**Digital Marketing: Strategy & Tactics**

**Chapter 2: Search Marketing – Search Advertising (PPC)**

**MULTIPLE CHOICE**

1. How is Search Advertising different from SEO?

|  |  |
| --- | --- |
| a. | Search ads are created by Google. |
| b. | Search ads get more clicks. |
| c. | Search ads need a big budget. |
| d. | Search ads cost money each time they are clicked on. |

**ANS:** D

**Notes:** SEO and PPC ads are very different. Ads are pay-per-click; SEO is strategic.

1. What do SEO and PPC have in common?

|  |  |
| --- | --- |
| a. | Both cost money per click. |
| b. | Both focus on keywords to generate targeted traffic. |
| c. | Both involve web pages on your site. |
| d. | Both can work quickly to increase your traffic. |

**ANS:** B

**Notes:** PPC works fast because you can simply bid higher to capture traffic; SEO is strategic over time but the clicks are free. SEO indexes pages but PPC is about ads.

1. Search Advertising, or PPC, is:

|  |  |
| --- | --- |
| a. | a small but important part of digital advertising. |
| b. | just another name for SEO. |
| c. | the largest channel in digital by ad revenue. |
| d. | when banner ads show on Google. |

**ANS:** C

**Notes:** Search is the single largest channel by revenue, and the clicks on the text ads on search results pages are the source of the vast majority of Google’s revenue.

1. How are ads targeted in Search Advertising (PPC)?

|  |  |
| --- | --- |
| a. | Demographics |
| b. | Based on sites you have visited |
| c. | Based on your postal code |
| d. | Based on the keywords in the search query typed in by the user |

**ANS:** D

**Notes:** While some of the other ways can be used in more advanced targeting, search is keyword-based.

1. Why are search ads so appropriate for small businesses?

|  |  |
| --- | --- |
| a. | Self-service platform doesn’t require an ad agency. |
| b. | You can start with any budget—no need for big commitments. |
| c. | Text ads are easy to create by yourself. |
| d. | All of the above |

**ANS:** D

**Notes:** There are many reasons, but Google has made it so simple and easy to start with tools that help you create and target the ads that all you really need is a credit card.

1. What is the main factor in determining a search ads *quality score*?

|  |  |
| --- | --- |
| a. | How high the bid is |
| b. | The click-through rate (CTR) |
| c. | The industry of the advertiser |
| d. | The total budget for the ads |

**ANS:** B

**Notes:** CTR is the most important factor in many forms.

1. How does Google determine which ad appears at the top?

|  |  |
| --- | --- |
| a. | Highest bidder |
| b. | Best CTR |
| c. | Auction |
| d. | Reverse Dutch Auction plus Quality Score |

**ANS:** D

**Notes:** It’s the amount bid plus a modifier, but with multiple winners and other factors.

**SHORT ANSWER**

1. Discuss why search advertising is “intent” based targeting.

**ANS:** Search relies on what enter as queries—what they are looking for—to determine the ads to display. Advanced answers may discuss “harvesting intent” and how many searches are directly commercial in nature.

**Notes:** Search is very different from other advertising in that its targeting is primarily based on keywords, not context or demographic or other targeting.

1. How can SEO and SEM work together?

**ANS:** Keywords, long tail vs. short tail strategies, testing, landing pages, content marketing—this is derived from the Search Mutualism section.

**Notes:** The key learning objective is that both are needed.

1. In what ways does search continue to innovate?

**ANS:** Voice search, visual search, semantic search, specialty verticals. Advanced answers may discuss changes in intent and search signals based on different inputs and interfaces.

**Notes:** The goal here is to convey that search is not static!