

SEO and SEM For Online Marketing Success

If you are new to Internet marketing, you may have some questions about the difference among search engine optimization and search engine marketing. These core marketing subjects are very different but share a number of similarities as well.

First, lets focus on how search engine optimization (SEO) and search marketing (SEM) are similar. Each of these online marketing techniques requires a basic and advanced understanding. SEO requires knowledge of search engine and how to effectively optimize a website or web page. SEM requires knowledge and understanding about online marketing, online advertising, and keyword marketing.

From the outside, both internet marketing methods appear to be very complex. The truth however, is that SEO and SEM are simple to understand. Implementation of best practices is what makes success such a challenge. Search engine optimization is essentially the techniques you use to rank well on major search engines is a direct result of your understanding and application of proven techniques in the area of SEO.

Search engine marketing is based on an understanding of online ad campaigns that are implemented on advertising networks. The largest online ad network is Google followed by Yahoo! and MSN. These ad networks basically work the same way. You open an ad account, place an online ad, and when users search for terms related to your ad, the advertisement displays. When someone clicks on your ad, you pay a fee.

Search engine optimization is unique and different from search engine marketing because the organic result which appears in search engines is driven from your optimization techniques. These techniques are broken down into on page optimization and off page optimization. On page optimization is closely tied to web site design and off page is more associated with in bound links to your website.

The purpose of SEO is to generate natural traffic to your website. After a browser completes a search on Google or other major search engine, the resulting list is based on each search engines algorithm. When users click on these results you do not pay. Organic search is usually referred to as natural or free traffic.

Search engine marketing differs in that you pay when users take an action. Unlike traditional advertising you do not pay for your ad to display. You do however pay when a browser clicks on your ad. The amount you pay varies on the competitiveness of your keywords and the position in which you want your ad to display.

Online marketing is based on a good understanding of SEO and SEM best practices. These internet marketing subject areas are common among today's marketing professionals but rarely do you find the level of expertise needed for success. Learn more about these subject ares with some research and be sure to subscribe to an SEO newsletter or blog. As you gain more knowledge implement new techniques and improve your rankings.

About the Author

Are you prepared to experience total search engine domination? Go now to [SEO Elite Review](#) for proven SEO methods that get results. Discover my secret for SEM success with my [PPC Bully Review](#).

Source: <http://arabesquestudios.com>