
Chapter 14 Presenting the Product

Section 14.2 Objections

Digital Nation Activity: SEO: Show Me the Content

Directions Read the following paragraph and then answer the following question.

Search engine marketing (SEM) is the practice of paying to have a Web site displayed as a sponsored link on search engine results pages for specific keywords or phrases. The more popular or lucrative a keyword, the more the company bids for the sponsored link. Companies then pay for each click they receive.

1. What do you think are the advantages of SEM over traditional display advertising, which serves the same ad to all potential customers?
