

# The 5 SEM Commandments

Read on and learn what every website (and business) owner you should know about SEM and how you can leverage the competition.



## You shall write worthwhile and relevant content. Content is king, always and forever.

SEM is like a seesaw; if you have much weight in the form of creative and original content, your views will go up. The very first step is to have good content.



Once you have mastered the art and science of making great and viral content, then you proceed with a more specific and focused marketing attack. This is because no matter how great your content is - if no one is reading it, it may as well not exist.



## You shall wrap up your content nicely. The packaging is important; URL and keywords should be relevant.

By packaging, we mean the way your website presents and organizes the:

- Title
- Keywords
- Long-tail derivatives of your keywords
- The quality of your landing page
- Relevance of content to keywords and title
- Meta description
- Images
- Videos
- Authority links to and from your site
- Historical performance of your website, i.e., age, security and number of visitors

## You shall make your content full of movement and color; add videos and images.

Google is not the only big fish in the big sea of digital space and marketing. YouTube plays a very important role in diverting traffic.



Google gets more than 100 billion searches in one month. While that sounds like a lot, if you compartmentalize the searches, only a few millions will go up with broad searches. Taking advantage of YouTube will give you not only better authority but also doubles your source of viewer channels.

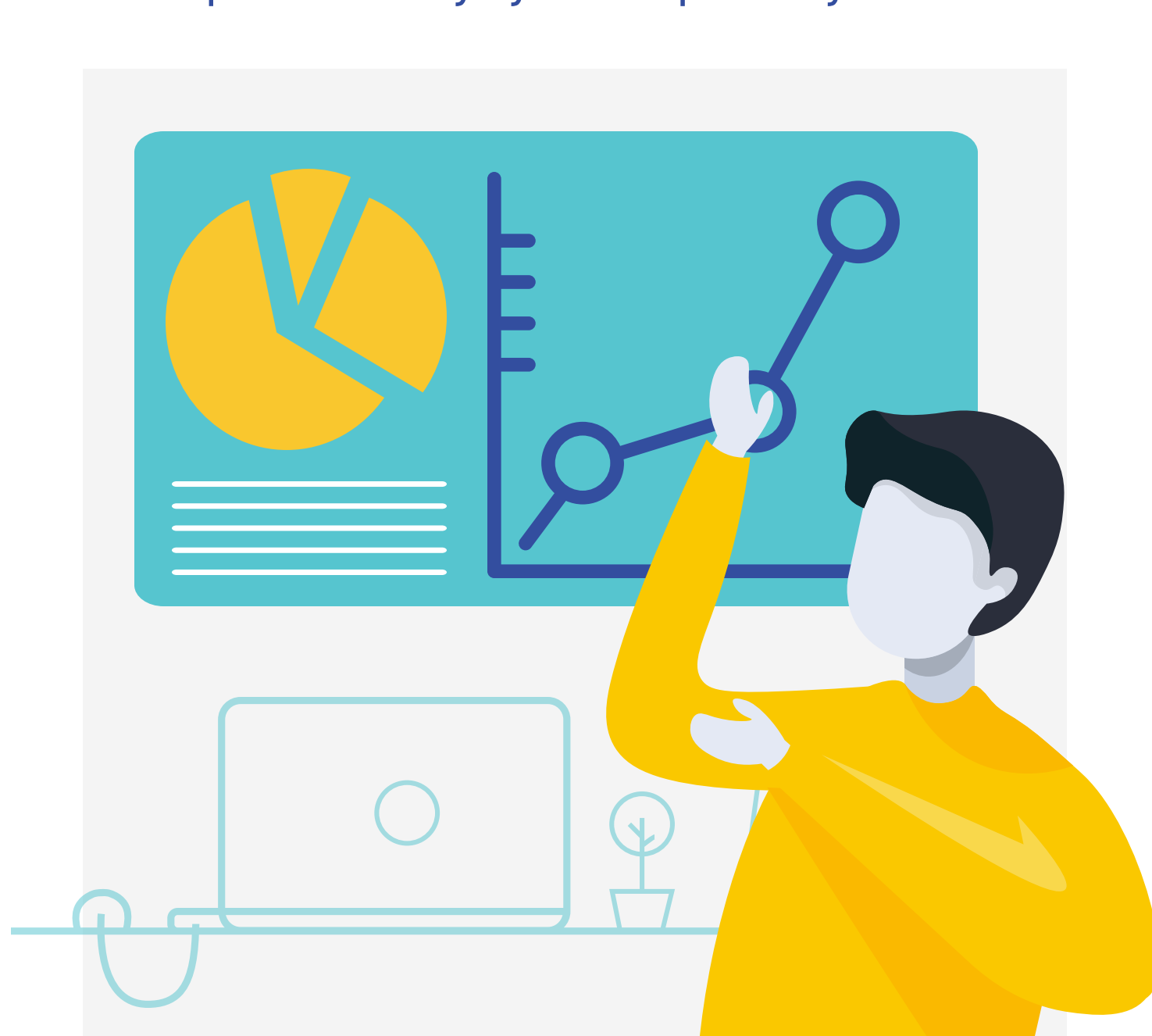


## You shall improve your quality score by writing and marketing smarter, not harder.

Quality score is an important metric, especially for SEM/ Pay-Per-Click marketing models, since your advertising is immensely impacted by your quality score.

The better your quality score, the lower will be your cost to pay for every click that you receive. Also, your website will be ranked even higher if you successfully increased your quality score. This is most especially true if you use Google AdSense.

You can get a higher quality score by making your keywords relate to the target keyword as much as possible but not an exact match. This is because the target keyword has a lot of competition.



## You shall be dynamic with your writing and advertising.

By dynamic, we mean both being very active and full of initiative with [your marketing](#) and at the same time, something more technical.



Google and other search engines love websites that make people stay longer on a page. What better way than to make your website more valuable by adding a personal touch by having a comments page, or a forum? You can also add interactive applications like a chat box.



Smile MEDIA

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