



Session: 8

Search Engine Marketing

Objectives



SEO

- ◆ Describe Search Engine Marketing (SEM)
- ◆ Compare types of search engine marketing
- ◆ Explain Google affiliate programs
- ◆ Compare Google AdWords and AdSense
- ◆ Explain search engine marketing strategies

SEM:

- ◆ Is a process of improving a Web site's *visibility* in search engine results
- ◆ Covers two broad areas:
 - ◆ Gaining traffic through free search engine optimization (SEO) efforts
 - ◆ Gaining traffic through paid search engine advertising



Difference between SEO and SEM 1-2

SEO

- ◆ Search Engine Optimization (SEO)
 - ◆ Modifies the Web site content and design so as to improve its visibility in search engine results and attract more visitors to the Web site.
- ◆ Search Engine Marketing (SEM)
 - ◆ Is a medium for marketing products and services offered by a Web site, on the Internet.



Important:

SEM does not help improve the search engine rankings of a Web site.

Difference between SEO and SEM 2-2

SEO

SEO

There is no charge to the Web site owner when a user clicks the Web site.

It requires technical expertise with understanding the combination of keywords and placement of content.

The Webmasters cannot specify how visible the Web site should be in search results.

SEM

Web site owner incurs a charge for each click by users on an advertisement displayed alongside search engine results to view a Web site.

It does not require technical knowledge.

The Webmasters have complete control.

Understanding SEM 1-2

SEO

- ◆ Goal of SEM is to drive prospective visitors and turn them to customers

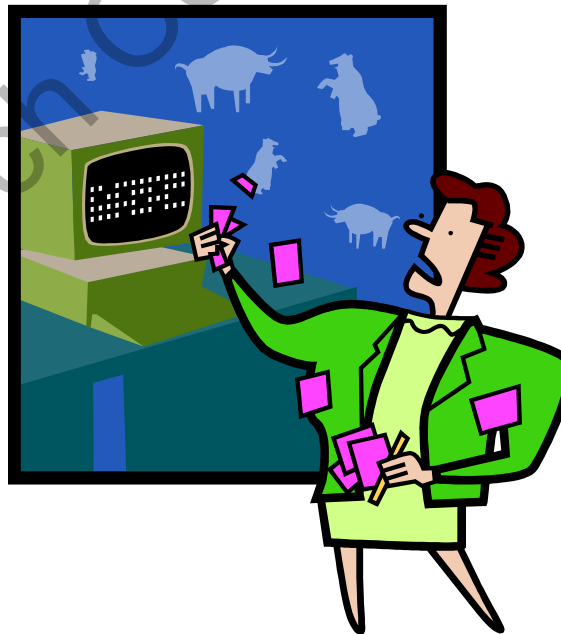


- ◆ Effective SEM campaigning can:
 - ◆ Support the Web site in accomplishing high rankings on the search results page
 - ◆ Help towards increasing traffic to an Internet site
 - ◆ Maximize Return On Investment (ROI)
 - ◆ Make use of newest advertising strategies for Web site updates

Need for SEM

SEO

- ◆ SEM is a mix of various online marketing strategies that help to increase the exposure of the Web site on the Web.
- ◆ To compete with rival organizations and elevate the Web site's visibility, SEM tactics are required.
- ◆ To be considered competitive and to expose the business to potential customers via search engines.



Types of SEM 1-2

SEO

Two types of SEM

- Organic Search Engine Marketing: SEO
- Paid Search Engine Marketing: PPC



Types of SEM 2-2

SEO

- ◆ The figure shows Organic Search and PPC.

The screenshot displays a Google search interface for the query "Aptech+Training". The search bar shows the query and a "Search" button. Below the search bar, it indicates "About 2,000,000 results" and provides links to "Advanced search" and "Pay-Per-Click (PPC)".

On the left side, there is a sidebar with navigation options: "Everything", "Images", "Videos", "News", and "More". Below this, there is a section titled "The web" with links to "Pages from India" and "More search tools".

