



Figure 15-6:
Custom
WebSearch
results are
formatted
with the host
site's look-
and-feel.

Most of the familiar features of Google, including Advanced Search, Similar Pages, and site descriptions, are available to Custom WebSearch clients.

Note: Custom WebSearch sites may sell advertising on search results pages. An easy way to monetize those pages is through Google's AdSense for content program. But if a site is already in the advertising business, delivering search results pages is a swift method of dramatically increasing the site's advertising inventory to its existing advertisers and agencies.

Silver and Gold Search

Two on-site Google search programs are available to sites with solid search traffic but less traffic than Custom WebSearch clients: Silver Search and Gold Search. These two services are similar to Google's Free Search described in Chapter 5. As with Free Search, Silver and Gold customers place a Google search box on their pages, and their users are taken to Google for semicustomized search results. Three major differences distinguish Silver and Gold Search from Free Search: