PROMOTING A WEBSITE WITH THE HELP OF SEO USING PPC (PAY PER CLICK)
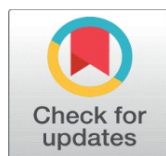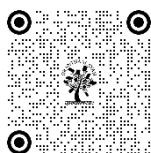
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ABSTRACT

Nowadays, the promotion of a website plays an important role in any organization or business. There are many ways to promote any website and PPC is one of them. It is an advertising model where searchers are directed to the advertiser's page through paid listings. Every time a user clicks on a paid listing, the advertiser pays a onetime fee. Nowadays, everyone has their own website and we do not have time to manage or promote the website, so PPC is one of the best ways to solve this problem. This article explains how you can keep the website in the top position with the help of PPC by paying only what is necessary.

Keywords: Search Engine Optimization, Keyword Research, Pay Per Click (SEM)

1. INTRODUCTION

SEO: Search engine optimization is the process of increasing the traffic and quality of a website and promoting it as much as possible.

Search Engine: A search engine is a program that looks for keywords in a document and returns a list of documents where the keyword is found [1].

How does a search engine work?

This job is done by a piece of software called a crawler or spider (or Googlebot, as in Google) that retrieves it. Essentially the indexing process is the process of determining the words and phrases that best describe a page and assigning pages to specific content i.e., Matches the search string in the search request with the index page in the database.

Determining Importance:

Since there may be many pages containing a search string, search engines start by calculating the relevance of each page in their index to the search string.

Getting Results:

The final step in the search engine is to get the best results. Basically, does nothing except display them in the browser due to the large number of websites, search engines face the difficult task of analyzing thousands of pages and displaying only the most relevant content to the query submitted on the search page (SERP).

Search engine terms: To understand SEO, you need to understand the structure of search engines. They all have the following main characteristics:

Common Search Engine Principles:

To understand SEO, it is needed to be aware of the architecture of search engines. They all contain the following main components:

Spider: Crawler (Similar to programs that download web pages)

Crawler: A service that automatically scans every link on every web page.

Indexer: A program that identifies web pages that have been crawled and crawled by spiders.

Database: Stores downloaded and processed pages.

Results engine: Extracts search results from database.

Web server: Responsible for interaction between users and other search engines [2].

2. LITERATURE REVIEW

Search engine Marketing (SEM): SEM refers to the placement of messages in search engines that encourage users to click on a website when they enter important messages [3]. SEM markets your website through search engines by purchasing paid listings.

Paid Listings: These are listings that search engines sell to advertisers, usually through paid sites or paid services. On the other hand, organic brands are not sold.

Important points for improving your website:

1) First, we create a rough list of content and check them competitive prices. Then, we evaluate our relevance to the competition and choose words that are popular enough and have medium competition. Use the Keyword Guide to choose keywords. This is also used to analyze their competitive prices.

2) Then we started writing articles for our website. I wrote some of them myself but sent the most important ones to professional writers. Actually, I think the quality and attractiveness of the text is the most important part of the page. If the content of the text is good, it will be easier to get links and visitors.

3) In this step we start using HTML analyzer module to create dense content. Each page is optimized for its own keyword phrase.

4) We submit our website to many directories. There are many services that can help us with this. Also, SEO manages will soon have a special place to work.

5) After completing these preliminary steps, we wait and check the search engines to make sure that many search engines have successfully indexed the site.

6) In this step, we can start checking the position of the keywords on the website. These activities may not be good at the beginning but they will give us some important information to start adjusting our SEO practices.

7) We use the link popularity checker module to monitor and work link site development.

8) We use the Log Analyzer module to analyze and increase visitor numbers. We also repeat steps 6 and 8 periodically.[4],[5],[6].

Show search engine rankings:

1. Choose keywords

2. Enter description and META tags.

3. Create web pages with lots of content (text).

4. Use links on all pages.

5. Get links from other websites.

6. Don't overpots.

History of Search Engine:

In the early days of the Internet, there were few qualified users and the available information was relatively small access was generally limited to employees of various universities and laboratories who used it to access research data. At that time, the problem of finding information on the Internet was not as important as it is today. Web directories are one of the earliest systems used to facilitate access to information on the Internet. Links to these resources are grouped by subject. Yahoo is the first of this project, launched in April 1994. Of course, it is not a real search engine, as the search is limited to the collection of sources in the list. The concept of SEO did not yet exist before the start of finding sources. Such links were widely used in the past, but they are not popular anymore. The reason for this is simple; even modern reports with their large resources can only provide information about a small part of the web.

