CLAIMS

The invention claimed is:

1. A method comprising:

receiving a request to present a web page 114, wherein the web page is defined by source code, and wherein the web page includes one or more areas to present advertisements, the one or more areas corresponding to one or more advertising units;

identifying a set of keywords in the web page, wherein the keywords are to be associated with event triggers such that if a user interacts with an identified keyword by way of the event triggers, then some action is to occur, and wherein the keyword is described by one or more descriptive words dynamically modifying the source code of the web page by associating the event triggers with the keywords in the web page to create modified source code that associates the event triggers with the keywords included in the web page;

receiving an indication of an occurrence of a certain event trigger of the associated event triggers, wherein the certain event trigger is associated with gathering certain descriptive words of the web page;

based on the modified source code, determining the certain descriptive words in response to the recurrence of the certain event trigger on the web page rendered from the modified source code;

communicating the certain descriptive words to a remote computing device;

receiving advertising data from the remote computing device; and

refreshing the one or more identified advertising units with the advertising data in response to user interaction with the key-words of the webpage, wherein the keywords are associated with the certain event trigger.

2. The method of claim 1, wherein the identifying the set of keywords includes doing so by one or more of the following:

referencing supplemental information stored on a remote computing device, the supplemental information including one or more of :

the set of keywords,

the event triggers, and

actions to be carried out incident to the event triggers; or

parsing the source code to identify any keywords, event triggers or actions currently within the source code.

3. The method of claim 2, wherein the supplemental information is created by one or more of the following:

receiving an address of the web page, and automatically identifying the set of keywords without user intervention by precrawling the web page; or

receiving indications from a user of one or more of

words that make up the set of keywords,

indications of the event triggers, and

indications of the actions to be carried out incident to the event triggers.

4. The method of claim 3, wherein dynamically modifying the source code includes one or more of the following:

tagging the set of keywords using a markup language to designate the keywords;

using the markup language to designate the event triggers;

or

using the markup language to designate the actions.

5. The method of claim 4, wherein each of the set of keywords can be any word of the web page.

6. The method of claim 5, wherein the event triggers include a defined action.

7. The method of claim 4, wherein determining the certain descriptive words is accomplished by one or more of the following ways including:

identifying the descriptive keywords based on them being denoted by the markup language;

referencing an identified control on the web page to identify the descriptive keywords; and

receiving the results of an execution of programmatic code on the remote computing device.

8. The method of claim 7, wherein the control on the web page includes any HTML element.

9. The method of claim 1, wherein the advertising data includes information that is contextually relevant to the certain key words.

10. The method of claim 1, wherein the advertising data includes one or more of:

presenting in the one or more advertising units information that is contextually relevant to the certain key words;

showing a previously hidden advertising unit; or

hiding a previously visible advertising unit.

11. The method of claim 1, wherein the refreshing includes refreshing the one or more advertising units without obscuring any current content of the web page.

12. The method of claim 11, wherein the refreshing includes refreshing the one or more advertising units without disturbing a layout of the web page.

13. A method for presenting advertisements based on user interaction with a web page, the method comprising:

determining that programmatic code that describes the web page is to be dynamically modified before being presented on a display device;

identifying remotely stored supplemental information that is associated with the web page, the supplemental information including :

a listing of words on the web page that are to be keywords, said keywords are to be associated with one or more descriptive terms that relate to the keywords, said descriptive terms might be generated after a rendering of the web page;

a listing of triggering events associated with objects and the keywords of the web page such that if an object of the objects or a keyword of the keywords is interacted with in a predetermined way on the webpage, then an action is to follow, and

a listing of actions that are to occur incident to one or more of the triggering events;

dynamically modifying the programmatic code of the web page to include the supplemental information;

receiving an indication of an occurrence of a certain event trigger in response to user interaction with the modified web page;

gathering descriptive words associated with the occurrence of the event trigger;

communicating the descriptive words to a remote computing device that returns advertising content based on the descriptive words;

receiving the advertising content; and

without obscuring an initial content of the web page, presenting information based on the advertising content.

