



Tecamachalco.net explores new opportunities with Google AdSense

tecamachalco.net

About tecamachalco.net

- Tecamachalco, Puebla
- News and classified ads portal with business directory for Tecamachalco, Puebla

"The extra income helps us to fund new projects and grow a little each year."

**- Jorge Eustaquio González,
Founder of tecamachalco.net**



In 2004, Jorge Eustaquio González uncovered a new business opportunity. "There was no one website to go to for information about Tecamachalco: especially for topics like history, culture, sport, news ... so I decided to create one, and in March 2004, the site was launched," Jorge tells us.

Tecamachalco.net is a news and classified ads portal that also serves as a business directory for the city of Tecamachalco, in south-east Mexico. The company is relatively small comprising of Jorge and two other team members.

Two years after launching the site, Jorge read online about AdSense and decided to put it to the test. "I was very interested in the prospect of not having to go and look for advertisers," says Jorge, "Previously, for sites like tecamachalco.net, we had to knock on lots of doors to find them".

Once he got started with AdSense, it accounted for 20% of total income for the site, which helped pay the bills for the domain and hosting. This was key to enabling him to invest in new, similar projects for other towns.

Furthermore, through Google Analytics, Jorge discovered information about his business that he hadn't been aware of: "I realised that we were being visited by people located in many different parts of the world, people from Tecamachalco who were now living in other places, people who wanted to reconnect with the place they had left a long time ago. Almost 40% of the visits were from users located in other countries."

Jorge's experience with Google AdSense was so positive that he started using it on his other websites, increasing their income by as much as 70%. He tells us that this additional income has enabled him to keep exploring new opportunities: "The extra income helps us to fund new projects, of which some fail but then some are successful. It also helps us to take on more staff when necessary. Overall it helps us maintain our business and also grow a bit each year."

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
www.google.co.uk/adsense