

Name _____ Date _____

Marketing Essentials
Chapter 27 Pricing Math

eMarketing Worksheet Activity: Search Engine Pricing Options

Directions Search engines offer advertisers the ability to place contextual ads (text only) that will appear when queries are made. Key words in the contextual ad are used to match queries with advertisers. Work alone or in small groups to complete this three-part worksheet on search engine pricing options.

A. Research Search Engine Pricing Conduct research on Google and Yahoo! to see sample key words per-click rates. Select key words for a business or product of your choice to calculate a monthly cost for their paid search advertisement

1. Times your ad may be displayed in search results

2. Number of times ad may be clicked

3. Maximum cost-per-click recommended

4. An estimate of the monthly cost of the paid search advertisement (multiply the maximum cost-per-click rate times the number of times the ad may be clicked).

5. Illustration of sample calculation

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B. Write a Search Engine Ad

1. Conduct a search to see how your key words are displayed in search engine results.

2. Write your own search engine ad using your key words. Recall that search engine ads contain a heading, text, and a URL, which will send the viewer to the advertiser's Web site.

C. Prepare a Memo Write a memo to your teacher to show that you understand search engine advertising and pricing using key words. Include the work you did in exercises from Parts A & B above in your memo. Use the following headings for your memo: To: From: Date: Subject: The following criteria will be used to evaluate your memo: research accuracy, mathematical accuracy, sample ad format correctness, sample ad readability, logical organization, details, neatness and legibility, spelling, grammar, and memo format. Each criterion is worth ten points (10 x 10 = 100).
