

Search Engine Marketing

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ALL marketing professionals should know about **search engine optimisation**! It offers the **greatest ROI** out of any internet marketing spend. If your customer spends time on the internet then you need an internet marketing strategy - and that includes most brands.

Jupiter Media Metrix reports [47 percent of shoppers use search engines](#) (September 2001):

- 28% type product name in search engine
- 9% type brand name in search engine
- 5% type store name in search engine
- 5% go to search engine shopping channel

[Webignite](#) reports:

- [57% of all Netizens use a search engine every day](#). Only checking e-mail is a more popular Internet activity.
- [More than 75% of surfers use search engines to traverse the Web](#).
- [85.7% of search engine traffic is searching with intent to buy](#).
- An October 2001 Association of National Advertisers (ANA) study reported that 79% of U.S. major corporations use online advertising and top methods are banner ads (92%), search engine positioning (75%), sponsorships (70%), and email marketing (68%).
- Search engine traffic results in good conversion rates. Informal case studies (2001) based on client server logs have shown that search engine traffic outperforms banner ads and email marketing campaigns by producing more purchases, form or catalog requests, newsletter subscriptions, and software downloads.

[MarketingProfs](#) mentions many case studies: Frustrated with its banner ad campaigns, Action Conference Call decided to reallocate its entire online marketing budget to search engine optimization. Search engine optimization involved producing 86 top-20 rankings in major search engines and directories. The result was a 500 percent increase in sales within 18 months. No other marketing strategy was used.

If your company handles search engine optimisation, then please add your company details to our business directory within [Search Engine Optimisation](#).

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