For example, the largest index on the Internet today is DMOZ (or Open Directory Project). It has about five million service records. Compare that to the Google search engine database with over 8 billion records. The WebCrawler project started in 1994 and was the first full search engine. The Lycos and AltaVista search engines were introduced in 1995, and AltaVista has been a major player in this field for many years. Google was founded in 1997 by Sergey Brin and Larry Page, both researchers at Stanford University. Google is now the most popular search engine in the world. There are currently three search engines in the world: Google, Yahoo and MSN search. Each has its own database and search algorithm. Many other search engines use results from the big three; The same SEO experts may refer to all of them. For example, the AOL search engine (search.aol.com) uses the Google database, while AltaVista and Lycos use the Yahoo database. Below is a visual history of "search" and search engines; I hope this is both a trip down memory lane and useful resource for anyone interested in learning more about the history of web searches. [7,8,9,10]

Keyword Research:

It all starts with a word entered into the search box. Keyword researches one of the most important, effective and efficient methods of search marketing. Determining the "right" content can determine the success or failure of your website. By researching your business's search terms, you can not only learn keywords and phrases to target for SEO, but also learn about your target audience.

The important thing is not always to attract visitors to your website, but to attract the right visitors. The value of this skill cannot be overstated, with keyword research, you can respond to changes in the market, anticipate changes in demand, and create products, services, and content that web browsers already interact with.

Keyword Proximity: The location on a web page where the terms are related to each other or, in some cases, to other words that have a similar meaning to the keywords.

Keyword Placement: Where the keyword is places on the page is very important. For example, in most engines, putting a keyword in the page title or title tag will increase its chances.

In some engines, placing the content in a link (the part at the bottom of the browser screen) can add interest to that message. For good content here is a list of places where you should try to use your main keywords.

- Keywords in the <title> tags.
- Keywords in the <meta name=" description">
- Keywords in the <meta name=" keyword">
- Keywords in <h1> or other headline tags.
- Keywords in the Keywords links tags.
- Keywords in the body copy.
- Keywords in alt tags.
- Keywords in <! —insert comments here> comments tags.
- Keywords contained in the URL or site address.

Keyword Stuffing: Spammers repeat keywords in various HTML tags such as the title, meta, body, link and more. Spammers also stuff URLs with keywords. They put the main points in separate paragraphs instead of repeating them inline. Spammers still throw in tons of irrelevant content, so some pages are relevant to many different queries.

3. MOTIVATION

I am very inspired by search engine optimization because when users want to search everything with the help of search engines. But if they do not see good content, they get angry and leave the site immediately. To solve this problem here I use the search method and get the data from the database.

4. RESEARCH METHODOLOGY

Pay perclick:

Paid advertising is a form of marketing where you pay to display your ads to a targeted audience. Here's an introduction:

Types of Paid Advertising:

1. Search Ads (Google Ads): Appear in search engine results pages (SERPs) when users search for specific keywords.
2. Social Media Ads (Facebook, Instagram, LinkedIn): Target users based on demographics, interests, and behaviors.
3. Display Ads (Google Display Network): Appear on websites, apps, and videos.
4. Native Ads: Blend in with the content of the platform (e.g., sponsored posts).
5. Video Ads (YouTube, Vimeo): Appear before, during, or after videos.

Benefits:

1. Increased brand awareness
2. Targeted reach
3. Measurable results
4. Flexibility and control
5. Scalability

Key Concepts:

1. Cost-per-Click (CPC): Pay each time a user clicks your ad.
2. Cost-per-Thousand Impressions (CPM): Pay for every 1,000 ad views.
3. Conversion Rate: The percentage of users who complete a desired action.
4. Return on Ad Spend (ROAS): Revenue generated compared to ad spend.
5. Ad Copy: The text and visuals in your ad.

Getting Started:

1. Set clear goals
2. Choose your platforms
3. Target your audience
4. Create compelling ad copy
5. Set a budget and bid strategy
6. Monitor and optimize performance

Remember, paid advertising requires ongoing optimization to achieve the best results.

PPC Best Practices:

Calculate the value of a "click" for your company before running a PPC campaign. Please remember approximately 20% of browsers do not trust ads and will not click on them Review and follow PPC guidelines; do not use superlatives (biggest, greatest, best etc) all caps, or exclamation marks.

Do not include contact information such as a phone number or email address in your ad.

Make sure your ad matches the content on your website.

Search Engine Marketing Overview:

Why is Internet Marketing Important?

Build your online business through marketing communication to your target audience.

Improve your image compared to your competitors.

Brand targets international audience through international research-Animated information Architecture.

Effective copywriting (Introduction); Affiliate programs.

Email marketing and online Newsletters.

