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What is Search Engine Marketing?

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Search Engine Marketing (SEM) is an over arching term used for all things marketing on search engines. This includes pay-per-click marketing, paid placements, both on-page and off-page number. Search Engine Optimisation (SEO) is a large part of SEM, where the content on website is rewritten using targeted keywords for maximum search engine exposure and page rank.

There are multiple methods of measuring search engine marketing success.

1.Keyword density and analysis â€“ this includes finding the right keywords for that particular business and using them in the right density in the website content.

2.Webpage indexing and directory listings â€“ Here you need to look at the number of indexed pages and the amount of back links.

3.Analytical tools â€“ this includes website traffic generation reports, HTML code validation, CSS check, link popularity and all other code level checks to ensure your website is searchable by search engines.

4.Overall Health check â€“ perform this to check the speed of the site, the loading time, the URLs and the sitemap details of the site.

There are many companies that provide targeted SEO services together with a packaged SEO Solution that caters to your specific need. With the boom in the internet and subsequent need for internet marketing services there a multitude of organisations the world over offering specialist internet marketing services.

SEO Services in UK particularly has reached an all time high. The hype in social media and the possibilities of referral marketing together with crowd sourcing have increased the demand for companies offering services in internet marketing and search engine optimisation. But as a customer, you need to be vigilant in picking the right online marketing model that works for you. This depends on your business space, your target audience, company size, budget and the expected outcome. Itâ€™s easy to get carried away with the number in SEO, but unless it adds real value to your company, you should refrain from investing in a large online marketing contract that you cannot sustain long term. You would be much better off researching about the company and the services they offer before deciding on the service package.

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Katie Thompson is a journalist and a veteran content writer. She has experience in copywriting and journalism. Presently she is exploring and writing on various subjects but at the moment appended with a SEO Solution, SEO Services and a SEO Services UK.

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