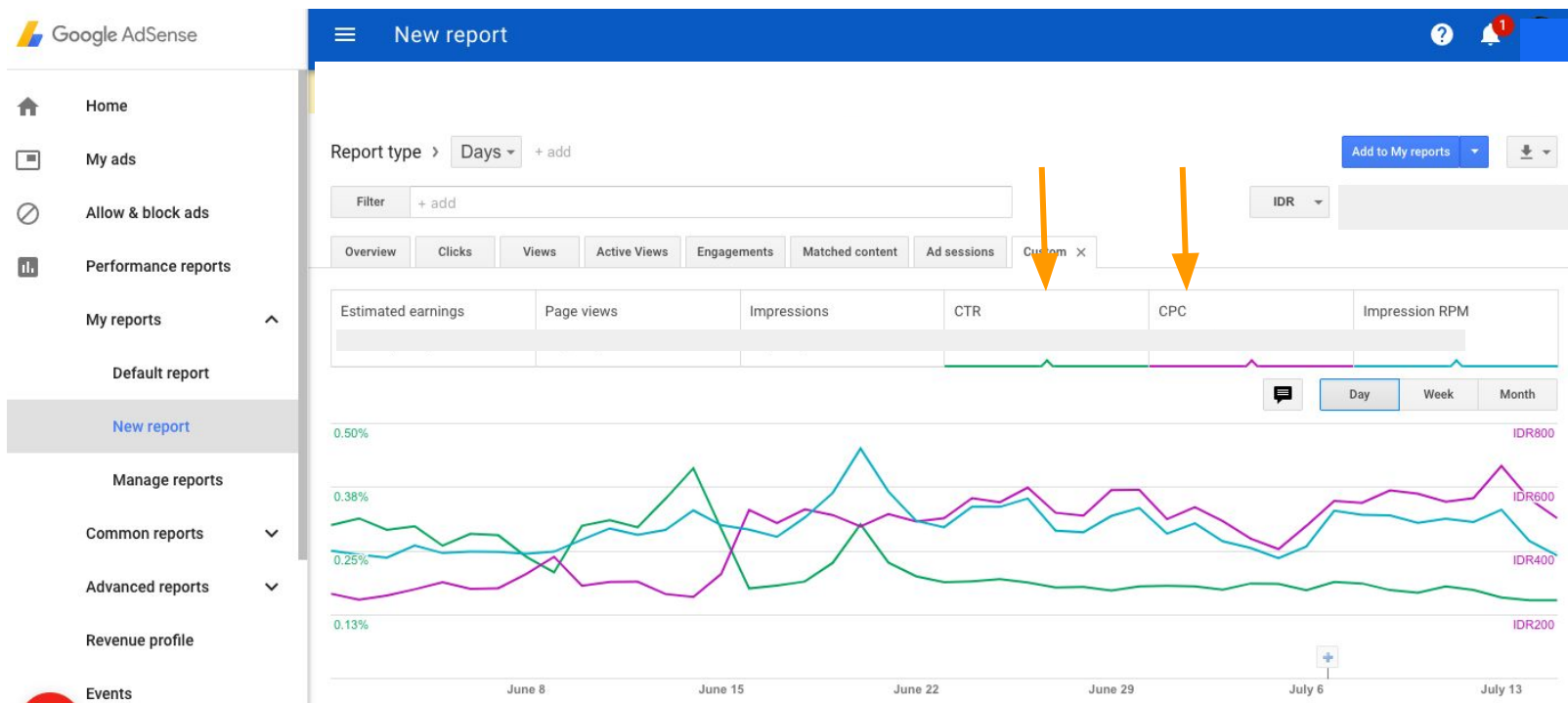


Custom reporting: Check on CTR & CPC movement

Metrics to choose: Pageviews, Impressions, CTR, CPC, Impression RPM, Est. earnings



Custom reporting: Check on CTR & CPC movement



Other reports to drill down where is the movement really happening!

