

SEOKNOW.org

Fastest Growing Search Engine Optimization Site

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SEM - Search Engine Marketing

What is SEM?

Historically the term SEM ([Search Engine Marketing](#)) has been used as an umbrella term to describe all internet marketing efforts (including Search Engine Optimization) aimed at increasing the likeliness of a website being found and indexed in Search Engine Result Pages (SERPs). These efforts include both paid result inclusions and contextual advertising. Recently, however, many in the internet marketing community have redefined SEM exclusively in the framework of paid advertising, while SEO (Search Engine Optimization) today almost entirely refers to the non-paid methods of moving up the rankings of Google or any other search engine.



SEM Concepts:

- **Organic or Natural Listings:**

Organic listings are search results that appear in SERPs without the domain owner having to pay to influence when or if a link is displayed. These types of results make up the core service of all the major search engines (Google, Bing and Yahoo). These various search engines obtain the natural result set by crawling links on various sites across the internet, analyzing the data then sorting it for relevancy before returning the result set for a particular query.

- **CPC / PPC:**

This is the realm of paid search. CPC and PPC are acronyms for cost per click and pay per click respectively. Search Engines that provide ad placement services, allow online marketers to pay to have their website listed at the top of SERPs. This ad is usually placed in a box with the title "Advertisement" and is normally highlighted in an alternative color to the organic listings.

SEM How To / SEM Methods:

1. Keyword Analysis:

This involves picking the most relevant keywords for a product or service and strategically placing these phrases throughout a webpage to allow a search engine's web crawler to find, analyze and rank accordingly.

2. Web Popularity and Saturation:

Popularity of a website is much like popularity in real life: it's all about who knows you. The difference however; on the internet, the who knows you factor is measured in terms of backlinks. The more backlinks a website has the more internet search engines think it is worth knowing about and thus higher it will rank. Google is known to place a major emphasis on backlinks and therefore to do well in Google a webmaster will need to accumulate as much quality backlinks as possible. Backlinks on various internet sites will direct the web crawler (e.g. googlebot) to visit your website and index your pages. The proportion of a website that a search engine indexes is referred to as the website saturation.

3. SEM Backend Tools:

Proficient search engine marketers make use of various tools to track their PR efforts or monitor that of their competition. Some of these tools include HTML Validators to check the ease at which your website can be scanned by web crawlers and subsequently indexed or Sitemap Generators to list URLs and ensure the most important pages on a domain are discovered. Additionally there are free web analytics tools to measure website traffic and evaluate what are the most effective keywords. SEOknow even provides a free Domain Informer tool webmasters can use to monitor the competition's website data: e.g. name of site owner, load speed, domain age.

SEM versus SEO



There is a lot of confusion about the difference between SEO and SEM. As asserted earlier SEO is a subset of SEM. SEM comprises virtually all forms of internet marketing while SEO only deals with the non-paid/organic aspect of search engine ranking. SEM can encompass the use of Google AdWords, pay per click services and even URL submissions. SEO on the other hand would only involve keyword recommendations, domain name choosing and site layout and site structure considerations, to name a few non ad payment options. The redefining of SEM to mean only pure commercial internet marketing was probably influenced by the scale and complexity of SEO. SEO is a challenging and continuously evolving form of internet marketing and hence is many times dealt with as a separate form of search marketing. Because of this complexity many webmasters have opted to hire professional search engine optimization companies and may even commission a second agency to deal with the just paid advertising areas such as PPC. A newly emerging aspect of SEM is Social Media Marketing (SMM). In this aspect of internet marketing web owners try to garner publicity for their products, services or ideas through social media channels. This may include designing and uploading product videos to YouTube, creating a fan page on Facebook or a shout out feed on Twitter (some of the top social networks).

SEM Controversy

In the paid sector of SEM, many consumer agencies, advocacy groups and trade commissions have expressed concern over the ability to purchase results. Among other things, the opposition claim paid search results will have the consequence of a degradation of service as search engines will put the sites they have a financial interest in at the top of SERPs, thus inhibiting smaller businesses with limited financial resources a fair shot at being found, irrespective of the quality of their site and content. The second major argument against paid SEM has to do with the buying of competitor's keywords, particularly when the keywords are copyrighted. As a result, there is an ongoing battle of trademark rights as to the legality and ethics of a third party being able to bid on their competitors brand names.

Press Release:

SEOKnow.org introduces intelligent PageRank Check, plus WhiteHat SEO Secrets with Easy SEO Helps

Webmasters, Bloggers and Site Owners aiming to Rank in Google Search Engine Result Pages (SERP) can now access a comprehensive library of trusted [SEO Secrets](#), [WhiteHat SEO Tips](#) and Easy [SEO Help Tutorials](#).

Palo Alto, California (PRWEB) June 10, 2012

Google has implemented a slew of algorithm changes to its flagship internet search service this year. Many webmasters have complained that these rapid changes have severely damaged their rankings and left search engine optimization practices in uncertainty.

Responding to this common sentiment SEOknow.org announces its enhanced Search Engine Optimization (SEO) Center offering codified SEO help (all certified WhiteHat SEO techniques) to provide site owners and webmasters with some of the SEO secrets that often elude even the most seasoned SEO professionals and hopefully return confidence to the market.

Since its inception in February of this year, SEOknow.org has become the popular choice for legions of Do-It-Yourself (DIY) SEO Beginners as well as a number of SEO Specialists trying to brush up on their skills. SEOknow.org provides all visitors full access to crash courses in the [simple easy SEO](#) tactics that many inexperienced webmasters wrongly assume can only be done by the experts. Site visitors can make use of the side navigation pane for browsing various facets of the site: from the SEO checklists to the search engine marketing ([SEM](#)) pages. First time webmasters and SEO novices benefit from an SEO glossary purposely built for beginners to use as a reference against the jargon that SEO DIYs are likely to encounter.

Additionally, SEOknow.org offers two online SEO software tools: Domain Informer and Google Rank Checker. The former provides a range of information about an owner's site or a competitor's site including: the domain's Alexa Global Rank, the Load Speed and even the number of backlinks to the domain. The later tool: Google PageRank Checker, an important factor in determining how high a website will be located in Google's Search Engine Result Pages, measures how relevant Google believes a domain is. Moreover, both of these SEO Tools feature SEOknow's One Time CAPTCHA Check; a needed time saver for persons wanting to analyze multiple PageRanks and Domains.

On the Facebook wall of SEOKNOW, John argues "The side panel of SEOKNOW carefully list all the sections one needs to move higher in Google and I particularly enjoy the SEO glossary since I'm a beginner DIY and the simple once only PageRank CAPTCHA".

Furthermore, in the event that a sought after piece of SEO material cannot be found, the site offers several other competitor's SEO blogs and forums for users to choose. Companion to these extras there are download links to Google's official Search Engine Optimization Starter Guide and a meticulously chosen list of the top SEO Books for those wanting to completely take control of the SEO Process.

About SEOKNOW:

The goal at SEOknow.org is to deliver accurate, trustworthy SEO methods, tips and techniques. But why? The site was developed to subdue the proliferation of other SEO websites affirming outdated and/or completely incorrect information. Examples of such misinformation include claims: Google can't crawl flash or even buying links from shady Link Farm companies are good ways to move up search rankings. SEOknow.org wants to denounce these myths and elevate the standards on what is considered quality search engine optimization. To this effect it grants users access to its tips, effective SEO methods and even its on demand PageRank Checker.