

Google AdSense Monetization



Janet Ng

Partner Development Manager

你是。。。？

A

- ✓ WordPress網站
- ✓ Adsense 變現

B

- ✓ WordPress網站
- ✗ Adsense 變現

C

- ✗ WordPress網站
- ✗ Adsense 變現



WordPress Web Monetization Ideas

Proprietary + Confidential

eCommerce/Blog/ News/Content

- 購物網站
- 金融科普
- 產業新聞
- 排行榜Top10
- 書籍和漫畫

Tool/Service Index

- 包裹追蹤
- 格式轉化
- 簡歷產生器
- 求職/課程推薦
- 診所資訊
- 公司黃頁

H5 Gaming/Game/App review

- 兒童啟蒙遊戲站
- 心理測驗Quiz 站
- App/Game Review
- 超休閒小遊戲

Review Site, Deal/Coupon Sites

- 3C消費產品
- 購物+部落格變現
- 信用卡/保險推薦
- 旅遊景點
- 預定/優惠比價

在過往三年，商業工具搜尋量持續往上漲

Industry trend by Clicks



- 廣告與行銷
- 商業機會
- 業務流程分析
- 商業安全調查
- 商業策略規劃

- 企業活動
- 客戶支援與外展
- 電子商務
- 人力資源
- 郵購服務

- 管理諮詢
- 辦公室及設施管理
- 實體資產管理
- 供應鏈管理
- 技術諮詢

變現方案

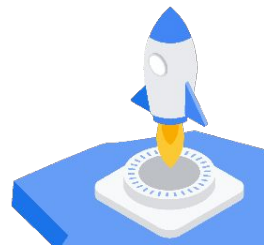
網站 Google AdSense ; 應用程式 Google AdMob



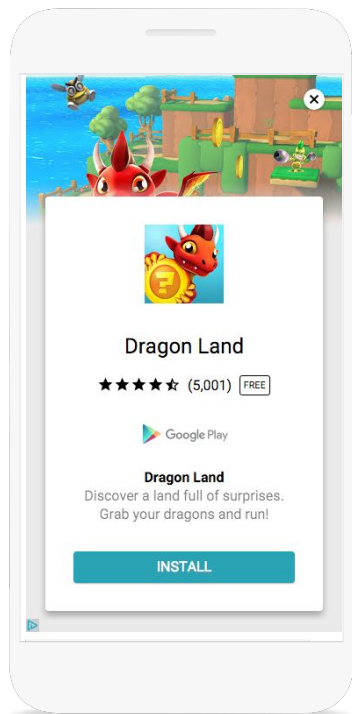
Google AdSense



Google AdMob

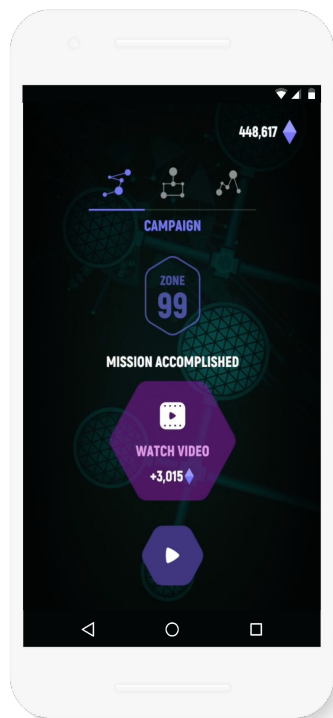


廣告單元 (手動)

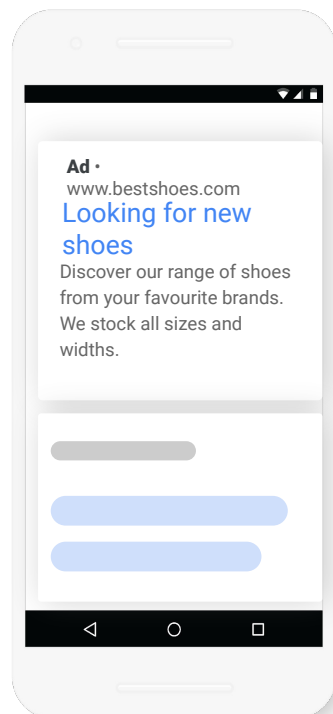


展示廣告

H5 插頁廣告
(需申请)

