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Google AdSense

AdSense Newsletter

A look inside Google AdSense



November 2010

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Welcome to the first issue of our new AdSense Newsletter for strategic partners in Australia and New Zealand! We've heard from many of you that you'd like to receive regular updates from us about all things relating to AdSense and Google. We are therefore delighted to introduce this newsletter so that you can regularly hear about our optimisation tips and updates. Each edition, you'll be able to read about our most effective optimisation tips, product updates and upcoming webinars or events. In short: everything to help you get the most out of AdSense.

Today we'd like to tell you about the following topics:

- Top AdSense and Google Updates
- Meet the team
- Optimisation tip of the month: Boost your AdSense earnings this holiday season
- Receive AdSense tips and updates by email

Optimisation: Tip of the month



Boost your AdSense earnings this holiday season

It may feel like Christmas is still far away but, believe it or not, now is the time to prepare to take advantage of the additional advertising spend during the upcoming holiday season.

At this time of the year, advertisers are looking to spend heavily on a variety of sites, like Christmas-themed domains, or online shopping sites, through Placement Targeting campaigns. As you might know, Placement Targeting allows advertisers to specifically target particular sites or ad placements. For publishers, these campaigns have proven to be a lucrative source of additional income. You can take advantage of this opportunity by optimising your AdSense placements and ad units for Placement Targeting.

In general, advertisers choosing this type of campaign pursue branding goals, and are therefore interested in visibility and rich-media-enabled ad units. To make your placements attractive, we recommend that you offer ad unit placements above the fold, preferably using wider ad formats, such as our most successful formats [Wide Skyscraper](#), [Medium or Large Rectangles](#). You should also ensure [4.6%](#) are enabled for [both image and text ads](#), which will allow you to take advantage of the entire available [0%](#) is to receive popular and high-paid image and video campaigns on your pages.

Actively promote your website to potential advertisers by adding your domain and valuable information about your visitors to [AdPlanner](#).

[See all of our optimisation tips.](#)

Top AdSense & Google Updates



Switch to the new version of AdSense for Search

Over the last two years, the AdSense team has offered the powerful Google Custom Search Engine (CSE) product as an improvement over the original AdSense for Search. After some recent improvements, we're now ready to retire the older version of AdSense for Search and we'd like to encourage you to update your code now. For instructions on how to switch to the new version, please visit [here](#) or contact your account manager.

[11.4%](#)

Watch This Space

You may have noticed ads calling you to "WATCH THIS SPACE" across the web, in print, and maybe even [9.1%](#) around the CBD in Sydney. This is our new campaign that talks

Subscribe



You can now pick the types of messages that interest you from five categories:

- Customised help and performance suggestions
- Newsletters
- Google market research
- Special offers
- Information about other Google products and services which may be of interest to you

In case you aren't currently opted into this category, we'd like to recommend that you update your preferences to be able to receive customised help and performance suggestions.

[Update your preferences](#)

Meet The Team



Meet Christine and Victoria

[36.4%](#) anagers on the AdSense Australia and New Zealand team.

about our vision for display advertising - and where we think the industry is headed. Our goal is to highlight some of the exciting changes taking place in the display industry and to start a conversation with agencies and marketers.

Updated SEO Starter Guide

About two years ago, we [published our first SEO Starter Guide](#), which we have since [translated](#) into 25 languages. Today, we're very happy to share with you the new version of the guide with more content and examples.

Here's what's new:

- Glossary to define terms throughout the guide
- More example images to help you understand the content
- Ways to optimise your site for mobile devices
- Clearer wording for better readability

[Download the new version here](#) [PDF].

[25%](#)

Email Preferences: We sent you this email because you have indicated that you are willing to receive occasional AdSense newsletters. If you do not wish to receive such emails in the future, please visit your AdSense Account settings page under the 'My Account' tab (<https://www.google.com/adsense/lang-change> - AdSense login required), edit your 'Email Preference' by removing the check next to 'Newsletters', and click 'Save Changes.'

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The following URLs are URLs that could not be matched by the overlay. These URLs may be from the text version of the email or may have been generated by Dynamic Content or AMPScript.

Link	CTR	Total Clicks	Unique Clicks
http://www.google.com/adplanner/publisher	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://www.youtube.com/insideadsense	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://www.google.com/adsense/support/bin/answer.py?answer=9	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://www.google.com/adsense/support/bin/answer.py?answer=3	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://view.comms.doubleclick.com/view_email.aspx?j=fe6215717	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://www.google.com/adsense/support/bin/answer.py?answer=1	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://www.google.com.au/adwords/watchthisspace/	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://googlewebmastercentral.blogspot.com/2008/11/googles-seo	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0
http://www.youtube.com/watch?v=kPqT2HcPJAM	0%	0% Actual total clicks: 0	0% Actual unique clicks: 0

Showing only links with click activity.

Link	Total	Unique	Net CTRs
Meet Christine and Victoria	22	16	12.0%
http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf	14	11	8.3%
here	8	5	3.8%
WATCH THIS SPACE	4	4	3.0%
published our first SEO Starter Guide	3	3	2.3%
AdPlanner	4	2	1.5%
Wide Skyscraper, Medium or Large Rectangles	5	2	1.5%
View as a Web Page	1	1	0.8%