



Google AdSense creates a profitable sideline for British photographer

Northlight
Images

About Northlight Images

- northlight-images.co.uk
- Based in Leicester, England
- One of the world's top 40 photography sites

“AdSense is solid and dependable, and it earns me 80 to 90 per cent of my advertising revenue.”

— Keith Cooper, owner.



Keith Cooper is a commercial photographer based in Leicester, England. His website, Northlight Images, was initially intended solely to promote his business, but as time went on he began writing hundreds of articles to attract more visitors: everything from software and hardware reviews to advice on how to succeed as a professional photographer. He could never have dreamed that it would end up being one of the world's top 40 photography sites, attracting over five million unique visitors a year, occupying a regular part of his working day and providing full-time employment for his wife.

In 2005, someone asked Keith why he had no advertising on his site. “I looked into it, and most of the advertisers were only suitable for larger businesses, where you can have a dedicated employee managing the advertising. As a small UK business with a global site audience, I needed an efficient solution with ads that were relevant to visitors in their geographical area. Traditional advertising is time intensive, and tends to have diminishing returns, so I signed up with Google AdSense.” Keith says the income from AdSense lets him develop his photography business in the way that he wants to, offering a high level of flexibility and helping him to reach a specific niche market. “AdSense is solid and dependable, and it earns me 80 to 90 per cent of my advertising revenue.”

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.

Keith says that AdSense adapts particularly well to the fact that the two parts of his site, the commercial photography section and the articles section, attract very different types of visitors. He also pronounces himself highly satisfied with the quality of the ads. “I’ve looked at the idea of controls, and obviously I don’t want inappropriate ads, but I haven’t found this to be a problem. I find the ads which appear very relevant. I don’t want to block particular categories, because this would basically mean turning off revenue streams.”

To maximise the site's effectiveness, Keith also uses a variety of other Google products. “Google+ is the one that really does it,” he says. “It brings in people who are interested in the topic and looking for specific information, so they spend more time on the site and ultimately increase my revenue.”

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