



Warm – Up

Why is it important for a business to have a strong online presence in today's increasingly digital society?

1,805,260,010

Approximate number of domains
in the US

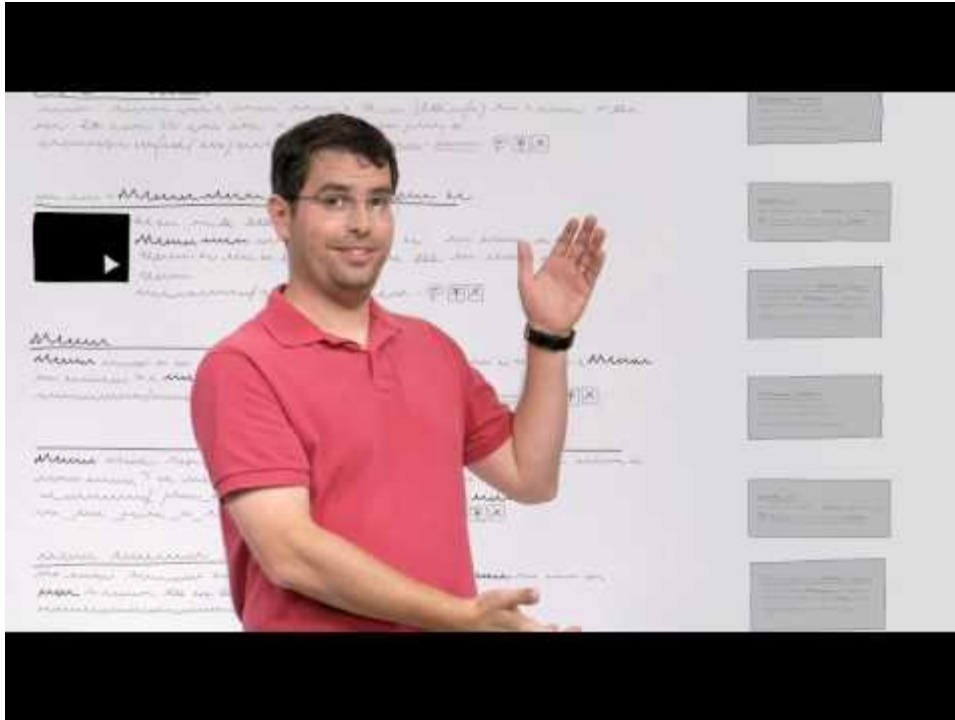
150,000

Approximate number
added in the US each day

Pair & Share

With so many companies online, how do search engines find your business?

How Does Search Work?



How does search work?

“Being found” online is key to an effective online presence because it gives companies the ability to:

Guide potential customers to their website

Build their brand online by communicating marketing messages to their target audience

Increase their profile against their competitors

Getting Noticed

Two main methods for “getting noticed” online



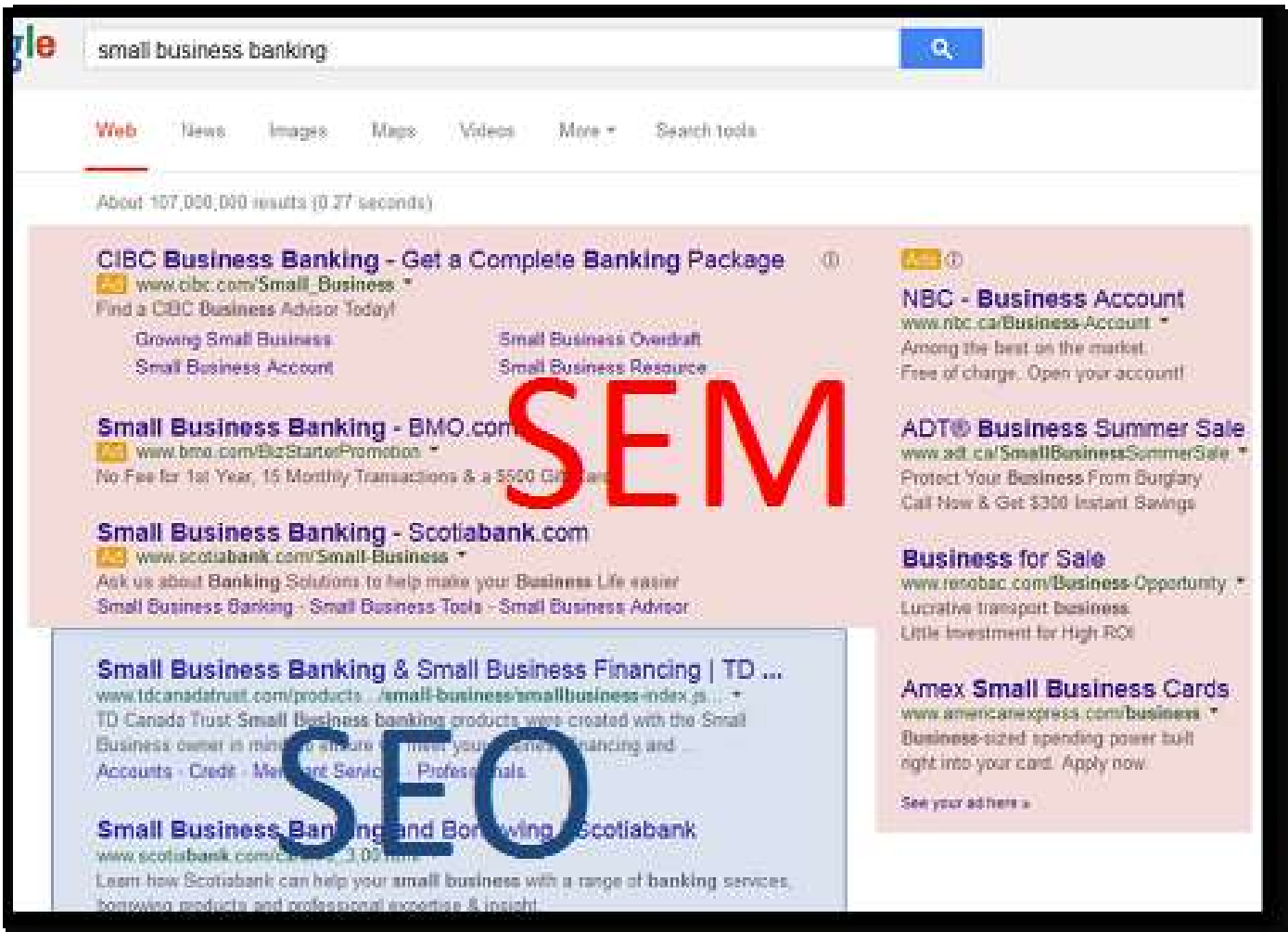
Search Engine Marketing

WHAT IS SEM?

Search Engine Marketing: act of marketing a paid website via search engines by **purchasing paid listings**

HOW DOES SEM WORK?

Businesses create targeted messages to entice the audience and motivate them to visit the website. They also make changes in AdWords to accelerate brand awareness.



SEM & Google AdWords



SEM Explained



Search Engine Marketing

WHY DO BUSINESSES USE SEM?

- Allow businesses to “target” customer based on key searches
 - Free to display the ads
- Businesses only pay when people click on the advertisement. Process known as:
Pay Per Click (PPC)

Sponsored vs. Organic Clicks

For high commercial intent keyword searches



About 15,600,000 results (0.31 seconds)

Ads related to **HD Televisions**

HD Televisions - BestBuy.com

www.bestbuy.com/TVs

Up To 25% Off Select HDTVs, Plus Free Shipping At Best Buy!

» Map of 2300 S Christopher Columbus Bl, Philadelphia, PA

8,315 people +1'd or follow Best Buy

Clearance TVs - Spring Sale

XFINITY® - TV Offer - Get TV For \$29.99/mo For 1yr

www.comcast.com/

Sign Up Online Today at Comcast!

XFINITY® TV & Internet - XFINITY® HD TV Packages - \$350 Back w/ Triple Play

New Generation of TVs - LG.com

www.lg.com/

Sharp colors & precise details with seamless design. Find your LG Now!

3,854 people +1'd or follow LG Electronics

Cinema 3D - Smart TV - LED TV - LCD TV

Flat Screen TVs at Amazon.com

www.amazon.com/TVs-HDTVs-Audio-Video/b?ie=UTF8&node...

Results 1 - 24 of 4514 - Find the perfect flat screen HDTV at Amazon.com. Choose from LED, LCD, Plasma, 3D, and Smart TVs from top brands like Samsung, ...

Samsung 32"LED 1080p - Samsung LN32D450 32-Inch ... - Panasonic VIERA TC ...

Televisions | Overstock.com: Buy LCD TVs, LED TVs, & 3D TVs Onl...

www.overstock.com/Electronics/Televisions/2171/cat.html

Televisions for everyday discount prices on Overstock.com! ... Samsung UN50ES6500

50" 3D 1080p LED-LCD TV - 16:9 - HDTV 1080p - 480 Today: \$1,109.49 ...

