



Brand Value of Search

Norway

October 7th

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 - Brand image
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Summary



- Advertising on Google leads to higher click rates on brands and websites.
- Even the click rate on Top Organic search results is exceeded by adding sponsored links.
- Multiple presence of brands on a Search Engine Result Pages leads to higher click rates.

- Sponsored links on Google have a positive effect on brand awareness and brand recall.
- Presence in Google's search results has a positive effect on brand image.
- Sponsored links elevate the brand relevance for the next purchase.
- All positive effects are measured for branded as well as for generic search queries.

Methodology

Google

- Target group: Internet user in Norway, aged 14 years and older
- Sample: n= 1,444 Internet users, in each of the 11 test cells at least 100 Interviews were conducted.
- Methodology:
 - Online Questionnaire
 - Equal structure weighting by age, gender, education, frequency of online access, frequency of online purchase, usage of Google and YouTube, product usage, income and household size
 - Experimental research design; detailed description on the following charts
 - Due to cumulating four brands the results are based on 5,776 Search Tasks
- Period of analysis:
 - Fieldwork: from September 22th to September 28th 2010
 - Final Report: October 7th 2010
- Research company: TNS Infratest

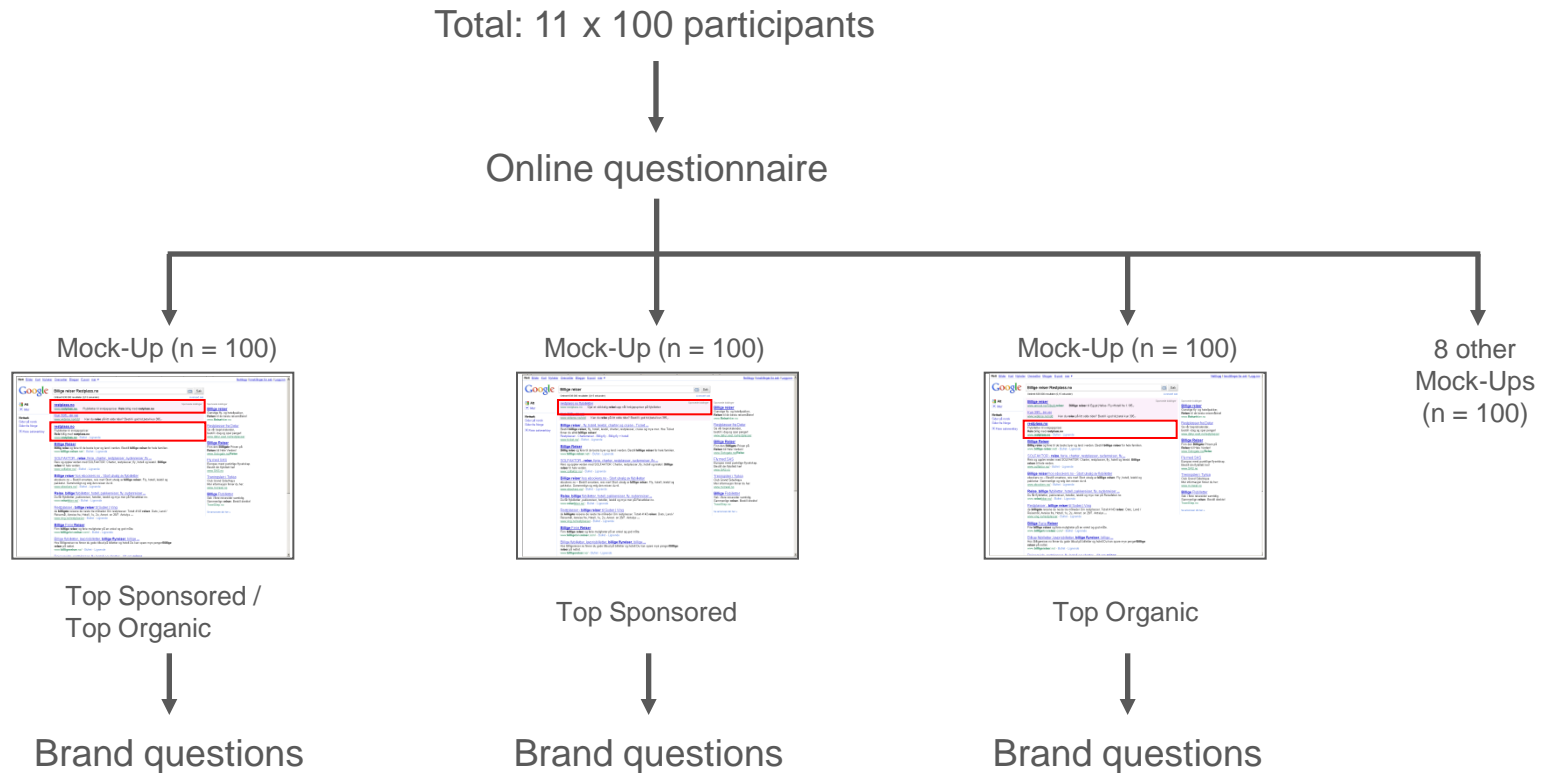
What we've done

Flow of session – Description of approach



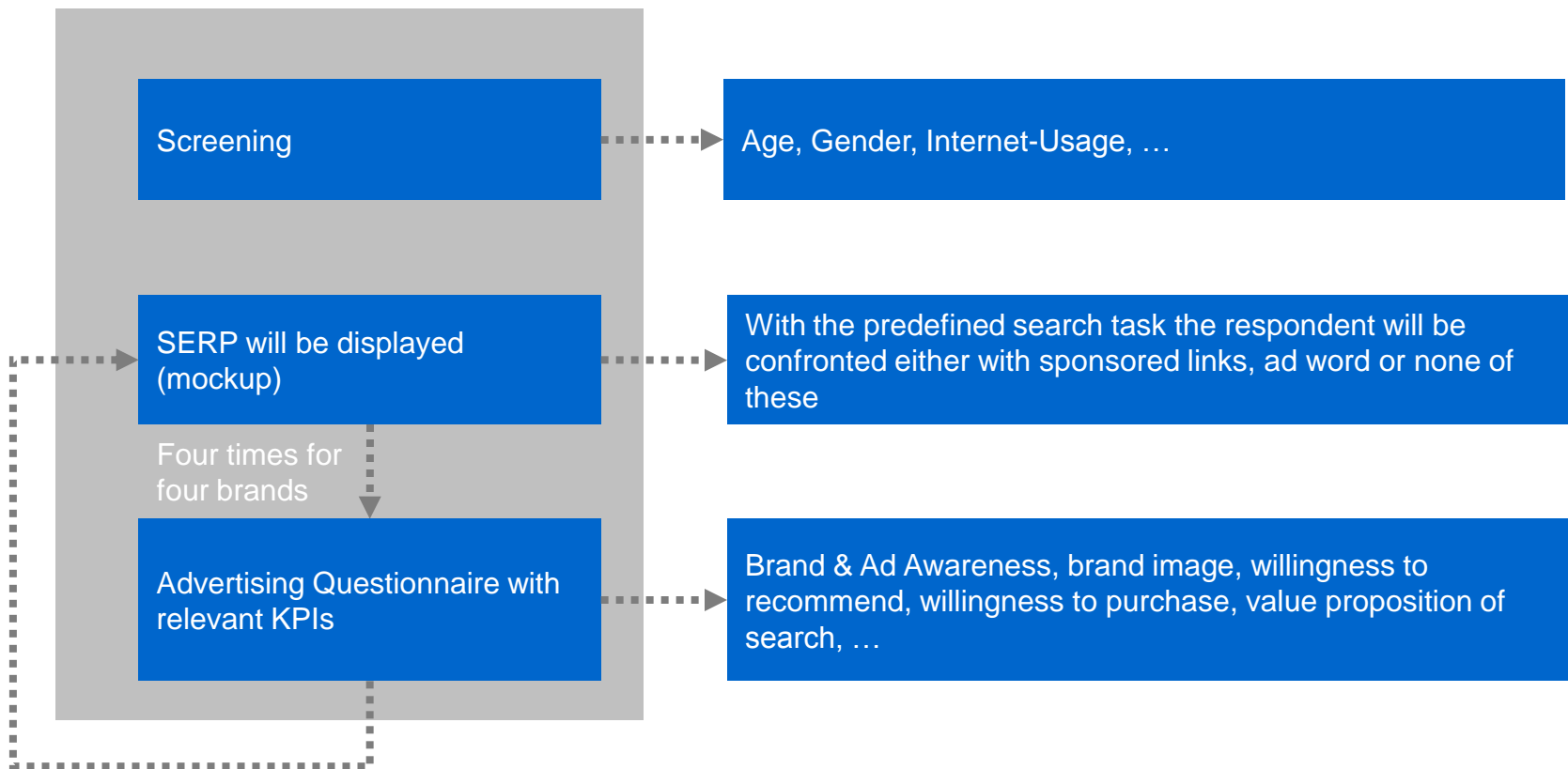
Stimulus: Mock up of Google SERP to show the role of position and branding of search results on relevant brand metrics.

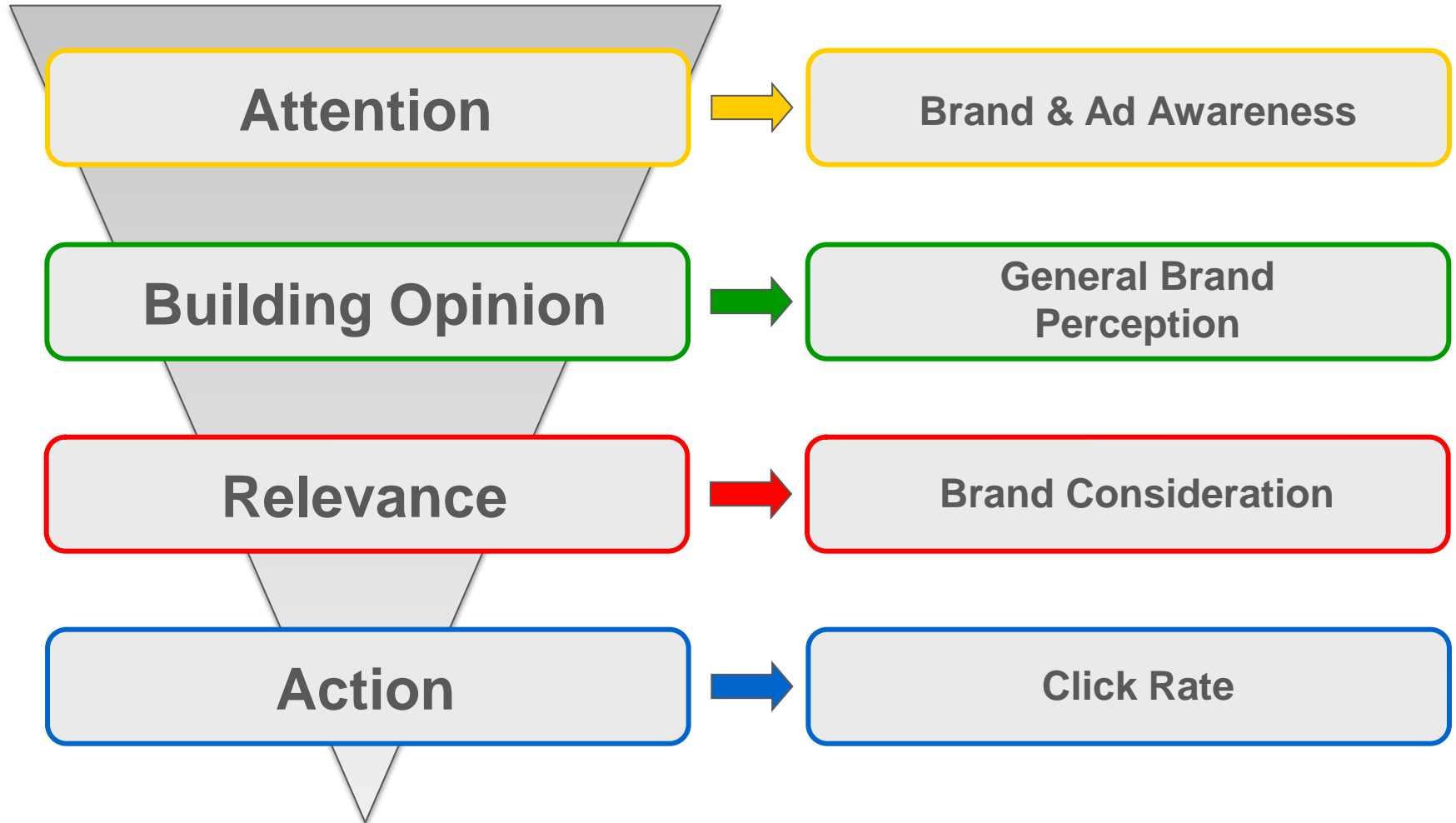
After having seen the stimulus for each brand a questionnaire covering these brand metrics was conducted.



Each respondent will respond to screening questions, click on four mock-ups and provide answers to the relevant KPI's.

20 Min. Interview





Stimulus Overview

Google

Stimulus Overview

- Control group: no test brand included

- Top Sponsored / Top Organic Brand
- Top Sponsored Brand
- Top Organic Brand
- Side Sponsored / Top Organic Brand
- Side Sponsored Brand

BRAND

- Top Sponsored / Top Organic Generic
- Top Sponsored Generic
- Top Organic Generic
- Side Sponsored / Top Organic Generic
- Side Sponsored Generic

GENERIC

Part 1 Cumulated Overview

Selected Metrics on a cumulated Level

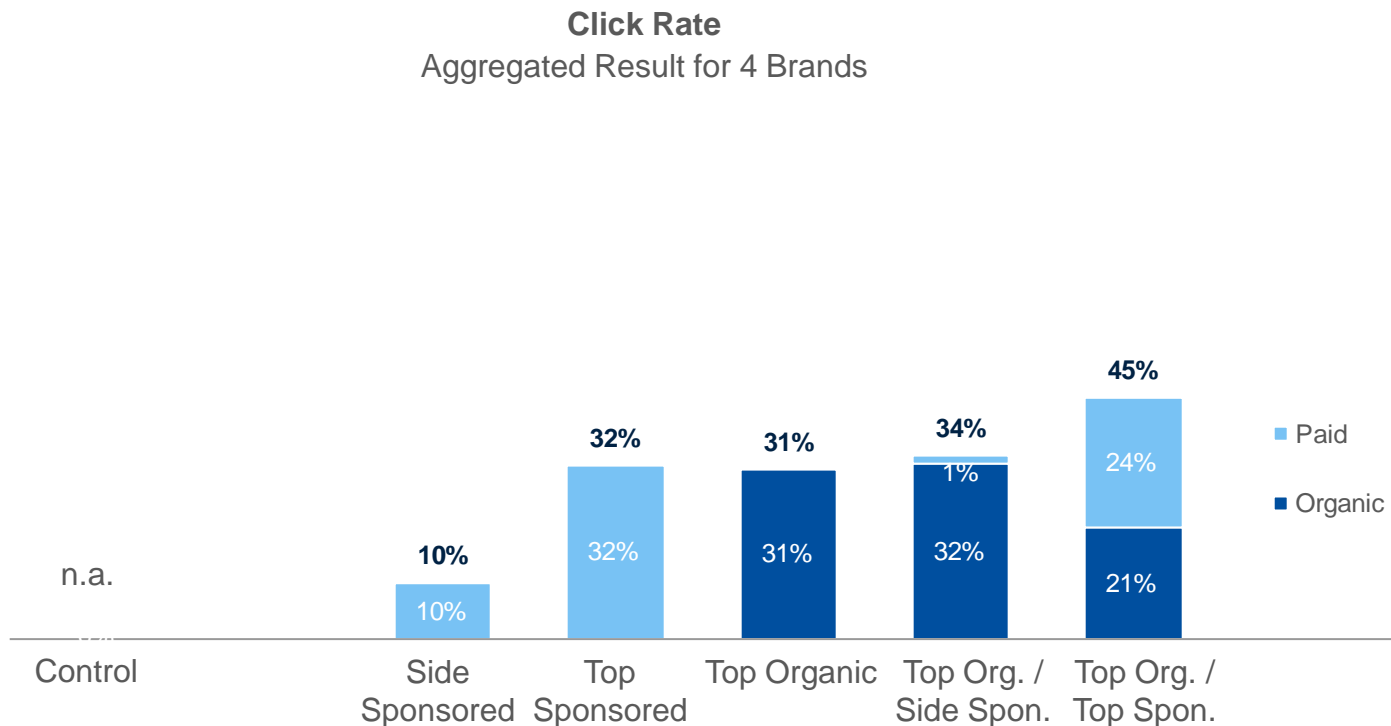


Action

How do people react? Click Behaviour



Clearly Top Sponsored combined with Top Organic leads to the highest number of clicks / page visitors



