



## Drive Traffic to Your Website

ways to grow your business in a competitive market. With so many ways to promote online, and search engine marketing is one of the best ways to promote your products and services and expand your business.

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It is the practice of advertising business through **paid ads** that appear on the **search engine result pages** or **SERPs**. Promoters bid on those keywords that the users of services like Bing and Google might enter as search queries when they search for specific products and services. This gives the advertiser an opportunity for their advertisements to be found along with the results for those queries.

Such ads, also known as **pay-per-click ads**, come in different formats. Some are **text-based, small ads**, whereas some are like product listing ads, also known as **shopping ads** which have more visual in it, product-based ads that help customers get the most information at the first glance, like the reviews and price.

The greatest strength of **Search Engine Marketing** is it provides advertisers with an opportunity to put their ads in front of those motivated customers who are ready to purchase, or they are ready to decide. It is not possible with any other advertising mediums, which is why search engine marketing is so important for growing a business.

(Learn more about [Digital Marketing Training in Bangalore](#))

## Keywords are the foundation of Search Engine Marketing

Once a user enters a keyword into the search engines to find the information, it should come as a surprise that keywords play an important role in the form of an advertising strategy.

### Keyword Research

Before you can select which keyword to use in your search engine marketing campaign, you must do comprehensive keyword research. While doing the research, you must identify those keywords that are appropriate to your business and the ones that potential customers are probably going to use while searching for any products or services. One way to do this is by using a Keyword tool.

While searching a keyword, the only thing that you need to do is enter a keyword that is apt for your business or

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ness or service and see related keyword suggestion ideas that can aid your campaigns.

Ad grouping is one of the most important factors for the success of a search engine marketing campaign is the ad grouping can assist you in achieving high click-through rates, low cost-per-click, and usually stronger overall performance and keyword research can assist you in structuring your account in the best way.

Ad campaigns must focus on similar kind of products and services. For instance, if you own a hardware store, one ad campaign could exclusively focus on autumnal products like leaf bags, rakes, leaf blowers, whereas another might put emphasis on power tools etc.

Ad groups allow for every campaign to be subcategorized further for relevance. If we consider our hardware store example, one ad group could be of various kinds of rakes or different types of leaf blowers. For the power tool campaign, an ad group might aim at power drills, whereas another could focus on the rectangular saws. This level of organization might take a bit longer to set up at the initial stage, but the rewards, i.e. high CTR at a low cost- make this attempt worthy in the future.

## What are the benefits of SEM?

**With SEM, results are much faster-**When done properly, SEM can generate results fast. Strategies that you apply and the ad copy that you write plays a significant role. If everything is done in the right way, then you don't have to worry about anything. The whole process is very simple and easy. Start working on the ad copy ideas and select one that can attract customers.

**SEM is scalable-** One can always begin in pieces- maybe check how the different aspects do work. Also, check what things can be retained and what are the things that can be eliminated based on their contributions to the business. If by chance, you cannot spend too much money, plan on low prices. The moment SEM starts working, and if everything else is in the right place, financial profits would start adding up. Then, you can start increasing the number of advertisements. While adding new ads, remove those ads that do not create any kind of impact.

You can always pay attention to your ad campaigns and keep on modifying the things which work, and which do not. Also, you can plan new strategies for growing the ad investment daily. In the case of SEM or other paid strategies, a budget which is less than 9 dollars could be fixed as the limit. So, your budget will never get affected.

**Target your customers-**As you can see, these days people around the world remain busy online. Search engines are the ones that determine one's experiences online. Where does the search happen? Think of it from the initial stage. Customers ask a query in search engine and the search engine shows results related to the query. Therefore, impressing the search engine is the most important step to capture your customer's attention. It will ultimately bring

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lead gets converted, it might not certainly be that this customer is visiting your website for some time now. During this time, the services to your people mattered a lot and this is what attracted them to sales.

### How to find leads more efficiently?

To find leads on a website, let us first find out why a website needs more traffic. Website traffic plays an important role in the growth of a business. It helps to:

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- Find out how your marketing tactics are working
- Collect insights about your audiences to take the right decision
- Improve your Search Engine and SEO credibility
- Generate more leads, increase conversions, and attract more customers

Traffic to your website helps in improving the website ranking too, but you should ensure that the rise in traffic is associated with an upsurge in engagement also. If traffic increases but the conversion rate decreases, then your website won't get the right traffic. There is an end number of ways to optimize a website for conversion like by including calls to action, lead capture forms, giving the right info to customers, and making an easy to navigate website.

As a small business owner who wants to increase traffic to their website, you must have heard about Search Engine Optimization but maybe you have not heard about **Search Engine Marketing**. While both are important for your business to achieve success online, SEM can be beneficial to budding businesses when used correctly.

**Here are a few ways in which SEM can boost your business online and why it is right to spend money on Search Engine Marketing tactics.**

- **Conversion Tracking**- Basically, everything done with SEM is measurable. Want to know how many customers clicked on your ad? When did they click? Among the two ads, which is popular? All these questions can be answered through quantifiable data. This gives you an insight into what works and what does not. At the end of the day, you can match up with your venture to your sales conversions to see simply how effective the SEM campaigns are.
  - **Targeted Advertising**- Gone are those days of marketing when somebody will see your ad for the second time. Thanks to Search Engine Marketing. Now targeting a certain group of audience is more viable than earlier. Get as coarse as you can for a certain campaign or focus on a niche centred on your message. The intensity of control you have over the SEM campaigns is surprising. You have the control to shape your marketing like earlier. Target keywords, geographic location, age, hobbies/interests, gender and more to see if your message is reaching to your target audience.
  - **Controlled Marketing**- With **Search Engine Marketing**, you have full control over your ad campaign. You can choose the time when you want to run your ads, what is your budget, which are the devices in which customers can see your ads, where your ad will run, and much more. This is very important for small businesses who must think smartly within a restricted budget. Having control over managing your campaign to meet your
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ting tactics too.

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ld just be the right weapon for you. Want to know more about  
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