REPORT: SEARCH ENGINE MARKETING

Sushmitha Madiraju – SXM210176

Nekitha Ramachandran - NXR210013

Dantuluri Namratha Varma – NXD210032

The University of Texas at Dallas

Web Analytics- MIS 6344.001

Maru, Vatsal

SEARCH ENGINE MARKETING

INTRODUCTION

Search Engine Marketing- also known as SEM, is one of the most effective ways to grow a business and reach new customers. While it's critical you employ organic strategies to attract traffic over the long term, sometimes, you can't properly compete on the SERPs without putting money behind it, and that's where SEM comes into play.

Search Engine Marketing is the most efficient way to increase business in a competitive marketplace. With millions of businesses out there vying for the same eyeballs, Search engine marketing has become the most effective way to promote products and businesses. Search Engine Marketing can be defined as the process of optimizing ad content and websites to guarantee specified keywords are included on the search engine result page. Keywords can be phrases and not just single words.

SEM relies on certain keywords that are bound in such a way that, if a person searches any word, the ad will be listed on the SERP. It is a powerful and real-time method to have your ad pop up for a person looking for exactly that item or service. No other form of advertising is so focused or immediate. Keywords can be phrases and not just single words. When managing an online (SEM) campaign countless factors contribute to the campaign's success and consequent business growth.

Most SEM's efforts are done in the "campaigns", there is a budget and want to promote a specific product or service within a particular website. The beginning step of the campaign starts with searching the keywords.

Let us consider an example of how keywords are used to find the content –

If a retailer sells books online, the keywords that are related to books include:

• To purchase books online

• Used books to buy online

• Latest books to read

• Personalized books

• Book club books

• Baby books

• Children's books online

• Picture book

To ensure you're able to use SEM to properly advertise your products or services on the SERPs, some of the best SEM tools cultivated are Ad Tracking Software, SEMrush, Google Trends, and Keyword tools. Io, Google Ads Keyword Planner, and WordStream.

SEM Strategies:

SEM strategy comes down to optimizing paid search ads with a specific goal in mind. To create a good strategy, you must understand how paid ads platforms works and effectively manage variables that affect performance such as keywords, budget, and copy.

Some of the strategies to adapt to the paid ad's success can be:

1. Keyword Intent
2. Keyword Volume
3. Keyword Cost

1. **Keyword Intent:** The strategy starts with choosing the right keywords, pay per click or PPC is an online advertising model where advertisers run ads on a platform such as Google Ads and pay a fee every time someone clicks on it. That means researching to determine what keywords to bid on or, in other words, what queries you want your ad to show up for.

2. **Keyword Volume (CPC):** If no one's searching for target keywords, the results from the ads cannot be displayed. At the same time, keywords with high volume attract more competition. When doing keyword research, look for keywords with relevant high-volume and low-competition keywords.

3. **Keyword cost:** Usually, the Ad Placements determine the bid we specify for the keyword. The Highly competitive keywords can be expensive. Google displays the Quality scores for the given Ads. Higher bids and Higher quality scores win the placement.

Once you have selected your strategy there are many other things you will need to know to successfully run a marketing campaign online

SEM METHODS

Cost-Per-Click: Also abbreviated as CPC is the amount paid per click or when a visitor visits a particular site. For instance, in a PPC campaign, your ad can be displayed to hundreds of them, but if only one of them clicks on it, you will pay for that click.

Click-Through Rate: Click-through Rate is a measure of how many people click on an advertisement. Click Rate (CR) is the percentage of viewers who clicked on that ad.

Transaction Conversion Rate: The percentage of website visitors out of all website visitors who achieve a particular is known as the conversion rate. Simply dividing the number of conversions by the total number of ad interactions that can be linked to a conversion within the same time yields the conversion rate.

Landing Page: The section of a website accessed by clicking a hyperlink on another web page, typically the website's home page. A lot of people, especially when they are starting into SEM, make the mistake of setting their homepage as their landing page. You want your landing page to be as relevant to the ad as possible, for example, if you are advertising "tacos" then send your visitors, to the taco section of your site.

Geo-Targeting: displaying the ads to people in a specific geographical area is Geo-Targeting. For example, if you are advertising snowboards, you will want to geotarget your ads to cities or regions that have snow or skiing areas/resorts.

Device Targeting: With device targeting, we can decide on which device the ad should be displayed, whether on mobile, personal tablet, or desktop. For example, if you are advertising an Android app, only people on Android phones get the ad, as you don't want to waste your hard-earned ad dollars on people having iPhones as they won't be able to install your app.

Audience Targeting: Targeting a specific group of people who share similar interests and therefore will have similar purchasing habits. Let us consider the same snowboard example, we might only display ads to people who have expressed an interest in snow boots.

Ad Scheduling: Ad Scheduling is a process of deciding the times and days the ads can be displayed. Depending on the audience's online searching and purchasing habits we can determine the best time/day to show the ads and make sure the ad is displayed during business hours. We can run a campaign and invite visitors at a specific time by Ad Scheduling.

Re-marketing: Refers to displaying ads only to people who have visited a particular website. To be precise, Remarketing displays ads only to people who made a specific action within the site. For example: placing something into their shopping cart on the website and not completing the process to check out the page.