

A STUDY OF SEARCH ENGINE AND SEARCH ENGINE MARKETING

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Abstract:

Search Engine is one of the aspects of marketing software used to search data such as a database for specific information and it is a retrieval system designed to help to get stored information in the computer System. The search engine indicates to search enterprise documents as opposed to general web search. The main component of search engine is the list of the results that are returned from its response to a keyword query. Generally, the web search engine works with sending the spider to get as many documents as it can. Search engine marketing is a practice of marketing where businesses are using paid traffic of advertisements that look as search engine results pages. Search Engine Marketing contains the steps taken to increase the applicable traffic to the website, and through greater rankings on search engines. The main objective of Search Engine Marketing (SEM) is to increase compatibility in search engines by accomplishing higher rankings in the search engine results pages or top positions for ad placements. This paper will describe the search engine and the concept of search engine marketing.

Keywords: Search Engine, SEM, Website.

1. INTRODUCTION

Search Engine Marketing is a structure that denotes to the procedure of drive traffic and to increase perceptibility from search engines through paid and free ads, organic listings (SEO). The paid SEM efforts usually obtain shape of pay-per-click that is PPC and cost-per-click (CPC) ads. Search engines are the program that search the precise keywords and yield a list of documents where the keywords were found. Most of the website holder's belief on search engines to send traffic flow to their website and whole industry has develop around the idea of optimizing web content to increase the assignment in search engine result. Now days on the internet, 'n' number of distinct search engines obtainable, each of with the own methods and specialties. SEM is a method to expand reflectivity of a website in search engine.

2. BACKGROUND

The Archie was the primary tool used for looking out content on the net. It is the categorization tool FTP permitting individuals to search out precise files. The initial application was written in 1990 by Alen Emtage, merely contacted a listing of FTP archives on a daily basis and requested a list. Presently there are differing types of search engines offered like Yahoo, Google, Bing, Alta vista ,Ask.com, etc. these are shown in following Figure .



Figure 1: Different Types of Search Engines (Freebhacks.com, 2014)

Crawling is the main thing in the search engine that includes scanning sites and accumulating facts around titles, each page, keywords, images, and other linked pages. Distinct crawlers also look for distinct details like the page layout and wherever advertisements are placed, whether links are crammed in etc. When a web crawler visits a particular page, it gathers each and every link to the page and adds them into its list of next pages to visit. It goes to next page in the list, collects the links on that page and repeats. It means that any site which is connected from an indexed site will ultimately be creeped. Some of sites are creeped to deeper and some are creped more frequently, but often a crawler may hand over if a site's page hierarchy is too difficult.

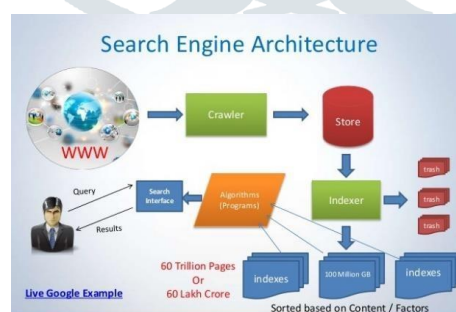


Figure 2: Spider or Crawler Methodology (edu.varistor.in, 2012)

Types of Search Engine:

Following are the types of Search Engine:

Human Power-driven Directories: In this type directories are conjointly cited as open directory system depends on human primarily based for listing.

Crawler Based Search Engine: This Search Engine uses a spider or crawler for creeping and categorization new content to the search information. It is divided into two elements like calculating Relevance connection and retrieving the results

Hybrid Search Engine: In this type each of crawler based and manual categorization for listing the sights in a search results.

Vertical Search Engine: These type of Search Engine emphases on particular search demand and search field.

Besides on the highest of major varieties of search engine program are classified into many categories relying informed its usage. The technological world is now moving towards computerized science and automation. The big technology companies like Microsoft and Google, who have own the overall search engines square intervention.

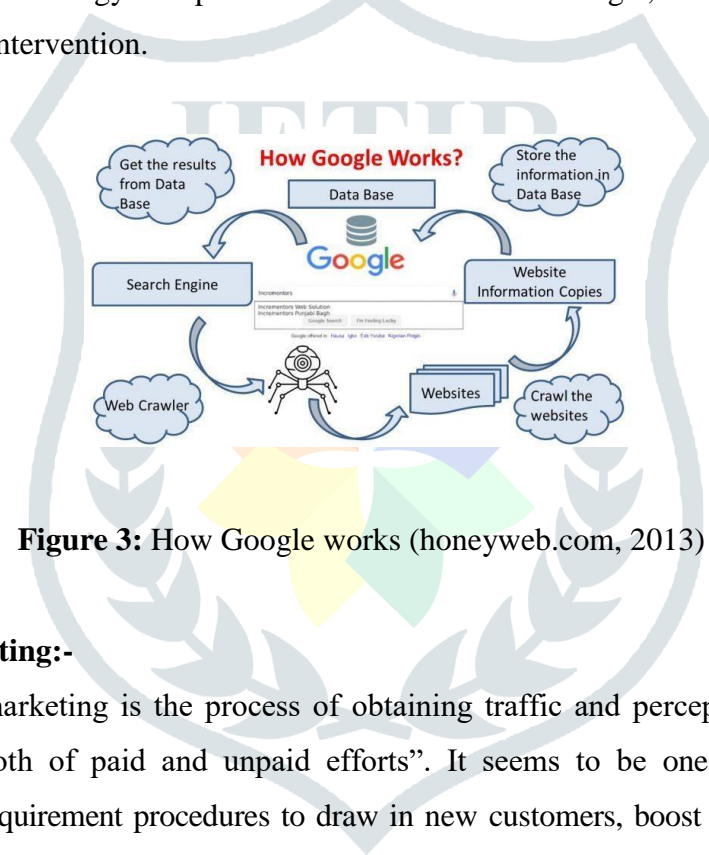


Figure 3: How Google works (honeyweb.com, 2013)

Search Engine Marketing:-

” The search engine marketing is the process of obtaining traffic and perceptibility from the search engines through by both of paid and unpaid efforts”. It seems to be one of the way to use the competitive cost per acquirement procedures to draw in new customers, boost Search Engine presence, improve ranking in SERPs and improve another marketing promotions. The prime assistance of Search Engines is to bring precisely what a investigator is looking for and it supports businesses to stimulus Search Engines to display their Ads to searchers.



