



SEARCH ENGINE MARKETING

Harshaka Hettiarachchi

Search Engines

are among the popular online destination of internet users

Search Engines

are among the major sources of discovering & researching products or services

Why SEM?

Majority of visitors to websites find their way using

Search Engines

If an organization couldn't appear on the first page of **search engine** results, its potential business will get significantly affected

BUSINESS IMPLICATIONS OF SE

- Use to know specific **product manufacturer** or **service provider**
- Use for informational queries **after seeing an advertisement** elsewhere
- Use to find the **best price**
- Use for informational queries prior to making **purchase (online or offline)**
- Use to find **where they can purchase a product or service**
- Use for finding **coupons, specials, sales** etc.

Platform?

Google's

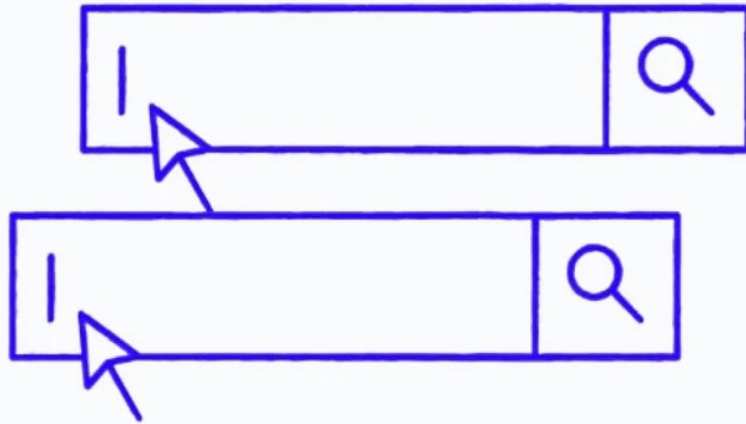
Search Engine Dominance



As of June 2023
Figures represent market share across all platforms, including desktop, mobile, and tablet.
Source: Similarweb (2023)

OBERLO

How Many Google Searches Are Conducted per Day?



Google
processes over

8.5 BILLION

searches per day.

(Internet Live Stats, 2022)

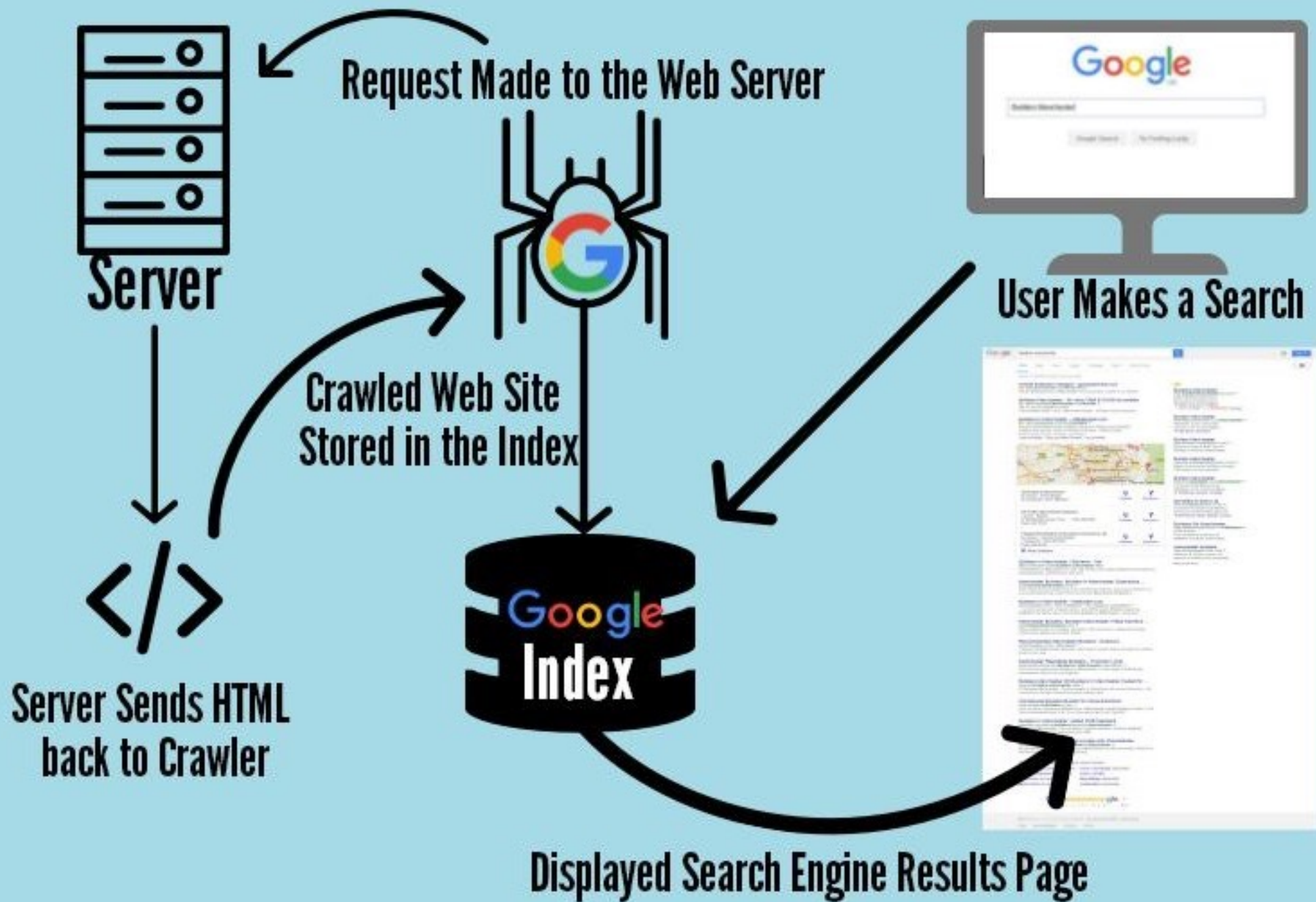
How SE Works?

Which one of the following two statements do you think it is closer to truth?

A. When a user submits a query to a SE, the SE starts searching the web to identify that could answer the specific query.

OR

B. When a new page / document is added on the web, (submitted to a SE) a SE analyses it and extracts information to use it if a relevant query will come up.



IMPORTANT COMPONENTS IN SE

- **Crawler**

To find information on the hundreds of millions of web pages that exist. Also known as “Spider” or “Bot”.



- **Indexer**

The component to categorize and filter the pages based on the content.

- **Search Interface**

The interface with which the user can access the search engine.



Google Search

I'm Feeling Lucky

Google offered in: [கிண்டி தமிழ்](#)

Sri Lanka

buy a laptop in singapore



All

Maps

Images

News

Videos

More

Settings

Tools

About 1,360,000 results (0.53 seconds)

Built-To-Order PCs And Laptops - Direct From Leading Brands

Ad www.techdirect.asia/laptops/dell ▼

Online Tech Support. Browse Full And Current Range Or Request For Quotation

48 Hour Delivery · Powerful Functionality · Online Support Or Call Us · Genuine Parts

📍 [Loyang Way #07-10](#) - Open today · 9:00 AM – 6:00 PM ▼

Laptop, Notebook, Ultrabook, Gaming Laptop, Toshiba Laptop ...

www.harveynorman.com.sg/computers-tablets-and-gaming/computers/laptops/ ▼

Get a powerful computer in a portable package with a laptop, notebook, or ultrabook. Shop online now for top quality brands like Toshiba, Acer and more.

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Buy Laptops Online | Latest models | Lazada.sg - Lazada Singapore

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2305 items - Select a wide range of laptops and notebook computers from Acer, Dell, Apple, Asus and more | Free Delivery with 14 Days Free Returns | Shop now!



the disney movie where the teenager basebal

Web Videos Images News More ▾

About 482,000 results (1.13 seconds)

Eddie's Million Dollar Cook-Off - Wikiped
en.wikipedia.org/wiki/Eddie's_Million_Dollar_Cook-Off
Eddie's Million Dollar **Cook-Off** is a 2003 **Disney** Chann
baseball, but in his spare time, **he** watches The Food N
class as well until **he** sees the **home economics** class
of the **baseball** finals and the day of the **cook-off** are the

Eddie's Million Dollar Cook-Off (TV Movie
www.imdb.com/title/tt0365149/ ▾
Eddie **loves baseball**. ... But will **he** strike **out** with them
oven mitt. ... **Stars:** Maggie Lawson, Jim Abele, Daniel C
arranges and 'accidental' registration for him and two frie
for one, loved the **movie** and will buy it for my **Disney** cc

Eddie's Million Dollar Cook-Off - Disney (
disneychannel.wikia.com/wiki/Eddie's_Million_Dollar_Cook-Off
Eddie's Million Dollar **Cook-Off** is a 2003 **Disney** Chann
Ogden is a junior high school **baseball player** for the Gr
want to **join the class** as well until **he** sees the **home ec**
turns **out**, the day of the **baseball** finals and the day of tl

List of Good Luck Charlie episodes - Go
goodluckcharlie.wikia.com/wiki/List_of_Good_Luck_Ch
Good Luck Charlie is an American sitcom that originally
Teddy to sneak him **out** of the nursing home. When they
learns that Uncle Mel **loves baseball** a little too much w
PJ tries to make a dress for Charlie for a **Home EC clas**

Most Popular Movies for kids - TV.com ▾



the disney movie where the teenager basek

Web Images Videos Maps News M

192,000 RESULTS Narrow by language ▾ Narro

Disney Movies
movies.disney.com ▾
Watch the brand new trailer from **Disney**-Pixar's Inside Out
all-star ... At Home **Disney Movies** Anywhere **Disney Mov**

List of Good Luck Charlie episodes - Wikip
en.wikipedia.org/wiki/List_of_Good_Luck_Charlie_episodes
... she learns that **he loves baseball**. **He** convinces ... PJ tr
for a **Home EC class**. ... **Disney** Channel renewed **Good L**
Series overview · Episode list

Local listings, news, recaps, photos, clips ar
www.msn.com/en-us/tv ▾
msn back to **msn home** entertainment. ... 'Game of Throne
out to avoid 'disaster' ... Remains found in wood stove in c

The "What Was the Name of That Movie?"
forums.whirlpool.net.au > **Movies** > Discussion ▾
Does anyone know **the name of a movie** that involves a b
name of the movie I'm ... and **finds out** he was the one w

The "What was the name of that movie?"
forums.whirlpool.net.au > **Movies** > Discussion ▾
He finds his sister when she is ... New **teenager**/early twer
staying up plenty of nights trying to figure this **movie out**. c

List of A.N.T. Farm episodes - Wikipedia, tl
en.wikipedia.org/wiki/List_of_ANT_Farm_episodes ▾
He eventually **finds out** what is ... Zoltan Crundy discover



the disney movie where the teenager bas

Web
Images
Video
News
Local
Answers
Maps
More

Anytime
Past day
Past week
Past month

The Web
Pages from
Canada

Disney Movies
movies.disney.com **Cached**
Watch the brand new trailer from **Disney**-Pixar's Ir
all-star ... At Home **Disney Movies** Anywhere **Dis**
Club ...

