



## 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.

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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: