



Jake Stein

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Promote Your Website

 **UPMY
BUSINESS**



Search Engine
**Optimization
& Marketing**



What is the difference between SEO and SEM?

SEO is increasing the amount of website visitors by getting the site to appear **high on results returned by a search engine.**



SEM is considered internet marketing that **increases a site's visibility** through organic search engines results and advertising.



SEM **includes** SEO as well as other search marketing tactics



ARCHITECTURE



ONPAGE
OFFPAGE

SEO

CONTENT



TRAFFIC

Search Engine Optimization



What is SEO?

SEO is the process of optimizing your web site for the purpose of getting **free traffic** from search engines.

An optimized web site is **more easily understood** by Search engine crawlers and this increases the chances of ranking higher in SERPS.

On-Site and Off-site SEO

- On-Site SEO are rules you can apply **on your website** or blog so that it's search engine friendly.
- Off-site SEO refers to the process of getting votes **from other web sites** for the purpose of increasing your web site's trust in the eyes of search engines.

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TECHNIQUE



What is **SEM?**

SEM is the marketing process with a goal of getting more visibility in search engines either by getting more free traffic (SEO) or **paid traffic** (Paid search advertising).

Through paid search advertising you essentially **buy** advertising space in the search engine results. So instead of trying to rank higher and get free traffic **you pay to appear in front** of the searches.

Importance of SEM Traffic

- Targeted
- Relevant to the specific search