

The importance of search engine optimization search engine marketing for b2b mark...

[Business](#), [Marketing](#)



The Importance of Search Engine Optimization / Search Engine Marketing for B2B Marketers by Paul Bruemmer

The article that will be analyzed in this paper is The Importance of Search Engine Optimization Search Engine Marketing for B2B Marketers written by Paul Bruemmer. It discusses the reasons why search engine optimization can add a lot of value to your online advertisement efforts. The reason that search engine optimization is such an attractive marketing practice is because it leads to customer traffic that is acquired in a voluntary and non-intrusive manner. The most efficient and effective manner to research for products is through the internet. B2B transactions differ from other transactions because they require coordination between different persons. A research study in which over 1500 businesses participated led the following findings: 93. 2% of the participants make B2B by making a search online; 95. 5% of the participants used search engine at some point in the B2B process; 63. 9% of the participants choose search engine information over consumer review sites. There were other interesting conclusions that were arrived after the study. The most popular search engine is Google. Google's market share of traffic in the United States is 72. 11% (Googlesystem). The use of the internet improves supply chain logistics of a company because it reduces the amount of intermediaries. The use of a website can serve as a communication channel that improves communication between businesses. Search engine research takes place one to two months prior to the buying decision. The position of the search engine result is very influential in the behavior of the surfer. Approximately 60% of users click at the first three results only. It takes users seconds to decide which site to click after a click

scan. Search engines are primarily used in the early and mid stages of the buying cycle. It is imperative for businesses to design their website well in order to optimize them to attract traffic from customers that are interested in the products or services your company offers. The advantages of search engine marketing include the ability to target your customer. The reason that search engine tools are considered a non-intrusive marketing tool is because it does not interrupt the behavior of the online user. For example pop up ads are not non-intrusive because they interrupt the internet session of the user. The use of search engine marketing allows companies to attract customers that are looking for the services and products offered by your company. The use of this technique is also relatively cheap in comparison with the cost of traditional channels such as television. The cost of a 30 second advertisement in the Super Bowl in 2011 is approximately \$3 million (Baumer). Voluntary search engine is the result of user originated behavior. An increase in customer traffic increases the amount of sales generated online. The size of the US online retailing marketplace is \$153 billion (Plunkett Research, 2011). The three words I choose for the glossary definitions are supply chain, online retailing, and communication channel. The reason I choose supply chain as an important marketing term based on the article is because B2B transaction simplify the supply chain of corporations. The supply chain can add a lot of value to an enterprise. During the late half of the 20th century and the early part of the 21st century Dell Corporation was able to get an edge over the competition due to its superiority in terms of supply chain. The second term I selected for the glossary was online retailing. The article emphasized the benefits that B2B

transaction can have in terms of increasing the online sales of an enterprise using search engine tools. The last term I choose was communication channels. In marketing it is extremely important to be able to communicate a message adequately to your target market. Glossary Supply chain - The network of retailers, distributors, transporters, storage facilities and suppliers that participate in the sale and delivery and production of goods and services (Investorwords). Online retailing - Sales of goods and services that occurred on the internet through the use of a website. Communication channel - A medium that is used to transmit messages to the customers and other stakeholders of an organization. Work Cited Page Baumer, A. 3 February 2011. " Here is a Look at The Cost of Super Bowl Ads Through the Years" 10 April 2011. G Bruemmer, P. 2011. " The Importance of Search Engine Optimization / Search Engine Marketing for B2B Marketers - Part 1 of 2." Marketing Today. 10 April 2011. < http://www.marketingtoday.com/emarketing/0305/b2b_importance_sem.htm> Googlesystem.com. 13 March 2009. " Google's Market Share in your Country" 10 April 2011. Investorwords.com. 2011. " Supply Chain" 10 April 2011. < http://www.investorwords.com/4823/supply_chain.html>