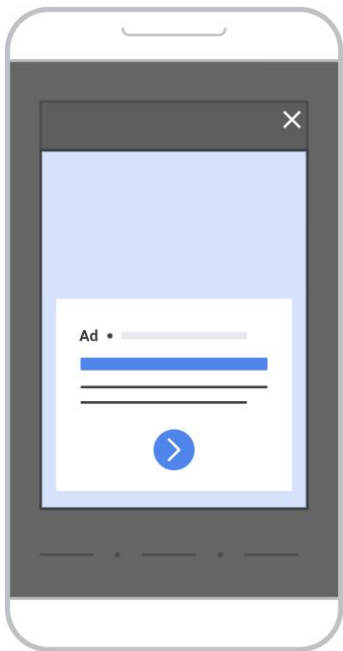


H5 激勵廣告
(需申请)



AdSense 搜索廣告 (需申请)

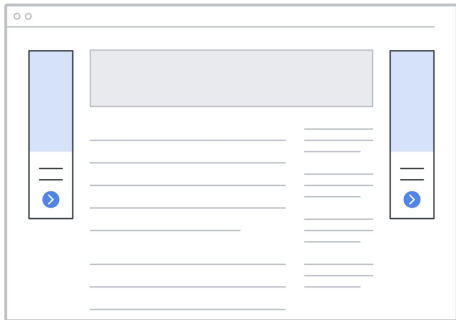
自動廣告(自動運作)



穿插廣告



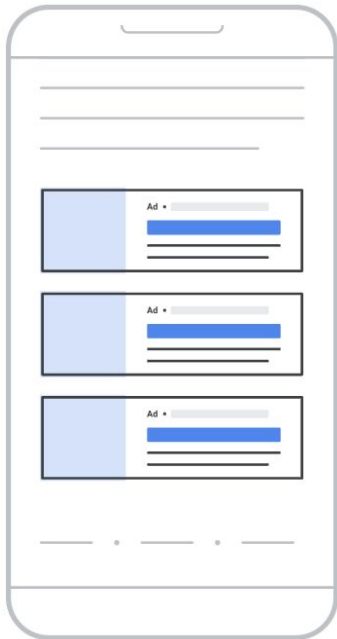
錨定廣告



對聯廣告
Side rail ad



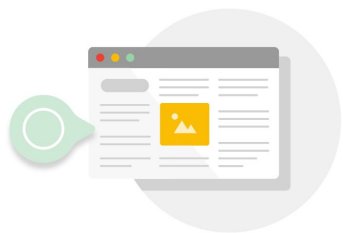
頁內橫幅廣告



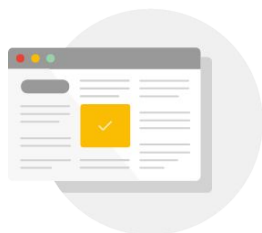
頁內多重廣告

让 Google 帮您投放自动广告。

只要打开切换开关即可设置自动广告。完成该操作后，Google 会帮您搞定剩下的所有工作：



扫描您的网页结构



检测您的现有广告



在最佳位置投放新广告



而且您还可以调整自己偏好的设置

1. 设置简单

只需开启开关即可为您的每个网站设置自动广告，无需重新植入代码。



无需再重新植入代码

自动广告现可通过任何 AdSense 广告单元代码在网页上植入，即使网页上只包含常规广告单元，也可以开始自动展示自动广告。



根据用户反馈增加的预览功能

“广告设置预览”页面可让您先看看自动广告在您网站上的呈现效果，再决定是否正式投放。

“概览” 页

您可以为每个网站设置自动广告，并查看自动广告设置摘要。

Google AdSense Overview

BY SITE BY AD UNIT

Let Google place ads for you

Add one piece of code to your site and Google will automatically show ads in all the best places.

