



A Marketer's Guide To
Search Engine Marketing



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Introduction from the **President**

The world of advertising has evolved over the years on how to promote company brands, products, and services. As advertising on TV or in print magazines has become somewhat obsolete for capturing people's attention that leads to positive action. We live in a digital world and companies are moving towards digital marketing & advertising to draw people to their second home: the internet.

With the progression of the internet and mobile technology, it's changed marketing strategy entirely. Today people rely heavily on search engines such as Google, Bing, and Yahoo to research and find products before making a purchase online or in-store.

This eBook intends to provide insight into the paid and unpaid strategies of Search Engine Marketing (SEM). And what falls under its umbrella including Search Engine Optimization (SEO) and Pay-Per-Click (PPC). If you're new to SEM or unsure of the best approach, consider this guide as a strong starting point.

But before we go deeper into SEM, it's best to start with what SEM is and why it's essential for companies to be utilizing it.





Chapter 1:

Search Engine Marketing Why its Important



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What is **Search Engine Marketing**?

Search Engine Marketing (SEM) is the process of increasing traffic and visibility of your website, products, and services through a search engine.

Why is SEM Important?

Every day millions of people search the internet for answers. Whether that be for a problem they're trying to solve, a product to purchase, planning a vacation, finding new restaurants, etc.

As a business, wouldn't you prefer your website, products, or services to appear in the search results to provide people with the answers they're searching for? According to the Content Marketing Institute, 93% of online experiences begin with search.

That's why search marketing is a vital strategy for all businesses who want to enhance and grow their companies. Remember your competition isn't sitting on the sidelines waiting to see what others are doing.





How SEM Works

1

- A person searches online for a product or service. They'll enter search terms (*called keywords*) into search engines like Google, Bing, or Yahoo.

2

- A person finds your ad. If the keywords in your ad match a search, your ad appears next to or above the search results.

3

- A person then takes action by reaching out to you. You can create a call to action (CTA) on your ad, so a person has the option to visit your website or call.



Chapter 2:

The Players SEO and PPC





Meet the Cast - **SEO and PPC**

An SEM strategy comprises of both paid and unpaid marketing efforts. As a business, you have two methods to choose from that'll help your business grow: Search Engine Optimization and Pay-Per-Click.

Search Engine Optimization (SEO)

SEO stands for “search engine optimization.” It is the method of getting traffic from the “free,” “organic,” or “natural” search results on search engines.

This method is the process of increasing your presence through unpaid efforts. The ads that appear on the search engine results page (SERPS) that are unpaid are known as organic results.

Organic search is a term that describes search results that are naturally generated through a search engine and aren't influenced by organizations or search providers.



How Search Engines **Find YOU**

1. Search engines like Google or Bing find organic listings by crawling the internet with spiders that analyze the text on your website, documents, and other content.
2. The search engines also consider the data in your website's source code called meta tags, and whether other sites are linking directly to your website.
3. For Google, the goal is to provide the best results possible. So if people aren't clicking on your site from the SERP Google will update its algorithms to focus on higher quality fits for an inquiry.



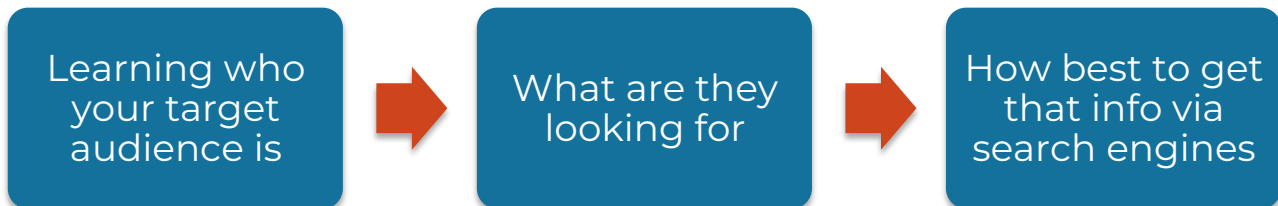
Pro Tip

If your websites not optimized for SEO, you could miss out on not only potential leads and customers but the overall awareness of your business.

