

# What is SEO?



Google defines SEO (search engine optimization) as follows:  
***"Improving a website's presence in organic search engine results."***

It seems like a very simple definition, but let us elaborate more on this. Basically, it is the process of improving the visibility of your website to your online audience via search engines. In other words, optimization methods which help improve your website's ability to be listed on the first or second page of organic search results.

In the most simplest terms, you want to create unique, fresh, quality content written for your audience and then you want to build quality links from relevant websites to point to that specific content. Of course, SEO involves a lot of work and there have been many books written about it, but if you stick to the basic rules of writing quality content and building quality links, then you are taking the right steps towards improving your website's presence in organic search results.

# What is SEM & SMM?



Sometimes you hear people using the terms SEO and SEM interchangeably and although these two terms may have once had a very close origin and meaning, today they are distinct from one another. Let us see how Google defines SEM (search engine marketing).

"The use of online advertising on search engine results pages to help visitors find your website. SEM often uses pay-per-click (PPC), a bidding model that charges advertisers only when someone clicks on their ad (also referred to as cost-per-click, or CPC)."

As we can see, SEM involves paid advertisements such as Adwords, Bing ads, Yahoo and any other methods of online advertising. This process involves the creation of campaigns and measuring results. You set a budget and expect an immediate return on that investment. It is also the fastest way to get your

website to show up on the first page of search engine results. These results show up as sponsored ads at the top or side of the organic search results.

Similar to SEM, SMM stands for Social Media Marketing. And as you can guess it involves paid advertising through social media networks. If you are familiar with Facebook ads, then you are seeing SMM in action. It is the process of using paid advertising to broaden your customer reach and increase your brand exposure.

## Which is right for you?

So, we have defined the terms above and have identified that SEO is a method that you can implement yourself whereas SEM and SMM are methods which require paid advertisement and setting a budget.

Although SEM and SMM will get you results fast, they are limited to the size of your budget. SEO is more of a long-term solution which, if done right, can continually bring in the desired results for your business.

So, which is right for you? This all depends on your business goals, but at least now you understand the terms and can make an informed decision on which methods to use.

**IGLI CONSULTING**

**1-844-415-4454**

**[info@gestionigli.com](mailto:info@gestionigli.com)**