List of Good Luck Charlie episodes - Wik
en.wikipedia.org/wiki/List_of_Good_Luck_Ch
... she learns that **he loves baseball**. **He** convince
for a **Home EC class**. ... **Disney** Channel renewed

The Disney Movie Where The Teenage
Ec - Video Results



More **The Disney Movie Where The Teenager B**

Local listings, news, recaps, photos, clips
www.msn.com/en-us/tv **Cached**
msn back to **msn home** entertainment. ... 'Game o
out to avoid 'disaster' ... Remains found in wood s

The "What Was the Name of That Movie
...
forums.whirlpool.net.au > **Movies** > Discussion
I'm trying to **find out** the name of a **movie** I used t
found **out**, it is deep **star** six. ... a kid **finds** a black

The "What was the name of that movie?" ▾

SEM METHODS

- Search Engine Optimization (SEO)
- Search Engine Advertising (SEA)



search query



Ad · 







Ad · 
























Paid Results

Organic Results

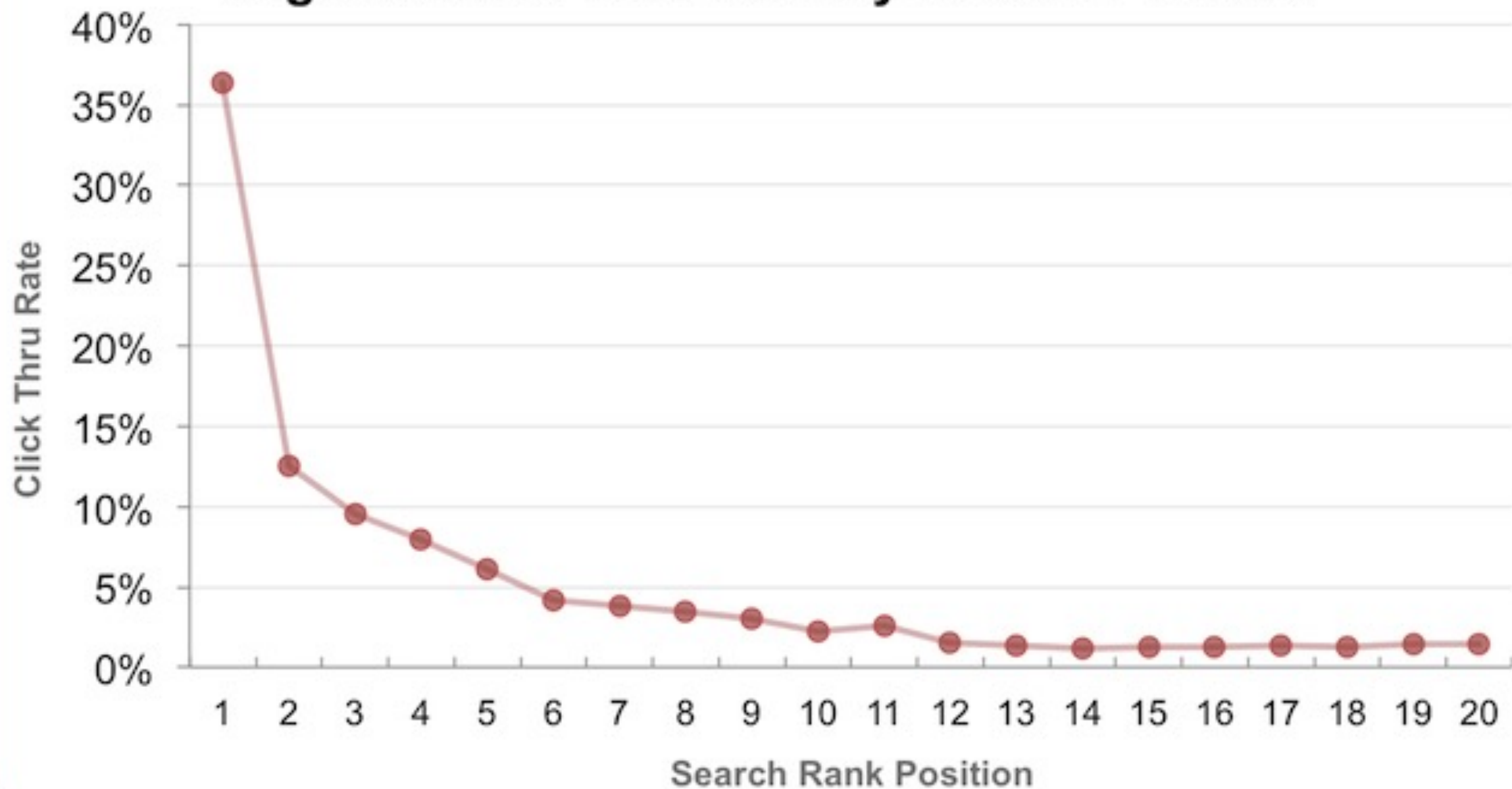
SEO or SEA

What is the most effective?

SEARCH ENGINE OPTIMIZATION

- SEO is a process of improving the **position** of a website on search engines through **natural** or **organic** search results
- Takes Time
- Ongoing and Iterative Process
- Use White Hat Techniques
- Avoid Black Hat Techniques

Organic Click Thru Rate by Search Position



ORGANIC CLICK THROUGH RATE

 <input type="text" value="something"/> <input type="button" value="Search"/> Advanced Search Feedback		% of Clicks	% Time Spent
Web Results 1 - 10 of about 1,050,000,000 for something [definition] (0.60 seconds)			
Something Something www.something.com/ - 1k - Cached - Similar pages		56.36	28.43
"Enches took my soy milk..." October 21, 2006 New comic below - more en route today (dunno when), also, Claire (Abbey) will be at On-Cam in Houston this weekend! ... www.somethingpositive.net/ - 15k - Cached - Similar pages		13.45	25.08
Do Something Home Encourages young people to create their own vision for making a difference in their community and provides them with the resources and support needed. www.do-something.org/ - 17k - Cached - Similar pages		9.82	14.72
Something fishy.org Eating Disorders - Anorexia, Bulimia, Binge Eating Disorder, Compulsive Overeating, Eating Disorders definitions, signs and symptoms, physical dangers, ... www.somethingfishy.org/ - 36k - Cached - Similar pages		4.00	8.70
gordonmclean.co.uk I felt really good as we started the run and pushed myself pretty hard, something noticed by the jog coach who, as we were walking back to the centre to do ... www.gordonmclean.co.uk/ - 67k - Cached - Similar pages		4.73	6.02
Something - Wikipedia, the free encyclopedia "Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American charts ... en.wikipedia.org/wiki/Something - 52k - Cached - Similar pages		3.27	4.01
Something - Wikipedia, the free encyclopedia "Something" was the first song written by George Harrison to appear on the ... Initially based on a James Taylor song entitled "Something in the Way She ... en.wikipedia.org/wiki/Something_(song) - 52k - Cached - Similar pages		0.36	3.01
Something Weird Video Specializing in exploitation and exploitation films from the 30's through the 70's on VHS and DVD. www.somethingweird.com/ - 8k - Cached - Similar pages		2.91	3.68
Something Corporate, Official Site Official site. Band profile, multimedia, tour dates, merchandise, and mailing list. www.somethingcorporate.com/ - 9k - Cached - Similar pages		1.45	3.01
GameScene: Something Fishy Become the biggest fish in the sea by eating other fish. gamearena.com/Something_Fishy.html - 3k - Cached - Similar pages		2.55	2.34



Google Web Images Groups Maps News Books Scholar Earth Weather Finance

Web

Results 1 - 10 of about 676,000 for "digital camera" cheapest (0.36 seconds)

Sponsored Link

Sponsored Links

Cameras in Stock
Free Shipping
www.CamSaver.com

Cheaper Prices at Carfax
Find the best prices and deals.
Compare products, shops and reviews
www.Carfax.com

Digital Cameras - Save
Save on Cameras, Accessories & More
Find the Lowest Price - Smarter.com
www.smarter.com

Free Digital Cameras
Canon, Kodak, Nikon cameras free!
Free w/ offer signup. 18+ only.
www.freegiftworld.com

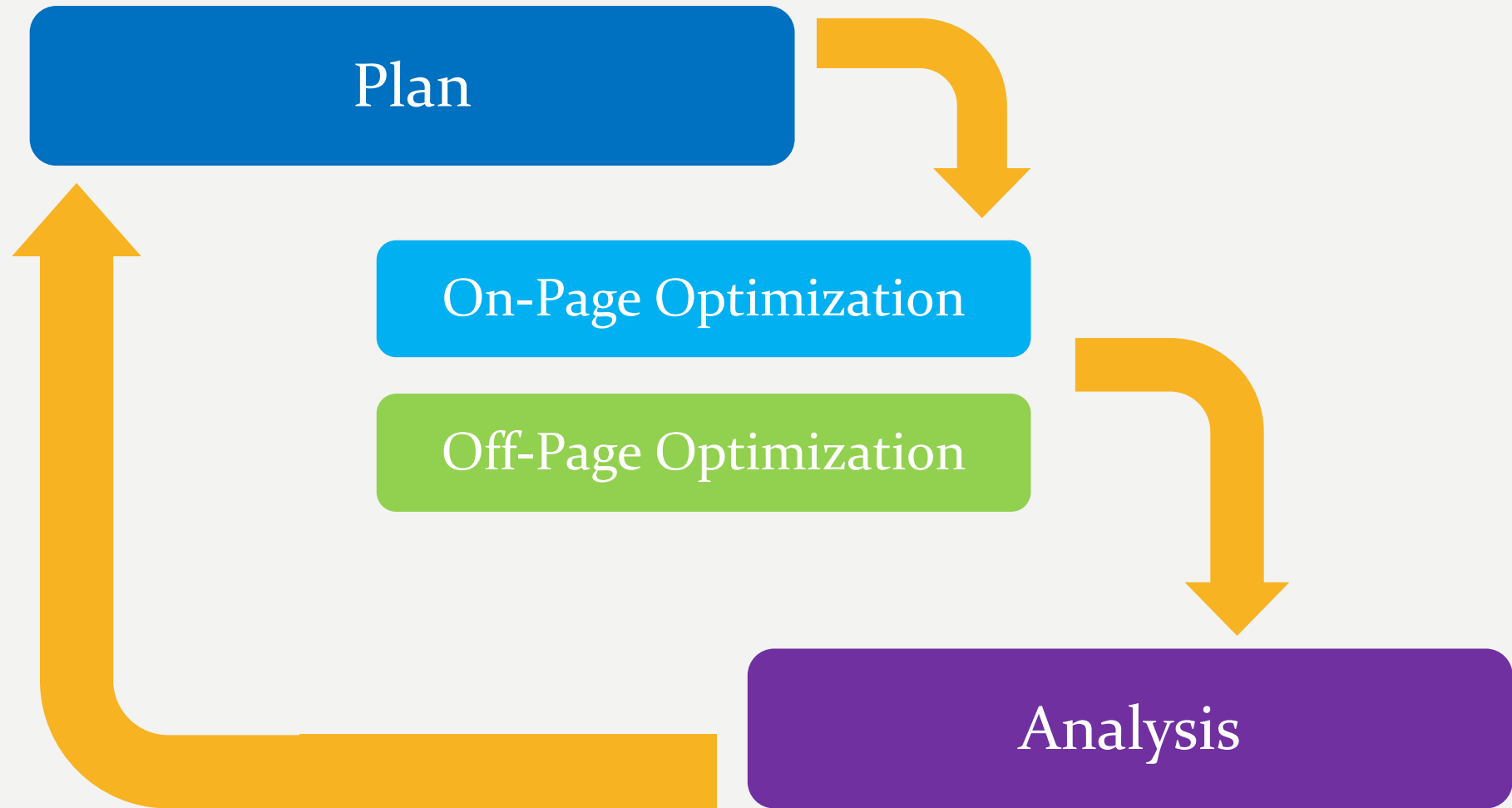
Digital Cameras
Compare Prices on Digital Cameras
Read Reviews & Shop at Pricegrabber
www.pricegrabber.com

Yakumo Digital Camera - Cheapest digital cameras
... panasonic left ... yakumo uk ... cheapest panasonic b20 cameras yakumo ...
... mega im ... camera yakumo uk cheapest sd memory ...
... digital camera ... 124901 ... yakumo.html - 300 - Feb 16, 2005 -
[More ...]

Free Digital Cameras and Accessories
... email service combined with discount prices on all photographic & digital camera
equipment. Our prices are among the cheapest that you will find on ...
www.intelcameras.co.uk - 34k - Feb 15, 2005 -

Cheapest Digital Cameras and the ...

SEO PROCESS





What should we do to improve SEO?

SEARCH OPTIMIZATION

➤ On-site Optimization

- Anything that is optimized within the website itself
- Mainly the site content and site technical organization

➤ Off-site Optimization

- Actions taken outside of own website to impact rankings within search engine results
- Mainly obtaining back-links

KEYWORD RESEARCH PROCESS

Business Analysis



Brainstorming to get keywords



Use keyword research tools



Pick the best suitable keywords

BUSINESS ANALYSIS & BRAINSTORMING: AN EXAMPLE

Business Analysis

- **Business:** Web Design Training
- **Goal:** Enrolling Students for Training Courses
- **Niche Market:** Web Designing
- **Location:** Sri Lanka
- **Audience:** M/F, Age: 25 – 35 Years



Brainstorming Keywords

- “Web Designing Course”
- “Web Designing Course Sri Lanka”
- “Online Web Design Training”
- “Web Design Course in August”
- “Sri Lanka Web Designing”
- “Web Design Institute Sri Lanka”

KEYWORD RESEARCH TOOLS

- Google Trends
- Google Keyword Planner
- Semrush
- UberSuggest

Select two competitive products/services in same industry (preferably international brands). Use Google Trends to analyze the online popularity of the two brands. You should explore the following aspects:

