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Essential things to know about digital media services and search marketing by [Ravi Paul](#)

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A digital media service (DMS) is a reputable service provider that offers digital content such as software, films, images, games, literature and much more. Though there is no actual transfer of property, an exact duplicate copy of the data is made on the consumer's system. In digital media services, the content is either hosted on a specifically-maintained server that is generally owned by the service provider or it is done on the consumer's hard drive with the help of a P2P protocol. A good example of one such business model would be the iTunes Store which exists in the market as a retail product. The newest example of a digital media service business model is the Global Gaming Factory X that is expected to hit the market very soon. This is in short about the popular products and stores that come under digital media services.

With digital media services, you can develop interactive content at superior quality. For example, Streaming media is one of the popular digital media services that allow users to view large video and audio content or watch live events. Generally, Streaming media requires the installation of plugins like Realmedia or Quicktime before being used. iTunes U Academic is another digital media service that is beneficial for students who like to learn in an iTunes environment.

Search engine marketing (popularly called as Search marketing) is an online marketing tool that encompasses Search Engine Optimization (SEO) and Pay Per Click (PPC). Search marketing techniques are used to improve the ranking of a website. There are so many benefits of search marketing. Some of the important benefits are as follows.

- It helps boost the ranking of your websites on various search engines like Google, Yahoo, and Bing. One effective way to achieve that is by embarking on SEO and PPC techniques.

- As 80% of the Internet users rely on search related terms to pull out information from the web, a technique such as SEM would help attract more visitors to the website and thus increase its rankings.

- Search marketing has a wider reach on the cyberspace. Thus, it helps increase the ranking and visibility of your website.

- With a better page ranking and more visitors coming to your website, there will consequently be better sales numbers to your products and services.

- Cost-effectiveness is one of the most important reasons of search marketing. Search marketing involves negligible costs. Thus, it gives your business a higher return on investment. PPC and SEO are the most popular search engine marketing techniques that are widely being employed by the web masters to increase the popularity of their websites.

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