

Discussion Review: Analytics, SEO & SEM

Wanjiru Waweru

Worcester State University

Part I: SEO & SEM

Explain the difference between SEO and SEM.

There are differences between Search Engine Optimization (SEO) and Search Engine Marketing (SEM) “The main difference between SEO and SEM is this: SEO is free and relies on organic search strategies, while SEM comes with a cost and relies on paid advertising. Additionally, SEO takes time to take effect, while SEM is instant. (Luxury Practice, 2021)”

How can organizations use these search tools to meet their professional objectives?

SEO is the process of your website. “SEO, or Search Engine Optimization, is defined by Moz as ‘the practice of increasing the quantity and quality of traffic to your website through organic search engine results.’ (Luxury Presence, 2021)”

SEM is the owner of the website who purchases and studies throughout their marketing strategies. “SEM, or search engine marketing, is when website owners utilize paid search strategies to gain more visibility in the SERPs and more traffic to their website. These tactics include the use of a budget that pays for visible advertisements related to a searcher’s query. This is known as PPC (pay-per-click) or paid search. (Luxury Presence, 2021)”

Which is more beneficial? Describe the situations that each work best.

SEM is more beneficial than SEO. There are three ways to explain the situations that work best. “SEO includes hundreds of tactics that can help a brand increase their search rankings. (Yesbeck, 2019)”

SEM supports testing than SEO. “SEM is better for testing than SEO. Because you can immediately turn SEM paid ads off and on, it’s a great strategy for testing. You can quickly revise your ad copy, target new audiences, and change landing page content to test your new tactics. (Yesbeck, 2019)”

The influence of SEM is more effective than SEO. “The impact of SEM is immediate. SEO takes time. Through paid SEM ads, you can start to put your results in front of audiences with just a few clicks. As soon as you launch a campaign, your ads start showing in SERPs. At any time, you can turn ads on to increase visibility or turn them off to stop showing. (Yesbeck, 2019)”

SEM shows more target audience than SEO. “SEM results show to a select target audience. SEO results do not. While successful SEO and SEM strategies are driven by a plan to connect with a select audience, you can only specify that target audience through SEM. Through SEM, you can (depending on the publisher) select what audiences you want to see the search results by assigning filters based on age, location, income, habits, and more. Through SEO, you cannot specifically choose who will see your search results. (Yesbeck, 2019)”

What are the benefits of using Facebook's advertising feature?

You need to target your audience. “Micro-target your exact audiences. Social media advertising for most platforms means giving advertisers the ability to focus ads towards their own target audiences using data from users – and Facebook is no different. In fact one of the

main benefits of advertising on Facebook is that the platform is very data rich. You can micro-target the audiences that are best for your business. (Radd Interactive, 2020)”

Facebook advertising provides results rapidly. “Facebook ads can give results very fast. Facebook business ads are ideal for brands that are looking to run both short-term and long-term digital marketing strategies – since they can start providing revenue/conversion as soon as they go live. But they’re best for fast results. (Radd Interactive, 2020)”

Facebook advertising gives advertisement to reach your marketing potential. “Facebook offers ads for *your* specific business goals. Marketers can also choose from a range of ‘advertising objectives’ that suit their business goals. This is great for businesses that want to prioritize different results for their ads. (Radd Interactive, 2020)”

Finally, list three keywords that you would use to promote your social media work in this course. Google each of the three keywords.

Key Terms is one of the keywords to promote your social media. “Lay Terms: Think about a common word that someone would use to describe your company. If someone couldn’t think of your company name, what would they type in the search bar of a social media site? To-do List Software? Picture app? (Patel, 2021)”

Desired application is one of the keywords to promote your social media. “Desired Association: You may want to consider choosing a keyword that you want to be associated with. If you want to show up when the words “daily deal app” are typed into the search bar, make that one of your keywords. (Patel, 2021)”

SEO keyword research is one of the keywords to promote your social media. “SEO Keyword Research: If you have already performed SEO keyword research, it would be wise to revisit your findings and use some of those same keywords. (Patel, 2021)”

Based on the results, do you still think these are the best keywords? Why or why not?

In my research, I think these are the best keywords to promote your social media account. “Using keywords on social media sites is very similar to using keywords on company websites. For those who are unfamiliar, this practice is called search engine optimization (SEO), and this process involves selecting a keyword and optimizing the website for that keyword. A keyword simply means a word or short phrase that people use to search for something. (Patel, 2021)”

Part II: Analytics

Which types of analytics are the most effective for your social media campaign? Explain how using analytics would inform your goals for any new content you create.

Social media analytics is one of the forms of analytics that can be the most effective for my social media campaign. “Social media analytics can help you understand which of your social media actics and strategies are working, and which aren’t. This allows you to better focus your time, effort, and budget. Analytics also help you create social media performance reports to share with your team, stakeholders, and boss. (Newberry and Mikolajczyk, 2021)”

Social media analytic can be useful as a marketing strategy. “Social media analytics is the process of tracking, collecting and analyzing data from social networks. It is used by marketers

to understand social media performance, keep track of important social media metrics and create social reports. (Newberry and Mikolajczyk, 2021)”

Two ways involve social media analytics. “Social media analytics may involve: **A single social network**. This approach can be useful when you’re looking into the results of a specific social media campaign. **All the social media networks your business is active on**. This approach is useful for long term goal-setting and assessing the business impact of your social media presence. (Newberry and Mikolajczyk, 2021)”

Which specific analytics do you think are the most useful? Explain why they would be useful to you.

Descriptive analytics is one of the forms of analytics that I think is most useful. “90% of organizations today use descriptive analytics which is the most basic form of analytics. A business learns from past behaviors to understand how they will impact future outcomes. Descriptive analytics is leveraged when a business needs to understand the overall performance of the company at an aggregate level and describe the various aspects. (ProjectPro, 2021)”

References

Mikolajczyk, K., & Newberry, C. (2021, April 22). What Is Social Media Analytics (Plus Free and Paid Tools). Retrieved from <https://blog.hootsuite.com/social-media-analytics/>

Types of Analytics: Descriptive, Predictive, Prescriptive Analytics. (n.d.). Retrieved from <https://www.projectpro.io/article/types-of-analytics-descriptive-predictive-prescriptive-analytics/209#toc-2>

The Difference Between SEO and SEM. (2021, April 12). Retrieved from

<https://www.luxurypresence.com/blogs/the-difference-between-seo-and-sem/>

Yesbeck, J. (2019, July 01). SEM vs. SEO: What's the Difference and Which is Right for My Brand? Retrieved from <https://blog.alexacom/sem-vs-seo/>

Interactive, R. (2020, October 05). 16 Benefits of Advertising on Facebook – For Your Business.

Retrieved from

<https://raddinteractive.com/16-benefits-of-advertising-on-facebook-for-your-business/>

Patel, N. (2021, July 16). Help Customers Find You: How to Use Keywords on Your Social Networks. Retrieved from <https://neilpatel.com/blog/help-customers-find-you/>