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SEO Services as an Element of SEM Techniques by [Simon David](#)

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The term SEO, stands for search engine optimization whereas the term SEM stands for search engine marketing and hence are not to be used in place of one another. Search engine marketing is an internet marketing tool under which, search engine optimization techniques are used. By utilizing the services of an SEO, you promote your website only to attract organic traffic, whereas the overall traffic that is on your website is due to all the search engine marketing techniques that are utilized for promotion of your website.

Since, both these terms are not comparable therefore it is wise not to indulge in choosing a better option between SEO vs SEM. Rather, it is advisable to use the complete set of search engine marketing techniques to promote the website. Once, your website starts attracting traffic then it is up to the search engine optimization services to convert the traffic into genuine leads. It can also be said that search engine optimization is used to convert the incoming traffic into customers while the search engine marketing services are to promote the overall visibility of your website.

By utilizing the search engine optimization services you also make sure that the content of your website is updated so that the bounce rate of your website remains low. It also takes care of the user friendliness of your site. These services are utilized to promote your web pages for a search engine over some specific keywords and attract organic traffic. It is a slow method compared to some of the other techniques used under search engine marketing like PPC campaigns and buying paid links.

When you are using just the SEO Vancouver services then your website will show slow and steady growth in a search engine. It will take some time for your website to start attracting traffic over the targeted keywords. However, through other SEM techniques your website gets instant traffic over the targeted keywords. But while using such techniques you need to pay more and the traffic volume diminishes as soon as you stop paying for the services.

It is important to use all the SEM techniques to properly utilize the potential of internet marketing. And thus it is required to follow the search engine optimization techniques as well. There are several internet marketing companies that provide both the types of services at affordable prices. You have to choose the service which is best for your website promotion. Moreover, you must also take care of the fact that simply attracting the traffic to the website is not enough and should keep your pages rich in information ensuring the users find it useful; thereby, increasing the chance of generating business from your website.

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Nirvana Canada offers services for promotion of your website in a search engine using both SEO and SEM techniques. It also offers wide array of other [internet marketing](#) techniques like application of enhanced [web design Vancouver](#) services to attract traffic and business to your web pages.

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seo vancouver,web design vancouver,web development vancouver,internet marketing vancouver,seo company,online marketing vancouver

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