

- ✔ **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 entrepreneurs 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:
Google's
AdSense
program
generates
AdWords
ads for
content
sites.

The screenshot shows a Microsoft Internet Explorer browser window displaying the WiFinder website. The browser's address bar shows the URL <http://www.wifinder.com/>. The website features a search form titled "Find Public Access Wi-Fi Hotspots Around the World" with the following fields and options:

- Location Name:
- Address:
- City:
- State:
- Zip/Postcode:
- Country:
- Type: Free Paid
- Protocol:
- SEARCH button

On the left side of the page, there are three AdSense ads:

- Wireless LAN Hotspots**: Get wireless Internet/LAN access at thousands of public locations. www.intel.com/
- 802.11 Wifi Hotspots**: Prozessor mit Wireless Interface Wireless Lan Prozessoren. www.intel.de/wifi-hotspots
- HotSpots-Free Directory**: Find WiFi HotSpots when at home or on business. Find details on wlan5

On the right side, there are two more ads:

- Access Your PC from Anywhere...**: Using Any Computer...and now with your wireless device. [Try It Free](#) [click here](#)
- GoToMyPC**
- McDonald's coffee**: The Official Beverage of McDonald's. Wireless hot spots