[Get code](#) [LEARN MORE](#)

All your sites [Got an AMP site?](#)

Search by site name

Name ↑	Auto ads	Page exclusions		
example.com	ON	0		
example1.com	OFF	0		


点击此处可设置
自动广告

广告设置预览

“广告设置预览”页面可让您先看看自动广告在您网站上的呈现效果，再决定是否正式投放。

× Ad settings preview | example.com Send feedback

← ↻ https://example.com 5 Auto ads 📱 🖥️



Brunch special


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus ligula ut laoreet elementum. Nullam sagittis turpis eu pretium volutpat. Aliquam augue orci, laoreet at nunc vitae, pharetra posuere magna. Curabitur vestibulum sollicitudin elit ut ullamcorper. Proin at velit erat. Mauris ac tristique neque.

Sed in tincidunt orci. Pellentesque ac odio libero. Fusce felis lacus, aliquet id faucibus quis, auctor consectetur nisi.

Auto ad example
In-page ad

Auto ad example
In-page ad

Recent recipes



SITE SETTINGS

Auto ads

Google will automatically show ads across your site in all the best places for you. [Learn more](#)

Optimize your existing ad units? [Learn more](#)

Ad formats ▾

Ad load ▲

Control the number of ads you show on your pages. [Learn more](#)

Min Max

Page exclusions [Manage](#)

Cancel Apply to site

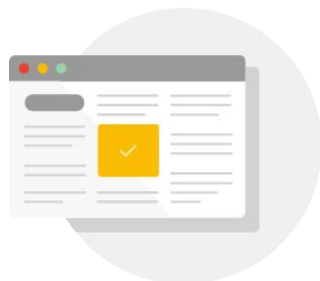
2. 高级的自定义功能

您可以根据自身具体情况指定自动广告设置，包括在什么位置展示广告以及不在什么位置展示广告。



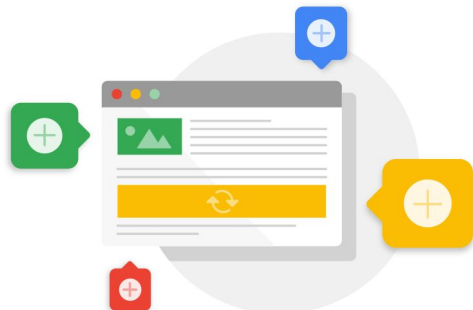
展示位置排除

从您网站的所有类似网页中移除您不喜欢的广告。



广告格式

为您的网站选择合适的自动广告类型。



广告投放量

使用滑块控制在网页上展示的广告数量。



网页排除

停止在您网站的特定网页或版块（例如首页）中展示自动广告。




展示位置排除

从您网站的所有类似网页中移除您不喜欢的广告。

X Ad settings preview | example.com Send feedback

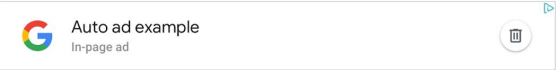
← ↻ https://example.com 5 Auto ads Mobile Desktop



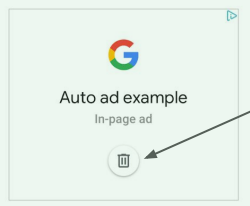
Brunch special

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Auto ad example
In-page ad



Auto ad example
In-page ad

Recent recipes



SITE SETTINGS

Auto ads

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Optimize your existing ad units? [Learn more](#)

Ad formats ▼

Ad load ▲

Control the number of ads you show on your pages. [Learn more](#)

Min Max

Page exclusions [Manage](#)

Cancel Apply to site



展示位置排除

从您网站的所有类似网页中移除您不喜欢的广告。

Ad settings preview | example.com Send feedback

https://example.com 5 Auto ads

Remove ad from this area?

No ads will show in this area from now on. [Learn more](#)

This change applies to similar pages across your entire site

Cancel Remove

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Ad load

Control the number of ads you show on your pages. [Learn more](#)

Min Max

Page exclusions [Manage](#)

Cancel [Apply to site](#)

Brunch special

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus ligula ut laoreet elementum. Nullam sagittis turpis eu pretium volutpat. Aliquam augue orci, laoreet at nunc vitae, pharetra posuere magna. Curabitur vestibulum sollicitudin elit ut ullamcorper. Proin at velit erat. Mauris ac tristique neque.

Sed in tincidunt orci. Pellentesque ac odio libero. Fusce felis lacus, aliquet id faucibus quis, auctor consectetur nisi.

Auto ad example
In-page ad

Recent recipes



展示位置排除

从您网站的所有类似网页中移除您不喜欢的广告。

Ad settings preview | example.com Send feedback

https://example.com 5 Auto ads

Brunch special

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Sed in tincidunt orci. Pellentesque ac odio libero. Fusce felis lacus, aliquet id faucibus quis, auctor consectetur nisi.

Auto ad example
In-page ad

Recent recipes

SITE SETTINGS

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Ad formats

In-page ads

Ads that appear within the main body of content on your pages

Matched content

Content promotion tool that can increase revenue and engagement

Matched content is only available for eligible sites. [Learn more](#)

1 area removed



Area 1

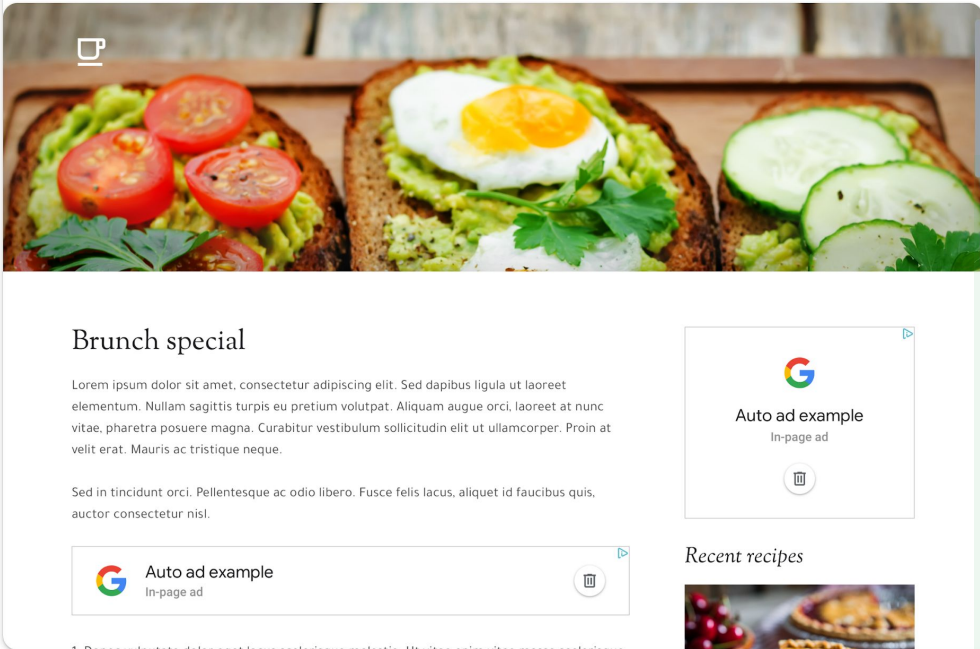


广告格式

决定自动广告可以在您的网站上使用哪些广告格式。

X Ad settings preview | example.com Send feedback

← <https://example.com> 5 Auto ads  



Brunch special

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus ligula ut laoreet elementum. Nullam sagittis turpis eu pretium volutpat. Aliquam augue orci, laoreet at nunc vitae, pharetra posuere magna. Curabitur vestibulum sollicitudin elit ut ullamcorper. Proin at velit erat. Mauris ac tristique neque.

Sed in tincidunt orci. Pellentesque ac odio libero. Fusce felis lacus, aliquet id faucibus quis, auctor consectetur nisi.