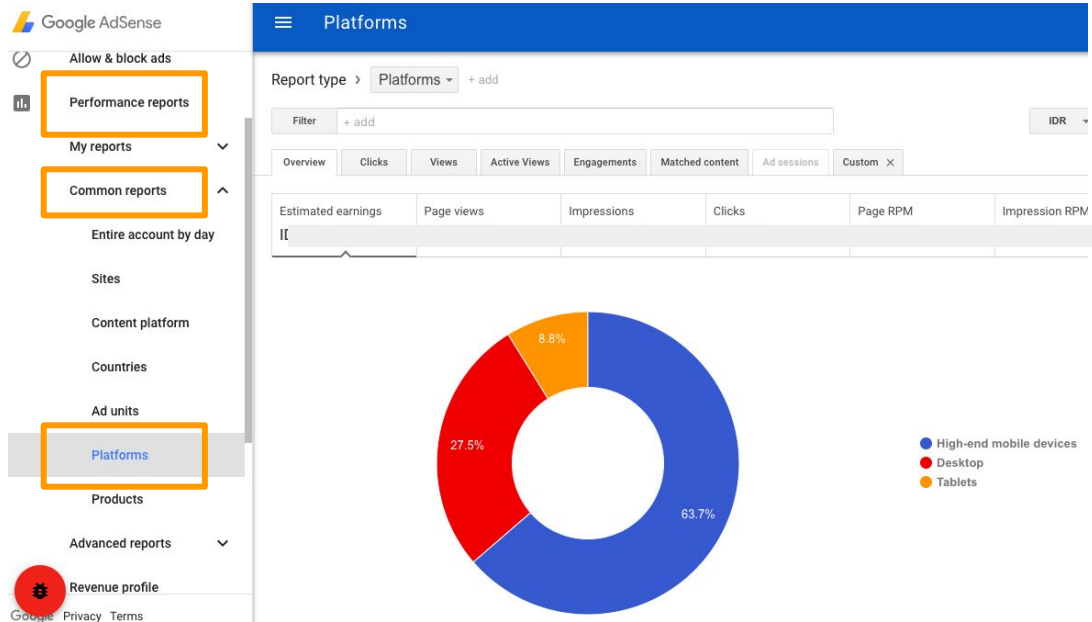
Common Reports - Platforms

Navigation

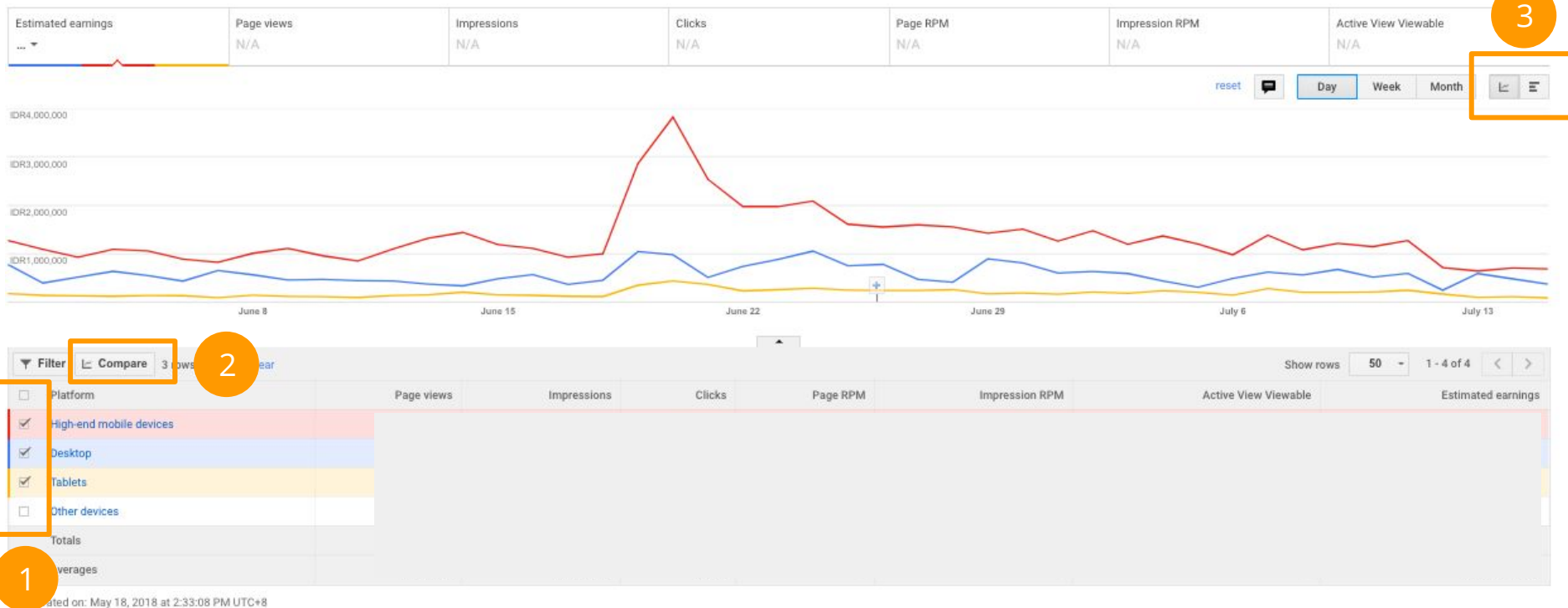
**Performance Reports → Common Report
→ Platforms**

Benefit

The Platforms report enables you to see which devices your ad units were viewed on, for example, on desktop or mobile. The data in this report is broken down into the following device categories: desktop, high-end mobile devices, tablets, etc.



Compare performance with line charts!



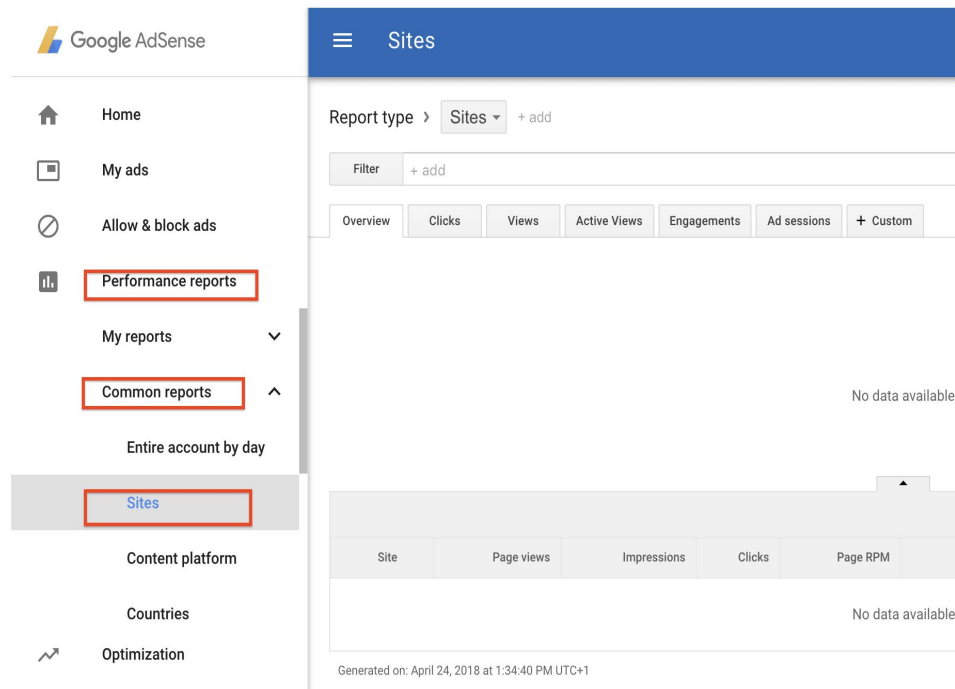
Common Reports - Sites

Navigation

Performance Reports → Common Report → Sites

Benefit

Report should display data for all domains and subdomains including estimated earnings, ad requests and more.



The screenshot displays the Google AdSense interface. On the left is a navigation menu with the following items: Home, My ads, Allow & block ads, Performance reports (highlighted with a red box), My reports (with a dropdown arrow), Common reports (highlighted with a red box and an upward arrow), Entire account by day, Sites (highlighted with a red box and a blue underline), Content platform, Countries, and Optimization. The main content area is titled 'Sites' and shows 'Report type' as 'Sites' with a '+ add' button. Below this is a 'Filter' section with a '+ add' button. A row of tabs includes Overview, Clicks, Views, Active Views, Engagements, Ad sessions, and + Custom. The main data area is currently empty, displaying 'No data available' twice. At the bottom, it says 'Generated on: April 24, 2018 at 1:34:40 PM UTC+1'.

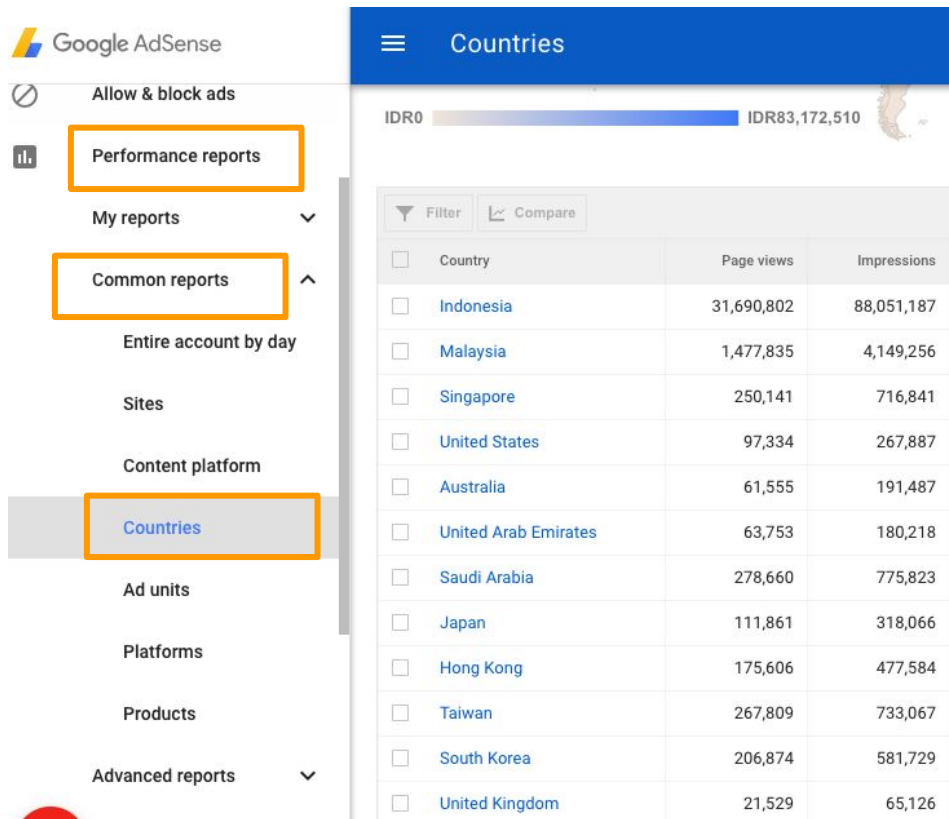
Common Reports - Countries

Navigation

Performance Reports → Common Report → Countries

Benefit

The Countries report shows your performance broken down by the country of the visitors who have viewed the ads on your site.