Figure 4: Search Engine Marketing (Web India Market, 2018)

SEM mainly depends on thoughtfulness of the target spectators then Setting definite areas of the Ad promotion, picking the specific keywords to the target. After selecting it needs to create and compel advertisement and then handling traffic to a landing stage page, which offers exact data so it optimized to convert. Along with this while knowing about SEM it is also important to get that different substitutes and abbreviations related to SEM.

SEM in the beginning of SEO and the paid search actions but one of the time, SEM merely states to paid search method of cultivating the visibility that site or a web page in the search result.

How to Earn Traffic via Paid SEM:

The Paid Search Engine Marketing assist to inclusion an Online Advertising System that derives the online traffic to the websites and for that, you need to pay a certain price to the publisher when your paid search engine ad is clicked.

The paid inclusion is a method in itself and it is also a tool of SEO, so the firms can test out distinct approaches to improve the ranking and see the results in few of days.

IN PPC advertising different entities incorporated are: -

- ❖ Product Seller
- ❖ Landing Page
- ❖ PPC Marketer
- ❖ The viewer or the Visitor
- ❖ Landing Page Provider

Step 1: - Define an effective strategy

- ❖ First of all we need to define our target audience.
- ❖ Then need to identify their needs and motivations.
- ❖ We have to find out different ways to serve their needs by our specific product or service.
- ❖ We need to focus on our business position and review it in the current market and should identify

our competitors.

❖ And the main thing is to identify the benchmarks of search engine marketing that would be like search ranking, website traffic, Roi metrics and sales.

Step 2: - Select Specific keywords for SEM Campaign

❖ We should be ready for the brainstorm sessions to know popular terms when customers search for the product or service.

❖ We should keep constant interaction with the best customer and the customer service team for the frequently used keywords or phrases.

❖ We have to use some research tools of the keywords for compelling the listing of highly searched keyword terms.

Step 3: - Optimizing Website Content

❖ It is important to focus on site structure and should make the user-friendly search engine.

❖ We have to go always further for the specific, hard, exciting and pure content that can be keeping involve to the users.

❖ We must pay heed our Meta description, that helps for a inordinate prospects for us to draw the followers on the website which shows in search results.

Step 3: -Have to Submit Site Indexing

❖ If you submit for the indexing then it let your site be visible online to the users.

❖ For the quick and fast process we should submit the site to DMOZ.org so that it will get easy approval from other search engine.

3. LITERATURE REVIEW: -

❖ **Arooj Fatima, George Wilson, Cristina Luca, “User Experience and Efficiency for Semantic Search Engine” (2014)**, This paper of my research explores the relationship of Search Engine Marketing (SEM) and the performance and ability of the firm is based on the empirical research on Business to Consumer (B2C) e-commerce firms. This paper also includes the Semantic Search Engine’s structure from the engine’s query to ranking of the Pages. This research paper offerings the structure of the query to point out the indexing of Webpages & capability of the Search Engine.

❖ **Zhou Hui, et al. “Study on Website Search Engine Optimization” (2012)**, This presents the semantic methods and offers distinct algorithms systems based on the ontology and page ranking position. Search Engine upgrades the website ranking position on behalf of that quality, genuineness, relevance & the admiration. This Paper also contains the Semantics structure of Search Engine from query engine to ranking of the Webpages. It also introduces the structure of optimizer query to the highpoints the ability of Search Engine and indexing of the Webpages. For enhancing the user’s query, so the query optimizer is used ontology processor.

Robin Sharma et al. “Web Page Indexing through Page Ranking for Effective Semantic Search” (2012), This paper revealed that Researcher Repository is the modern way in that book authors and researcher of this world use to point out to their associates and various scholars in order to get. This research paper contains 3 types of Keyword Based Search Engines like Yahoo, Google, Msn and a Semantic Search Engine Hakia. These Search engines are the computer programs systems that allow the users to search their desired information from different websites.

❖ **Shikha Goel et al. “Search Engine Evaluation Based on Page Level Keywords” (2012)**, This research highlights the searching of various keywords in relational data to grow the speed of search of the preferred keywords. A user no need to have awareness of database scheme or SQL. It can submits a list of keywords in system search for the relevant records and grade them on their occurrence basis. This research paper purposed a system that offers a result in order to significance of keywords.

4. CONCLUSION: -

For the wealth of information available on the internet the Search Engines are fundamentally act as filters. The goal of Search Engines is to deliver users with search results that lead to pertinent information on the high-quality websites. To retain and attain market share in online searches, Search Engines need to make sure they deliver results that are significant to what their users search for. The Search Engines using complex algorithms to assess websites and web pages and assign them a ranking for relevant search phrases. With an growing number of consumers researching and shopping for products online, SEM has become a vital strategy for the increasing a company’s reach. In online business with the increase in a number of competitors, search engine marketing has become very significant in increasing online presence and traffic.

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