



## Understanding Ad Words Lingo

### ASSESSMENT # 1

Total Marks: 30

Please provide answers for the following questions:

1. Explain in detail what the main differences are between search engine optimisation (SEO) and pay per click (PPC) advertising.
2. What are the potential benefits of a pay per click (PPC) advertising campaign, and in what instances would PPC marketing be an appropriate strategy for a business?
3. Your best results from SEO come from having great content on your sites. Describe what this means and why it is the case.