Google AdSense

Allow & block ads

Performance reports

My reports

Common reports

Entire account by day

Sites

Content platform

Countries

Ad units

Platforms

Products

Advanced reports

Countries

IDR0 IDR83,172,510

Filter Compare

Country	Page views	Impressions
<input type="checkbox"/> Indonesia	31,690,802	88,051,187
<input type="checkbox"/> Malaysia	1,477,835	4,149,256
<input type="checkbox"/> Singapore	250,141	716,841
<input type="checkbox"/> United States	97,334	267,887
<input type="checkbox"/> Australia	61,555	191,487
<input type="checkbox"/> United Arab Emirates	63,753	180,218
<input type="checkbox"/> Saudi Arabia	278,660	775,823
<input type="checkbox"/> Japan	111,861	318,066
<input type="checkbox"/> Hong Kong	175,606	477,584
<input type="checkbox"/> Taiwan	267,809	733,067
<input type="checkbox"/> South Korea	206,874	581,729
<input type="checkbox"/> United Kingdom	21,529	65,126

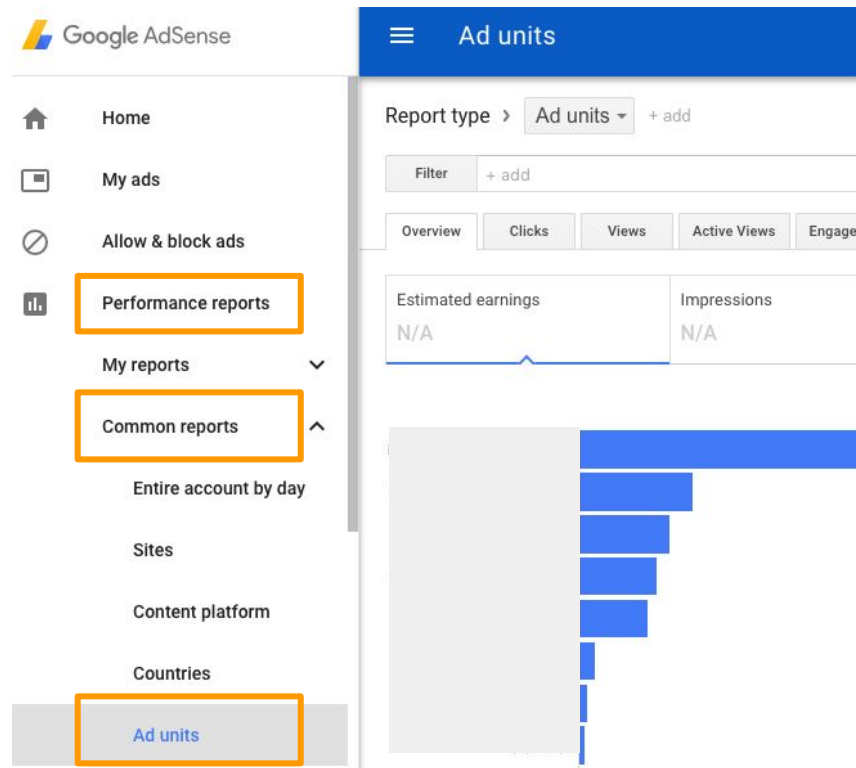
Common Reports - Ad Units

Navigation

Performance Reports → Common Report → Ad Units

Benefit

The Ad Units report enables you to see the performance of each ad unit.



Teknik meningkatkan pendapatan Adsense

CPC

CTR

Impression

Teknik meningkatkan pendapatan Adsense

CPC

CTR

Impression

Q: Kenapa CPC selalu naik turun, kok kayaknya terima pasrah ya? Sebenarnya apa yang kita bisa lakukan untuk meningkatkannya?

- CPC **memang sulit dikontrol** karena **sangat tergantung dengan permintaan pengiklan / advertiser**, biasa naik turun tergantung musimnya
- CPC biasa naik: akhir quarter, akhir tahun, musim liburan, perayaan penting (Ramadan, Natal, dll)
- Maka dari itu untuk meningkatkan revenue **lebih disarankan untuk fokus ke CTR dan impresi**
- Namun, bukan berarti tidak ada yang bisa kita lakukan untuk meningkatkan CPC ya!

How to increase CPC: Use the best performing ad size

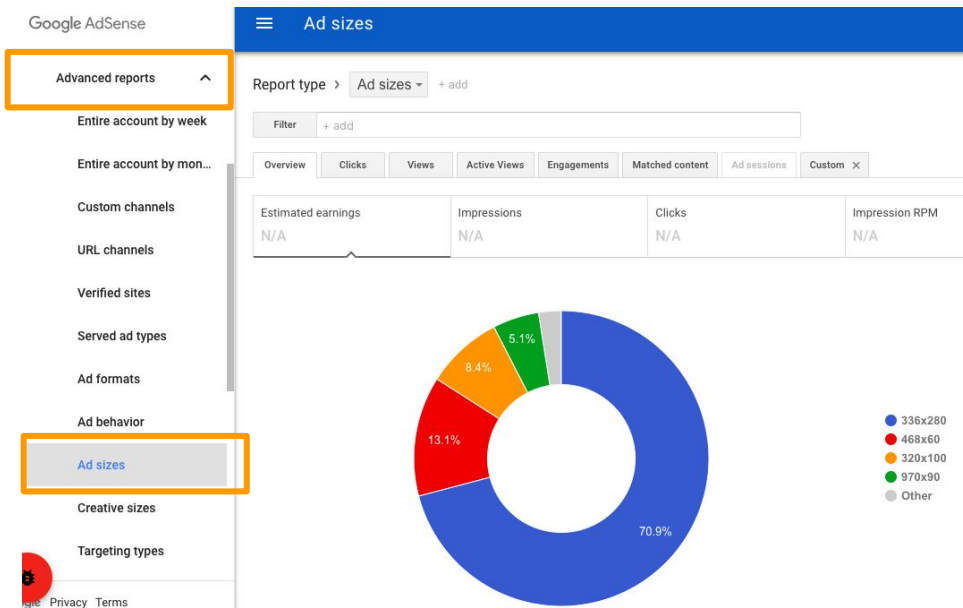
Navigation

Performance report → Advanced report → Ad sizes

Benefit

Ensure you're using the best performing ad sizes, these can lead to a better CPC and CTR. Our most optimal sizes are 728x90, 336x280, 160x600, and the 320x100 mobile banner. You can also do manual responsive with the above sizes

