

Search Engine Marketing

Written by razseo

Wednesday, 17 March 2010 14:51 - Last Updated Wednesday, 27 March 2013 01:55

Deprecated: preg_replace(): The /e modifier is deprecated, use preg_replace_callback instead in /home/razltd28/public_html/seo/libraries/joomla/filter/filterinput.php on line **501**

Raz SEO Search Engine Marketing - Bring your Customers to You - Helping you "Be Found!" **"Search engine marketing**, or **SEM**, is a form of [Internet marketing](#) that seeks to promote

[websites](#) by increasing their visibility in [search engine](#) result pages (SERPs) through the use of [search engine optimization](#)

, [paid placement](#)

, [contextual advertising](#)

, and

[paid inclusion](#)

. Usage of the term "search engine marketing" has been inconsistent." ** http://en.wikipedia.org/wiki/Search_engine_marketing

IN English, Search Engine Marketing would seem to refer to any marketing that is done through search engines. But in this day and age the meaning of the phrase is continuing to evolve. Search Engine Marketing appears to be evolving a definition that would have it apply only to the aspects of marketing on Search engines that customers actually pay for. This would include paid inclusion, paid contextual advertising, paid placements, and paid impressions. In general we use the term Search Engine Marketing (SEM) in the context of paid methods of advertising. But we do, also, on occasion use the term Search Engine Marketing to refer to any form of marketing which is done on search engines.

Search Engine Marketing displays ads for your website in the sponsored section of the Search Engine Results pages. Usually the first 2 or 3 entries that display in Search Engine Results pages are sponsored links (ie. Paid for). Most Search Engines also display sponsored links to the right side of organic results, or also on the bottom of the SERP page, or in the middle of other organic results. Search Engine Marketing can also display your ads on various other sites in the Search Engine Content networks.

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Today, Google continues to be the most popular Search Engine, and thus we do recommend that Search Engine Marketing campaigns include Google Adwords. Search Engine Marketing campaigns can, and in many cases should, also be launched on Yahoo and Bing (Bing is Microsoft's or MSN's new Search Engine Brand).

SEM increases your websites change of being found by existing and potential customers. Search Engine Marketing is done by bidding on keywords that your customers are searching for. In some cases it is necessary to optimize sites for this type of marketing. We call this Search Engine Marketing Optimization (SEMO), and the reasons and methods of SEMO are explained in a different section. Link to

[SEMO](#)

Site map submissions to Search Engines, and directory submissions to various web directories are other things that should be done to ensure that your website can be found on the Web. At RAZSEO, we perform those services as part of all our SEO & SEM solutions.

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SEM Package	Description	Cost
RazSEO Google Adwords	Basic Google Adwords Account for 1 week	
RazSEO Google Adwords	Multiple Google Adwords Campaigns for 1 week	
RazSEO Google Adwords	Deluxe SEM package for 1 week	
RazSEO Google Adwords	Complete SEM package for 1 week	

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