

Make Search Engine Marketing Work

Which search engine marketing strategy should one concentrate on, free or paid? You should think of search marketing like a sandwich: it just doesn't work with only one slice of bread!

To get the most traffic, sales and best ROI combine the power of both organic (free) and pay-per-click search marketing. Together, they'll help you reach your goals of more traffic and sales on your website in both the short AND long term.

The trick is to use both search engine marketing strategies so that they build on each other.

Step 1. Do your keyword research and then build a content-rich site around keywords your market is searching on.

Step 2. Now start your pay-per-click advertising. Each ad should be built on a single keyword. Use your PPC campaign to bring more visitors to your web site. Remember to measure your sales per visitor also known as your sales conversion rate. Your PPC search engine campaign will show you rather quickly which keywords bring in the most visitors and which result in the most sales and which ones are duds.

Step 3. Take the best performing keywords from your pay-per-click campaign and tweak your website with them. By emphasizing them in your content and code, you will start ranking highly for those keywords in the organic listings (the regular listings that come up when someone uses a search engine like Google).

You can build landing pages when you find a group of top-performing keywords that are related. Build a page that contains specific information that relates to that group of keywords that would appeal to searchers who are using those keywords.

PPC will bring first time visitors to your website for the answers to their search queries. By finding out what works in PPC, you can edit the keywords on your site to get a higher search engine ranking; over time this will build up free traffic.

Added bonus! If you can get both your pay-per-click ads and your organic listings on the same page of the search engine results, you'll have a search engine marketing strategy that is far greater than the sum of its parts.

Search engine optimization and PPC, with a delicious keyword filling it's a search sandwich!

About the Author

CEO of Internet Marketing Center, [Derek Gehl](#) educates Internet business owners on how to create incomes of up to \$2.5 MILLION or more per year online. Now you can discover the proven Internet Marketing and [search engine marketing](#) strategies Derek uses to Quickly & Easily make money online!

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