



Best for AdWords, Bad For You

[Alex Tajirian](#)

February 6, 2008

Imagine your online ad is so effective that visitors click on that one only and ignore all others on the Web page. Great news—for you. Then the site decides to fiddle with your ad's position so that your competitor has a better shot. Your competitor was already miffed; now you are too.

Having an ad distributor in charge of display positioning is like putting a wolf in charge of sheep. The distributor should also know that it is siphoning money away from the second advertiser.

Thus, Google's pioneering algorithm for AdWords result rankings is designed to maximum the distributor's profit, which is why Yahoo also adopted it. In both cases, it's at your expense.

Thus, you should insist on more transparency and accountability from your ad distributor.

