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EVERYTHING YOU WANTED TO KNOW ABOUT SEARCH ENGINE MARKETING!

While most online businesspeople do everything in their power to create beautifully designed websites, one of the more important aspects of a successful online business is often overlooked. That aspect is Search Engine Marketing (SEM). Surprisingly, many webmasters and online marketers miss the significance of SEM or for that matter do not even know what Search Engine Marketing entails. As a very crucial component of Internet success, a qualified SEM expert knows how important search engine marketing really is and why it's so relevant in the battle of ranking high in search engines. To keep a client's online marketing strategies up to speed, it's very important that they have a good search engine marketing strategy going on, for without it, the chances of high ranking in search engines is pretty much out of the question. To provide the specifics of what SEM is about and why it's so relevant, this paper provides everything required for effective search engine marketing.

The Definition of Search Engine Marketing

Although just about everyone in today's Internet world knows the importance of optimizing a website through effective Search Engine Optimization, (SEO) the ins and outs of Search Engine Marketing (SEM), is not as widely discussed. What are the differences of SEO and SEM? In simple terms, SEO concentrates primarily on the technical side of the search engines process, whereas SEM addresses the advertising side of the search engine process. SEM primarily focuses on reaching the target audience, attaining conversion rates, and getting a return on investment. Of course, SEM definitely includes various aspects of search engine optimization, but search engine marketing goes much further and includes things such as submitting sites to search engines and directories, using in bound links, choosing the right key words and phrases, pay per click, banner ads and other marketing programs that are offered by search engines. For those not familiar with "Pay per click," it is a form of advertising on the Internet where the person or company advertising pays only when their ad is clicked. Banner ads are a type of online advertising that is embedded into a web page and calculated to attract traffic through a link to the website of the advertiser. Basically, the idea behind the various types of search engine marketing techniques is to implement a variety of marketing strategies that increase the visibility of a website and enhance the search engine results.

What Search Engines Do

Before understanding the specifics about SEM, it's important to know what a search engine does, how a search engine operates, and how it performs to help users find what they're looking for. With millions upon millions of pages available on the web, to assure that information is conveyed both effectively and relevantly, search engines were designed in such a way as to search for information on the Internet. To locate data and information, visitors peruse any of the major Search Engines, such as Google, Bing, AOL, MSN or Yahoo, which allows a visitor to find any type of product or service relative to the information they want. Although search engines perform differently, each basically carries out the same tasks, which is to make it easy for a user to locate websites and information. For the purpose of this paper, we will be discussing web pages, images and information found on the web.

How Search Engines Work

As a point of reference, the majority of major search engines regularly and systematically, "crawl" the web looking for new sites and information. To understand the process of how a search engine crawls, think of a search engine as though it were a robot crawling around the Internet and finding everything it can about anything relative to the web. Plainly stated, to be found on the web, it's critically important that a website has been spidered and indexed by search engines. For your web site to be indexed, a search engine uses these so called spiders, sometimes referred to as "bots," to crawl the web, finding a plethora of information and websites. When someone searches the web using specific key words or phrases in



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the search box, they generally and quickly find the website or information they are looking for. When your site has been optimized, key words and phrases are effective, and you have quality inbound links, your site will be found high on the search engines. However, if any of these components are missed, your site will probably not be found.

Getting Your Site Spidered by Search Engines

Now that we have a basic understanding of how search engines work, the next important aspect is how to get your website spidered and indexed by search engines. Making sure your site is spidered is a very necessary aspect of Search Engine Marketing, (SEM) but getting spidered and indexed is only one aspect of SEM. Getting your site indexed means making sure that your site has been optimized. Discussions about how to get a site optimized will be addressed all through this paper but for now, suffice it to say, that the most important reason for optimizing your site is because without an optimized site, you will either not rank well on search engines or you will not be found on the web.

Submitting and Indexing a Web Site

All search engines have their own process for submitting and indexing a site. To assure that a web page is accepted and becomes popular, some of the most relevant aspects of ranking high in search engines requires good website content that is easy to read and has a good mix of significant key words and phrases. The relevance of good key words and phrases can mean the difference between being found on the web versus being overlooked entirely. To submit your site, simply visit the search engines of choice and follow the instructions to make the submission. You can submit a web site free of charge; although there are times that a web site that is submitted will not be accepted and indexed. A site is indexed if it is linked from another site that is already an indexed website. That way chances are good that if you have a link on a web site that has already been indexed, the search engines will find you automatically.

Focus on What Makes You Stand Apart

To achieve the goal of getting spidered and indexed, when you prepare the content for your website, it's crucially important to focus on the area that makes you unique and valuable and which demonstrates what makes you stand out from the crowd. Above all, it's important to keep your language simple. The KISS principle never goes out of style, as simplicity in content is an important goal. As you write your content, give thought to what you think your clients are looking for and how you can genuinely fulfill their needs. Your content and your key words should always fit the style of your potential customers. In other words, if you're a doctor, make sure your message conveys skill, intelligence and the ability to support your future patients, but don't speak over a potential patient's head.

Onsite Optimization and Offsite Optimization

If you asked a variety of SEM experts, which is better, Onsite or Offsite Optimization, you would probably get a variety of answers. Some SEM experts believe it's best to focus strictly on on-site optimization, which is achieved through the optimizing of the text on web pages, and by getting the right keyword density, which includes optimizing web page titles and Meta tags. These individuals give little attention to inbound links. Other SEM experts believe that links from other websites are the way to get higher ranking on search engines. Actually, each serves a very important role and neither should be considered more important than the other. The trick is to combine both on site and off site optimization to get the best search engine results.

How Offsite and Onsite Optimization Impact on SEM



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While no one can guarantee that you will rank number one consistently on any search engine, an experienced SEM company can most assuredly improve your chances for generating traffic through on and off search engine marketing strategies. The more focused the search, the greater the quality leads. When it comes to Offsite and Onsite Optimization, both are equally important for drawing in quality traffic from search engines and each plays a different role in attracting search engines. What is the difference between offsite and onsite optimization? “Onsite Optimization” gives you the option of controlling factors on your website such as the content, links and keyword density whereas “Offsite Optimization” refers to the ranking a website receives based on other significant factors, which generally refers to the links on a website. For the Search Engine Marketing guru, the importance of Onsite Optimization cannot be overemphasized as it includes the website’s Meta descriptions, Meta keywords, codes, and title tags. While these particular factors are not as easily found as a web site’s content, these components play a major role in search engine marketing. However you look at it, the goal of an SEM expert is to make the most of onsite and offsite optimization, which assures that you bring in a greater number of visitors and more quality prospects to your website.

How to Expand on Search Engine Marketing

Ultimately, if you have a website, your goal of course is to generate more traffic, which in turn means converting traffic into clients. To expand on search engine marketing, as we have already mentioned, one important strategy is making sure your website is optimized. To optimize a web site, the website content should be written in such a way so that it attracts search engine users. In addition to achieving visibility through the optimization of a web site, you must also use good key words and phrases, all of which should be relevant to your target market. However, besides having quality content, the next and critically important part of search engine marketing is using inbound links which helps further gain the attention of search engines. In addition to these techniques, tracking and analyzing the success of both onsite and offsite optimization will provide you with the information you need so be sure your efforts are effective. If after analyzing a site, (link to analyzing a site) you find that the words and phrases are not effective for your particular situation, you should consider making modifications.

Inbound Links for Powerful SEM

A critically important way to rank higher in search engines is through inbound links. What exactly are inbound links? An inbound link is about placing a hypertext link on other relevant websites, which brings traffic to that page. As a marketing tool, an inbound link that includes key words in the link title is one of the most important ways of increasing popularity and website traffic. The purpose of inbound links is to help a web site receive relevant traffic and to also increase the chances of being found via those links on major search engines. As an example, a search engine will find your site through a link on another site and will probably index your site without you even submitting it. In addition, the number of websites that link to a particular website is one of the primary keys of a search engine determining a sites relevancy.

Are Quality Inbound Links More Valuable Than a Quantity of Links?

Basically, links from other websites help improve search engine rankings. Not only do these links improve search engine rankings, but they also increase the website’s credibility, as quality inbound links to a website from another website means a site receives better search engine popularity. In other words, inbound links give websites credibility, especially if they are associated with other high profile websites. Inbound link strategy impacts strongly on a website’s success, so it’s important to review your inbound links on a regular basis to ensure that they support your overall SEM goals and objectives. Do remember that not all inbound links are equally valuable. The quality of the links is just as important as the quantity, so while there are ploys that attempt to increase links, major search engines look more favorably upon a

website that has taken the time to grow their links through a steady, valid buildup rather than through a quick and sudden illegitimate increase of links.

Algorithms and Their Importance

Whenever a person places a key word or phrase in a search box, the search engine keeps an index of all the words used in searches and where they were found. This allows users to look for sites that contain specific words found in the index. Based on these words, the key words and content on a site are very important, as they have a strong impact on the visibility of a web page and search engine ranking. In addition, search engines use programs known as algorithms that help the search engine organize data. In simple terms, an algorithm on the web is the criterion a search engine uses to determine which sites match certain search words or phrases.

What Algorithms Determine

The job of a search engine algorithm is to scan for frequency and location of key words. These important algorithms determine the relevance of information in the index by the search engines. Upon review of millions and millions of web pages, the “spider” then provides the information back to the search engine with all of the indexed data. For example, let’s suppose you were seeking a plastic surgeon in the Los Angeles area but you wanted to find a certain type of plastic surgeon. In the search box of the search engine, you might input the words, “Plastic Surgery Reconstructive Los Angeles.” The spider, having done its job perusing the web, finds countless numbers of web sites with the same words you put in the search box. Since the algorithm analyzed all the websites, determined how long the site has been online and how long it has accumulated inbound links, it then determines the order the web sites appear by their results. A web site that had the phrase “Plastic Surgery Reconstructive Los Angeles” and has been fully optimized has a good chance of ranking high in search engines using the above phrase. Basically, the algorithm is what provides your site with maximum visibility. Remember, there are millions of web sites, many of which have already been optimized, so in order to keep pace and go beyond your competitors, you must do everything to make sure your content is excellent and your key words and phrases will attract search engines. But that’s only the beginning.

Why do Search Engines Constantly Change their Algorithms?

Just when you think you have a handle on a search engine, they invariably change the way they perform. The reason search engines change their algorithm strategies are primarily so that SEM experts cannot use their skills to manipulate search results. Given that the search engine’s goal is to provide users with search engine results that are targeted efficiently to each individual user, a search engine is always making an effort to provide the best possible experience for the user. To that end, search engines often update algorithms to serve the user better. While it is very important for each website to try and rank higher on search engines, the ultimate goal of a website is to reach the intended target market, which is achieved by using a combination of all the different SEM strategies thus far mentioned.

What it takes for Good Search Engine Marketing

Regardless of your business, being diligent in your efforts to meet the search engine’s requirements can definitely enhance the visibility of your website. In fact, no other form of marketing can promote your business at the world wide level in as profound a way as search engine marketing. With the help of SEM experts, besides being able to target an audience in any one location, SEM is the one way to grow a business globally. Therefore, whatever your business, you want to use the power of search engines in such a way so that your website stands apart from your competition. Basically, you want to make sure that search engines and people searching on the web, find your website.



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Getting Visibility in Search Engines!

A key point for getting the most visibility in search engines is by creating content that makes it easy for search engines to find your website. Targeted keywords can very likely get you listed higher in search engine rankings and will definitely help attract visitors that have an interest in the products and services you're promoting. A good way to develop the right key words for your web site is to start right at the very beginning, which means even before you begin the design of your web site, you should give careful thought to what your site will focus on, who your intended target audience will be and why the information you're sharing is valuable. With a clear vision in mind about these three components, you'll be able to narrow down the appropriate keywords. Let's say for example, you sell jewelry, which is mostly handmade jewelry. In this case you might want to include more than just "hand made jewelry," since there will be many competitors in the jewelry arena. You should also include in your key words and phrases, jewelry store, jewelry making, hand made necklaces, etc. In other words, do not limit your key words to just the product itself, but also describe other things you're selling that go along with your primary product.

How to Discover the Best Key Words for Your Website

To find the best key words for your particular website you also have to spend time researching key words. The best way to research the key words you're considering is to find out how many other sites are using the same key words you have chosen and how many people are actually searching for those specific key words. The way to do that is to start by first choosing some of the top search engines and then entering your chosen key words to determine the results of those words. For example, when you place key words in the Google search, you'll notice at the very top of the page the results for the key word or key phrase. Remember, if the keywords are targeted, you will have a greater chance of coming up near the top of the search engines. When using a broad keyword, although it might come up often, your site is going to be competing with many other web sites. So, try to be as specific as you can. A good SEM expert can help you discover the best key words before you've made your final decision.

Which Key Words Should You Include?

So, now that you've decided on the appropriate key words you want to use on your website the real challenge begins. It's time to figure out how to integrate those words into your website's content, which has to be in a way that sounds believable, sincere and convincing. As you prepare your copy, put the keywords or key phrases you've chosen as near the beginning of the page as possible. The reason? The higher you place the keywords on a page, the greater the importance a search engine will give the content. Do remember that a keyword phrase will get even greater results than a single word key word.

Avoid Word Stuffing

Although some people try to get away with using certain key words over and over on any given page, if the copy doesn't flow, it's obvious to the search engines that you're stuffing key words. Sophisticated search engines are aware of these types of spam techniques, so it's best not to try getting away with stuffing. In fact, major search engines will eventually reject the site. The truth is that if you choose good key words they can easily be incorporated several times on any given page. Of course, if you have good writing skills, you won't find that to be a difficult task. However, if your writing is not that good, do not hesitate to commission a professional writer. This is one area that you won't want to skimp. Also, another good idea is to change the content every now and then, because modifying your site is a good SEM strategy. While the process of choosing key words is an on-going effort, the time spent is well worth the effort, as it will keep your site optimized and your ranking higher on search engines.



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The Importance of Unique Key Words

Did you know that 40% of all Internet searches are unique searches? In other words, when a person seriously seeks for something important to them, they will probably be searching for a phrase or word that may not have ever been searched before. And while your goal is to get a lot of visitors to your site so that you can convert them into customers, it is often more important to draw in a smaller market through unique words and phrases than trying to attract a higher volume with phrases that everyone uses. Yes, it's true that becoming #1 in the search engines is an important goal, but even if you get a lot of visitors, if none of them become customers, you've defeated your purpose. So, make sure your web site is building the kind of business that is consistent. In the long run, it's better to get visitors who use your services, than just getting a lot of visitors who never buy anything.

Simple Terms versus Unique Terms

Let's assume for a moment, you are a doctor of plastic surgery. What key words or phrases do you think your potential clients would use to find you? You have to try and get inside a person's head so that you know what they may need. Let's use the phrase "Plastic Surgery Reconstructive – Los Angeles." In this case, if a person is seeking a plastic surgeon that handles reconstructive surgery and their practice is in Los Angeles, they would probably use these simple terms, which is why you should consider what they might be looking for. However, to make your search engine phrases even more unique and specific, if you offer a specialty, it might be a good idea to include your specialty such as "reconstructive breast surgery." That way, you are narrowing the quantity, but increasing the quality. To ensure that you use the right key words and phrases, working with an SEM professional and letting them help you build your keywords, key phrases and content will help you determine the right key words and content, which will convey all your professional qualities in simple but attractive terms. Basically, an SEM expert can help your company gain the exposure you want and the leads you need for search engine marketing.

The Value of Analytic Software

With a clearer understanding of what's required for SEM and for the success of your web site, you might wonder how you can determine the success of your SEM efforts. Search Engine Marketing professionals know that it's important to evaluate the different aspects of a marketing campaign, which is why analyzing what's working most effectively and what isn't working to maximum efficiency should be considered on a regular basis. For those who are trying to rank high in search engines, a Search Engine Marketing expert uses analytic software so that their clients always know where they stand in their marketing efforts. But, what exactly is analytic software? It is software used by SEM experts that helps improve marketing return on investment and ultimately increases your bottom line efforts.

Tracking Conversion Rates

Analytic software used for a marketing strategy and which ultimately leads to converting visitors to customers is known as tracking conversion rates. The way to track and boost your conversion rates is through the use of analytic software, which tracks how prospects use your website. Once you've received visitors to your site, you want them to stay by browsing through your site, reading your articles and ultimately turning into customers, so using tracking conversion rates will let you find out if there are any problem areas or web page areas that aren't visited. Paying attention to this aspect of your marketing strategy will provide you with many clues that could help your conversion increase.

Other Things Analytic Software Does



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Basically, analytic software can help you target your audience, increase conversion, enhance the customer experience and clearly demonstrate how a website is performing. SEM experts use analytic software to see which are the most requested pages as well as which of the pages are not performing as well. Although analytics are not the only way to measure SEM efforts, the information is invaluable. Not only does analytics allow you to update pages that aren't drawing the hits you desire, but it also helps determine where your website requires changes. With analytic software, the SEM expert knows precisely which pages could potentially be missing and which pages are not performing as well as you hoped. Analytic software also provides information that can identify where traffic is coming from including which search engines are bringing you the most traffic. It also offers which of your online banner ads or pay for clicks are the most cost effective. Furthermore, analytics can show you which keywords and phrases people are using most of the time to find your site and even how often a prospect uses a key word or key word phrase to find your site. It's very clear that each of the reports provided through analytic software can help you make informed decisions about your search engine marketing strategies. Analytic software used by the SEM expert keeps you up on what's going on with your search engine marketing strategies.

