

Ad Testing: Research & Findings

Bill Barnes
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Enquiro Search Solutions, Inc.

Enquiro

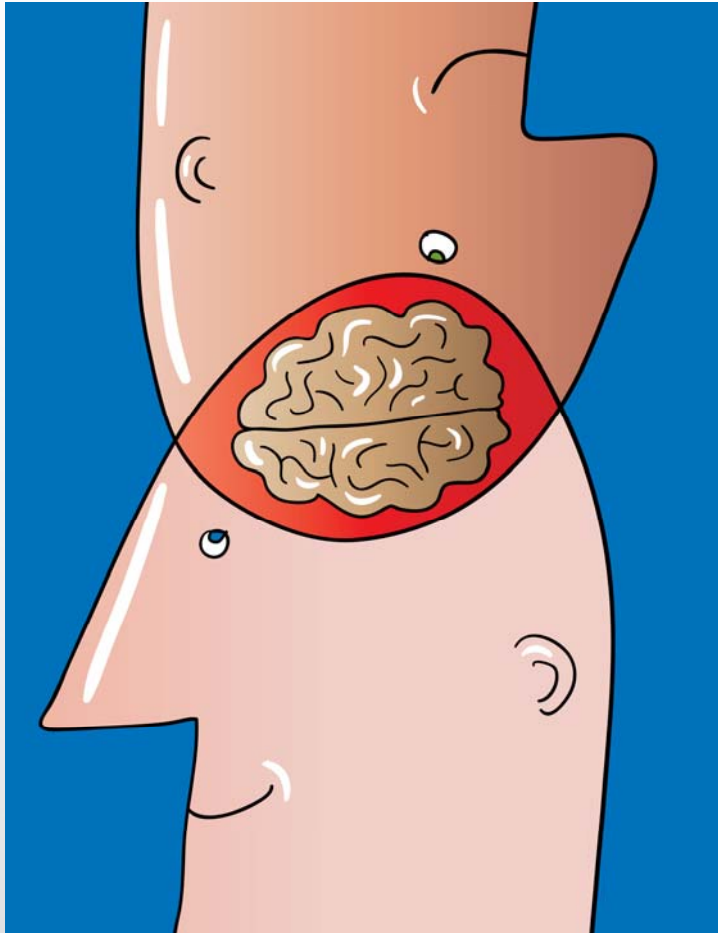
- Search Marketing
 - SEO
 - PPC
- Research
 - Eye-tracking
 - Usability
 - A/B and Multivariate testing
- Training

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- PROPRIETARY RIGHTS All Proprietary Rights of the Company, including software, tools, techniques, documentation, and other materials, shall remain at all times, both before and after the Term of this contract, with the Company.

Search Is:

The Connection between Intent and Content

The Importance of Research



- Intent is Key
- Get inside your Customer's Mind
- Can't do it based on query
- Research
- Personas

How We Scan a Results Page

The screenshot shows a Yahoo! search results page for the query "digital camera". The page layout includes a navigation bar at the top with links for "Web", "Images", "Video", "Audio", "Directory", "Local", "News", "Shopping", and "More". The search bar contains the text "digital camera" and a "Search" button. Below the search bar, there are links for "Answers", "My Web", "Search Services", "Advanced Search", and "Preferences". The main content area is titled "Search Results" and shows "1 - 10 of about 151,000,000 for digital camera - 0.14 sec. (About this page)".

Below the search results, there are several sections:

- Also try:** [digital camera reviews](#), [canon digital camera](#), [sony digital camera](#) [More...](#)
- SPONSOR RESULTS:**
 - [Buy Digital Cameras at CircuitCity.com](#) (www.circuitcity.com) Web only: save up to 12% on select digital cameras.
 - [Camera Digital Deals](#) (www.shoplocal.com) Compare online prices to local deals and save.
 - [Digital Cameras - Bargain Prices](#) (www.shopzilla.com) Shop fast, Buy smart, Shopzilla for Digital Cameras and other Digital Cameras and Accessories.
 - [Digital Cameras - Compare Prices](#) (www.pricescan.com) Visit PriceSCAN.com for unbiased price comparisons of digital cameras.
- Digital Camera - Buying Guide** (Brand: Canon - Sony - Nikon - Kodak - Olympus) Yahoo! Shortcut - [About](#)
- 1. Digital Photography Review** (Offers digital photography and imaging news, reviews of cameras and accessories, discussion forums, sample images, buyer's guides with side-by-side comparisons, and a database of features and specifications. Category: [Digital Photography](#) www.dpreview.com - [More from this site](#) - [Save](#))
- 2. Digital Camera Reviews - CNET** (Ratings, reviews, and price comparisons of digital cameras -- editors' picks and most popular -- with user

On the right side of the page, there are more **SPONSOR RESULTS:**

- [Digital Cameras at BestBuy.com](#) (Your online source for digital cameras. Shop at BestBuy.com. www.bestbuy.com)
- [Compare Digital Camera Prices](#) (Compare prices on digital cameras from brands like Sony, Canon, ... www.smarter.com)
- [Digital Camera](#) (Special low prices on Cameras, Lenses, and all things photography... www.adorama.com)
- [All Digital Camera](#) (Find Deals on All Digital Camera and other Cameras & Photography... www.dealtime.com)
- [Digital Cameras - Compare Prices](#) (Save money by comparing prices on

A yellow circle highlights the "Digital Cameras - Bargain Prices" link in the sponsor results section.

How We Scan a Results Page

The screenshot shows a Yahoo! search results page for the query "digital camera". The page includes navigation links, search filters, and a list of search results. A yellow arrow points from the search bar to the first result, another points to the "Digital Deals" link, and a third points to the "Compare Prices" link. A yellow circle highlights a small yellow circle on the "Compare Prices" link.

Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More »

YAHOO! SEARCH digital camera Search

Answers My Web Search Services | Advanced Search Preferences

Search Results 1 - 10 of about 151,000,000 for digital camera - 0.14 sec. (About this page)

Also try: [digital camera reviews](#), [canon digital camera](#), [sony digital camera](#) More...

SPONSOR RESULTS

- Buy digital cameras at BestBuy.com. Save up to 20% on select digital cameras.
- Cameras - Digital Deals [www.local.com](#) Compare online prices to local deals and save.
- Digital Cameras - Compare Prices [www.shopzilla.com](#) Shop smart, Buy smart, Shopzilla for Digital Cameras and other Digital Cameras and Accessories.
- Digital cameras - Compare Prices [www.pricescan.com](#) Visit PriceSCAN.com for unbiased price comparisons of digital cameras.

Y Digital camera - Buying Guide
Brand: [Canon](#) - [Sony](#) - [Nikon](#) - [Kodak](#) - [Olympus](#)
Yahoo! Shortcut - [About](#)

1. [Digital Photography Review](#)
Offers digital photography and imaging news, reviews of cameras and accessories, discussion forums, sample images, buyer's guides with side-by-side comparisons, and a database of features and specifications.
Category: [Digital Photography](#)
[www.dpreview.com](#) - [More from this site](#) - [Save](#)
2. [Digital Camera Reviews - CNET](#)
Ratings, reviews, and price comparisons of digital cameras -- editors' picks and most popular -- with user

SPONSOR RESULTS

[Digital Cameras at BestBuy.com](#)
Your online source for digital cameras. Shop at BestBuy.com.
[www.bestbuy.com](#)

[Compare Digital Camera Prices](#)
Compare prices on digital cameras from brands like Sony, Canon,....
[www.smarter.com](#)

[Digital Camera](#)
Special low prices on Cameras, Lenses, and all things photography....
[www.adorama.com](#)

[All Digital Camera](#)
Find Deals on All Digital Camera and other Cameras & Photography...
[www.dealtime.com](#)

[Digital Cameras - Compare Prices](#)
Save money by comparing prices on

How Intent impacts Searching

- Forgot to buy a birthday present for your Brother in Law
- Knows he likes John Irving
- Lives out of town
- Prefer to spend \$20 to \$25 maximum

understanding



Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web | Images | Video | Audio | Directory | Local | News | Shopping | More »

YAHOO! SEARCH until I find you john irving Search

My Web Answers BETA

Search Results

• [John Irving Until I Find You - Yahoo](#)
shopping.yahoo.com John Irving Until I Find You for the holidays.

• [John Irving Until I Find You at Amazon](#)
www.amazon.com Buy books at Amazon.com. Low prices and easy shopping.

1. Rent or Buy Audio Book: [Until I Find You](#) at Simply AudioBooks

2. [Until I Find You - John Irving](#)
shopping.yahoo.com John Irving Until I Find You for the holidays.

• [John Irving Until I Find You at Amazon](#)
www.amazon.com Buy books at Amazon.com. Low prices and easy shopping.

3. [Amazon.com: Until I Find You by John Irving](#)
... John Irving has said that [Until I Find You](#) is his most autobiographical novel, and in fact at ... are revisited, and yet [Until I Find You](#) is markedly different from ...
www.amazon.com/exec/obidos/tg/detail/-/1400063833?n=glance - 159k - Cached - Save

4. [John Irving Until I on eBay](#)
Shop at eBay for great deals on [John Irving Until I](#) items: ... JOHN IRVING - [Until I Find You](#) - HC - 1st Ed - SIGNED, ends Apr-6 10:26 am PDT. [Until I Find You](#) [John Irving](#) HC DJ 2005 as new, ends ...
search-desc.ebay.com/search/search.dll?query=john+irving+until+i&... - Save

5. [John Irving is God](#)
Everything [Irving](#): including [Irving](#) books, [Irving](#) movies, reviews, [John Irving](#) bookclub, bibliography, [Irving](#) photos, links, biography, and more!
www.geocities.com/irvingophile - 7k - Cached - Save

6. [Cape Times - Until I Find You - John Irving](#)
Cape Town's English morning newspaper, with South African and world news, sport and lifestyle coverage. Has a strong weekly lifestyle section Top of the Times. ... [Until I Find You](#) - [John Irving](#). Big read in every sense of the word ... New York Times, prior to [Until I Find You](#)'s release, [Irving](#) revealed for the first time ...
www.capetimes.co.za/index.php?SectionId=271&ArticleId=2851457 - 58k - Cached - Save

7. [Until I Find You - John Irving is God](#)
UNTIL I FIND YOU. BOOK DESCRIPTION: ... a multigenerational, first-person narrative about a son's search for his prodigal father, a church organist that abandoned the boy's mother, a tattoo artist. ... is a collector, Mr. [Irving](#) said, 'an ink addict, who has the ... to his Canadian wife. [Irving](#) perusing tattoos at a convention in Manhattan ...

SPONSOR RESULTS

"until I find you john irving"

John Irving Until I Find You - Yahoo shopping.yahoo.com John Irving Until I Find You for the holidays.
John Irving Until I Find You at Amazon www.amazon.com Buy books at Amazon.com. Low prices and easy shopping.

Scent matched to intent



How Intent impacts Searching

- Someone recommended the latest John Irving novel, “Until I Find You”
- Have read two of his previous novels, one (Ciderhouse Rules) you liked, one (A Widow for One Year) you weren’t crazy about

understanding



Yahoo! My Yahoo! Mail Welcome, Guest [Sign In] Search Home Help

Web Images Video Audio Directory Local News Shopping More

YAHOO! SEARCH until I find you john irving Search

My Web Answers BETA

Search Results

• **John Irving Until I Find You - Yahoo**
shopping.yahoo.com John Irving Until I Find You for the holidays.

• **John Irving Until I Find You at Amazon**
www.amazon.com Buy books at Amazon.com. Low prices and easy shopping.

1. **Rent or Buy Audio Book: Until I Find You at Simply AudioBooks**
Rent, buy or download audio book **Until I Find You** by **John Irving** at Simply AudioBooks. Browse & choose from over 18,000 audio books on CD, Tape & MP3.
www.simplyaudiobooks.com/audio-books/UntilI+Find+You/10536 - Save

2. **Until I Find You - John Irving**
A review, and links to other information about and reviews of **Until I Find You** by **John Irving** ... "(I)t's particularly disappointing that **Until I Find You** proves to be such a flabby belly-flop of a book ...
www.complete-review.com/reviews/irvingj/untlify.htm - 38k - Cached - Save

3. **Amazon.com: Until I Find You : A Novel: Books: John Irving**
... **John Irving** has said that **Until I Find You** is his most autobiographical novel, and in fact at ... are revisited, and yet **Until I Find You** is markedly different from ...
www.amazon.com/exec/obidos/tb/detail/-/1440063833?ref=olpance - 159k - Cached - Save

4. **John Irving: Until I Find You - John Irving**
Sho 10:2 sea

5. **John Irving: Until I Find You - John Irving**
Ever biog WW

6. **Cape Times - Until I Find You - John Irving**
Cape Town's English morning newspaper, with South African and world news, sport and lifestyle coverage. Has a strong weekly lifestyle section Top of the Times. ... **Until I Find You - John Irving**. Big read in every sense of the word ... New York Times, prior to **Until I Find You's** release, **Irving** revealed for the first time ...
www.capetimes.co.za/index.php?SectionId=271&ArticleId=2851457 - 58k - Cached - Save

7. **Until I Find You - John Irving is God**
UNTIL I FIND YOU. BOOK DESCRIPTION: ... a multigenerational, first-person narrative about a son's search for his prodigal father, a church organist that abandoned the boy's mother, a tattoo artist. ... is a collector,' Mr. **Irving** said, 'an ink addict, who has the ... to his Canadian wife. **Irving** perusing tattoos at a convention in Manhattan ...

Until I Find You, John Irving at Buy.com
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www.buy.com
See your message here...

2. **Until I Find You - John Irving**
A review, and links to other information about and reviews of **Until I Find You** by **John Irving** ... "(I)t's particularly disappointing that **Until I Find You** proves to be such a flabby belly-flop of a book ...
www.complete-review.com/reviews/irvingj/untlify.htm - 38k - Cached - Save

"until I find you john irving"

Scent matched to intent

2. **Until I Find You - John Irving**
A review, and links to other information about and reviews of **Until I Find You** by **John Irving** ... "(I)t's particularly disappointing that **Until I Find You** proves to be such a flabby belly-flop of a book ...
www.complete-review.com/reviews/irvingj/untlify.htm - 38k - Cached - Save



How Intent impacts Searching

- You've decided to stay at the Bellagio on an upcoming Las Vegas weekend
- You're looking for the cheapest online booking rate
- You're ready to book immediately

Intent and Searching

The screenshot shows a Live Search interface with the search term "bellagio las vegas" in the search bar. A yellow box highlights the search term in the search bar, with an arrow pointing to a yellow box containing the text "bellagio las vegas". Below the search bar, the search results are displayed. A yellow box highlights a sponsored site result: "Bellagio Hotel Las Vegas - www.vegas.com" with the description "Lowest Rate Guaranteed! Bellagio Info from the Vegas Hotel Experts." and "Bellagio Las Vegas - maps.live.com" with the description "The Ultimate Las Vegas Map: Bird's Eye Views of Vegas Hotels." A yellow box also highlights the text "Scent matched to intent" in a yellow box on the right side of the page. Other search results include "Top local listings for bellagio near Las Vegas, NV" and "Bellagio Hotel & Casino offers true European elegance with luxurious rooms and upscale shopping. Dining at The Bellagio in Las Vegas includes succulent French fare."

How Intent impacts Searching

- Friends returned from Las Vegas and stayed the Bellagio
- Planning an upcoming trip yourself
- Is the Bellagio the hotel for you?

Intent and Searching

The screenshot shows a search engine interface with the query "bellagio las vegas" in the search bar. A yellow box highlights the search text, with an arrow pointing to the search bar. Below the search bar, the search results are displayed. A yellow box highlights the title "Bellagio Hotel and Casino, Las Vegas" and its description: "Lakeside hotel, resort, casino, function centre, fine arts gallery, and shopping complex. Promotions, property map, and information on entertainment and conference facilities included." Another yellow box highlights the text "Scent matched to intent" with an arrow pointing to the highlighted result. The search results include several links and snippets, such as "Bellagio Hotel Las Vegas - www.vegas.com", "Bellagio Las Vegas - maps.live.com", and "VEGAS.com - Buffet At Bellagio Las Vegas Nevada - VEGAS.com".

Live Search

bellagio las vegas

Sign in

Web Images News Maps QnA Beta More

bellagio las vegas Page 1 of 344,278 results • Options • Advanced

Bellagio Hotel Las Vegas - www.vegas.com
Lowest Rate Guaranteed! Bellagio Info from the Vegas Hotel Experts.

