

Published based on [The Advantages of AdSense For Search](#)

# The Advantages of AdSense For Search

With AdSense for search, publishers can provide a search tool through their website. The search tool provides results which contain adwords adverts; this can generate some income for them.

How effective this tool can be will depend on the function of the publisher's website. Those who have browsed resources on a website may return to Google to complete a search. If this resource is contained within a website they are currently on, then they are likely to use the publisher's website for search, and this is how the publisher can benefit. Publishers often claim that having a search tool within their website is a good way to generate AdSense revenues without the concern of diminishing their brand. In the way that a company who sells a product would not want a rival provider having an AdSense advert within their website and this will not put them in a position where they will have a disadvantage. The advantages of AdSense for search also lies in the space that it occupies on screen. With the results displayed in a different page, publishers do not feel that they are sacrificing space where AdSense would previously appear.

The tool may also lead to visitors selecting the given website as their homepage. If the website contains relevant resources, and still has the functionality associated with Google then the website has broader general appeal. For people who are visiting the website for the first time, and realising it will not satisfy their needs may still use the website's search function. However, publishers often complain that they receive less Click Through with Search. Although this is the case surfers are more likely to be targeted towards adverts than with Google AdSense. If a visitor has have changed the item or topic they wish to search for, and isn't compelled by the adverts; they can still find what they are looking for and the publisher will still get to earn some amount.

Therefore surfers are more likely to also find the resources that they are looking for in the publisher's website. Google has a lesser database of advertisers for AdSense through the selectiveness of advertisers. The search toolbar provides results which include advertisers that do not want to appear in AdSense for content.

Google for search is also used by large market leading websites and this is seldom used for AdSense. Companies who provide a service or sell a product are more regularly opting to incorporate the search toolbar into their website. In fact many businesses actually feel as though their brand is strengthened through its alignment with the Google logo. Other's who choose not to use the Google logo, may benefit from the customers assumption that the search technology used belongs to the website they are on, and therefore further benefits are reaped by the publisher.

As AdSense is plagued with click fraud, the same is less likely to happen with search. Click Fraud would require the person or persons committing the crime to follow realistic searches, and to avoid any suspicious behaviour. This could be particularly hard, and with less revenue per click those committing click fraud are likely to stay away from search all together.

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