

Contextual Advertising in the Process of the Web-Community Positioning

Kateryna Sloboda

Abstract - In this paper the role of contextual advertising in the process of web-communities' positioning is described, the main web-communities' sites quality characteristics are distinguished, the approaches to the improvement of contextual advertising are given.

Keywords – contextual advertising, web-community, Page Rank, positioning.

I. INTRODUCTION

In the process of web-communities positioning different factors such as creation of semantic core, texts optimization, moderation of content, etc. are important. Among these factors the contextual advertising exchange between web communities plays a great role.

II. MAIN PART

The quality of web-community's site as a platform for placement of contextual advertising links depends on different web-sites characteristics. One of the most important characteristics is web-sites Page Rank. The other important web-site's characteristics are visitors' attendance, the age of web-site, appearance in the lists of search engine catalogs, levels of web-sites pages, the language of web-community, the theme of web-community, the number of indexed by search engines pages, the country or region of web-community. These characteristics are to be taken into account in the process of contextual advertising exchange.

The systems for contextual advertising exchange give the opportunity to choose all these factors to find the best web-sites for placement of contextual links. There can be distinguished two ways for contextual advertising links exchange.

1. The number of links is small but their quality is very high.
2. The number of links is huge, but their quality is not high.

The quality of contextual advertising links depends on goals of web-community owners and administrators. For example, for web-community the number of Page Rank can be zero, but the region, country and theme are good, that means that the quality of particular links will be high.

The following scenarios of web-communities positioning with the help of contextual advertising links can be distinguished:

1. Positioning of web-community pages, which have high visitors' attendance rate.

The high visitors' attendance rate means that the theme of the discussion on the particular page is interesting to users.

Kateryna Sloboda - Lviv Polytechnic National University,
S. Bandery Str., 12, Lviv, 79013, UKRAINE,
E-mail:sloboda@misto.ridne.net

The approaches to the positioning of such a page with the help of contextual advertisement links can be:

- a. Usage of high quality links from web-sites with PR ϵ [6..10]
 - b. Usage of low quality links from web-sites of other web-communities
2. Positioning of web-community pages, which have average visitors' attendance rate.

Average visitors' attendance rate means that pages contain interesting discussions, but their position in search engines is not good. Or the themes are not interesting, but position of pages in search engines is good. The approaches to the positioning of such a page with the help of contextual advertisement links can be:

- a. Usage of links from web-sites with PR ϵ [3..6]
 - b. Usage of free of charge links from web-sites of web-communities
3. Positioning of web-community pages, which have low visitors attendance rate.

Low visitors' attendance rate means that pages are deep, themes are not interesting for users, and pages are not optimized. The approaches to the positioning of such a page with the help of contextual advertisement links can be:

- a. Usage of links from web-sites with PR ϵ [0..3]
 - b. Usage of high quality links from web-sites of web-communities.
4. Positioning of web-community pages, which have "zero" visitors attendance rate.
 - a. Usage of links from web-sites with PR ϵ [6..10]
 - b. Usage of high quality links from web-sites of web-communities.
 - c. Usage of low quality links from web-sites of web-communities.

III. CONCLUSION

Usage of contextual advertisement links in the process of web-community positioning is a powerful tool, which helps to improve the positions of web-community in search engines. For different types of web-community positioning scenarios different approaches are to be used to get the best result.

REFERENCES

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