

Search Engine Marketing is the method of promoting and advertising in which the organisation's content is made to be found at a higher rank when searched for in a search engine. The concept is similar to search engine optimisation except for the fact that search engine marketing is a paid advertisement. Search engine marketing helps businesses to target consumers towards their products and services. What the companies do is buy top-ranked search engine result pages to display their personalised ads through the help of an auction process. Some of the commonly used search engines are Google, Bing, and Yahoo.



How does Search Engine Marketing Work?

Search engine marketing works by the following process:

The process of marketing and promotion known as "search engine marketing" involves making an organization's content appear higher up in search results. Step 1: When looking for a product on a website, customers often use specific phrases or keywords. Step 2: The businesses must compile a spreadsheet with the likely subjects that they wish to rank. The themes stated should be in line with the goods and services that they believe the majority of customers will want. Step 3: After that, they must widen the themes and pinpoint the precise terms or phrases that they believe their clients would use—or are now using—to search for the information or product. This method of identifying the most popular

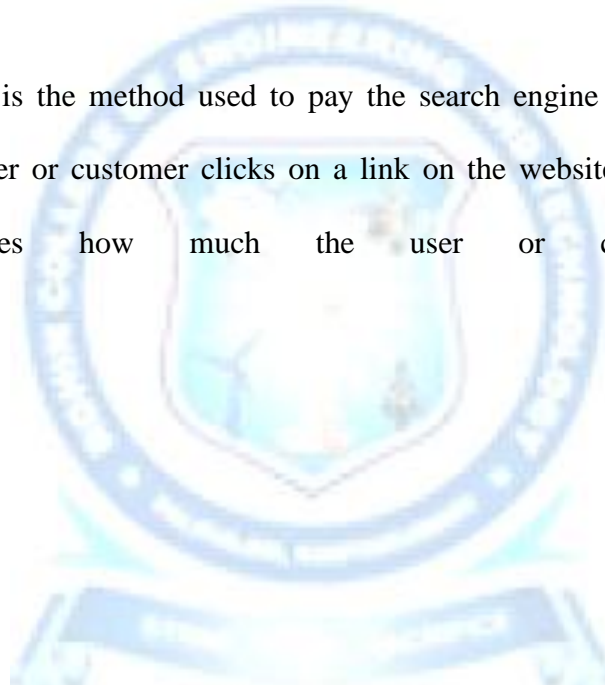
Keyword analysis is the technique of identifying the most popular keyword. Software and technologies like WordStream, Hub Spot's source report, and Google Analytics may be used for keyword analysis. It is important to ensure that the keywords precisely match the terms

that customers use.

The process of determining which keyword is most popular is called keyword analysis. Keyword analysis may be performed using tools and software such as WordStream, Google Analytics, and the source report from Hub Spot. Making ensuring the keywords exactly match the terms that clients use is crucial.

Step4: The marketers buy ad space at the top of search engine result pages after bidding on the relevant keywords, ensuring that their adverts appear higher up when users search for the same terms.

Step 5: Pay-per-click is the method used to pay the search engine providers. This system tracks each time a user or customer clicks on a link on the website; the amount of clicks produced determines how much the user or customer is paid.



Importance of Search Engine Marketing

1. Helps the Consumers in Convenient Online Purchasing: Consumers looking for particular products can search for the same by simply using keywords that match suitably with the specifications of the product. In this way, the products will reach to right customers.

2. Convert Leads to Potential Customers: In search engine marketing, only interested consumers search for particular products that they seek to buy. Therefore organisations

directly place their products in front of potential customers. This generates high rates of conversion in the business.

3. Targets Huge Traffic: Search engine marketing enables quick targeting of large audiences as the products and information are readily available as and when searched for.

Facilitates Convenient Online Shopping for Customers: Customers may easily find certain items by utilising keywords that correspond with the product's specs. The merchandise will reach the intended clients in this method.

2. Convert Leads to Potential Customers: Only interested customers look for specific items they want to purchase when using search engine marketing. Consequently, businesses put their goods in front of prospective buyers immediately. In the business, this results in high conversion rates.

3. Targets Massive Traffic: Because items and information are easily found as and when they are searched for, search engine marketing makes it possible to quickly target enormous audiences.

4. Pay-Per-Click: Under this model, businesses only pay advertising providers for the total amount of clicks that come from a link on their website. Businesses only pay for potential clients who are interested in their goods and services in this way. Consequently, search engine marketing lowers expensive advertising expenses.

5. Strengthens Trust: Since search engine marketing drives a lot of traffic, it guarantees a high volume of website visits, which raises Google's trust signals.

6. Appropriate Market Segmentation: Search engine marketing allows for appropriate market segmentation by precisely targeting the relevant clients and geographic region. This is because the items are immediately presented in the search engines as soon as the keywords

are

searched.

