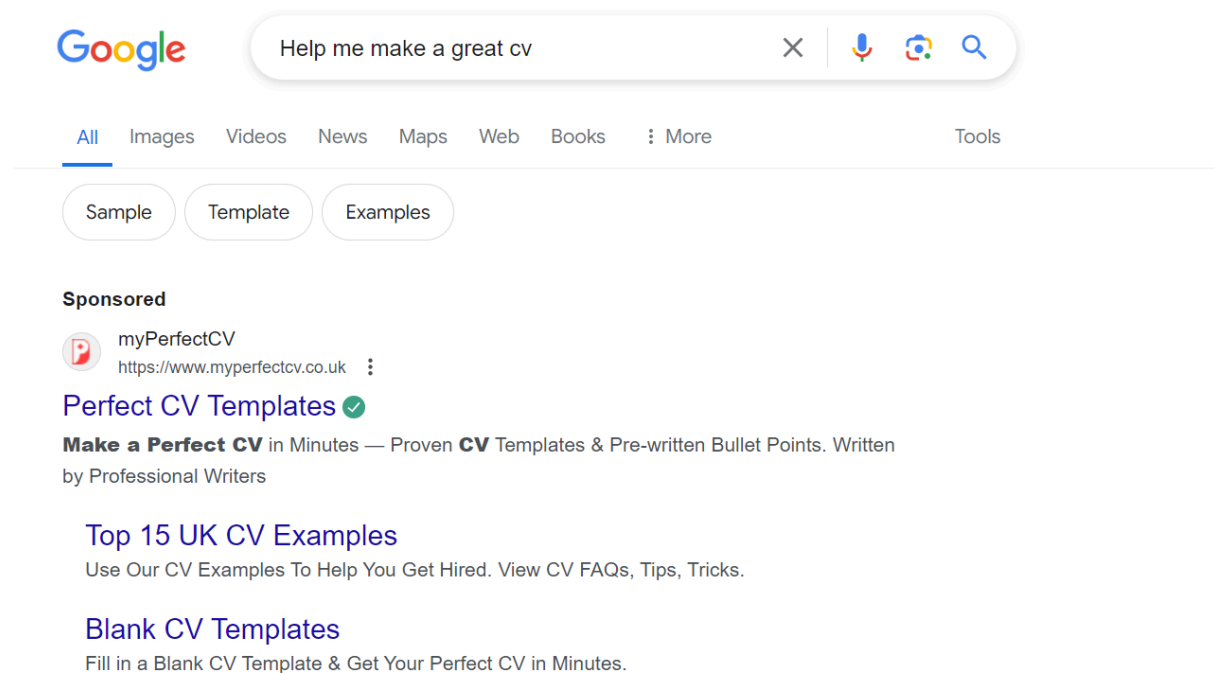


Go find examples of each of the following:

- Businesses Getting Active Attention
- Businesses Getting Passive Attention
- Businesses Increasing Desire
- Businesses Increasing Belief in an Idea
- Businesses Increasing Trust

