Title:
How Community Can Make A Difference In Fighting Click Fraud

Word Count:
861

Summary:
Click fraud is a multi-faceted problem, it costs ALL advertisers, it costs Google, and ultimat

Keywords:
click fraud, ppc, pay per click

Article Body:
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Step I: Hold Open Community Forums

The first step in any community policing effort is open communication between law enforcement

Open discussion also fosters another type of interaction that has been proven to increase effe

Step II: Increase Police Presence

In the `real world´, police departments increase police presence in a community by deploying m

A community solution to click fraud includes free, openly available and scalable click fraud d

Step III: Educate the Community and Notify the Wrongdoers.

Believe it or not, one of the more effective tactics of real world crime prevention is openly

A community forum for click fraud prevention serves as a central distribution point for data a

Back in 1999, a new virus hit the internet that frustrated users whose efforts were thwarted a

Imagine that kind of power and backing to identify, isolate and combat new methods and perpetr

Step IV: Leverage the Power of Numbers to Bring About Change

There´s strength in numbers and networking. At the moment, the PPC engines rely on pre-click f

- Share strategies for tracking click fraud down that goes beyond pre-click analysis.

- Support each other´s efforts when seeking refunds by sharing data to help establish a trend/

- Demand more transparency and accountability from the search engines and PPC providers. This

By sharing information and support, we can make a difference and put a major dent in the losse