



## Google AdSense income enables craft site owners to focus on doing what they love

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### Cut Out + Keep

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#### About Cut Out + Keep

- [www.cutoutandkeep.net](http://www.cutoutandkeep.net)
  - Based in Edinburgh, Scotland
  - Crafts and cookery site
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*“We want to focus on building the site, which is our true passion. We regard AdSense as our third employee.”*

**— Tom Waddington, co-owner.**

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Cut Out + Keep is an online community based in Edinburgh, Scotland that produces and shares step-by-step crafts and cookery tutorials. It started out as a blog written by Cat Morley while she was at university, and evolved into a website built by Tom Waddington, her fiancé and business partner. While the site initially contained about 250 of their own projects, the couple later decided to invite friends, and then a wider audience, to contribute their ideas.

The site has seen phenomenal growth since then: it's now home to 57,000 projects and has 140,000 registered users. It attracts around a million visitors a month, with 90 per cent of them based in the United States or Canada.

Tom and Cat decided to give Google AdSense a try after seeing it on other sites. In AdSense, they found a way to earn revenue from their growing site without needing to devote time to selling ad space. “Both of us are bad at sales,” Tom admits. “We don't want to sell ads – we want to focus on building the site, which is our true passion. We regard AdSense as our third employee.”

Thanks to AdSense, two years ago Tom was able to quit his other job and focus entirely on Cut Out + Keep. The couple even spent six months living in the United States, visiting 48 states and spending time learning more about their target market. According to Cat, being away from home made no difference to the site. She says: “Our AdSense revenue is constant, no matter where we are.”

Recently, the couple attended a Learn with Google for Publishers workshop to learn about new opportunities to earn more from the ads on their site. After a consultation with an AdSense optimisation specialist, they set up a DoubleClick for Publishers Small Business account to manage the AdSense and house ads running across their pages, and also experimented with new ad formats. Since making these changes, Cat's and Tom's income from AdSense has quadrupled. “AdSense pays the rent,” says Tom. “It provides 100 per cent of our revenue from the site.”

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#### 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)

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