

Explain Google AdWords and Google AdSense.

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ENT ASSIGNMENT

Q:

Explain Google Adword and Google Adsense.

Answer:

Google AdWords:

Google AdWords is a pay-per-click (PPC) advertising platform. Unlike other PPC platforms like Facebook, AdWords actually offers advertisers two basic ways to reach people:

- 1) through the Google Search Network
- 2) through the Google Display Network.

While these approaches are functionally very different, they both use a PPC bidding system, where advertisers bid to have their ads shown to relevant audiences. The Google Search Network allows you to show your ads to users who are actively searching for the keywords that we select. If you own a landscaping business, you bid to have your ad show up every time a user types in "Landscaper in Tallahassee." Google AdWords allows businesses to target users on two main networks - the search and the display network. When you search for something on Google, there are usually two, maybe four paid ads in the search at the top and at the bottom. These ads are known as AdWords.

On the search network, advertisers bid on the relevant keywords. This gives them a display of their advertisements to users who enter those keywords

into Google as part of a search query. The paid search results are usually displayed on the top and bottom of the page have a small ad icon next to them.

Google AdSense:

Google AdSense is an advertising platform that allows website owners to earn money by displaying contextually relevant ads on their website, and profit when people click on the ads. AdSense publishers receive 68% of the click cost and Google 32%.

AdSense delivers targeted advertisements to participants' Web sites. Google search boxes can be placed on Web pages, generating text ads targeted to search results produced by visitors' search input. The Google algorithms are designed to interpret context in such a way that irrelevant results are discarded and only those most likely to produce revenue are delivered. The program can use keywords and other data to place ads relevant to the website content. The ads themselves are sourced from the advertisers using Google AdWords and their Display Network. These advertisements are administered, sorted, and maintained by Google.

Google reviews ads using language filters and professional linguists to prevent the display of inappropriate text or content and to ensure that all material conforms to professional editorial and ethical standards.

Competitive advertisements can be blocked and default ads can be created or selected.