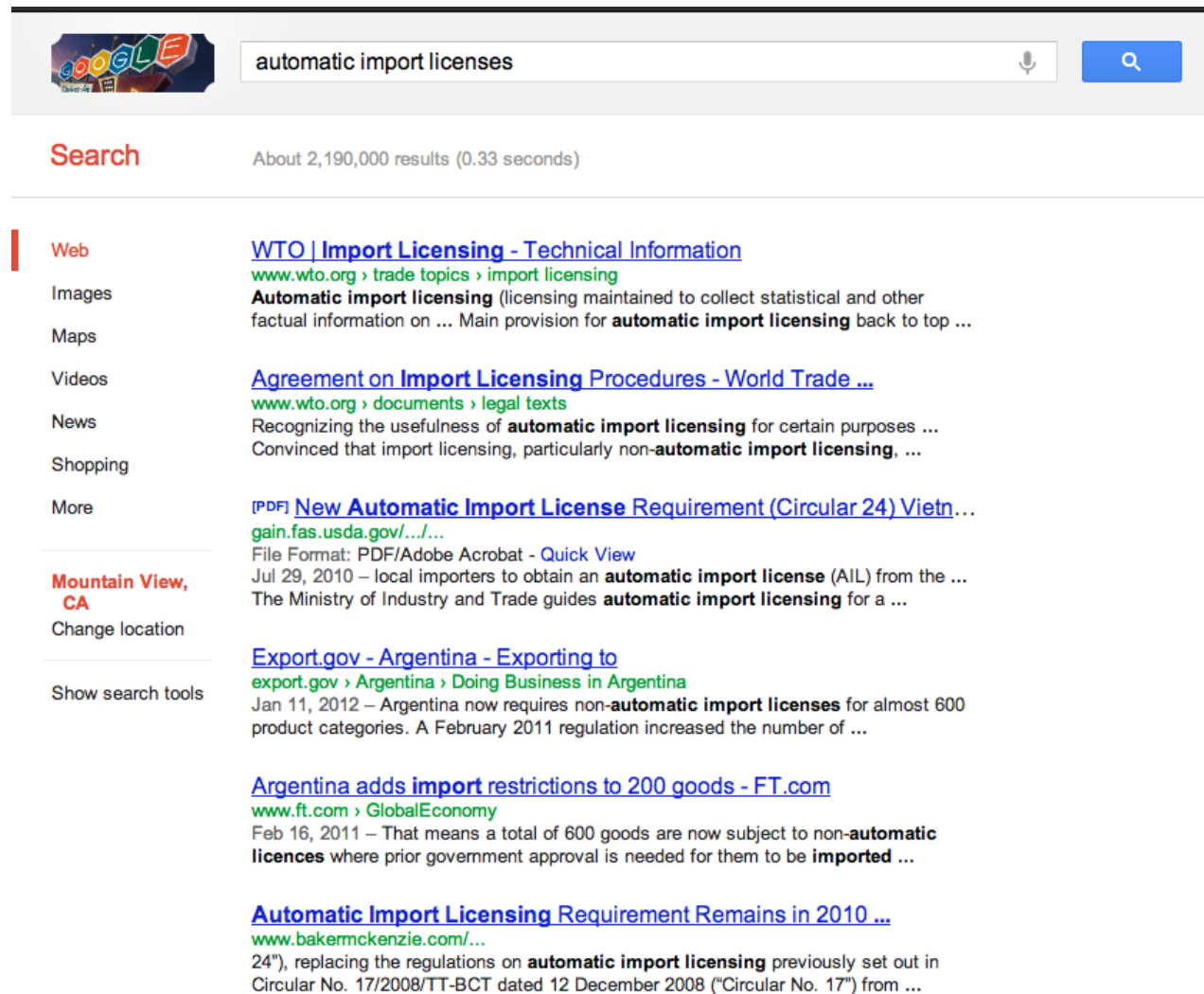


# Lesson 2.4: Reading the SERP

- SERP — Search Engine Results Page



The screenshot shows a Google search interface. At the top, the Google logo is on the left, and a search bar contains the text "automatic import licenses". To the right of the search bar is a microphone icon and a blue search button with a magnifying glass. Below the search bar, the word "Search" is written in red, followed by the text "About 2,190,000 results (0.33 seconds)".

On the left side, there is a vertical navigation menu with the following items: "Web" (highlighted with a red bar), "Images", "Maps", "Videos", "News", "Shopping", "More", "Mountain View, CA", "Change location", and "Show search tools".

The main content area displays several search results:

- Web**
  - [WTO | Import Licensing - Technical Information](#)  
[www.wto.org](#) > [trade topics](#) > [import licensing](#)  
**Automatic import licensing** (licensing maintained to collect statistical and other factual information on ... Main provision for **automatic import licensing** back to top ...
  - [Agreement on Import Licensing Procedures - World Trade ...](#)  
[www.wto.org](#) > [documents](#) > [legal texts](#)  
Recognizing the usefulness of **automatic import licensing** for certain purposes ...  
Convinced that import licensing, particularly non-**automatic import licensing**, ...
  - [PDF] [New Automatic Import License Requirement \(Circular 24\) Vietn...](#)  
[gain.fas.usda.gov/.../...](#)  
File Format: PDF/Adobe Acrobat - [Quick View](#)  
Jul 29, 2010 – local importers to obtain an **automatic import license** (AIL) from the ...  
The Ministry of Industry and Trade guides **automatic import licensing** for a ...
  - [Export.gov - Argentina - Exporting to](#)  
[export.gov](#) > [Argentina](#) > [Doing Business in Argentina](#)  
Jan 11, 2012 – Argentina now requires non-**automatic import licenses** for almost 600 product categories. A February 2011 regulation increased the number of ...
  - [Argentina adds import restrictions to 200 goods - FT.com](#)  
[www.ft.com](#) > [GlobalEconomy](#)  
Feb 16, 2011 – That means a total of 600 goods are now subject to non-**automatic licences** where prior government approval is needed for them to be **imported** ...
  - [Automatic Import Licensing Requirement Remains in 2010 ...](#)  
[www.bakermckenzie.com/...](#)  
24"), replacing the regulations on **automatic import licensing** previously set out in Circular No. 17/2008/TT-BCT dated 12 December 2008 ("Circular No. 17") from ...

# Reading a single result

- A single result has many parts to it

[Joint Statement on Argentina's Import Restricting Policies and ...](#)

[www.ustr.gov/.../joint-statement-argentinas-import-restricting-polic](http://www.ustr.gov/.../joint-statement-argentinas-import-restricting-polic)

Since 2008, **Argentina** has greatly expanded the list of products subject to non-automatic import licensing requirements. Currently, an **import license** is required ...

Title

URL

Snippet  
(Abstract)

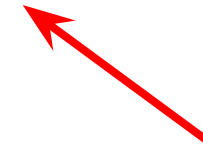
# Reading a single result

## [World Trade Organization - Home page](#)

[www.wto.org/](http://www.wto.org/)

The **World Trade Organization (WTO)** deals with the global rules of trade between nations. Its main function is to ensure that trade flows smoothly, predictably ...

↳ [WTO | What is the WTO? - WTO membership - About WTO - Statistics Database](#)



Links into site