



LAUNCHING A SEM / PAID CAMPAIGN

There are paid and non-paid ways to improve visibility for your website, and while **SEO (Search Engine Optimization)** is a non-paid way to organically drive more visitors to your site, **SEM (or Search Engine Marketing)** uses paid advertising to improve a website's search visibility. Each add value to your marketing strategy in their own way.

Let's start by explaining what SEM is.

WHAT IS SEM?

- SEM stands for Search Engine Marketing (also known as PPC or Pay Per Click) and is the practice of creating, implementing, analyzing, and optimizing paid search and display campaigns
- It is primarily done through paid advertising (Google Ads for example)
- Here is an image showing the difference between a PPC and SEO ranking on Google search results page
 - SEM ads are usually at the top
 - In general, there is an "Ad" note next to it

Best Buy Official Site - We'll Beat Any Price
Ad www.bestbuy.ca/OfficialSite
Shop and Save at **Best Buy** Today. Reserve Online and Pick Up In-Store Now!
Categories: Computer & Tablets, Office Supplies & Ink, TV & Home Theatre, Audio...
📍 8480 Boul. Leduc, Unit 100 - (450) 766-2300 - Open today - 9:00 AM - 5:00 PM

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Return Items Purchase Online to Any of Our R...

Fast, Free Shipping
Free Shipping on Orders... Best Buy. No Member Fees...

PPC

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Retailer of consumer electronics and entertainment software under the names **Best Buy** Mobile, Geek Squad. Online shopping, store locator and career ...

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& iPads - Monitors - ...

Televisions
52 inch TVs - 24 inch T...
Ultra HD TVs - Smart TVs...

SEO ORGANIC

WHY IS SEM IMPORTANT?

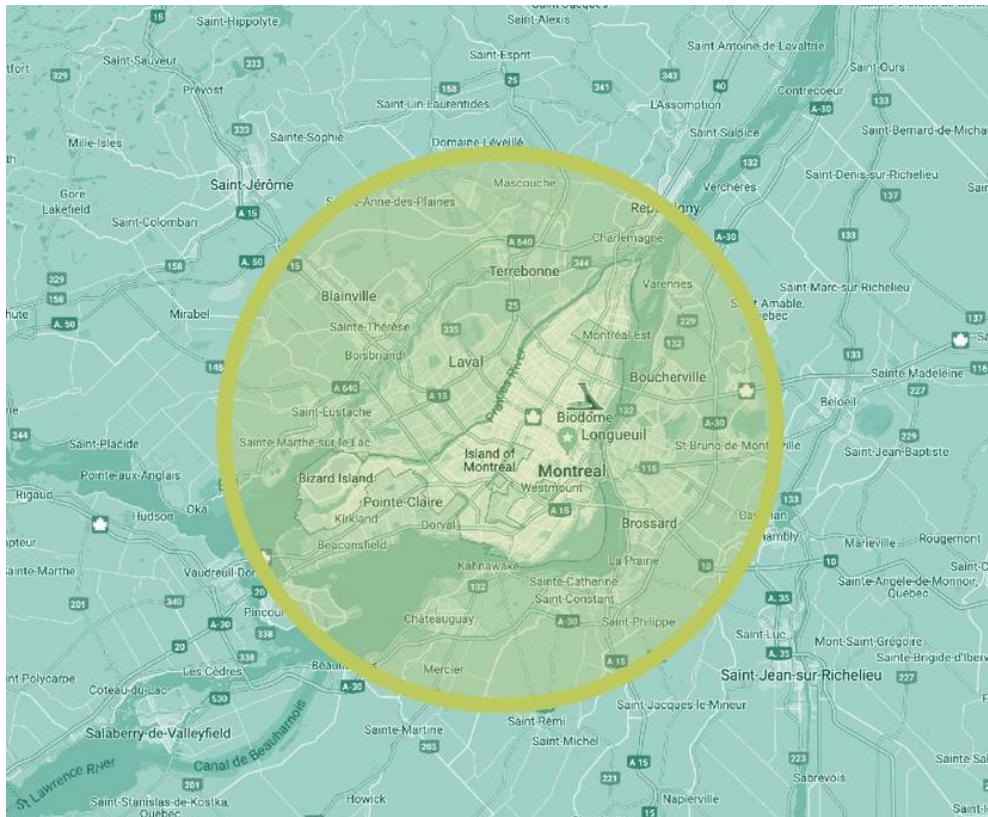
- When potential clients look for help or solutions, they usually begin by doing an online search
- A SEM campaign, if done correctly, can increase your visibility and bring in new clients
- Don't forget – SEM is only one item in your digital marketing mix. Do not rely on it as a stand-alone approach



Before you begin, have clear answers to the following:

- Your mission statement, vision and/or the why of the company
- Your unique selling proposition and/or benefits
- Your business objectives in terms of sales, lead generation, new markets to develop, etc.
- Any context & market trends that could influence the campaign

- Your competitive landscape (your top 3 competitors in your target market)
- The specific target audiences/personas (core target & secondary ones) that you should be focusing on
- Requirements in terms of targeted Geo localization



These points will help you plan, structure, and optimize your campaigns properly.