50 Inches and Up Televisions - 40 to 49 Inches Televisions - 1080p Televisions - 32

TVs & HDTVs: Plasma, LED, LCD, Flat Screen TVs - Free Shipping

www.bestbuy.com > TV & Home Theater

Shop BestBuy.com to get Free Shipping on the latest TVs, including HDTV deals from top-rated brands on plasma, LCD, and LED flat screen TVs.

PPC

Shop for **HD Televisions** on Google



Samsung - 46" Class (46" Di...

\$649.99

Best Buy



Samsung 39" Class LED 10...

\$427.91

PC Richard &...



Samsung UN46EH500...

\$879.99

HP Direct

Ads

Samsung Smart TV

www.samsung.com/smarttv

Check Out Our New Smart TV-Designed With Less Edge For More to See!

DISH® HD - Official Site

www.dish.com/HDTVservice

1 (877) 226 6170

The Most Advanced Whole-Home HD DVR In the Industry. Order DISH Today!

Hospital Televisions

www.hospitaltv.com/

TB&A Hospital Television

Hospital Televisions & Equipment

Televisions at Kmart®

www.kmart.com/Televisions

★★★★★ 1,750 reviews for kmart.com

Shop Kmart for Brand Name TVs at Low Prices. Official Site!

3,069 people +1'd or follow Kmart

SEO

Search Engine Optimization

WHAT IS SEO?

Search Engine Optimization: Process of designing and updating a website in order to be easier to find by search engines.

HOW DOES SEO WORK?

Organic Search: When a person makes a keyword search in a search engine a list of relevant websites is displayed to the user.

SEO is about **making changes to your website structure to improve where your site appears in the results**

SEO Explained Part 1



SEO part 2



SEO

Google

didgeridoo stand

Search

About 1,020,000 results

Results for the search "didgeridoo stand"

Web

Images

Maps

Videos

News

Shopping

More

Sydney, NSW

Change location

The web

Pages from Australia

More search tools

Ads related to didgeridoo stand

Why these ads?

Didgeridoo Stands - For Your Home or On Stage.
www.didgeridoo Breath.com/Stands
Shipped Worldwide to your Door!
+ Show products from **Didgeridoo Breath** for **didgeridoo stand**
Beginner Didgeridoos Didgeridoos
How to Play a Didgeridoo Contact Us - 08-9430-6009

Didgeridoos Online - AU's Premier Source of Didgeridoos
www.spiritgallery.com.au/
Fast Australia Wide Shipping!
→ Our Didgeridoos - General Information - Choosing a Didgeridoo

Didgeridoo Stand | eBay.com.au
www.ebay.com.au
Low Prices on **Didgeridoo Stand** Save on **Didgeridoo Stand** Buy on eBay
→ Deals - Group Deals

Ads - Why this ad?
2 x Hands Free **Didgeridoo Stand Package**
\$240.00 - Didgeridoo Breath
See your ad here

Google Adwords paid ads

12 note(s) found in your Evernote account

Images for **didgeridoo stand** - Report images

Didgeridoo Stands & Hand Free Didgeridoo Stand - Buy Online
www.didgeridoo Breath.com/Didgeridoo-Stands-s/4.htm
Quality **Didgeridoo Stands** to display your didgeridoo proudly & Hands Free **Didgeridoo Stand** for home or performing. Buy online with Worldwide Shipping

didgeridoo stand | eBay
www.ebay.com.au/sch/Didgeridoos-.../i.html?_nkw=didgeridoo+stand
eBay: **didgeridoo stand**. ... GENUINE HANDCRAFTED ANTI-EMEN DIDGERIDOO & STAND-1.45ME... Location: Australia. Feedback: 1152 (99.9%). Watch this ...

Hands Free Didgeridoo Stand
www.didgebits.com/Hands_Free_Stand_p/stand-hands-12.htm
The hands-free **didgeridoo stand**! As used by Ash Dargan on stage. This stand is the ultimate way to hold your didgeridoo. The **didgeridoo stand** is...

Organic or natural search results. SEO helps you rank higher here

Search Engine Optimization

WHAT IMPROVES PAGE RANKING?

#1 Relevant Text: describe your products, services. How would a potential customer search for you?

#2 Content and Links: If you include links, articles, blogs, etc. It helps Google know about your site.

WHY DO BUSINESSES USE SEO?

- Billions of US searches each month
- It's free and other businesses cannot pay to increase their rank

SEO in Plain English

