

## THE DIFFERENCE BETWEEN SEO & SEM

The phrases SEO (search engine optimization) and SEM (search engine marketing) are similar and sometimes used interchangeably, SEO and SEM are different services. SEM is a broader term than SEO. Where SEO aims to provide better organic search results, SEM uses the search engines to advertise your website or business to Internet customers and send a more targeted traffic to your Web site.

For example, when people use a search engine to query "fashion handbags", the organic search engine results is where SEO technologies can assist your web site in being more visible. The paid advertising, or sponsored links are the ones prominently displayed above or beside the organic search results is a product of SEM. SEO and SEM are not competing services. SEO is considered a subset of SEM services. If you want to conduct business on the internet you need to be visible in both organic and advertised links, which means you need both SEO and SEM.

## ADVANCED SEO WITH CALL TRACKING

Call tracking is a valuable marketing tool for any business that depends on phone calls for leads, clients, and customers.

Call tracking is a method used to track the sources of your phone calls and subsequent conversions. It uses a variety of phone numbers that automatically forward to your business phone number. This allows you to track where the call came from, therefore tying leads and conversions back to a specific campaign.

- ✓ Access a wealth of insights from a key portion of your audience: direct callers
- ✓ Know what types of phone calls your website attracts
- ✓ Assess the quality level of the calls that each page yields
- ✓ Use call recordings and transcriptions to discover relevant keywords and optimize web pages
- ✓ Determine peak conversion hours
- ✓ See results for your SEO efforts

