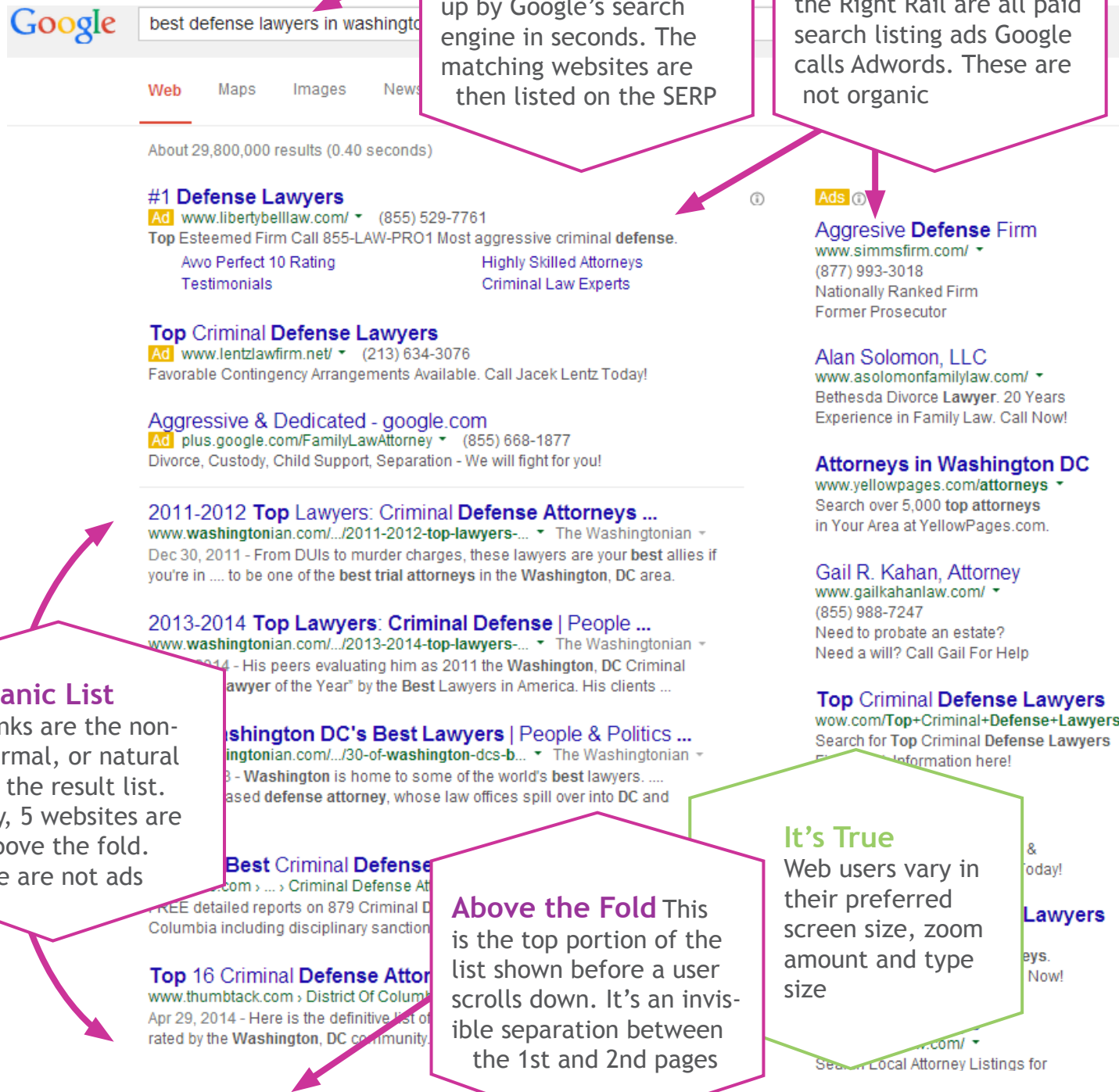


Search Engine Results Page

Anatomy of a SERP

This example shows a search results list based on keyword matching



Search Bar Keywords you type here are looked up by Google's search engine in seconds. The matching websites are then listed on the SERP

AdWords The first 3 items in the Left List and the 8 items on the Right Rail are all paid search listing ads Google calls Adwords. These are not organic

Organic List These links are the non-paid, normal, or natural items in the result list. Typically, 5 websites are listed above the fold. These are not ads

Above the Fold This is the top portion of the list shown before a user scrolls down. It's an invisible separation between the 1st and 2nd pages

It's True Web users vary in their preferred screen size, zoom amount and type size

Search Results:

- Google
- Web Maps Images News
- About 29,800,000 results (0.40 seconds)
- #1 **Defense Lawyers**
 - Ad www.libertybelllaw.com/ (855) 529-7761
 - Top Esteemed Firm Call 855-LAW-PRO1 Most aggressive criminal defense.
 - Awo Perfect 10 Rating
 - Highly Skilled Attorneys
 - Testimonials
 - Criminal Law Experts
- Top Criminal Defense Lawyers**
 - Ad www.lentzlawfirm.net/ (213) 634-3076
 - Favorable Contingency Arrangements Available. Call Jacek Lentz Today!
- Aggressive & Dedicated - google.com
 - Ad plus.google.com/FamilyLawAttorney (855) 668-1877
 - Divorce, Custody, Child Support, Separation - We will fight for you!
- 2011-2012 **Top Lawyers: Criminal Defense Attorneys ...**
 - www.washingtonian.com/.../2011-2012-top-lawyers-... The Washingtonian
 - Dec 30, 2011 - From DUIs to murder charges, these lawyers are your **best** allies if you're in to be one of the **best** trial attorneys in the Washington, DC area.
- 2013-2014 **Top Lawyers: Criminal Defense | People ...**
 - www.washingtonian.com/.../2013-2014-top-lawyers-... The Washingtonian
 - 2014 - His peers evaluating him as 2011 the Washington, DC Criminal lawyer of the Year" by the Best Lawyers in America. His clients ...
- Washington DC's Best Lawyers | People & Politics ...**
 - washingtonian.com/.../30-of-washington-dcs-b-... The Washingtonian
 - 3 - Washington is home to some of the world's **best** lawyers.
 - based defense attorney, whose law offices spill over into DC and
- Best Criminal Defense**
 - www.thumbtack.com > ... > Criminal Defense Att
 - FREE detailed reports on 879 Criminal D
 - Columbia including disciplinary sanction
- Top 16 Criminal Defense Attor**
 - www.thumbtack.com > District Of Colum
 - Apr 29, 2014 - Here is the definitive list of
 - rated by the Washington, DC community.
- Aggressive Defense Firm**
 - Ad www.simmsfirm.com/
 - (877) 993-3018
 - Nationally Ranked Firm
 - Former Prosecutor
- Alan Solomon, LLC**
 - www.asolomonfamilylaw.com/
 - Bethesda Divorce Lawyer. 20 Years
 - Experience in Family Law. Call Now!
- Attorneys in Washington DC**
 - www.yellowpages.com/attorneys
 - Search over 5,000 top attorneys
 - in Your Area at YellowPages.com.
- Gail R. Kahan, Attorney**
 - www.gaikahanlaw.com/
 - (855) 988-7247
 - Need to probate an estate?
 - Need a will? Call Gail For Help
- Top Criminal Defense Lawyers**
 - www.com/Top+Criminal+Defense+Lawyers
 - Search for Top Criminal Defense Lawyers
 - Information here!
- Lawyers**
 - &
 - today!
 - Now!
- Search Local Attorney Listings for

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