

11.E: Search advertising(Exercises)

Case study questions

1. Why was this campaign trying to reduce the number of impressions?
2. Which aspects of best practice worked together here to achieve the desired effect?

Chapter questions

1. Why would competitors commit click fraud?
2. When should you use certain search types for AdWords, and why would this matter? How does it affect the number of conversions?
3. Why should one use relevant landing pages when running a search advertising campaign, and how does this affect the number of conversions?

Further reading

www.ppchero.com – This website contains practical step-by-step guides to improving your search campaigns and provides regular posts on all things search marketing.

www.searchengineland.com – This blog covers not only search advertising, but the entire spectrum of search engine marketing, providing useful insights for all your search activities.

support.google.com/adwords/?hl=en – This is where you can find information related to Google AdWords and other search advertising concepts.

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