Auto ad example
In-page ad


Recent recipes

SITE SETTINGS

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 Optimize your existing ad units? [Learn more](#)

Ad formats 

In-page ads
Ads that appear within the main body of content on your pages

Matched content
Content promotion tool that can increase revenue and engagement

Anchor
Ads that stick to the edge of the user's screen and are easily dismissible

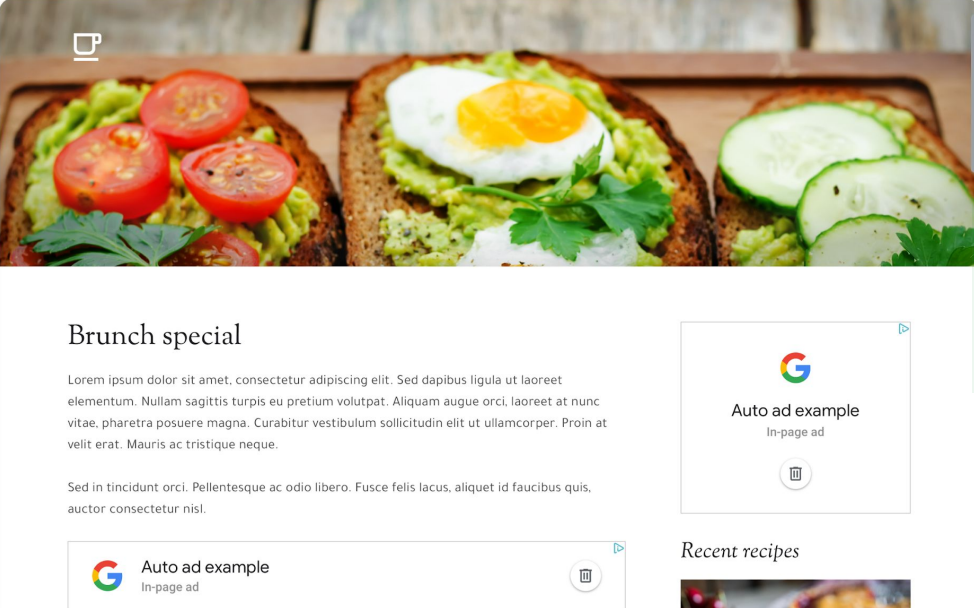
Vignette
Mobile full-screen ads that appear between page loads

广告投放量

使用滑块控制在网页上展示的广告数量。

X Ad settings preview | example.com Send feedback

← ↻ https://example.com 5 Auto ads Mobile Desktop



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Ad formats ▼

Ad load ▲

Control the number of ads you show on your pages. [Learn more](#)

Min Max

Page exclusions [Manage](#)

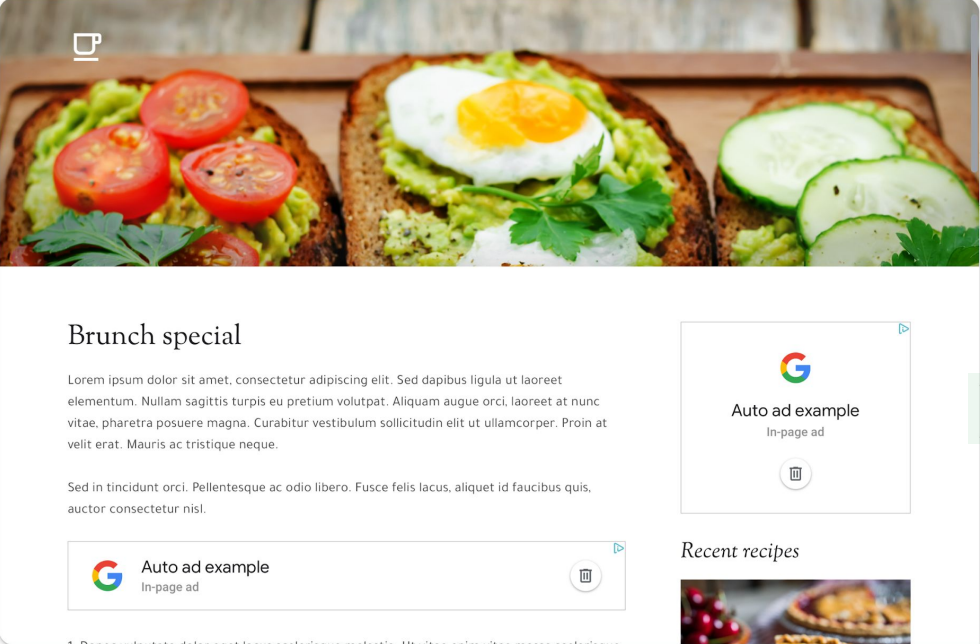
Cancel Apply to site



停止在您网站的特定网页或版块（例如首页）中展示自动广告。

Ad settings preview | example.com Send feedback

← ↻ https://example.com 5 Auto ads



SITE SETTINGS

Auto ads

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Optimize your existing ad units? [Learn more](#)

