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David Spuler
Chief Technology Officer
and Co-Founder



ABOUT GOOGLE ADSENSE

Google AdSense is a program enabling online businesses to earn revenue from serving ads precisely targeted to their site. Through AdSense, website publishers can also provide their visitors with site search and Google web search, earning revenue through Google ads on the search results pages. AdSense publishers are a part of the Google Network, which includes many of the leading Australian sites.

For more information, visit
<https://www.google.com.au/adsense/>.

Medical site can focus on creating content because Google AdSense is generating revenue.

Business

Each month, three million visitors flock to one of the world's largest health sites, WrongDiagnosis.com, for information on 3,000 diseases and 2,000 symptoms. It's no surprise that for advertisers, WrongDiagnosis.com is amongst the top health sites to advertise in Australia, the US and the UK.

Approach

WrongDiagnosis provides unbiased information to help people identify the symptoms of diseases. “I have diabetes, and I had a hard time because I wasn't being diagnosed correctly at first,” says Chief Technology Officer and Co-Founder David Spuler. “I used the Internet to help pinpoint the issue, and that's when I recognised the need for a health-related site.” Spuler set out to create helpful, factual content. The challenge was growing the business and making it more profitable without putting off visitors with irrelevant or annoying ads. “I was skeptical because I had negative experiences with cost per click advertising in the past, but I heard good things about Google AdSense. I decided to give it a try,” Spuler recalls.

Results

According to Spuler, AdSense was easy to set up and delivered impressive results from the start. AdSense performed so well that he implemented it across the entire site to bring in text, image, and video ads. Highly relevant ads targeted to medical diseases began appearing on the site, and revenues increased immediately.

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“We have seen a strong and stable revenue stream with high impression rates from AdSense, without requiring much in the way of ongoing ad management activity,” Spuler says. “AdSense automatically took care of the sales and revenue side of the business by delivering extremely relevant, quality ads that complement the site. I'm constantly amazed by how closely the ads match the page content, and this leads to high clickthrough rates.”

Since first signing up for AdSense for content, Spuler has found several ways to increase revenues and expand his AdSense program. He placed AdSense first in his default chain of ad networks, and says, “it definitely works.” Spuler also allows multiple AdSense ads to run on each page and uses link units to display a list of topics that are relevant to the page. When clicked, each link brings the user to a page of related ads. He has also expanded his strategy to include using AdSense for search to provide Google web and site search to visitors, while earning money by displaying Google ads on the search results pages.

Spuler uses Google Analytics to keep a pulse on which areas of the site are most effective and where visitors spend most of their time. He also uses the reporting tools in AdSense to find ways to increase revenues. “We’ve used channels to identify what’s most important for visitors, tried different color schemes, and followed the tips on the AdSense page on the Google site, but AdSense does really well without much optimisation,” Spuler says.

Spuler concludes that AdSense has done an excellent job of monetising traffic to WrongDiagnosis.com from day one. “Because we don’t have to sell ads, we can focus on adding more health-related content and features to the site,” says Spuler. “If I had one piece of advice for other Internet publishers, I’d say ‘Get signed up!’”

