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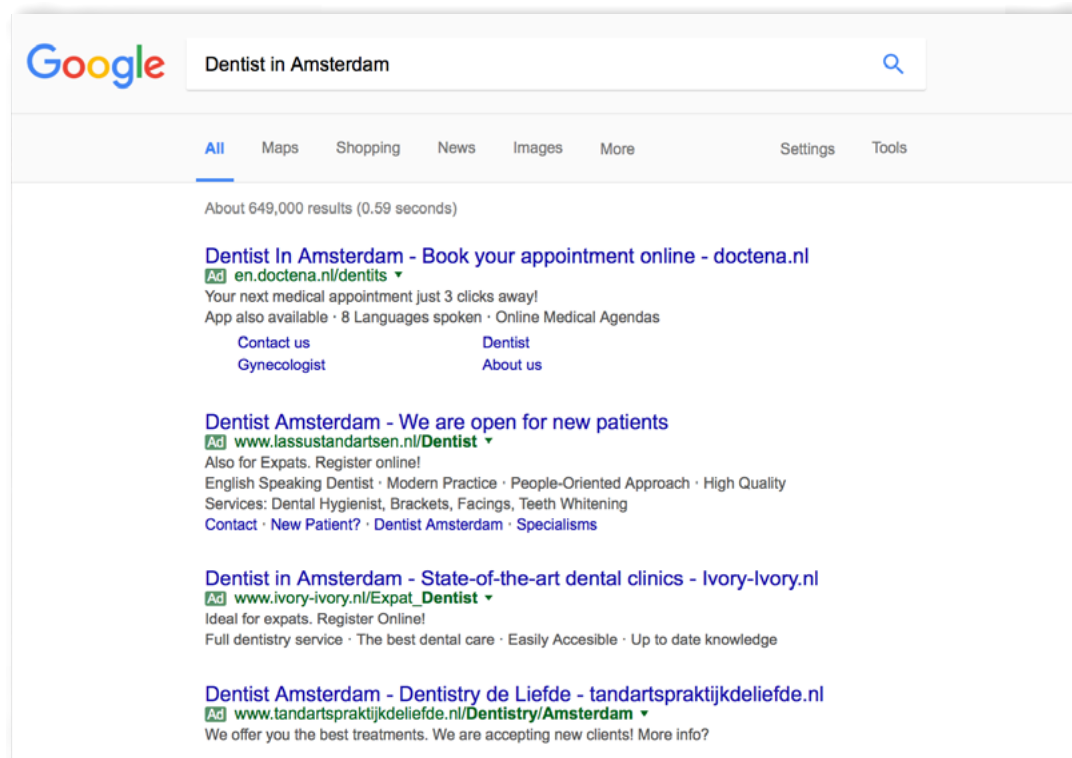
# The Basics of Online Marketing



This ebook explores the basics of Search Engine Marketing on Google by answering some common questions about the subject.

## What is Search Engine Marketing/Google Advertising?

Businesses of all types and sizes grab attention through online advertising on search engines. We will run Google Ads on your behalf. You might recognize Google Ads from your online searches. For example, searching on Google for a dentist gives you the following results:



You'll notice that the first four listings at the top of the web page have a small green box saying "Ad". The dentist offices whose websites are listed in these top for spots bid for these ads. If you click on one of these links, you will be taken to the corresponding website just like you would with any other link on Google.

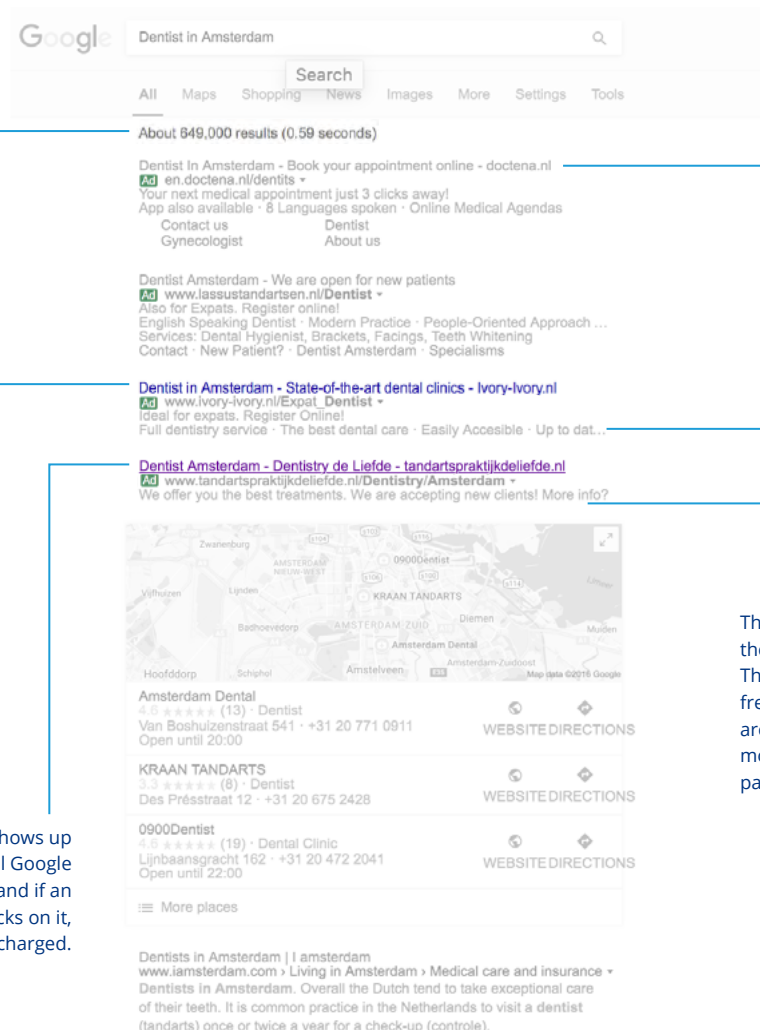
## How does this work?

