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SEO or SEM: Austin Marketing Strategy by [Crest Media](#)

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If you are reading this, you probably heard about SEO and SEM being brandished about in optimization but aren't they just different acronyms for the same thing? As in most things about the Internet, the answer is not quite black and white. You can ask any of the Dallas SEO company and you will get various answers.

Evolution and revolution

The one constant about the Internet is change. About two decades ago, back when the concept of SEO was unheard of, the early pioneers realized that the right keywords can drive customers to your site through Yahoo's search engine. But they have no idea how so it was mostly a hit and miss operation. Besides, Yahoo will still recognize you just by submitting your address. By 1997, Yahoo was the dominant and with the new algorithm every specialist in SEO in Los Angeles, Houston, New York or any other big cities are scrambling to get listed. This continued on for some time until a search engine with the weird name is starting to get notice. When PC Magazine named Google as the search engine of choice for 1998, that's when the revolution began.

SEO and SEM

Now you have the SEM. You can consider it as another rung in the ladder of online marketing. You can even think of SEO as another element of the rather expansive concept of SEM, which seeks to promote a website and increase traffic through the use of search engines. What are the other tools devised in this concept? You have paid inclusion which means you pay the search engine or directory so your site will be included in their database. Another way is through pay-per-click advertising which works a bit like traditional advertising with a slight difference, you pay only when somebody clicks on your ad. Traditional ads, meanwhile, in the Internet are similar to placing an ad on TV, radio or newspaper but you only pay for each visitor the ad generates. The best Houston web design companies are those that can offer SEM tools for your site.

Be ready for when they come

The proof of the pudding is in the eating. Be sure to deliver what you have promised. Once the results of the SEM techniques kick in and traffic is rerouted to your site, make sure you are ready. Your site should be clean, free from clutter, attractive and with all the tabs working. The Dallas SEO company can help you design your website for optimum efficiency.

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Crest Media is an experienced Content writer and publisher for Business Development. Visit at <http://www.crestmediainc.com/> to know more about a [Texas SEO](#) and a [Austin SEO](#).

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