

WEEK 4 – SEO (Search Engine Optimisation) aka ‘Organic Search’

- TYPES OF SEARCHES
 - NAVIGATIONAL – e.g. searching for the OFFICIAL WEBSITE for an organisation.
 - INFORMATIONAL – e.g. search for INFORMATION; learn about a subject or how to perform a task.
 - TRANSACTIONAL – e.g. you are searching to get something; BUY a product, hear a song, watch a video etc.
- PRE-CLICK (getting the BAIT out there)/POST CLICK (keeping them on the website)
- DESCRIPTION METAS and TITLE TAGS
 - A meta description is a piece of HTML code that sits in the head of a webpage, and describes what the page is about.
 - It is important because it can describe a page in search engine results, in the ORGANIC description part of the SERP (Search Engine Results Page).
 - This is a chance for digital marketers to write something persuasive to entice consumers to click on the brands SERP and not a competitor’s SERP.
- INCOMING LINKS
- ALGORITHMS: PANDA and PENGUIN
 - Different algorithm changes to encourage webmasters to publish content that is the best of its kind.
- KEYWORD identification/research
- LANDING PAGE RELEVANCY
- CANONICAL PAGES (i.e. 301 REDIRECTS)
 - If you have several similar versions of the same content, you can pick one ‘canonical’ version and point the search engines to that; solves duplicate content problem where search engines don’t know which version to show.

WEEK 5 – SEM (Search Engine Marketing) aka ‘Paid Search’

- How PPC works (Pay-per-click)
 - PPC campaign – you pay Google however much you wish to have them list ads for your site at the top and right of the organic search listings.
 - When someone clicks on your ad, you pay the current Cost Per Click (CPC) from your budget.
 - Once your entire budget has been depleted, Google ceases to run your ads until you replenish your fund.

Organic vs. Paid Search

The image is a screenshot of a Google search results page for the query 'seattle real estate'. The search bar at the top shows the query and a 'Search' button. Below the search bar, the results are divided into two main sections: 'Web' (organic search results) and 'Sponsored Links' (paid search results). The 'Web' section lists several organic results, including 'Seattle Real Estate - Find Seattle Real Estate Listings and Home Search for Western WA', 'Seattle MLS Search', 'Seattle Real Estate & Homes For Sale | Seattle, Washington', 'TheMLSONline.com - Seattle Real Estate, Top Seattle Real Estate ...', 'King County - Pierce Real Estate - Snohomish Homes', and 'Seattle Real Estate Guide - Seattle Homes For Sale'. The 'Sponsored Links' section lists several paid results, including 'Luxury Waterfront Home', 'Homes For Sale Seattle', 'Seattle Homes for Sale', and 'Find Real Estate Agent'. A red box labeled 'SEM' (Search Engine Marketing) points to the 'Sponsored Links' section, and a red box labeled 'SEO' (Search Engine Optimisation) points to the 'Web' section. The search results show that the organic results are generally more relevant to the query than the sponsored links.