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business model search engine giant search-oriented model paid listing

damage user experience veto system the department will have the final say to veto any behavior that is not in line with a good user experience

a new listing system that does not fully depend on the advertising price, but also considers advertisers' "reputation"

place clear disclaimers on advertisements 30% restrict the proportion of sponsored search results to 30 percent per web page 10 establish a 1 billion yuan fund to compensate netizens cheated by false promotions

