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Search Engine Marketing

What is SEM - Search Engine Marketing

What is SEM? (Search Engine Marketing)

SEM (Search Engine Marketing) is a type of **paid marketing** where businesses pay search engines like Google to show their ads on the search results page.

In simple words:

SEM = Paid ads on Google.

You pay to appear at the top of search results.

It includes:

- Google Search Ads
- PPC ads (Pay-Per-Click)
- Shopping ads
- Display ads (optional part)
- Remarketing ads

Real-Life Example of SEM

You search on Google:

Try: *“buy running shoes online”*

The first 3-4 results show an Ad label.

Those are **SEM ads** from:

- Myntra
- Ajio
- Amazon

These companies paid Google to appear at the top.

What is SEO? (Search Engine Optimization)

SEO is the process of improving your website so that it ranks higher in **organic (unpaid)** search results.

SEO = Free rankings

You don't pay Google; you optimize your content to rank naturally.

SEO includes:

- Keyword research
- Writing high-quality content
- On-page optimization
- Backlinks
- Website speed, user experience
- Mobile friendliness

✓ Real-Life Example of SEO

You search:

Try: *“best smartphones under 20,000”*

The results from:

- 91mobiles
- Gadgets360

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These appear without paying Google – this is SEO.

Simple Difference Between SEM and SEO

Feature	SEO	SEM
Meaning	Organic (free) ranking	Paid ads on search engines
Cost	Free (no cost per click)	You pay per click or per impression
Speed	Slow (takes weeks/months)	Very fast (results in minutes)
Duration	Long-term results	Short-term (stops when budget ends)

Why Do Businesses Use Both SEO and SEM?

Because both have different advantages:

- ✓ **SEO gives:**
 - Long-term stability
 - Trust and credibility
 - Continuous free traffic
- ✓ **SEM gives:**
 - Instant visibility
 - Quick sales
 - Guaranteed placement at the top

Example:

A new bakery may use **SEM** to get quick customers and **SEO** to build long-term rankings.

Assignment

Ques 1: What does the term SEM stand for?

- A) Simple Email Marketing
- B) Search Engine Marketing
- C) Super Easy Media
- D) Social Engagement Model

Ques 2: Which of these is the main difference between SEO and SEM?

- A) SEO is paid, while SEM is free.
- B) SEO uses videos, while SEM only uses text.
- C) SEO is organic (free), while SEM involves paid ads.
- D) SEO only works on mobile phones.

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Ques 3: If you see a "Myntra" result on Google with an "Ad" label, which marketing method is being used?

- A) SEO
- B) SEM
- C) Offline Marketing
- D) Content Writing

Ques 4: How fast can you see results with SEM?

- A) In 3 to 6 months
- B) In one year
- C) Never
- D) Very fast (within minutes)

Ques 5: What happens to SEM results when a business stops spending its budget?

- A) The ads keep running for free.
- B) The rankings stay at the top forever.
- C) The ads stop showing.
- D) The website gets deleted.