14. The method of claim 13, wherein dynamically modifying the programmatic code of the web page includes dynamically modifying an initial document object model (DOM) of the web page, which produces a modified DOM that describes a modified version of the web page, thereby resulting in a modified web page.

15. The method of claim 14, wherein modified DOM is produced by a script that leverages a dynamic hypertext markup language (DHTML).

16. The method of claim 13, wherein receiving the indication of an occurrence of a certain trigger event includes invoking a scripting event handler that is associated with the triggering event.

17. The method of claim 16, wherein the scripting event handler is a JavaScript event handler.

18. The method of claim 13, wherein gathering the descriptive words includes gathering the descriptive words that are generated from one or more of:

a client-side script that references one or more of the objects to receive static or dynamically generated descriptive words, including user-provided descriptive words; or

a server-side script that generates the descriptive terms.

19. A system, the system comprising:

a server that receives a request to present a web page,wherein the web page is defined by source code, and wherein the web page includes one or more areas to present advertisements, the one or more areas corresponding to one or more advertising units;

a modification component that :

identifies a set of keywords in the web page, wherein the keywords are to be associated with event triggers such that if a user interacts with an identified keyword by way of the event triggers, then some action is to occur, and wherein the keyword is described by one or more descriptive words;

dynamically modifies the source code of the web page by associating the event triggers with the keywords in the web page to create modified source code that associates the event triggers with the keywords included in the web page;

identifies an occurrence of a certain event to trigger of the associated event triggers, wherein the certain event trigger is associated with gathering certain descriptive words of the web page; and

determines the certain descriptive words in response to the occurrence of the certain event trigger on the web page rendered from the modified source code; and

a delivery engine as a subcomponent of the server or as a standalone component, that receives the certain descriptive words from a remote computing device and sends advertising data to the remote computing device,

wherein the modification component further refreshes the one or more advertising units with the advertising data in response to user interaction with the keywords of the web page, and wherein the keywords are associated with the certain event trigger.

20. The system of claim 19, wherein the modification component identifies the set of keywords at least in part by referencing supplemental information stored on a remote computing device, the supplemental information including one or more of :

the set of keywords

the event triggers, and

actions to be carried out incident to the event trigger; or source code parsed to identify any keywords, event triggers or actions currently within the source code.

21. The system of claim 20, wherein the server further stores supplemental information, the supplemental information having been created by one or more of the following :

receiving ~~nn~~ an address of the web page, and automatically identifying the set of keywords without user intervention by prescribing the web page or

receiving indications from a user of one or more of words that make up the set of keywords,

indications of the event triggers, and

indications of the actions to be carried out incident to the event triggers.

22. The system of claim 21, wherein the modification component dynamically modifies the source code at least in part by one or more of the following :

tagging the set of keywords using a makeup language to designate the keywords;

using the markup language to designate the event triggers;

or

using the markup language to designate the actions.

23. The system of claim 22, wherein each of the set of keywords can be any word of the web page.

24. The system of claim 23, wherein the event triggers include a defined action.

25. The system of claim 22, wherein determining the certain descriptive words is accomplished by one or more of :

identifying the descriptive keywords based on them being denoted by the markup language;

referencing an identified control on the web page to identify the descriptive keywords ; and

receiving the results of an execution of programmatic code on the remote computing device.

26. The system of claim 25, wherein the control on the web page includes any HTML element.

27 The system of claim 19, wherein the advertising data includes information that is contextually relevant to the certain keywords.

28. The system of claim 19, wherein the advertising data includes one or more of :

presenting in the one or more advertising units information that is contextually relevant to the certain key words;

showing a previously hidden advertising unit; or

hiding a previously visible advertising unit.

29. The system of claim 19, wherein the refreshing includes refreshing the one or more advertising units without obscuring any current content of the web page.

30. The system of claim 19, wherein the refreshing includes refreshing the one or more advertising units without disturbing a layout of the web page.