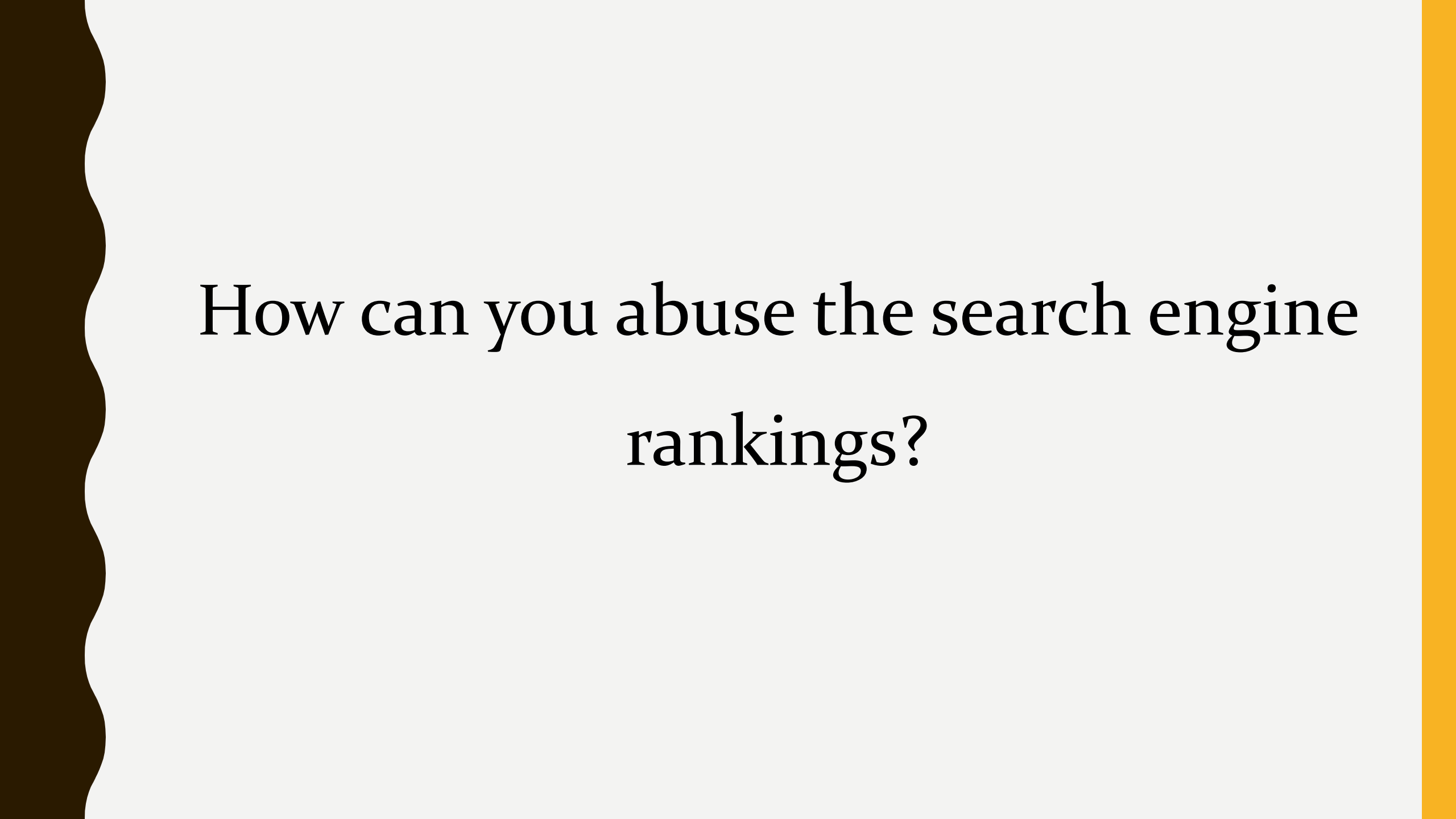
- Search interest over time: Compare how the search interest for the two brands has changed over the past few years.
- Regional interest: Identify regions or countries where each brand is more popular.
- Related queries: Analyze the related search queries to gain insights into what users associate with each brand.
- Seasonal trends: Look for patterns in search interest that may correspond to seasons, holidays, or product launches.
- Compare the trends of brand-related keywords

SITE ORGANIZATION

- Coding
- Domain Name
- URLs
- Structure
- Internal Links
- Meta Tags
- Site Speed
- Responsive Design
- Optimizing images

SEARCH ALGORITHM

- **Top Secret!**
- Only select employees of a SE company know for certain
- For Google, more than **200 factors** involved
- Varies by Search Engine
- The SEO algorithm is **constantly changed & updated**



How can you abuse the search engine
rankings?

UNETHICAL SEO



Popular black hat techniques:

- Keyword Stuffing
- Copied Content
- Link buying
- Social Network Spam

KEYWORD STUFFING

Games at Addicting Games

Addicting Games is the largest source of the best free online games including funny games, flash games, arcade games, dress-up games, internet games, shooting games, word games, RPG games, racing games, and much more. Play Games on the One-and-Only Addicting Games! Whatever game you feel like turning on, we've got it here. Including free online games! With tons of reviews & ratings, gamers of all skill levels are sure to find hot new games every day. This is the place on the web to play games for free! Thousands of choices from some of the best developers around, like Armor Games, Games2Win, and more. Addicting Games! If you're ready to start playing, simply choose from the following categories: Action Sports, Puzzle & Board, Shooting, Arcade & Classic, Strategy, Adventure, Life & Style, & New Games. Submit a Game: Don't just play games on AddictingGames.com, submit them! Give a gift to fellow gamers. Submit your game now and we'll put it in front of an audience of millions. We may even sponsor it for cash! Simply upload your game directly to the Addicting Games website using the game submission form. We'll take a look, and if it checks out, we'll promote it on our website, give you all the credit and link back to your site. Submit your game here and who knows you could be famous! Embed Your Favorite Games: Add your favorite games from AddictingGames.com to your Blog, MySpace or Facebook page, and beyond so you can play on your own website or webpage. Just copy and paste the codes we make available here. And check back often! We keep the list updated with the latest and greatest free online games!

UNETHICAL SEO

If unethical SEO (black hat) employed, search engines will:

- Drop the ranking
- Banning the website
- Timely algorithm updates



e.g., Google Panda Update, Google Penguin Update, etc.