Bellagio Las Vegas - maps.live.com
The Ultimate L

SPONSORED SITES:

Related searches:
Bellagio Hotel Las Vegas
Bellagio Las Vegas Wedding

Bellagio Hotel and Casino, Las Vegas
Lakeside hotel, resort, casino, function centre, fine arts gallery, and shopping complex. Promotions, property map, and information on entertainment and conference facilities included.
www.bellagiolasvegas.com • 12/2/2006 • Cached page

Top local lis

- Bellagio Sal
- Bellagio (
- Bellagio (

Bellagio Hotel and Casino, Las Vegas
Lakeside hotel, resort, casino, function centre, fine arts gallery, and shopping complex. Promotions, property map, and information on entertainment and conference facilities included.
www.bellagiolasvegas.com • 12/2/2006 • Cached page

Bellagio
The Bellagio Hotel & Casino offers true European elegance with luxurious rooms and upscale shopping. Dining at The Bellagio in Las Vegas includes succulent French fare.
www.vegas.com/resorts/bellagio/index.html • Cached page

VEGAS.com - Buffet At Bellagio Las Vegas Nevada - VEGAS.com

Scent matched to intent

Hotels
Vegas Hotel
With Booking.
www.hiwaytravel-vegas.com

Save on Vegas Hotel Rooms
Compare travel sites for deals on Vegas hotel rooms. Start saving now!
www.hookinwiz.com

Intent should impact Scanning Behavior

- For Research type queries, we would tend to “thin slice” sponsored content out of the way
- For purchase type queries, we would tend to focus more on sponsored content
- This should mean an increased tendency to skip over top sponsored content in some instances, spend more time on it in others.

Intent and Searching

80 Searchers on a Tobii Eye Tracking Station

Research Scenario:

Told that friends just came back from Vegas and raved about the Bellagio. Using their favorite search engine as a starting point, find out if the Bellagio is a place they would want to stay at on their upcoming trip to Las Vegas.

Purchase Scenario:

Told that they are to make reservations at the Bellagio for a trip to Las Vegas. Using their favorite search engine as a starting point, make reservations at the Bellagio.

Purchase

Google Web Images Maps News More...
bellagio hotel reservation

Results 1 - 10 of about 1,600,000 for bellagio hotel reservation (0.30 seconds)

Area of Greatest Promise

Consideration Set

bellagio hotel reservation
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas

Research

Google Web Images Maps News More...
bellagio las vegas

Results 1 - 10 of about 1,450,000 for bellagio las vegas (0.32 seconds)

Area of Greatest Promise

Consideration Set

Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas
Bellagio Las Vegas

Totals

Purchase

Google Web Images Maps News More...
Bellagio hotel reservation
Search

Results 1 - 10 of about 1,400,000 for bellagio hotel reservation (0.11 seconds)

Bellagio Hotel & Casino
Official Site - Bellagio Las Vegas
Official Site - Bellagio Las Vegas
Official Site - Bellagio Las Vegas
Official Site - Bellagio Las Vegas

Bellagio Hotel & Casino
Contact Information and Frequently Asked Questions
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas

Bellagio Hotel & Casino
Las Vegas Hotel Reservations
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas

Bellagio Hotel & Casino
Las Vegas Hotel Reservations
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas

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Result Page 1 2 3 4 5 6 7 8 9 10 Next

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bellagio hotel reservation

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0.5

Research

Google Web Images Maps News More...
Bellagio Las Vegas
Search

Results 1 - 10 of about 1,400,000 for bellagio las vegas (0.12 seconds)

Bellagio Las Vegas
Official Site - Bellagio Las Vegas
Official Site - Bellagio Las Vegas
Official Site - Bellagio Las Vegas
Official Site - Bellagio Las Vegas

Bellagio Las Vegas
Las Vegas Hotel Reservations
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas

Bellagio Las Vegas
Las Vegas Hotel Reservations
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
Bellagio Hotel & Casino Las Vegas
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Bellagio Hotel & Casino Las Vegas

Try your search again on Google Book Search

Result Page 1 2 3 4 5 6 7 8 9 10 Next

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bellagio las vegas

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Purchase

Area of Greatest Promise

1.0

Research

Area of Greatest Promise



Purchase

Google Web Images Maps News More Search Advanced Search Database

Search for the web pages from Canada

Results 1 - 10 of about 1,450,000 for bellagio hotel reservation (0.11 seconds)

Bellagio Hotel Las Vegas
Official Site - Bellagio Las Vegas
The name says it all. Bellagio Hotel Las Vegas is checking on "Search"

Bellagio Hotel Las Vegas
Official Site - Bellagio Las Vegas
The name says it all. Bellagio Hotel Las Vegas is checking on "Search"

Bellagio Hotel Las Vegas
Official Site - Bellagio Las Vegas
The name says it all. Bellagio Hotel Las Vegas is checking on "Search"

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Bellagio Hotel Las Vegas
Official Site - Bellagio Las Vegas
The name says it all. Bellagio Hotel Las Vegas is checking on "Search"

Try your search again on [Google Book Search](#)

Result Page 1 2 3 4 5 6 7 8 9 10 Next

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1.5

Research

Google Web Images Maps News More Search Advanced Search Database

Search for the web pages from Canada

Results 1 - 10 of about 1,450,000 for bellagio las vegas (0.12 seconds)

Bellagio Las Vegas
Official Site - Bellagio Las Vegas
The name says it all. Bellagio Hotel Las Vegas is checking on "Search"

Bellagio Las Vegas
Official Site - Bellagio Las Vegas
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Bellagio Las Vegas
Official Site - Bellagio Las Vegas
The name says it all. Bellagio Hotel Las Vegas is checking on "Search"

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Purchase

Area of Greatest Promise

Consideration Set

2.0

Research

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Consideration Set



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Search for the web pages from Canada

Results 1 - 10 of about 1,400,000 for **Bellagio hotel reservation** (0.31 seconds)

Bellagio Hotel Las Vegas [www.bellagio.com](#) Open 1,000 Rooms. Special Packages - 1-800-771-3161

Bellagio Hotel [www.bellagio.com](#) Online Room Special: Best Deal Official Site

BELLAGIO HOTEL - LAS VEGAS - VEGAS Hotel Reservations [www.vegas.com](#) BELLAGIO HOTEL - Room Rates Range from \$149.99 to \$1,111.11. BELLAGIO HOTEL - Contact the Bellagio Hotel and Casino in Las Vegas. You may also contact MGM Mirage. Show Reservations for at 888-485-7111 or (702) 796-9999 from 8:00 am to 11:00 pm. Clocked - Similar pages

Bellagio Hotel & Casino - Contact Information and Frequently Asked Questions [www.bellagio.com](#) Contact the Bellagio Hotel and Casino in Las Vegas. You may also contact MGM Mirage. Show Reservations for at 888-485-7111 or (702) 796-9999 from 8:00 am to 11:00 pm. Clocked - Similar pages

Looking for a hotel deal? [Great hotel Reservations](#) [Great hotel rates](#), reviews, [AF](#) [Bellagio.com](#)

Reservations [CAD Rates - Up to 70% Off at Hotels on Canada 1.5 Star Rooms](#) [www.hotels.ca](#)

Bellagio Hotel Las Vegas [CAD Rates - Up to 70% Off at Hotels on Canada 1.5 Star Rooms](#) [www.hotels.ca](#)

Bellagio Hotel Las Vegas [Center Strip with 360 rooms, Italian Opulence Theme. Learn more](#) [vegas.com](#)

Bellagio Antico Fiume [Accommodation for holidays in Bellagio, on Lake Como, Italy](#) [www.BellagioAnticoFiume.it](#)

Bellagio Hotel [Don't waste time! Compare prices from top engines and book best Bellagio Deal now.](#) [More Sponsored Links >](#)

Bellagio Hotels - Bellagio Italy Hotel Reservations [Bellagio Hotels, hotel reservations and lodging guide. Bellagio Italy instant hotel booking, No Pre-Payment. From cheap hotels to luxury accommodation in ...](#) [www.hotelbooking.it/more/bellagio-italy/](#) - 10x - Clocked - Similar pages

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Bellagio - The new hotel in Las Vegas is the Bellagio [The Bellagio Las Vegas Remade 130 key details information, including: where ... FAQ includes explanation of Las Vegas Hotel Reservations Sources ...](#) [www.hospital.com/en/en/bellagio.htm/174](#) - Clocked - Similar pages

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2.5

Research

Google Web Images Maps News More Search Advanced Search Database

Search for the web pages from Canada

Results 1 - 10 of about 1,400,000 for **Bellagio las vegas** (0.32 seconds)

Bellagio Las Vegas [www.bellagio.com](#) Online Room Special: Best Deal Official Site

Bellagio Las Vegas [Virtual Tours of Las Vegas Hotels](#) [Compare Rates from 8 CD](#) [Book Now!](#) [www.vegas.com](#)