Here's some more information about how exactly this strategy works:

When a user types selected keywords into Google, results show up on Google's search engine results page, also known as a SERP.

Every ad is associated with a set of relevant keywords and the business places a bid on the keywords. For e.g. a dentist may want to bid on keywords like 'dentist in amsterdam', 'dental clinic amsterdam' etc.

Each time an ad shows up on an individual Google user's SERP, and if an individual user clicks on it, the business is charged.



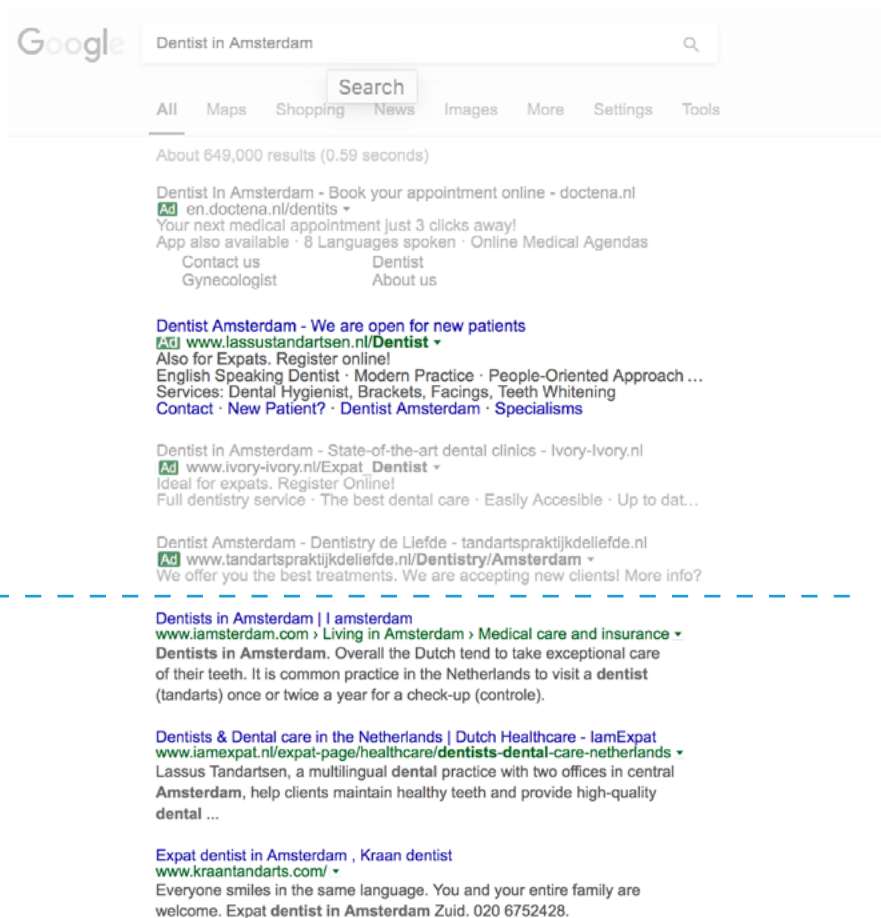
Sometimes, the top four websites links listed on a SERP are advertisements. You can tell that these listings are advertisements by the small green box marking them.

The fees for ads vary based on the popularity of the keywords. The more popular or frequently used the keywords are to get to a given SERP, the more a business will have to pay for the click.

# What's the difference between normal search results and Google advertisements?

You don't have to pay Google anything to have your website show up on the results page or getting clicks on it. These unpaid search results, aka "organic search results," are determined by Google's ranking algorithms. Hotels can try to improve their organic results by adding content to their website, earning links from other sites and more. Remember that content you put on your website should be relevant to the searches you'd like to show up for online. All of these tactics fall under search engine optimization (SEO) strategy.

Paid search results, on the other hand, display a small "Ad" tag and appear at the very top of a SERP. The order and cost per click of ads at the top of a SERP vary by the popularity of the search terms or keywords.



## Do many accommodations use Google advertising?

Yes! Many properties use online advertising/ search engine marketing (SEM) as one of their primary ways to get potential customers to visit their website. Often, hotels use SEM to increase their visibility online. In addition, SEM is highly customizable to target both specific guest interests, amenities, as well as seasonal or temporary content.

## Why should I have to pay to be found on Google? Shouldn't I just be focusing on SEO?

Google reserves the top of most search engine results pages for paid advertisements. So even if your business has a high organic search ranking, other businesses can pay to show up in the four spots at the very top of the page. If you have used search engine optimization (SEO) strategy to rank well for a given search term, paid search can greatly improve traffic by doubling your number of impressions on the SERP.

On the other hand, some search terms are very difficult to rank for no matter how much time, effort, and money you put into SEO. The demand and competition for these terms in your market might simply be too great to overcome. In these cases, purchasing online advertising for search terms can be a way to gain traffic you might otherwise miss.