For more info: <https://moz.com/google-algorithm-change>

SEARCH ENGINE ADVERTISING

- Optimizing website for **paid listings** on search engines
- Target the audience

Keywords, Demographics, In-Market, Affinity, etc.

- Auction (bid) and limited to the budget
- Instant results



AD POSITIONING



best daycare in los angeles

Web

Maps

Shopping

News

Images

More ▾

Search tools

Page 2 of about 5,610,000 results (0.39 seconds)

Creative Kidz La Vista - CreativeKidzLaVista.com

Ad www.creativekidzlavista.com/ ▾

\$100 off 1st wk and 5th wk Free The **best** care when you're not there

Affordable Day Care - kindercare.com

Ad www.kindercare.com/ ▾

Join Us For An Open House August 12th At Your Local Center!

KinderCare Learning Centers has 254 followers on Google+

KinderCare® Open House - Tour Your Local Center - Tuition Information

Babysitting & Child Care - UrbanSitter.com

Ad www.urbansitter.com/ChildCare ▾

The Leader in Connecting Parents to Reliable Sitters. Sign Up For Free!

Sign Up For Free - FAQs - Last-minute Babysitters - UrbanSitter Mobile App

2014's Best Day Care in Los Angeles Area

mojo.myfoxla.com/best/day-care/los-angeles-area ▾

The **best** Day Care businesses in Los Angeles Area.

South Park Doggie Daycare Boarding, Grooming & Training ...

www.southparkdoggie.com/ ▾

South Park Doggie **Daycare** Boarding and Grooming offers the **best** dog **daycare** and cage free overnight boarding in Downtown **Los Angeles**, CA. 90015.

Updated DTLA Preschool/Daycare Guide - DTLA Families

www.dtlafamilies.com ▸ Daycare & Schools ▸ Daycare ▾

This site may be hacked.

Jul 15, 2012 - Below is a partial listing of **daycare** centers and preschools in and near downtown **Los Angeles**, along with ... DTLA parents say: The **daycare** is located in a beautiful Victorian building. Pingback: nose job nyc **best** surgeon.

JAN
2024

SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET



GLOBAL OVERVIEW

ANNUAL SPEND
ON ONLINE SEARCH
ADVERTISING (USD)



\$279.3
BILLION

statista

YEAR-ON-YEAR CHANGE
IN ONLINE SEARCH
ADVERTISING SPEND



+11.0%
+\$28 BILLION

Meltwater

ONLINE SEARCH'S SHARE
OF TOTAL DIGITAL
ADVERTISING SPEND



38.8%

we
are
social

YEAR-ON-YEAR CHANGE IN
ONLINE SEARCH'S SHARE OF
TOTAL DIGITAL ADVERTISING SPEND



+0.4%
+14 BPS

528

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE [STATISTA.COM](https://www.statista.com). **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we
are
social


Meltwater

New campaign

GO TO

! Manage yo

Select a campaign type ?

 Search




Reach customers
interested in your product
or service with text ads

 Display



Run different kinds of
ads across the web

 Shopping



Promote your products
with Shopping ads

 Video



Reach and engage
viewers on YouTube and
across the web

 Universal App




Drive app installs across
Google's networks

CONTINUE


CANCEL

BIDDING AND BUDGET


Bid strategy  Choose how you'd like to set bids for your ads.

Manual: Manual CPC 

You set your own maximum cost-per-click (CPC) for your ads.


☐ Enable Enhanced CPC 

Unavailable because conversion tracking isn't set up. [Learn more.](#)

Default bid  \$

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget  \$ per day

Actual daily spend may vary. 

KEYWORD PLANNER

 Add filter 					
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> backlinks	1K – 10K	Medium	—	\$4.00	\$11.85
<input type="checkbox"/> google keyword tool	1K – 10K	Low	—	\$2.74	\$10.67
<input type="checkbox"/> google flight search	1K – 10K	Low	—	\$0.37	\$1.20
<input type="checkbox"/> seo marketing	1K – 10K	Medium	—	\$8.32	\$20.63
<input type="checkbox"/> yahoo video search	1K – 10K	Low	—	\$0.94	\$1.27
<input type="checkbox"/> google search engine url	1K – 10K	Low	—	\$1.37	\$9.17
<input type="checkbox"/> seo agency	1K – 10K	Low	—	\$10.59	\$30.59
<input type="checkbox"/> google adwords keyword tool	1K – 10K	Low	—	\$3.24	\$135.00
<input type="checkbox"/> froogle	10K – 100K	Low	—	—	—
<input type="checkbox"/> image search engine	1K – 10K	Low	—	\$0.25	\$1.08
<input type="checkbox"/> seo audit	1K – 10K	Medium	—	\$5.90	\$22.00

Final URL	http://www.expandedtextads.com/top-features			
Headline 1	Excited About Expanded Ads?			3
Headline 2	Get Started With Preview Tool			1
Path	www.expandedtextads.com/	2-Hei	/	LongI
Description	Start Building Awesome Ads. Impress Your Boss and Clients with Screenshots.			5

