



Search

Search engine

POP UP FIRST ON SEARCH ENGINES!

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Not getting enough attention online?

You can wait a while for your business to rise or you can have it grow instantly. Businesses use many techniques to get their website on the first page of search engine results pages like Google, Bing and Yahoo. Two of the main techniques are explained below.

What is SEM? Search Engine Marketing is when an enterprise pays to display their website at the top of search engine results, grabbing the attention of a wide audience. It's used to raise brand awareness, increase sales and is quickly implemented. Advertisers bid on different keywords to help the audience with their search results, boosting the website placement of a corporation. Paying to be on the top of the ladder may seem senseless, but it

is a great advantage, as businesses gain a whole heap of visitors to their website. On average, 75% of people don't look past the first pages of search engine results. So it is important to be on the first page.

... Or you can wait for your company to rise on its own.

This procedure is called Search Engine Optimisation (SEO).

What is SEO? Search Engine Optimisation is when a business uses organic techniques to be at the top of a search engine result page. While SEO also takes time, it's more permanent and a longer-term strategy. SEO includes many techniques and tactics on a website and off a website too. Take Wikipedia for example, it's not a promoted website but it is always one of

the first results listed when searching for information, because the content is updated regularly and there are a lot of visitors on the site. Things that are important for SEO are a website's authority and regularly updated content. This explains why Wikipedia is constantly towards the top of search engine results pages.

Whilst these approaches work with different methods, they achieve similar goals and really do complement each other, for a website to achieve digital authority. So, if you want to get lots of visitors to your website, you can use both these methods for the best results.



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