

Understanding the 3-Dimensions of Internet Marketing

By Jon Leland

Our custom web design and Internet marketing company's name, [ComBridges](#) is short for "Communication Bridges spanning The Grand Canyon Gap between people and technology." Fundamentally, technology continues to change far faster than most people—including the people who run businesses—can understand.

Internet marketing provides an excellent example. In our new ebook, we simplify Internet Marketing by introducing three main categories or a 3-D perspective. What follows is a quick summary.

The first dimension of Internet marketing is Search Engine Marketing (SEM) which is also called "organic" search marketing. It's objective is to use carefully targeted keyword phrases (those which are most relevant to your business) to gain visibility through the free "natural" result positions that appear in the main body of search results pages. SEM, which includes SEO (search engine optimization), uses on-page optimization as well as link-building, and it is a long term effort that requires months.

The second category is Search Engine Advertising and this approach is also known as pay-per-click (PPC) advertising. These are the "sponsored links" that appear at the very top and down the right column of search results pages. Made famous by Google AdWords, PPC is the first-ever advertising medium where you pay only for results (you pay only when someone clicks on your ad). While the cost-per-lead is generally higher than for SEM leads, this traffic can be generated much more quickly and a broader selection of keyword phrases may be targeted.

The third-dimension is "viral marketing" which is the Internet's version of word-of-mouth (WOM) marketing. It uses Web media such as blogs, podcasts, e-mail newsletters, and online videos. WOM marketing requires a commitment of time and writers, but the opportunities for relationship-building are unmatched.

For more, please check out our new ebook, ["EBiz Express: What Every Business Should Know About Internet Marketing"](#)