

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

In the space below, run an online search using the keywords provided in this activity. From each search, list one example of a paid search result and one example of an organic search result. Compare your results with the rest of the class and identify which results were the most common among searches.

1. Keyword - "Restaurant near me"

Paid search result:

Organic search result:

2. Keyword - "Car dealership near me"

Paid search result:

Organic search result:

3. Keyword - "Entertainment near me"

Paid search result:

Organic search result:

4. Keyword - "Coffee shop near me"

Paid search result:

Organic search result:

5. Keyword - "Pizza near me"

Paid search result:

Organic search result: