

# Search Engine Marketing: What is it and who cares?

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**SEM** is a marketing tactic used to increase traffic to a website by strategically placing pertinent information on the site that matches keywords used by search engine users. When the keywords closely match the website's content, the site gains a higher rank in the search engine results and is thus more likely to be clicked by the searcher.

Search engines have become the de-facto gateway to all information on the internet. Almost 91% of internet users and 64% of businesses will use a search engine to research and find goods and services, generating over 7 billion search requests per month. Obviously search engines are important to your business. **But just because you have a website does not mean that your organization will rank well with search engines.** Many websites were not created to attract search engine users.

Why is it important to rank higher in the search results? According to a survey by Enquiro, position is a factor, with over 60% of searchers clicking on the top 3 listings. Moreover, most users decide which listing to click on within seconds of scanning the page.

## How is SEM different from other forms of marketing?

Unlike most forms of advertising, search marketing is non-intrusive. The marketing message doesn't interrupt the consumer's behavior like a TV commercial or pop-up ad would. Users searching your keywords are already looking for your content so they're predisposed to your marketing message. They are happy to click on your link and read what your site has to say. It's a voluntary action by the consumer to view your website. You have pulled them in with your content rather than pushed them in with flashy pop-ups and other forms of advertising.

The screenshot shows a Google search for "Experiential Marketing, Dallas". The search bar contains the text "Experiential Marketing, Dallas" and a "Search" button. Below the search bar, the results are categorized under "Web" and "Personalized Results 1". The first result is "Experiential Marketing:" with a link to "www.MrYouth.com" and a snippet: "Events and Promotions That Rock From The Award-Winning Mr. Youth". The second result is "Experiential Marketing" with a link to "www.promotion1.com/" and a snippet: "See why America's most admired brands partner with Pro Motion." The third result is "Event Marketing" with a link to "www.UniversalBuzzMarketing.com" and a snippet: "Creative marketing solutions, coordination and execution." Below these, there are two more results for "Experiential Marketing in Dallas". The first is "Infusing solid marketing principles and strategies with evolving technologies, TRANCE Marketing Group energizes your brand with the resources it needs to ..." with a link to "directory.leadmaverick.com/TRANCE-Marketing-Group/dallasFort-WorthArlington/TX/9/966/index.aspx - 47k - Cached - Similar pages - Note this". The second is "TRANCE Marketing Group in Dallas-Fort Worth-Arlington, TX" with a link to "directory.leadmaverick.com/TRANCE-Marketing-Group/553/company.aspx - 85k - Cached - Similar pages - Note this" and a snippet: "Experiential Marketing in Dallas - New Service Announcement Infusing solid marketing principles and strategies with evolving technologies, TRANCE Marketing ...". At the bottom, there is a result for "Experiential Marketing - Bringing Your Brand to Life - Thu 28-Feb ..." with a link to "www.dfwmarketing.org/en/cev/?77 - 35k - Cached - Similar pages - Note this" and a snippet: "They work with clients to create experiential marketing programs that engage ... Tags: AMA Dallas events experiential Fort Jack marketing Morton mouth of ...".

## A Smart Solution to Search Engine Marketing

TRANCE Marketing Group uses a web application that generates leads from search engines. It works by following search-engines best practices and uses the latest lead generation techniques to help you attract potential customers from the internet. We allow you to:

- Place your content online for search engines to find.
- Optimize, format, aggregate and localize your content in ways that are meaningful to search engines.
- Provides a well-formed design that maximizes your ability to attract leads and prospects.

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## ***Tools Used to Give You Results***

### **Keyword Research**

Our keyword research tool helps us identify the terms that people are using through search engines to find the types of products and services you provide. Once identified, we're able to easily enhance your content to match these terms.

The more information we enter, the better your results. And the more frequently we enter information, the longer you sustain the results.

You'll see your pages in top search results in 6-8 days. Or even sooner depending on the amount of information entered.

Content is king with search engines and we make it easy to post as much content as possible. The more content we add using as many keywords as you like, the higher the probability that potential customers will find it using their favorite search engine.

### **Detailed Reporting**

Results matter. We provide a variety of detailed real-time reports that help you gauge your success. Whether it is detailing your exposure on the major search engines or real-time analysis of the traffic to your content, we provide you with the type of details that you need to monitor your success.

It's easy to track the results of your directory pages by giving you a clear picture of your success. Our primary goal is to help you substantially lower your marketing costs while increasing your revenue. Listed below are the reports that are automatically created:

**Yearly/Monthly/Daily Reports** — Our real-time reporting feature tracks every aspect of your success on a yearly, monthly and daily basis. By aggregating our reports on a calendar basis you can quickly see your lead cycles, identifying the times when interest in your company is greatest.

**Views and Clicks Counts** — Every time your content is viewed, we make a note of it. And if a person clicks on your email address or company website, we note that too. A click is considered a "lead" because it shows a qualified interest in your business. The click-to-view ratio, which is automatically calculated for you, is a key measurement of how successful your content is in generating interest.

**Search Engine Positioning Report** — One-click access to see how your content ranks on Google, Yahoo and MSN based on keywords.

## ***A Variety of Content***

The more content, the better.

TRANCE Marketing allows you to post a myriad of different forms of content on your site, such as:

- Blogs
- Podcasts
- Streaming Video
- PowerPoint Presentations
- PDF Files
- Job Listings
- Press Releases
- Company Profile
- And More.....

## **The Value of Podcasts**

Podcasts are another great "pull" strategy for the web. This audio content is sought out by listeners—it pulls them to your website and therefore, your marketing message. Podcasts communicate, educate and motivate listeners to action. Moreover, the additional content surrounding a podcast also increases search optimization.

Marketing Sherpa has just released a new case study titled "How to Use a Podcast to Promote a White Paper That Generates New Business Sales Leads". This case study is about how Bearing Point used podcasting to promote a white paper and saw sign up rates of over 30% versus a traditional 10%. This is a 200% increase over traditional marketing techniques.

Podcasting has significant business marketing potential. If the business podcast strategy and online visibility plan is properly executed, podcasting has the potential to be a marketing tool that delivers great marketing results.