

# Search Engine Marketing (SEM)

"Searchers either find you, or they find your competitors..."

Parting Thought on SEM

• Make GOOD content for YOUR audience. Create an experience tailored to PROVIDE VALUE to them. The rest will follow.

Organic Results vs. Paid Placement



Best Practice Example: Avoid Lack of Descriptive Keywords



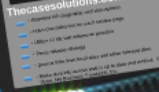
Best Practices: Optimize Press Releases



Distraction: What is Search Engine Marketing?



Best Practices for Organic SEO



# Thecasesolutions.com

# Search Engine Marketing (SEM)

"Searchers either find you, or they find your competitors..."

Parting Thought on SEM

• Make GOOD content for YOUR audience. Create an experience tailored to PROVIDE VALUE to them. The rest will follow.

Organic Results vs. Paid Placement



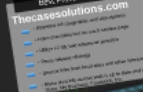
Best Practice Example: Avoid Lack of Descriptive Keywords



Distraction: What is Search Engine Marketing?



Best Practices for Organic SEO



Best Practices: Optimize Press Releases



# Thecasesolutions.com

# Overview: What is Search Engine Marketing?

## Thecasesolutions.com

- **Search Engine Optimization (SEO)** is the process of improving volume or quality of traffic to web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results.
- **Pay Per Click (PPC)**, 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 paid placement advertising
- **Search Engine Marketing (SEM)** is the combination of both

Thecasesolutions.com

93% of online experience begin with a search engine

North America Search Engine Market Share:  
Google - 63%  
Bing (formerly MSN) - 20%  
Yahoo - 12%

3.5 billion searches per day on Google alone

# Thecasesolutions.com

**93%** of online experience begin with a search engine

## **North America Search Engine Market Share:**

Google - 63%

Bing (formerly MSN) - 20%

Yahoo - 12%

**3.5 billion** searches per day on Google alone

# Organic Results vs. Paid Placement

## Thecasesolutions.com

Google recond forklift malaysia

Search About 3,520,000 results (0.45 seconds)

Pay Per Click Advertisement

Everything  
Images  
Maps  
Videos  
News  
Shopping  
More  
Show search tools

Ad related to recond forklift malaysia

**Forklift Malaysia | averasia.com**  
www.averasia.com/Call-60-7-388-9966  
Aver Asia- Reliable Supplier for **Forklifts** Rental in M'sia. Call Us

**reconditioned toyota forklifts malaysia**  
www.acwer.com/p\_recond.html  
Electrical Reach Truck 1.0 to 2.5 ton Series. 1.0 ~ 1.3 ton, 1.5 ~ 1.8 ton, 2.0 ~ 2.5 ton.  
Electric Power **Forklift** 1.0 to 3.0 ton Series. 1.0 ~ 1.5 ton, 1.8 ~ 2.0 ton, 2.5 ...

**Material Handling Equipment Malaysia Used Reconditioned Forklift ...**  
www.acwer.com/  
Acwer is a **Malaysia** supplier of quality Material Handling Equipments, battery **forklift**, **forklift** rental and used and **reconditioned forklifts**.

**Reconditioned Forklift - GKY Machinery (M)**  
www.gky.com.my/Reconditionedforklift.htm  
**Reconditioned Forklift**. A. Before **Reconditioned**, After **Reconditioned**. GKY battery department has given strong assurance in the support of after-sales service ...

**Klang Forklift Used Forklift Malaysia Forklift Parts Reconditioned ...**  
www.forklift.com.my/  
Klang **Forklift** Sdn Bhd is a **forklift** specialist in **Malaysia** supplying a wide range of reliable and quality **reconditioned forklifts**, new and used **forklift** units, new and ...

**Forklift Malaysia (@forklift\_recond) on Twitter**  
twitter.com/#!/forklift\_recond  
Sign up for Twitter to follow **Forklift Malaysia** (@forklift\_recond). We are dealing in material handling equipment such as used **forklift**, fully **reconditioned forklift** ...

Ads - Why these ads?

**Forklift Rental & Repair**  
www.usedforklift.com.my/  
Massive range of used **forklift** for rent & sale. Call 012-324 3787.

**Forklift Malaysia**  
www.upes-malaysia.com/  
Wide Range Of Affordable Trucks & **Forklifts**. Call 03-62752499 Now.

**Forklifts suppliers**  
www.hktdc.com/  
Trusted suppliers verified by D&B. Source confidently now!

**Used Forklifts & Repair**  
www.bumit.com.my/Call\_+6012-294-9559  
Full range of **recond forklifts** from 2 to 15 tonne for sale & rental.

