

Native-to-Search (N2S)

User Flow:

User is on a website → the page shows a Native ad purchased by the Publisher from an approved traffic source → user clicks on the Publisher's ad → page resolves to a Partner hosted SERP with related ads to the clicked-on query

The image shows a Yahoo! search interface. On the left, a sidebar contains navigation links like 'Home', 'Messages', 'Live Video', 'Markets', 'Video', 'Images', 'Events', and 'More'. The main search area has a search bar with the text 'Search for: Hotel Booking Amsterdam'. Below the search bar, there's a 'Search Bar' section with the text 'Find things everyone's searching for'. A red box highlights the search bar and the 'Search' button. An arrow points from the search bar to a SERP page on the right. The SERP page is titled 'Hotel Booking Amsterdam' and features several search results for 'Hotel Booking Amsterdam'. The results include 'Amsterdam Design Hotel - Many Amsterdam Houtwarens', 'Hotels in Amsterdam - Half-Price Hotels', 'Hotel Cu Amsterdam Booking - Search Hotel Cu Amsterdam Book...', 'Get Booking Hotel in Amsterdam - Booking Hotel in Amsterdam', and 'Amsterdam Booking Hotel - Amsterdam Booking Hotel'. Each result includes a brief description and a link to the respective website.

yahoo!

Keyword Hotspot

User Flow:

User is on a Publisher landing page → A keyword suggestion module (aka: keyword hotspot) that relates to the content is placed on the page → user clicks on one of the keyword suggestions → the user is taken to a landing page of Publisher hosted SERP

The image shows a Publisher landing page on the left and a corresponding SERP page on the right. The landing page features a large image of a person's face and a text block about cosmetic surgery. Below the text, there's a 'Search for:' section with a list of keyword suggestions: 'Healthy Snacks for Kids to Make', 'Best Healthy Snack', 'Fun snack ideas', and 'Low sugar snacks for kids'. A red box highlights this section, and an arrow points from it to the SERP page. The SERP page is titled 'Search for: healthy snacks for kids to make' and features several search results for 'healthy snacks for kids to make'. The results include 'Where To Buy Outshine® Bars - Shine Brighter With Outshine®', 'Fruit & Veggie Bars', 'Simply Yogurt Bars', 'Find a A Store Near You', 'Outshine® Kids Bars', 'New Fruit & Cream Bars', 'The Outshine® Story', and 'Shop Snacks in Bulk - Shop Products You Love in Bulk'. Each result includes a brief description and a link to the respective website.

yahoo!

meet.google.com/rbz-gyiw-djc

Liza Ballinger (Presenting, annotating)

Display-to-Search (D2S)

User Flow:
 User is on a website → the page shows a Display ad purchased by the Publisher from an approved traffic source → user clicks on the Publisher's ad → page resolves to a Partner hosted SERP with related ads to the the clicked-on query

The screenshot shows a Yahoo! search page. On the left, there's a display ad for 'Cheap flights' with a yellow background and a search bar. A red box highlights the ad. An arrow points from the ad to a search results page on the right. The search results page shows 'Travel Deals' and 'Cheap flights' with various search filters and results. A red box highlights the search results.

Participants in the meeting:

- Liza Ballinger
- Saurabh Goel
- Sooraj Singh
- Aditi sharma

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Domain Parking (AKA: Domain Match)

User Flow:
 User types in a domain that is registered, but not in use → the page resolves to parked domain site that includes a suggestion of search keywords that have a logical relation to the domain topic → user clicks on a suggestion → page resolves to a Partner hosted SERP related to the clicked-on query

The screenshot shows a Gofly.com domain parking page. On the left, there's a list of search suggestions: 'Cheap flights', 'Airline tickets', 'Cheapest Airline Tickets', 'Booking flights', and 'Flight booking'. A red box highlights the suggestions. An arrow points from the suggestions to a search results page on the right. The search results page shows 'Cheap flights' and 'Airline tickets' with various search filters and results. A red box highlights the search results.