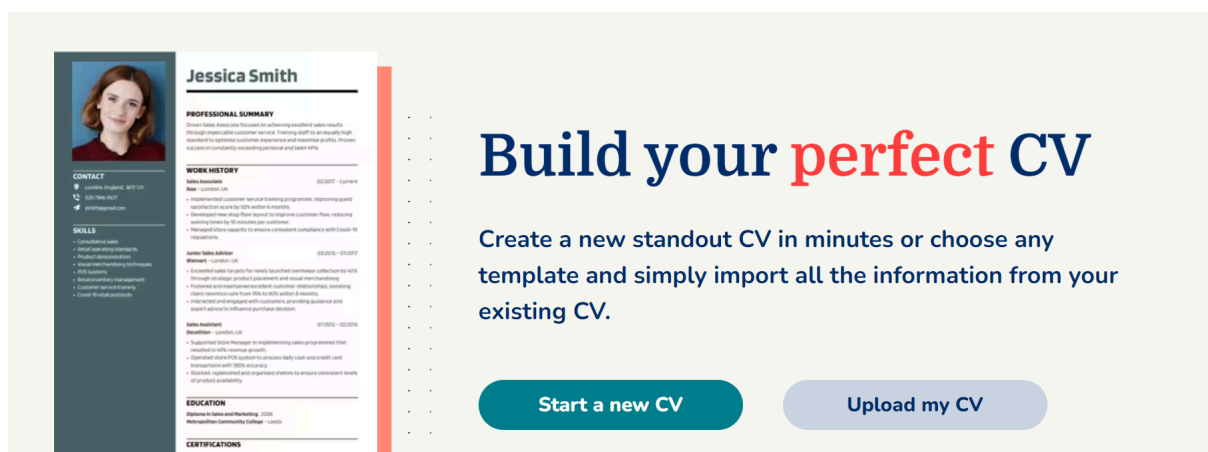
Business Getting Active Attention



The screenshot shows a Google search interface. The search bar contains the text "Help me make a great cv". Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Maps", "Web", "Books", and "More". The "All" tab is selected. Below the tabs, there are three buttons: "Sample", "Template", and "Examples". The "Template" button is highlighted. Below the buttons, there is a "Sponsored" section. The first sponsored result is for "myPerfectCV" with the URL "https://www.mypertectcv.co.uk". Below this, there is a link to "Perfect CV Templates" with a green checkmark. Below the link, there is a description: "Make a Perfect CV in Minutes — Proven CV Templates & Pre-written Bullet Points. Written by Professional Writers". Below the description, there are two more links: "Top 15 UK CV Examples" and "Blank CV Templates".

myperfectCV

CALL US: 0808 189 0676 MY ACCOUNT



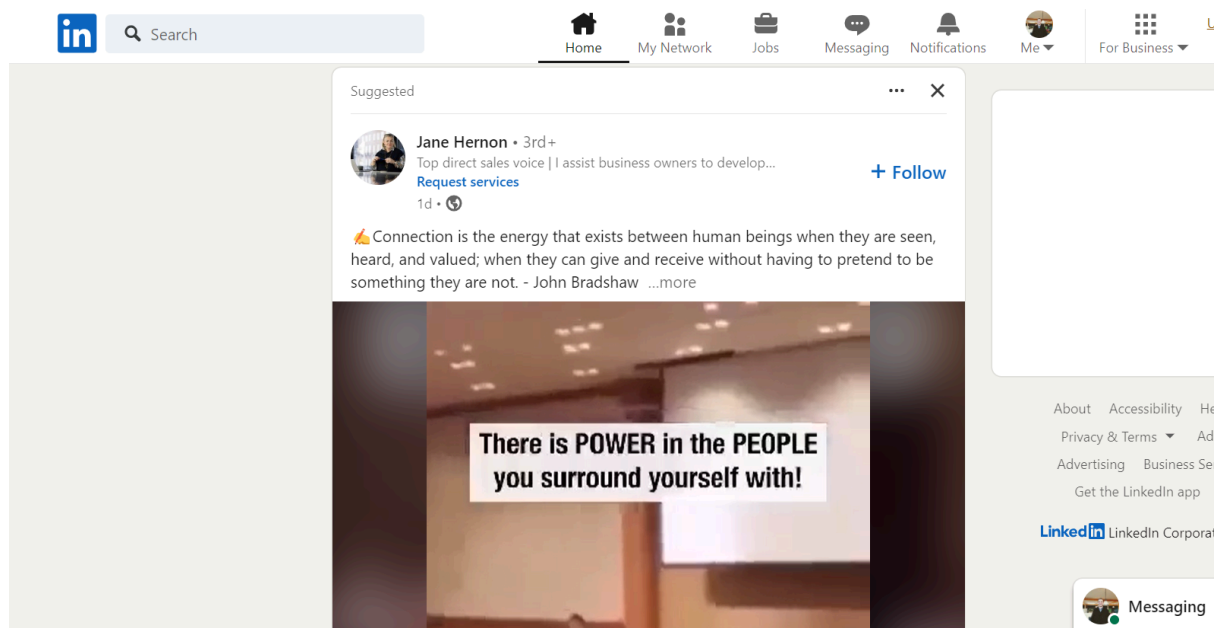
The screenshot shows the myperfectCV website. On the left, there is a sample CV for Jessica Smith. The CV includes a profile picture, contact information, a professional summary, work history, skills, education, and certifications. On the right, there is a large heading "Build your perfect CV" and a subheading "Create a new standout CV in minutes or choose any template and simply import all the information from your existing CV." Below the subheading, there are two buttons: "Start a new CV" and "Upload my CV".

