

Search Engine Marketing

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Search Engine Marketing is paid advertising on search engines such as Google, Yahoo, and MSN. Your ads appear on the top and right of the main search engine results in specially marked areas as "Sponsored Listings." This type of marketing is generally much more cost effective than print, radio, television, and web banner forms of advertising.

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The Advertiser selects words and phrases on which to bid. Then, the Advertiser creates an ad that will be shown to search engine users when they search for that term. Terms are priced according to market demand. General terms such as "lakefront lot" may be too general and thus are more expensive. Specific terms such as "lakefront lot Tennessee" are much more likely to reach the desired client for a land developer in Tennessee.

The great increase in efficiency in using this marketing vehicle comes through the cost structure for the client. Paid Search advertising is based on the performance of your ads. You only pay when someone clicks on your ad. More importantly, the more specific your terms are, the more targeted are your ads. And the more targeted your ads are, the fewer clicks you receive - and less you pay.

Costs to run a Search Engine Marketing campaign include the cost to the search engines for each click, plus the cost to a marketing firm to run the program. Websitesfordevelopers.com offers this service and can provide a more detailed proposal upon request.