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(54) Title of the Invention: **Method and system for determining contextually relevant advertisements to be provided to a web site**
Abstract Title: **Method and system for determining contextually relevant advertisements to be provided to a web site**

(57) The invention relates to a method, and associated system, of determining contextually relevant advertisements to serve to a web page, the method comprising steps of providing a content database of content associated with web pages; storing keywords having bids associated therewith, the keywords being associated with advertisements; storing a plurality of advertisements associated with different keywords and/or advertisement-keyword combinations; analysing a web page and extracting prominent terms therefrom; comparing each extracted prominent term with keywords stored in the keyword database and/or advertisement-keyword combinations to determine and store a relevance score for each identified keyword; searching all content stored in the content database for each identified keyword having active bids, assigning and storing further relevance scores to identified keyword respectively in terms of a relevance to the content stored in the content database; and using the stored relevance scores for the identified keywords to select advertisements to serve the web page.
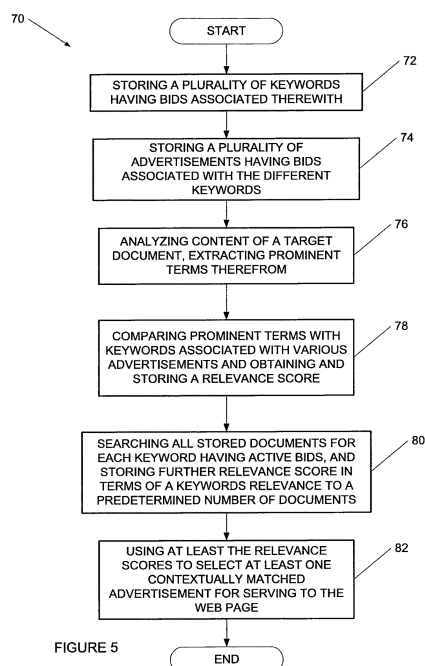
FIGURE 5

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