Interactive Customer Relationships.

Web Traffic Analysis and Web Analytics.

Landing Page optimization: Landing page Optimization (LPO) is a part of a broader Internet marketing strategy called conversion optimization or conversion rate optimization (CRO), which aims to increase the percentage of website visitors who convert into leads and customers. A landing page is the page that appears when a potential customer clicks on ad or search engine link. This page usually displays content based on links to ads or affiliate links. LPO aims to present the content and appearance of the page in a way that will appeal to the target audience.

Competitor Analysis: In marketing and strategy management competitor analysis is the strengths and weakness of current and potential competitors. The analysis provides points of attack and defense to identify opportunities and threats. The analysis provides points of attack and defense to identify opportunities and threats. The analysis places all relevant sources of competition within a framework that encourages efficient and effective development, implementation, monitoring and adjustment. Competitor analysis is an essential part of good marketing. It is argued that most companies do not do enough of this analysis. Instead, many businesses rely on what is called "informal assumptions, guesses and insights derived from the context of all the information that all the leaders have about their competitors".

Bid Management: Bid managers play an important role in many businesses, an important role. The marketing manager will ensure that campaign plans are on time and within budget and manage customer relationships. The Research Manager may work closely with the Marketing Manager, often working with experts in developing and creating the business case, creating and managing the marketing plan.

Competition Management: In telemarketing, Corporate Marketing Manager solutions are used to provide advanced control over the information used to conduct outbound marketing. Business management usually refers to managing the company's overall business plan to ensure that the direction the company is taking is as outlined in the plan. Campaign management can also refer to creating, executing, monitoring and evaluating specific advertising campaigns (Production, television commercial, radio commercial etc).

Advertising Copywriting: Copywriting is writing for advertising or marketing purposes. Copywriting is intended to persuade someone to buy a product or influence their belief. Copywriters are used to help create direct mail, speeches, songs, web content (even if the end goal is not advertising, their writers will love to be recognized as writers), online advertising, emails, and web content, web, TV, or radio ads, press release, white papers, catalogs, billboards, brochures, postcards, sales letters, and other business communication newsletters. Copy may also appear in social media content, such as blog posts, tweets, and social networking posts.

CPC, CPM, CTR:

CPC (Cost per Click): The amount or equivalent paid for a click from an online advertisement to the advertiser's site.

CPM (Cost per Thousand Impressions): The suggested price paid for a website content to display an advertiser's banner one thousand times. The "M" is the Roman numeral 1000.

Google Ad Words: Google Ad Words is an online advertising service that places printed text above, below, or to the side of Google's list of results for certain queries. Publication selection and placement is at the discretion of the owner, in part, based on the relevance of the research question to the report. AdWords has grown to become Google's primary source of revenue. In 2012, Google's total advertising revenue was $42.5 billion and site targeted advertising. AdWords campaigns include local, national, and international distribution.

YSM: Yahoo search marketing is a keyword based "pay per click" or "sponsored search" online advertising service provided by Yahoo. after Yahoo began offering this service after acquiring overture services.

Ad Center: Microsoft Ad Center is a pay per click advertising platform that allows you to create and manage search engine marketing that reaches people using search too is on MSN and Windows Live Web. Ad Center allows you to bid on content that you think is relevant to your site. When someone searches for a keyword that matches one of your keywords on the MSN and windows Live networks, your ad will appear in the paid listings (sponsored sites) section of the search results. You only pay for your listing when someone clicks on your ad (which takes them to your website). You set budget by choosing the first keyword and setting your own cost-per-click. With Ad Center's marketing capabilities, you can target content based on search location, search duration, and other customer marketing factors that you think are important.

Facebook Ads: Facebook Ads is designed to help advertisers how you advertisers find interesting and relevant. The ads you see on Facebook are now based on your activity on the social network.

Step 1:

1. Powerful tools to manage Facebook ads and sponsored stories. If you don't have an account yet, please sign-up as Facebook user.

2. Choose a category and page name that represents your company or service.

3. Upload the logo or image you want associated with your business.

4. Upload a cover photo

5. Set your page URL.

6. Start communicating with your customers through advertising.

7. Optimize your posts. Job ads are popular on LinkedIn, where the focus is on professionalism.

Step 2:

1. Create an effective ad using relevant text and images.

2. Target your ad to a specific audience.

3. Budgeting and Competition-spend your money better.

Step 3:

1. Register as a user on Facebook, if you don't already have an account.

2. Choose a category and a page name to represent your company or service.

3. Upload a logo or picture that you want to associate with your business.

4. Upload a cover photo

5. Create a sentence about what your business does.

6. Set a web address for your page.

7. Begin reaching out to your customers with posts.

8. Optimize your post.

LinkedIn Advertising: LinkedIn advertising is a huge opportunity for lead generation for B2B companies. Business messages are well-received in LinkedIn professionally focused environment.