Ad formats ▾

Ad load ▴

Control the number of ads you show on your pages. [Learn more](#)

Min Max

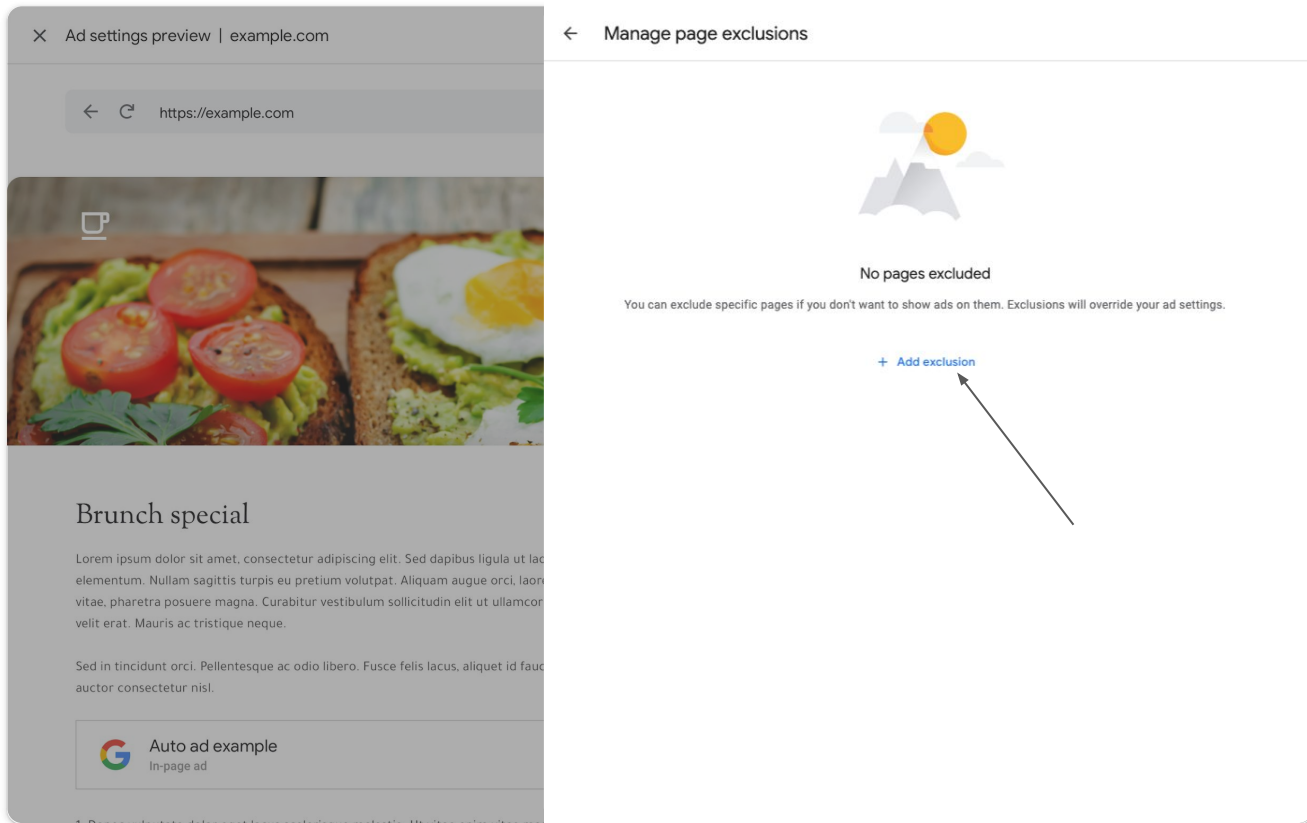
Page exclusions [Manage](#)

Cancel Apply to site



网页排除

停止在您网站的特定网页或版块（例如首页）中展示自动广告。



Manage page exclusions

No pages excluded

You can exclude specific pages if you don't want to show ads on them. Exclusions will override your ad settings.

