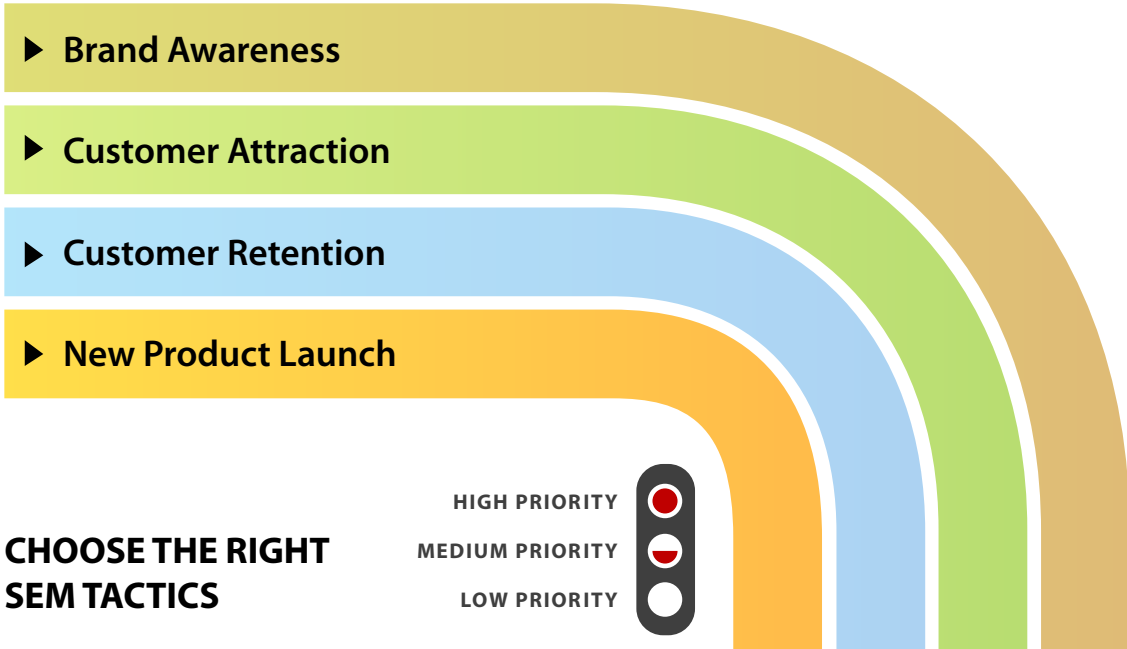
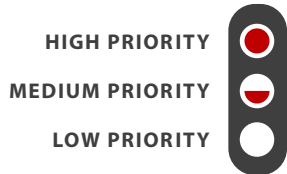


# SEM Strategy Matrix

## 1 IDENTIFY YOUR MARKETING GOAL



## 2 CHOOSE THE RIGHT SEM TACTICS



**PPC (Pay Per Click)**  
Paid search promotion

**SEO (Search Engine Optimization)**  
Site copy, meta tags, site architecture

**Online Press Releases**  
Wires, e-zines

**Linking**  
Sponsored links, banners, directories

**Social Media**  
Podcasts, blogs, videos, social networking

PPC (Pay Per Click)	High Priority	Low Priority	Medium Priority	Medium Priority
SEO (Search Engine Optimization)	Medium Priority	High Priority	High Priority	High Priority
Online Press Releases	Medium Priority	Low Priority	Medium Priority	Medium Priority
Linking	Medium Priority	Low Priority	High Priority	Medium Priority
Social Media	Low Priority	Medium Priority	Medium Priority	Medium Priority