



Briquesetclics.fr

Search Engine Marketing (SEM)

SEM Background

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<http://www.Briquesetclics.fr>



Briquesetclics.fr SEM Services

Introduction

Briquesetclics.fr

Website Marketing, SEO & Design
In French & English

Briquesetclics.fr

Briquesetclics.fr is a specialist provider of search engine marketing expertise

- We are the most knowledgeable search engine marketing (SEM) company in the South-West of France, operating in the Limousin, Poitou-Charentes and Aquitaine.
- We are accredited by Apex Pacific, one of the world's largest SEM software & training companies.
- We work only with quality French and English SEM and Website clients.
- We have a proven track record of delivering beautiful websites that reach Google Page 1.



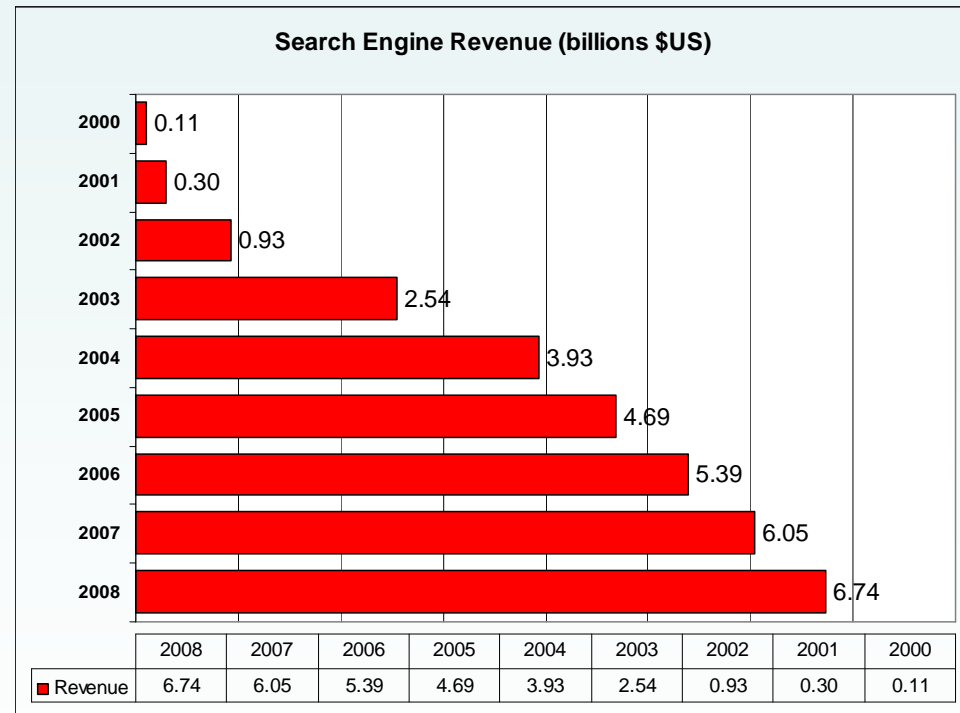
History of the Internet

Evolution of the Internet began in 1957 and by 1998 had become a commercial medium of transaction and e-business.

1957	1969	1982 and 1987	1991	1993	1995	1998
<p>ARPANet was born – a system that linked participating computers and allowed multiple users to run programs at the same time, on the same computer</p>	<p>University of California at Los Angeles was first to test IMP (Interface Message Processor)</p>	<p>The standard language of all Internet computing was developed - TCP/IP (Transmission Control Protocol/Internet Protocol),</p>	<ul style="list-style-type: none">○ First ever release of "gopher", a text-only Internet search tool distributed over the Net○ The first computer code for the World Wide Web was posted - HTML (hypertext markup language)	<p>"Mosaic" was introduced as the first graphical browser</p>	<p>"Yahoo!" was commercialized and the user could locate information on the Web with relative ease.</p>	<p>Web became of age, as a commercial medium for both information and transactions.</p>

Why is SEM now so Important?

