



E-business: how does Google make money?

What is Google's primary source of income?

Google's money-making machine is advertising; it allows the **search engine** to make its profits from its sites and from other sites that participate in its advertising schemes. A great number of customers decide to advertise on the internet thanks to the immense popularity of Google. That is where Google makes the **lion's share** of its revenues. The idea of making money from a search engine can be difficult to understand; however, it all lies in advertising. It allows everyone to benefit: companies increase their revenues and Google gets money from their payments. On the surface, a search engine doesn't appear as a source of profits to users because their search is completely free. They type a key word in the search box, click on "enter" and then find their results in the **search listing page**.

How do search results usually appear?

When users perform a search in Google, sponsored links appear on the right side of the screen. These are companies that pay Google in order **to display** their ads after specific searches. In this way, for example, people searching for used cars can find companies in the sponsored links. While Google puts links on the right side, other search engines' ads appear on the top of other non-paying websites. In any case consumers who search for certain products can find what they are looking for by using the sponsored links instead of **poring through** all the results, so it is a **win-to-win** situation.

What are Google's AdWords and AdSense programmes?

The AdWords and AdSense programmes are the main source of profit for Google.

The AdWords system is an advertising method that **allows** companies to specify the key words that can connect customers to their websites at the precise moment when they are looking for specific products or services. For example a flower shop in San Francisco can choose "San Francisco florist" (the city where the business is and the type of business it runs) as some of the keywords to specify.

With the AdSense system, Google acts as an intermediary between advertisers and websites. Websites **rent out** empty patches to Google and the **whole** system works on a pay-per-click advertising basis. When an Internet user clicks on the link of a particular advertiser's site, that site has to pay Google a certain amount of money. For this reason they call it Pay per Click (PPC). Google, then, sends a part of that money to the site that **hosts** the link.

Glossary

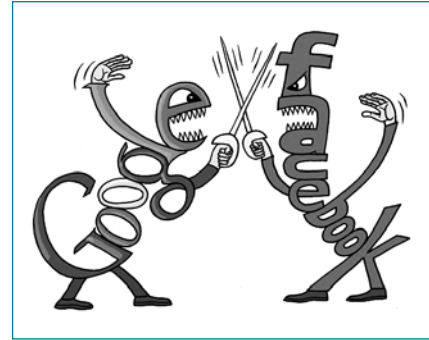
search engine: motore di ricerca; **lion's share**: parte del leone; **search listing page**: pagina con elenco risultati della ricerca; **to display**: mostrare; **to pore through**: riversarsi; **win-to-win**: vincente; **to allow**: permettere; **to rent out**: affittare; **whole**: intero; **to host**: ospitare

practice

A. Circle the intruder.

- | | | | | | | | |
|--------------|-------------|----------|-----------|----------------|-----------|------------|----------|
| 1. consumer | server | customer | user | 5. to include | to permit | to enable | to allow |
| 2. expense | profit | revenue | income | 6. to increase | to reduce | to grow | to rise |
| 3. to show | to display | to host | to appear | 7. to benefit | to profit | to sponsor | to earn |
| 4. to search | to look for | to seek | to find | | | | |

B. Look at the illustration and say what it represents in your opinion.



C. Complete with the place prepositions: *from, to, on, in*. Go through the text for help.

1. Companies and Google have great benefits advertising the net.
2. Google can display companies links its website.
3. Google can also rent empty spaces other websites.
4. To search for products or services, internet users write keywords the search box.
5. Keywords can connect them the companies' links. They appear the results page.
6. Google's sponsored links appear the right hand side of the page.
7. On the contrary, other websites' ads appear the top of it.
8. A part of Google's profits that come the AdSense programme go host websites.

D. Write the following words next to the verbs given then write the equivalent in your language.

revenues • patches • business • products • link • programmes •
ads • money

Chunks	Italian equivalent
To participate in	
To make	
To increase	
To search for	
To host	
To click on a	
To rent out	
To run a	

E. Use the previous expressions to fill in the following text summary.

Google's search engine most of its from advertising. It makes use of its sites and other sites to host advertisers' links. If websites owners want to their they can to Google's two advertising : AdWords and AdSense.

With the AdWords system advertisers choose specific keywords in order to connect customers to their websites. For example in the case of shops, some of the keywords usually refer to the place where the company is and the type of it

With the AdSense programme Google empty from companies' websites where advertisers display their paying links. When internet users in order to specific Google receives money on a pay-per-click basis. In turn, the websites that the sponsored , receive a part of the money from Google.