Search Engine Marketing

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Search engine marketing also called (SEM) is defined as a type of marketing that is done online and it tends to improve the visibility of a website on a search result page. Search Engine Marketing is more like a marketing practice that uses paid advertisement. The advertisers usually bid on keywords that are used by the searchers to reach a particular service. This aim is achieved through the application of Search Engine Optimization. It is also added that Search Engine Marketing is used under the umbrella of SEO. Other elements are paid inclusion, paid placement and the contextual advertisements (Search Engine Marketing, 2020). Search Engine Marketing aims at brand development along with a direct internet user response. Search Engine Marketing provides marketers with a high return on the investment also called (ROI), as compared to traditional marketing. One of the important points is, conventional internet marketing paves the way for or facilitates the marketers to commence their advertisements by using advertisement banners, each of it having a certain payment rate (Search Engine Marketing, 2020). Also, the lower return on advertisement of the advertainment banner has a serious implication when it is compared to Search Engine Marketing, taking into account the inflexible payment rate. It is found that the organize search engine is more like a keyword competition, where there are no perfect SEO tactics because the policies of search engine ranking are one of the business secrets (Search Engine Marketing, 2020).

Basically, there are two major objectives of the online advertising campaigns, termed as direct response and brand development. These objectives pave the way to prefer more products and services by using Web preferred internet advertising because the target population or the concerned customers are already online available. Many companies are non-web based however the aim of online marketing is that they can increase their exposure as well as brand promotion can be achieved. Search Engine Marketing facilities different companies to track what is their current Run on Investment from the standpoint of audience acquisition (Citeseerx.ist.psu.edu, 2020).

The strategies of Search Engine Marketing are cost per click and pay per click that offers a flexible payment rate that is directly related to actual rates that are determined by the sponsor link. The long-term strategy of Search Engine Marketing is Search Engine Optimization that helps marketers to improve their websites by using organic search results ranking. Some other strategies are viral, opt-in, and search placement. Opt-in marketing gives the users different types of options that are used for subscribing services such as email groups or the newsletter. Viral marketing is all about the word of mouth so that exposure to the service or product is given. However, Banner ads are either media-based advertisement or they are textual based advertisements which are published on a website that contains different links to the other web pages. Search replacement marketing is one of the methods that is used for creating or altering a web page so that a webpage can appear more relevant as compared to the other pages. Different advertisers choose Search Engine Marketing strategy as a part of marketing mix that is again used for multiple responses (Citeseerx.ist.psu.edu, 2020).

There are different examples of Search Engine Marketing such as searchenginewatch.com which provides news and information about different search engines as well as search engine marketing. The Search Engine Watch was started by Danny Sullivan which was designed for getting the latest information about the trending and the famous search engines (Smart Insights, 2020). Also, Smartinsight.com is also a core digital channel toolkit that is available to different members who cover different areas such as digital marketing strategy, digital marketing planning, digital experiences, paid media, content marketing, email marketing, google analytics, marketing automation and the social media marketing etc. In a nutshell, SmartinsIght.com is more like an online learning platform that helps different members to manage, plan and optimize their marketing (Smart Insights, 2020). Other examples are Google Ads (Formerly Google AdWords) and Bing Ads. Google AdWords is a combination of two networks, Google Search Network and the Google Display Network. The first network comprises exclusively of the websites that are related to search intention and they are owned by Google. In addition, the second includes properties such as Blogger, Gmail and YouTube (Citeseerx.ist.psu.edu, 2020). In addition, Bing Ads allow different customers to buy different ads on both, the Yahoo network of the websites as well as Bing network. Google Ads is a much larger network, where pricing is often lower on the Bing Ads. Also, the marketers might be able to get a better and for a competitive keyword phrase as they are uploaded on Google (Search Engine Marketing, 2020).

According to Wordstream.com, (2020), today, 50% of all the households in the United States have broadband connection and it automatically increase the stance that the users will rely on the web for carrying out quick researches rather than using yellow pages or the encyclopedias and dictionaries. As more and more people are navigating the Web, there is a more use of search engines where online advertising has to undergo revolution. However, interactive marketing is also becoming a larger population of the total expenditure that is spent on advertisements. In the same way, keyword marketing also plays an effective role in interactive marketing. Whenever a user uses Google, or Yahoo! or some other searching websites they have to enter a particular keyword or a phrase which is also called sponsored listing and organic listings. The ranking of organic results is made as per the complex algorithm where the data that are found to be most relevant for the time being will appear on the front page (Wordstream.com, 2020).

According to the information that is provided by the Interactive Advertising Bearue, “the search engine marketing is one of the faster-growing sectors in the online marketing section”. As there are more and more advertisers, the use of keywords as a source of marketing and reaching potential customers is becoming more and more expensive with an aim to maintain top positions. Also, the explosive ad search market is expected to grow up to $2.5 billion or more than one-third of the current online spending that was counted in 2004 (Citeseerx.ist.psu.edu, 2020).

Search Engine Marketing is so volatile that the news sections are also using or causing the bidding wars in different categories, this bid essence is one of the major reasons for the top position of Yahoo!. The stance of competition has also caused the advertisers to reflect back and consult with some smaller search engines, that can lead to a lower CPCs than the leaders. Usually, the advertisers do not know if their ads are showing up on the desires or not, while many of the marketer’s experiences differs in the number of click that are actually recorded or the number of bought clicks (Search Engine Marketing, 2020). Keeping the relevance of Webpage aside, it is found that the value of Webpage which is also defined as the combination of page freshness and page quality has improved the position of search engine on the page. However, the page quality deals with the page interest by using different web crawler measures. It is also added that the keywords should be monitored and updated frequently so as they reflect the best practice or the major definitions of SEO, taking into account that searching for keywords with low competition and a high number of searches can result in higher web traffic (Search Engine Marketing, 2020).

In the context of the use of Search engine optimizer tools, it is found that SEMrush provides different software that is capable of producing SEO research tools and reports from the Google SERPs. The phrase, "Online shopping” was also chosen on the basis of the keyword analytics report that was collected from Keyword Research SEO tool in that particular website.

It is important to note that search marketing is so volatile that the major websites are also using bid for top positions such as Google (Search Engine Marketing, 2020). The industry leaders are also making strong efforts so that they can maintain profitability that can be forced to some innovative opportunities which can then shape the future of SEM (Search Engine Marketing, 2020).

It is asserted that in future, the search engines are going to reach a critical mass where there would be less space for the advertising demands. the industry leaders are doing strong effort so that they can maintain profitability, also, they can enforce innovation which can shape the future of Search Engine Marketing (Citeseerx.ist.psu.edu, 2020). As there is massive competition for the use of competitive and popular keyword phrases, a lot of advertisers cannot get a top position from the major search engines. So, it is highlighted that there is a dire need for the advertisers which is compelled to turn to second-tier search engines that are looking for a better position and a greater Return on Investment. Also, click fraud is also much hard to detect so there is a dire need to get the best solution for the implementation of software’s that can track the location of clicks that are incoming. Despite all these complications Search Engine Marketing campaign when properly implemented, it can prove and act as one of the major part of well-developed as well as interactive marketing strategies (Citeseerx.ist.psu.edu, 2020).

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