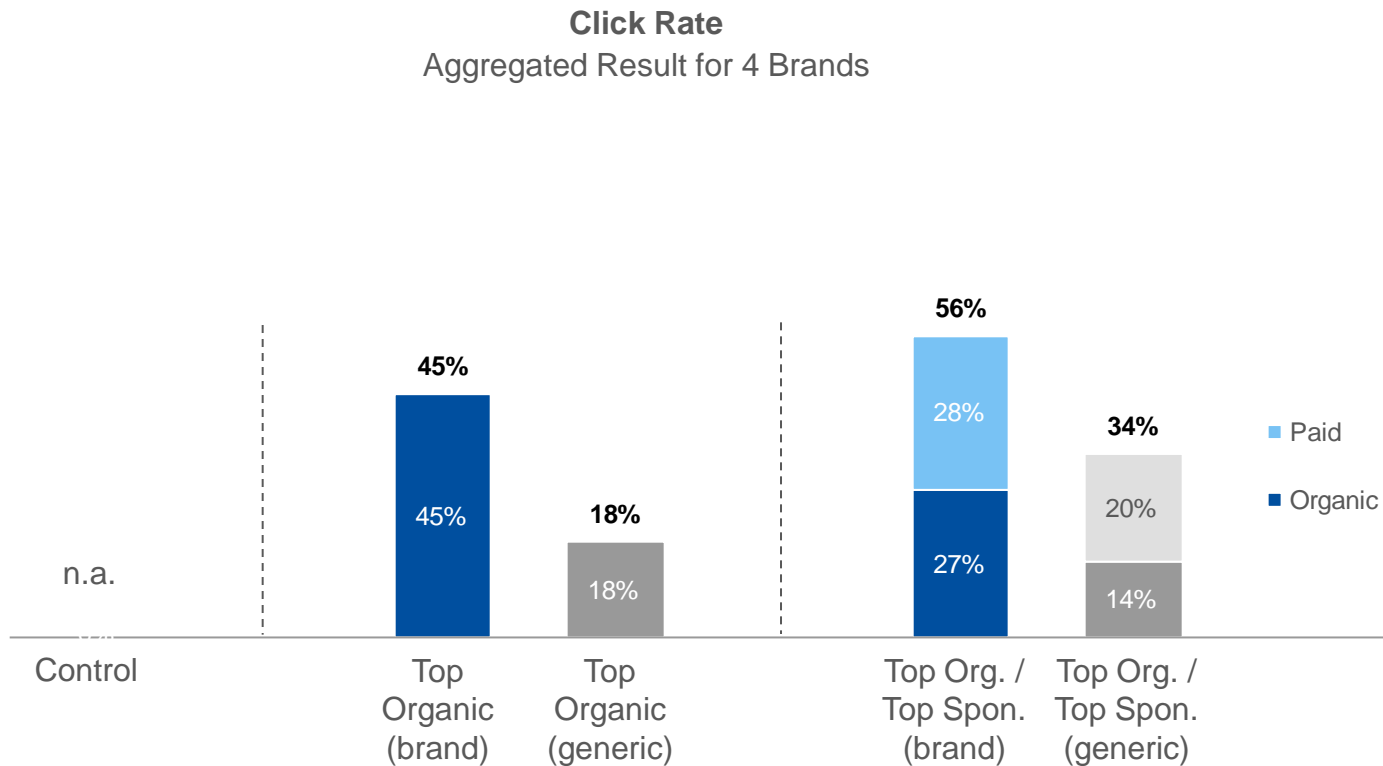
Click on the specific group

Base: All respondents n=1,444 – Tests Side Sponsored n=1,045; Tests Top Sponsored n=1,057; Tests Top Organic n=1,046; Tests Top Org. / Side Spon. n=1,052; Tests-Top Org. / Top Spon. n=1,046

Click behaviour – Position & Brand



Top Sponsored combined with Top Organic exceeds Top Organic.
Branded search queries are clicked more likely.



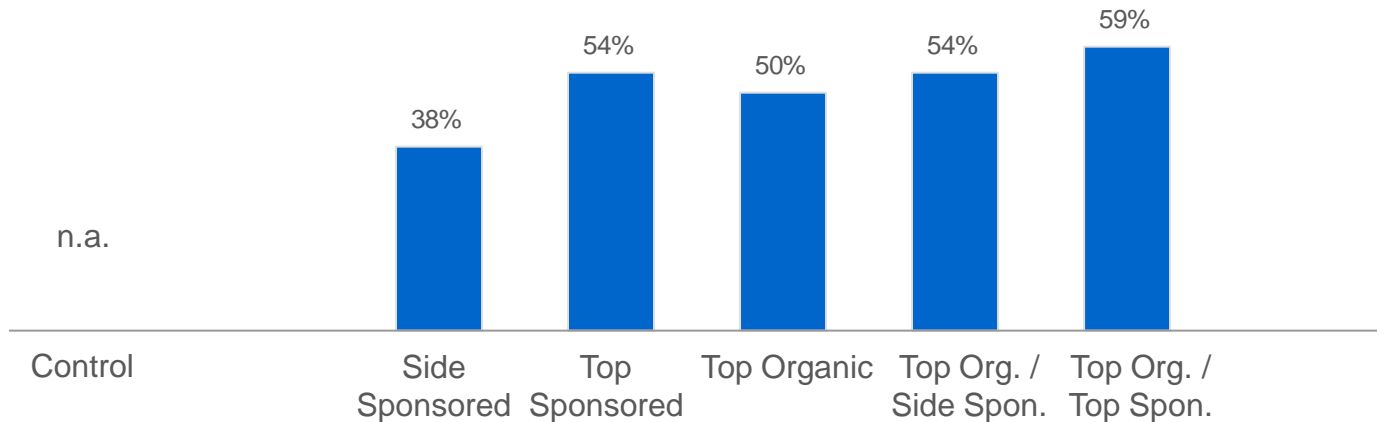
Click on the specific group

Base: All respondents n=1,444 – Tests Top Organic (generic) n=523; Tests Top Organic (brand) n=523; Tests Top Organic/Top Sponsored (brand) n=523;

Tests Top Organic/Top Sponsored (generic) n=523

Top Sponsored and Top Organic links receive the highest attention and lead to the best recall.