The Latest SEM Tools

In today's world, there are so many new and innovative ways cropping up for reaching online prospects including blogs, videos, etc., which means it's important to keep up with the latest search engine marketing tools. How do these changes impact on your website and what is the general result of these changes on SEM? For one, there are more local search results for users. When a person searches for something in the Google search box, their past web history and other information about how they search may have an effect on the results they see on your screen. Say for example, you're in the market for a web designer and you live in Los Angeles, but you search for a designer in Texas. More than likely, although you might have put in the same search words as someone in Florida, you will probably get different results. Because of these changes, there is no longer a universal ranking for any particular search word or phrase. In fact, if you search on Google for a particular result, the first page may include three or four Google local listings and possibly six or seven organic listings. Organic search results are listings that appear based on their relevance to the search terms as opposed to advertisements. The term "organic listing" means these listings are usually untouched by humans and have not been paid for.

What is a Universal Search?

A Universal Search is a more comprehensive way of searching the web. Also known as blended, a universal search pulls data from multiple data bases to display on the same page. Results can include images, videos and results from specialty databases such as maps, local information, product information and news stories. For example if you were searching for a particular incident that might have occurred recently or even a while back, the search might generate local TV or newspaper coverage. The idea is to give users a better search experience. Google has been making these specialized searches available for a long time, and now they're more readily available from other search engines.

What to Expect from an SEM Expert

Now that you know what search engines do, how they work and what you need to do to be sure your site is optimized for better performance, a qualified SEM expert can help you rank higher in search engines. However, you should know that there are never any guarantees that you're going to get and stay at number one in any search engine. No matter how qualified or experienced a person claims to be, if an SEM professional says that they will get you to number one or guarantees a very high position on a search engine, he is not telling the truth. No one can ever guarantee absolute results. In fact, no matter how much time and effort is spent on helping you rank higher, search engines are always changing their algorithms, which could mean at any moment, even if you ranked high today, tomorrow you could easily lose the ranking you attained. It is for that reason that search engine marketing is a constant effort. Yes, an SEM expert can help you get



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to number one, but search engines want to be sure that even if the site ranks high, the SEM expert cannot control results. It is the job of the search engines to do what they can to deliver accurate, relevant results.

Gaining a Competitive Edge

As mentioned previously, the real reason search engines change their algorithms are to keep SEM experts from getting control over search results. Nonetheless, a powerful SEM strategy is certainly the key to gaining a competitive edge for your website as well as getting an edge over competitors. It is the real reason that an SEM expert regularly reviews the text on a website, follows up on inbound links, and continues to track the site's success so that the owner always know where they stand in search engines. For just a moment, think about the value and importance of a particular search term and how important it is to a business. Whether you are a Webmaster, Writer, Restaurateur, or if you own a hotel or car dealership, SEM for any business is no longer just an option, it is clearly a necessity. With so much competition on the web, to have an effective SEM strategy, you cannot expect to tackle the job just once and be done with it. Marketing of any sort is a constant process and search engine marketing is certainly no exception. To stay ahead of the search engine marketing game you must keep at it constantly.

Successful Search Engine Marketing

The most important goals of search engine marketing entails developing good content, choosing the right key words and phrases and building inbound links. In fact, link building might very well be one of the most relevant aspects of successful search engine marketing. If you create an outstanding site complete with excellent content, good search words and phrases, and good inbound links, you will do well on the web and other sites will be drawn to your site. To establish good links, you should develop relationships with people that work in your field or a field that is relevant. Once you've established a relationship ask those people to exchange links with you. Remember though, your outbound links should only be with quality sites. Search engines pay attention to those with whom you link, so don't just exchange links with anyone who asks just for the sake of creating links.

Wrapping Up

As you can see, all of the efforts of search engine marketing can be time consuming, but if your goal is establishing your online presence and getting known on the web, an SEM expert can help you optimize your presence. As a dynamic team of experts, www.chakery.com is available to help with all your SEM strategies. Considered one of the most popular online web site design and optimization companies, we help you get prominently listed in all major search engines. To schedule an appointment with one of our SEM online marketing consultants, please feel free to call us at 214-281-8404 or email us at admin@chakery.com. To learn more about our services, why not take the time to browse through chakery.com and learn more about our successes and the importance of search engine marketing and search engine optimization. Because we offer every aspect of search engine marketing from web site design, all the way to search engine optimization, and search engine marketing, chakery.com can help you generate new business and increase your chances of a good return on investment. Our job has always been and will continue to be helping our clients reach their online marketing goals.