

Generating Demand with Search Engine Marketing

When prospective customers are ready to buy, you want them to find your company. An effective search engine marketing program is often a great way to ensure that this happens. At Pepper Group, this includes a combination of Search Engine Optimization (SEO) and Pay Per Click Advertising (PPC).

With Search Engine Optimization (SEO), your website is optimized around keywords, or search terms, that the target audience would likely be using to find a service or product like yours. The objective is to have the search engine list your site as a highly relevant result when someone searches a particular keyword. These are also known as organic listings. Organic listings are the best because they cost you nothing, carry maximum credibility and are clicked on 70-85% of the time.*

PPC advertising, on the other hand, involves paying for listings on a “per click” basis. Your listing, or ad, shows up for free as a sponsored link. You only pay when the visitor clicks through to your website or landing page. Your ad’s ranking for each keyword is determined by the search engine and is based on two primary factors: the amount that you’re willing to pay each time that ad is clicked and the search engine’s determination of that ad’s overall relevance.

Both SEO and PPC make it easier for prospective customers to find you, and while they can be effective alone, they work best as an integrated effort. Organic listings are the most valuable, but paid listings will allow you to potentially reach more searchers since it’s faster to buy ads under many terms than it is to earn high rankings organically. PPC campaigns also provide valuable insights, which can be applied towards maximizing SEO results. And as your organic rankings improve, your click-through rates will increase while your PPC advertising costs may decrease.

Search Engine Marketing is a complex and nuanced process. It takes strategy, skill and patience. Because it is so measurable, however, results are obvious. Search Engine Marketing produces a wealth of data that allows for instant adjustments, continual testing and nearly unlimited opportunities for analysis. Though it requires a deliberate investment, it has proven to be a very powerful tactic. When executed correctly, the rewards can be tremendous!

**Comscore report*



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PEPPER GROUP'S SEARCH ENGINE MARKETING CHEAT SHEET:

SEO

The goal of Search Engine Optimization (SEO) is to earn higher Rankings. To get you there, we've developed the **Three Rs of SEO**:

RELEVANT:

Have content that's relevant to your keywords and written and programmed in a way that is easy for search engines to read and index.

RECENT:

Continually expand and update your site. A site that hasn't changed or grown in two years is unlikely to rank highly.

REFERENCED:

Create inbound links from other high-profile sites. These serve as votes of confidence that your site has valuable content.

PPC

Pay Per Click (PPC) is ultra-targeted advertising. To help you get the best return on this investment, we've developed the **Three A's of PPC**:

APPROPRIATE:

The content on the landing page and in the ad must be relevant to that keyword. Ads that are more related to the search term earn higher rankings for a lower per click cost.

ANALYTICAL:

Leverage data, testing and continual fine-tuning to maximize ad performance and ROI.

ACTIONABLE:

The ads should be highly targeted (keyword-specific and geography-specific) and generate clicks. The landing page must then encourage the desired action.