- Research confirms 82% of Internet users use search engines to find products, services and information.
- Search engines bring more visitors to web sites than other methods of advertising.
- 62% of search engine users click on a result within the first 3 pages of results

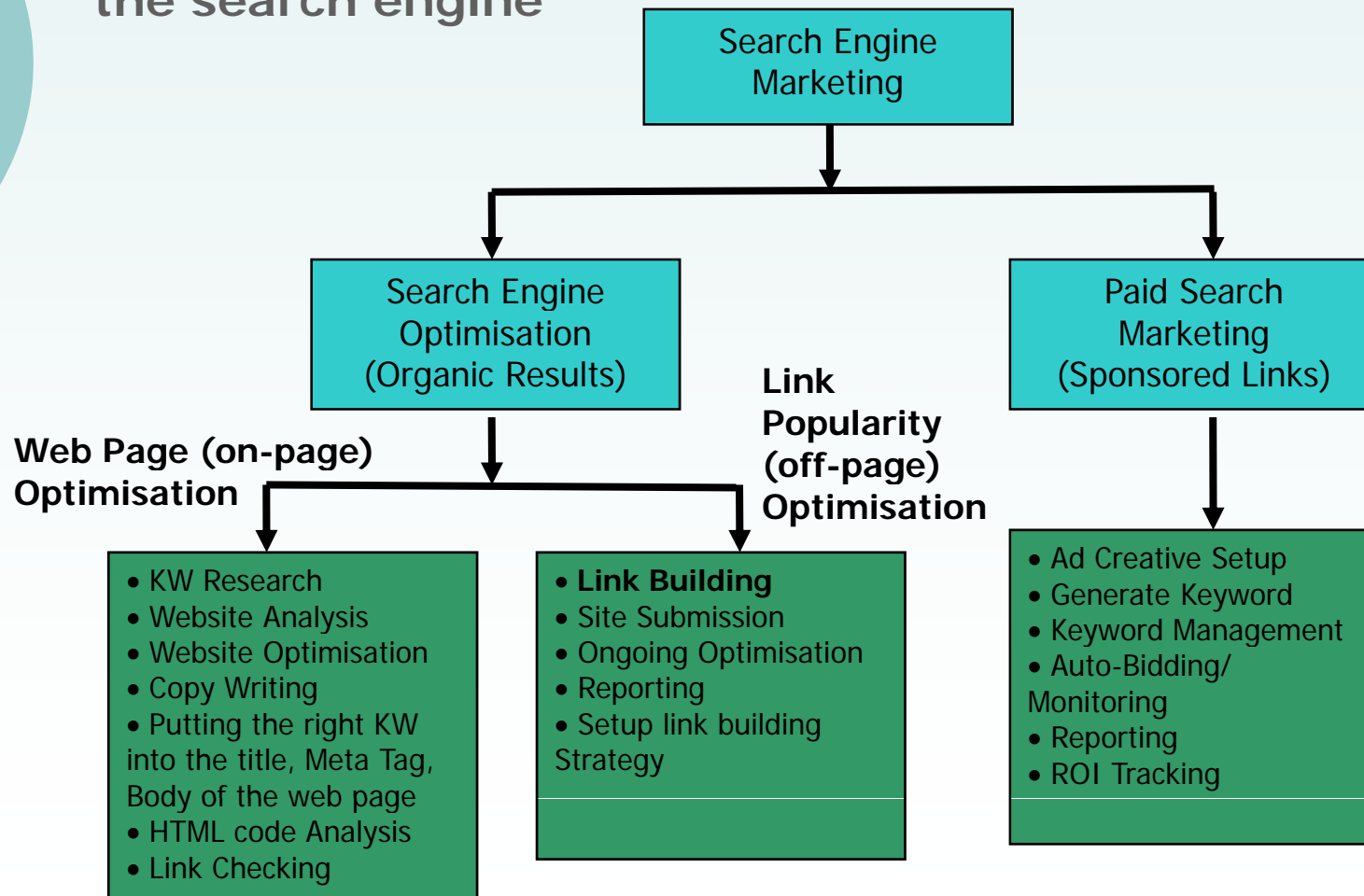


Online Market Growth

- There are now 63 billion web pages on the internet. The old adage "Build it and they will come" is no longer true. You have to be find-able! You have to market to the Search engines.

What is Search Engine Marketing?