The main search results are divided into two sections:

- Organic Search:** This section is located on the left and contains several search results. The top result is "PMP Training in Mumbai | AptechLearningServices.com", which includes details about weekend and Monday-Friday batches, 35 PDUs, mock tests, and post-training support. Below this is a result for "Aptech Training Solutions: Training to drive organizational ...", which describes customized training services for IT, soft skills, and sales. Further down, there are links to "ICSI Home", "ICSI FAQ'S", "Contact us", "Soft skills | IT", "About Aptech", and "Careers". The bottom result is "Aptech Computer Education: Pioneer in IT education | Home", which mentions IT courses for engineers, 12th pass students, college students, graduates, and working people.
- Pay-Per-Click (PPC):** This section is located on the right and contains three sponsored links. The first is "PMP Training 100% Online", which is PMI Approved for 35 Contact Hour Pass at your First Try. The second is "PMI-PMP Mumbai", which offers the best training with 20 full-length exams and a 99% success rate. The third is "Be Microsoft Certified", which promotes secure job certification and current promotions.

Arrows indicate the flow of information: an arrow points from the "Pay-Per-Click (PPC)" label to the sponsored links section, and another arrow points from the "Organic Search" label to the organic search results section.

Organic Search Engine Marketing-SEO



It consists of getting the Web site to rank higher in the organic or non-sponsored results using various SEO techniques.

Best Practices:

Create a Sitemap ✓

Product high quality content ✓

Maintain keyword density ✓

Include internal links ✓

Paid Search Engine Marketing-PPC 1-3



SEO

It gives the opportunity to buy search engine placement of a Web site by bidding on different keywords or keyword phrases.

Also known as Pay-Per-Ranking, Cost-Per-Click, Pay-Per-Placement, or Pay-Per-Position.

Targets specific audience reaching up to 85% of all Internet users in a cost effective and immediate way.

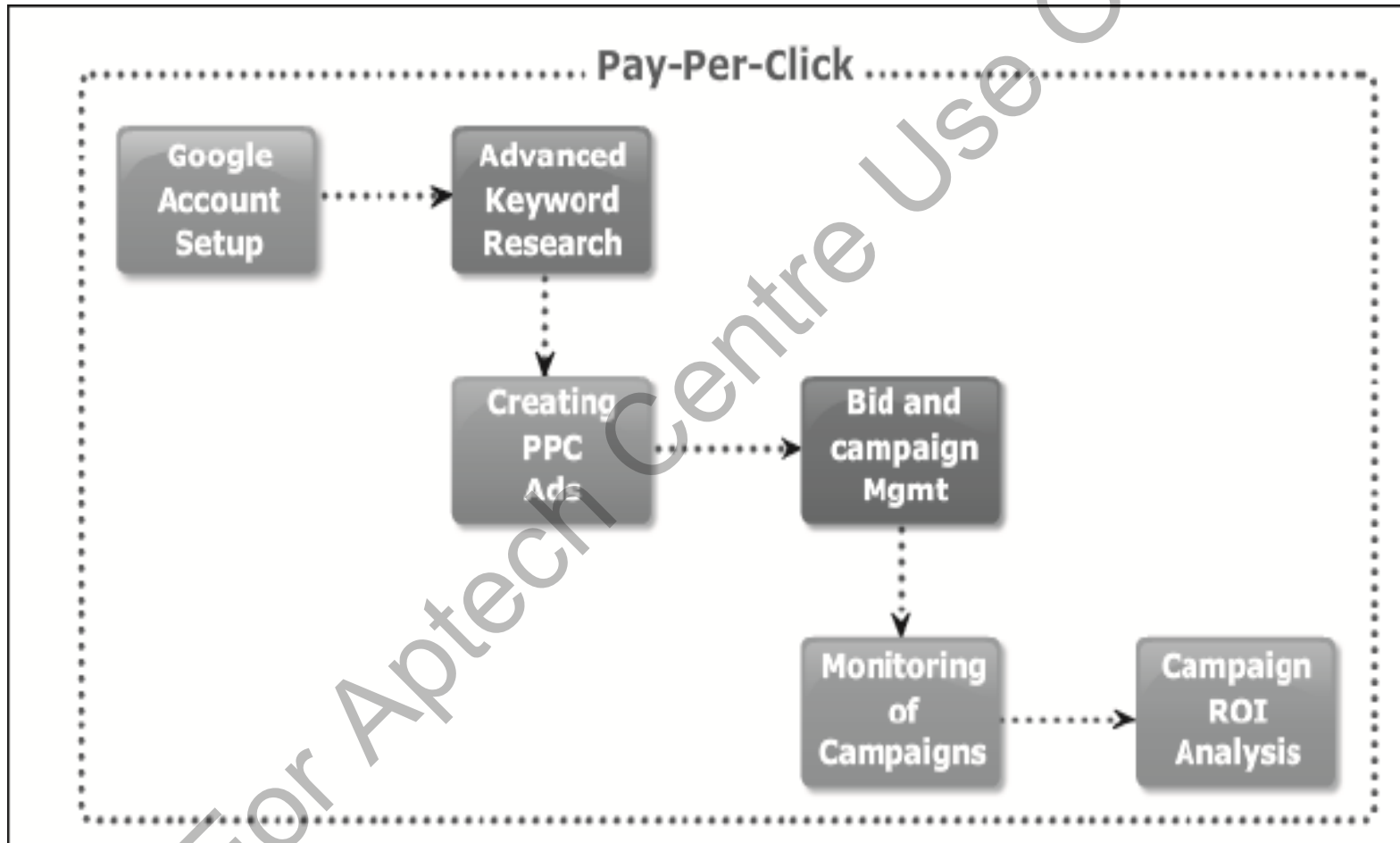
Tracks the effectiveness of the marketing campaign.