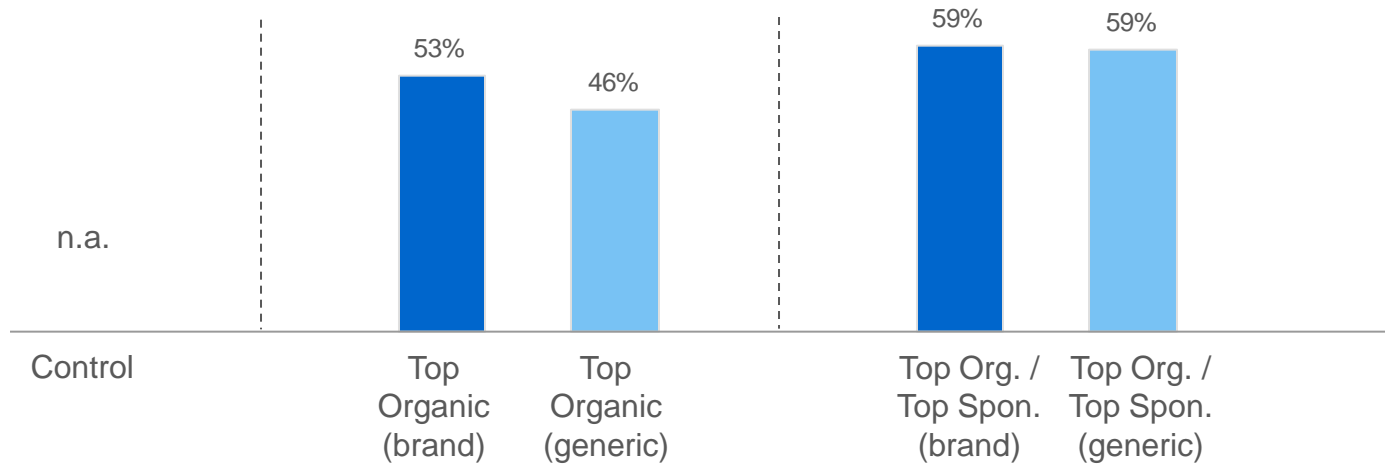
Brand & Ad Awareness:
Aggregated Result for 4 Brands



Q204: Which of the following brands of ... do you remember seeing on the search engine results page you just viewed?
Base: All respondents n=1,444 – Tests Side Sponsored n=1,045 ; Tests Top Sponsored n=1,057; Tests Top Organic n=1,046;
Tests Top Org. / Side Spon. n=1,052; Tests Top Org. / Top Spon. n=1,046

Top Sponsored combined with Top Organic outpaces the awareness and recall of Top Organic only.

Brand & Ad Awareness:
Aggregated Result for 4 Brands



Q204: Which of the following brands of ... do you remember seeing on the search engine results page you just viewed?

Base: All respondents n=1,444 – Tests Top Organic (generic) n=523; Tests Top Organic (brand) n=523; Tests Top Organic / Top Sponsored (brand) n=523; Tests Top Organic / Top Sponsored (generic) n=523

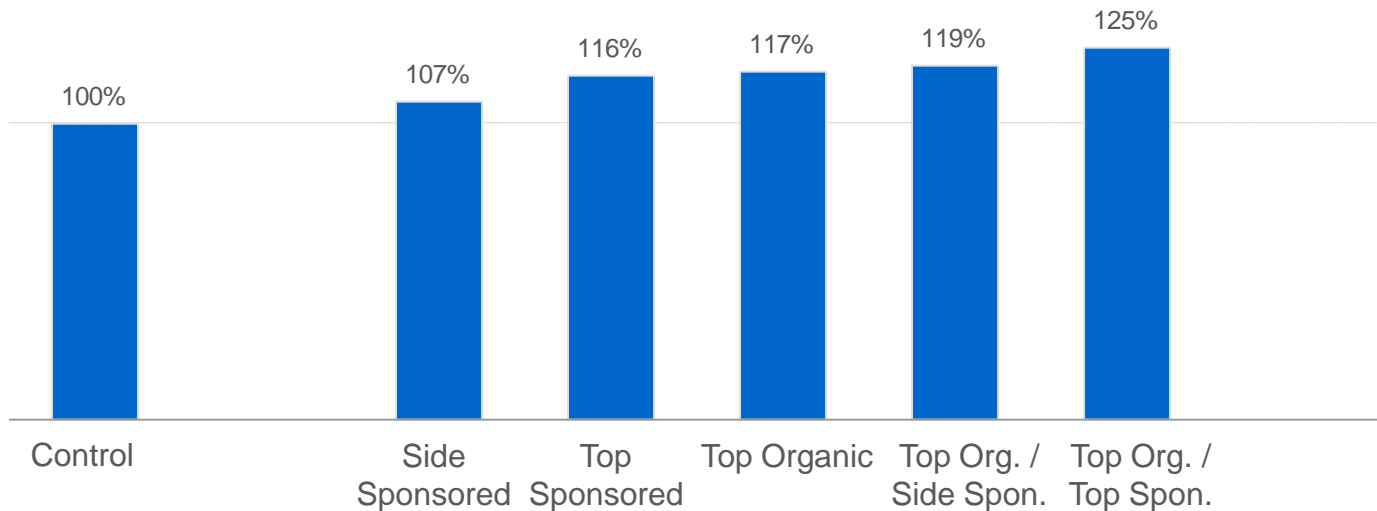
Building Opinion

How does position and brand influence general brand perception?



Presence on Google's result pages has a positive effect on brand image. Combined organic and paid presence is recommended.

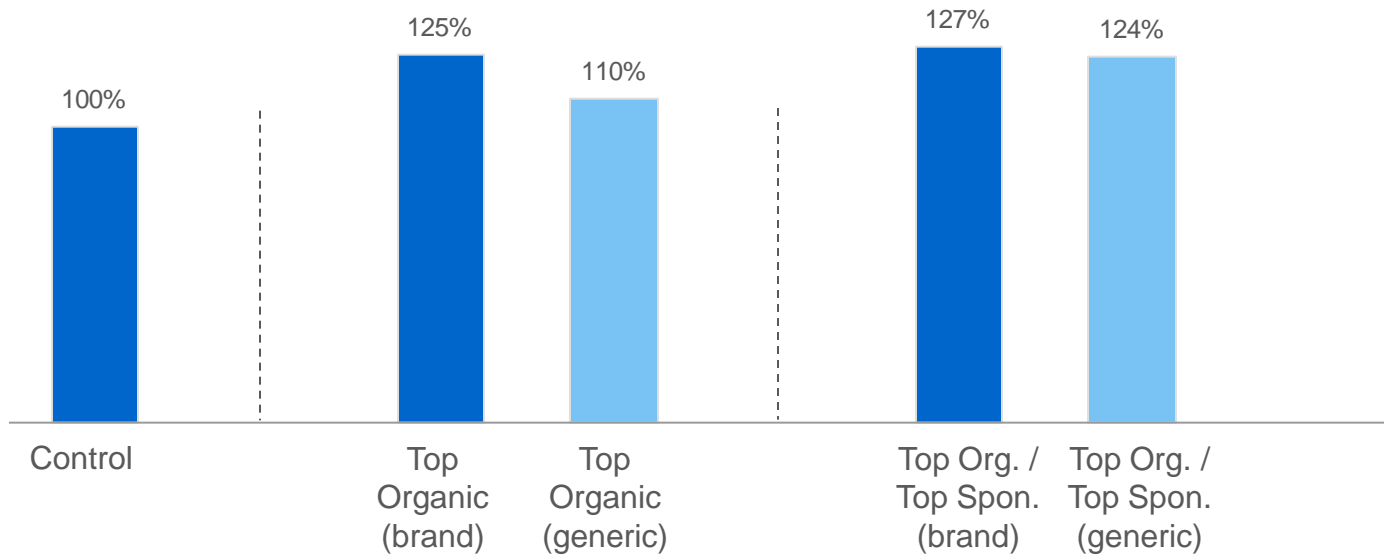
Index Brand Image:
Aggregated Result for 4 Brands



Q207: What is your general opinion about the following brands? 1: have an excellent opinion to 5: have a poor opinion
Base: All respondents n=1,444 – Tests Control n=530; Tests Side Sponsored n=1,045 ; Tests Top Sponsored n=1,057; Tests Top Organic n=1,046;
Tests Top Org. / Side Spon. n=1,052; Tests- Top Org. / Top Spon. n=1,046

The positive effect of Google on brand image holds true for generic as well as for branded search.