Top Sites [Click by clicking the website icon instead of clicking on "Search"](#)

Bellagio Hotel and Casino Las Vegas [Official Site for the Bellagio resort hotel on the Las Vegas Strip, home of the famous dance performances, world class restaurants and best view of Bellagio ...](#) [www.bellagio.com/174](#) - Clocked - Similar pages

Bellagio Hotel and Casino Las Vegas [Click here to Bellagio website!](#)

Bellagio Hotel and Casino Las Vegas [Low Price Guarantee Book Online](#) [Casino Deals, Packages & Shows](#) [http://www.lasvegas.com](#)

Bellagio Las Vegas Hotel [Reviews of Bellagio - Virtual Travel](#)

Bellagio Hotel Las Vegas [Find the best deals, reviews, photos, rates, and availability for the Bellagio Las Vegas Virtual Travel](#)

Bellagio Las Vegas [Information about the Bellagio - Las Vegas ... Bellagio 360 Vegas, Nevada 87709 888-967-8667 1702,683,7111 Fax: 702-796-9999](#) [www.vegas.com/bellagio](#) - 20x - Clocked - Similar pages

Fontaine at Bellagio - Las Vegas [Reviews of Fontaine at ... Fontaine at Bellagio, visit TripAdvisor, your source for the web's best unbiased reviews and photos about Fontaine at Bellagio in Las Vegas, Nevada.](#) [Las Vegas Hotels Independent.com](#) [Reviews of THE 1027000 Reviews](#) [Fontaine at Bellagio Las Vegas](#) - 10x - Clocked - Similar pages

Bellagio Las Vegas (Las Vegas Hotels | Foodie's Online Travel Guide [Posted by Bill Fung from San Diego on 06/02/2008: Great rooms, great food, great everything. Bellagio is the number one hotel in Las Vegas ...](#) [www.hotel.com/vegas/hotels/vegas/bellagio.html](#) [www.vegas.com/vegas/hotels/vegas/bellagio.html/170007-1024](#) - Clocked - Similar pages

Bellagio, Bellagio Hotel, Bellagio Las Vegas, Las Vegas Hotel ... [Bellagio - View virtual tours of the Bellagio Hotel Las Vegas as well as other hotels and casinos along Las Vegas Strip.](#) [www.destination.com/vegas/areaofinterest/Las-Vegas/Bellagio.php/24](#) - 10 Jul 2008 - Clocked - Similar pages

TOP show at Bellagio Las Vegas - Las Vegas NV 89109 - Citysearch [Come to Citysearch to get information, questions, and reviews on lasvegas.citysearch.com/profile/10944705/las-vegas_nv_top_show_at_bellagio_las_vegas.html/84](#) - Clocked - Similar pages

Bellagio - Las Vegas, NV, USA - Search Photos, Independent Reviews ... [The Bellagio Hotel, Las Vegas, NV, USA. Independent hotel review by Tablet Hotels, superb photos and exclusive online deals for The Bellagio Hotel in Las ...](#) [www.tablethotels.com/hotel/vegas/The-Bellagio-Hotel.html/374](#) - 10 Jul 2008 - Clocked - Similar pages

Las Vegas Tourism [Las Vegas Tourism, Official Site, las vegas tourism bureau, Las Vegas Hotels, casinos, ...](#) [Bally's Las Vegas](#) [Cascadia Las Vegas](#) [Bellagio Las Vegas ...](#) [www.lasvegas-tourism.com/174](#) - Clocked - Similar pages

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Purchase

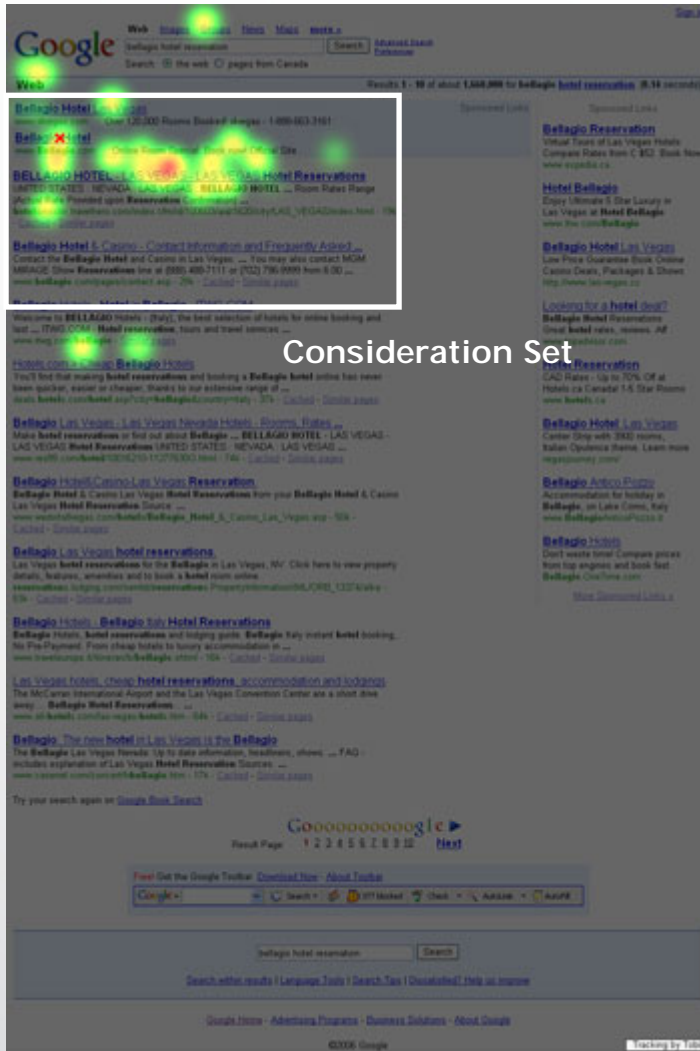
Google Web Search Results for "Bellagio hotel reservation". The page shows sponsored links for Expedia, Hotels.com, and other travel agencies. A red box highlights the top results, and a red circle highlights the search bar. The text "Consideration Set" is overlaid on the page.

3.0

Research

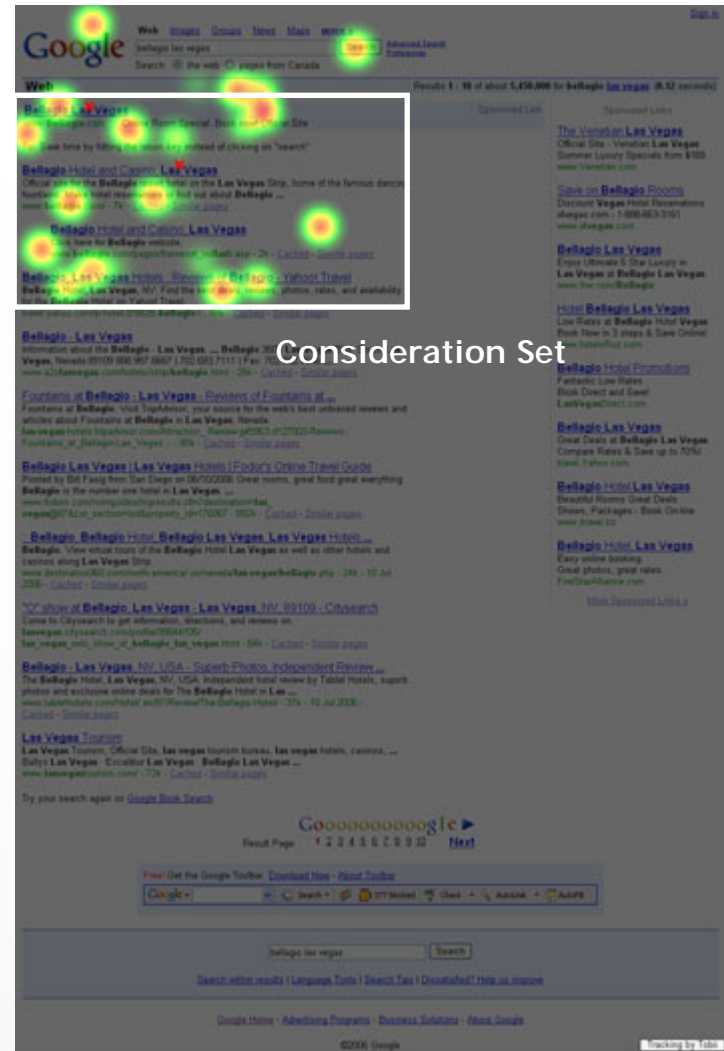
Google Web Search Results for "Bellagio Las Vegas". The page shows sponsored links for Expedia, Hotels.com, and other travel agencies. A red box highlights the top results, and a red circle highlights the search bar. The text "Consideration Set" is overlaid on the page.