<https://support.google.com/adsense/answer/17955>



How to increase CPC: Opt in to both text and display

Navigation

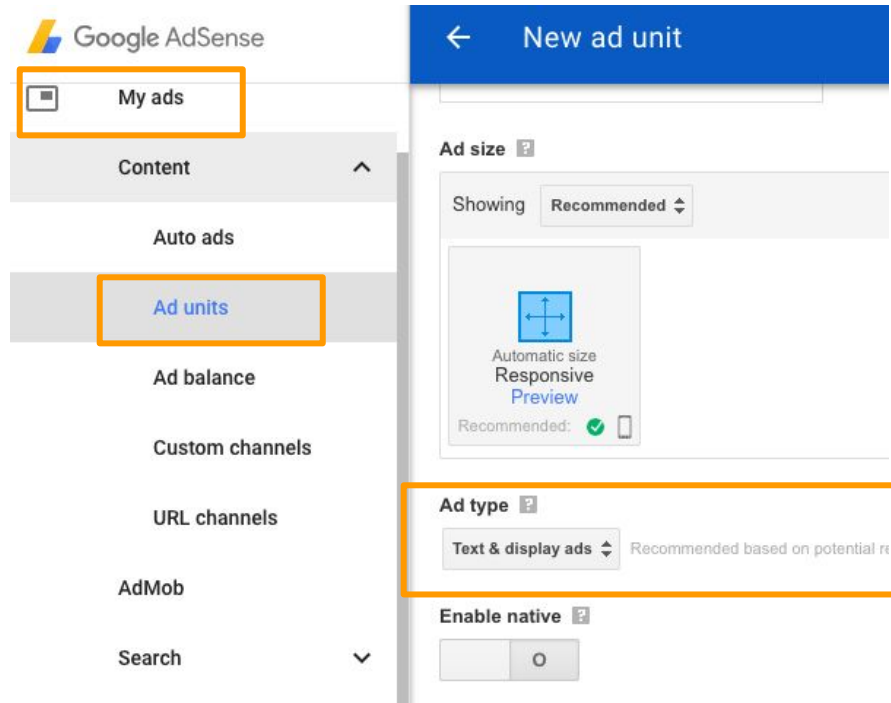
My ads → **Ad units** → **New Ad Unit** → **Ad type**

Benefit

We highly recommend that you display both ad types to ensure that all available advertisers can bid to appear on your site. By displaying both text and display ads, you can earn more revenue.

Source:

<https://support.google.com/adsense/answer/30629>



How to increase CPC: Be selective about blocking

Navigation

Allow & block ads → Content → All my sites

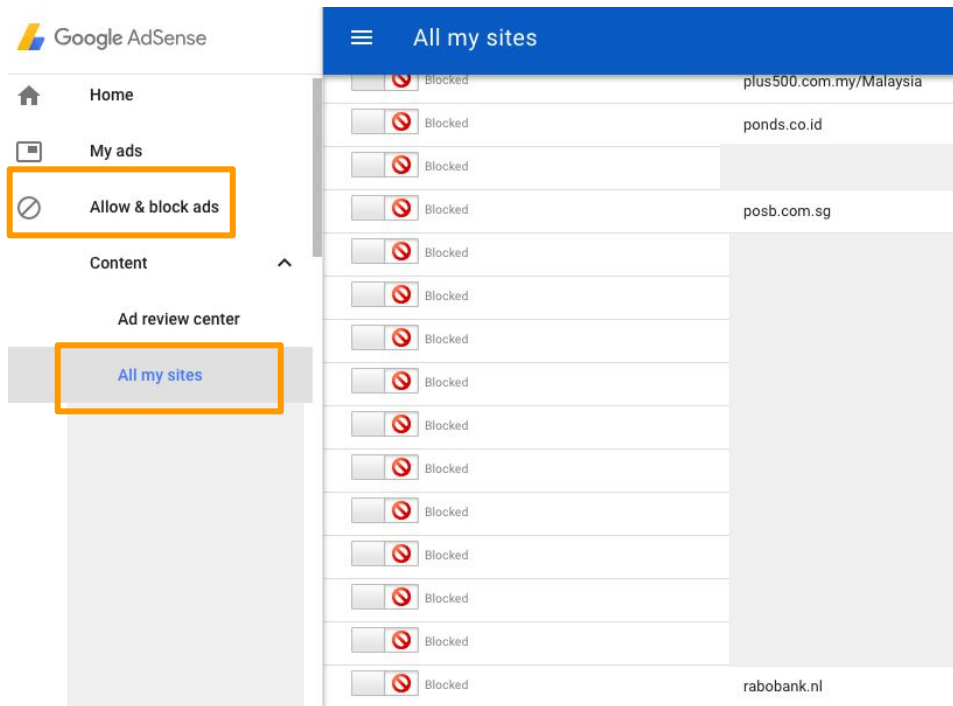
Advertiser URL & General / sensitive categories

Benefit

Make sure you're not blocking any ads you don't need to. If you block too many advertisers, ad networks, general or sensitive categories, this can decrease CPC because there are fewer advertisers in the auction bidding on your inventory.

Pro tips: Don't block play.google.com

<https://support.google.com/adsense/answer/180609>



How to increase CPC: Have good content

Ensure that your pages are **full of compelling content**.

The **more targeted, text-based information** you provide to our crawler, the easier it will be for our system to determine what your pages are about, and the greater the relevance of the Google ads will be.

Benefit

1. A content-rich page = Highly-targeted ads
2. Highly-targeted ads + Interested users = Healthy clickthrough & conversion rates
3. Healthy clickthrough & conversion rates = Success!

Source: https://support.google.com/adsense/answer/81554?hl=en&ref_topic=1628432

How to increase CPC:

Make sure you can receive targeted ads

Top mistakes:

- Website cannot be crawled: watchout for error message
- Your page contains a refresh tag
- Adsense code is put within an IFRAME
- Your ad code has been modified

Source: <https://support.google.com/adsense/answer/161355>

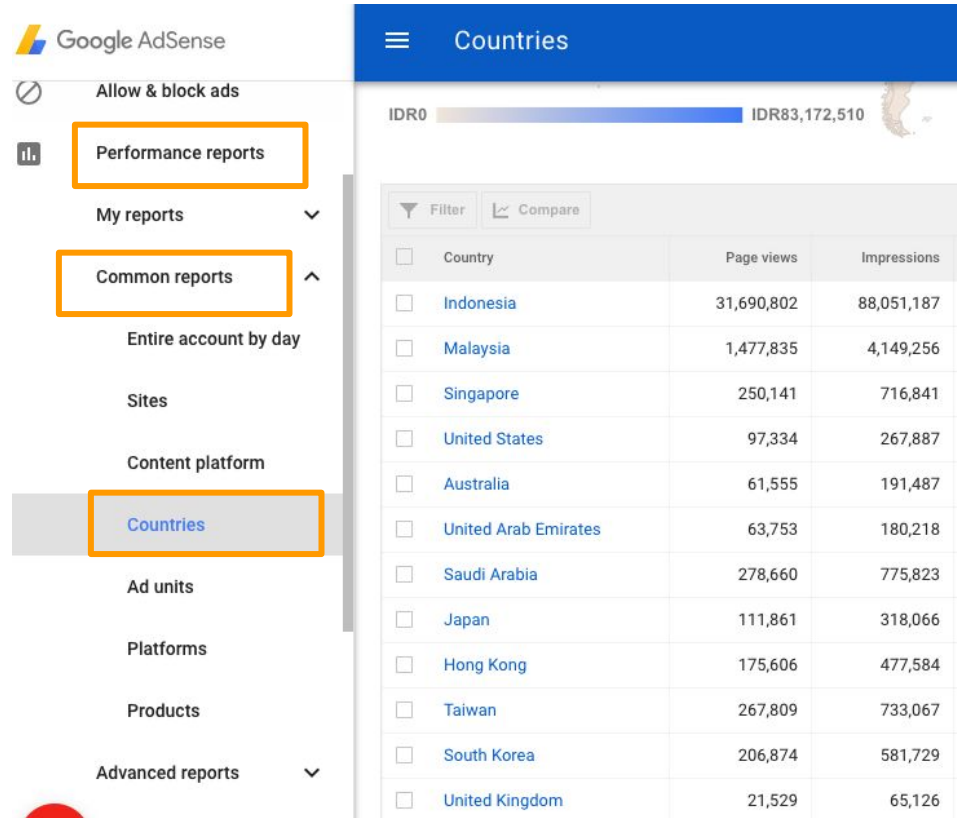
How to increase CPC: Go global

Navigation

Performance Reports → Common Report → Countries

Benefit

Identifying top value countries can give you insights or ideas which country to expand to, as more developed countries generally have higher CPC due to more mature advertising market.



