

Web Scrapping

Idea

- A website that will extract, collect and aggregate data from other websites
- ➔ Spamming search engine (spamdexing)

Goal

- Attract visitors to your website and fool them to click on ads

Click Fraud

Having a bot (a computer program) that automatically clicks on

- ads displayed on your website
(to increase your earnings)
- ads anywhere on the web but targeting specific ads
(to increase the expenses of your competitors)