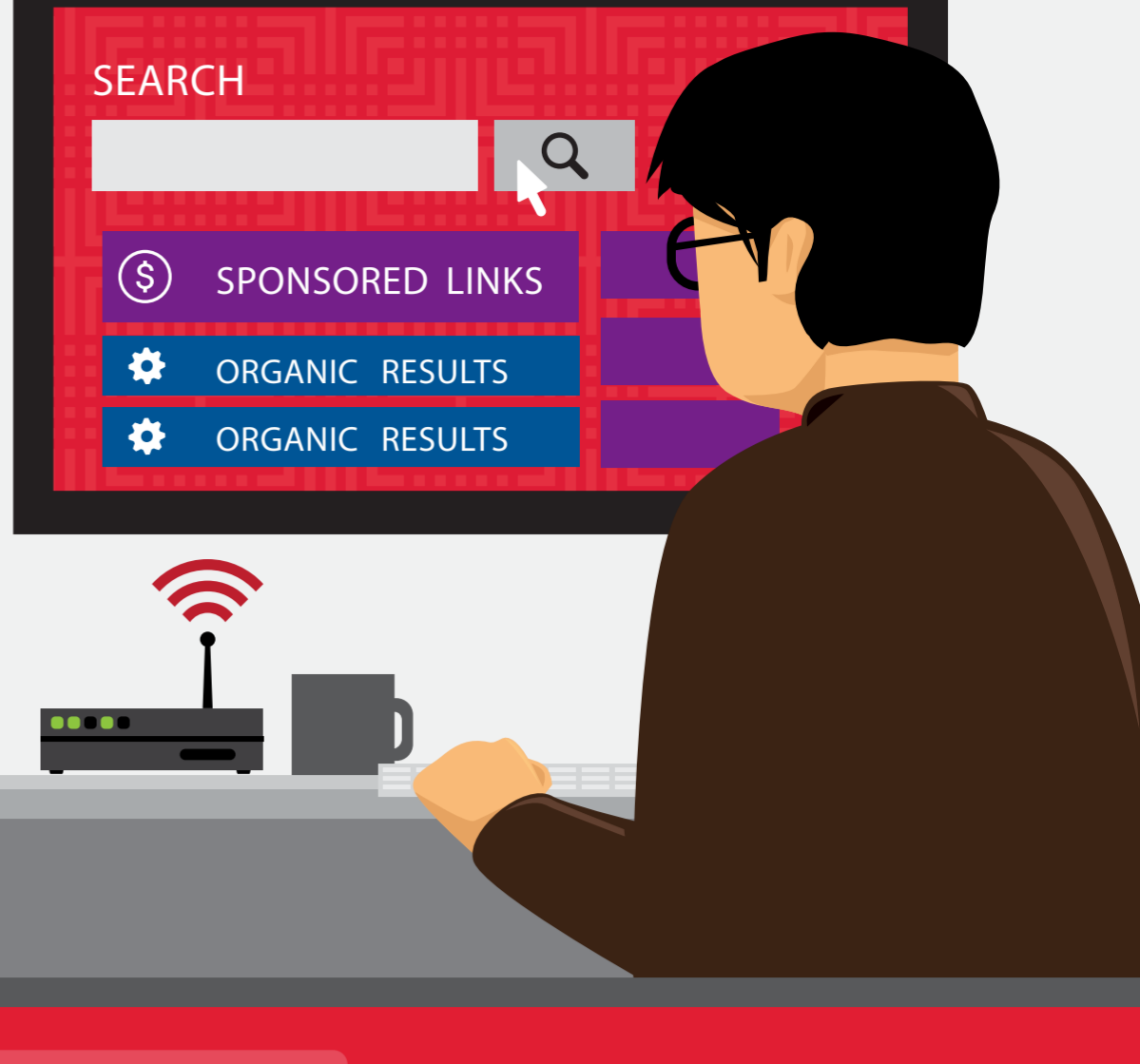


MAKE WEB SEARCHES POINT TO YOU: SEARCH ENGINE MARKETING (SEM) DEMYSTIFIED

Everyday we use search engines to find information. Google, the most popular search engine, receives 5.9 billion searches a day.

