# Google: Making Sure You're Looking at Organic Search Results

Google has been getting sneaky. Have you noticed when you do a search the results that appear do not visually distinguish (much, if at all) the difference between a paid ad (related to your query) and actual organic (real) search results?

As a "user" I find this annoying. When I'm searching for "smoky eyes" I don't want ads to buy the eye shadow – I just want to know how to do it. So, I automatically figure I need to skip the first few results – but how many? Like I said, they don't look any different than the organic search results.

I confess, this tip is actually pretty self-serving…as someone who also relies for 100% of their business on word-of-mouth (thank *you!*) and SEO (Search Engine Results) I work very hard at staying at the top of the Google results lists. I really (really!) don't want someone who is searching for "onsite computer training Toronto" to click on an ad – thinking THAT is the first company Google found…when actually CTC is the first (organically) company they found.

These are the results I see.
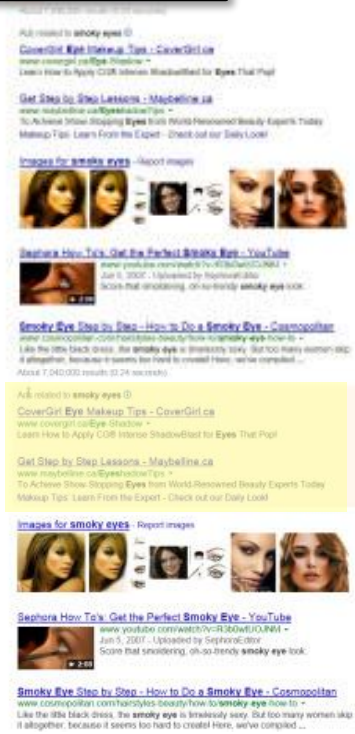
But like I said…I'm also a user and I want to see the difference whenever I do a search. What to do?

Simply alter your computer monitor's CONTRAST settings.

This is done via your hardware (the actual monitor) – there are buttons on the front of your monitor (usually) that allow you into the hardware menu. Mine is shown here.

Altering my Contrast from 100% to 82% did the trick.