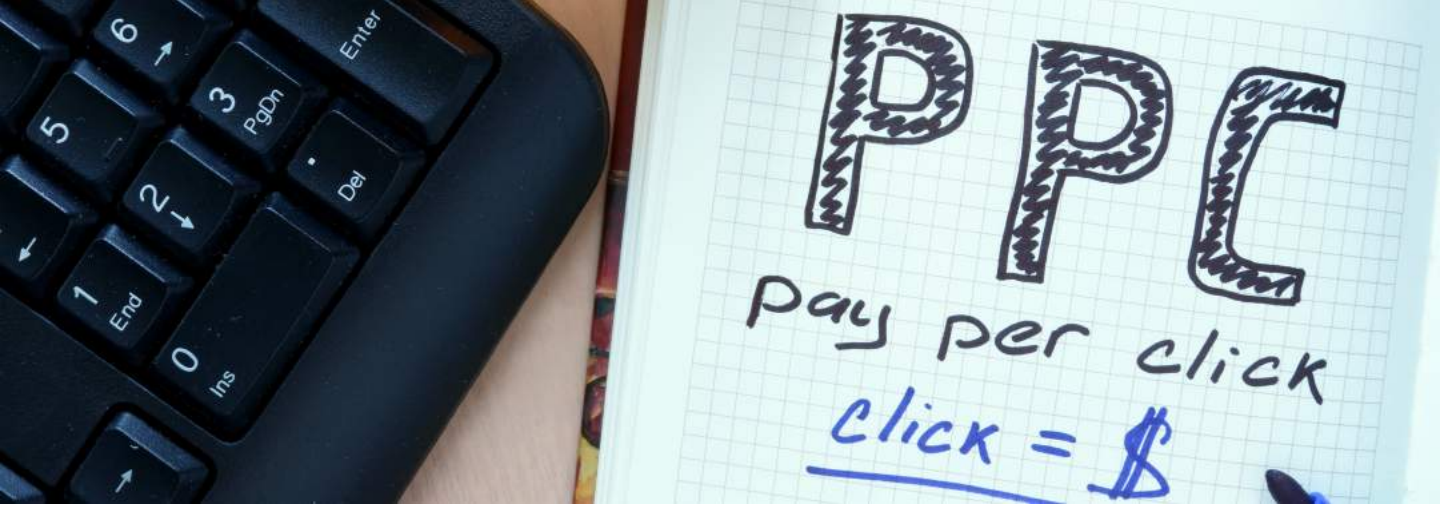


It's More Than **Just Keywords**

SEO is more complicated than adding keywords to your website. You have to spend time on the following:



Utilizing SEO effectively, it'll take careful planning, research, and consideration. Search engines are smart, but they also need a little guidance from time to time. It's important to know how your audience is searching online and how to get the information they seek.



Pay-Per-Click (PPC)

Pay-Per-Click or PPC is a model of advertising that allows businesses to pay only when a person online clicks their ad. Search engines like Google and Bing make pay per click advertising available on an auction basis where the highest bidder typically earns the most prominent placement



Pro Tip

Advertisers do not pay to show ads for keywords, but they do pay when a person clicks on them; the amount you pay is called cost-per-click (CPC).

Paid search gives you a much higher level of control when it comes to the searcher's ability to find your website on the SERPs. With PPC, advertisers tell Google for which search terms they want their ads to show. Google then displays their ads and charges them when someone clicks on their ad and directs the person to their website - pay per click.



How PPC Works

1

- Advertisers create a Google Ads Accounts.

2

- The team strategizes on the types of search terms they'd want the ads to display by creating keywords.

3

- A set of keywords needs to group to direct the customer to a specific advertisement and landing page.

4

- Google auctions off ad space to advertisers in the Google Ads auctions.

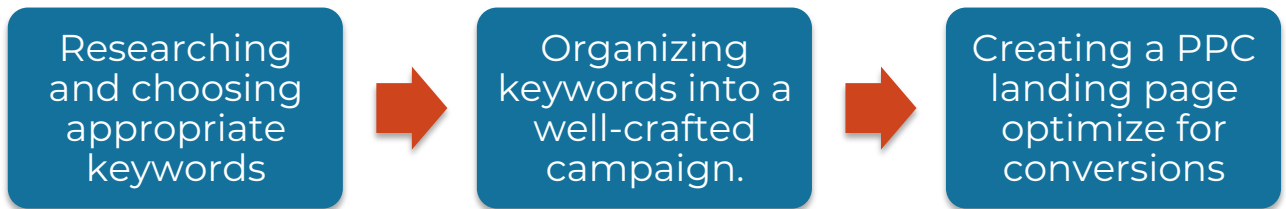
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- Google ranks advertisers based off of their ad rank, which is determined by their bids and their quality scores.



