



You can get around the limitation of only 20 active channels. To do so, create additional channels and rotate their activation. This way, you can get fully precise recording of your AdSense performance — just not all at once. Because high-volume sites don't require much time to accumulate meaningful data, a week or so rotation through channel activation could provide a complete picture of AdSense clickthroughs.

Creating channels

You create AdSense channels in a special section of the AdSense account. Follow these steps:

1. Click the **Settings** tab.
2. Click the **Channels** link.
3. Click the **Create new channel** radio button, and type the name of your channel.

See Figure 12-9. Name the channel descriptively, so you can recognize it on the report page.

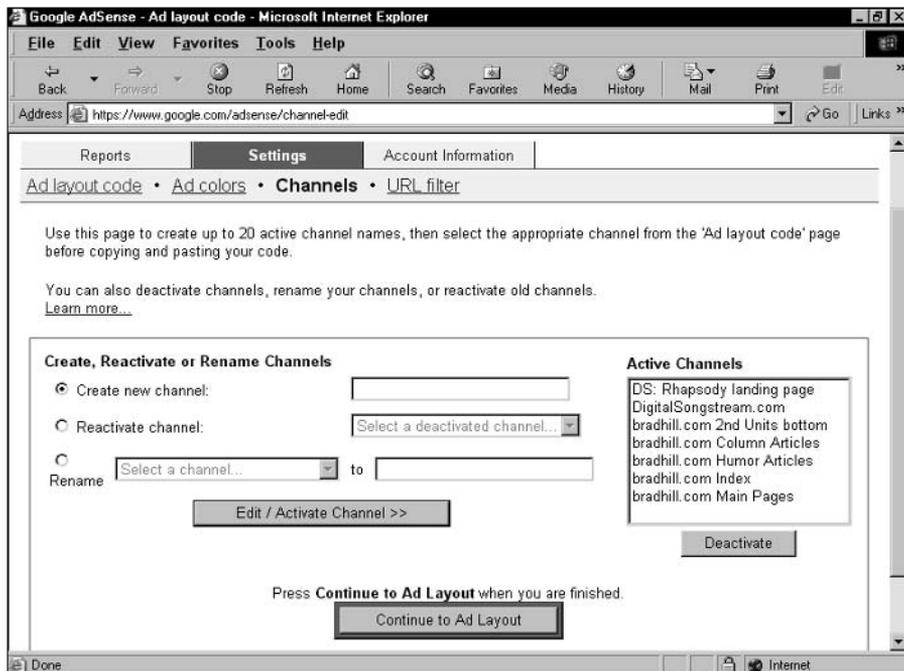


Figure 12-9:
Create as many channels as you want. Up to 20 can be active at any time.