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7 Ways to Create an SEM Strategy That Will Land Your Site on the First Page of Google

Published Sep 24, 2018

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Search engine marketing (SEM) is the number one way to grow your business in today's competitive marketplace. With so much competition for customers, it's vital to find an online advertising strategy that keeps your business growing. Check out these tips for an SEM strategy that will keep your customers coming back for more.

SEM Strategy Defined

An SEM strategy is a plan to increase a website's visibility in search engine results pages (SERPs.) An SEM strategy includes all of your techniques to increase your site's traffic including search engine use and keyword targets.

Websites improve search engine placement ranking when they're considered relevant to search requests. Website developers use Search Engine Optimization (SEO) techniques to answer questions and boost their site's authority.

Both SEO and SEM are cornerstones of an effective marketing plan. Here are some of the best SEO practices in 2018.

Use Many Search Engine Results

Google controls almost 80 percent of the search engine market. But there are plenty of other search engines you can use to drive traffic to your site. Search engines such as Bing and Yahoo can bring in more customers because they don't use complex search algorithms like Google.

Analyze search engine results from all these companies to drive your SEM strategy. You'll find that some people's search engine preferences link to geographical areas in this country. Searchers in the northern US states have different search engine preferences than those on the west coast so don't exclude these potential customers by relying on one source to drive your decisions.

When Google updates their search engine ranking algorithm, it can disrupt how your website's importance is measured. Expand which website traffic sources you follow and you'll have a steady pipeline of visits to your site. You can read more here about the best search engines 2018 to see which could work best for you.

Maximize SEM Keyword Research

The true secret to ranking high in any search engine is to have strategic keywords throughout your website. Keywords are the words online searchers type into search engines to find the answers they're looking for.

Before picking keywords for your site, do your research. Find keywords that describe your business that customers are likely to use when they search for your products. If you use logical keyword combinations, you can achieve a stronger website performance.

If picking keywords for your site seems intimidating, you can hire search engine ranking services to do the job for you. These professionals can help you create your website's SEO and SEM plan. They use tactics that attract customers to your site by providing useful, problem-solving content.

Snippets and Quick Answers

When a search query asks a question, Google's algorithm looks for web pages that answer the question and displays these answers at the top of the search page. These answers are called "snippets" or "quick answers" and are usually shown as lists or graphs. Snippets or quick answers appear in almost 30 percent of Google search queries and can drive more traffic to these "answering" sites.

The best way to become a "snippet" is to know what questions readers are asking and be sure your content addresses these questions. Take the time to develop detailed answers to questions in your posts. Searchers can click on a snippet to dig deeper on your website to learn more.

Create Secured Content

There are some baseline components to content that can boost your search rankings. Start with using an HTTPS protocol on your website. HTTPS stands for hypertext transfer protocol secure.

HTTPS is a secure method for sending encrypted communications between your browser and your website. If your website uses HTTPS protocols, Google will identify your webpage as a "secure site" and boost your search engine ranking.

In July 2018, Google began to mark non-HTTPS sites as "not secure." Be sure to follow website HTTPS procedures so that users will trust your site. The last thing you want users to see is a menacing warning that the content they're reading is "not secure."

Create a Positive User Experience

Another way to drive traffic to your site is to develop web pages that load quickly and are easy to read. Web users expect a webpage to load in less than 2 seconds. Visits to your website that are less than thirty seconds could mean the searcher's experience was less than optimal.

Create a Site for Mobile Platforms

One SEM strategy should include an inner face that accommodates mobile platforms. More and more users are accessing the internet on their iPhones or Android devices. Approximately 74 percent of consumers who find a site that displays well on a mobile platform is more likely to come back to that site in the future.

So be sure your site is mobile-platform friendly. Websites that aren't user-friendly to a handheld device may see a dip in their rank.

Boost Voice Search Capabilities

Voice search or speech recognition technology is found on smartphones that allow you to speak keywords in your phone rather than type them. Voice search accounts for more than seventy percent of Google searches.

Queries are more conversational now rather than one or two keywords at a time. You will soon find that who/what questions shows a user is learning about your site. When/where questions show a user is ready to proceed.

Make sure your website ranks high with long-tail keyword searches. Long-tail keywords are three-or-four word phrases that are very specific to what you are selling. These descriptive search phrases can promote your site as an authority in your field.

Next Steps

Make sure your company's website is HTTPS protected. HTTPS prevents hackers from attacking your website. Modify your site with the mobile Android user in mind.

Use long tail keywords throughout your website to attract more viewers to your helpful content. If your site isn't user-friendly or solves people's problems, your customers will disappear in a minute.

Read more here to learn about other SEO and SEM strategy techniques. Don't forget to partner with the Washington Post if you decide to look for an SEM professional. Your dream strategist may be a few clicks away.

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