It's More Than **Just Clicks**

There's more that goes into crafting a PPC campaign that targets either your audience or the client's audience including:



It's important to note that search engines will reward advertisers that create relevant, well-targeted PPC campaigns by charging them less for ad clicks.

If ads and landing pages are straightforward, Google charges you less per click, leading to higher profits for your business. So if you want to start using PPC, it's important to take the time to develop a solid PPC campaign.



Chapter 3:

SEO and PPC

Benefits and Drawbacks





SEO- The Benefits

Awareness - Visibility in search engines for your targeted keywords puts your business in front of potential customers in much the same way as if you were to advertise, and it drives brand awareness.

Branding - Visibility around commercial search terms and informational queries related to your business area can have a positive branding benefit. Your brand can become associated with and trusted by people who are asking questions as they conduct research that will lead to a purchase.

Continuous Flow Website Traffic - Increasing website traffic provides you with more opportunities to drive awareness of your business and educate a prospect as to why they would buy from you.

Sustainability - Unlike PPC, organic traffic does not dry up the moment you stop paying. As such, efforts to develop organic traffic can sustain a business when marketing spend is cut back.



SEO- The Drawbacks

Results Will Take Time - The most noticeable drawback of SEO for business is the very slow time-frame for generating real results. The process involves understanding your content indexed by search engines which could take several hours, days or even weeks.

Website Content Optimization – You'll need to develop content optimized to achieve strong organic visibility. Not all businesses have the in-house resources to tackle content development, and this can pose a problem.

No Guarantee for Results - When executing an SEO campaign, there are no guarantees that your business will land in the opening pages of search results using the keywords you are targeting for.

You're Not in Control - Google has full control. What you think matters in search rankings may deliver results that are opposite to what you are expecting. You have no control over how much traffic you will generate and what type of traffic you will be getting from all your SEO efforts.



PPC – The Benefits

Quick Setup - Get up and running quickly with a little bit of optimization. It's a big contrast to starting up SEO efforts, which usually take a lot of time and development to get the same type of positioning and traffic that Google Ads offers within minutes of launch.

Page Positioning - Paid search dominates above-the-fold content. With typically four ads on desktop and three on mobile, a user will always see the paid search ads, even if they choose to scroll past them.

Measuring & Tracking - A significant benefit of PPC advertising run through Google Ads and it's easy to measure and track. Just use the Ads tool in combination with Google Analytics. You'll see high-level performance details including impressions, clicks, and conversions. There's no mystery to your PPC performance.

Targeting - Ads are aimed at search keywords, time of day, the day of the week, geography, language, device, and audiences based on previous visits.



PPC– The Drawbacks

Cost - If you're a novice, then you can quickly burn through your budget. For example, you set up a PPC campaign blindly, and your website receives a large number of clicks, but they are not your target audience. The unfortunate part is you still have to pay for them. Just because PPC can produce results instantaneously, it doesn't mean that those results are the ones you want

No Money, No Ad- When your campaign stops running, so does your ads- It's as simple as that.

Bidding Wars - When two or more PPC advertisers compete for a top ad position, it can turn into a costly "bidding war" because you're taking a bite out of some other advertiser's digital apple. Entering a bidding war can spike the costs.

SEO and PPC have their pros and cons. If you're unsure of which route to take, you can connect with a marketing agency, like Top Floor, to discuss your business strategy and gain valuable perspective from certified industry professionals.





Chapter 4:

SEO and PPC
Working Together



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SEO and PPC – Working Together

Companies tend to approach SEO and PPC as separate strategies. And while they have their differences, it can be helpful to think of SEO and PPC as having the same end goal in mind: increase visibility & traffic. Sure, SEO and PPC have different approaches to achieving that goal, but there are ways in which they complement each other. The benefits of running SEO and PPC together include:

More Conversions with SEO & PPC

SEO & PPC will boost the chances of your website dominating the search results. Improving the site by applying the SEO technique will improve the chances of it making it appear at the top of search engine results for at least one or even more keywords.

Also, if you decide to buy PPC ads for that same keyword, then this ad will appear at the top of the page every time someone else searches for the keyword. In the long run, create more traffic and subsequent conversions.



SEO and PPC – **Working Together**

Gets More To View Content

PPC campaigns can target a broad base of customers over social media, SERPs, etc. PPC campaigns need not be restricted to landing pages alone but can direct individuals to infographics, written content, etc.

Eventually, this helps to boost your SEO because more people are getting to view your content.