7. Monitors Results: Using software and tools for search engine marketing analysis, businesses may monitor the results of their campaigns to see if they are succeeding or whether their marketing plans need to be adjusted. Through search engine marketing efforts, they may properly analyse the volume of sales and demand for the product. The practice of charging businesses who want to show their adverts on search engines for internet advertisements based on pay-per-click is known as an ad auction. The search engine providers arrange an auction in which marketers bid against one another on specific keywords if there are open spaces for advertisements. The auction is won by the bidder who places the highest bid. The search engines make the decision:

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- Ranking of every other advertisement.
- Should an advertisement not be shown at all.

Such auctions are of 2 types:

1. First-Price Auction: The advertiser who places the highest bid wins and is required to pay the maximum price stipulated in the auction.
2. Second-Price Auction: In a second-price auction, the advertiser who places the highest bid

wins, but instead of receiving the full amount of the bid, he must pay more than the second-highest bidder.

According to a search engine marketing model, companies who can identify the precise keywords are the ones that actually succeed in the market, regardless of the amount of their budget. In any case, a successful product or website would automatically increase in the search engine result pages without the need for search engine marketing. As a result, a search engine marketing campaign with a bigger budget might not be able to acquire the top ad space. Smaller-budget businesses may take over if they can continuously attract a lot of people, keep up trust signals, provide relevant content, and identify the most sought-after terms. Customers utilise search engines like Google, Bing, and Yahoo each time they want to find relevant terms.

Step 1: Placing a Bid: The campaign needs to enter the highest amount of budget it is willing to contribute for the keyword.

Step 2: Search Engine's Quality Ranking: Search engines check and rate the quality of the ad and the website based on the keywords identified, the website's user interface, the relevance of the content and the useful information they provide. They need to match certain criteria and requirements set by the search engines.

Step 3: Contextual Variables: Contextual variables include the user's graphical location, search history, time when the search was conducted, device, other ads searched by the person, and the websites clicked.

Step 4: Rank is Assigned: Finally, after going through the above 3 steps, a rank is assigned to the products or website to be displayed on the search engine result page after considering all the factors.

Creating a Search Engine Marketing Campaign Strategy

1. **Finding the Right Keywords:** In order to pinpoint the exact terms that users will most frequently use when performing a search, organisations must first pick pertinent subjects and then expand upon them. Certain software and analytic tools can complete this operation.
2. **Budget Allocation:** Businesses must determine the maximum amount of money they are prepared to spend on a certain term.
3. **Grouping of advertising:** In order to save money, a business that sells several product lines must arrange and organise them into a collection of advertising. Instead of designating a separate term for each product, they might utilise a certain keyword for the entire collection.
4. **Linking Landing Pages:** After that, you need to connect the advertisements to a landing page that has a compelling user interface and strategic keywords.
5. **Ad Creation:** Once the advertisements have been properly grouped, a collection-wide advertising must be created. The information must be interesting and pertinent.
6. **Ad Extensions:** To improve the exposure of the advertisement, ad extensions might include extra content like links, alerts, and structured samples.
- 7. Ad Scheduling:** Advertisers should plan the best time to show their adverts to users so that they are more engaged during that specific period.
- 8. Bidding:** During this phase, advertisers place a bid on the terms that appear in the search results.

Disadvantages of Search Engine Marketing

1. Involves Cost: Though search engine marketing is a cost-effective strategy, i.e., it cuts down maximum advertisement cost through pay-per-click, we cannot disagree with the fact that, unlike search engine marketing, search engine optimisation is a similar marketing strategy which is unpaid and generates results organically.

2. High level of Competition: In the race to advertise and display products at a higher rank in search engine result pages, most organisations are trying to capture the top ad space. In this process, the number of competitors is increasing as well and the cost of pay-per-click by the advertisement companies is also rising eventually.

3. Requires Time: The entire process starting from identification of keywords to bidding for the same to ultimately advertising the search engine result pages requires a huge amount of time.

4. Needs Proper Examination: Identification and bidding of keywords is a crucial job as the entire strategy depends on targeting traffic and conversion. Therefore proper

Difference Between Search Engine Marketing & Search Engine Optimization

Basis	SEM	SEO
PURPOSE	Improves sponsored rankings in search results.	Optimizes unpaid rankings in search results.
MONETORY TERMS	It is a paid advertisement model. Payment is done on the basis of PPC.	It displays organic search results i.e., they are unpaid means of advertisement.
RANK IN AD SPACE	The contents advertised through SEM are shown at the	The contents advertised through SEO are shown in the

Basis	SEM	SEO
	top of the search engine result page.	middle or below the SEM advertisements on the SERP
Effectiveness	In a SEM, traffic stops as soon as pay-per-click is withdrawn.	SEO takes time to rank higher in search results.
Time	SEM provides short-term outcomes.	SEO provides greater outcomes in the long run.
Marketing strategies	SEM is entirely dependent on advertisement costs spent by the company.	The marketing strategies in SEO need to be analysed and tailored from time to time.

