



SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



COURSE NAME : 19CSE309 & DIGITAL MARKETING AND ITS TOOLS

III YEAR/ VI SEMESTER

UNIT – 3 SEARCH ENGINE ADVERTISING

Topic: Understanding Ad Placement

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Understanding AD Placement

- Search Engines show ad in predefined areas on the results pages.
- Google shows ads in 2 areas- top and bottom.
- Maximum 4 ADS can be appear on the top and three at the bottom.
- simplest definition, **ad placement means the group of ad units that specify the areas on the website where advertisers can place their ads.** Ad placement criteria include the size, type, and location of the ads.
- For example, you can find ad placements noted like this:
- **728×90 (size in pixels) – above main content (location)**
- **300×250 (size in pixels) – in-feed (location)**



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- TOP , SIDE and BOTTOM
- The **top position** is considered the prime location in SERP

Users usually click on results on the 1st page and that too which are above the scroll

Hence the competition is for the top 4 positions on the first page. Click rate is high for them.

- **SIDE:**

Google majorly displays **shopping on the side**.

The shopping ads depicts the picture of the product with the prices, enabling purchase by users.



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- **BOTTOM:**

If the ad rank of an ad is lower than the threshold for the top position , in that case if the top position does not show any ads, this ad is shown in the bottom area.

