



## Google AdSense fuels growth for Android-focused site

El androide libre 

About elandroidelibre

- elandroidelibre.com
- Based in Madrid
- Blog about the Android operating system

*“We regard AdSense as an essential tool that’s helping us to set up more blogs, take on more staff, and earn more revenue.”*

**— Paolo Álvarez, administrator and editor.**



elandroidelibre.com (“the free Android”) is a leading Spanish-language blog about the Android operating system, featuring news, reviews, games and other apps for Android smartphone users. Launched in 2009, it now employs six people and attracts 6.5 million visits each month. Since the outset, Google AdSense has accounted for around 40 per cent of its income.

Administrator and editor Paolo Álvarez says: “I was attracted to AdSense because it was simple and effective. I began using it right from the start, and even though I wasn’t an expert, I could see that it worked.” He’s highly satisfied with the quality and relevance of the ads appearing on his site, and says the 300 x 250 Medium Rectangle and the 728 x 90 Leaderboard formats work particularly well.

Álvarez uses Google AdSense reports and Google Analytics to analyse the return on the site and gain a better understanding of the kind of visitors it attracts: for example 30 per cent of traffic and income comes from mobile devices. He has also begun using Google’s free ad serving solution, DoubleClick for Publishers, allowing him to manage his online advertising more effectively and segment traffic from different countries.

He plans to continue improving the quality and quantity of content in the future. “Much of elandroidelibre’s growth is due to AdSense,” he says. “We regard it as an essential tool that’s helping us to set up more blogs, take on more staff, and earn more 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.

For more information, visit:  
[www.google.co.uk/adsense](http://www.google.co.uk/adsense)