

Google AdSense Ad Relevancy - For non-keyword optimized articles
 poingology articles studies on <http://www.poingo.com> 12/24/2005

	Article General Category							Results of Relevancy Study			oddball results and notes	
	business management	communications	graphics	people	processes	project management	technology - commentary	technology how to	relevant adsense ads (of 5/pg)	relevancy of relevant ads (1-5)		total score
Clipboard and Screen Capture								x	4	5	20	1 ad confused silk screen with screen capture
Shortcuts and HotKeys								x	0		0	all ads focused on fixing computer errors
Work Like Lightning with Lightning Navigator								x	4	5	20	1 ad confused silk screen with screen capture
The Importance of File Names					x				1	4	4	4 ads related to security& developer tools
Using FTP to Send Large Files								x	2	3	6	3 ads pertained to architecture, mass email
Create Your Own Download Links								x	0		0	all ads related to encryption
Megapixels of Doom			x						5	5	25	digital cameras were an easy match
The Brain Drain						x			4	2.5	10	relevant ads: email archiving, email recovery
Email : Central to Your Work								x	4	2	8	relevant ads were for spying, tracking email
10 Steps Toward Better Business Communication				x					0		0	all ads were about investments
Beware the Chicken Little Consultant	x								3	3	9	relevant ads were for shopping consultants
Jealousy and Territoriality in the Workplace				x					5	5	25	surprisingly good matches
How to Shmooze				x					3	4	12	non relevant ads: psychic, read book reviews
Managing with Authority and Democracy				x					2	3	6	non relevant: depression
When Good People Go Bonkers				x					5	4	20	ok but from viewpoint of the depressed
Tim Berners-Lee: A Tribute								x	0		0	all misses: wordperfect office, blog, free software
Observing the Protocols: HTTP, WWW, URL and HTML								x	0		0	all misses: people finder, clear internet history
Finding Roadblocks in the Critical Path						x			5	5	25	100% on project management: 1 keyword, 2 in body
How to Write an Article for the Web		x							0		0	all misses: depression, morale
Organizing Your Small Business	x								4	5	20	1 miss: closet organizer
total										210		
number of articles counted										20		
average score										10.5		

Distribution of Scores

0 not in same galaxy	6
1-9 next county over	5
10-19 rubbin' elbows	2
20-25 frickin' good	7
total	20