Putting Data to Good Use

Both SEO and PPC are excellent sources for a significant amount of data. PPC and SEO obtained their data separately. Some of the metrics that you can analyze from SEO and PPC campaigns are click-through rate, bounce rates, exit rates, time spent by the prospect on the website, and conversion rate. These figures give valuable insight into which keyword leads to the most number of conversions and which keywords lead to the least.





SEO and PPC – Working Together

Helps Lower Ranking Websites Performance

You may wonder if your website is already at the top of the search engine listings for a specific keyword, then PPC campaign is irrelevant to run ads for the same keyword. However, studies had pointed to the fact that when the search ads for a particular keyword were paused, almost 90 percent of the traffic that was generated by such ads was not replaced by the SEO-based rankings. Meaning if you stopped PPC ads in between, there was a good chance that the traffic had a negative impact even with high-ranking sites.

PPC helps to retain the clicks and interest from prospects that may have been missed if they were not there. This is of more significance to those websites that are not ranking on top.

PPC will help to draw the interest of those who are looking for your specific product/services for the small amount of money that you pay for these ads instead of losing them.



SEO and PPC – Working Together

Improving Keywords

SEO takes up more time, research and money. When you want to target a specific keyword and want to use it for SEO purposes, you may not be sure whether it will be worth the time and money. For that, it's better to test keywords through PPC. It's better because the results are immediate.

If your PPC efforts perform well, it means that the website should be optimized for the keyword. If it is the other way around, it is a good idea to avoid SEO efforts for that specific keyword.

SEO and PPC Together Can Improve Your SEM

PPC and SEO campaigns can be turned into one entity to save money and time. Both rely heavily on keywords, visibility, and target audience to drive traffic to your website. Building your brand with these marketing tactics can be critical to the success of your future online efforts.





Chapter 5:

Summary

Bringing It All Together



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Bringing It **All Together**

As you've learned, Search Engine Marketing has become increasingly important and essential for businesses today. We understand that though this information is educational, it can also be intimidating to develop & executing an effective SEM campaign alone. That's where a digital marketing agency can assist.

When looking to partner with a digital marketing agency, it's important to shop around and make sure they are a full-service digital marketing agency that excels in not just SEM but other areas that can propel your digital marketing strategy forward.

SEO and PPC are a small cog in the wheel of Digital Marketing. Also, consider email marketing, social media, content strategy, and website development.

Digital Marketing trends are always changing and having a team that can accurately & effectively interpret your data is crucial to the success of your marketing efforts.





Top Floor – SEM Experts

At Top Floor, we've been in a digital state of mind since day one. Partnering with small to large businesses to develop, enhance, and grow businesses with robust digital strategies tailored to their business goals & future ambitions.

Our entire team is Google Analytics certified. We're able to provide more valuable insight into the data-driven marketer's playbook with:

1. Tracking customer's behavior on your website & channel,
2. Measure your marketing campaigns efficiently
3. Optimize your data depending on the marketing trends.

We're a Premier Google Partner. A status designated for only a small fraction of all Google Partners. To attain Premier Partner status, an agency must continuously meet Google's requirements in three areas:

1. Certification
2. Spend
3. Performance





Chapter 6:

Search Engine Marketing Glossary of Terminology





SEM Terminology

Stay ahead of the game and learn the definitions of some of the most commonly used terms in search engine marketing (SEM).

Audience: The group of potential customers that you care about the most and try to reach with your SEM ads.

Bid: Like an auction, this is the amount you're willing to be charged for a click on your ad. It is usually a "not to exceed" amount, so the cost may be quite less than your bid.

Click: The action a potential customer takes when selecting a link in your ad, via a mouse-click or touchscreen, for example. The clicked link may take the person to your website, to an app store page, trigger a telephone call from a mobile device or show directions to your location.

Click-through rate (CTR): The percentage of people who clicked an ad in the search results page. Measuring CTR is a common indication of how well ads or keywords are performing.



SEM Terminology

Conversion: The desired action that a person takes as a result of clicking your ad. Conversions are defined as completing a purchase, registering for an event, making a phone call, visiting a store and subscribing to a newsletter.

Cost: In pay-per-click advertising, this is the amount an advertiser pays for their ads that were clicked. You control costs by setting budget limits and selecting a narrow group of people to "target" for your ads.

Cost per acquisition (CPA): A calculation of the total cost spent divided by the number of conversions the advertiser received, such as the number of new customers or purchases occurred.

