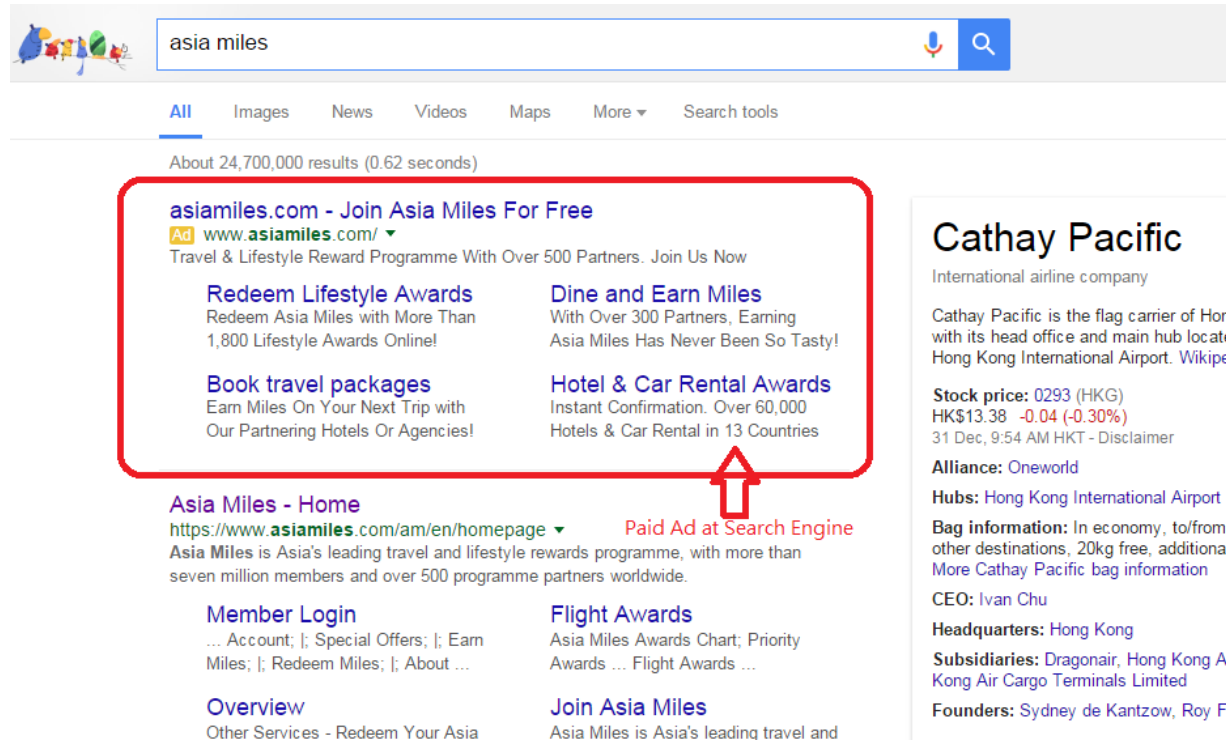


AQ Bio – SEO & SEM



PART I – SEARCH ENGINE MARKETING (SEM)



The screenshot shows a Google search for "asia miles". The search bar is at the top with the text "asia miles" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Maps", "More", and "Search tools". The search results show "About 24,700,000 results (0.62 seconds)".

The first result is a paid advertisement for Asia Miles, highlighted with a red box and a red arrow pointing to it. The ad text is as follows:

asiamiles.com - Join Asia Miles For Free
Ad www.asiamiles.com/ ▼
Travel & Lifestyle Reward Programme With Over 500 Partners. Join Us Now

Redeem Lifestyle Awards Redeem Asia Miles with More Than 1,800 Lifestyle Awards Online!	Dine and Earn Miles With Over 300 Partners, Earning Asia Miles Has Never Been So Tasty!
Book travel packages Earn Miles On Your Next Trip with Our Partnering Hotels Or Agencies!	Hotel & Car Rental Awards Instant Confirmation. Over 60,000 Hotels & Car Rental in 13 Countries

Below the ad, there is a link to "Asia Miles - Home" with the URL <https://www.asiamiles.com/am/en/homepage> and a note "Paid Ad at Search Engine". The page content includes "Member Login", "Flight Awards", "Overview", and "Join Asia Miles".

To the right of the ad, there is a section for "Cathay Pacific", an international airline company, with details about its stock price, alliance, hubs, and bag information.

Paid Ad in Search Engine



PART I – SEARCH ENGINE MARKETING (SEM)

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Paid Ad in Search Engine



PART II – SEARCH ENGINE OPTIMIZATION (SEO)

Differences between Baidu and Google



	Google	Baidu
Page Title	Major	Major
Meta Description	Minor	Major
Meta Keywords	None	Major
Heading Tags	Medium	Major
Alt Tags	Minor	Major
Internal Anchor Text	Major	Medium
External Anchor Text	Minor	Medium
Quantity of Inbound Links	Medium	Major
Quality of Inbound Links	Major	Minor
Sitemap	Medium	Medium
Sitespeed	Minor	Major

Things to do
when
applying SEO
Services

1) Improve “Search” result ranking in Search Engine.

2) It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

