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By: Bogdan Popa, Security and Search Engines Editor



Google: The Mobile Hunting Season Officially Started!

AdWords steps into the mobile market

Google is always looking to expand its advertising offering and this was proved especially by the recent efforts made by its employees. Nowadays, every Internet user talks about Google and its mobile plans as it was rumored that the Mountain View company is interested in developing a mobile operating system and even a Gphone, a potential handheld device that would compete with the recently released iPhone. But Google makes an unexpected step and expands its famous AdWords advertising platform into the mobile area, a different side of the market which might be able to bring a considerable amount of money to the super giant. According to the [AdWords Help Center](#), the mobile adverts will be displayed for free until November 18, 2007. "You can opt out at any time, but you will start getting charged for them on November 19th. We'll email you a reminder and post a message on your account's Campaign Summary and Account Snapshot page as the end date draws near," it is also mentioned. "Your text ads may appear on mobile browsers when users search Google from a mobile phone. When users see these ads, they can click the link to your website. Ad displays with more than 70 characters are adapted so that only the Headline and URL is displayed when the ad appears on a mobile browser. Your website's landing page may also be adapted so that it's better displayed on mobile phones that do not have rich internet browsers, thereby enhancing the overall web experience for you and your potential customers," In the past, the super giant Google made several efforts to expand its advertising efforts. It all started when the Mountain View company signed deals with several US newspapers to bring the AdWords adverts straight into the offline area. Then, it signed deals with US radio stations, followed by an at-least-interesting announcement: Google wants to take the advertising straight on the streets by placing ads on multiple billboards all over the country.