

Lesson no. 6 – Search Engine Marketing (SEM)

Search Engine Marketing (SEM)

The most dependable form of online paid advertising (and also the most common). SEM works based on keywords - you and other businesses like yours bid on keywords through search engines in an effort to get your website up higher on the Search Engine Results Page (SERP).

All SEM ads that appear in Google, Bing and other search engines are text ads. They're listed at the top or sides of the SERP.



Paid ads can either be Pay Per Click (PPC) or Cost Per Thousand (CPM).

PPC

You bid on keywords and your results appear at the top of the SERP based on bid value.

This is the best value package because you're only charged when people click on the ad.

Also, it's the easiest to track during the campaign.

CPM

You're billed a flat rate for 1,000 impressions.

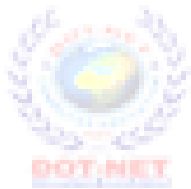
This makes it easy to apply a budget and you're guaranteed a number of "shows" on the SERP.

However, you risk overspending - if no one clicks through you're paying for wasted results.

Also, you can't assess or track the campaign until it's over.

You can also use SEM in the unpaid form by optimizing your website for keywords (also known as SEO). Search engines list the unpaid results based on relevance so improving the SEO of your site means you'll be able to get more hits for free if you improve your site's SEO.

The best platforms for SEM are Google AdWords, which allow you to create highly targeted campaigns; to make the most of your Google AdWords campaigns. Another platform that's great for SEM is Bing, which has less competition than AdWords.



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