



# Kako dodatno zaraditi koristeći AdSense

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## Šta su Google reklame i gde se sve prikazuju?

- Google pretraživač
- Sajтови sa AdSense reklamama
- YouTube
- Aplikacije



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WEBSITE DIRECTIONS

wikiHow to do anything...

Article Edit Discuss Home - Categories - Education and Communications - Research and Review

## wikiHow to Do Internet Research

Expert Reviewed

Four Parts: ■ Knowing Where to Begin ■ Getting Good Sources ■ Evaluating for Credibility ■ Compiling and Saving Your Sources ■ Community Q&A

The internet has made researching a topic easier than ever before. Instead of making a trip to the library, people with internet access can simply pull up a search engine, type, and click away. But, in addition to making it easier to access information, the web has also made it easier to access misinformation.<sup>[1][2][3]</sup> However, by following some simple rules, you can avoid being fooled or misinformed by a phony, inaccurate, or biased web source.

**Part 1: Knowing Where to Begin**

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## Kako AdSense određuje koju reklamu da prikaže?

Na osnovu:

- onoga što ste tražili na Google pretraživaču
- sadržaja sajta na kome se nalazite
- toga koje ste sajtove prethodno posećivali
- toga koje ste aplikacije koristili
- toga gde se nalazite



## Kome ide zarada od Google reklama?

- Ukoliko se reklama prikaže na Google pretraživaču sva zarada ide Google-u
- Ukoliko se reklama prikaže na nekom sajtu taj sajt zarađuje 68%, a Google 32%
- Ukoliko se reklama prikaže na nekom YouTube snimku, 55% zarade ide vlasniku kanala, a 45% YouTube-u



Od čega zavisi cena AdSense reklama?



Kako da postanete AdSense publisher?  
[adsense.google.com](https://adsense.google.com)





Ne pokušavajte da prevarite Google





Koje su najbolje pozicije za reklame?



## Odnos CTR-a i CPC-a



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Jedan klik iz Amerike kao deset klikova iz Srbije



## Uticaj strelica na reklamama na učestalost klikova



## Želite da radite od kuće?



Besplatna podrška našem jeziku, vaše je samo da počnete da pravite novac



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# Google Analytics i Google AdSense



AdSense zarada na 1.000 poseta





## AdSense eksperimenti



## Oduzimanje AdSense zarade



## Isplata AdSense zarade



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# The AdSense difference.

In 2015, we paid out nearly \$10B to our customers. That's the power of AdSense.

\$ 9,860,908,459



## Ostale mreže vredne pažnje:

- Content.ad
- Taboola.com
- AdBlade.com
- Outbrain.com
- Media.net
- Sekindo.com
- GumGum.com



## Promoted Stories



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Hated Each Other**

Fame Focus



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## Pitanja i odgovori



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Hvala na pažnji!

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