Cost per click (CPC): The price an advertiser pays for a click on an ad from a potential customer. Advertisers watch this number closely as they evaluate the effectiveness of their ads.

Impressions: In PPC advertising, the number of times an ad appears as a result of a search on a search engine.



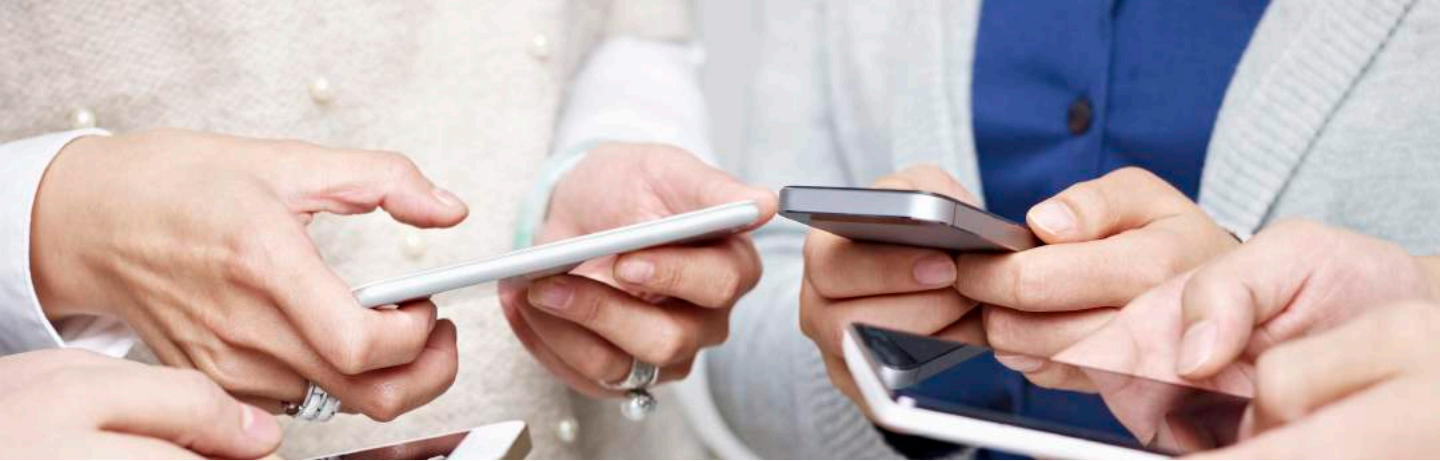
SEM Terminology

Keyword: Words or phrases that potential customers use in the search engine, which are the same phrases that advertisers base their ad campaigns upon. When a searcher's keyword matches the ad campaign keyword, the ad is triggered to display.

Landing page: The page on your website where searchers arrive after clicking on your ad.

Optimization: The process of enhancing an ad's performance by adjusting aspects of the campaign. A few examples of optimizing might include modifying bids, changing keywords and adding targeting.

Pay per click (PPC): Also known as pay-per-click advertising, this term is synonymous with SEM and paid search. It describes the billing method for this kind of advertising.



SEM Terminology

Search engine marketing (SEM): The process of advertising on search engines, which involves bidding on keywords to make your ads appear on the first page of search results. Also known as PPC, paid search and search advertising.

Search engine optimization (SEO): Tactics and strategies used to improve the position of a page in the non-paid, “organic” area of the search engine results page.

Targeting: A way for advertisers to narrow the focus of their SEM campaigns to a subset of possible audiences. Targeting works like a set of filters to make your ad appear based on geography, time, age, gender or device.

URL: More commonly known as a website address, like www.topfloortech.com, the acronym stands for Uniform Resource Locator.

Elevating Results is what we do.

Top Floor is an experienced, award-winning team of marketing professionals. We employ a rigorous process of continuous improvement to create and execute strategic integrated marketing plans that support our clients' long-term business goals. We value the spirit of partnership with our clients, and believe in open and honest dialogue throughout the working process. Top Floor is committed to providing our clients the highest quality deliverables within their approved budgets, while promoting an atmosphere of collaborative idea generation.

Digital Marketing Strategy

Top Floor specializes in helping organizations succeed through elevating their digital marketing results, and is excited about the opportunity to partner with you to maximize your success. The reality is that we can build and monitor effective projects within a range of timelines and budgets. Whether we are working together on branding & positioning, web design & development, search marketing, and/or content marketing, we are committed to open and honest dialogue to elevate your results.