Google AdSense

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<input type="checkbox"/> United Kingdom	21,529	65,126

How to increase CPC: Pursue high value vertical

- Advertiser will pay higher for “more valuable” users
- Some verticals can attract more higher value users
- And thus: certain vertical have higher value CPC compared to the others.

Teknik meningkatkan pendapatan Adsense

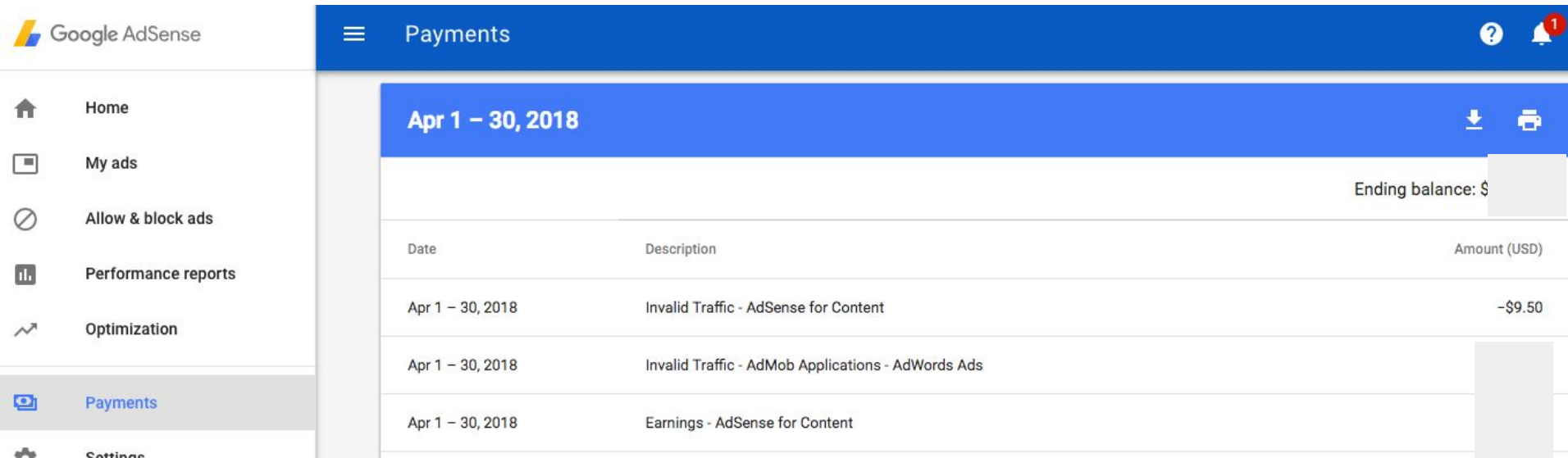
CPC

CTR

Impression

Q: Berapa batas CTR yang aman?

- There is no “magic number”, what’s more important is the quality of the click.
- Pastikan website Anda sudah sesuai dengan kebijakan AdSense
- Cek juga: Invalid traffic deduction



The screenshot displays the Google AdSense interface, specifically the 'Payments' section. The left sidebar contains navigation links: Home, My ads, Allow & block ads, Performance reports, Optimization, Payments (highlighted), and Settings. The main content area has a blue header with a hamburger menu icon, the word 'Payments', and a notification bell icon with a red '1'. Below the header, a blue bar indicates the date range 'Apr 1 – 30, 2018' with download and print icons. The table below shows transactions with columns for Date, Description, and Amount (USD). The 'Ending balance' is shown as '\$' followed by a greyed-out box. The table lists three transactions: two for 'Invalid Traffic' (one for AdSense for Content and one for AdMob Applications - AdWords Ads) both resulting in a deduction of -\$9.50, and one for 'Earnings - AdSense for Content' which is also greyed out.

Date	Description	Amount (USD)
		Ending balance: \$
Apr 1 – 30, 2018	Invalid Traffic - AdSense for Content	-\$9.50
Apr 1 – 30, 2018	Invalid Traffic - AdMob Applications - AdWords Ads	
Apr 1 – 30, 2018	Earnings - AdSense for Content	

How to increase CTR: Use the best performing ad size

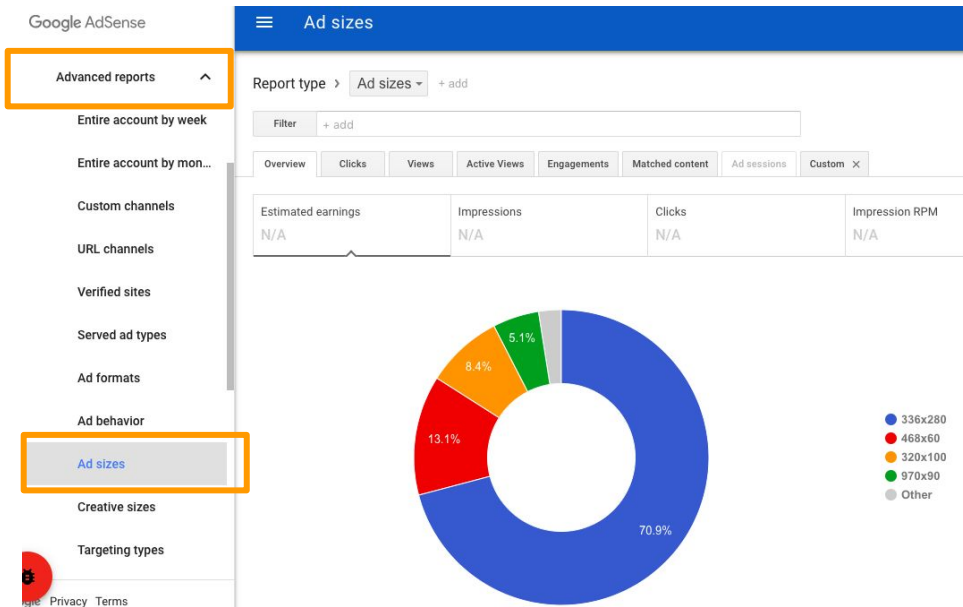
Navigation

Performance report → Advanced report → Ad sizes

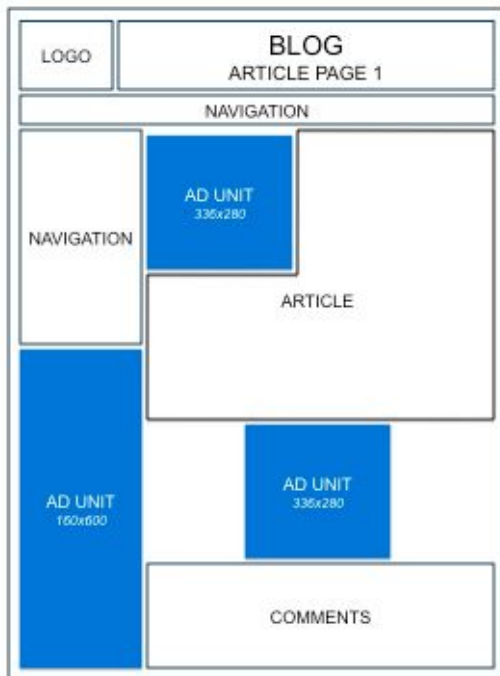
Benefit

Ensure you're using the best performing ad sizes, these can lead to a better CPC and CTR. Our most optimal sizes are 720x90, 336x280, 160x600, and the 320x100 mobile banner. You can also do manual responsive with the above sizes

