

THE USE OF SEARCH ENGINES FOR ADVERTISING AND MARKETING

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The article is devoted to the analysis of the use of search engines for advertising and marketing. It is considered the definition of the term “search engine marketing” as well as its peculiarities. The article describes some differences of Google, Bing and Yahoo used for advertising and marketing.

Keywords: advertising, marketing, search engines, search engine marketing, search traffic.

Стаття присвячена аналізу використання пошукових систем з метою реклами та маркетингу. Наведено визначення терміну “пошуковий маркетинг” та проаналізовано його особливості. У статті розглянуто відмінності між Google, Bing та Yahoo, які використовуються з метою реклами та маркетингу.

Ключові слова: реклама, маркетинг, пошукові системи, пошуковий маркетинг, пошуковий трафік.

Статья посвящена анализу использования поисковых систем с целью рекламы и маркетинга. Приведено определение термина “поисковый маркетинг” и проанализированы его особенности. В статье рассмотрены различия между Google, Bing и Yahoo, которые используются с целью рекламы и маркетинга.

Ключевые слова: реклама, маркетинг, поисковые системы, поисковый маркетинг, поисковый трафик.

Billions of people search the web every day. With a handy list of search results shoppers can browse and make what they feel are the correct purchases for them at the best price. They search by brand, by product name, by location, by color, by any qualifier that meets their fancies. 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. The goal of search engine marketing (SEM) is for your company's website to rank at the top of any potential customer's search results page. This is done using a combination of paid advertising, search engine-optimized website design, high-quality marketing copy and involvement in your industry's online community. Using some tried and true marketing and technical know-how, a company can influence how search engines rank its site. SEM is how you can get your ads in front of these future customers where it counts: in premium spots on the first page of search results. You set your own budget and are charged only when your ad is clicked. This makes SEM an affordable way to reach more customers for businesses of all sizes [1]. Thus, it is interesting to consider and compare some peculiarities of search engine marketing to understand the role it plays in today's business.

In this article we will try to analyze the use of search engines, the peculiarities of search engine marketing and compare different search engines which are used for advertising and marketing.

If you have seen ads appear at the top or right of search engines, then you already know what SEM is. When your ads display in these optimal, highly visible positions, your business can have an edge over your competitors. Moreover, most searchers only click on the first few results, which gives these premium ad spots a visual advantage to catch the attention of your future customers [1].

Search engine marketing is about gaining visibility on search engines when users search for terms that relate to your business. For most companies, ranking highly in search results is a result of solid effort in one or both categories of search marketing:

- Organic search (SEO). When you enter a keyword or phrase into a search engine like Google or Yahoo!, the organic results are displayed in the main body of

the page. When your prospects search for information about your products and services, you want to rank highly in search engine results. By “optimizing” your site, you can improve your ranking for important search terms and phrases (“keywords”). You can also improve your rank by getting other important sites to link to yours.

- Paid search (SEM) enables you to buy listings in the “sponsored” area of a search engine. There are a variety of paid search programs, but the most common is called pay-per-click (PPC), meaning you only pay for a listing when a prospect clicks your ad [2].

It is a matter of common knowledge that there are four main search engines that dominate the Web today: Google, Yahoo, Microsoft's Windows Live Search and Ask.com. Nearly every other search engine uses results from Google (such as AOL, Netscape and EarthLink) or Ask (MyWay, iWon). In this article we will compare the peculiarities of such search engines as Google, Bing, and Yahoo.

Google. Recently there have been several interesting conversations about ad blocking, and we would like to remind you about a great offering called Google Contributor. With Google Contributor, you contribute a certain amount of money each month. That subscription means that you see fewer ads on the web, and you support the sites that you visit with your money [3]. Moreover, Google sells sponsored listings that appear above and to the right-hand side of its regular search results. These listings are called Google AdWords. Paid search programs allow site owners to “bid” on the terms they wish to appear for. You agree to pay a certain amount each time someone clicks on your listing. This is why sponsored listings are referred to as “pay-per-click” (PPC) or “cost-per-click” (CPC) advertising. Google AdWords ranks sponsored listings based on a number of variables including the CPC (bid price), click-through-rate (CTR) and landing page quality. Google distributes its paid ads to other partners, with some major sites listed on the Search Engine Results Chart. This provides you with exposure to more potential traffic. When setting up an AdWords campaign, you may choose to have your ads appear in the Search Network and/or Google’s Content Network (AdSense), or you may opt-out of either [4]. Google also provides better customer support for small accounts. Google advertisers

who spend more than \$500,000 per year have a dedicated account representative who can help with the various technical and billing problems that pop up from time to time. The rest of us have to settle for offshore support which can be a less-than-satisfying experience. As for search traffic, it is about to grow. According to Comscore, Google's search share in May was around 64 percent compared with Bing's paltry 12 percent. If you've advertised on Bing already, you have probably seen the effects of this when looking at your campaign reports [5].

Bing. You control the cost of search engine marketing and pay nothing for your ad to simply appear on the search engine. You are charged only if someone clicks on your ad, and only up to the amount that you agreed to for that click. That is why SEM is also known as pay-per-click (PPC), because you only get charged for each click that your ad generates. No click? No charge. With Bing Ads, your accounts are free to set up and billing is flexible. You choose between a pre pay or post pay option, as well as various payment methods. You know who and where your best customers are - Bing Ads lets you choose when and how to reach them [1]. Bing's results win in terms of the smoothness of its social integrations. The company's contracts with both Facebook and Twitter give it access to more social data than Google, which must rely on the lesser-used Google+ network [6].

Yahoo. Yahoo Search Marketing (YSM), formerly Overture and GoTo, also allows sites to “bid” on the terms they wish to appear for. Yahoo Panama brings YSM’s ranking algorithm for paid ads more in line with Google by considering additional variables such as click-through-rate and landing page quality. If your goal is to build instant visibility on search engines, Yahoo Search Marketing is an excellent option to explore, putting you in the top results of many major search engines within a short period of time. Again, it is well worth it for anyone to open YSM accounts and experiment with paid listings. As with Google, you may wish to eliminate your ad spend or continue for terms not receiving good editorial placement once your initial deposit has expired [4].

To sum up, just as branding and community involvement benefit a company in the brick-and-mortar world, popularity and industry visibility are rewarded by search

engines. If your company is positioned as a trusted and knowledgeable specialist in your field, it will have a broader Internet presence and be evaluated as more relevant and popular, which will boost rankings. Develop your company's presence through publications, peers, associations, clients, newsgroups, blogs, trade organizations and social networks. The key to success is to get as many links to your website as possible. A good link popularity and reciprocity initiative is an art form. Succeeding in this area requires valuable social skills, so it should not be taken lightly, especially with the growing emphasis search engines place on authoritativeness.

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