Two types of Paid Marketing

- Users pay a fee for an actual search engine placement of their Web site, and sometimes, they also pay per-click fee.
- This means, more the payment, the higher is the page rank results.
- It involves bidding on relevant keywords or phrases that appear in the text ads.

Paid Search Engine Marketing-PPC 3-3

SEO



Comparison between SEO and PPC

SEO



SEO

◆ Google AdWords:

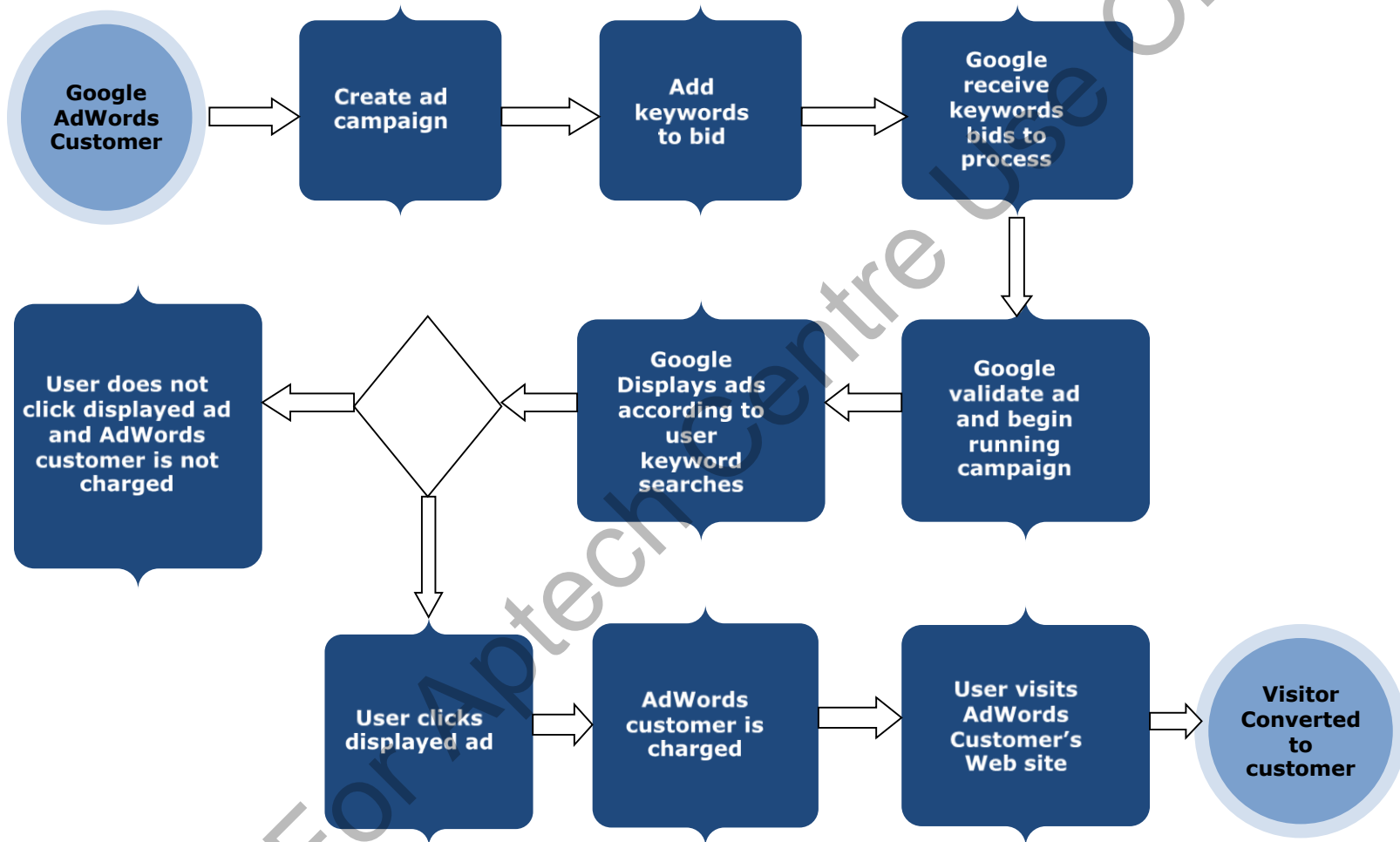
- ◆ Is a useful SEO tool.
- ◆ Assists in marketing products or services as a sponsored link through the Google Search Engine.
- ◆ This is a type of PPC marketing.
- ◆ AdWords ads are displayed in the side column of a search page, under 'Sponsored links'.



