

Search Engine –A Demanding Advertising Tool

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Abstract- This paper is mainly focused on approaches and techniques to online promotion on web marketing including search engine optimization, (SEO), online advertisements and new methods of increasing the visitors to a Website. In last decade, the emergence of search engine marketing as one of the fastest growing industries has been observed. Search engine marketing has been categorized as: paid and non-paid. Paid marketing included pay-per-Click (PPC), web page, including the page title, content and keyword density, and come up with a ranking for where to place the results on the pages and paid inclusion while non-paid marketing includes natural SEO and link popularity index. This is still a relatively new market and most of the companies lack in the knowledge or the tools to manage their marketing strategies in order to maximize the return of their investments (ROI). It can be effectively applied to technical aspects in managing paid and non-paid search engine marketing required in the Service Oriented Architecture (SOA) dimension. In this paper an attempt has been made to analyse the following factors: online promotion techniques, search engine optimization, on-page optimization, paid and non paid search marketing, and factors that affect SEO.

Keywords: -Internet Advertising, online advertising, pay per click, Search Engine Marketing.

I. INTRODUCTION

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising [4]. Typically, Internet marketing method that focuses on purchasing ads which appear on the result pages of search engines such as Google. Many search engines offer ways for individuals or businesses to purchase ads, which typically appear above or to the right of the content on the search result pages. Typically, the higher fee one offers to pay for an ad, the higher the ad will appear on the page, depending upon how much competition there is to appear on that page. Depending upon the agreement, one may pay a flat fee for a given length of time, or may pay a given fee for each click that they receive to their add In other words, the search engine is one of the few places on the Internet where a company can connect

with a user at the point of interest. You are now doing business in a world where the search engine is the first stop that customers make.

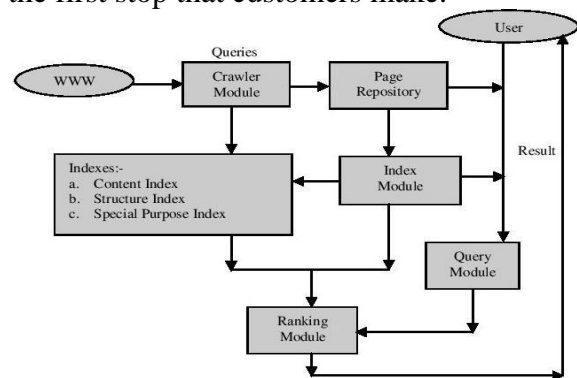


Figure 1. Search Engine Architecture.

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- (i) **Crawler** – They regularly search the Internet to collect & categorize information about Web pages. The result is stored in a central repository.
- (ii) **Page repository** – It is a storage place for complete Web pages collected by crawlers. Web pages are then sent to the indexing module for processing.
- (iii) **Indexing module** – It is a basic processing unit that extracts important information from Web pages and provides the information in different indexes.
- (iv) **Indexes** – These are used to store the

important information of each Web page.

- *Content index* – It is based on title, keyword, and anchor text.
- *Structured index* – It is based on hyperlink structure of Web-based applications.
- *Special purpose indexes* – It is based on PDF documents and the images.

- (v) **Query module** – It converts user's natural language query to search query. The query module is used for different indexes to return a set of most related Web pages.
- (vi) **Ranking module** – Process the set of relevant Web pages returned from Query module, & sort them in an order based on the sum of content score & popularity score (overall score) of the Web page^[1].

II. Search Engine Marketing

Search engine marketing definition: Marketing to internet users through natural search engine result page listings and paid advertising placement^[5]. Search engine marketing is a multi-billion industry spearheaded by Google, Bing, and Yahoo that is often broken down to two segments - free (organic) and paid (inorganic) search. Free search engine marketing, or search engine optimization (SEO), uses on-page and off-page strategies to help search engines better understand the relative importance of a website's pages. Search engine advertising, of pay per click (PPC) advertising, are advertising platforms search engines provide to advertisers to place their ads. Due to the growing demand and complex nature of "search," as search engine marketing firms would like to say, it's often hard to determine good SEO/PPC experts from bad SEO/PPC snake oil sales men. Search engine marketing services from Word Stream offer three core benefits for your business:

Productivity - By providing a series of keyword management, keyword search tools and automation tools Word Stream enables you to accomplish more search engine marketing in considerably less time, and with clearer workflow prioritization^[10].

Relevance - The software creates a system of daily keyword suggestion, and arms you with negative keyword tools that help you to consistently refine your keyword list. This will help you improve your search engine rankings and, in turn, earn you a better Quality Score in Ad Words.

Value – Word Stream is designed to discover new, inexpensive keyword advertising opportunities, and the keyword ad software secures algorithmic pricing advantages for you from the search engines. This

saves you money by ensuring a low minimum bid, saves time otherwise spent searching and analysing manually, and generates better results for your search engine marketing campaigns^[11].

