



Video

Images



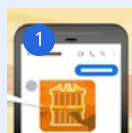
Google News Initiative

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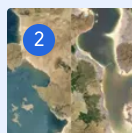
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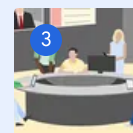
## Our most popular resources



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Lesson  
Google Historical Imagery: Google Earth Pro, Maps and Timelapse



Lesson  
Google Ad

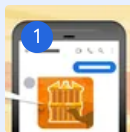
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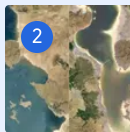
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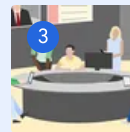
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Lesson  
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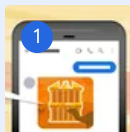
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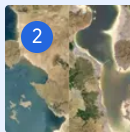
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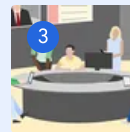
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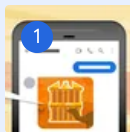
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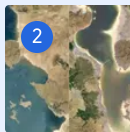
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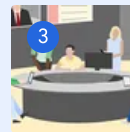
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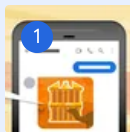
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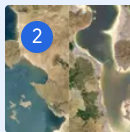
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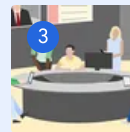
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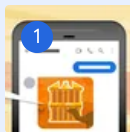
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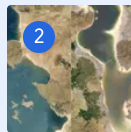
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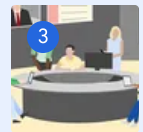
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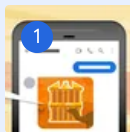
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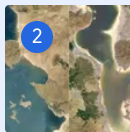
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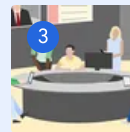
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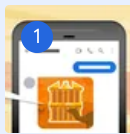
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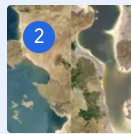
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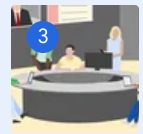
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Lesson  
Google  
AdSense

## How do I sell my ads?

Most publishers sell ads **directly** and **programmatically**.

In **direct**, you sell, manage, and fulfill campaigns with advertisers, without a third party. Direct selling gives you:

- Direct control of the ads displayed on your site

engagement and click-through rate (CTR)

Access to thousands of advertisers in real time and across multiple

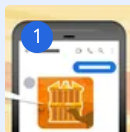
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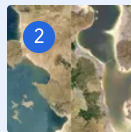
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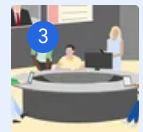
Lesson

Verification: Google Image Search



Lesson

Google Historical Imagery: Google Earth Pro, Maps and Timelapse



Lesson

Google AdSense

2. Programmatic preferred and guaranteed deals
3. Programmatic private auction
4. Programmatic open auction

Publishers that use AdSense benefit from [dynamic allocation](#) by default, which can give you the highest price for your ads by allowing advertisers to compete in real time with your guaranteed advertisers.

## Set your prices

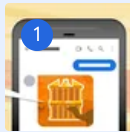
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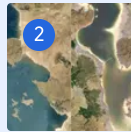
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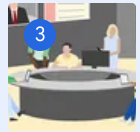
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Image Search



Lesson  
Google Historical  
Imagery: Google Earth  
Pro, Maps and Timelapse



Lesson  
Let's Grow  
Ad Revenue

4. In **Pricing**, select prices for specific items, or set the same price for advertisers, brands, sizes, creative types, etc. You can also set floor prices, target CPMs, or let Google optimize prices.

5. Click **Save**.

### Best practices:

- Set a target CPM instead of a floor price, which can [earn more revenue](#)
- Set up [pricing rules](#) to set different prices for sizes, creative types, video options, and more

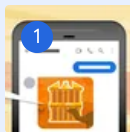
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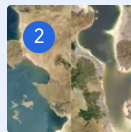
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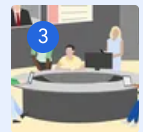
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Image Search



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Lesson  
Google AdSense

## Run a successful ad campaign

1. **Set up** client billing, campaign dates, creative assets, ad tags, and tracking

- Test pages on multiple devices so you see how the ads appear
- Report on how the campaign is tracking towards your advertisers' goals each

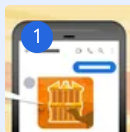
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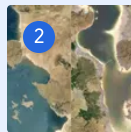
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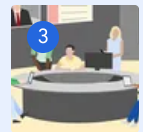
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Lesson  
Google Historical Imagery: Google Earth Pro, Maps and Timelapse



Lesson  
Google AdSense

- Share opportunities for audience extension
- Offer multi-year deals
- Offer programmatic direct, so they can purchase your ads programmatically at a preferred rate
- Reach out proactively and periodically
- Have up-to-date ad inventory availability ready by using features like an [inventory forecast feature](#)

Which metric is least likely

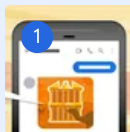
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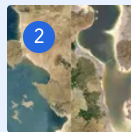
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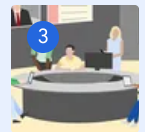
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in progress

Recommended for you

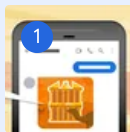
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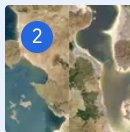
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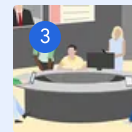
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Google AdSense

[Start](#)

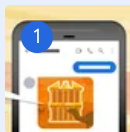
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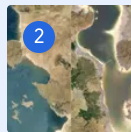
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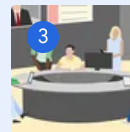
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