

ABSTRACT

The present application provides a keyword presentation method and apparatus. The method includes: receiving a presentation request for a search page, wherein the presentation request carries target location information; acquiring a keyword having search popularity meeting a first condition in a first region matching the target location information as a first keyword; and
5 presenting the first keyword in the search page. The present application may use the keyword having the search popularity meeting the first condition in the first region matching the target location information as the first keyword, and present the first keyword in the search page. In this way, different keywords may be presented to a user on the basis of different target locations, thus
10 realizing personalized keyword presentation, enhancing accuracy of keyword presentation, and further improving search experience of the user.