Explanation

This business immediately grabbed my intention as it was **top** of the **search results** displayed on google after typing in my **consumer desire**. The headline and key wording of the search result is very **clear** and **simple** leaving no room for doubt that CV templates are available and support from a 'Professional CV Writer' will be provided.

Once on the website, the home page is aesthetically pleasing and has a very clear call to action '**Upload my CV**' which will also act as a **lead funnel** for the business.


Businesses Getting Passive Attention



Explanation


A **sponsored advertisement** interrupted my flow while scrolling on LinkedIn. The business was then able to **snap me out** of scrolling and **diverted** my attention to them by using a provoking **video** which includes a **bold** and in your face **caption/quote**.

Businesses Increasing Desire

How do i get a great body

[All](#) [Images](#) [Videos](#) [News](#) [Books](#) [Web](#) [Maps](#) [More](#) [Tools](#)

Sponsored

**Muscle Booster**
<https://www.muscle-booster.io>

30 Day Workout Challenge - Fat Burn Workouts For Men

Personalized training for your goals. **Perfect** for beginners to pros.


People also search for


[how to have a perfect body shape for female](#)[how to get a perfect body shape for girl witho](#)[how to get a perfect body shape for girl at home](#)[how to get perfect body shape for skinny girl](#)[how to have a perfect body shape for male](#)[how to get perfect body shape at home](#)[how to get the perfect body in 1 week](#)[how to get a nice body shape fast](#)


Step 5/30


GOALS


What motivates you to exercise?

 Improving health

 Boosting immune system

 Looking better

 Building strength and endurance

 Boosting libido

CONTINUE

Step 17/30

FITNESS LEVEL

Your fitness level is

intermediate

70

total score

EXCELLENT RESULT!

You will get a personalized workout plan designed to challenge and enhance your strength, endurance, and overall performance.

CONSISTENCY

Score: 20/30

STRENGTH

Score: 20/30

ENDURANCE


Score: 30/30


CONTINUE


Step 30/30

PERSONAL DETAILS

Enter your email to get your personalized **Muscle Gain** plan!

 |

 65 MILLION USERS HAVE CHOSEN US

 We respect your privacy. Your email can make the advertising experience more relevant. [Privacy Policy](#)

