

# Google AdSense

290 Administrator Sat, Feb 6, 2010 [Computer and Technology](#) 0 4701

**AdSense** is an [ad serving](#) application run by [Google Inc.](#) Website owners can enroll in this program to enable text, image, and video [advertisements](#) on their websites. These advertisements are administered by Google and generate revenue on either a [per-click](#) or [per-impression](#) basis. Google [beta tested](#) a [cost-per-action](#) service, but discontinued it in October 2008 in favor of a [DoubleClick](#) offering (also owned by Google).

## Overview

Google uses its [Internet search](#) technology to serve advertisements based on website content, the user's geographical location, and other factors. Those wanting to advertise with Google's targeted advertisement system may enroll through [AdWords](#). AdSense has become a popular method of placing advertising on a website because the advertisements are less intrusive than most [banners](#), and the content of the advertisements is often relevant to the website.

The use of proxy is allowed but if you use a proxy to enter your adsense account your account will be disabled. It has been seen lately that you can use proxies for logins, but sign up must be from a real computer. Proxies like hidemyass, armyproxy, schoolproxy, etc., can be used after signup.

Many websites use AdSense to monetize their content. AdSense has been particularly important for delivering advertising revenue to small websites that do not have the resources for developing advertising sales programs and sales people. To fill a website with advertisements that are relevant to the topics discussed, webmasters implement a brief script on the websites' pages. Websites that are content-rich have been very successful with this advertising program, as noted in a number of publisher case studies on the AdSense website.

Some webmasters invest significant effort into maximizing their own AdSense income. They do this in three ways:<sup>[\[citation needed\]](#)</sup>

1. They use a wide range of [traffic](#)-generating techniques, including but not limited to [online advertising](#).
2. They build valuable content on their websites that attracts AdSense

- advertisements, which pay out the most when they are clicked.
3. They use text content on their websites that encourages visitors to click on advertisements. Note that Google prohibits webmasters from using phrases like "Click on my AdSense ads" to increase click rates. The phrases accepted are "Sponsored Links" and "Advertisements".

The source of all AdSense income is the AdWords program, which in turn has a complex pricing model based on a [Vickrey](#) second price auction. AdSense commands an advertiser to submit a sealed bid (i.e., a bid not observable by competitors). Additionally, for any given click received, advertisers only pay one bid increment above the second-highest bid.

## History

Oingo, Inc., a privately held company located in Los Angeles, was started in 1998 by Gilad Elbaz and Adam Weissman. Oingo developed a proprietary search algorithm that was based on word meanings and built upon an underlying lexicon called [WordNet](#), which was developed over the previous 15 years by researchers at [Princeton University](#), led by [George Miller](#).<sup>[2]</sup>

Oingo changed its name to [Applied Semantics](#) in 2001,<sup>[3]</sup> which was later acquired by Google in April 2003 for US\$102 million.<sup>[4]</sup>

In 2009, Google AdSense announced that it would now be offering new features, including the ability to "enable multiple networks to display ads".

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