Google AdWords 2-2

SEO

- The figure displays Google AdWords process flow.



Advantages of Google AdWords

SEO

Ads reach out to people as they search and browse.

Controlled budget-Users can specify the budget for the advertising and decide how much or little they want to spend per month.

Monitor ad response-Google AdWords enables users to view statistical reports about their ad performance.

◆ New App Ads

- ◆ Google is working on introducing a new mobile app promotion feature to be built into AdWords and Google Display Network.
- ◆ It would help display ads for mobile apps on search result pages and YouTube.
- ◆ These mobile app ads will allow Internet users to download the apps by clicking the ad instead of going to the app's landing page.



◆ Measuring In-store Transactions for Offline Conversions

- ◆ Google is working on building a set of tools to track the in-store activities along with online transactions and club them to study user behavior.
- ◆ The tools will be able to convert this data and provide Webmasters suggestions on optimizing their Web site content.

Upcoming Features of Google AdWords 3-3

SEO

◆ Tools for Efficiency and Scale

- ◆ Google is developing new tools that will help in bulk management of advertising campaigns.
- ◆ Webmasters will be able to view customized analysis reports.

◆ AdWords Express for Small Business

- ◆ It is used by small businesses who do not want to spend a lot on advertising strategies.



Affiliate Programs 1-2

SEO

An affiliate program works through a network of Web site owners, known as affiliates.

The Web site owner, who pays affiliates for sending traffic to their site, is known as merchant or advertiser.

Affiliate programs work to generate traffic and refer it to the merchant's Web site.

The online merchant Web site pays commission to the affiliate Web sites for the service.

Affiliate Programs 2-2

SEO

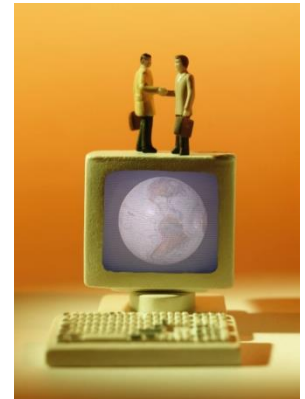
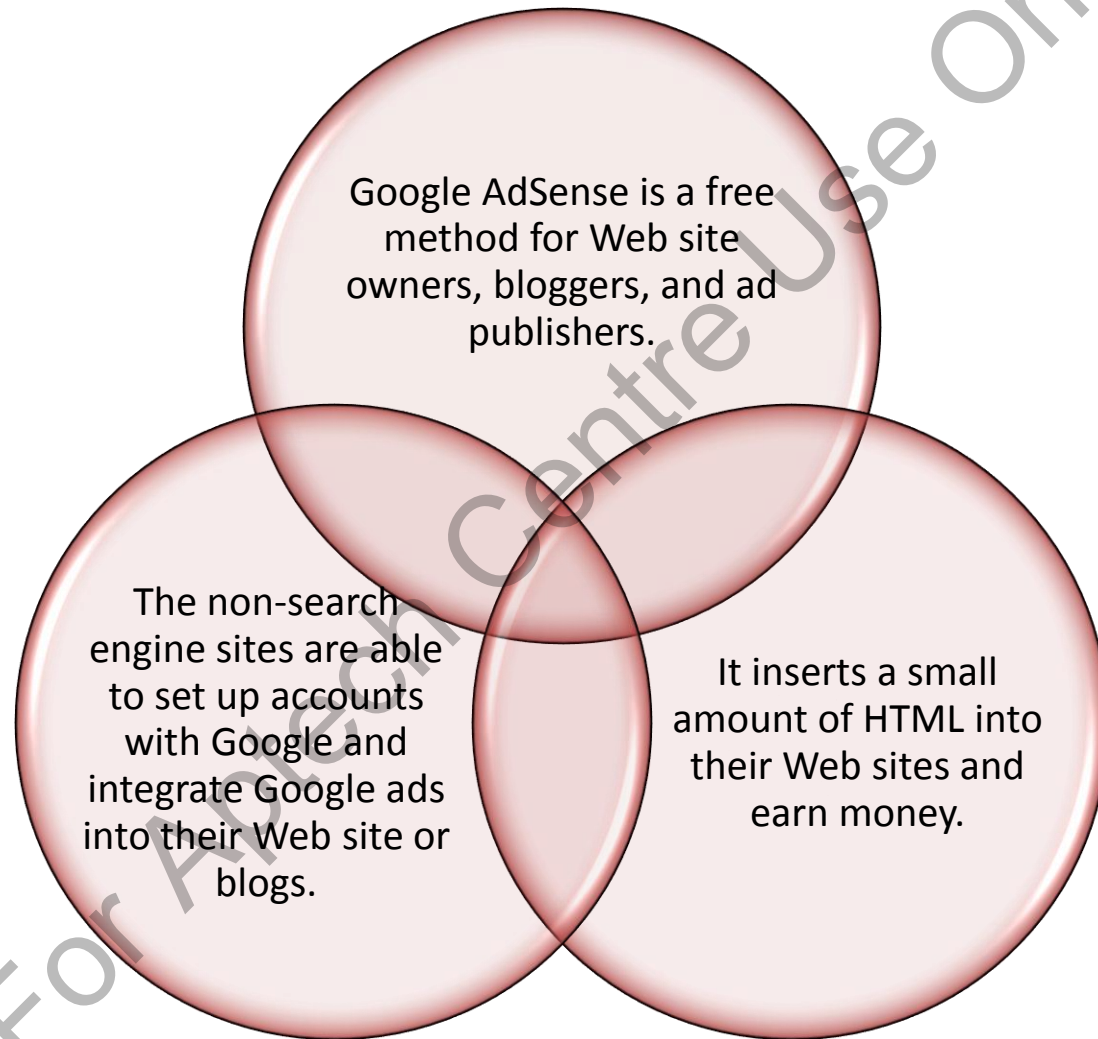


