AdSense Checklist

By Jake R Brady

- ☐ First things first
  - ☐ In your first few days with AdSense, focus on setting up your account and making sure it's running properly.
  - ☐ Read the program policies - Familiarize yourself with the program policies to ensure you make the most of AdSense.
  - ☐ Sign up for AdSense - Apply to join AdSense and sign in to your account.
  - ☐ Create an ad unit - Create your first ad unit and make sure it is displayed on your page.
  - ☐ Sign up to receive AdSense news by email - Make sure you'll receive our personalized performance suggestions, special offers and product updates by subscribing to our emails in your account.
- ☐ Set yourself up for success
  - ☐ After your ads have been running for about a week, learn how to check on your progress and make changes to improve performance.
  - ☐ See how your ad is doing - Learn about reporting and how to interpret your performance statistics.
  - ☐ Opt-in to image ads - Opting in showing image ads as well as text ads will increase the numer of ads eligible for your pages and drive up your potential earnings.
  - ☐ Create channels - Create channels to compare different ad units and pages.
  - ☐ Get familiar with the Ad Review Center - Review placement targeted ads eligible to appear on your website and maintain control over ads that you're showing.
- ☐ Get paid
  - ☐ You've reached the verification threshold for your payments, so be sure to remove the holds on your account; This way, we'll be able to issue you a payment as soon as you've crossed the threshold.
  - ☐ Submit your tax information - If you're seeing an alert in your account requesting you to complete your tax information, click on the link in the alert and follow instructions.
  - ☐ Enter your PIN - Confirm your postal address by entering your PIN code, which we'll send you in the mail.

- ☐ Select a form of payment - Choose how you'd like to receive your AdSense payments.
- ☐ Understand the payment cycle - Learn about the payment cycle and when to expect your payments.
- ☐ Add to your earnings
  - ☐ Now that you've covered the basics, learn more ways to measure your results and make the most of your AdSense account.
  - ☐ Optimize an ad unit- Implement our optimization tips and learn how small changes can have a big impact on your revenue.
  - ☐ Create an AdSense for Search box - Help your users find specific information on your site by adding AdSense for search; You'll earn from clicks on ads on the search results pages.
  - ☐ Create a link unit - Try link units as a way to earn from small spaces on your website.
  - ☐ Sign up for live webinars -Sign up to attend free online seminars with our AdSense specialists, who will cover a variety of topics.
- ☐ Master your account
  - ☐ Use powerful tools to get more out of your AdSense account.
  - ☐ Integrate Analytics to your AdSense account - Link your Adsense account to Analytics for more detailed reports and identify opportunities to increase your earnings.
  - ☐ Use Website optimizer - Test different versions of your website content and identify how to maximize your site's effectiveness.
  - ☐ Increase the traffic on your pages - Increase your potential earnings by increasing your site traffic with Webmaster Tools, which can improve the visibility of your content.
  - ☐ Learn about DoubleClick for Publishers Small Business - Manage your growing ad inventory from networks like AdSense and directly sold ads with our simple ad serving solution.