

Web Developer

HTML, CSS e Strumenti di Digital Marketing
(SEO, SEM, SEA)

Docente: Shadi Lahham

Digital Marketing

Introduction

Shadi Lahham - Web development

Search engine's art,
Organic reach, paid clicks guide,
Digital success

What is digital marketing

Digital marketing is a comprehensive field utilizing online channels to reach, engage, and convert audiences, boosting business growth

SEO, SEM, and SEA are key components of digital marketing, each with its unique focus

SEO optimizes a website's content, structure, and technical aspects to improve organic search engine rankings, while SEA involves paid advertisements that appear at the top of search engine results pages

SEM: Search Engine Marketing

SEM is a broad strategy that helps a website show up more in search engine results

Unlike SEO, which focuses only on organic, unpaid, search results, SEM uses both organic and paid methods to increase website traffic

This includes paid search advertising, where advertisers bid on keywords to have their ads appear when users search for those terms

SEM encompasses both SEO and SEA

$$\text{SEM} = \text{SEO} + \text{SEA}$$

SEO: Search Engine Optimization

SEO is the process of improving a website's visibility on search engines through optimizing its content, structure, and other elements

This focuses on enhancing organic search engine rankings for relevant keywords, aiming to drive more targeted traffic to the website

Benefits

Increased organic traffic, improved search engine rankings, and long-term visibility

SEO - Key components

On-Page SEO

involves optimizing individual web pages with content, HTML tags, and meta descriptions

Off-Page SEO

focuses on external factors like backlinks, social signals, and online reputation

Technical SEO

addresses the website's technical aspects

SEA: Search Engine Advertising

SEA, often used interchangeably with SEM, refers to [paid](#) advertising efforts in search engines

While some consider SEA a subset of SEM, it specifically focuses on paid advertising strategies to increase online visibility

Benefits

Immediate visibility, precise targeting, and the ability to control the budget

SEA: Search Engine Advertising

SEA, a subset of SEM, specifically focuses on the paid advertising component of increasing online visibility

By utilizing paid campaigns, businesses can effectively drive targeted traffic to their websites and achieve measurable marketing objectives

Popular platforms for SEA campaigns include Google Ads and Bing Ads, which allow advertisers to bid on relevant keywords and display their ads prominently in search engine results

References

[SEO, SEA, SEM : What are the differences ?](#)

[SEM SEO SEA difference \[images\]](#)

[What is SEM \(Search Engine Marketing\)](#)

[Organic Search Results– What are they](#)

[Definition of SEA \(Search Engine Advertising\)](#)

[What is Off-Page SEO](#)

[What is On-Page SEO](#)