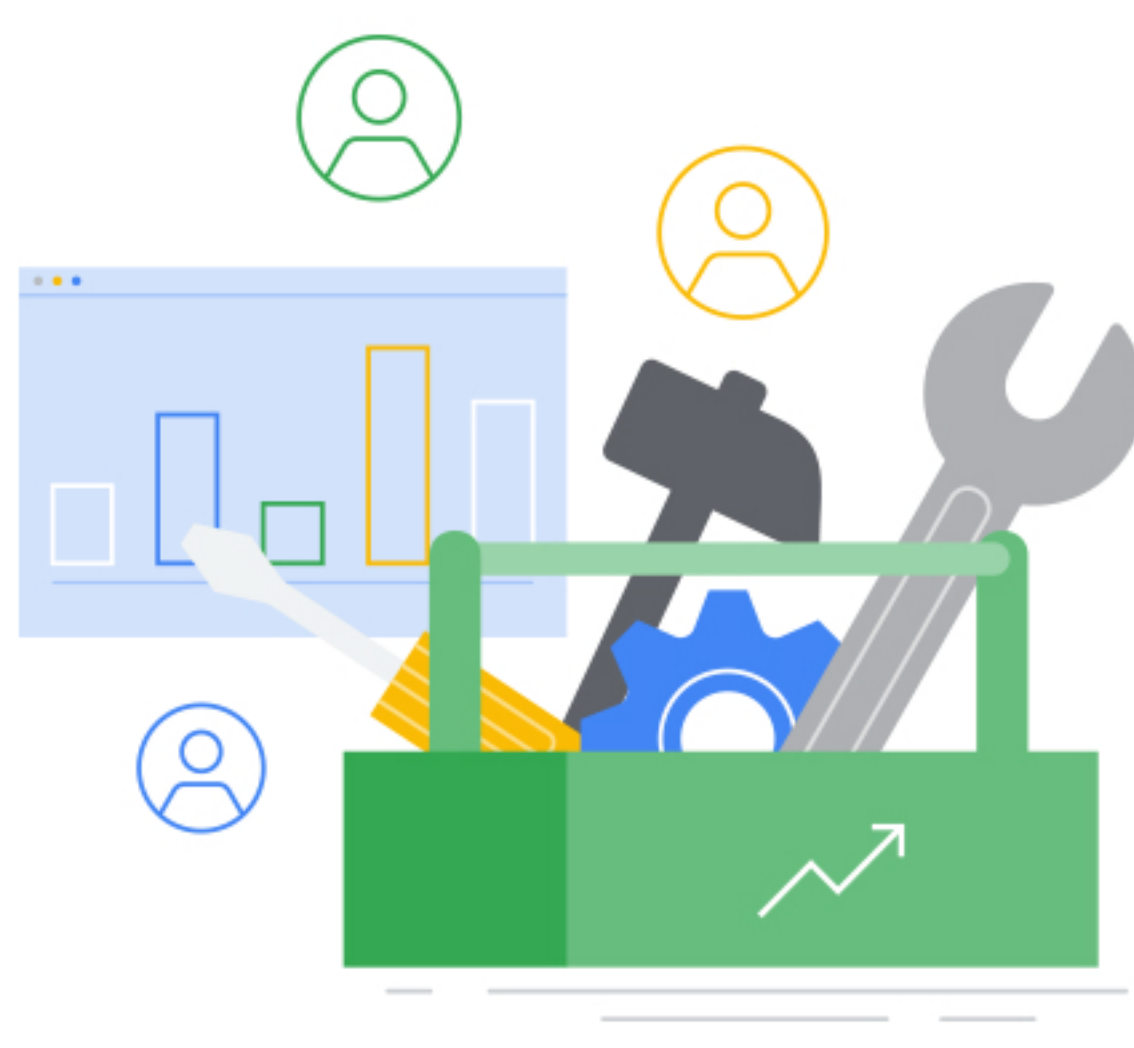


Get the best results from your website

Google AdSense is at your disposal to ensure your website makes money, but it also offers a suite of tools to help you increase traffic and reach as wide an audience as possible

