



Google AdSense enables teacher to spend more time with his family



About Teaching Ideas

- teachingideas.co.uk
- Based in Kent, UK
- Ideas and other resources for the classroom

“AdSense has had a big impact on my life, allowing me to work part time, work from home, and spend more time with my family.”

— **Mark Warner, owner.**



Teachingideas.co.uk offers thousands of free learning resources for teachers, ranging from maths activities for children to printable classroom posters. It was launched in 1998 by Mark Warner, who was training to be a teacher and experimenting with a variety of educational methods.

The site has come a long way since then, now attracting an average of 25,000 unique visitors a day. Mark decided to give Google AdSense a try in 2004 after testing an affiliate network which didn't generate enough revenue to sustain the business. Today, AdSense provides 90 per cent of his income from the site. This has enabled Mark to reduce his teaching hours to work on the site and also spend more time with his family.

Mark pronounces himself “extremely happy” with the quality and relevance of the ads published on the site. “I've never come across any inappropriate ones, and I've never received any negative feedback from my visitors. I use three types of ads: link units, the 300 x 600 Large Skyscraper and the 300 x 250 Medium Rectangle, which gets the best results. I've also been in contact with the optimisation team, who've advised me on implementing changes in colours and sizes to boost my revenue.”

In addition, Mark leverages other Google products to continue growing his business. “I use DoubleClick for Publishers Small Business to manage any additional advertising that people want to place, and leave the rest of it to be run through AdSense, so it works out perfectly. And Google Analytics is fantastic at helping me find new ways to increase traffic.”

Mark originally taught full time and worked on the site in the evenings, but AdSense has changed all that. “I've cut down to three days a week at school and work two days at home on the website. AdSense has had a big impact on my life, allowing me to work part time, work from home, and spend more time with my family. My long-term goal is to continue building the website, making it bigger so more teachers have access to more resources.”

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