An online marketing strategy to promote your website on the search engine



Search Engine Optimisation

Definition of SEO:

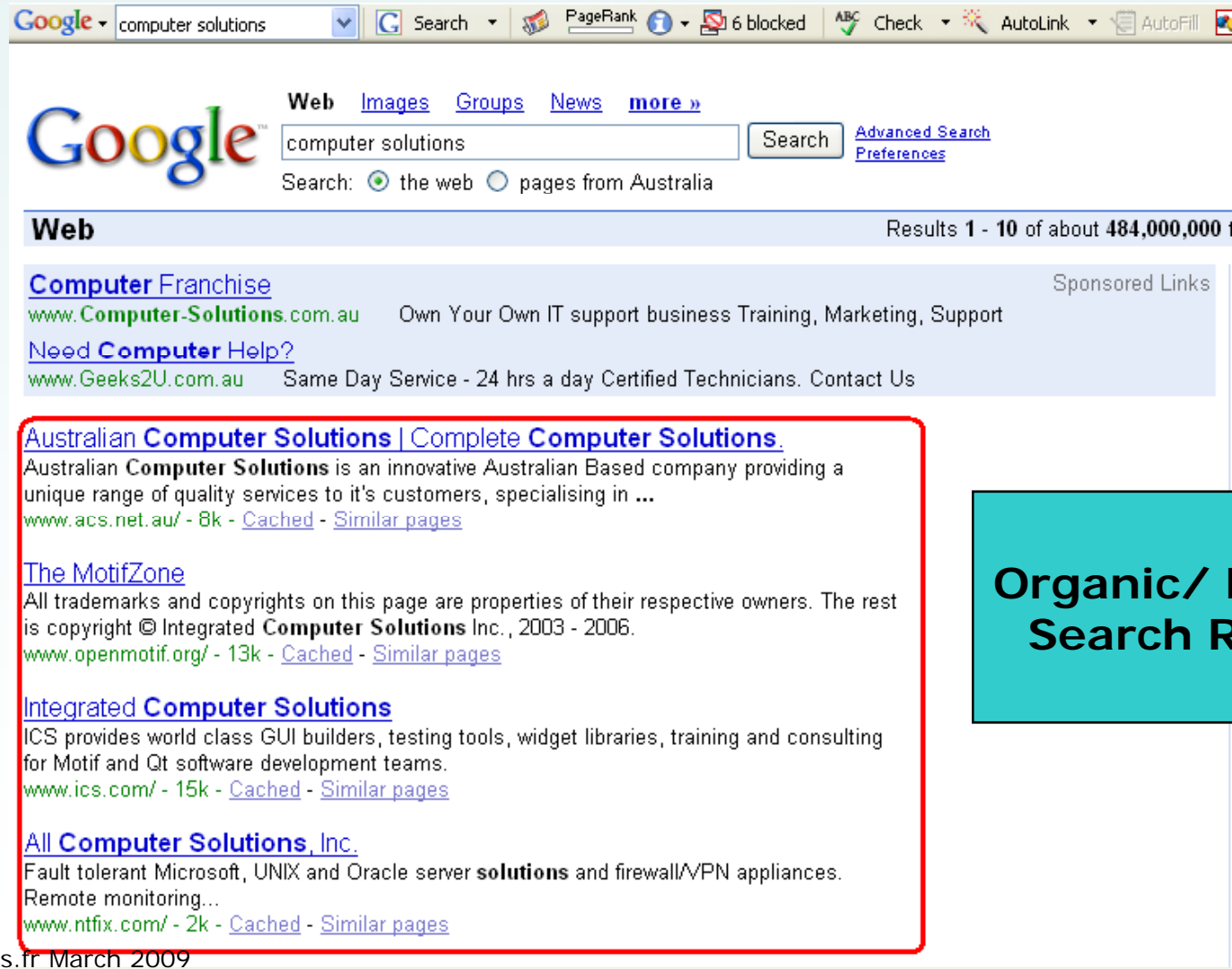
Search Engine Optimization (SEO) is a fundamental part of search engine marketing (SEM).

'Natural' Search Engine Optimization (SEO) is the practice of guiding the design and development of a web site so that it will naturally attract visitors by winning top rankings on the major search engines for selected search key word phrases.

SEO process is focused around 2 areas:

- Web Page Optimization (on page optimization)
- Link Popularity (off page optimization)

Organic Search Engine Results



The screenshot shows a Google search interface with the search term 'computer solutions'. The results are categorized under 'Web' and show 'Results 1 - 10 of about 484,000,000'. The first two results are sponsored links. The third result, 'Australian Computer Solutions | Complete Computer Solutions', is highlighted with a red box. Below it are three organic search results: 'The MotifZone', 'Integrated Computer Solutions', and 'All Computer Solutions, Inc.', each with a brief description and a link to the website.

