

## Google Takes a Stand Against Ad-Blockers, Sides with Online Publishers

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### Keywords

- Google
- online advertising
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- site traffic
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Today's online world offers up media, content and capabilities of all kinds. It also bombards you with ads, ads and more ads when left to its own devices. No surprise, many people have started using ad-blocker software to filter out most, if not all of the noise.

Google, the most popular search engine on the web, is taking action by allowing publishers to charge visitors when sites detect a visitor is using ad-blocking software. As many online publishers (and content creators in

general) rely heavily on ad-generated revenue, this move enables them to limit site access to “ad-friendly” visitors.

While this move may well benefit content creators, online advertising eats up browser resources and some of them even scoop up personal user data along the way. This means web pages load slower as browser cache capacities struggle to keep up.

Web browsers interact with any number of physical web servers, transmitting and translating individual webpage elements at incredibly fast rates. Considering how today’s ads range anywhere from simple text to interactive video, browsers have to work that much harder at what they do. For mobile users, these limitations can easily freeze up screens and crash browsers when sifting through ad-heavy web sites. In other words, there go any hopes of providing a smooth user experience.

In effect, Google’s move benefits online publishers while at the same time makes for a frustrating user experience. This may well translate into lost revenue for publishers when poor performance issues drive visitors away, which inevitably impacts site traffic over time. This is especially true for sites that have faulty designs or use outdated web coding practices.

The question still remains -what does Google stand to gain from this move? It's no secret that Google is in the online advertising business, but ad-blockers don't interfere with Google's text-based search ads. Perhaps the bigger question is what choices will online publishers be left with as their site traffic statistics start to fall. More Google-ad space, perhaps?