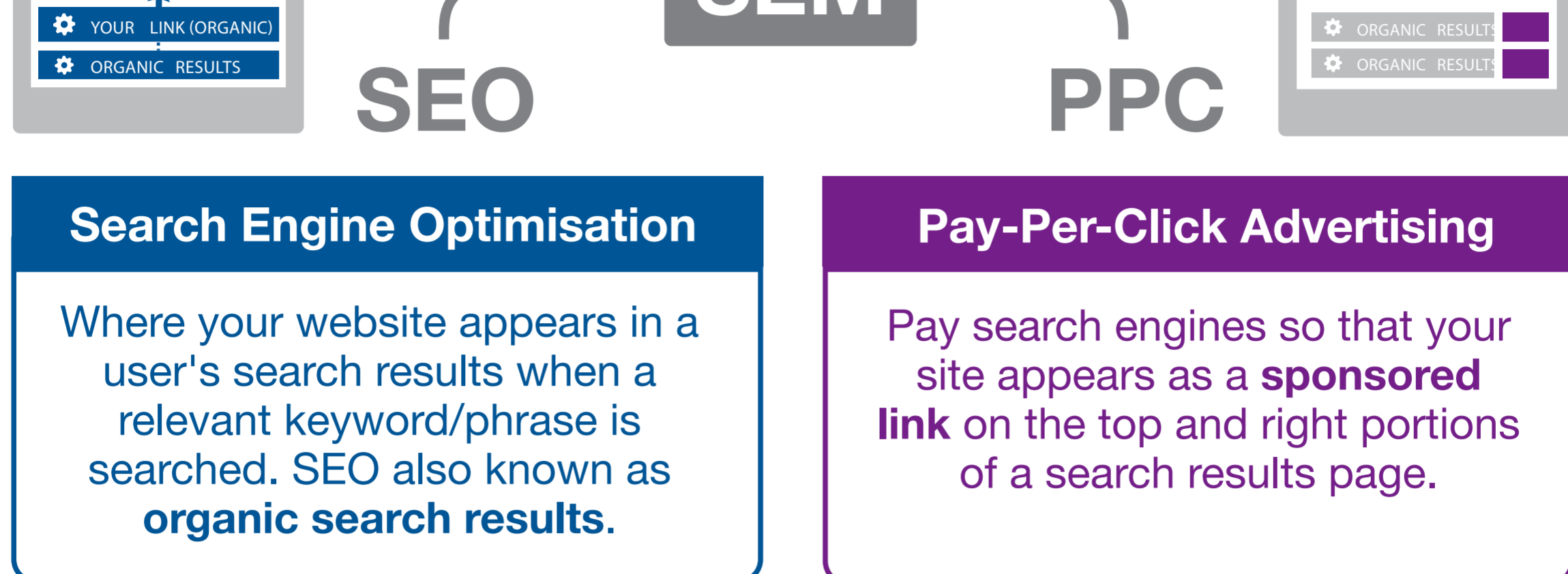
How does your business become the answer that they "find"?

This is what Search Engine Marketing (SEM) is all about. Find out how you can amplify your sales and marketing plan and reach out to your target audience.



WHAT IS SEM?

Search Engine Marketing (SEM) describes different ways to make your website more visible on search engines. Search Engine Optimisation (SEO) and Pay-per-click (PPC) advertising are the 2 most commonly used SEM strategies used to direct more traffic to your website.



WHY DO SEM?



92%

of people use a search engine to find information when they are online



91%

found what they were looking for

Insights You may also be interested in: [SEO for SMEs: What Google Search looks out for on your webpage](#)



Consumers are more likely to **TRUST** your business if it appears prominently on the first page of search results

73%



believed information was accurate and trustworthy

66%



said search engines are fair and unbiased

Organic vs Paid search considerations before you invest?

30% of the links search users click on are paid, while...

70% are organic

Insights You may also be interested in: [Make Google fall in love with your website](#)

Importance of **ranking high** on search engines

75% of users never scroll past the first page of search results

PAGE 1 2 3 4 5 NEXT

DIFFERENCES

| | SEO | PPC |
|-------------------------------|--|--|
| How it works | The more optimised and relevant your website is to the keyword searched for, the higher it appears on search results | The position where your ad appears on the listing is determined by bid and Quality Score |
| Ease of implementation | Requires technical know-how | Recommended to engage Google Qualified Professionals |
| Maintenance | Requires consistent monitoring, planning and activities | Quick to setup with SEM expertise, requires constant data monitoring to increase keyword bid price, ad copy and more |
| Cost of click-through | No cost incurred with every click-through | Every click on ads will cost money |
| Results | Ranges from weeks to months | Almost instantly from the time ads has been approved by search engine |

Insights You may also be interested in: [Top SEO tricks to appear on Google](#)

MEASUREMENTS

HERE ARE SOME SUGGESTED METRICS TO TRACK THE SUCCESS OF YOUR SEM STRATEGY

Impressions

Measure of the number of times your website is shown as an ad or as an organic search result

Average visit duration

The total duration of all visits divided by the number of visits

Pages / visit

The average number of pages viewed per visit to your site

Click-through rates

Calculated in percentage, it measures the number of times your ad is clicked on, out of the total number of impressions

Conversion rates

Divide number of enquires by number of visitors to your landing page for a given period of time

Return on investment

Increase in revenue / profit divided by amount spent on SEM

Insights You may also be interested in: [Beyond SEO: How To Bring People To A Business Site](#)



Where to start? You might ask. We recommend looking into SEO or PPC advertising one at a time. You may not get it right the first time, so be prepared to refine and test different tactics along the way.

And, if you need more help check out these resources available for free:

Download free eBook

Learn how to put together a sales and marketing plan, and get tips on using the latest digital tools to grow your business

Read insights landing page

for more SME-related articles

Ask the SEM expert,

Leonard Tan from PurpleClick for advice