COMM647 Assignment – Manu Ria

SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines. SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

1. The search engine I usually use is **google, YouTube and Yahoo .** A **web search engine** is a software system that is designed to search for information on the [World Wide Web](https://en.wikipedia.org/wiki/World_Wide_Web). The search results are generally presented in a line of results often referred to as [search engine results pages](https://en.wikipedia.org/wiki/Search_engine_results_page) (SERPs). The information may be a mix of [web pages](https://en.wikipedia.org/wiki/Web_page), images, and other types of files. Some search engines also [mine data](https://en.wikipedia.org/wiki/Data_mining)available in [databases](https://en.wikipedia.org/wiki/Database) or [open directories](https://en.wikipedia.org/wiki/Web_directory). Unlike [web directories](https://en.wikipedia.org/wiki/Web_directories), which are maintained only by human editors, search engines also maintain [real-time](https://en.wikipedia.org/wiki/Real-time_computing) information by running an [algorithm](https://en.wikipedia.org/wiki/Algorithm) on a [web crawler](https://en.wikipedia.org/wiki/Web_crawler). **(**From Wikipedia**) In the past I used bing and Aol but I found that Google produces easier and cleaner results (not clotted with ads). I do lots of Research and I prefer Google and YouTube (for videos), but since I use yahoo mainly for emails, when I am on yahoo page, I may use their search engine too. I do not trusts google or yahoo, as they get paid to promote certain businesses, so I usually skip the top suggestions and go right to the end of page or 2nd or 3rd page. On YouTube however I narrow the search either based on time (earlier first or this week) when searching for news or sports related videos. And on tutorial videos, most viewed in this year.**
2. As far as doing search on mobile devices **I use them for finding address and related maps**, but even then I prefer to search in google on my laptop before I get in my car.
3. **When a search engine returns its search results, it gives you two types: organic and paid. Organic search results are the Web page listings that most closely match the user’s search query based on relevance listings. Paid results are basically advertisements**

**The benefit of organic listing is that it is free, the drawback is that my page is not on the top, since I am cheap and don’t want to pay much for advertisment.** According to [ComScore](http://www.comscore.com/Insights/Market-Rankings/comScore-Releases-April-2014-US-Search-Engine-Rankings), search engine users conducted 18.6 billion explicit core searches in April 2014. That number excluded searches without specific intent to interact with the search results. The search engine result pages (SERPs) likely provided a mix of both organic and paid rankings.

Both organic and paid (PPC) have distinct advantages and drawbacks. Knowing them will allow you to get the best return for your search marketing dollars. As you will see, combining them will often result in a better click through rate (CTR).

## **My listing may not appear high on the list if my SEO is poorly done. Organic Search Benefits**

* **Trust and credibility:** With high search engine rankings comes a perception of credibility on the part of searchers. High search rankings imply industry authority and leadership. This perception translates into more trust and a greater likelihood to click through to the site.
* **Evergreen:**If the content that ranks high is evergreen, then the rankings will also have a more evergreen presence. The specific listing may rank high long after the content was created.
* **Ranking**: Once you get high rankings, it’s easier to keep those rankings. You get authority status and build the trust of users and search engines.
* **Click through rates**: For “top of funnel” search terms, I.e., don’t show immediate purchase intent, the click through rates are better for organic search results. That’s very important for businesses that have a longer buying cycle.
* **Inbound marketing:**An organic search strategy requires marketers to develop the content assets to achieve it. This is important for higher involvement purchases. Users interact with content as they move down the purchase funnel.

## **Organic Search Drawbacks**

* **Time:**Depending on the competitiveness of the keywords involved, it may take months or years to get high rankings. Can you wait that long?
* **Resources:** Getting high rankings requires both creating content and using SEO tactics to achieve it. That can be difficult, frustrating and time consuming. Either internal staff or external contractors are needed for both these functions.

## **paid listings are expensive, but yield faster results. Paid Ads (PPC) Benefits**

* **Time**: Unlike organic search rankings that can take months or years, paid results are placed at the top of rankings as soon as you pay for ad placement.
* **Targeting**: PPC campaigns can be tailored to reach specific audiences. Examples of segmentation include geo-targeting, income, age, educational level, marital status, industry, etc.
* **Click through rates**: Searches using terms that denote high purchase intent such as product or brand-specific keywords will get more clicks than organic results. The advantage of paid search can clearly be seen in the Internet retailers [MarketLive Performance Index](http://marketing.marketlive.com/acton/form/4039/0097:d-0001/0/index.htm?id=0097&utm_medium=email&utm_source=Act-On+Software&utm_content=email&utm_campaign=Free%20Report%3A%20The%20MarketLive%20%27013%20Recap-%20Revenue%20Growth%20Eclipses%20Forecasts&utm_t) data. For the year 2013 as a whole, PPC accounted for 36.5% of search traffic but an outsized 47.9% of revenue from search.

## **Paid Ads (PPC) Drawbacks**

* **Cost:**The more competitive the keyword, the more the bid price is for each click on the displayed ad. Paid search requires a level of expertise to manage these campaigns. Otherwise a lot of money will be spent to attract unqualified traffic.
* **Momentary**: The ads disappear as soon as you stop paying for them.
* **Distrust**: Consumers don’t always trust paid ads and often avoid them. They place more trust in organic rankings.
* **Click through rate:**Except for high purchase intent searches, users will click on paid search listings at a lower rate than organic search listings. Organic listings have more credibility with search engine users. In one UK study, published by [Econsultancy](https://econsultancy.com/blog/10586-ppc-accounts-for-just-6-of-total-search-clicks-infographic#i.r2qa7yt16dmbwj), only 6% of clicks were the result of paid listings. In another [study](http://www.statista.com/statistics/280327/ratio-of-paid-to-organic-search-clicks-in-the-united-kingdom-uk/), it was 10%. The important thing to remember is that click through rate varies by purchase intent. Organic rankings will get more click through rates for “top of funnel” keyword search queries.

**So For now I go with Organic listing.**

1. **The keywords I use are “tutorial”, “how to make”, “what ‘it’ is” “what ‘it’means” “where ‘it’ is” “Iran” “news” “gold rio”.**

**Keyword: tutorial (Organic)**

### [Tutorial - Wikipedia, the free encyclopedia](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwj9jYbU19DOAhUM4mMKHTaHAGYQFggwMAE&url=https%3A%2F%2Fen.wikipedia.org%2Fwiki%2FTutorial&usg=AFQjCNFUJCPkiFm76fYhsHG20VLhgAW8vA&bvm=bv.129759880,d.cGc)

### [The Java™ Tutorials - Oracle Help Center](https://docs.oracle.com/javase/tutorial/)

### [HTML Tutorial - W3Schools](http://www.w3schools.com/html/)

**Keyword: how to make healthy food (Organic)**

### [Healthy Meals, Foods and Recipes & Tips : Food Network](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwir-vSY2NDOAhUQxWMKHaykAH0QFghCMAA&url=http%3A%2F%2Fwww.foodnetwork.com%2Fhealthy%2Fpackages%2Fhealthy-every-week.html&usg=AFQjCNEbR2-QTsx_h9SlyqQYztJPfI_bTw)

### [52 Healthy Meals in 12 Minutes or Less | Greatist](http://greatist.com/health/52-healthy-meals-12-minutes-or-less)

### [How to Cook Healthy Food! 10 Breakfast Ideas, Lunch Ideas & Snacks ...](https://www.youtube.com/watch?v=F6ehyV7kqv8)

**Keyword: what js is (Organic)**

### [JavaScript Introduction - W3Schools](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0ahUKEwiNnJLI2NDOAhVI3GMKHfzVD98QFggnMAI&url=http%3A%2F%2Fwww.w3schools.com%2Fjs%2Fjs_intro.asp&usg=AFQjCNFHrenOghz6D9AIs3snllnppuWfYg)

### [What does JS mean? - JS Definition - Meaning of JS - InternetSlang.com](http://www.internetslang.com/JS-meaning-definition.asp)

### [JavaScript - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/JavaScript)

**Keyword: what concubine means (Organic)**

### [Concubine | Define Concubine at Dictionary.com](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0ahUKEwimptL_2NDOAhUQzmMKHa_gCqgQFggwMAE&url=http%3A%2F%2Fwww.dictionary.com%2Fbrowse%2Fconcubine&usg=AFQjCNH07naMZxfWiRg7UkDCJv6WgkrYdg&bvm=bv.129759880,d.cGc)

### [Concubine | Definition of Concubine by Merriam-Webster](http://www.merriam-webster.com/dictionary/concubine)

### [Concubine. - Definition and Meaning, Bible Dictionary - Bible study](http://www.biblestudytools.com/dictionary/concubine/)

**Keyword: where Ethiopia is (Organic)**

### [Where is Ethiopia? / Where is Ethiopia Located in The World ...](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0ahUKEwjC4_O22dDOAhUIwmMKHfTGB0YQFggkMAI&url=http%3A%2F%2Fwww.worldatlas.com%2Faf%2Fet%2Fwhere-is-ethiopia.html&usg=AFQjCNEeDAOElW-4_CyDTb_PctNOdi4seA&bvm=bv.129759880,d.cGc)

### [Ethiopia - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Ethiopia)

### [Where is Ethiopia? Location of Ethiopia - World Map](http://www.mapsofworld.com/ethiopia/ethiopia-location-map.html)

**The characteristics this website share: They all informational.**

**The different search engines do not produce same results.**

Keyword: what concubine mea