

## AdSense helps one Japanese man live his Italian dream

### AMO ITALIA

イタリア旅行ガイド アーモイタリア

#### About Amo Italia

- [www.amoitalia.com](http://www.amoitalia.com)
- Based in Florence, Italy
- A Japanese travel guide to Italy

#### Goals

- Offer entertaining, useful content
- Grow Amo Italia and generate revenue

#### Approach

- Show ads that fit with the site's positioning
- Use revenue to improve the site's offering

#### Results

- AdSense has provided Amo Italia with a stable revenue stream
- AdSense ads are integrated into the website and provide useful information



#### Overview

Japanese software engineer Tsuyoshi Doh, founder of Amo Italia, had a dream. He wanted to be living overseas by the time he turned 30. In 2004, Tsuyoshi's wish came true when he moved to Italy. While he was working in Italy as a freelance translator and interpreter, Tsuyoshi expressed his passion for his new home by creating Amo Italia, a Japanese-language website that provides information for travelers in Italy.

Although Amo Italia started as a hobby, today, it's one of the largest online travel guides for Italy in Japan, offering content about tourist attractions, popular local restaurants, trendy shops, best-kept secrets and anything else of interest across the country.

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*"The revenue I have earned from AdSense has enabled me to provide visitors to Amo Italia with free, up-to-date information on Italy. I hope to continue providing Japanese people who love Italy with useful information while making my living at the same time."*  
**— Tsuyoshi Doh, Amo Italia owner.**

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#### Grazie AdSense!

As Tsuyoshi developed Amo Italia, he looked for ways to make the site run more smoothly. At first, he just thought of AdSense as something that would motivate him to continue creating content on his website and blog, rather than as a way to supplement his income. However, he was in for a pleasant surprise.

Amo Italia began to attract more visitors. Then, AdSense revenue started to increase, giving Tsuyoshi the funds to travel all over Italy, and gather information on subjects like new restaurants and exciting visitor attractions. Revenue from AdSense also inspired Tsuyoshi to update the site continuously.

*“AdSense can offer relevant ads for my website such as hotels, tours and flights and I’m happy that the ads can provide additional information for visitors.”*

**— Tsuyoshi Doh, Amo Italia owner.**



Publishers and agencies soon discovered Amo Italia and got in touch to commission articles and other kinds of related work.

AdSense has provided Tsuyoshi with a stable revenue stream and a dependable source of income that he says, “has now become indispensable for me. It’s become just as essential as the camera and notepad I use for my journalism.”

Although Tsuyoshi was unsure about placing ads on Amo Italia at first, he soon changed his mind when he discovered that AdSense ads blended into the website naturally – so much so that the ads themselves have become useful sources of information. “AdSense can offer relevant ads for my website such as hotels, tours and flights and I’m happy that the ads can provide additional information for visitors.”

### Delivering enjoyment to his users through content

While AdSense revenue and the number of visitors to the site are increasing, Tsuyoshi is still continuing to focus on his content. “If I had only focused on making as much advertising revenue from AdSense as possible, I wouldn’t be where I am today.”

For Tsuyoshi, it’s all about providing great content that will make people happy and prove useful to them.

“This may be an obvious thing to say,” Tsuyoshi adds, “but I’d like to stress how important it is for anyone launching a new website to create a site that’s really enjoyable and has plenty of useful content.”