

In this article, I will try as much as possible all that you need to know about search engines. So, whether you are a content writer or just an ordinary user, I will keep you abreast of all the information that you need to know. Just relax and make sure that you read this article to the very end. [Different search engines](#) provide access to different audiences and user types e.g. Yahoo! users might be older or Bing users might use a specific type of mobile phone (e.g. Microsoft phones) as the default search engine is set to Bing.

This also varies in different locations, so your territorial targeting could influence which search engines to include in your media mix.

When you want your articles to rank, you need to think like your reader. You have to write with your audience in mind. You must write based on how you feel they will ask their question. Always start with your consumer and look at their consumer behaviour/purchase decision cycle. Here are some of what is going on in the mind of your readers when they are visiting the search engine page:

#1 Identify a need or want

Before your audience visits a website, they already have a need. In order to ensure that your website comes up when your customers come to search engine to satisfy a need, you need to make sure that you always write your article as if you are trying to answer a question. It is very important.



#2 Search for solutions

After your customers have identified a need, they will have to come online in order to look for a solution to their problem. Most times, when customers are looking for solutions. They will have to ask a question. The problem here is that most of the people that are using a search engine to look for the solution will never go beyond the first page in their search. That is why you have to ensure that your article dominates the first page on the search engine result page. Please note that immediately your article presents itself, a prospect will try to establish contact with the organisation.

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#3 Evaluate Alternatives

Once you have identified organisations that can provide the services that you need, the next thing is to look at other ways that your issues can be resolved. Also, it is expected that your solution provider will provide you with multiple

options for you to choose from. You now have to choose the one that seemed best for you. At this stage too, it is expected that they will tell you the pros and cons of all the options that they have presented to you.

#4 Decide to purchase

after the options have been presented, you need to now choose the date that you are going to make a purchase. At this stage, the responsibility of following up on the prospect will now be handed over to the sales department of the organisation. It is the duty of the sales department to make the transaction happen at the end of the day. It is also at this stage that the organisation is supposed to reinforce some of the benefits that the prospect will derive from the transaction.

#5 Purchase

After the prospect has made a commitment to purchase the product, he now has to move to the stage of actual purchase. at this stage, the organisation has to make sure that all products are delivered up to expectations. They have to make sure that the product is delivered at the right place and at the right time. Doing this will boost the trust that the customer will have in the organisation.

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#6 Post-purchase evaluation

After the customer might have purchased the product and used the product, he needs to do an evaluation. The evaluation will allow the customer to know whether the product has achieved its purpose or not. This will also allow both parties to make the necessary adjustments if the product has failed to achieve its goal in one way or the other.

Also, Search behaviour features in stages 2-6 of the purchase cycle make it a highly effective channel to tie in with naturalized purchase decision-making.

In addition, PPC began in the early 2000s as search engines became popular and as user habits, technology and business developed online. New features have been added to enrich the advertising formats but ultimately paid search consists of keywords, landing pages, and ad copy, and this has never changed.

Over the years new features and more advanced targeting options have been added to develop the AdWords suite beyond paid search ads. Now advertisers can run display, video, shopping and email ads through one advertising platform.

Reasons to use paid search include:

- Meet & align with business objectives: bringing active consumers to your site
- Quick access to the market: you can appear in the search results after just a few hours
- Mobile position #1: the PPC ad is the first search result users see on a mobile
- Additional advertising features: target specific locations and add ad extensions
- Tracking: link to Google Analytics and monitor spend, and ROI on KPIs
- Easily updated special offers/time-sensitive promotions: changes to copy are almost instant
- Leverage buyer/search intent: consumers are actively looking for your

keywords/product

- Compete in the marketplace: stay up to speed with your competitors
- [Fill gaps in organic optimization](#): quickly add keywords that don't rank in the organic channel

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Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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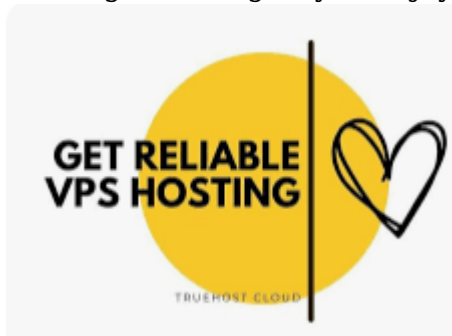
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