Index Brand Image:
Aggregated Result for 4 Brands



Q207: What is your general opinion about the following brands? With 1 I have an excellent opinion to 5 I have a poor opinion

Base: All respondents n=1,444 – Tests Control n=530; Tests Top Organic (generic) n=523; Tests Top Organic (brand) n=523; Tests Top Organic / Top Sponsored (brand) n=523; Tests Top Organic / Top Sponsored (generic) n=523

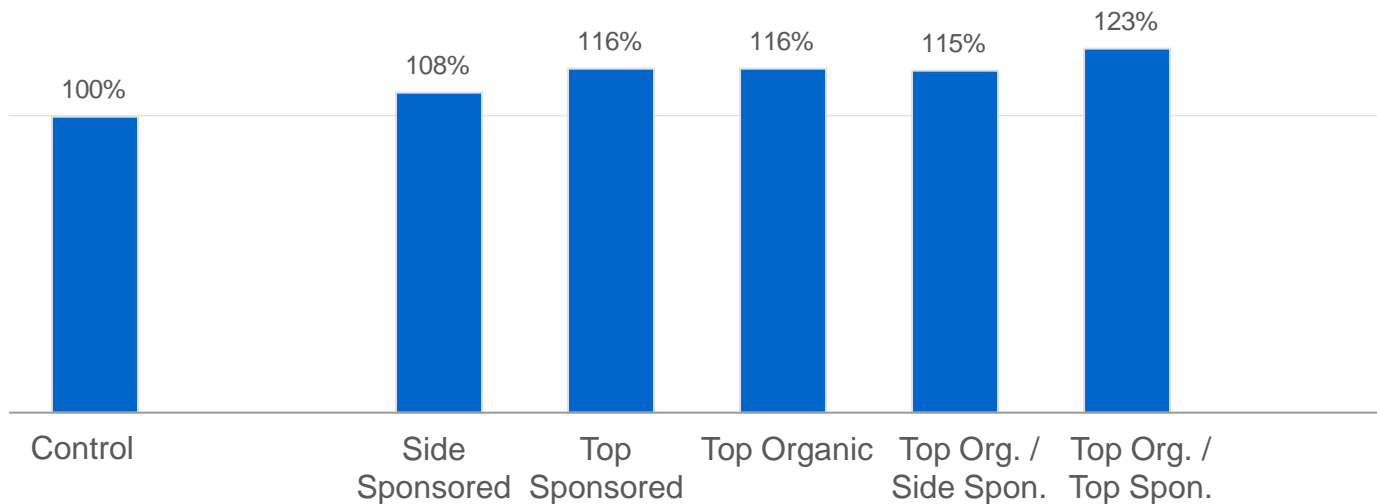
Relevance

How does position and brand influence brand relevance?



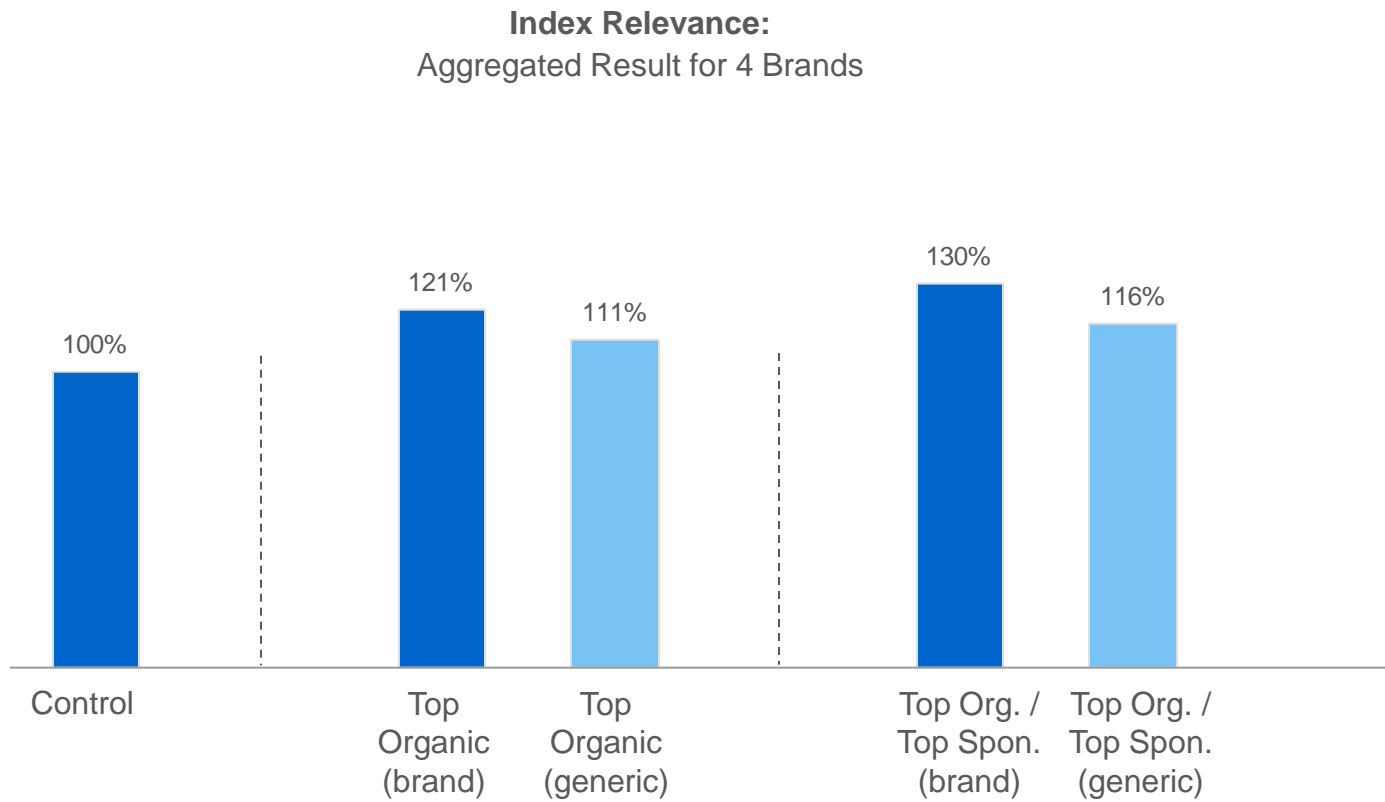
Presence in Google's search results has a positive effect on the brand relevance – especially top sponsored and top organic combined.

Index Relevance:
Aggregated Result for 4 Brands



Q208: From the list below, indicate which of these brands you would consider if you were looking to purchase e.g. Träningskläder with 1 being highly likely to consider and 5 being highly unlikely to consider Base: All respondents n=1,444 – Tests Control n=530; Tests Side Sponsored n=1,045 ; Tests Top Sponsored n=1,057; Tests Top Organic n=1,046; Tests Top Org. / Side Spon. n=1,052; Tests- Top Org. / Top Spon. n=1,046

Presence in Google's search results has a positive effect on the brand relevance.



Q208: From the list below, indicate which of these brands you would consider if you were looking to purchase e.g. Träningskläder with 1 being highly likely to consider and 6 being highly unlikely to consider. Base: All respondents n=1,444 – Tests Control n=530; Tests Top Organic (generic) n=523; Tests Top Organic (brand) n=523; Tests Top Organic / Top Sponsored (brand) n=523; Tests Top Organic / Top Sponsored (generic) n=523

General Information on Sample



Background information



Age	14-19	20-29	30-39	40-49	50+
	5%	22%	21%	19%	33%

Gender	Male	Female
	49%	51%

Income *	Low	Medium	High	D.K / No answer
	16%	39%	30%	15%

Education **	Low	Medium	High	No answer
	10%	40%	49%	1%

Household size	1	2	3	4 or more
	23%	37%	15%	24%

Children under 15y in HH	Yes	No
	38%	62%

*Low: Less than 300.000 NOK; Middle: 300.000 NOK - 449.999; 450.000 NOK - 599.999 NOK; High: More than 600.000 NOK

**Low: Primary education; Middle: Secondary education; High: University/college

Base: Total n=1,444

Screenshot

Example of a Control Group: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**Billige reiser**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser**.

