

Why SEM is mandatory for any website

There is no arguing that business must have a website in today's day and age. Customers expect it. If it is not there, the credibility of the company is seriously questioned.

While publishing a website is the obvious first step to the process, SEM, or [Search Engine Marketing](#), must accompany this step if the website is to be found by web searchers.

If a customer already knows that you exist, and happens to type your business name into a search engine, they will likely find your website. But what about customers that don't yet know about your business? Isn't it the goal of all companies to find new customers?

If a customer does not know about your business, but is searching for the products and services you offer, you want your website to be displayed in search results - and near the top of the page. This is achieved through SEM.

SEM should not be confused with SEO or Search Engine Optimization.

SEM is a general category, while SEO is a feature of SEM. Part of marketing a website is to optimize it for search engines. SEO describes your website to your customers, while SEM markets your website.

A nicely designed website, that has been optimized for search engines and has been properly marketed, is sure to be found by new customers.

About the Author

The Coding Studio is an innovative [web design company](#) and [SEO company](#), specializing in web design, SEO, SEM, web development, graphic design, Flash animation and 3D visualization.

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