Purchase



Consideration Set

Research



Consideration Set

3.5

Purchase

Google Web Images Maps News More Advanced Search Database

Search the web pages from Canada

Results 1 - 10 of about 1,048,000 for bellagio hotel reservation (0.11 seconds)

Bellagio Hotel Las Vegas
Official Site - Online Room Special - Book now! [Bellagio Las Vegas](#)

Bellagio Hotel
Official Site - Online Room Special - Book now! [Bellagio Hotel](#)

BELLAGIO HOTEL - LAS VEGAS - LAS VEGAS - HOTEL RESERVATIONS
BEST STATES: NEVADA, LAS VEGAS, BELLAGIO HOTELS ... Room Rates Range
Hotels.com - Cheap Bellagio Hotels
You'll find that making hotel reservations and booking a Bellagio hotel online has never been simpler, easier or cheaper. Starting at our extensive range of ...
[Book Hotels.com/cheap/bellagio/hotel-vegas](#) - 1/3 - Cached - Similar pages

Bellagio Las Vegas - Las Vegas Nevada Hotels - Rooms, Rates & More
Make hotel reservations in just a few clicks. [Bellagio](#) ... [BELLAGIO HOTEL - LAS VEGAS - LAS VEGAS Hotel Reservations](#) BEST STATES: NEVADA, LAS VEGAS ...
[www.hotels.com/cheap/bellagio/hotel-vegas](#) - 1/4 - Cached - Similar pages

Bellagio Hotel/Casino Las Vegas Reservation
Bellagio Hotel & Casino Las Vegas Hotel Reservations from your Bellagio Hotel & Casino Las Vegas Hotel Reservation Source ...
[www.visitlasvegas.com/hotels/Bellagio_Hotel_&_Casino_Las_Vegas.asp](#) - 1/4 - Cached - Similar pages

Bellagio Las Vegas hotel reservations
Las Vegas hotel reservations for the Bellagio in Las Vegas, NV. Click here to view property details, reviews, amenities and to book a hotel room online.
[www.hotels.com/cheap/bellagio/hotel-vegas](#) - 1/4 - Cached - Similar pages

Bellagio Hotels - Bellagio Italy Hotel Reservations
Bellagio Hotels, hotel reservations and lodging guide. Bellagio Italy internet hotel booking. No Pre-Payment. Free cheap hotels to luxury accommodation in ...
[www.travelocity.com/search/bellagio-italy](#) - 1/4 - Cached - Similar pages

Las Vegas hotels, cheap hotel reservations, accommodation and bookings
The McMane International Airport and the Las Vegas Convention Center are a short drive away. [Bellagio Hotel Reservations](#) ...
[www.allhotels.com/cheap/bellagio/hotel-vegas](#) - 1/4 - Cached - Similar pages

Bellagio - The new hotel in Las Vegas is the Bellagio
The Bellagio Las Vegas Nevada: 10 top facts information, including: where ... FAQ includes explanation of Las Vegas Hotel Reservation Sources ...
[www.hotel.com/cheap/bellagio/hotel-vegas](#) - 1/4 - Cached - Similar pages

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Research

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Results 1 - 10 of about 1,048,000 for bellagio las vegas (0.11 seconds)

Bellagio Las Vegas
Official Site - Online Room Special - Book now! [Bellagio Las Vegas](#)

The Venetian Las Vegas
Official Site - Venetian Las Vegas Summer Luxury Specials from \$100
[www.venetian.com](#)

Stay on Bellagio Rooms
Discount Vegas Hotel Reservations
[Majestic.com](#) - 1-888-863-7161
[www.vegas.com](#)

Bellagio Las Vegas
Great Deals at Bellagio Las Vegas
Compare Rates & Save up to 70% from 3 sites.
[www.hotels.com](#)

Bellagio Hotel Las Vegas
Live From the Cheesecake Room. Online Casino Deals, Packages & Shows
[http://www.lasvegas.com](#)

Looking for a hotel deal?
Great hotel deals, reviews, AF
[http://www.hotels.com](#)

Bellagio Las Vegas
Information about the Bellagio - Las Vegas ... Bellagio 3617
Vegas, Nevada 89109 888.967.8667 1.702.693.7111 Fax: 702.693.7111
[www.allhotels.com/cheap/bellagio/hotel-vegas](#) - 1/4 - Cached - Similar pages

Fountains at Bellagio - Las Vegas - Reviews of Fountains at ...
Fountains at Bellagio - Visit TripAdvisor, your source for the web's best unbiased reviews and articles about Fountains at Bellagio in Las Vegas, Nevada.
[lasvegas-hotels.tripadvisor.com/Attractions-Reviews-g45963-1027000-Reviews-Fountains_at_Bellagio_Las_Vegas-1081](#) - 1/4 - Cached - Similar pages

Bellagio Las Vegas Las Vegas Hotels | Expedia's Online Travel Guide
Posted by Bill Fung from San Diego on 10/20/08: Great rooms, great food, great everything. Bellagio is the number one hotel in Las Vegas ...
[www.hotels.com/cheap/bellagio/hotel-vegas](#) - 1/4 - Cached - Similar pages

Bellagio, Bellagio Hotel, Bellagio Las Vegas, Las Vegas Hotel ...
Bellagio - View virtual tours of the Bellagio Hotel Las Vegas as well as other hotels and venues using Las Vegas 360.
[www.360panorama.com/usa/vegas/vegas/bellagio.php](#) - 2/4 - 10 Jul 2008 - Cached - Similar pages

TOP show at Bellagio Las Vegas - Las Vegas NV 89109 - Citysearch
Come to Citysearch to get information, directions, and reviews on [lasvegas.citysearch.com/profile/70944700/las-vegas_nv_top_show_at_bellagio_las_vegas.html](#) - 1/4 - Cached - Similar pages

Bellagio - Las Vegas, NV, USA - Search Photos, Independent Reviews ...
The Bellagio Hotel, Las Vegas, NV, USA. Independent hotel review by Tablet Hotels, superb photos and exclusive online deals for The Bellagio Hotel in Las Vegas.
[www.tablethotels.com/profile/40770/Review-The-Bellagio-Hotel-vegas](#) - 2/4 - 10 Jul 2008 - Cached - Similar pages

Las Vegas Tourism
Las Vegas Tourism, Official Site. Las Vegas tourism bureau. Las Vegas hotels, casinos, ...
[www.lasvegas-tourism.com/1-774](#) - Cached - Similar pages

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Results 1 - 10 of about 1,000,000 for bellagio hotel reservation (0.11 seconds)

Bellagio Hotel - Las Vegas
Over 12,000 Rooms Booked! changes - 1-888-863-7161
www.bellagio.com Online Room Special. Book now! Official Site

BELLAGIO HOTEL - LAS VEGAS & LAS VEGAS HOTEL RESERVATIONS
UNITED STATES | NEVADA | LAS VEGAS | BELLAGIO HOTEL - Room Rates Range
Alpha Site | Promotional | Reservations | Information | ...
www.bellagio.com/alphaSite/RESERVATIONS/RESERVATIONS.html - 10 Jul 2008 - Cached - Similar pages

Bellagio Hotel & Casino, Las Vegas
Contact Information and Frequently Asked...
Bellagio Hotel and Casino in Las Vegas. You may also contact MGM
MGM's New Reservations line at 888-863-7111 or (702) 796-9999 Mon-6:00 ...
www.bellagio.com/contact/contact.asp - 26 Jul 2008 - Cached - Similar pages

Welcome to BELLAGIO Hotels - (MGM), the best selection of hotels for active booking and
best ... TRIO.COM - Hotel reservation, tours and travel services.
www.trio.com/bellagio - Similar pages

Hotels.com - Cheap Bellagio Hotels
You'll find the making hotel reservations and booking a Bellagio hotel online has never
been so easy or cheaper. Start by our extensive range of ...
www.hotels.com/usa/cheap/bellagio/ - 23 Jul 2008 - Cached - Similar pages

Bellagio Las Vegas - Las Vegas Favorite Hotels - Rooms, Rates
More hotel reservations in Las Vegas about Bellagio ... BELLAGIO HOTEL - LAS VEGAS -
LAS VEGAS Hotel Reservations UNITED STATES | NEVADA | LAS VEGAS ...
www.bellagio.com/alphaSite/RESERVATIONS/RESERVATIONS.html - 26 Jul 2008 - Cached - Similar pages