<https://support.google.com/adsense/answer/17955>



How to increase CTR: Place ads at prime spots



320x100 above the fold

- Compared to 320x50, large banners have a higher CTR

Use responsive ad units

- Ad size adjusts to screen size (e.g., for devices with width over 340px, show 336x280; for smaller screen sizes, show 300x250)
- 336x280 ads tend to have higher RPMs, with 2x CTR compared to 300x250

How to increase CTR: Viewability >40%

High Correlation with performance

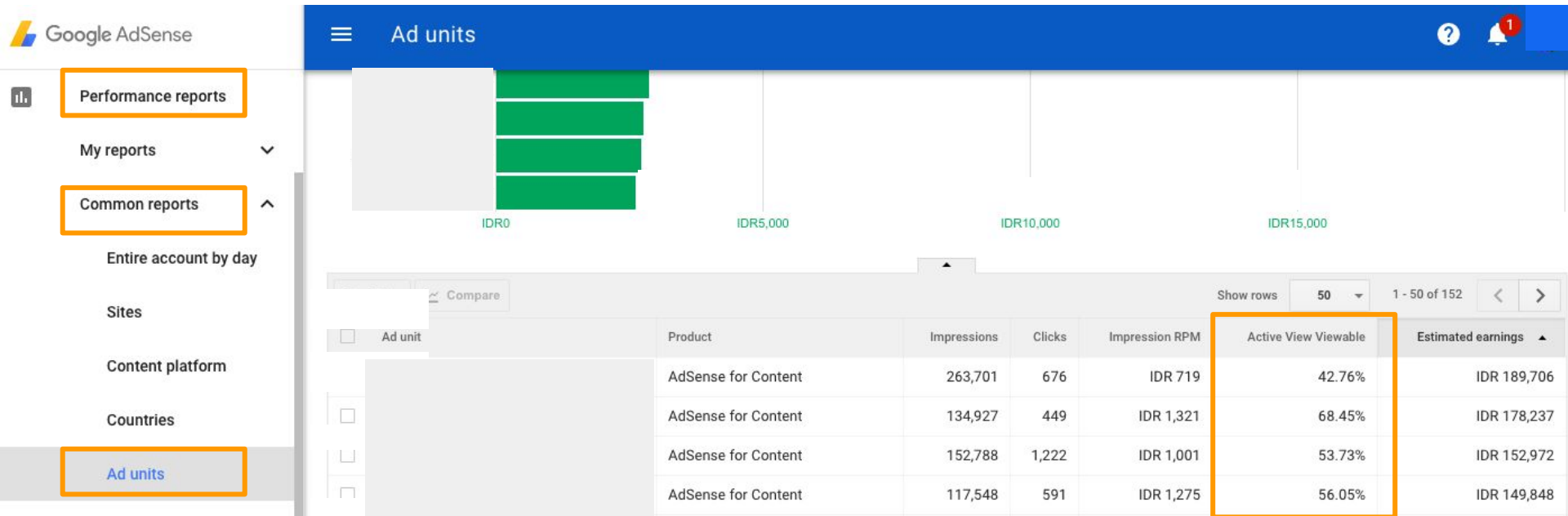
Steps to take:

- Positioning (right above the fold)
- Format (vertical, sticky)
- Lazy Loading (aka Smart Loading)

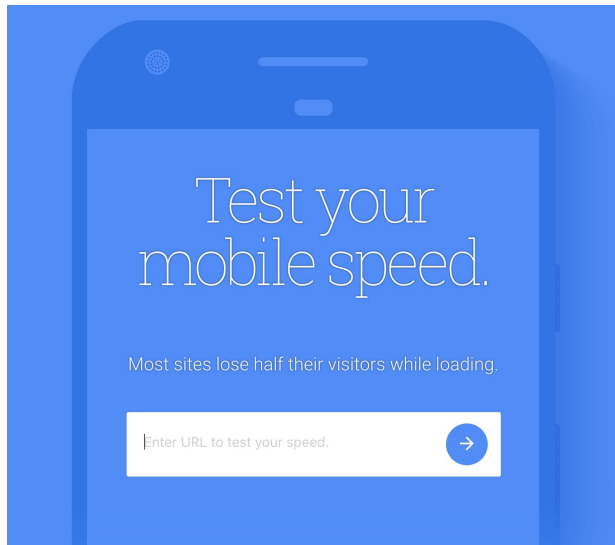
<https://support.google.com/adsense/answer/6219980?hl=en>



How to increase CTR: Fix low viewability units



How to increase CTR: Page speed



PageSpeed Tools > Insights

HOME

GUIDES

REFERENCE

SUPPORT

PageSpeed Insights



Make your web pages fast on all devices.

Enter a web page URL

Read about the [July 2018 Google Speed Update](#).

Compared to non-AMP pages, ads on AMP have led to...

80%+

Publishers realizing
higher viewability rates



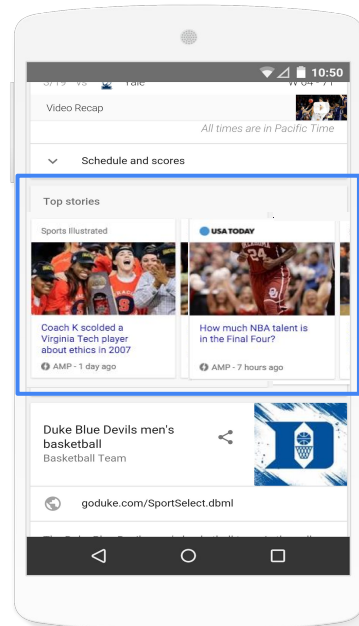
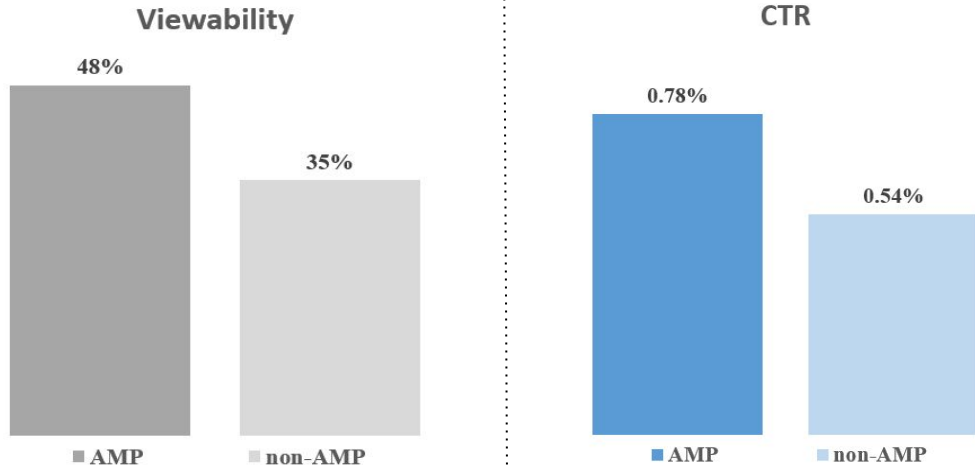
90%+

