Article Side

Difference between Search Engine Marketing (SEM) and Pay Per Click Advertising
by Wsiworld

Article published on August 6th 2012 | Business

With organic or unpaid search engine optimization, your Internet marketing Consultant can use techniques to improve your pageâ€™s ranking on the results pages of search engines. They do this by leveraging different methods including: link building, use of optimal keywords and keeping your content relevant and new.

What is paid or pay-per-click optimization?

In this case, a business pays for advertising which will allow your website to be listed on the top pages of a search engines results pages. Some search engines differentiate between paid and unpaid results while others do not. With pay-per-click advertising, you only pay for the number of customers that click on your ad, which leads to your site. The cost per click depends on the popularity of the keywords that you incorporate and the number of other companies that are interested in these keywords. Search engine marketing (SEM) utilizes this technique to improve your overall search engine optimization strategy.

Why work with an Internet marketer?

If you are looking for search engine marketing help, a marketer that specializes in this field will provide you with the guidance that you need. Search engine optimization is a highly specialized field and it is an art to master. Most companies do not have the necessary skills and resources to internally manage their search engine optimization efforts efficiently and this is why they choose to outsource.

WSI Internet Marketing is the leading provider of online solutions for businesses around the globe. Contact your local WSI Consultant to speak about developing the right search engine marketing strategy to get your company the results that you are looking for.

Article Source:
http://www.articleside.com/business-articles/difference-between-search-engine-marketing-sem-and-pay-per-click-advertising.htm - Article Side

Wsiworld - About Author:
About WSI:
WSI is the worldâ€™s leading Internet Marketing & Online Promotion service provider offering SEO, SEM, PPC, web development, social media marketing, mobile marketing and other internet marketing services to suit the needs of multiple industries. The company has the worldâ€™s largest Digital Marketing Consultantsâ€™ network with its head office in Toronto, Canada. WSI Digital Marketing Consultants have helped thousands of small and medium-sized businesses realize their online marketing potential. WSI Internet Marketing offers world class digital marketing services for businesses across the globe. Contact your local WSI Consultant to learn how your company can effectively leverage social media marketing. Visit a http://www.wsiworld.com/ for more information.

Article Keywords:
Search engine marketing, pay per click, difference between sem and ppc, ppc marketing, basics of search engine marketing, basics of ppc marketing, pay per click advertising

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!