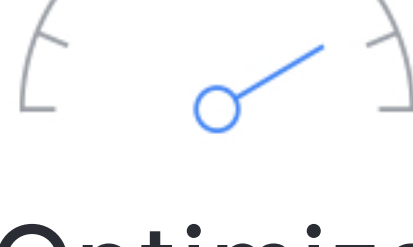


How to boost traffic



Analyze

Know your audience and tailor your content and ads accordingly



Optimize

Make your website work seamlessly on all platforms



Gain visibility

Rank highly in searches

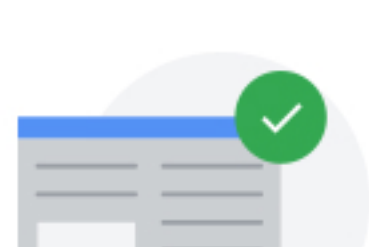
Traffic toolkit

1

Google Search



The range of [Google Search console tools](#) are here to help improve your performance online



Submit your page to the [Google index](#) and find out how Google views your site



Diagnose potential problems and allow [crawler access](#) to optimise ads



Use [Search Analytics](#) to show which queries are bringing users to your site

2

Traffic analysis



[Google Analytics](#) tracks your pages with a unique code to monitor who visits and when



[Google Trends](#) reveals what the world is searching for



[Market Finder](#) helps seek out new promotional opportunities



[Consumer Barometer](#) explores how people are using the internet



[News Consumer](#) Insights segments audiences with data, analytics and insights



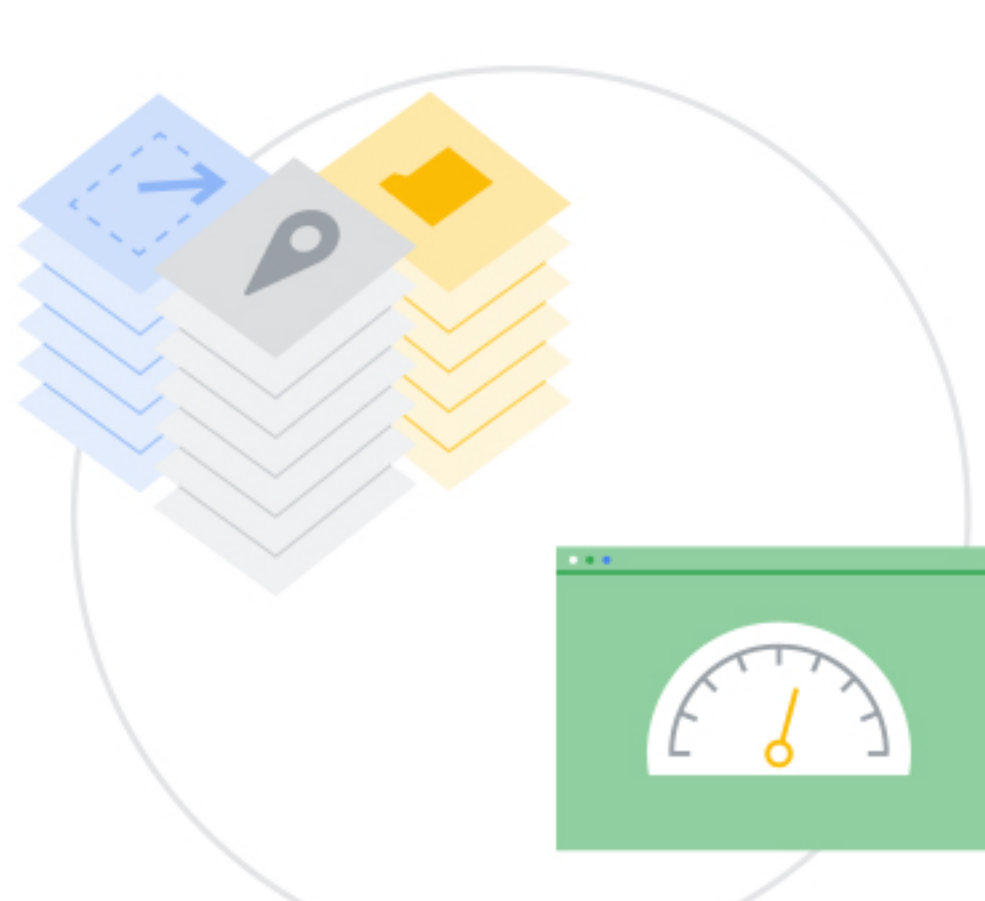
[Success Stories](#) offers tips and tricks from the community