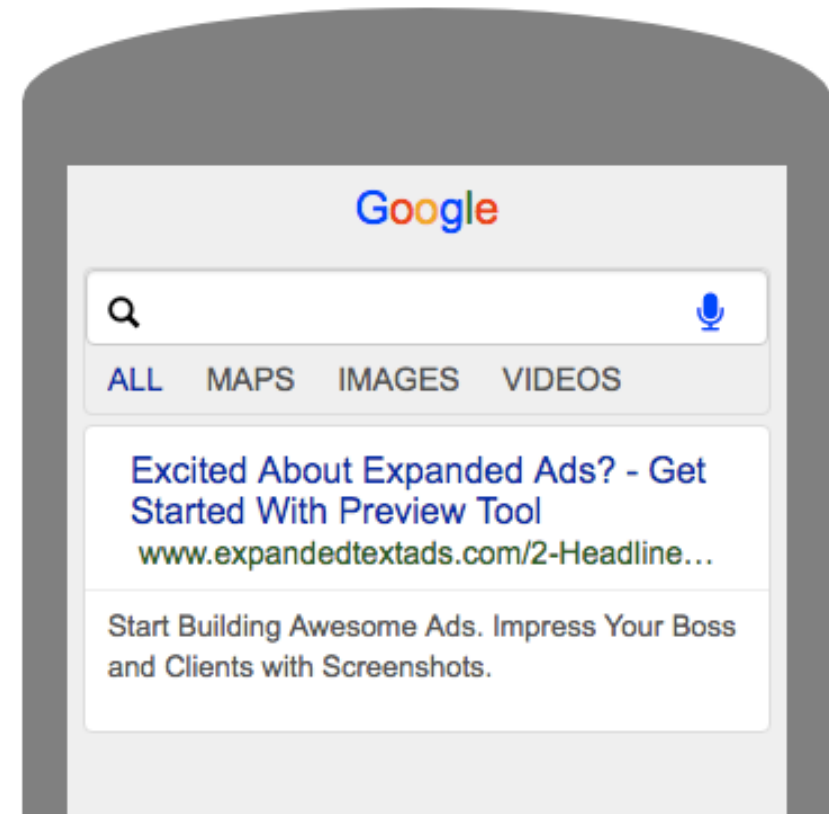
- ☐ Add Sitelink Extensions
- ☐ Add Callout Extensions
- ☐ Add Call Extensions
- ☐ Add Message Extensions ?
- ☐ Show Advertiser Rating
- ☐ Add Review Extension
- ☐ Add Structured Snippets Extension

Reset

Share This Ad

Excited About Expanded Ads? - Get Started With Preview Tool

www.expandedtextads.com/2-Headlines/LongDescription ▼
Start Building Awesome Ads. Impress Your Boss and Clients with Screenshots.



AD RANKING

$$\text{Maximum CPC Bid} \times \text{Quality Score} \times \text{Ad Extensions} = \text{Ad Rank}$$

Keyword Relevance
to Ad

How closely ad matches
search query


Landing Page Quality &
Relevance

How relevant, transparent
and easy to navigate page for
users

Expected CTR

The likelihood that ad will be
clicked

AD EXTENSIONS



bins storage

Search icons: microphone, magnifying glass

Navigation: All Shopping Images Maps News More Settings Tools

About 57,100,000 results (0.55 seconds)

Bins® Beyond Ordinary - A Better Way To Move - gotbins.com

[Ad] www.gotbins.com/Bins/Mobile_Storage ▼ (614) 767-5438

Our Innovative Design & Construction Keeps Your Belongings Safe. Holds 8,000lbs!
Take Your Time Packing · Hassle Free Moving · Best Storage Solution · 3 Different Sizes

📍 6399 Broughton Ave, Columbus, OH - Open today · 8:00 AM – 6:00 PM ▼

Portable Storage Pack & Move At Your Own Pace. When You're Done, Bins Moves It For You!	Moving Services Clean, Affordable, Reliable Moving. Our Service Is Second To None!
---	--

Storage Bins Columbus Ohio - Got Bins
<https://www.gotbins.com/storage-bins-columbus-ohio> ▼
★★★★★ Rating: 4.8 - 103 reviews
Bins is the premier **storage bins** company in the Columbus area! Call us today to schedule your next **Bin**.

ADVERTISER

MAX BID

QUALITY SCORE

FORMAT IMPACT

AD RANK



BOB

\$4

Low

Low

NOT SHOWN

5



JANE

\$3

High

Low

2ND

15



SUE

\$2

High

High

1ST

20



TOM

\$1

Medium

Medium

3RD

8

AD RANKING AND ACTUAL CPC

$$\text{ACTUAL CPC} = \frac{\text{AD RANK TO BEAT}}{\text{QUALITY SCORE}} + \$0.01$$

Advertiser	Max. Bid	x	Quality Score	=	(Ad Rank)	Actual CPC
Mary	\$2	x	10	=	20 (no. 1)	16/10 + \$0.01 = \$1.61
Tom	\$4	x	4	=	16 (no. 2)	

SEA POLICIES

According to the Google Ads Policy Center, here are the requirements for advertising on the Google Network. The policies cover four broad areas:

- **Prohibited Content:** Content not allowed to promote
- **Prohibited Practices:** Things you can't do if you want to advertise with us
- **Restricted Content:** Content you can advertise, but with limitations
- **Editorial and Technical:** Quality standards for ads, websites, and apps

Read More: <https://support.google.com/adspolicy/answer/6008942?hl=en>