Search engine advertising, also known as search advertising or paid search, is a form of online advertising that aims to promote websites and increase visibility in search engine results pages (SERPs). It involves advertisers bidding on keywords relevant to their products or services and displaying ads when users search for those keywords. There are different types of search engine advertising, including:

Search Text Ads: Search text ads are the most common type of search engine advertising. These ads appear at the top or bottom of search engine results pages, typically marked as "sponsored" or "ad." They consist of a headline, a brief description, and a clickable link to the advertiser's website. The placement and ranking of these ads are determined by a combination of bid amount, ad quality, and relevance to the user's search query.

Shopping Ads: Shopping ads, also known as product listing ads (PLAs), are primarily used by e-commerce businesses to promote specific products in search results. These ads include an image, a title, a price, and the name of the retailer. When users click on a shopping ad, they are directed to a product page on the advertiser's website, facilitating online purchases.

Display Ads: Display ads are visual advertisements that appear on websites across the internet, including search engine partner sites and third-party websites. These ads can include images, graphics, videos, or interactive elements. Display ads can be targeted based on user demographics, interests, and browsing behavior, allowing advertisers to reach a specific audience.

Remarketing Ads: Remarketing ads target users who have previously visited an advertiser's website. When users leave the website without making a purchase or conversion, remarketing ads can be displayed to them as they browse other websites or search on search engines. These ads serve as a reminder or an incentive to revisit the advertiser's website and complete the desired action.

Video Ads: Video ads are short video clips that appear before, during, or after online video content. These ads can be displayed on search engine platforms, video-sharing websites, or within mobile applications. Video ads offer an engaging and immersive way to promote products or services, and advertisers can choose to pay for impressions (CPM) or video views (CPV).

App Install Ads: App install ads are specifically designed for mobile applications. They are displayed on search engine results pages or within mobile apps, encouraging users to download and install a particular app. These ads often include an app preview, a description, ratings, and a direct download link to the app store.

Local Search Ads: Local search ads target users searching for products or services within a specific geographic area. These ads are particularly relevant for businesses with physical locations or those targeting a specific local audience. Local search ads often include details such as business address, phone number, directions, and additional information like reviews or ratings.

Each type of search engine advertising offers unique benefits and targeting options. Advertisers can choose the most suitable type based on their objectives, target audience, and budget to maximize the effectiveness of their advertising campaigns