



**– PREVIEW EDITION –**

**The Real AdSense Code:  
Understanding the  
AdSense Patent**

**A Special Report by  
Eric Giguère**

Copyright ©2006 Eric Giguère  
You may distribute this preview edition for free

## ***Introduction to the Preview Edition***

---

Welcome to the preview edition of *The Real AdSense Code: Understanding the AdSense Patent*, a special report I wrote about the AdSense patent.

In the AdSense patent, Google describes in extensive detail how AdSense works. Reading and understanding the AdSense patent is a great way for AdSense publishers to get an in-depth understanding of how AdSense works.

The problem, of course, is that you have to read the patent! Anyone who's tried to read a patent before knows it's hard to keep all the details straight and to separate the legalese from the important concepts. That's exactly what this special report does for you.

In these pages you'll see a few actual pages from the special report. They're out of context, yes, but they should give you a good feel of what the entire special report is like. The first part of the report, the patent summary, is missing entirely because it's so short – you'll have to buy the report to read it!

You can [purchase the special report online for \\$97](#). You'll also get some free bonuses as my thank you for buying the report.

If you have any questions, feel free to ask me.

– Eric Giguere  
[ericgiguere@ericgiguere.com](mailto:ericgiguere@ericgiguere.com)

## The Patent Claims

---

These are the legal **claims** made by the patent. This is what would be judged in a court of law in any lawsuit contesting the validity of the patent. A short analysis follows most of the claims.

The claims have been reformatted to make them easier to read, but none of the text has been changed except to correct a few numbering errors. You may find it easier to read the patent description (the next section) before reading these claims.

Note that some of the claims are specific to web pages and some apply more generally to any kind of document. It's not unusual for a patent to include both very general and very specific claims, as it's in the patent owner's best interest to make the patent as broad as possible. The more specific claims provide a measure of protection against the broader claims being disallowed.

### Claim 1

A method for determining if an advertisement is relevant to a target document, the method comprising:

- identifying targeting information for the advertisement; (*refer to this as 1a*)
- analyzing the content of the target document to identify a set of one or more topics for the target document; (*refer to this as 1b*)
- comparing the targeting information to the set of one or more topics to determine if a match exists; and (*refer to this as 1c*)
- determining that the advertisement is relevant to the target document if the match exists. (*refer to this as 1d*)

**Analysis:** The primary independent claim for determining if an advertisement is relevant to a document. The claim is made in four parts. **Claims 2 to 50 all refine this claim.**

**Claims 2 to 24** describe and refine Claim 1 in terms of the general concept of a “document”, which is not specifically defined in the patent but can be any kind of content that can be represented in digital form. Later claims refine Claim 1 specifically for web pages.

### Claim 2

The method of claim 1,

- wherein the advertisement belongs to an advertiser, and

## Claim 46

The method of claim 45, wherein the information from another document includes meta-information associated with the other document.

**Analysis:** Refines Claims 45, 44, 43, 25 and 1b. Repeats Claim 21 specifically for web pages. It's interesting to note that the URL and <meta> tags of the other page can influence the target page.

## Claim 47

The method of claim 44, wherein the meta-information includes anchor text corresponding to the target web page.

**Analysis:** Refines Claims 44, 43, 25 and 1b. Again, links are important: the anchor text of any links to the target page are also considered to be part of the meta-information.

## Claim 48

The method of claim 25,

- wherein the advertisement belongs to an advertiser, and
- wherein identifying targeting information comprises receiving a set of one or more topics from the advertiser.

**Analysis:** Refines Claims 25 and 1a. Repeats Claim 2 specifically for web pages, where the advertiser supplies a list of topics (keywords) as the targeting information.

## Claim 49

The method of claim 25, wherein identifying targeting information comprises generating a set of one or more topics based on content of the advertisement.

**Analysis:** Refines Claims 25 and 1a. Repeats Claim 3 specifically for web pages. The targeting information is also derived from the content of the advertisement itself.

## Claim 50

The method of claim 25, wherein identifying targeting information comprises generating a set of one or more topics for the advertisement based on text of queries on a search engine that yield a result that links to a web page on a web site to which the advertisement links.

**Analysis:** Refines Claims 25 and 1a. Repeats Claim 10 specifically for web pages. Note that this claim refers directly to “queries on a search engine”. The topics for an ad can be determined indirectly by examining the search engine queries that yield links to pages on the same site to which the ad links

## Patent Description

---

This is the **description** part of the patent application. The description explains the claims in plain English using terminology that is familiar to someone “skilled in the art” (someone who works in the general area to which the patent applies). Note that the actual wording of the claims is what's important, not what's in the description.

### RELATED APPLICATION

[0001] This application claims the benefit of U.S. Provisional Application Ser. No. 60/413,536, filed on Sep. 24, 2002, which is incorporated herein by reference.

### BACKGROUND OF THE INVENTION

#### [0002] A. Field of the Invention

[0003] The present invention relates generally to advertising and, more particularly, to serving relevant advertisements by comparing advertisers' targeting criteria to the content of media on which the advertisements are to be published.

#### [0004] B. Description of Related Art

[0005] Advertising using traditional media, such as television, radio, newspapers and magazines, is well known. Advertisers have used these types of media to reach a large audience with their advertisements ("ads"). To reach a more responsive audience, advertisers have used demographic studies. For example, advertisers may use broadcast events such as football games to advertise beer and action movies to a younger male audience. However, even with demographic studies and entirely reasonable assumptions about the typical audience of various media outlets, advertisers recognize that much of their ad budget is simply wasted because the target audience is not interested in the ad they are receiving.

[0006] Interactive media, such as the Internet, has the potential for better targeting of advertisements. For example, some websites provide an information search functionality that is based on query keywords entered by the user seeking information. This user query can be used as an indicator of the type of information of interest to the user. By comparing the user query to a list of keywords specified by an advertiser, it is possible to provide some form of targeted advertisements to these search service users. An example of such a system is the Ad words system offered by Google, Inc.

## **That's It!**

---

That's the end of the preview edition. The full report is over 30 pages long and includes the diagrams and full text of the AdSense patent as well as the complete analysis.

[Buy the special report today for \\$97:](http://payloadz.com/go/sip?id=199385)  
<http://payloadz.com/go/sip?id=199385>