HOW DO I GET STARTED?

Step 1: Keyword Research – use these tools to find the top-performing keywords for your industry

- [Google Keyword Planner](#)
- [Ubersuggest](#)
- [Soovle](#)
- [Jaaxy](#)
- [Ahrefs Keywords Explorer](#)

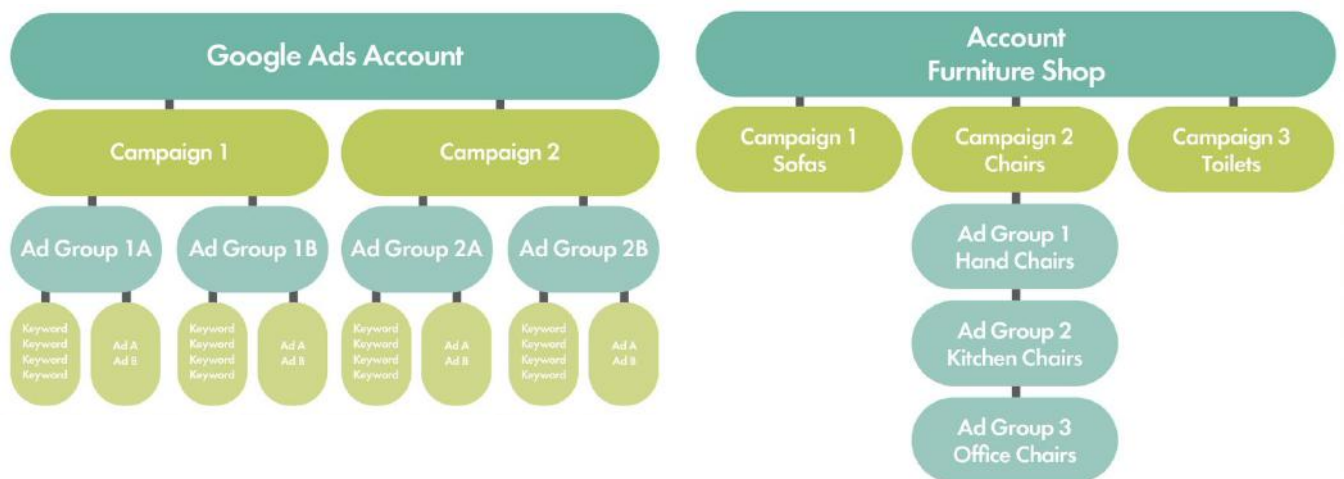
- [SECOckpit](#)
- [KeywordTool.io](#)
- [Moz Keyword Explorer](#)

Step 2: Competitor Research – find out your competitors’ strengths and weaknesses when it comes to keywords, traffic, and conversions

- [Google Auction Insights](#)
- [SpyFu](#)
- [SEMRush](#)
- [iSpionage](#)
- [Moat](#)
- [Adbeat](#)
- [Similarweb](#)

Step 3: Plan your account structure

- Imagine users searching for chairs, seeing an ad for sofas, and ending up on a page for sofas – this is not useful for them or you, as a business owner
- Once you have all the keywords, you will need to structure your paid search campaign.
- The account structure allows you to stay relevant, as you will be able to target a specific location, with specific products and landing pages.



Step 4: Continuously optimize your campaigns by:

- Cleaning up your campaigns
- Updating your budgets
- Improving your ads, keywords, and landing pages
- Adding new ad groups, if needed
- Adding negative keywords
- Changing match types

ADDITIONAL RESOURCES:

- [Search Engine Journal](#)
- [Tarek Riman's Blog – Riman Agency](#)
- [Tarek Riman's Book – The SEO Way: Beginner's Guide to Search Engine Optimization](#)
- [Tarek Riman's The Digital Marketing Shortcast](#) – a podcast where Tarek updates you on everything Digital Marketing in 2 minutes

So, when you're faced with the daunting task of creating a digital marketing plan for your business, which one should you choose: SEO or SEM? The answer is... both. Our business coaches can work with you on developing the elements of a solid marketing strategy. Visit yesmontreal.ca/entrepreneurship to find out how to book your appointment and receive personalized guidance.

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