

Title:
AdSense Fraud

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Summary:
Google AdSense fraud is one of the diseases that plague the Ad Words advertisers. The AdSense

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Article Body:
It's worthwhile to examine Google's definition of Google AdSense and Click Fraud , before delv
Google AdSense fraud is one of the diseases that plague the Ad Words advertisers. The AdSense
In theory it's a match made in heaven. The advertiser gets good ROI through targeted traffic,
Unfortunately, this happy façade hides blemishes. Severe ones. For all Google AdSense Publish
This category of fraudsters deserves a taxonomy of its own, which we have developed (the other
Regressive Fraudster (aka ClickMonkey):

This guy is at the bottom of the food chain. Inspired by the riches of his neighbor Ms. Jones,
Wanna -Be Fraudster (aka BOZO):

This girl searches for high paying keywords like ^home loan equity~ (current ad words rate: 45
Little does she know that Google has a 45 day inspection period before she get her nubby littl
Almost-There Fraudster (aka SmartAlec):

The archetypical ATF is supremely confident in his ability to fool Google. Like the BOZO, he l
This way, he gets the unique, unrelated IP clicks and (he hopes) that Google is fooled. Rememb
AT fraud thinks that the clicks he obtained by trolling on these sites is a job well done. He
He has just one problem. His tragic flaw. While he worked so hard to get the unique IP and hig
Fraudster Maestro (aka Satan's Spawn):

This category of fraudsters is the most sophisticated and rarely gets caught by google . She h
US User : hello

FM Fraud: what are your coordinates, handsome?

US User : NY , NY

FM Fraud: Oh! Wish I could be there. Can you help out a damsel in distress?

US User : sure

AT Fraud: I have made a site and want to see if all the links on this page are working or not.

US User: Sure. Link?

FM Fraud: www.fraudstersite.com/high-value-keyword-page.html

US User : wait! Yes I checked all the links and they are working fine.

FM Fraud:

Thanks

US User : so can we talk about you now? (Message Not Delivered as the fraudster has blocked t

And she has lots of tricks up her repertoire besides chatting up strangers. She knows about op

So, how does all this geek talk affect the PPC advertiser? It's a 5 billion dollar+ dollar mar
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Some things you can do to stay ahead of the game. This is by NO means an exhaustive list, but

1> Let your visitors know that you are tracking them and know quite a bit about them. For inst

2> Invest in a serious visitor tracking software. Set alarms based on the number of times a pe

3> Start checking for things that we have discussed earlier, by investing in an industrial str

a. Visitor conversion/past conversion history.

b. Visit Depth Analysis.

c. Visit Time Analysis(time spent on each page, and time of day the visit happens).

d. Cookies/Javascript/~Unknown OS~

e. Keyword Cost analysis.

f. Anonymous Proxy Server

g. Is part of ^Fraudster list~.

h. Country/Localization analysis(are you really targeting people in Sao Paolo , Brazil for you

4> Do pattern matching. See what your top 20% of your customers do as part of a ^macro pattern

Keep in mind that you will get a few ^false positives~ and vice versa. A few innocent people

Over the long term, as the threat evolves and the fraudsters improve, you have to keep adapti

If you have any further question, comments or want us to give you a free evaluation if your P

For more information about adsense fraud visit: <http://www.sofizar.com/adsense-fraud.php>

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