

CHAPTER OVERVIEW

11: Engage - Search advertising

Learning Objectives

In this chapter, you will learn:

- How to put together a search advert.
- How to target your search ad at relevant users.
- The process of bidding on key phrases and how this affects your ranking.
- How to plan, set up and run your own search advertising campaign.

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[11.2: Key terms and concepts](#)

[11.3: Defining search advertising](#)

[11.4: The elements of a search ad](#)

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