



Forvo pronounces itself extremely happy with Google AdSense



About Forvo

- forvo.com
- Based in Guipúzcoa, Spain
- The world's leading pronunciation guide

"There's absolutely no doubt that AdSense will continue to play a fundamental role in the site's growth."

— **Félix Vela, CEO.**



If you've ever wondered how to pronounce Llanllawddog in Welsh, Vafprúðnir in Icelandic or Vigelandsanlegget in Norwegian Bokmål, forvo.com can help. It's the world's largest pronunciation guide, with recordings of more than one and a half million words in 36 languages, uploaded by enthusiastic native speakers. The site was first launched in 2008, has 250,000 registered users, and receives around nine million visits a month. It's managed by a team of four people.

Chief executive Félix Vela says it was clear from the outset that Google AdSense was the perfect way of monetising his site, and it now accounts for 50 per cent of his total advertising revenue. "I'm very pleased with the quality and relevance of the ads," he says. "I have a slight preference for more traditional formats such as squares and rectangles, and I also use Google Analytics on a regular basis to analyse visitor data. The statistics are extremely useful, and my income from AdSense has allowed me to take on two new employees over the past couple of years."

Félix says he plans to continue improving the site and increasing the number of pronunciation examples over the years to come. "There's absolutely no doubt that AdSense will continue to play a fundamental role in this growth."

About Google AdSense

Google AdSense™ is a programme that enables businesses to earn revenue from their online content. Over 2 million publishers of all sizes worldwide use AdSense to show relevant text and display ads targeted to their site and audience. Website publishers can also provide Google search to their visitors, generating revenue through Google ads on the search results pages.

For more information, visit:
www.google.co.uk/adsense