Steps:

1. Create great ads with powerful copy and relevant images.

2. Target your ads to a specific audience.

3. Split-test different variations of your campaign.

4. Budgets and bidding-spend your money strategically.

5. Measure the performance of your ads.

5. RESULTS

Fig: 1 With the help of Google AdWords you can Manage your campaigns. How much you want to invest for your website promotion and this is an overall planning of your budgets.
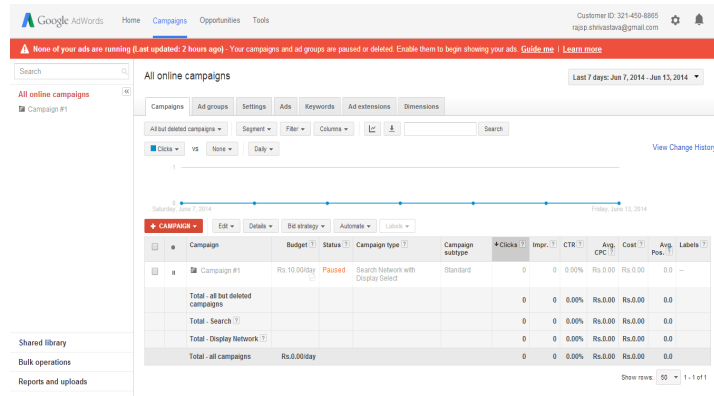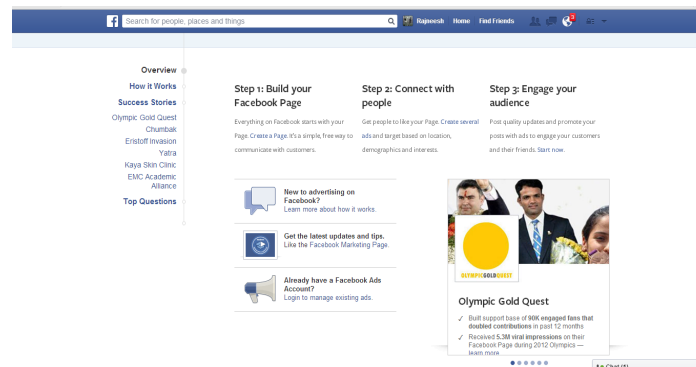

Fig 2: if you want to promote your website and also want to give some advertisement of your website then you can ads with the help of Facebook social networking site

6. CONCLUSION

The reality is that SEO and PPC truly complement each other. You can use this data so that they are more than the sum of their parts (as shown in Figure).
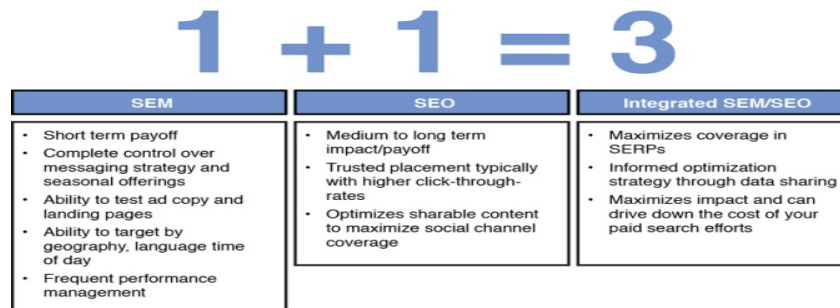

Figure: Paid search and SEO are more than the sum of their parts

A combined strategy will reach more consumers and make your brand a bigger part of the search conversation. SEO and PPC shouldn't be thought of as one over the other, so lay out a plan and create a dashboard to analyze the data. Everybody wins.

7. FUTURE SCOPE

Internet business is rapidly developing in India. Companies are generating revenue through internet marketing or we can call it internet marketing. The Internet and Mobile institute of India (IAMAI) reported that the number of Internet users worldwide is expected to reach 2.2 billion by 2013, with India expected to have the third largest online population. In addition, by 2013, the number of Internet users worldwide will increase by more than 45% to reach 2.2 billion users, and Asia will continue to be the largest machine on the Internet. Germany's number of Orkut users worldwide is second only to Brazil and South Korea. The United States, and here is the best part currently internet users constitute only 3.6% of the population. Now you can imagine the internet business in India. Now that we understand the size of the internet business in India, we should understand that the internet business id different. In fact, it is a combination of technology and business intelligence.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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