Web Scraping

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)