Course Title: Earn Money Using Google AdSense

Course Description:
Hands-on experience with content marketing.

Course Prerequisite(s):
Search Engine Optimization for Small Business – Basic

Course Objectives:
Demonstrate effective use of Google AdSense

Certification Notes:

Next Class Possibilities:
Business Intelligence Using Google Analytics

Textbook(s):
The AdSense Code 2nd Ed.
By Joel Comm
Morgan James Publishing; 978-1600377068

Additional training material provided from websites, articles and instructional videos

Lesson Plan – by week or session
Session 1: Overview of website monetization
Session 2: Introduction to Adsense and “Best Practices”
Session 3: Optimal website and blog techniques for maximizing income
Session 4: Affiliate Marketing
Session 5: How to make money off YouTube?
Session 6: Third-party sites like Amazon, Shareasale.com etc.