Google's content network. This portion of the AdWords distribution network encompasses the thousands of Web pages that run AdSense ads. These destinations, large and small, are called *content sites* or *content* pages. AdSense ads are just AdWords ads running on partner sites that are not search engines. (See Figure 6-7.) Some of these sites are major media outlets, such as Forbes.com. Others are small entrepreneurships operating affiliate businesses or merely providing information. In all cases, Google attempts (and largely succeeds) to target AdWords ads to content pages based on its understanding of the information on the page instead of by generating them directly by keyword search.

Even without the content network, your ads enjoy astonishing distribution power, appearing in eight search engines besides Google. Aggressive advertisers cover all the bases; all advertisers use Google.

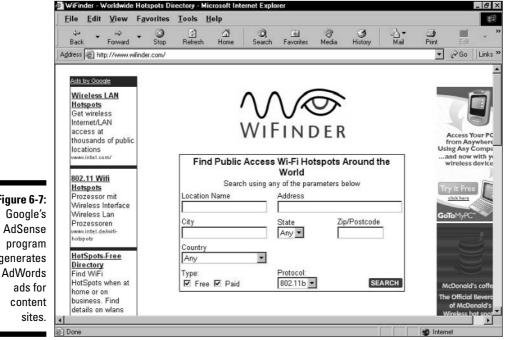


Figure 6-7: generates