



GOOGLE ADS ANALYSIS EXERCISE

Conduct five Google searches for products or services or even just topics in which you are genuinely interested. You will conduct a brief analysis for each search. If one or two of your searches bring up no ads, you will analyze this result. However, at least three of your searches must have ads (so you may have to do more than five searches).

For each search, provide a screenshot of the ads. If there is no ad, provide a screenshot of the top three organic results. Then, answer the following questions.

1. Which ad would you have been most likely to click? Was this because the ad was superior or simply because it matched your idiosyncratic preferences better? (If there is only one ad, analyze how well it appealed to you.)
2. Analyze the ads as a group. Do the ads all appeal to different segments or do they all seem to be appealing to the same segment of customers? (If there is only one ad, analyze what kind of customer the ad appeals to and what other kinds of customer might be doing the same search that the ad misses.)
3. Click on the ad that appeals to you most. Analyze the quality of the landing page. Does it match the message in the ad (consider product, price, promotion, keywords)? Does it encourage conversion?

For searches that do not produce any ads, answer the following questions.

1. What was the most likely commercial intent behind your search? That is, what is the most likely purchase that might result from your search?
2. Why do you think no commercial entity chose to advertise on that search term?