The screenshot shows a Google search results page for the query "Billige reiser". The search bar at the top contains the text "Billige reiser" and shows "Omtrent 638 000 resultater (0,15 sekunder)". Below the search bar, there are several search results. The first result is "Billige reiser" from amisol.no/Tilbudsreiser, with a price of 1.195,-. The second result is "Kun 395,- én vei" from wideroe.no/odd, with a price of 395,-. The third result is "Billige reiser - fly, hotell, leiebil, charter og cruise - Ticket ..." from ticket.no/, with a price of 395,-. The fourth result is "Billige Reiser" from billige-reiser.net/, with a price of 395,-. The fifth result is "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ..." from solfaktor.no/, with a price of 395,-. The sixth result is "Billige reiser hos ebookers.no - Stort utvalg av flybilletter" from ebookers.no/, with a price of 395,-. The seventh result is "Reise, billige flybilletter, hotell, pakkeriser, fly, sydenreiser ..." from reiseferer.no/, with a price of 395,-. The eighth result is "Restplasser - billige reiser til Siden i Ving" from ving.no/restplasser, with a price of 395,-. On the right side of the page, there are several sponsored listings, including "Billige reiser" from reiseferer.no, "Restplasser fra Detur" from detur.east.no/restplasser, "Billige Reiser" from gotogate.no/Reise, "Fly med SAS" from sas.no, "Treningsleir i Tyrkia" from m-travel.no, and "Billige Flybilletter" from travelstep.no.

Example of a Top Sponsored / Top Organic Brand: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**billige reiser Restplass.no**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser Restplass.no**.

The screenshot shows a Google search result page for the query "Billige reiser Restplass.no". The search bar at the top contains the query and the search button. Below the search bar, the search results are displayed. The first result is a sponsored link for "restplass.no" with the text "Flybilletter til innkjøpspriser. Reis billig med restplass.no". This result is highlighted with a red box. Below it is another organic result for "restplass.no" with the text "Flybilletter til innkjøpspriser. Reis billig med restplass.no". This result is also highlighted with a red box. The rest of the page shows various other search results for "billige reiser" and "restplass.no", including links to "SOLFAKTOR", "ebookers.no", "reiseferer.no", and " Ving".

Example of a Top Sponsored Brand: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**billige reiser Restplass.no**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser Restplass.no**.

Nett Bilder Kart Nyheter Oversetter Blogger E-post mer ▾ Nettlogg | Innstillinger for søk | Logg inn ▾

Google Billige reiser Restplass.no Sø

Omtrønt 638 000 resultater (0,15 sekunder) Avansert søk

restplass.no Sponsede koblinger
www.restplass.no Flybilletter til innkjøpspriser. **Reis billig med restplass.no**

Sponsored koblinger
Billige reiser
Günstige fly- og hotellpakker. **Reiser** til de beste reisemålene!
www.Reiseferer.no

Restplasser fra Detur
Se vår lavpriskalender, bestill i dag og spar penger!
www.detur.east.no/restplasser

Billige Reiser
Finn den **Billigste** Prisen på **Reiser** til Hele Verden!
www.Sotogate.no/Reise

Fly med SAS
Europas mest punktliges flyselskap. Bestill din flybillett her!
www.SAS.no

Treningsleir i Tyrkia
Club Grand Side/Aqua
Mer informasjon finner du her:
www.m.travel.no

Billige Flybilletter
Søk i flere reisesider samtidig. Sammenlign **reiser**. Bestill direkte! TravelStep.no

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Nettsøk
Sider på norsk
Sider fra Norge
Flere søkeverktøy

Kun 395,- én vei
www.wideroe.no/odd Kan du **reise** på litt oddetider? Bestill i god tid, betal kun 395,-.

Billige reiser - fly, hotell, leiebil, charter og cruise - Ticket ...
Bestill **billige reiser**, fly, hotell, leiebil, charter, restplasser, cruise og mye mer. Hos Ticket finner du alltid **billige reiser!**
Restplasser - Charterreiser - Billig fly - Billig fly + hotell
www.ticket.no/ - Bufret - Lignende

Billige Reiser
Billig reise og ferie til de beste byer og land i verden. Bestill **billige reiser** for hele familien.
www.billige-reiser.net/ - Bufret - Lignende

SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...
Reis og opplev verden med SOLFAKTOR. Charter, restplasser, fly, hotell og leiebil. **Billige reiser** til hele verden.
www.solfaktor.no/ - Bufret - Lignende

Billige reiser hos ebookers.no - Stort utvalg av flybilletter
ebookers.no - Bestill smartere, reis mer! Stort utvalg av **billige reiser**. Fly, hotell, leiebil og pakketur. Sammenlign og velg den reisen du vil.
www.ebookers.no/ - Bufret - Lignende

Reise, billige flybilletter, hotell, pakkeriser, fly, sydenreiser ...
Du får flybilletter, pakkeriser, hoteller, leiebil og mye mer på Reiseferer.no.
www.reiseferer.no/ - Bufret - Lignende

Restplasser - billige reiser til Syden I Ving
de **billigste** reisene de neste tre måneder Om restplasser. Totalt 4143 **reiser**. Dato, Land / Reisemål, Avreise fra, Hotell, 1u, 2u, Annet. on 28/7. Antalya ...
www.ving.no/restplasser - Bufret - Lignende

Billige Ferie Reiser
Finn **billige reiser** og ferie muligheter på en enkel og god måte.
www.billigeferiereiser.com/ - Bufret - Lignende

Billige flybilletter, lavpriskalender, billige flyreiser, billige ...
Hos Billigereiser.no finner du gode tilbud på billetter og hotell. Du kan spare mye penger! **Billige reiser** på nettet.
www.billigereiser.no/ - Bufret - Lignende

Example of a Top Organic Brand: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**billige reiser Restplass.no**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser Restplass.no**.

The screenshot shows a Google search results page for the query "Billige reiser Restplass.no". The search bar at the top contains the query and shows "Omtrent 638 000 resultater (0,15 sekunder)". The results are displayed in a list format. The first result is highlighted with a red box and is for "restplass.no". The second result is for "Billige Reiser" from "www.billige-reiser.net". Other results include "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...", "Billige reiser hos ebookers.no", "Reise, billige flybilletter, hotell, pakkereiser, fly, sydenreiser ...", "Restplasser - billige reiser til Syden i Ving", "Billige Ferie Reiser", and "Billige flybilletter, lavprisbilletter, billige flyreiser, billige ...". The right sidebar contains sponsored links for "Billige reiser" and "Restplasser fra Detur".

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Google **Billige reiser Restplass.no**

Omtrent 638 000 resultater (0,15 sekunder)

Billige reiser
www.amisol.no/Tilbudsreiser Billige reiser til Egypt,Hellas- Fly+Hotell fra 1.195,-
[Kun 395,- én vei](http://www.wideroe.no/odd)
www.wideroe.no/odd Kan du reise på litt odde tider? Bestill i god tid,betal kun 395,-

restplass.no
Flybilletter til innkjøpspriser.
Reis billig med **restplass.no**
www.restplass.no - Bufret - Lignende

Billige Reiser
Billig reise og ferie til de beste byer og land i verden. Bestill **billige reiser** for hele familien.
www.billige-reiser.net/ - Bufret - Lignende

SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...
Reis og opplev verden med SOLFAKTOR. Charter, restplasser, fly, hotell og leiebil. **Billige reiser** til hele verden.
www.solfaktor.no/ - Bufret - Lignende

Billige reiser hos ebookers.no - Stort utvalg av flybilletter
ebookers.no - Bestill smartere, reis mer! Stort utvalg av **billige reiser**. Fly, hotell, leiebil og pakketur. Sammenlign og velg den reisen du vil.
www.ebookers.no/ - Bufret - Lignende

Reise, billige flybilletter, hotell, pakkereiser, fly, sydenreiser ...
Du får flybilletter, pakkereiser, hoteller, leiebil og mye mer på Reiseferber.no.
www.reiseferber.no/ - Bufret - Lignende

Restplasser - billige reiser til Syden i Ving
de **billigste** reisene de neste tre måneder Om restplasser. Totalt 4143 reiser. Dato, Land / Reiseråd, Avreise fra, Hotell, 1u, 2u, Annet, on 28/7. Antalya ...
www.ving.no/restplasser - Bufret - Lignende

Billige Ferie Reiser
Finn **billige reiser** og ferie muligheter på en enkel og god måte.
www.billigeferiereiser.com/ - Bufret - Lignende

Billige flybilletter, lavprisbilletter, billige flyreiser, billige ...
Hos Billigereiser.no finner du gode tilbud på billetter og hotell.Du kan spare mye penger!**Billige reiser** på nettet.
www.billigereiser.no/ - Bufret - Lignende

Reiseguide, restplasser, fly, hotell og charter. Alt om reiser

Nettsøk
Sider på norsk
Sider fra Norge
Flere søkeverktøy

Sponsede koblinger
Sponsede koblinger
Billige reiser
Gunstige fly- og hotellpakker,
Reiser til de beste reisemålene!
www.Reiseferber.no

Restplasser fra Detur
Se vår lavpriskalender,
bestill i dag og spar penger!
www.detur.east.no/restplasser

Billige Reiser
Finn den **Billigste** Prisen på
Reiser til Hele Verden!
www.Gotogate.no/Reise

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Europas mest punktlig flyselskap.
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Treningsleir i Tyrkia
Club Grand Side/Aqua
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Billige Flybilletter
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Sammenlign **reiser**. Bestill direkte!
TravelStep.no

Se annonsen din her >

Example of a Side Sponsored / Top Organic Brand: Search Engine Result Page.

Task Example

Please think now about

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Nett Bilder Kart Nyheter Oversetter Blogger E-post mer

Google **Billige reiser Restplass.no** Sø

Omtrent 638 000 resultater (0,15 sekunder) Avansert søk

Sponsede koblinger

restplass.no
Flybilletter til innkjøpspriser.
Reis billig med **restplass.no**
www.restplass.no

Restplasser fra Detur
Se vår lavpriskalender,
bestill i dag og spar penger!
www.detur.east.no/restplasser

Billige Reiser
Finn den **Billigste** Prisen på
Reiser til Hele Verden!
www.Gotogate.no/Reise

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Europas mest punktligte flyselskap.
Bestill din flybillett her!
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Treningsleir i Tyrkia
Club Grand Side/Aqua
Mer informasjon finner du her:
www.m-travel.no

Billige Flybilletter
Søk i flere reisesider samtidig.
Sammenlign **reiser**. Bestill direkte!
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Se annonsen din her >

restplass.no
Flybilletter til innkjøpspriser.
Reis billig med **restplass.no**
www.restplass.no - Bufret - Lignende

Billige Reiser
Billig reise og ferie til de beste byer og land i verden. Bestill **billige reiser** for hele familien.
www.billige-reiser.net/ - Bufret - Lignende

SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...
Reis og opplev verden med SOLFAKTOR. Charter, restplasser, fly, hotell og leiebil. **Billige reiser** til hele verden.
www.solfaktor.no/ - Bufret - Lignende

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ebookers.no - Bestill smartere, reis mer! Stort utvalg av **billige reiser**. Fly, hotell, leiebil og pakketur. Sammenlign og velg den reisen du vil.
www.ebookers.no/ - Bufret - Lignende

Reise, billige flybilletter, hotell, pakkerreiser, fly, sydenreiser ...
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Billige flybilletter, lavpriskalender, billige flyreiser, billige ...
Hos Billigereiser.no finner du gode tilbud på billetter og hotell. Du kan spare mye penger!**Billige reiser** på nettet.
www.billigereiser.no/ - Bufret - Lignende

Reiseguide, restplasser, fly, hotell, charter, Alt om reiser

Example of a Side Sponsored Brand: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**billige reiser Restplass.no**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser Restplass.no**.

The screenshot shows a Google search result page for the query "Billige reiser Restplass.no". The search results are displayed in a list format. The first result is a sponsored listing for "Billige reiser" from Restplass.no, which is highlighted with a red box. The sponsored listing includes the text "Billige reiser til Egypt,Hellas- Fly+Hotell fra 1.195,-" and "Kun 395,- én vei". Below the sponsored listing are several organic search results from various travel websites, including "Billige reiser - fly, hotell, leiebil, charter og cruise - Ticket...", "Billige Reiser", "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly...", "Billige reiser hos ebookers.no - Stort utvalg av flybilletter", "Reise, billige flybilletter, hotell, pakkereiser, fly, sydenreiser...", "Restplasser - billige reiser til Syden i Ving", and "Billige Ferie Reiser". The page also features a sidebar with navigation links and a search bar.

Example of a Side Sponsored / Top Organic Generic: Search Engine Result Page.

Task Example

Please think now about
You decide to look into different **Billige reiser** options online using a search engine. You type the words "**Billige reiser**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser**.

The screenshot shows a Google search result page for the query "Billige reiser". The search bar at the top contains the text "Billige reiser" and the search button is labeled "Søk". The search results are displayed in a list format. The first result is a sponsored link from "restpass.no" with the text "Gjør et skikkelig reisekupp nå! Innkjøpspriser på flybilletter". This result is highlighted with a red box. Below it is another sponsored link from "Kun 395,- én vei" with the text "Kan du reise på litt odde tider? Bestill i god tid, betal kun 395,-". This result is also highlighted with a red box. The third result is a sponsored link from "Billige reiser - fly, hotell, leiebil, charter og cruise - Ticket ..." with the text "Bestill billige reiser, fly, hotell, leiebil, charter, restplasser, cruise og mye mer. Hos Ticket finner du alltid billige reiser!". This result is also highlighted with a red box. The fourth result is a sponsored link from "Billige Reiser" with the text "Billig reise og ferie til de beste byer og land i verden. Bestill billige reiser for hele familien.". The fifth result is a sponsored link from "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ..." with the text "Reis og opplev verden med SOLFAKTOR. Charter, restplasser, fly, hotell og leiebil. Billige reiser til hele verden.". The sixth result is a sponsored link from "Billige reiser hos ebookers.no - Stort utvalg av flybilletter" with the text "ebookers.no - Bestill smartere, reis mer! Stort utvalg av billige reiser. Fly, hotell, leiebil og pakketur. Sammenlign og velg den reisen du vil.". The seventh result is a sponsored link from "Reise, billige flybilletter, hotell, pakkerreiser, fly, sydenreiser ..." with the text "Du får flybilletter, pakkerreiser, hoteller, leiebil og mye mer på Reiseferber.no.". The eighth result is a sponsored link from "Restplasser - billige reiser til Sviden i Ving" with the text "de billigste reisene de neste tre måneder Om restplasser. Totalt 4143 reiser. Dato, Land / Reiseråd, Avreise fra, Hotell, 1u, 2u, Annet. on 28/7. Antalya ...". The ninth result is a sponsored link from "Billige Ferie Reiser" with the text "Finn billige reiser og ferie muligheter på en enkel og god måte.". The tenth result is a sponsored link from "Billige flybilletter, lavprisbilletter, billige flyreiser, billige ..." with the text "Hos Billigereiser.no finner du gode tilbud på billetter og hotell. Du kan spare mye penger! Billige reiser på nettet.". On the right side of the page, there is a section for "Sponsede koblinger" (Sponsored links) with a red box around it. It contains several links, including "Billige reiser" from "Reiseferber.no", "Restplasser fra Detur" from "www.detur.east.no/restplasser", "Billige Reiser" from "www.Gotogate.no/Reise", "Fly med SAS" from "www.SAS.no", "Treningsleir i Tyrkia" from "www.m-travel.no", and "Billige Flybilletter" from "TravelStep.no".

Example of a Side Sponsored Generic: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**Billige reiser**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser**.

The screenshot shows a Google search results page for the query "Billige reiser". The search bar at the top contains the text "Billige reiser" and the search button is labeled "Søk". Below the search bar, the text "Ontrent 638 000 resultater (0,15 sekunder)" is displayed. The search results are listed in a column, with each result including a title, a URL, and a brief description. A red box highlights a sponsored listing for "restpass.no flybilletter" with the text "Gjør et skikkelig reisekupp nå" and "Innkjøpspriser på flybilletter". The search results are organized into sections, including "Sponsede koblinger" and "Nettsøk".

