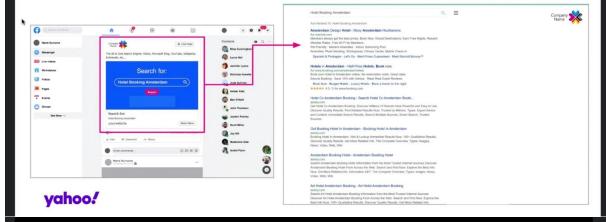
Native-to-Search (N2S)

User Flow:

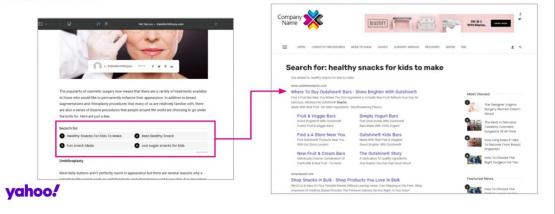
User is on a website \rightarrow the page shows a Native ad purchased by the Publisher from an approved traffic source \rightarrow user clicks on the Publisher's ad \rightarrow page resolves to a Partner hosted SERP with related ads to the to the clicked-on query

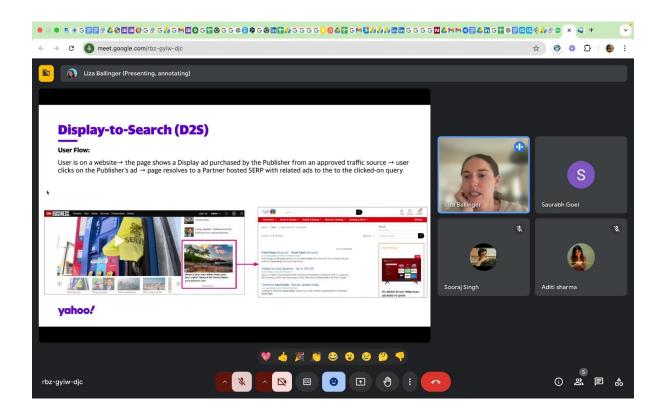


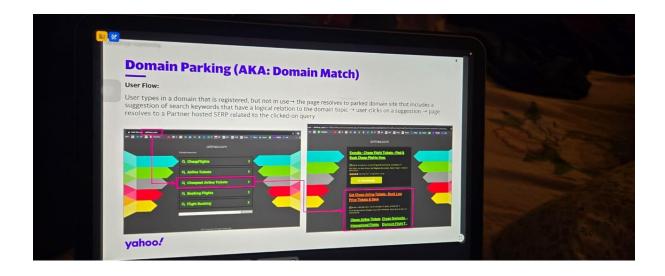
Keyword Hotspot

User Flow:

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







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.

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.

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.

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.

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.

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.