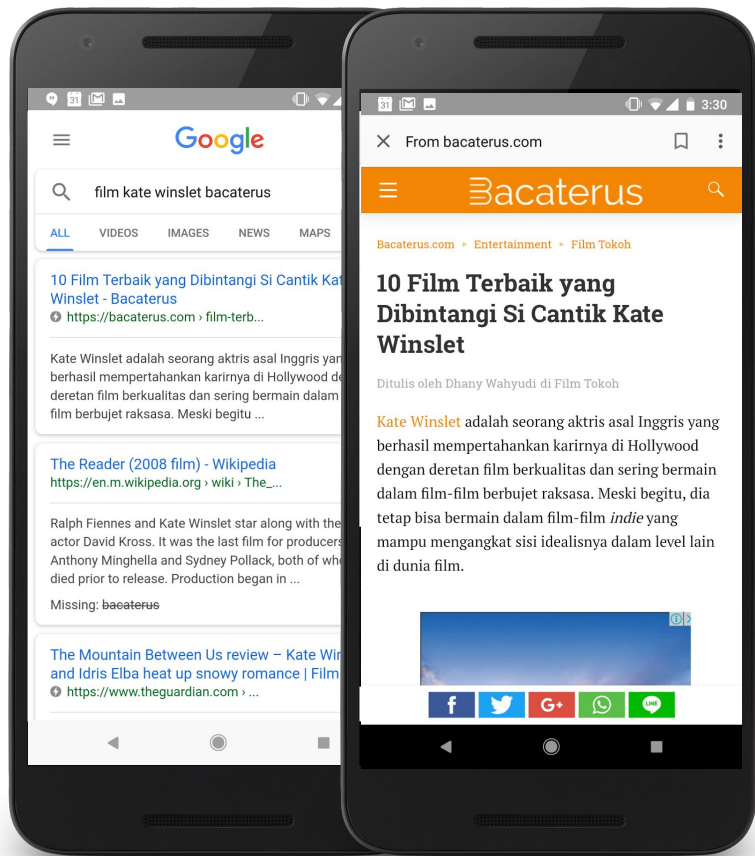
Publishers driving greater
engagement with higher CTR

AMP increase mWeb Viewability & CTR

Findings: AMP pages have **+37% Viewability** and **+44% CTR** when compared to non-AMP

Opportunities: Consider AMP as an important lever for mWeb KPIs





Bacaterus

AMP improves user engagement
& ad monetization for Bacaterus.com

64%

Faster page
loading time

+25%

Increase in Ad
RPM

+47%

Increase in Ad
CTR



AMP

http://services.google.com/fh/files/events/ampcase_bacaterus.pdf

Teknik meningkatkan pendapatan Adsense

CPC

CTR

Impression

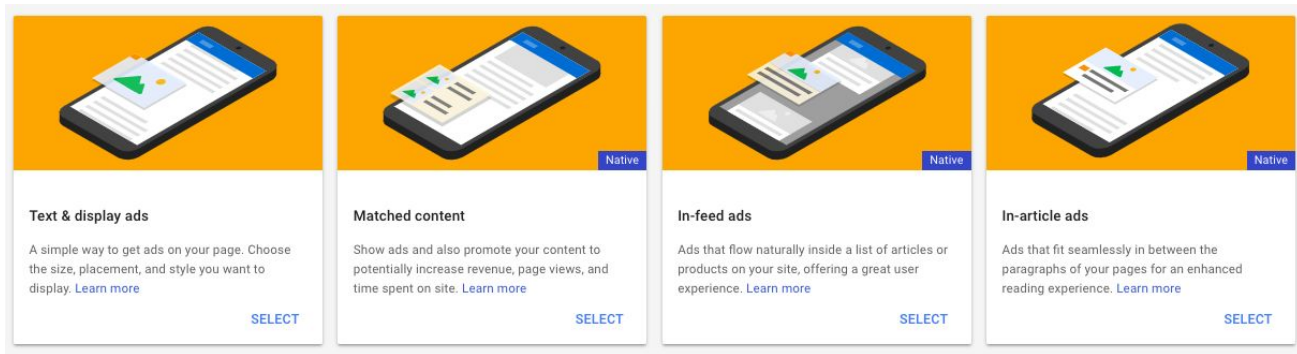
How to increase impressions: Increase coverage

- **More ads NOT equal more revenue**
- Bottomline: Make sure you **add high viewability units**.
- **Valuable inventory policy:** Advertising and other paid promotional material added to your pages should not exceed your content



How to increase impressions: Increase coverage

- Use a combination of different formats: ad units, matched content, native In-feed & In-article



- In case of limited space we recommend placing link units.



How to increase impressions: Auto Ads

Navigation

My ads → **Auto Ads**

Q: Auto Ad vs Manual Ad - which is better?

A: Use both! Use Auto Ad on top of your manual ads to check if coverage is already maximized

The screenshot displays the Google AdSense dashboard. On the left, the navigation menu includes 'Home', 'My ads' (highlighted with a red box and a red circle with the number 1), 'Content', 'Ad units' (highlighted with a red box and a red circle with the number 2), 'Auto ads' (highlighted with a red box and a red circle with the number 2), 'Ad balance', 'Custom channels', and 'URL channels'. On the right, the 'Formats at the flick of a switch' section is shown, featuring a 'LET'S GO' button (highlighted with a red box and a red circle with the number 3) and a list of ad formats with toggle switches. The formats listed are 'Text & display ads', 'In-article ads', 'Anchor ads', and 'Vignette ads'. The 'In-page ad formats' section is highlighted with a red box and a red circle with the number 4. At the bottom right, there are 'CANCEL' and 'NEXT' buttons.

Google AdSense

Home

My ads

Content

Ad units

Auto ads

Ad balance

Custom channels

URL channels

The easiest way to smarter ads

Choose from a range of formats. Add one piece of code just once to all your pages. Let Google take care of the rest.

LET'S GO

Formats at the flick of a switch

Create a powerful default setting that works across your entire site. Custom groups let you create different settings for specific domains, subdomains and URL paths. [Learn more](#)

In-page ad formats

Text & display ads

A simple way to get banner ads on your page. Google will choose the size, placement, and style of ads you show.

In-article ads

Native ads that fit seamlessly in between the paragraphs of your pages for an enhanced reading experience.

Overlay ad formats

Anchor ads

Mobile ads that stick to the edge of the user's screen and are easily dismissible.

Vignette ads

Full-screen mobile ads that appear in between page loads on your site, also easily dismissible.

CANCEL NEXT

How to increase impressions: Fix blank ads

Top mistakes:

- Website cannot be crawled: watchout for error message
- Your page contains a refresh tag
- Adsense code is put within an IFRAME
- Your ad code has been modified

<https://support.google.com/adsense/answer/161355>

How to increase impressions: Get more pageview

Troubleshoot declining page views

- Check Google Analytics: any changes in your referral traffic?
- Review your Sites report: which site is the top dropper? Any 404 errors, server issues or policy issues?

Best practices for increasing traffic


- Promote your site with other major sites that cover the same topics as you.
- Promote your site through social media, and create a group of interested people who regularly visit your site.
- Use Google Search Console to ensure that your site is being correctly crawled and indexed.
- Update your site regularly to encourage repeat visitors. You might also want to send out an email or a newsletter about your updates.


Source: <https://support.google.com/adsense/answer/6333956?hl=en-GB>
https://support.google.com/adsense/answer/1348732?hl=en-GB&ref_topic=1348566


Teknik meningkatkan pendapatan Adsense


OTHER TIPS


Check “Optimization” tab


 Home


 My ads


 Allow & block ads


 Performance reports


 Optimization


 Opportunities


 Experiments


 Labs

 Payments


 Settings

 Send feedback




**Turn on more formats in your Auto ads settings**APPLY ×


Potentially increase your revenue by showing more in-page formats on your pages.