[+ Add exclusion](#)

Brunch special

Auto ad example
In-page ad

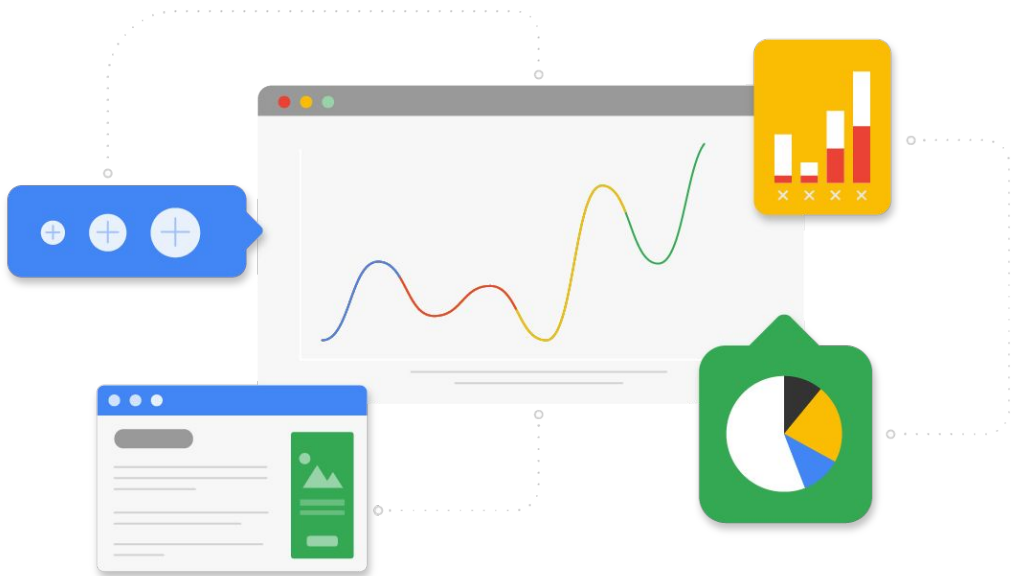


停止在您网站的特定网页或版块（例如首页）中展示自动广告。

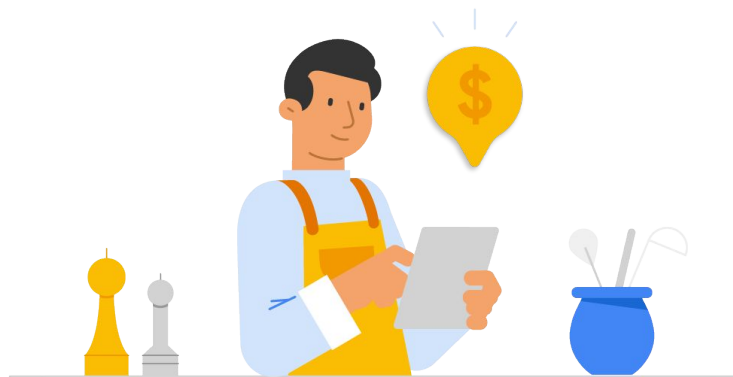
The screenshot displays the 'Manage page exclusions' interface in Google AdSense. On the left, a preview of a website page is shown with a 'Brunch special' section and an 'Auto ad example' at the bottom. The main panel on the right is titled 'Manage page exclusions' and contains the following elements:

- 'Add page exclusions' section with a text input field containing 'example.com'.
- 'Exclude ads on:' section with two radio button options:
 - This page only**: Exclude ads on the exact URL match only.
 - All pages under this section**: Exclude ads on whole sections of the site that share the same URL prefix.
- At the bottom right, there are two buttons: 'Cancel' and 'Add'. A black arrow points from the right side of the image towards the 'Add' button.

