

- ✓ **Search advertising has built-in relevancy.** Blanket advertising has built-in irrelevancy.
- ✓ **Google AdWords is a pay-per-click system.** Advertisers pay for only prequalified leads, not for unqualified exposure.
- ✓ **AdWords offers detailed control of the campaign.** This contrasts with the all-or-nothing blanket approach.

I haven't mentioned another aspect of the value of Google AdWords: the tremendous reach inherent in Google advertising. Google distributes AdWords advertisements in three important venues:

- ✓ **Google search results pages.** These pages display Google's proprietary search results in the Web, Groups, and Directory sections and also in Froogle.
- ✓ **Google's search engine partners.** Google provides AdWords ads to the search results pages of other engines, including Excite, Teoma, About.com, AskJeeves, Netscape, Go.com, AOL Search, and iWon.com. (See Figure 6-6.)



Figure 6-6: Search results at Netscape.com don't look like Google, but they come from Google. So do the ads.