

Search Engine Marketing

Meaning

Search engine marketing, or SEM, is one of the most effective ways to grow your business in an increasingly competitive marketplace. With millions of businesses out there all vying for the same eyeballs, it's never been more important to advertise online, and search engine marketing is the most effective way to promote your products and grow your business.

Search engine marketing is the practice of marketing a business using paid advertisements that appear on search engine results pages (or SERPs). Advertisers bid on keywords that users of services such as Google and Bing might enter when looking for certain products or services, which gives the advertiser the opportunity for their ads to appear alongside results for those search queries.

These ads, often known by the term pay-per-click ads, come in a variety of formats. Some are small, text-based ads, whereas others, such as product listing ads (PLAs, also known as Shopping ads) are more visual, product-based advertisements that allow consumers to see important information at-a-glance, such as price and reviews.

Search engine marketing's greatest strength is that it offers advertisers the opportunity to put their ads in front of motivated customers who are ready to buy at the precise moment they're ready to make a purchase. No other advertising medium can do this, which is why search engine marketing is so effective and such an amazingly powerful way to grow your business.

Search Marketing Approaches

Search marketing works with two approaches –

- Earning traffic through unpaid or free search listings (SEO Methods)
- Buying traffic through paid search listings (PPC Ads)

In the first type of search marketing where advertisers earn traffic through unpaid listings, there are two popular methods – organic and non-organic search.

Organic SEO	Non-organic SEO
It takes more time to create as more concentrated towards content creation, building hyperlinks, meta-tag optimization, keyword enhancement, etc.	It is speedy.
It yields late effect.	It brings immediate effect.
It focuses on long term results.	It focuses on short term results.
It is inexpensive.	It is very expensive.
They cannot be affected financially. Once the design of the website and its content is good, it requires less management.	They can get affected financially. It required high degree of management.
Organic SEO is called White Hat search tactic.	Inorganic search is Black Hat search tactic.

Advantages of Search Engine Marketing

1. Garner Consumer Trust:

Holding the top positions on a search results page will lead consumers to assume that you are the most trustworthy choice. Up to 40% of users will click on the first items on the results list when they use a search engine, especially if their issue needs a quick solution. The majority of consumers won't know about the SEO practices that have organically moved you to the top of the list, so they will simply trust you as an industry authority. This title will have a lasting impact even if your ranking position slips.

2. Trackable Results:

One of the best advantages of SEO is being able to track the long-term results of your efforts. With SEO software, you will be able to see how much traffic your site is getting, what keywords you rank on, and how much time visitors are spending on each page. These results give you near-immediate feedback about any keyword adjustments you need to make, what pages may need improvement, and from where your traffic is coming.

3. Generates Targeted Traffic:

People most often use search engines to search for a specific solution to an immediate problem or need. To gather leads and business, you want to be among the first results when people search for a service that you provide. While paid ads always appear at the top of the results, 70% to 80% of searchers will ignore those paid listings and go right for the organic results. These searchers are the exact audience you're looking for and who you want to attract to your business.

4. Sustainable Clicks:

In contrast with paid search marketing, organically-generated traffic does not disappear as soon as you stop paying. Even if you decide to spend less on your SEO services, the efforts you have already made to generate organic traffic will continue to show results. SEO is a digital marketing strategy that has a life that can last beyond the initial investment.

5. Grow Your Small Business:

According to the Search Engine Journal, SEO generates leads that can have a close rate as high as 14.6%, which is significantly better than the 1.7% close rate that email marketing or print advertising generates. SEO is also effective at bringing attention to your business from local searches by using retargeting methods. Nearly 59% of consumers are using search engines to find a local business. This type of traffic makes SEO a great strategy to grow your small business.

SEO Disadvantages

1. Results Take Time:

Unfortunately, SEO strategies do not work their magic overnight. As it takes time for search engines to index the content of an SEO campaign, your website won't rank on certain terms for

days or even weeks. This means that if you need to generate traffic immediately, you may want to try a different method. This is where PPC campaigns come into play, as paid ads will appear at the top of the results page as soon as you invest in them.

2. Difficulty of Competitive Keywords:

Your competitors are likely trying to rank on the same keywords as you are, and if there are major corporations in your market you likely won't be able to beat out their domination over general keywords. With this obstacle, you will either need to dedicate time and money to rank on those popular keywords, or aim for the ones with less competition that are specific to your geographic location.

3. Changing Algorithms:

Search engines, and Google especially, frequently update their algorithms to get more accurate results. While these updates are meant to help consumers get better results, even small changes in the algorithm can move your website from the first position to somewhere on the third page. With 75% of searchers likely to never scroll past the first page of results, you can make sure to always be on that first page with paid ads to support your organic efforts.

4. Results Are Not Guaranteed:

With all of these variables, it can be hard for SEO service-providers to absolutely guarantee that SEO will position your website as the first result. What quality SEO companies will do is work with your company to find the keywords that can successfully rank on. They also won't make promises — and take your money — that you will definitely rank on difficult keywords. The best companies will also offer PPC services to help you get on the first page, organic or not.

Search engine marketing companies can provide the search engine optimization services that will help you make the most out of your business's search results. Let them use their expertise to help you grow your online presence, and turn that into new customers and more business.

To work with a trusted search engine marketing company that will get you the best results possible, contact Ibis Studios by filling out our easy online form today.