Bellagio Hotel & Casino Las Vegas Reservation
Bellagio Hotel & Casino Las Vegas Hotel Reservations from your Bellagio Hotel & Casino
Las Vegas Hotel Reservations Source ...
www.visitlasvegas.com/hotels/Bellagio_Hotel_&_Casino_Las_Vegas.asp - 16 Jul
2008 - Cached - Similar pages

Bellagio Las Vegas hotel reservations
Las Vegas hotel reservations for the Bellagio in Las Vegas, NV. Click here to view property
details, reviews, amenities and to book a hotel room online.
www.hotel.com/hotels/bellagio/hotel/Bellagio.html - 10 Jul 2008 - Cached - Similar pages

Bellagio Hotels - Bellagio Italy Hotel Reservations
Bellagio Hotels. hotel reservations and lodging guide. Bellagio Italy hotel hotel booking,
No Pre-Payment. Free cheap hotels to luxury accommodation in ...
www.travelocity.com/hotels/bellagio.html - 10 Jul 2008 - Cached - Similar pages

Las Vegas hotels, cheap hotel reservations, accommodation and bookings
The McGraw-Hill Construction Report and the Las Vegas Convention Center are a short drive
away. Bellagio Hotel Reservations ...
www.allhotels.com/las-vegas-hotels.html - 04 Jul 2008 - Cached - Similar pages

Bellagio - The new hotel in Las Vegas is the Bellagio
The Bellagio Las Vegas Nevada: 10 key facts information, including: where ... FAQ
includes explanation of Las Vegas Hotel Reservations Source ...
www.hotel.com/hotels/bellagio.html - 17 Jul 2008 - Cached - Similar pages

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5.0

Research

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Results 1 - 10 of about 1,000,000 for bellagio las vegas (0.12 seconds)

Bellagio Las Vegas
Room Control. Book now! Official Site
www.bellagio.com Online Room Special. Book now! Official Site

The Venetian Las Vegas
Official Site - Venetian Las Vegas
Summer Luxury Specials from \$100
www.venetian.com

Bellagio Rooms
Bellagio Las Vegas Hotel Reservations
MGM.com - 1-888-863-7161
www.bellagio.com

Bellagio Las Vegas
Live Show at Bellagio Hotel Vegas
Book Now in 3 steps & Save Colored
www.hotel.com/bellagio

Bellagio Las Vegas
Live Show at Bellagio Hotel Vegas
Book Now in 3 steps & Save Colored
www.hotel.com/bellagio

Bellagio Hotel Promotions
Fantastic Low Rates
Book Direct and Save!
LasVegasDirect.com

Bellagio Las Vegas
Great Deals at Bellagio Las Vegas
Compare Rates & Save up to 70%
www.hotel.com

Bellagio Hotel Las Vegas
Discount Rooms Great Deals
Shows, Packages - Book Online
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Easy online booking.
Great photos, great rates.
FindBellagio.com

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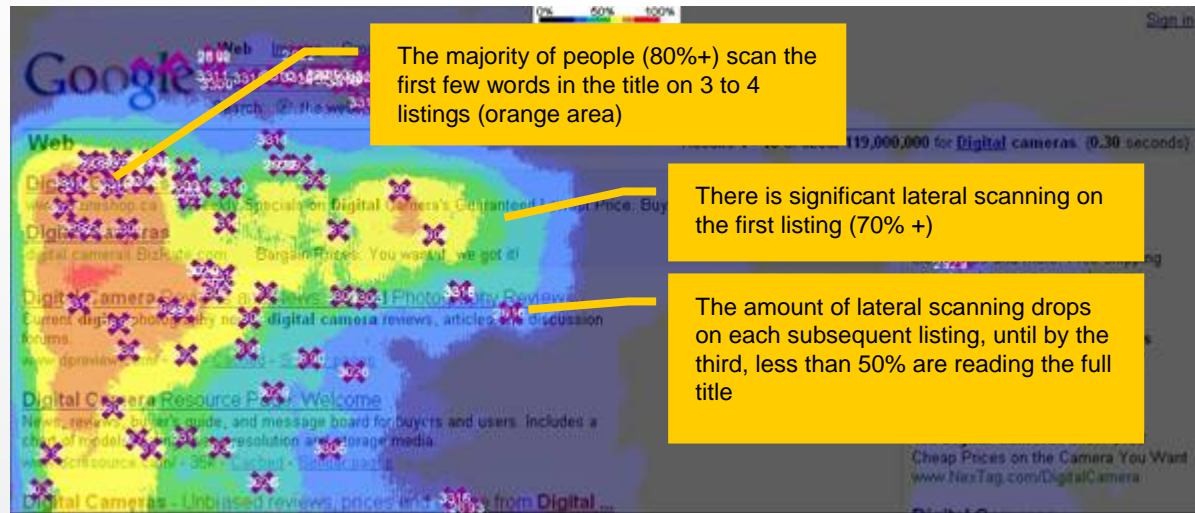
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Consideration Set

Consideration Set

Scanning the Consideration Set



Scanning the Consideration Set

Purchase

Google search results for "bellagio hotel reservation". The search bar contains "bellagio hotel reservation" and the search button is highlighted. The search results show "Results 1 - 10 of about 1,660,000 for bellagio hotel reservation (0.30 seconds)". A yellow box labeled "Consideration Set" highlights the top three search results:

- Bellagio Hotel Las Vegas** - www.14vegas.com - Over 120,000 Rooms Booked i4vegas - 1-888-663-3161
- Bellagio Hotel** - www.Bellagio.com - Online Room Special. Book now! Official Site
- BELLAGIO HOTEL - LAS VEGAS - LAS VEGAS Hotel Reservations** - UNITED STATES : NEVADA : LAS VEGAS : BELLAGIO HOTEL ... Room Rates Range (Actual Rate Provided upon Reservation Confirmation) ... hotelsinsider.travelhero.com/index.cfm/id/10060...and/1620/city/LAS_VEGAS/index.html - 19k - Cached - Similar pages

Research

Google search results for "bellagio las vegas". The search bar contains "bellagio las vegas" and the search button is highlighted. The search results show "Results 1 - 10 of about 5,450,000 for bellagio las vegas (0.12 seconds)". A yellow box labeled "Consideration Set" highlights the top three search results:

- Bellagio Las Vegas** - www.Bellagio.com - Online Room Special. Book now! Official Site
- Bellagio Hotel and Casino, Las Vegas** - Official site for the Bellagio resort hotel on the Las Vegas Strip, home of the famous dancing fountains. Make hotel reservations or find out about Bellagio ... www.bellagio.com/ - 7k - Cached - Similar pages
- Bellagio Hotel and Casino, Las Vegas** - Click here for Bellagio website. www.bellagio.com/pages/frameset_noflash.asp - 2k - Cached - Similar pages

Scanning the Consideration Set

Researcher vs Purchase Interactions

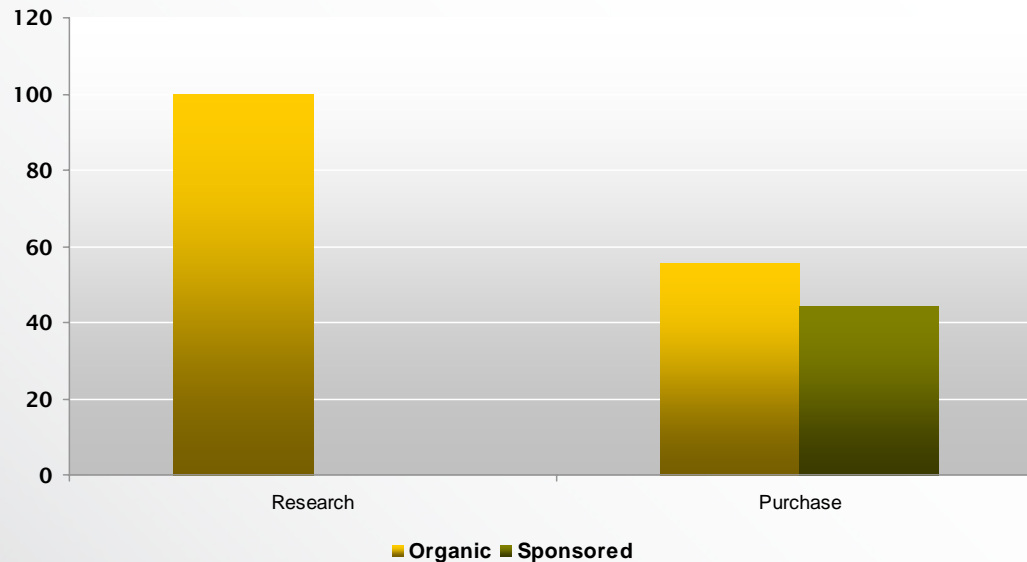
- Purchasers spent 3X times longer on the results page, 23 seconds on the average vs 7.3 seconds for the researchers
- Researchers actually spent a greater percentage of time in the sponsored listings than purchasers – 30.5% of the total duration vs 20.7% for purchasers

Scanning the Consideration Set

Click Throughs (when bellagio.com appeared both in top sponsored and top organic)

In research queries, 100% of the click throughs happened in the organic listing. In purchase queries, 44.4% of the click throughs happened in the sponsored listings

Click Throughs by Group



Where We Research

The screenshot shows a Live Search interface with the search term "bellagio las vegas". The results are categorized into "SPONSORED SITES" and "Related searches". A yellow callout box labeled "Initial Consideration Set" points to the top search results.