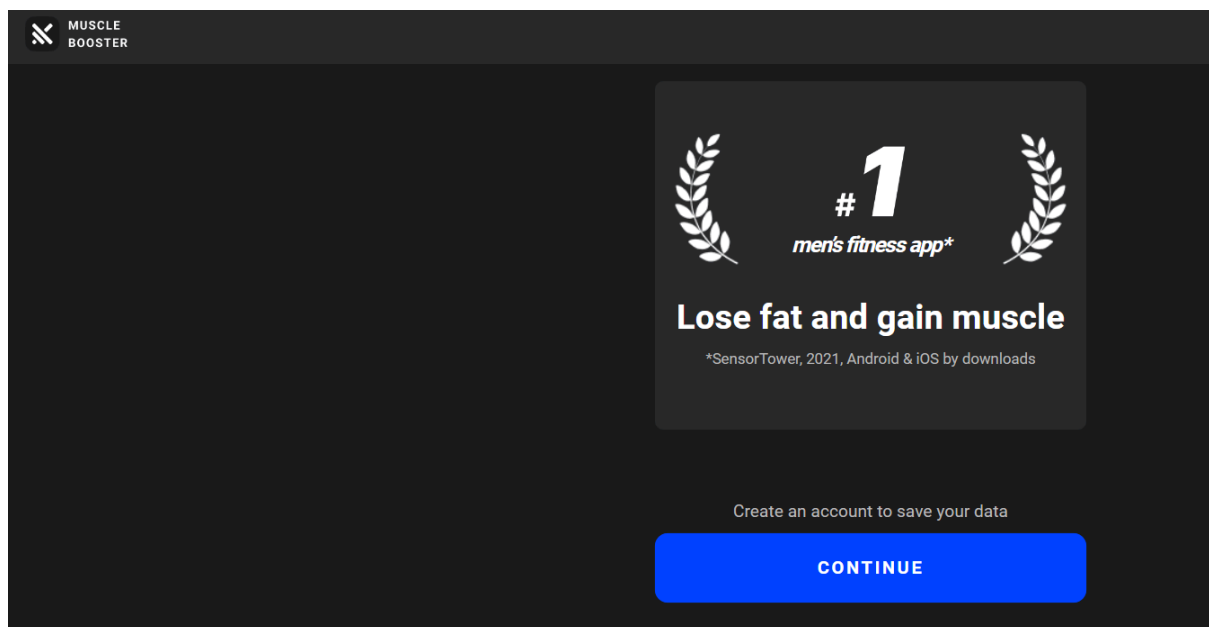
CONTINUE

Explanation

After googling the search term ‘**How do I get a great body?**’ a very common goal of the fitness target market, I came across a fitness service business offering workout plans. They immediately increased desire by including the term ‘**30 day workout challenge**’ which acts as a very **appealing time frame** and allowed me to visualise a sense of **accomplishment** as my future self completes this challenge.

Shortly after clicking into the website, I am then presented with a series of **quiz format** questions which remind me of my motivations and desires of wanting this goal. The questions served as a combination of **amplifying pain and desire** by getting the user to answer truthfully about their **current situation** and its relative distance from the **ideal state**.

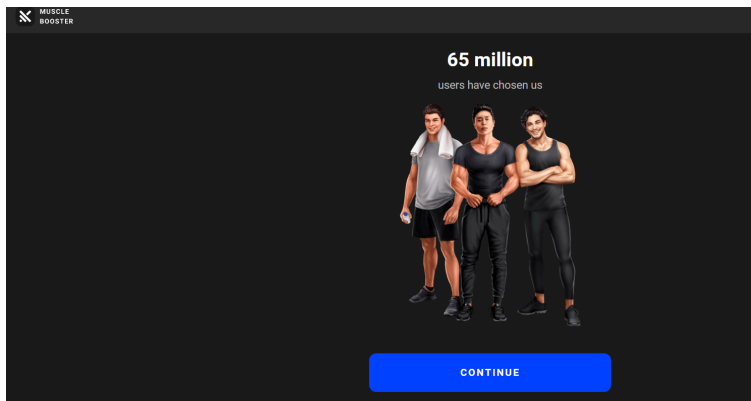
Businesses Increasing Belief in an Idea



Explanation

At certain points along the quiz, recommendations for popular fitness apps are used. **Belief** in the idea is established ‘**Surely a #1 fitness app works right?**’

Businesses Increasing Trust



Explanation

More **trust** is then built by referencing '**65 million**' **users** who have chosen us. An example of **light social proof**.

Final Note.

Although a top sponsored advertisement following a google search result, 'Muscle Boosters' web page definitely lacked some key marketing elements that would improve their site further. For example they **didn't have a testimonials page** or real life images of human users making improvements to their body.