3

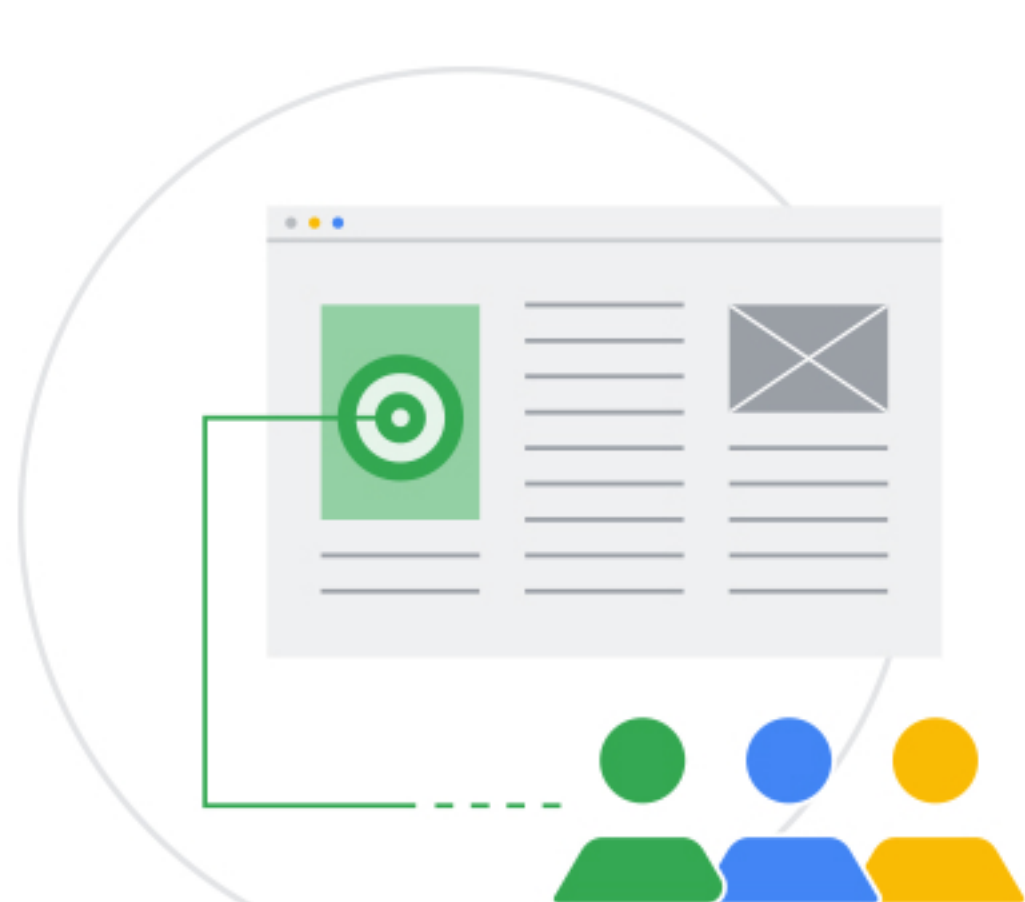
Channel customisation



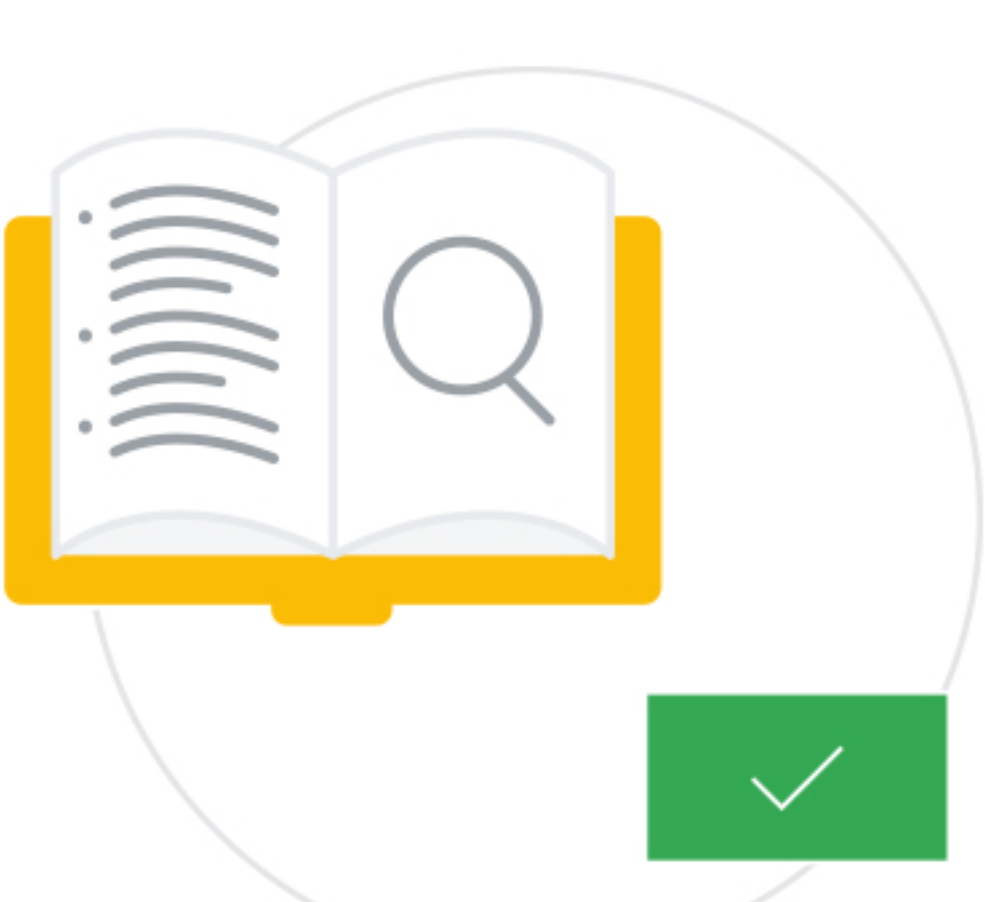
Review our [new traffic acquisition tips](#)