**U O E Equipment**  
www.uee.com.my/Call\_012-2121968  
Provide **Reconditioned** Machine & After Sale Service. Since 1991

**Malaysia Suppliers**  
www.globalsources.com/  
Source for Buyers/Sellers Worldwide plus Featured China Manufacturers

Why this ad?  
Thecasesolutions.com

Removed in Q1 2016

Organic SEO

# Organic Results & Paid Placement

- SEO and Paid Placement are complementary strategies.
- Utilizing both strategies increases density of listings on search results pages
- As optimization improves organic search rankings, then the cost per click on branded keywords can be reduced on the paid side
- SEO is a long term strategy, whereas paid placement campaigns will produce more immediate, measurable results through monitoring key performance indicators
- Though SEO can drive qualified traffic through the major search engines' main pages (Google.com, Yahoo.com, and Bing.com), paid placement has a much greater reach when you take into account the extended search and content networks

**Thecasesolutions.com**

# Best Practices for Organic SEO

## Thecasesolutions.com

- ➔ • Keyword rich page titles and descriptions
- ➔ • Have crawlable text on each service page
- ➔ • Utilize HTML text whenever possible
- ➔ • Press release strategy
- ➔ • Source links from local sites and other relevant sites
- ➔ • Make sure info across web is up to date and verified. Google Maps, My Business, Facebook, Etc

## Best Practice Example: Avoid Lack of Descriptive Keywords

# Thecasesolutions.com



The screenshot displays the website for Fly Fishing SC. At the top, there is a header image of a fly fishing reel and a fly. To the right of the image, the text reads: "Flyfishing SC", "Charleston, SC", "843-709-0307", and "scottyd@flyfishingSC.com". Below the header is a navigation menu with the following items: HOME, THE CAPTAIN, THE BOAT, THE LOWCOUNTRY, RATES, ALASKA TRIPS, ECO TOURS, and PHOTOS & VIDEOS. To the right of the navigation menu is a "Quick Links" section with the following links: NOAA Tide Predictions, Weather.com, Charleston VC, NOAA Marine Forecast, East Cape, charlestonfishing.com, and southboundmedia.com. The main content area features a "Welcome to Fly Fishing S.C." heading, followed by a paragraph of text: "Fly Fishing is our specialty and beginners are encouraged to contact us for on the water instruction. Fly fishing is easy to learn. By developing a solid foundation of skills early, the angler is setting themselves up for a lifetime passion. Whether you're just starting out, of have been delivering the feathers for decades, we will provide you with a unique experience you won't soon forget. And our custom 18' ECC Lostman skiff will get where others can only dream." Below the text is a "Thank you," followed by "Capt. Scott Davis". To the right of the text are three images: a man holding a large fish, a sunset over water, and a man holding a large fish. At the bottom of the page, there is a copyright notice: "Copyright 2009 Fly Fishing SC, Inc. All rights reserved. Web design by Southbound Media Solutions."

HOME  
THE CAPTAIN  
THE BOAT  
THE LOWCOUNTRY  
RATES  
ALASKA TRIPS  
ECO TOURS  
PHOTOS & VIDEOS

*Quick Links*

NOAA Tide Predictions  
Weather.com  
Charleston VC  
NOAA Marine Forecast  
East Cape  
charlestonfishing.com  
southboundmedia.com

**Welcome to Fly Fishing S.C.**

Fly Fishing is our specialty and beginners are encouraged to contact us for on the water instruction. Fly fishing is easy to learn. By developing a solid foundation of skills early, the angler is setting themselves up for a lifetime passion. Whether you're just starting out, of have been delivering the feathers for decades, we will provide you with a unique experience you won't soon forget. And our custom 18' ECC Lostman skiff will get where others can only dream.

Thank you,  
**Capt. Scott Davis**

Copyright 2009 Fly Fishing SC, Inc. All rights reserved. Web design by Southbound Media Solutions.





# Best Practice Example: Avoid Overuse of Graphics and Flash

# Thecasesolutions.com

The screenshot displays the homepage of Thecasesolutions.com. On the left is a sidebar with a 'Browse Tours' section containing dropdown menus for 'Tour Destination' and 'Tour Type', a 'SEARCH' button, and promotional boxes for 'Free Brochure!', 'Sign up for our E-Newsletter!', and 'Vmag'. Below these are links for 'Travel Agent Login', 'YouTube', and 'Follow us on Twitter!'. The main content area features a navigation bar with tabs for 'Destination', 'Hot Deals', 'Small Group', 'Smithsonian', 'Cruise', 'Rail', and 'Collette Foundation Tours'. Below this is a grid of destination images: North America (Golden Gate Bridge), South America & Antarctica, Europe, Asia, Africa, and Australia & New Zealand. A large holiday-themed banner for 'Holiday at the Waldorf' is prominent, featuring a Christmas tree and a large gold bow, with text describing the tour starting at \$2099 and staying at the Waldorf Astoria. Below the banner are three smaller promotional boxes: 'THE PASSION PLAY' with a 'WATCH VIDEO' button, 'FREE ROUND TRIP SEDAN SERVICE' with an image of a car, and 'More to Explore' featuring 'EXPLORATIONS' and 'Smithsonian Journeys Travel Adventures with COLLETTE VACATIONS'.

Best Practices Example: Use Keyword Rich Alt Tags for Images