**Use responsive ad units** ×


Switch to responsive ad units that work great on mobile, desktop and tablet.

**Use responsive link ad units** ×


Switching to responsive link ad units can lead to increased revenue.

**Make sure your ads are seen (2)** ×

Improve the viewability of your ads and potentially increase your revenue.

**Show General Category ads (5)** ×

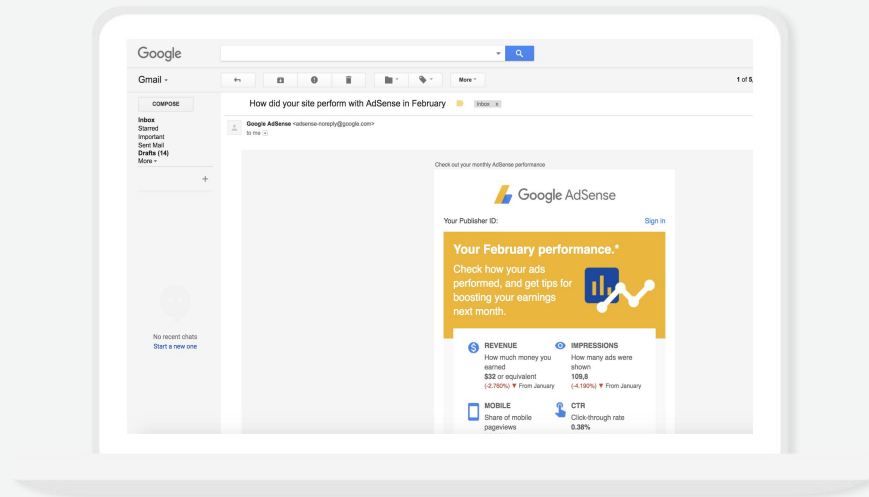
Allow your ad units to show General Category ads to increase auction pressure and improve performance.

**Make your mobile pages load faster** ×

Users spend longer on sites that load quickly.

Opt in to our performance suggestion

1. **Monthly reports** with your stats - drops/increases
2. **Optimization tips** based on YOUR account performance
3. Relevant for you information on:
 - a. product launches/product improvements
 - b. event invitations
 - c. policy news
 - d. special offers etc.



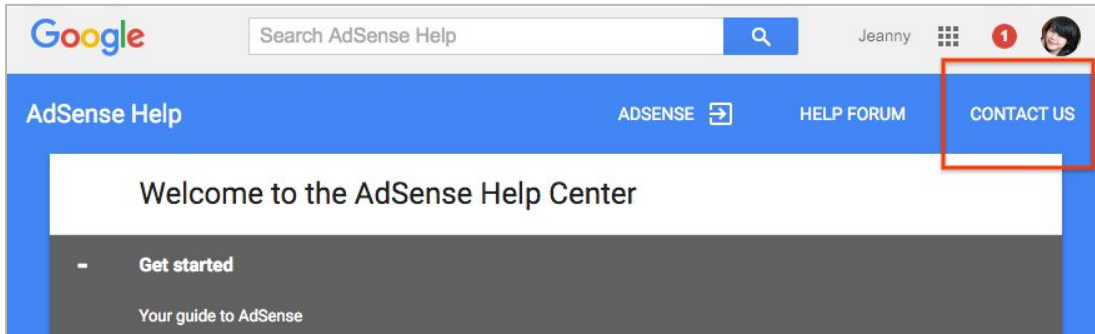
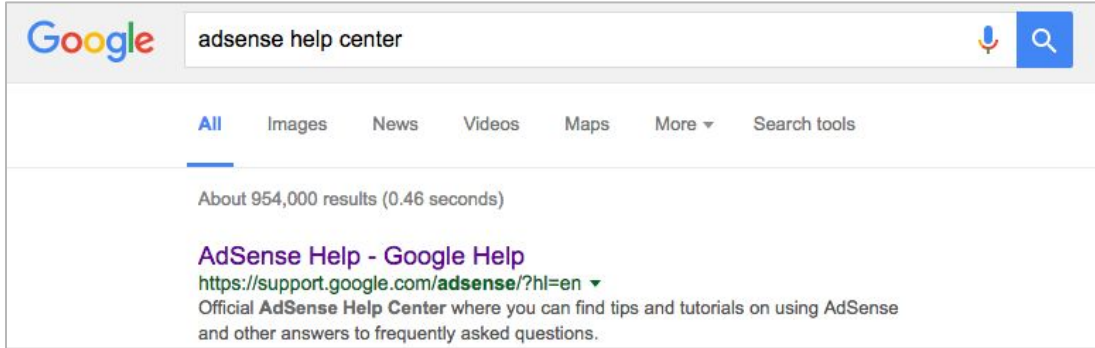
Opt in for AdSense emails

Fast and easy!

1. Go to your account
2. Go to Settings → Account → Personal settings
3. On the Email preference tick the boxes for all Marketing emails.
4. Click Save

The screenshot shows the Google AdSense 'Personal settings' page. On the left is a sidebar menu with options: Home, My ads, Allow & block ads, Performance reports, Optimization, Payments, Settings (marked with a red '1'), Account (marked with a red '2'), and Personal settings (marked with a red '3' and highlighted). The main content area is titled 'Personal settings' and contains several sections: 'Login email' with a link to 'Edit password in Google Accounts'; 'Contact details' with fields for First name, Last name, Contact email (with radio buttons for 'Use login email: darynach@google.com' and 'Use a different email...'), and Contact phone (optional); 'Email preference' (marked with a red '4') with a sub-header 'Marketing emails' and five checked checkboxes: 'Customized help and performance suggestions', 'Periodic newsletters with tips and best practices', 'Occasional surveys to help Google improve this product', 'Special Offers', and 'Information about other Google products and services which may be of interest to you'; and 'Display language' set to 'English (United States)'. At the bottom are 'SAVE' and 'CANCEL' buttons.

Get help from support!



Cara Menghubungi:

1. Kunjungi Help Center AdSense (<https://support.google.com/adsense/>)
2. “Contact Us” / “Hubungi Kami” di pojok kanan atas

Note:

- Reply dalam +/-48 jam.
- Gunakan bahasa Indonesia yang baku.

Summary

Understand the movement of your revenue

- Key drivers: Impressions & RPM (driven by CTR & CPC)
- Monitor these reports:
 - a. Entire Account by Day (make custom report with CTR & CPC)
 - b. Platforms
 - c. Sites
 - d. Countries
 - e. Ad Units
- Use line chart to compare performance & monitor trends

Teknik meningkatkan pendapatan Google AdSense

INCREASE CPC	Sudah	Belom
Use best performing ad size: 728x90, 336x280, 160x600, 320x100		
Opt in to both text and image		
Review your blocking: unblock if possible		
Have good content		
Make sure your site can receive targeted ads: no crawler error, refresh tag, ad code is not in IFRAME or modified		
Go Global: target high value countries		
Pursue high value vertical		

INCREASE CTR	Sudah	Belom
Best ad size: 728x90, 336x280, 160x600, 320x100		
Place ads at prime spots		
Ad unit viewability >40%		
Increase page speed & AMP		

INCREASE IMPRESSIONS	Sudah	Belom
Increase coverage: matched content, native, link units		
Use Auto Ad		
Fix blank ads: no crawler error, refresh tag, ad code is not in IFRAME or modified		
Get more pageview		

Q&A

Thank you