Live Search | | [Sign in](#)

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bellagio las vegas Page 1 of 344,278 results · [Options](#) · [Advanced](#)

SPONSORED SITES

- [Bellagio Hotel Las Vegas](#) - www.vegas.com
Lowest Rate Guaranteed! **Bellagio** Info from the Vegas Hotel Experts.
- [Bellagio Las Vegas](#) - maps.live.com
The Ultimate Las Vegas Map: Bird's Eye Views of Vegas Hotels.

Related searches:

- [Bellagio Hotel Las Vegas](#)
- [Bellagio Las Vegas Wedding](#)

Initial Consideration Set

✓ [Top local listings for bellagio near Las Vegas, NV](#) | [I find this useful](#)

- [Bellagio Salon](#) (702) 693-8385 Las Vegas
- [Bellagio](#) (702) 693-7223 Las Vegas
- [Bellagio](#) (702) 693-8385 Las Vegas

Bellagio Hotel and Casino, Las Vegas
Lakeside hotel, resort, casino, function centre, fine arts gallery, and shopping complex. Promotions, property map, and information on entertainment and conference facilities included.
www.bellagiolasvegas.com · 12/2/2006 · [Cached page](#)

Bellagio
The **Bellagio** Hotel & Casino offers true European elegance with luxurious rooms and upscale shopping. Dining at The **Bellagio** in **Las Vegas** includes succulent French fare.
www.vegas.com/resorts/bellagio/index.html · [Cached page](#)

[VEGAS.com - Buffet At Bellagio Las Vegas Nevada - VEGAS.com](#)

SPONSORED SITES

- [Book Las Vegas Hotels](#)
Great Rates On **Las Vegas** Hotel Packages. Free Gift With Booking.
www.hiwaytravel-vegas.com
- [Save on Vegas Hotel Rooms](#)
Compare travel sites for deals on **Vegas** hotel rooms. Start saving now!
www.hookinwiz.com

Where We Research

The image shows a Google search results page for the query "bellagio las vegas". The search bar at the top contains the text "bellagio las vegas" and a "Search" button. Below the search bar, the results are categorized under "Web". A yellow box with the text "Initial Consideration Set" is overlaid on the page, with a bracket pointing to the first search result. The first result is "Bellagio®, Las Vegas" with the URL "www.Bellagio.com" and the description "Online Room Special. Book Now! Official Site". Other visible results include "Bellagio Hotel and Casino, Las Vegas" (Official site for the Bellagio resort hotel), "Bellagio Las Vegas" (Virtual Tour), "Bellagio, Las Vegas Hotels: Reviews of Bellagio - Yahoo! Travel", and "Bellagio Hotel - Las Vegas - Bellagio Hotel Reviews - TripAdvisor". On the right side of the page, there are "Sponsored Links" for "Bellagio Hotel Las Vegas" and "Bellagio Las Vegas".

Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#) [Advanced Search](#) [Preferences](#) [Sign in](#)

Web Results 1 - 10 of about 1,830,000 for bellagio las vegas. (0.09 seconds)

Bellagio®, Las Vegas [www.Bellagio.com](#) Online Room Special. Book Now! Official Site Sponsored Link

Bellagio Hotel and Casino, Las Vegas Official site for the **Bellagio** resort hotel on the **Las Vegas** Strip, home of the famous **Fountains of Bellagio**. Make hotel reservations or find out about **Bellagio** ... [www.bellagio.com/ - 7k - Cached - Similar pages](#)
[Enter ENHANCED Version](#) - [www.bellagio.com/pages/frameaset_noflash.asp](#)
[Enter HTML Version](#) - [www.bellagio.com/pages/frameaset_noflash.asp](#)
[ベラージオ ホテル&カジノ ...](#) - [japan.bellagio.com/](#)
[Hotel & Casino Bellagio](#) - [espanol.bellagio.com/](#)
[More results from www.bellagio.com »](#)

Bellagio Hotel and Casino, Las Vegas **Bellagio Las Vegas**. Virtual Tour: Presenting **Bellagio** ... Download the **Bellagio** Brochure - Where beauty meets luxury. (1.3 mb pdf) ... [www.bellagio.com/pages/frameaset_noflash.asp - 2k - Cached - Similar pages](#)

Bellagio, Las Vegas Hotels: Reviews of Bellagio - Yahoo! Travel **Bellagio** Hotel, **Las Vegas**, NV: Find the best deals, reviews, photos, rates, and availability for the **Bellagio** Hotel on Yahoo! Travel. [travel.yahoo.com/p-hotel-378635-bellagio-i - 108k - Cached - Similar pages](#)

Bellagio Hotel - Las Vegas - Bellagio Hotel Reviews - TripAdvisor **Bellagio** Hotel, **Las Vegas**, NV: Find the best deals, reviews, photos, rates, and availability for the **Bellagio** Hotel on TripAdvisor. [tripadvisor.com/hotels/las-vegas/bellagio-hotel - 108k - Cached - Similar pages](#)

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Bellagio Hotel Las Vegas Lowest Rate Guaranteed! **Bellagio** Info from the **Vegas** Hotel Experts. [www.bellagio.com](#)

Bellagio Las Vegas Exclusive Low Rates at the **Bellagio** \$149 Off when you Add Show Tickets. [www.mylasvegasrooms.com](#)

Bellagio Hotel Las Vegas Great rates for **Las Vegas** Hotels Latest discounts & special offers. [www.reserve-hotel.com](#)

Hotels In Las Vegas Find Great Deals & Exclusive ORBITZ Rates at Top Hotels in **Las Vegas**! [www.lasvegas.com](#)

Initial Consideration Set

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Official site for the Bellagio resort hotel on the Las Vegas Strip, home of the famous dancing fountains. Make hotel reservations or find out about Bellagio attractions like the casino, fine art gallery, pools, and shopping.
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- Organic listings 3, 4 and 5
- personalized
- Study of 16 individuals
- Tracked History from a previous session
- Provided listings based both on past clickstream and assumed place in buying funnel

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The iPhone is a multimedia and Internet-enabled mobile phone by Apple, "LD Electronics Officially Announces Apple iPhone For 'Copying' Trade"...

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Apple Inc's Phil Schiller shows John Blackstone the many... - 4min - www.youtube.com/watch?v=yWw7r1TuFk

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apple.com/1-800-MY-APPLE/WebObjects/canadaStore?z=ADSA20000214907 - 65k - Jul 17, 2007 - Cached - Similar pages - Note this

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www.theregister.com/2007/06/29/iphone/canada/TCO04120070427_iphone0317/BN/story/Technology/04k - Jul 17, 2007 - Cached - Similar pages - Note this

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To our dear readers not just the iPhone - You will be getting the iPhone and it will be with Rogers. From an official Rogers rep...
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- Only iPhone May Be Compatible Network - 38 minutes ago
- A single iPhone was powerful enough to cause the problem, and there are 100 to 150... The iPhone is Apple's first foray into the cellular phone business... Washington Post - for more articles
- Embrace the iPhone the right way - CNET - 21 related articles
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The Apple iPhone - Encapsid - 147ipm
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iPhone: Blog, Photos, Videos and more on Technorati
"Angry Bill Gates Fw@rded by iPhone" I can't put the Gene back in the bottle with the iPhone" shouted Gates in a small rant...
technorati.com/tag/iphone - Jul 18, 2007 - Similar pages - Note this

