

## Search Engine Optimization is not Search Engine Marketing

Recently, Search Engine Marketing (SEM) is a phrase that has come into the mainstream. Increasingly, Search Engine Optimization has ceased to cover all aspects of the very nature of search engine promotion. It is evident that while the search engine optimization industry focuses on free traffic, the search engine marketing includes click costs. This differentiating factor has been the basis of many a generated misunderstanding.

One of the prevalent mistake assumptions being the belief that SEO is a more efficient tool to achieve high Return of Investment than SEM. Yet another such myth is what has been termed the landing page yarn. In Search Engine Marketing, the owner gets to decide where the visitors land. Search Engine Optimization on the other hand employs an search engine which decides the landing page for the visitors based upon their queries. This is that difference that is the mother of all disparity. No searcher spends more than a few seconds assessing the landing page. More often than not, a searcher lacks the patience to browse through axilliary pages and simply hits the back button. In a matter of clicks they will be on your competitions landing page.

That precisely is the need to optimize your landing page keeping in mind what the searcher is looking for. This would ensure that the visitor to the site stays on as he has been assured of it being the ideal destination of his search. Every searcher ultimately wants to land on a relevant page and it is up to you to make the landing page as relevant as possible. Only a good professional Search Engine Marketing firm would be able to optimize your page accordingly. A search spider would achieve far from desired results in such a scenario.

It is only when the searcher is satisfied that the purpose of either SEO or of SEM is achieved. When compared to the average rates of a Search Engine Optimization firm, the cost expense initially of a Search Engine Marketing firm is mot definitely on the heavier side. Search Engine Marketing includes management and pay per click costs which makes it more expensive. Search Engine Optimization only charges for the management prices . But of course, only Search Engine Marketing would optimize your landing pages in a professional manner thereby increasing your returns. Search Engine Optimization and Search Engine Marketing are two sides of the coin. At the end of the day, Search Engine Optimization can definitely get visitors to your page by giving you a brand image, better ranks and numerous other benefits. Nevertheless, only an investment in Search Engine Marketing makes the landing page worth the effort and worth a conversion by the visitor. A converted visitor is the entire difference in the equation between Search Engine Optimization and Search Engine Marketing.

## About the Author

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