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the Internet

## SEARCH ENGINE MARKETING

### What is it and why do I need it?

Google, Yahoo, MSN and AOL all have one thing in common – they all represent the first place consumers go to when they're thinking about making a purchase – a search engine. Think about it. If you want to buy a living room set, for example, do you immediately rush out to the closest furniture store? Probably not.

You'd most likely rush to your computer, open your Internet browser, type in your favorite search engine (if it's not already set as your default homepage of course) and enter the keywords "furniture stores in (your area)" or "living room sets." After you hit that search button, you're presented with a list of websites related to the keywords you searched for. Then you begin to explore those sites, one by one, looking for your ideal living room set.

But have you ever wondered why typing in those specific keywords resulted in the page of websites that appeared before you? They didn't show up by accident. They showed up because those business owners had their websites strategically optimized to be the first sites you see as soon as you search for your keywords – a tactic called search engine marketing (SEM).

### More Visibility Means More Traffic!

Search engine marketing is the art of using search engines to generate more traffic to a particular website. It's a powerful method to use since search engines are the #1 way people find websites. Below is a list of the most popular search engines.

#### Top 10 Search Engines in the US, Ranked by Searches, May 2007 (thousands and % share of searches)

	Searches	% share
1. Google	4,033,277	56.3%
2. Yahoo!	1,540,949	21.5%
3. MSN/Windows Live	605,400	8.4%
4. AOL	381,961	5.3%
5. Ask.com	142,418	2.0
6. My Web	61,784	0.9
7. Comcast	34,908	0.5
8. EarthLink	33,461	0.5
9. BellSouth	30,122	0.4
10. Dogpile.com	26,295	0.4

Source: Nielsen//NetRatings, "MegaView Search" as cited in press release, June 20, 2007

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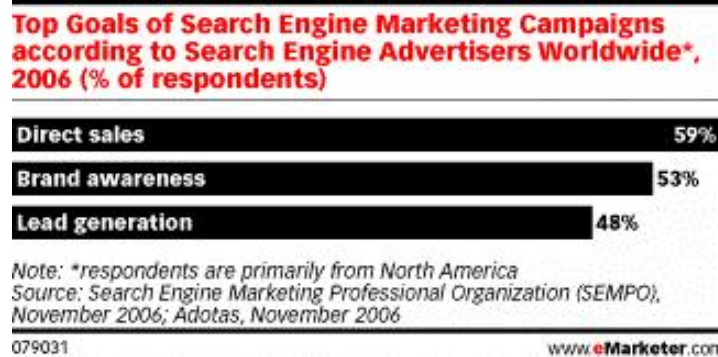
(Source: [www.eMarketer.com](http://www.eMarketer.com), Geographical Region: USA)

If your potential customers are on the Internet, they're likely using one of the above search engines to find information about the products and services they're interested in. The problem is: if your website isn't optimized to be one of the first sites they see when they type in their keywords, they'll likely do business with someone else – your competitor.

Every smart website administrator knows the importance of SEM, because where you rank in a search engine has a tremendous influence in the success of your web presence. After all, if your potential customers can't find you, how do you expect them to do business with you?

### More Traffic Means More Business!

The practice of search engine marketing does a lot more than generate massive traffic to your website. It generates targeted traffic from an active audience. That means you're not just getting random people viewing your site for a few seconds and leaving. You're getting interested people viewing your site with intentions of purchasing the type of products you have to offer. After all, that's the purpose of SEM as you can see below.



(Source: [www.eMarketer.com](http://www.eMarketer.com), Brand Marketers Use Direct Methods, June 6, 2007)

There are many benefits to SEM but the most important one is the opportunity you have to present your business in front of your customers just as they're thinking about making a purchase. That could lead to higher lead generation and even increased sales.

### Search Engine Optimization and Pay Per Click

Search engine marketing includes two things: search engine optimization (SEO) and pay per click (PPC). Search engine optimization is a method of improving a website's visibility in a keyword search, thus leading to improved volume and more traffic to a site from "organic" search results. Pay per click is the technique of advertising with search engines for particular keyword phrases.

When used correctly, both methods can be very influential in attracting visitors to your website. But you must first know how to use those strategies in order to achieve maximum results. That's why you need to contact a certified WSI Internet Consultant now.

## **A WSI Internet Consultant Is Waiting For Your Call**

An Internet Consultant from WSI can work with you to determine the unique needs of your business and provide you with an Internet solution that is perfectly suitable for you. WSI Consultants have the skills, knowledge and access to the best products and services to help your business prosper online. If you work with a WSI Consultant, you can rest assured that you're partnering with someone who has your best interest at heart.

WSI, the world's leading provider of Internet solutions to small and medium sized business all over the world, has over 1,500 local Consultants in 87 countries. WSI consultants are determined to help your business exceed its profit potential. To find out how search engine marketing can help your business, contact Peter Connolly at WSI (see below) or call him on 08448 700 599.

*WSI specializes in providing personalized, affordable Internet Solutions that deliver maximum return to small and medium sized businesses. We are a global company with over 1500 local offices worldwide.*

*Each office is independently owned and operated.*

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