

**Search Engine Strategy** In order for this company to be visible on the search engines like Google, Samsung will use SEO (Search Engine Optimization) and SEM (Search Engine Marketing). SEO and SEM can be used side by side by Samsung in order to enhance the company's online presence, drive traffic to its website, and boost sales. Next, we will incorporate these keywords in the website content, products, and blogs. These links work as endorsements to the search engines that our website is credible and beneficial.

**SEM Strategy:** For SEM, we will use Google Ads to develop ads which are displayed when people search for specific keywords.

**SEO Strategy:** First, we will define the keywords that people type in the search engines searching for products like ours. These keywords might include 'best smartphones', 'latest Samsung devices', and 'Samsung smart TVs.' We will develop distinct ads on distinct products, focusing on the specific selling points of the specific products. This is important as search engines are likely to rank websites that provide a good experience to users. Also, we will obtain backlinks from other websites linking to our site as well. These ads will also be conducted within a given budget and we will be able to track their effectiveness so as to get maximum value for our money. This makes the search engines know what our website is all about and display it to people searching for those words. We will also ensure that our website is user friendly, and it takes a short time to load. This will help more people to look for Samsung products through the internet. These ads will be located at the very top of the search results.