



**SNS COLLEGE OF
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(An Autonomous Institution)
COIMBATORE- 641 035



Department of Computer Science and Engineering
19CSO404 – Fundamentals of Digital Marketing

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)
- 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.

► **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.

