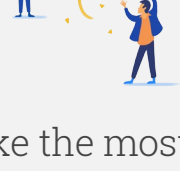


The AdSense guide to creating content that draws the crowds



10 tips to make the most of big events

Welcome to our top tips to help you capture the opportunity surrounding big events and increase traffic to your site. Take a deeper dive into each tip to learn how you can grow your business.



TIP #1

Plan ahead

Create a content calendar

A content calendar is an essential tool for any publisher looking to harness some of the online buzz generated by big events. [Create a content calendar](#) and get ready to [#drawthecrowds](#).

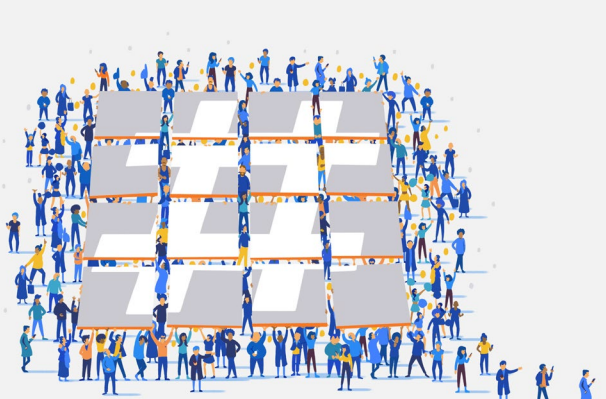
TIP #2

Hashtags show what's trending

Track them

#Hashtags are simple to use and can attract new users to your content when you understand how they work. Learn more on [how #hashtags can help you](#)

[#drawthecrowds](#).



TIP #3

Learn from past spikes

Use Google Trends

By examining trends related to big events you can learn to predict when spikes will come and create the right content to capture the crowds. Check out our post [Big events cause big spikes; use them to grow your business](#) and [#drawthecrowds](#).

TIP #4

Videos get views

Embed or create your own

Big events mean big views for related videos. Invest in video to boost your traffic and increase engagement with your audience. Read [Videos get views: why you should embed video content on your site](#) and learn more on how to [#drawthecrowds](#).



TIP #5

Improve your content

Know relevant search terms

Get familiar with the top-searched keywords and have a plan in place to create relevant content for them. [Create great content this summer](#) and see how you can [#drawthecrowds](#).

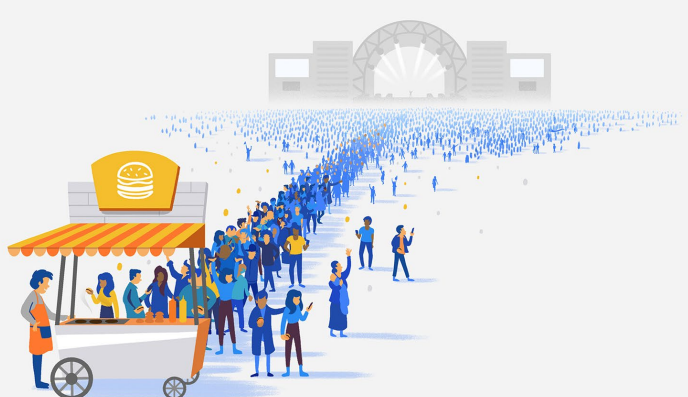


TIP #6

Do more of what works

Use Google Analytics

Google Analytics can help you measure what kind of content is a hit or miss with your fans. [Improve your AdSense performance this summer with Google Analytics](#) and maximize your chances to [#drawthecrowds](#).



TIP #7

Stay relevant

Use Google research tools

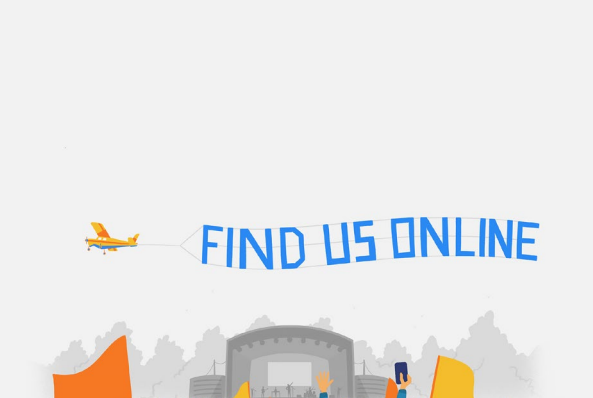
When you know what the world's talking about, you can participate in the conversation. [Google's research tools can enhance your content](#) to stay relevant and [#drawthecrowds](#).

TIP #8

Join the conversation

Use social channels

Big events create opportunities for publishers to interact with users through both original and viral content. [Amplify your content with social](#) so you can be heard and start to [#drawthecrowds](#).



TIP #9

Make sure your ads are seen

Check the Active View index

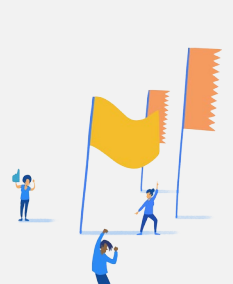
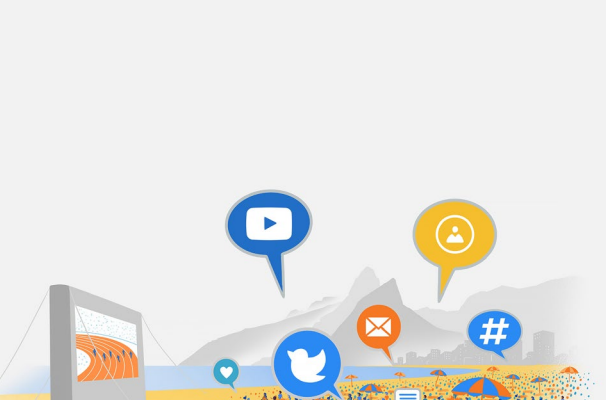
Global events are opportunities for advertisers to connect with larger audiences and create brand awareness. Deliver more viewable impressions, [get your ads seen this summer](#), and be ready to [#drawthecrowds](#).

TIP #10

Users are going mobile

Improve their experience

Think about whether your content is mobile-optimized and easily accessible for your users in the moments that matter. [Optimize for mobile](#) and get set to [#drawthecrowds](#).



There you have it, 10 tips to help you [#drawthecrowds](#)



New to AdSense? [Sign up now](#) and turn your passion into profit