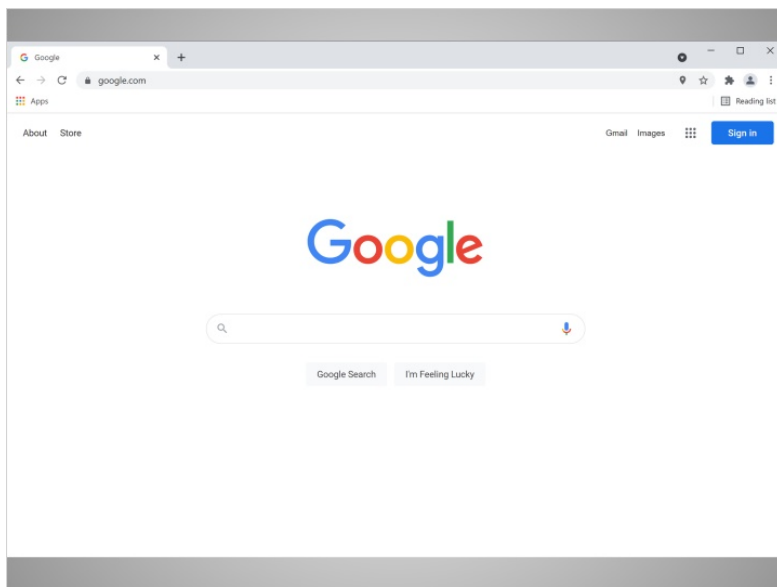
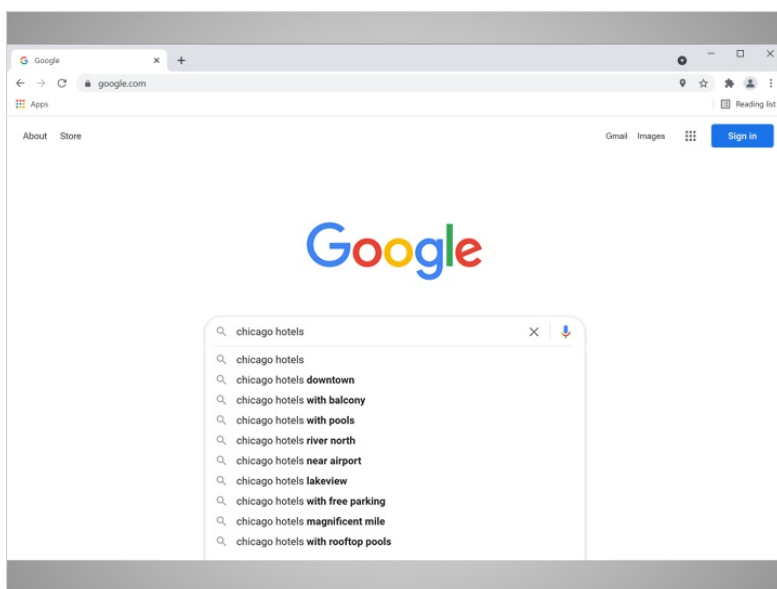


