**Kumar, E., & Kohli, S. (2007).** [**A strategic analysis of search engine advertising in web-based commerce.**](http://www.arraydev.com/commerce/jibc/2007-08/shruti_final_PDF%20Ready.pdf) ***Journal of Internet Banking and Commerce*, 12(2), 1-13.**

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 Search engines and their accompanied advertisements have become a huge industry. The authors analyze the use of this method of advertising in India, a $50 million industry. Search engine optimization (SEO) is a method of advertising that increases a business’ visibility when a customer completes a search. SEO has opened an entirely new marketing strategy that assists business in this medium is to increase their ranking when a specific search is performed. The goal of a company’s advertising is to rank on the first page of a search. Some search engines produce both a natural list that appears after the sponsored sites. The natural sites are chosen more often than the sponsored sites by the consumer; however, having that top listing is important in advertising and the few that do select the sponsored sites make the payment of having those key positions on the web page profitable for companies.

 An analysis of the online versus traditional advertising demonstrates the complexity of the online method. Many options are available to businesses to include “pay for click,” viewable “hits” on a site, the analysis of the specific hits on each component of the site, and the use of selective keywords that will bring the consumer to the site. Understanding the framework behind the search engine and its impact on the search ability of a specific business’ webpage is a specialty that the advertising industry has mastered.

 The advertising within and on search engines has become a huge industry. The mastery of the information retrieval process is key for businesses to achieve their advertising goals. Using the correct keywords, the processes of embedding those key words multiple times on a page to increase the ranking when searched, and many other online marketing strategies is a new advertising specialty.