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Marketing Mix of SEO and SMO Gives Better ROI by Elvy James

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Cost effective Internet marketing is very important for small businesses today. Small businesses do not have large marketing budgets, but they still have to compete with the big fish. That is why marketing optimization has become the order of the day and visibility is a major concern for the companies thriving in the online domain. It has also become evident that since SEO, SEM and SMO alone cannot direct the maximum traffic to the website; the general opinion is that there is a need for a marketing mix.

Search Engine Optimization (SEO)

In todayâ€™s world, a user instinctively goes online first to search for any product he needs, therefore Search Engine Optimization will be on a top of any advertiserâ€™s digital to-do list. SEO is obviously very important for online marketing. A good SEO campaign can give you a significant edge as far as organic search engine ranking is concerned. There is no alternative to SEO supremacy, and it cannot be achieved overnight. A tremendous amount of hard work goes into taking your website to the top ranking on Google.

Search Engine Marketing (SEM)

The next step is to improve your ROI, or overall return on investment. One way to do this by switching to a pay per click advertising model for your Search Engine Marketing. That is, you only pay when the paid ads on the right-hand side of a Google search result page are actually clicked on by users. Because paid search ads are typically paid only when there are clicks (cost per click), the advertiser does not have to pay for all the users that do not actually click as with the pay per impressions model.

Social Media Optimization (SMO)

With the advancement and huge popularity of social media today, the development of Social Media Optimization, that is, gaining back links and visits from popular sites like Facebook and Twitter, is being targeted towards real time searching. Recent statistics revealed by the social media giant Facebook confirmed that Facebook integration resulted in a more than 400% jump in the traffic for some well-known companies and news websites of the USA.

Any kind of incoming traffic can be converted into opportunities for earning money. Simple tweaks to your SEO, SEM and SMO techniques will most definitely help in reaching your desired ROI.

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Elvy James - About Author:
The author is having deep knowledge about a Search Engine Marketing. For more informationa about a Search Engine Optimization, visit http://www.kuware.com

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