Google Nett Bilder Kart Nyheter Oversetter Blogger E-post mer Avansert søk

Billige reiser
Ontrent 638 000 resultater (0,15 sekunder)

Sponsede koblinger

restpass.no flybilletter
Gjør et skikkelig reisekupp nå
Innkjøpspriser på flybilletter
www.restpass.no

Billige reiser
www.amsol.no/Tilbudreiser Billige reiser til Egypt,Hellas- Fly+Hotell fra 1.195,-
Kun 395,- én vei
www.widene.no/add Kan du reise på litt odde tider? Bestill i god tid,betal kun 395,-

Billige reiser - fly, hotell, leiebil, charter og cruise - Ticket...
Bestill billige reiser, fly, hotell, leiebil, charter, restplasser, cruise og mye mer. Hos Ticket finner du alltid billige reiser!
Restplasser - Charterreiser - Billig fly - Billig fly + hotell
www.ticket.no/ - Bufret - Lignende

Billige Reiser
Billig reise og ferie til de beste byer og land i verden. Bestill billige reiser for hele familien.
www.billige-reiser.net/ - Bufret - Lignende

SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...
Reis og opplev verden med SOLFAKTOR. Charter, restplasser, fly, hotell og leiebil. Billige reiser til hele verden.
www.solfaktor.no/ - Bufret - Lignende

Billige reiser hos ebookers.no - Stort utvalg av flybilletter
ebookers.no - Bestill smartere, reis mer! Stort utvalg av billige reiser. Fly, hotell, leiebil og pakketur. Sammenlign og velg den reisen du vil.
www.ebookers.no/ - Bufret - Lignende

Reise, billige flybilletter, hotell, pakkerreiser, fly, sydenreiser ...
Du får flybilletter, pakkerreiser, hoteller, leiebil og mye mer på Reisefer.no.
www.reisefer.no/ - Bufret - Lignende

Restplasser - billige reiser til Syden | Ving
de billigste reisene de neste tre måneder Om restplasser. Totalt 4143 reiser. Dato, Land / Reiseråd, Avreise fra, Hotell, 1u, 2u, Annet. on 28/7. Antalya ...
www.ving.no/restplasser - Bufret - Lignende

Billige Ferie Reiser
Finn billige reiser og ferie muligheter på en enkel og god måte.
www.billigeferiereiser.com/ - Bufret - Lignende

Billige flybilletter, lavprisindekter, billige flyreiser, billige ...
Hos Billigereiser.no finner du gode tilbud på billetter og hotell.Du kan spare mye penger!Billige reiser på nettet.
www.billigereiser.no/ - Bufret - Lignende

Nettsøk
Sider på norsk
Sider fra Norge
Flere søkeverktøy

Sponsede koblinger
restpass.no flybilletter
Gjør et skikkelig reisekupp nå
Innkjøpspriser på flybilletter
www.restpass.no

Restplasser fra Detur
Se vår lavpriskalender,
bestill i dag og spar penger!
www.detur.east.no/restplasser

Billige Reiser
Finn den Billigste Prisen på
Reiser til Hele Verden!
www.Gotogate.no/Reise

Fly med SAS
Europas mest punktligte flyselskap.
Bestill din flybillett her!
www.SAS.no

Treningsleir i Tyrkia
Club Grand Side/Aqua
Mer informasjon finner du her:
www.m-travel.no

Billige Flybilletter
Søk i flere reisesider samtidig.
Sammenlign reiser. Bestill direkte!
TravelStep.no

Se anonsen din her >

Example of a Top Sponsored / Top Organic Generic: Search Engine Result Page.

Task Example

Please think now about
You decide to look into different **Billige reiser** options online using a search engine. You type the words "**Billige reiser**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser**.

The screenshot shows a Google search results page for the query "Billige reiser". The search bar at the top contains the text "Billige reiser" and shows "Omtrent 638 000 resultater (0,15 sekunder)". The results are organized into several sections:

- Sponsored listings:** Two results from "restpass.no flybilletter" are highlighted with red boxes. The first result is titled "restpass.no flybilletter" and includes the URL "www.restpass.no" and the text "Gjør et skikkelig reisekupp nå! Innkjøpspriser på flybilletter". The second result is titled "Kun 395,- én vei" and includes the URL "www.widero.no/odd" and the text "Kan du reise på litt odde tider? Bestill i god tid, betal kun 395,-".
- Organic listings:** Below the sponsored results, there are several organic search results, including "Billige Reiser", "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...", "Billige reiser hos ebookers.no - Stort utvalg av flybilletter", "Reise, billige flybilletter, hotell, pakkerreiser, fly, sydenreiser ...", "Restplasser - billige reiser til Syden | Ving", "Billige Ferie Reiser", and "Billige flybilletter, lavprisbilletter, billige flyreiser, billige ...".
- Right sidebar:** Contains additional sponsored listings such as "Billige reiser", "Restplasser fra Detur", "Billige Reiser", "Fly med SAS", "Treningsleir i Tyrkia", and "Billige Flybilletter".

Example of a Top Organic Generic: Search Engine Result Page.

Task Example

Please think now about

You decide to look into different **Billige reiser** options online using a search engine. You type the words "**Billige reiser**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser**.

The screenshot shows a Google search results page for the query "Billige reiser". The search bar at the top contains the text "Billige reiser" and shows "Omtrent 638 000 resultater (0,15 sekunder)". The results are displayed in a list format. The first result is "Billige reiser" from "www.amisol.no/tilbudsreiser" with a price of "1.195,-". The second result is "Kun 395,- én vei" from "www.wideroe.no/odd" with a price of "395,-". The third result, "restpass.no flybilletter", is highlighted with a red box. This result includes the text "Gjør et skikkelig reisekupp nå! Innkjøpspriser på flybilletter" and the URL "www.restpass.no - Bufret - Lignende". Other results include "Billige Reiser" from "www.billige-reiser.net/", "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...", "Billige reiser hos ebookers.no - Stort utvalg av flybilletter", "Reise, billige flybilletter, hotell, pakkereiser, fly, sydenreiser ...", "Restplasser - billige reiser til Syden | Ving", "Billige Ferie Reiser", and "Billige flybilletter, lavprisbilletter, billige flyreiser, billige ...". The right sidebar contains sponsored links for "Billige reiser", "Restplasser fra Detur", "Billige Reiser", "Fly med SAS", "Treningssleir i Tyrkia", and "Billige Flybilletter".

Example of a Top Sponsored Generic: Search Engine Result Page.

Task Example

Please think now about
You decide to look into different **Billige reiser** options online using a search engine. You type the words "**Billige reiser**" into a search engine and you obtain the results that appear on the following page. Please look at the following page and click on the listing that you believe to be of most interest to your search on **Billige reiser**.

The screenshot shows a Google search results page for the query "Billige reiser". The search bar at the top contains the text "Billige reiser" and the search button is labeled "Søk". Below the search bar, the text "Omtrent 638 000 resultater (0,15 sekunder)" is displayed. The first result is a sponsored listing for "restplass.no flybilletter" with the URL "www.restplass.no" and the description "Gjør et skikkelig reisekupp nå! Innkjøpspriser på flybilletter". This result is highlighted with a red box. Below the sponsored listing, there are several organic search results, including "Kun 395,- en vei", "Billige reiser - fly, hotell, leiebil, charter og cruise - Ticket ...", "Billige Reiser", "SOLFAKTOR - reise, ferie, charter, restplasser, sydenreiser, fly ...", "Billige reiser hos ebookers.no - Stort utvalg av flybilletter", "Reise, billige flybilletter, hotell, pakkeriser, fly, sydenreiser ...", "Restplasser - billige reiser til Syden I Ving", "Billige Ferie Reiser", and "Billige flybilletter, lavprisbilletter, billige flyreiser, billige ...". On the right side of the page, there is a section for "Sponsede koblinger" with several links, including "Billige reiser", "Restplasser fra Detur", "Billige Reiser", "Fly med SAS", "Treningsleir i Tyrkia", and "Billige Flybilletter".



Thank you for your attention!

Norway – Brand Value of Search