Create up to 2000 custom channels to optimize the performance of your ad units



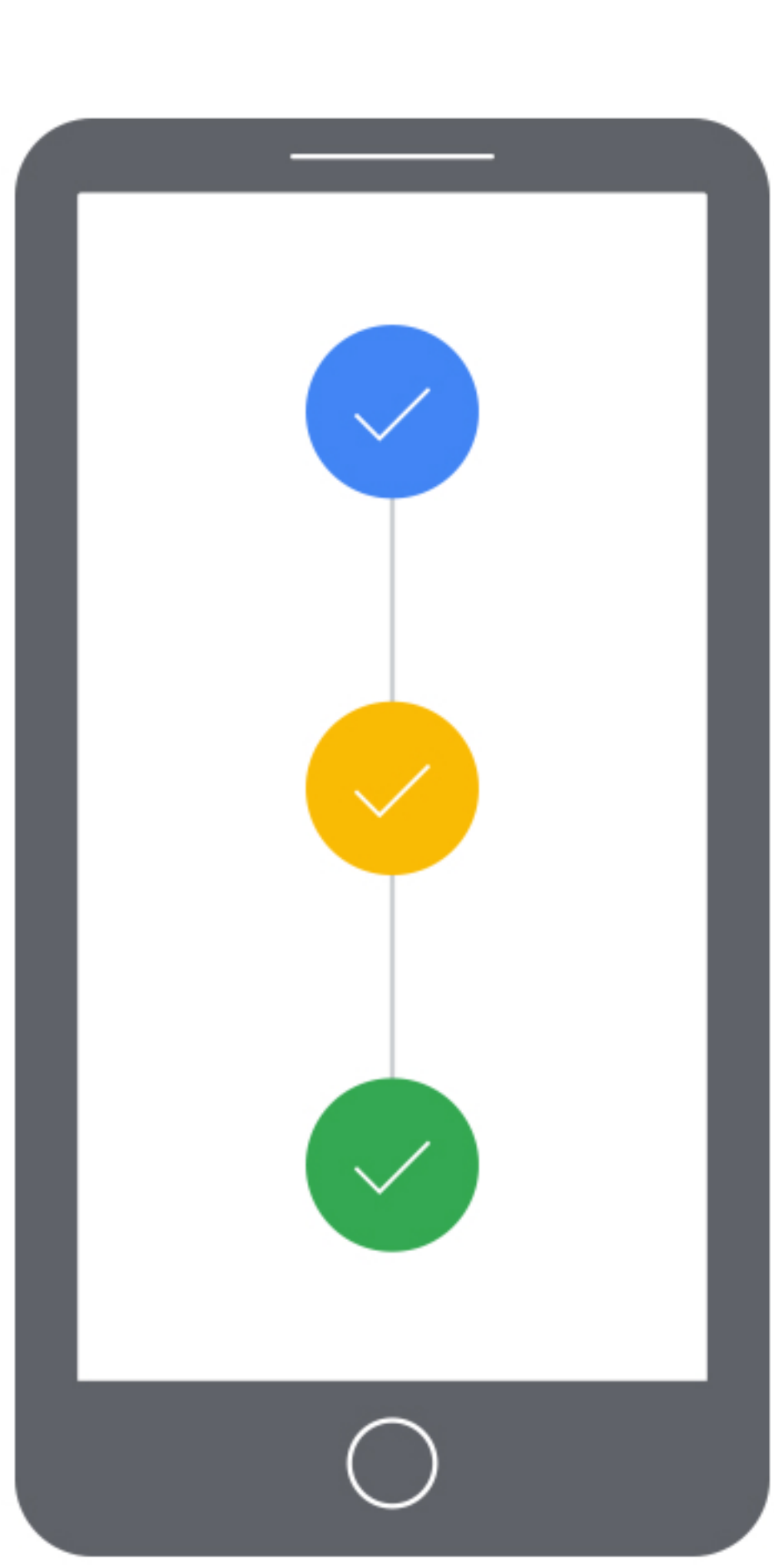
Turn any custom channel into a targetable ad placement where advertisers can specifically choose to display their ads



Make sure you follow the [Google AdSense Program policies](#) and [Webmaster Quality Guidelines](#) while optimizing

4

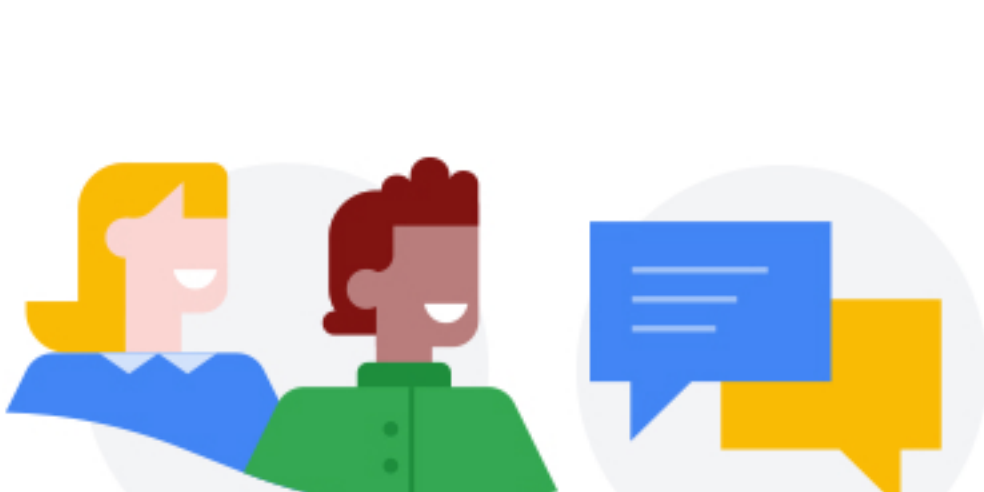
Mobile optimization



Use [this test](#) to make sure your site operates seamlessly for mobile use

Get [practical tips](#) for speed optimization and compare speed with other publishers

[Start building AMP versions](#), an open-source initiative aiming to make the web better for all



For more information, check out our comprehensive [guide to Google AdSense](#) and join our [community of users](#)