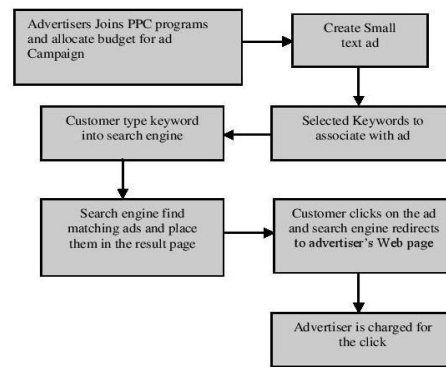


Figure2. Pay Per Click Process Flow

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III. Advantages of Search Engine Advertisement

Some of possible benefits of search engine include increase in motivated & interested customers to Website which means increased sales for small business, club, school or association etc^[3]. The crucial benefits of search engine advertisement are: -

- a) **Improve competitive edge** - Increasing the likelihood of customer finding you online means they are less likely to find your competitors. The faster and easier your products and services can be found, the more likely you will keep your current customers and increase your online market share.
- b) **Expand customer base & target audience** – search engine advertisement makes your site easier to find and locate on the internet. It improves ranking, increases traffic and chances of making sales. By expanding your market online you are exposing your products and services to more motivated and interested customers.
- c) **Increase your return on investment** - Studies shows that customers are five times more likely to purchase your products and services after finding your Web site through a search engine rather than Online advertising^[6]. Better Website ranking means an increase in customer visits significant to increase in sales opportunities. Search results get the highest conversion rates, turning your Website visitors into clients.
- d) **Save time & money** - search engine advertisement saves your time and money by utilizing free search engine services to promote your products and services. Once your Web site is optimized and submitted it will going on to be crawled and indexed by search engines and is maintained with minimum effort. The more popular your site gets over time the higher your search engine

ranking will become.

IV. Disadvantages of Search Engine Advertisement

In spite of the positive effects of Search Engine Advertisement, low costs & targeted reach of online visitors, there are some disadvantages^[3]: -

- 1. Too many Website visitors-** Highly ranked Websites obtain considerably more visitors than those which are invisible to the search engines. Large Websites with lots of images, Flash downloads may find some problems with on very old host servers. Cost implications may alter and it is possible that the amount of spam received will also increase.
- 2. Too many Website leads / sales -** This can be a major problem. There is a cost concerned in handling unwanted leads and Cornish Web Services think this is the major disadvantage of a highly search engine optimized Website. With PPC advertising, if a business receives too many responses then it is easy to pause the advertising and there will be an immediate drop in leads or sales. But it is not possible to quickly remove a highly ranked Website from the search engines without causing long term damage to search engine ranking. Sometimes ranking is intentionally allowed to slip of the Website when sales enquiries are too high, but this is a very rudimentary method and changes happen slowly.

V. Content filtering (information filtering)

If we are concern about the Online adverting by PPC or search engine advertisement, we must know about the negative impact also for the same , there are few sites which are restricted by the search engines which might be spam and create virus in the system which user should aware about . we recommend the vendor who are going to register themselves with any search engine have to take proper approval to register their sites so that any user get positive result while searching contents on Search Engines .

On the Internet, content filtering may be define as the term where data is purely filter by the search engine tools and avoid to access objectionable sites. Content filtering usually works by the particular character strings that, if matched, mentioned undesirable content that is to be block out. Content is typically screened for pornographic content and sometimes also for violence- or hate-oriented content. Critics of content filtering programs point out that it is not difficult to unintentionally exclude

desirable content^[7]. Sometimes there are few sites which are compatible with particular browsers i.e. Government sites, Examination Registration also can be blocked for the other Browsers besides mention by them^[9].

VI. Key Points of This Study

At the end of this study and proper knowledge on the same, I can proudly say that it was the earlier time when Companies or Firms found expensive to spend money on internet advertising by register themselves with any search Engine because the Users are not fully aware about the paid sites. In the current scenario, Internet technologies are not limited to Desktop or laptop. It's the wider scope in Mobile phones tab etc. Users are fully aware about paid site and their impact. I agree on the term after my whole study that it's really the helping exercise for the new Firms or companies. If am starting the new firm and register myself with Yahoo Search engine for the USD 2 per click on my publish website. At least I am pushing my Brand to a wider network by doing this exercise to increase its visibility at search Engine. To prove the same fact of cost effectiveness we did offline and online survey which is helpful for upcoming on new firms and organisations.

VII. Conclusions and Future Scopes

Website managers and designers need to understand how search engine marketing is helping to increase the popularity index of Websites. To get better position in search engine's index, company should integrate online and offline marketing techniques. For starting the implementation of search engine ad word, companies should examine a competitor in order to find related keywords to promote online. When a Website is submitted to search engine listing, the search engine crawler will sort out and index the Website based on keywords in the contents. Managing a successful search engine marketing campaign is a not easy task. Search engine marketing is a long term project that requires essential commitments to monitor the search engine behaviours and to make the right adjustments. So, Website designers should be smart about choosing the right keywords for Website content. Pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Every search engine has its own algorithm for Website evaluation and ranking, fortunately there common factors in the match

between search terms entered and occurrence of the words on the Web page. To improve Website position in natural search engine listings is also very important to all online business models. The number and the quality of external links are still recognized as the major ranking factor. But, Internet marketing implementation and search engine marketing could have sound impacts on online company growth and innovation.

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