Participants in the meeting:

- Liza Ballinger
- Saurabh Goel
- Sooraj Singh
- Aditi sharma

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Write Test Cases for Keyword Hotspot-:

User is on a publisher landing page

-> A keyword suggestion module (example: keyword hotspot) that relate to the content is places on the page

-> user clicks on one of the keyword suggestions

-> the user is taken to a landing page of publisher hosted SERP

Write test cases for Native to search-:

User is on a website

the page shows a Native ad purchased by the publisher from an approved traffic source

user clicks on the publisher's ad

page resolves to a partner hosted SERP with related ads to the clicked-on query

Write test cases for display to search

User is on a website

The page shows a display ad purchased by the publisher from an approved traffic source

User clicks on the publisher's ad

Page resolves to a partner hosted SERP with related ads to the clicked-on query

Write test cases for Domain parking

User types in a domain that is registered, but not in use

The page resolves to parked domain site that includes a suggestion of search keywords. that have a logical relation to the domain topic.

User click on a suggestion

Page resolves to a partner hosted SERP related to the clicked-on query

URL -: musemanifesto.com

URL -: sportzwikis.com

URL -: 10bestthing.com

SC-01: Verify Page and Ad URL Functionality

TC-01: Ensure URL functionality for pages and ads.

- **Steps:**
 1. Navigate to the landing page.
 2. Verify the URL of the landing page is correct.
 3. Click on an ad and check its URL.
- **Expected Result:** The URLs are correct and functional.

TC-02: Verify correct redirection to homepage from logo.

- **Steps:**
 1. Click on the logo on the landing page.
 2. Verify redirection to the homepage.
 - **Expected Result:** The user is redirected to the homepage successfully.
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SC-02: Validate Ad Layout and Alignment

TC-01: Verify proper alignment of ads on the landing page.

- **Steps:**
 1. Open the landing page.
 2. Inspect the alignment of all ads.
- **Expected Result:** Ads are properly aligned with no overlap.

TC-02: Validate screen resolution compatibility.

- **Steps:**
 1. View the landing page on various screen resolutions.
 2. Observe ad display and alignment.
 - **Expected Result:** Ads display correctly on all screen resolutions.
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SC-03: Test Ad Banner and Keyword Visibility

TC-01: Verify visibility of category banners and keywords.

- **Steps:**
 1. Navigate to the Visual Arts and Performing Arts categories.
 2. Ensure that the respective banners and keywords are visible.
- **Expected Result:** The correct banners and keywords are visible in each category.

TC-02: Ensure ads show relevant keywords.

- **Steps:**

1. Click on a keyword in the landing page ad.
 2. Verify the ad content aligns with the clicked keyword.
- **Expected Result:** Ad content corresponds to the selected keyword.
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SC-04: Check for Ad Page Content and Functionality

TC-01: Verify that ad pages contain three related ads.

- **Steps:**
 1. Click on an ad from the landing page.
 2. Inspect the ad page for three ads related to the selected keyword.
- **Expected Result:** The ad page displays three relevant ads.

TC-02: Validate responsiveness of ad pages.

- **Steps:**
 1. Open ad pages on different devices (mobile, tablet, desktop).
 2. Verify layout and alignment.
 - **Expected Result:** Ad pages are responsive and well-aligned.
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SC-05: Test Miscellaneous Features

TC-01: Validate "About Us," "Privacy Policy," and "Advertising Policy" pages.

- **Steps:**
 1. Navigate to the "About Us" page.
 2. Open and inspect "Privacy Policy" and "Advertising Policy" pages.
- **Expected Result:** All pages are functional and display accurate information.

TC-02: Ensure hover functionality works on ads.

- **Steps:**
 1. Hover over an ad on the landing page.
 2. Observe any interactive behavior.
 - **Expected Result:** Ads respond correctly to hover actions.
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SC-06: Test Cross-Browser and Device Compatibility

TC-01: Verify cross-browser functionality.

- **Steps:**
 1. Open the landing page on different browsers (e.g., Chrome, Firefox, Edge).
 2. Check layout, alignment, and interactivity.

- **Expected Result:** The landing page functions seamlessly across all tested browsers.

TC-02: Test keyword and ad responsiveness on various devices.

- **Steps:**
 1. Open the landing page and ad pages on mobile, tablet, and desktop.
 2. Verify keyword visibility and alignment.
- **Expected Result:** Keywords and ads are visible and aligned across devices.