

About Search Results

The following information is a breakdown of the different parts of Internet search results. In this example, we performed an Internet search using the **Search Words** of car dealerships in Omaha Nebraska on the Google search engine at www.google.com.

At the top of the search results are the **Sponsored Links**. To get your business to show up in the **Sponsored Links** sections, you need to sign up for paid Google advertising using Google AdWords.

Below the Sponsored Links results, **Local Google Map** results *may* be listed as they are here. If they are not listed below the Sponsored Links, a user can click on the **Maps** link at the top of the Google page. To ensure that your business is included in **Google Maps**, you need to add it to the **Google Local Business Center** - and it's free!

The final section of search results are the **Organic Search Results**. These are the unpaid search results and this is where the term **Page Rank** applies. Out of 203,000 search results, the website with the **#1 Page Ranking** at the time of this search goes to www.hhchevy.com. Google and all other search engines make no guarantees of a site's Page Rank. There are often thousands and thousands of results for any given search, therefore, you should not rely on Page Rank alone to promote your business.

The screenshot shows a Google search for "car dealerships in omaha nebraska". The search bar contains the text "car dealerships in omaha nebraska" and the search button is labeled "Search". The search results are categorized into several sections:

- Sponsored Links:** A list of paid advertisements for car dealerships, including Nissan of Omaha, Car Dealerships in Omaha, Omaha Car Dealers, Toyota of La Vista, Omaha Used Car Clearance, \$99 Down Easy Car Credit, Infiniti of Omaha, Nice Cars \$3995-\$7995, Nebraska Toyota Dealerships, and CarMax Car Dealerships.
- Local business results for car dealerships near Omaha, NE:** A map of Omaha, NE, with several red pins marking the locations of car dealerships. The map is titled "Local business results for car dealerships near Omaha, NE".
- Organic Search Results:** A list of unpaid search results, including Omaha Chevrolet Dealer, Atchley Ford Omaha Nebraska, Plaza Pontiac Buick GMC, Omaha Mazda Audi VW Volkswagen Subaru Hyundai New & Used Car Dealers, O'Daniel Motor, and Huber Automotive.

Red arrows and boxes highlight these sections: "Search Words Used" points to the search bar; "Sponsored Links" points to the top section of results; "Google Map Results" points to the map section; and "Organic Search Results" points to the bottom section of results.