Basic Search

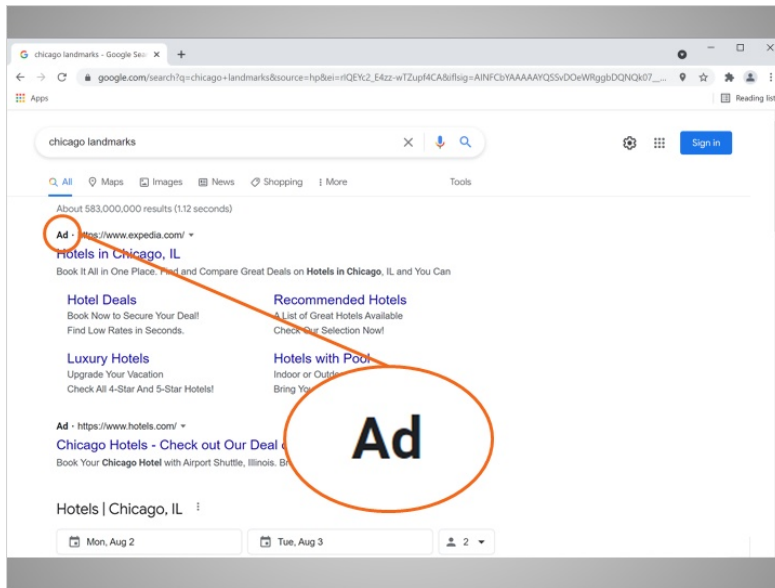
Ads in Search



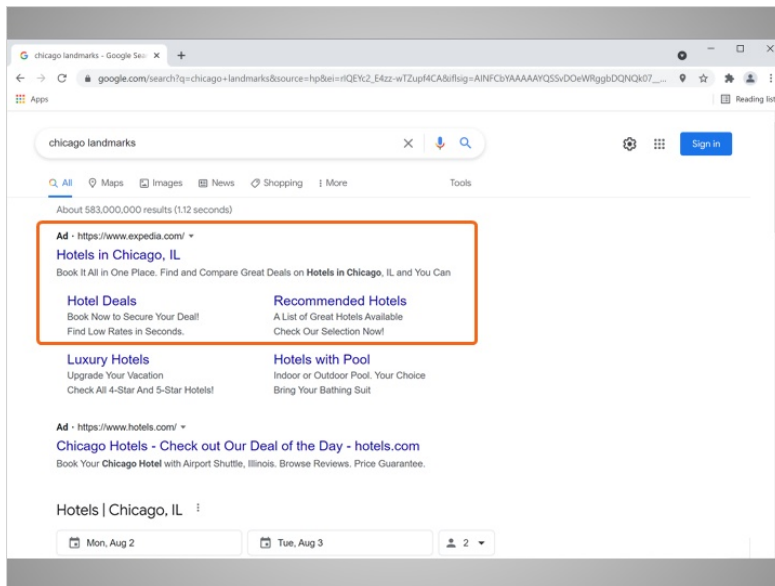
Let's do another search with Anna for her trip to Chicago. Anna needs to decide where to stay on vacation...



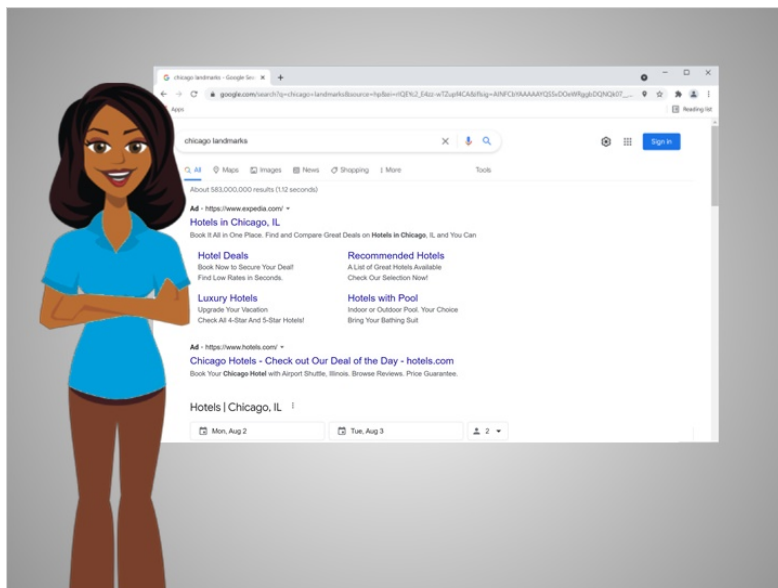
...so she looks for information on hotels in Chicago.



Anna's search results also have ads included on the page. Search engines will sometimes display ads related to the search result.



They often appear at the top of the search results.



There is nothing wrong with using the links from the ads, but it is good to be aware of the difference between the links on the page that are part of your search results and those that pay to be on the page.