3. 详细的报告



我们更新了报告，让您轻松地并排查看每个网站的自动广告单元和手动广告单元的效果。



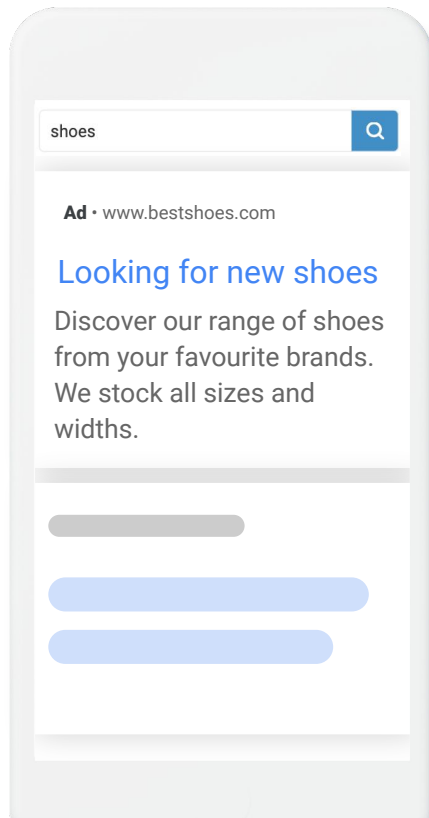
还是不确定是否要将自动
广告应用到整个网站？

我们可以为您提供帮助！
您可以尝试通过 AdSense
实验测试自动广告的效果！

AdSense for Search (AFS) 搜索廣告



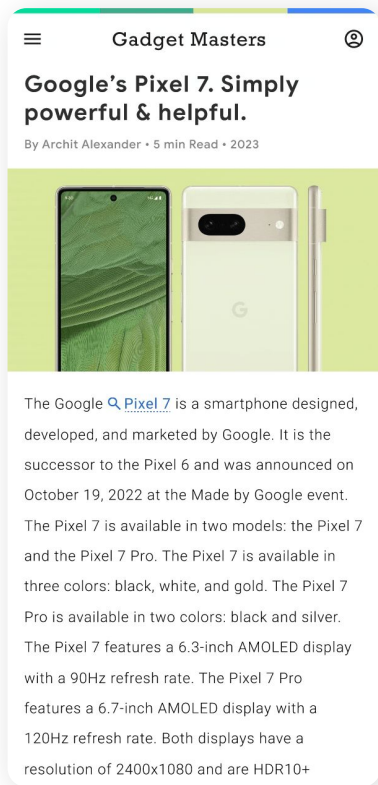
用戶在您網站的搜索框中鍵入搜索。



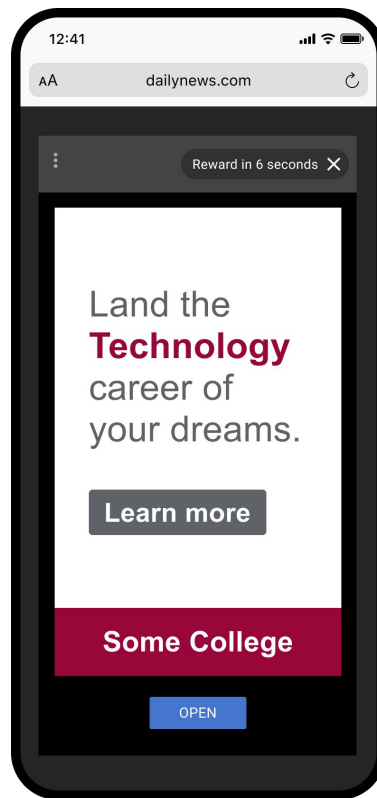
用戶搜索關鍵詞的廣告在您的搜索結果上。

自動廣改格式 (新)

進階變現產品



購物廣告



Offerwall

让广告收入滚滚而来

看看您可以借助 AdSense 赚得多少收入

网站访问者的地理位置和网站内容类别分别设置为

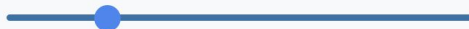
北美洲

工商业

[试试其他内容类别](#)

每月网页浏览量 ©

2,033,934



您每年有望获得的收入

该数值为估算值，仅作参考。

\$ 4 4 7 , 3 8 4

开始使用

問題/ 支援需求