Google computer solutions Search PageRank 6 blocked Check AutoLink AutoFill

Google Web Images Groups News more »
computer solutions Search Advanced Search Preferences
Search: the web pages from Australia

Web Results 1 - 10 of about 484,000,000

Computer Franchise Sponsored Links
www.Computer-Solutions.com.au Own Your Own IT support business Training, Marketing, Support

Need Computer Help?
www.Geeks2U.com.au Same Day Service - 24 hrs a day Certified Technicians. Contact Us

Australian Computer Solutions | Complete Computer Solutions.
Australian **Computer Solutions** is an innovative Australian Based company providing a unique range of quality services to it's customers, specialising in ...
www.acs.net.au/ - 8k - [Cached](#) - [Similar pages](#)

The MotifZone
All trademarks and copyrights on this page are properties of their respective owners. The rest is copyright © Integrated **Computer Solutions** Inc., 2003 - 2006.
www.openmotif.org/ - 13k - [Cached](#) - [Similar pages](#)

Integrated Computer Solutions
ICS provides world class GUI builders, testing tools, widget libraries, training and consulting for Motif and Qt software development teams.
www.ics.com/ - 15k - [Cached](#) - [Similar pages](#)

All Computer Solutions, Inc.
Fault tolerant Microsoft, UNIX and Oracle server **solutions** and firewall/VPN appliances. Remote monitoring...
www.ntfix.com/ - 2k - [Cached](#) - [Similar pages](#)

Organic/ Natural Search Results

Paid Search Marketing

Pay-Per-Click (PPC) is a performance-based online marketing model

Businesses bid for enhanced placement in search results on terms that are relevant to their business, and **pay on a “per-click” basis.**

PPC advertising offers you an excellent solution to drive traffic to your web site almost immediately.

PPC process is focused around following 4 areas:

- Research of targeted and relevant keywords
- Creating a compelling ad creative
- PPC campaign management
- PPC campaign tracking and ROI measurement

PPC or Sponsored Search Results

Google Adwords & Yahoo Search Marketing (Overture) are the two major pay-per-click engines.

The image shows a side-by-side comparison of search results for the query "computer solutions". On the left is a Google search results page, and on the right is a Yahoo! search results page. Both pages show organic search results and sponsored links. Red boxes highlight specific sponsored results on both engines.

Google Search Results:

- Search: computer solutions
- Results 1 - 10 of about 484,000,000 for computer solutions (0.13 second)
- Sponsored Links:**
 - www.Computer-Solutions.com.au Own Your Own IT support business Training, Marketing, Support
 - www.Geeks2U.com.au Same Day Service - 24 hrs a day Certified Technicians. Contact Us
- Organic Results:**
 - [Australian Computer Solutions | Complete Computer Solutions.](#)
Australian Computer Solutions is an innovative Australian Based company providing a unique range of quality services to it's customers, specialising in ...
 - [The MotifZone](#)
All trademarks and copyrights on this page are properties of their respective owners. The rest is copyright © Integrated Computer Solutions Inc., 2003 - 2006.
 - [Integrated Computer Solutions](#)
ICS provides world class GUI builders, testing tools, widget libraries, training and consulting for Motif and Qt software development teams.
 - [All Computer Solutions, Inc.](#)
Fault tolerant Microsoft, UNIX and Oracle server solutions and firewall/VPN appliances. Remote monitoring..

Yahoo! Search Results:

- Search: computer technology
- Directory Results
- 1 - 10 of about 6,092 for computer technology
- Sponsored Links:**
 - [Computer Franchise](#)
Looking for computer service? Over 70 friendly AUS locations
 - [Computer Troubleshooters](#)
Australia-wide, MS Gold Certified Outsourcing, Help Desk and on-site
 - [IT Support - Sydney CBD](#)
Want solutions that work for you? Call us on (02) 9235 3533.
 - [Upgrading your Network?](#)
Unbeatable Hardware prices, Software, Installation & IT Finance
 - [WYSCOM - IT Systems](#)
IT System Design, Management & Support. Find Out How We Can Help
- Organic Results:**
 - [Computers and Technology Blogs](#)
 - [B2B Education > Computers and Technology](#)
 - [B2B Education > By Subject > Computers and Technology](#)
 - [Communications and Networking Hardware > Computer Access Technology Corporation](#)
 - [Thailand > Government Research Labs > National Electronics and Computer Technology Center \(NECTEC\)](#)
 - [More...](#)
- SPONSOR RESULTS:**
 - [HP Home Store - Computer Technology](#) Shop HP desktops from \$249 and save up to \$150 in rebates from HP.
 - [Find Computer Technology Schools](#) Search for schools offering training in computer technology, information systems, IT certifications and more. Request info to learn more.
 - [Peirce Computer Technology Degrees](#) Earn a degree online. Peirce, a fully accredited college, offers accelerated business and IT programs for working adults. Courses begin each month. Learn 24/7 at Peirce.
 - [National Electronics and Computer Technology Center \(NECTEC\)](#)
Category: Thailand > Government Research Labs > National Electronics and Computer Technology Center (NECTEC)
- SPONSOR RESULTS (Right Side):**
 - [HP Home Store - Computer Technology](#) Shop HP desktops from \$249 and save up to \$150 in rebates from HP.
 - [Find Computer Technology Schools](#) Search for schools offering training in computer technology, information systems,...
 - [Peirce Computer Technology Degrees](#) Earn a degree online. Peirce, a fully accredited college, offers accelerated...
 - [Remote Access Computer Technology](#) LogMeIn offers secure remote access software for mobile

