

Search Engine Marketing Beats the Downturn

Given that both the UK and America, if not the whole of Europe too, are now officially in recession you may be surprised to hear that now is the perfect time to embark on a search engine marketing campaign.

“While most marketing channels including print, TV and radio are predicting shrinking budgets for the next couple of years, the search engines, and Google in particular, are bucking the trend.” said Anthony Sharot, Head of Search at SEO company Market Appeal. (<http://www.marketappeal.co.uk/>)

There are three good reasons for the ongoing attraction of search engine marketing.

1. While marketing budgets are often cut back there is generally still some money to spend.

When times are tight it makes sense to go for a targeted, measurable approach so that you have a good chance of getting results and, importantly, plenty of data to show sceptical managers how and why it worked.

Ongoing quality improvements to search ad targeting - including local search, user reviews and demographic profiling - all tracked by free, powerful web analytics, add to the appeal when weighed against unpredictable, unprovable alternatives.

Indeed, with the competition cutting costs, some businesses have found that now is the ideal time to invest in internet marketing to attract new customers while building their mailing lists for the inevitable upturn.

2. Research shows that penny-pinching consumers are heading online to discover deals during the down-turn.

The internet has proven itself to be a much more resilient marketplace for many brands than traditional media, which is why the spend on search engine marketing is still growing, both for organic search engine optimisation (SEO) and for paid search (PPC).

The internet could well be the best place to advertise your bargains, as the one thing certain is that plenty of surfers are searching for a discount.

“All of us are vulnerable,” said Eric Schmidt, Google's Chief Executive Officer, in a recent interview with Bloomberg Television in New York. “It's a race between a contraction in advertising, which would affect everybody, and a very positive shift from off-line to online.”

3. **The leading search engines, as well as the web itself, are still enjoying steady growth** due to their ongoing adoption in developing countries such as Russia, India and China - in addition to the global proliferation of web-search enabled mobile phones.

The global mobile and web marketplace is still growing and evolving fast, presenting new opportunities to exporters and local merchants alike, including:

Localised marketing opportunities: Utilising a combination of mobile, GPS (satellite) and IP address identification to offer terrestrial and mobile Location Based Services (LBS), will add a new impetus to targeting local advertising.

Global marketing opportunities: The number of Chinese people online is doubling rapidly. China has just pipped America as the country with the most people online despite only

For more information on natural and paid [search engine marketing](#), please contact Anthony Sharot (Search Marketing Director) on 07956 990 216, or via email to anthony@marketappeal.co.uk

Notes to the editor:

Market Appeal is a [SEO company](#) that helps companies to attract targeted traffic via improved search engine rankings. Clients include leading web start-ups, digital agencies and SMEs keen to make the most of their websites.

Founded in May 2006 Market Appeal specialises in measurable search engine marketing campaigns that provide a positive long-term return on investment. For immediate results search paid search campaign management is available. Additionally, all campaigns are tracked by comprehensive reporting and analytics software to ensure that we can show how much value has been added.

Anthony Sharot is Market Appeal's founder and Search Marketing Director when not moonlighting as a freelance [SEO consultant](#) for a number of leading companies including some High Street banks, insurers, law firms, a business directory, recruitment site and several retail and news portals.

SEO - search engine optimisation is the fastest growing form of internet marketing. It involves editing websites as well as acquiring hyperlinks to them from other sites to help them rank higher, thereby gaining traffic from the leading search engines: Google, Yahoo and MSN.

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