

# IMPLEMENTATION STEPS TO OPTIMIZE SEARCH ENGINE MARKETING (SEM) RESULTS FOR SMALL AND MEDIUM SIZED E-COMMERCE COMPANIES

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## บทคัดย่อ

ในการตลาดอินเทอร์เน็ต เสิร์ชเอ็นจิน (search engine) คือช่องทางหนึ่งที่สำคัญอย่างยิ่งของนักโฆษณาในการทำการตลาดทางอินเทอร์เน็ตในปัจจุบัน นักการตลาดในโลกออนไลน์ใช้ประโยชน์จากเสิร์ชเอ็นจินทั้งในแง่ของการเข้าถึงกลุ่มเป้าหมายรวมทั้งการทำการตลาดอื่นๆ บทความนี้มุ่งที่จะนำเสนอกระบวนการการปฏิบัติงานที่จำเป็นสำหรับการทำการตลาดบนช่องทางเสิร์ชเอ็นจินเพื่อสร้างความได้เปรียบทางกลยุทธ์ให้แก่องค์กร กลไกของเสิร์ชเอ็นจินประกอบด้วยประสบการณ์ของผู้เขียนเกี่ยวกับการตลาดโดยใช้เสิร์ชเอ็นจินก่อให้เกิดนัยที่สำคัญในกระบวนการปฏิบัติและความคิดรวบยอดสำหรับขั้นตอนการดำเนินการที่นักการตลาดสามารถนำไปใช้เพื่อพัฒนาเว็บไซต์ได้อย่างมีประสิทธิภาพ

## Abstract

In terms of Internet marketing, search engines are the channel of choice for most of the internet advertisers in nowadays online-market. Considering its growth as an online advertising media, online marketers exploit this media using Search Engine Marketing (SEM) together with its strategies and implementation steps. This paper suggests some implementation steps for SEM to facilitate startups websites to be visible and competitive throughout this media. Delicate search engine mechanisms regarding indexing and web crawling develop Search Engine Marketing into the implementation steps including short-term and long-term marketing strategies. Search engine mechanisms schemes with the aid of author's experience in organizing SEM contribute to the steps

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implication and conceptualization. In the light of implementation steps, marketers are competent to constantly advance their websites with the direction.

## **I. INTRODUCTION**

Since public networks were successfully embedded with internet protocol in the past decade, Internet usage increased dramatically by 100 percent annually in the late 1990s, which was organic growth without central supervision (Coffman & Odlyzko, 1998). Non-proprietary organic growth of Internet Protocol revolutionizes this public network into a marketing channel for online marketers, who included Internet marketing in their marketing mix (Alrawi et al., 2008). The Search Engine is an essential tool for Internet surfing, it gathers information from both World Wide Web and FTP services that are the systems of interlinking hypertext documents accessed through the internet (Quittner, 1999; Berners-Lee & Cailliau, 1990).

Search Engine Marketing (SEM) is a type of online marketing that improves website visibility in search-result pages through the application of Search Engine Optimization (SEO), paid placement, contextual advertising, and paid inclusion; it usually focuses on brand development and direct Internet user response. SEM provides the marketers with higher return on investment (ROI) than traditional Internet marketing (Boughton, 2005; Sherman, 2002). Conventional internet marketing permits marketers to commence their advertisement through ads banner with certain payment rates. The lower ROI of ads banner compared to SEM has serious implications for an inflexible payment rate since no matter

what the respond to banner ads is, the payment rate remains the same (Boughton, 2005; Ramos & Cota, 2009). The SEM strategies such as “pay per click” and “cost per click” offer a flexible payment rate to the Internet marketers because the payment rate directly relates to the rate of actual ads responded to, which is determined by the number of click achievement on the paid ads (sponsor link). The long-term SEM strategy of Search Engine Optimization, on the other hand, enables marketers to improve their website’s organic search-result ranking (Boughton, 2005; Ramos & Cota, 2009; Szetela, 2009).

The top organic search engine position merely triumph the keyword competition, however they cover no perfect SEO tactics because search engine ranking policies remain a business secret (Boughton, 2005; Castillo, 2004). Inorganic search (sponsor link) requires a bid for the higher ranking of ads; the Keyword Price Index (KPI) alters the bid rate from one to the other keywords in which high competition among keywords will increase the KPI (Castillo, 2004; Moran & Hunt, 2006). Nevertheless, Internet marketers who cannot afford to bid for certain keywords may either change the keywords for their ads or switch to a lower-tier search engine resulting in various SEM issues, such as “click fraud”, which refers to clicking on ads without any interest, and “lower impression”, which refers to the lower searcher perception about the ads (Boughton, 2005; Kitts et al., 2006; Mordkovich, 2010a; Net application, n.d.). These issues exist for