Major Search Engines

Before 2001, there were over 15 – 20 major search engines.

✿ Google - ~60% - dominant player

✿ Yahoo! - ~25%

✿ MSN - ~10%

✿ Ask Jeeves - ~3%

✿ Open Directory DMOZ





Search Engines Relationships

Since 2001, the search engine market has changed dramatically. Major search engines have been acquired or merged with others and “Web 2.0” was born.

When you perform a search on Web 2.0 major search engines, the search result appear as a combination of a search results from different engines.

Understanding the relationship between each search engine will help in optimisation.

Focus on optimizing your web site for the main search engines

Different Types of Search Engines

- Spider search engines - **Google**
- Directory engines – **Yahoo!**
- Hybrid search engines (combination of Spider and Directory) – **Yahoo!**
- FFA lists (Free for All Links)
- Pay-Per-Click Search Engines – pay to list your site at the top of the search results according to keywords
- Pay-Per-Inclusion search engines – pay to be listed only.
- Meta Search Engines - Metasearchers or Metacrawlers do not compile databases



Major Search Engine Relationships

Major Search Engines

This search engine chart shows the most popular or influential search engines and the part they play in other search engines.

Main Results by Google	Pay Per Click by Google	Pay Per Click by Overture	Directory by Dmoz	Owned by Yahoo!
				
				
				
				
				
				
				
				

Search Engine Evolution

The pioneer search engines do not exist anymore...

1993	1994	1995	1996	1997	1998	2000	2004	2008
Excite	Lycos Web-Crawler Yahoo EINet Galaxy (Galaxy)	Infoseek Alta Vista	Looksmart Inktomi	AskJeeves	Google Open Directory	Teoma	Blog Snap	Social Networking

Interesting Note: GOOGLE came to the party 5 years late, but is now the No#1 Search Engine... WHY???

Why Google has become the #1 search engine in the World?

Main Reasons for Success:

- ✿ Google's aim is to **PROVIDE ACCURATE SEARCH RESULTS** to their searchers
- ✿ Google has a simple interface
- ✿ **Providers searchers fast Results**



Due to these reasons, Google is the giant player in the Search Engine Industry

When we do SEM, we need to focus on providing accurate, fast, relevant content for the Search Engine so that our website will show up for our targeted search terms on Google.

Ethical SEO Practices

Key Specifications:

- ✿ Thorough Keyword and Key phrase analysis
- ✿ Ensure website design that favours index ability
- ✿ Improve HTML code and HTML code validation
- ✿ Use External Style Sheets
- ✿ Use External Java Scripts Files
- ✿ Improve layout and/or design
- ✿ Improve your website architecture and navigation
- ✿ Implement inter-linking techniques throughout the website
- ✿ Meta tag optimisation
- ✿ Optimise elements such as heading, images, links, anchor text, etc...
- ✿ Rewrite and edit content, copywriting additional pages if necessary
- ✿ Use Site Map to provide alternate links for users and search engine spiders
- ✿ Use breadcrumbs and alternate footer text link menus for better user experience and search engine index ability

So why *Briquesetclics.fr*?

- Whilst no one can promise you search results on Google Page 1, all our clients have reached it for target search terms, so there is a strong likelihood we can do this for you too.
- We are the only accredited SEM company in the Limousin, Aquitaine and Poitou-Charentes region of South-West France.
- We have clients who will attest to our effectiveness.



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