Apple iPhone: iPhone reviews, news and new iPhone videos - CNET.com
The long-awaited Apple iPhone has arrived at AT&T, complete with a version of OS X, push-e-mail, full Internet browsing, a 2-megapixel camera...
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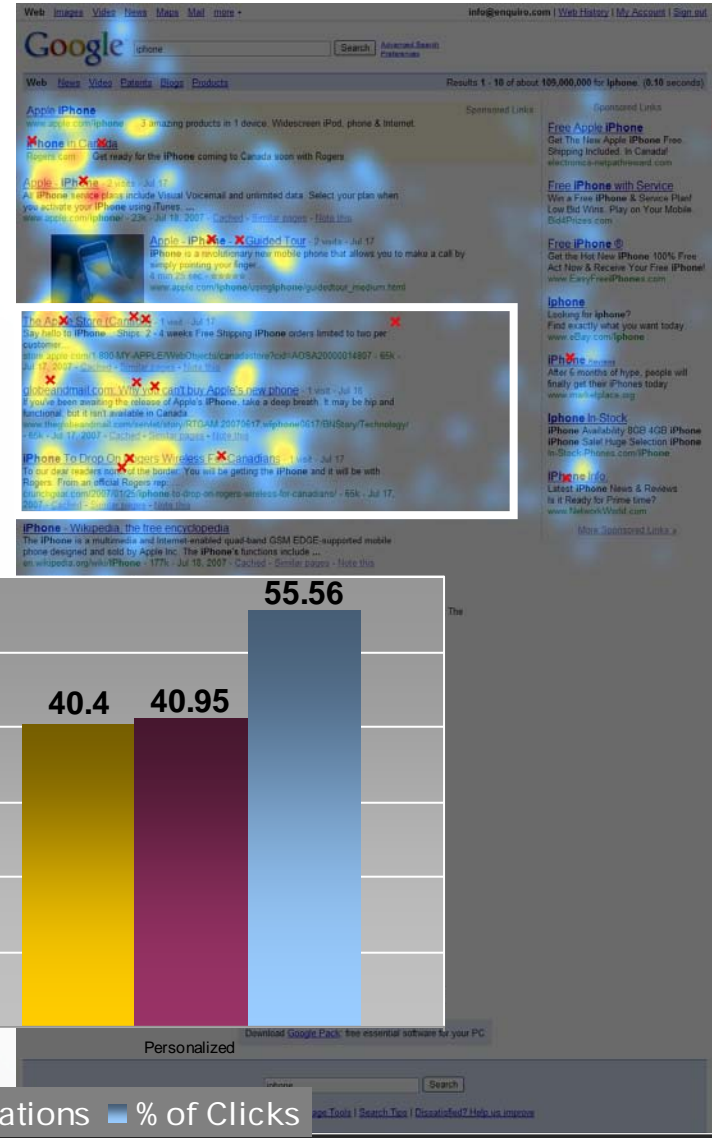
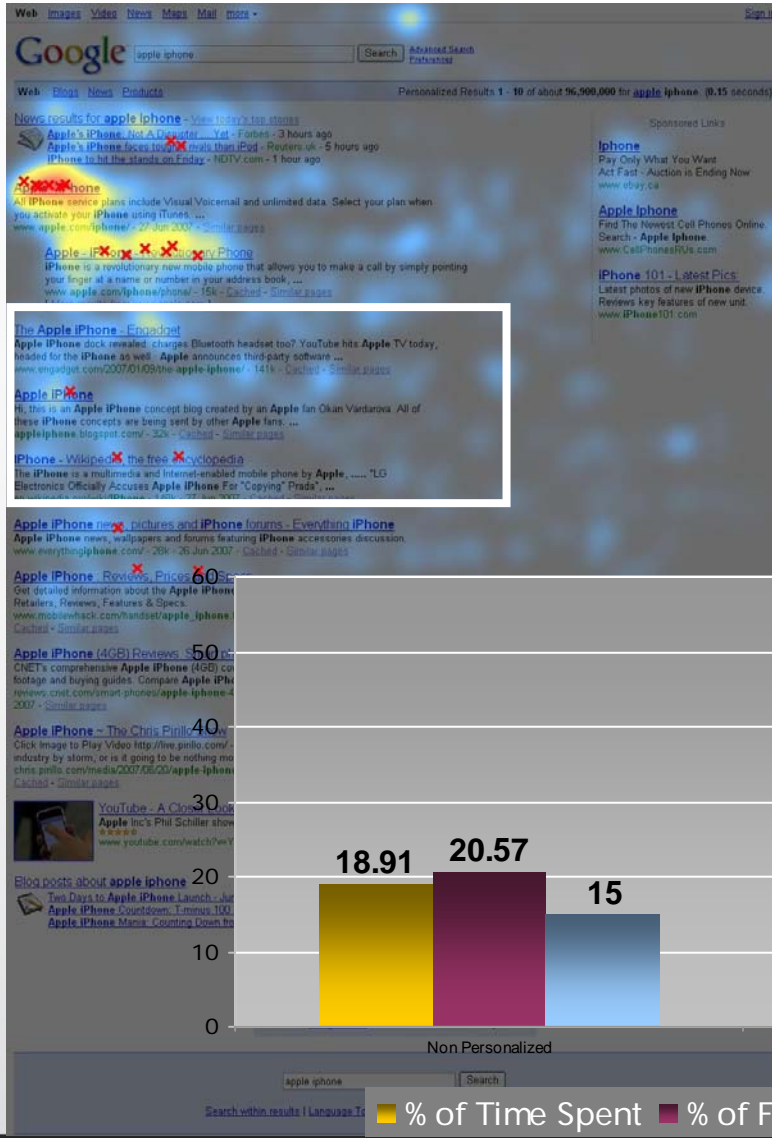
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[CASIO 2 Megapixel Digital Camera with 4x Digital Zoom, Voice ...](#) - \$317.19 - Wholesaler-Depot

2 Megapixel Digital Cameras - Unbiased reviews, prices and advice ...

2 Megapixel Digital Cameras: Reviews, advice and prices from hundreds of online stores - Editors' Summary: Don't be fooled into thinking bigger is always better ...

www.digitalcamera-hq.com/2-megapixel-digital-cameras-ratings.html - 25k - Feb 1, 2005

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Eye Tracking Reveals Consumer Insights



- **Observation:** Brand fixations occurred in the URL and title of the listing; not in the description

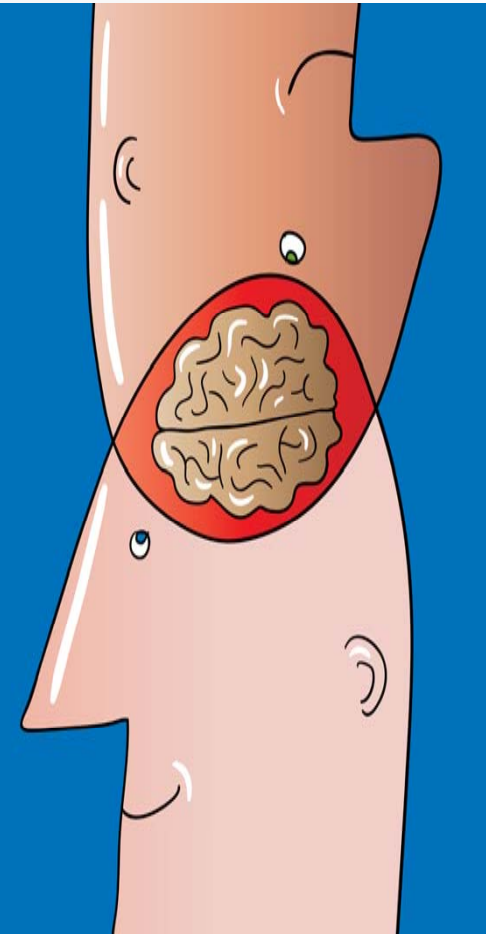
- **Best Practice:** Place your brand in the title, URL, and as close to the start of the description as possible in your sponsored and organic listings



- **Observation:** Subjects with established affinity for the brand spent 25% less time on the Top Sponsored listing, jumping down to the organic listings 73% faster than the non-affinity group

- **Best Practice:** Sponsored listings appear to have a greater opportunity to lift brand affinity among *new customers*; write and target them as such – especially for upper funnel queries

Summary



- Understand Intent
- Get inside your customers mind
- Understand the Importance of the Area of Greatest Promise and the Consideration Set
- Determine whether you're targeting a researcher or a purchaser
- Test Personalized ad copy
- Don't base understanding on just queries
- Test branding messaging
- Personas



Thank you

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