PPC Affiliate Programs

SEO

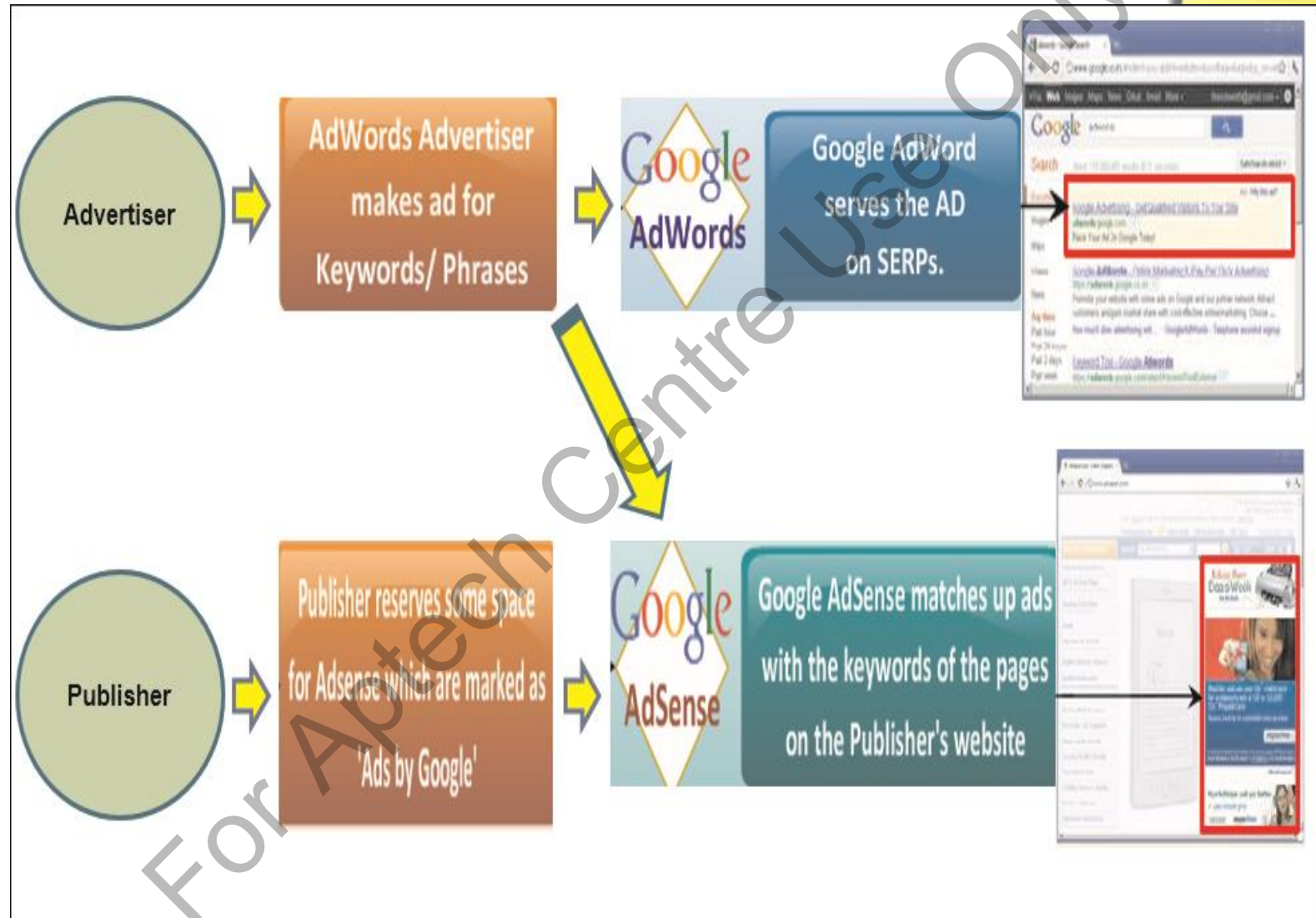
- ◆ An online affiliate tool that enables Web site publishers to earn money by displaying ads on their Web sites.
- ◆ Used by two kinds of people on Internet: one is the advertiser and the other is the publisher.
- ◆ The basic requirements that must be fulfilled before a publisher can join PPC Affiliate Programs are as follows:
 - ◆ A computer that connects to the Internet
 - ◆ An e-mail address
 - ◆ One Web site or blog related to the area of interest (niche/keyword) except any pornographic, drugs related, hate-related, violent, or illegal content
 - ◆ Some spare time - Invest some time and effort to earn online through PPC program





Google AdSense Process Flow

SEO



Advantages of Google AdSense

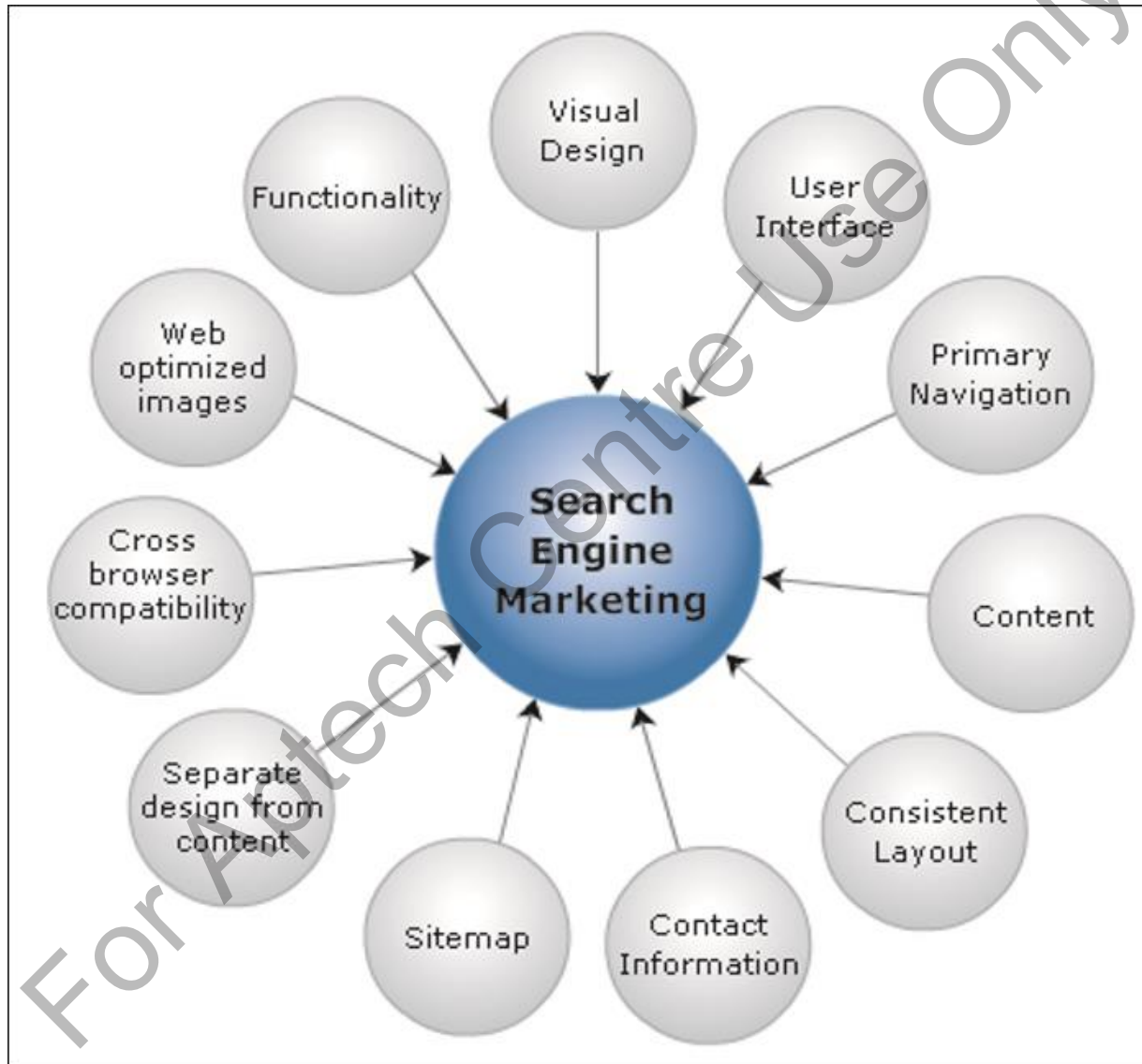
SEO

- ◆ Allows customizing ads in various sizes and formats such that they are relevant to the users.
- ◆ Provides the option to block certain categories of ads or specific advertisers.
- ◆ Provides help center support, online learning tools, and recommendations on how to grow the business.
- ◆ Does away with the need to maintain advertiser relationships as it provides integrated advertiser support.
- ◆ Provides personalized reports to assess and analyze ad performance.
- ◆ Integrates seamlessly for Publishers and Google Analytics.



Key Elements of Search Engine Marketing

SEO



How to Develop a SEM Plan



Summary



SEO

- ◆ SEM is the process of improving a Web site's visibility in search engine rankings.
- ◆ The goal of SEM is to drive prospective visitors and turn them to customers.
- ◆ There are two types of SEM to reach and attract more customers, Organic (Search Engine Optimization), and Paid (Pay-Per-Click).
- ◆ Pay-per-click marketing is a marketing method that gives the opportunity to buy search engine placement of a Web site by bidding on different keywords or keyword phrases.
- ◆ Affiliate programs work to generate traffic and refer it to the merchant's Web site.
- ◆ The difference between Google AdWords and Google AdSense is that the Web publishers pay Google to place AdWords on Google's system, while Google pays to the Web publishers to put AdSense on their site.
- ◆ An effective SEM strategy with all the key elements is crucial for successful marketing of the Web site.