

Introduction to Search Engine Marketing

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Search Engine Strategies and Search Engine Watch

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Search Engine Strategies New York, March 18, 2008

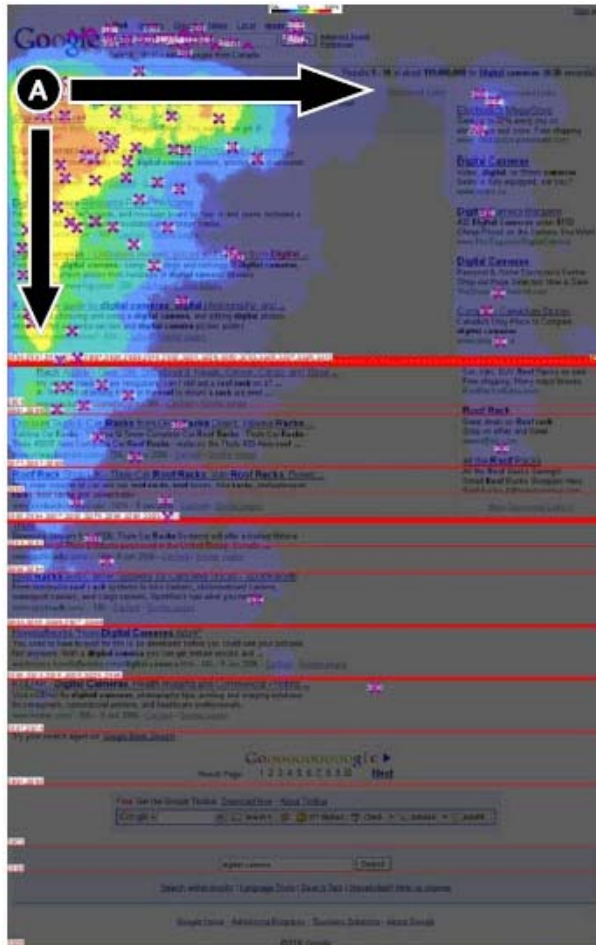
Who are the major search engines and what is an expanded search?

comScore Expanded Search Query Report
 January 2008
 Total U.S. – Home/Work/University Locations
 Source: comScore qSearch 2.0

Expanded Search Entity	Search Queries (MM)		
	Dec-07	Jan-08	Percent Change Jan-08 vs. Dec-07
Total Expanded Search	13,523	14,595	7.9%
Google Sites	7,165	7,735	8.0%
Google	5,651	6,181	9.4%
YouTube/All Other	1,514	1,554	2.6%
Yahoo! Sites	2,363	2,456	3.9%
Yahoo!	2,326	2,427	4.3%
All Other	37	29	-21.6%
Microsoft Sites	963	1,060	10.1%
MSN-Windows Live	927	1,024	10.5%
Microsoft/All Other	36	36	0.0%
AOL LLC	N/A	903	N/A
AOL	N/A	522	N/A
MapQuest/All Other	N/A	381	N/A
Ask Network	416	477	14.7%
Ask.com	238	286	20.2%
MyWebSearch.com/ All Other	178	191	7.3%
eBay	508	467	-8.1%
Fox Interactive Media	350	384	9.6%
MySpace	342	376	9.9%
All Other	8	8	0.0%
Craigslist.org	220	256	16.4%
Amazon Sites	215	167	-22.2%
Facebook.com	102	109	6.2%

- Americans conducted 10.5 billion searches at the core search engines in January
- Searches for mapping, local directory, and user-generated video sites that are not on the core domain of the five search engines are not included in the core search numbers
- If they are, then 14.6 billion expanded search queries were conducted that month

How can you achieve top ranking and when doesn't that matter?



“While we still seem to swing our eyes up to the upper left, we almost immediately (in under a second) move our eyes to the image (A) to determine if it’s relevant. A graphic image appears to be a powerful attractor to the eye.”

Where is SEM spending going and why isn't more going to SEO?

2007 North American SEM Industry Size Estimate, by Tactic

RESEARCH HIGHLIGHTS

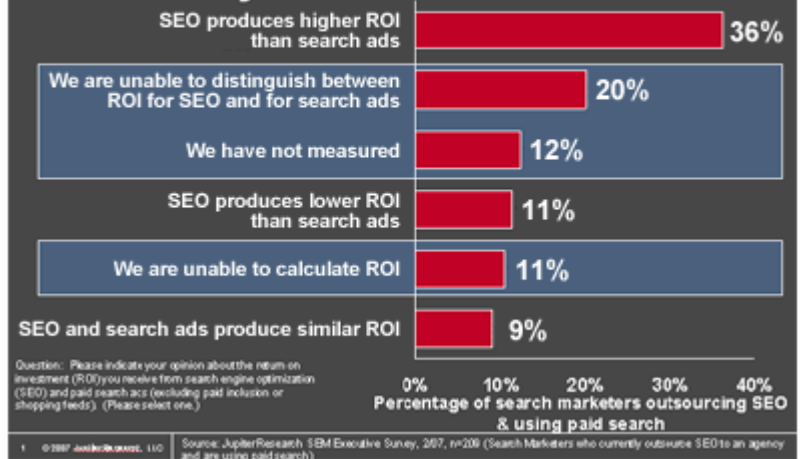
	2007 Advertiser SEM Spending	Share of Total	Share of Tactic
Paid Placement	\$10,648,350,000	87.4%	
Search Media Firms	\$9,597,200,000	78.8%	90.1%
SEM Agencies	\$308,640,000	2.5%	2.9%
In-House	\$742,510,000	6.1%	7.0%
Paid Inclusion	\$85,290,000	0.7%	
Search Media Firms	\$76,760,000	0.6%	90.0%
SEM Agencies	\$8,530,000	0.1%	10.0%
Organic SEO	\$1,279,210,000	10.5%	
SEM Agencies	\$263,510,000	2.2%	20.6%
In-House	\$1,015,700,000	8.3%	79.4%
SEM Tech	\$171,690,000	1.4%	
Leasing	\$12,470,000	0.1%	7.3%
SEM Agencies	\$61,540,000	0.5%	35.8%
In-House	\$97,680,000	0.8%	56.9%
Total	\$12,184,540,000		

Source: Search Engine Marketing Professional Organization survey of SEM agencies and advertisers, December 2007. Global Results. Copyright © 2008



Source: Radar Research Forecast, North America, 1/08

43% Of Marketers Don't/Can't Accurately Measure ROI from SEO



Overview of 10 key concepts in search engine marketing for 2008

- Keyword research
- Website design
- SEO copywriting
- Link building
- Search advertising
- Success measurement
- Universal search
- Vertical search
- Social search
- Contextual ads

Keyword research is the first phase in both SEO and SEM campaigns

- “The importance of keyword strategy should not be underestimated. Everything else that you do depends on the decisions made during this phase.”

– Dan Thies and Dave Davies, The Search Engine Marketing Kit, 2007

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Product Overview

The Search Engine Marketing Kit, 2.0: Fast-track search engine marketing strategies!

By Dan Thies & Dave Davies

If you've always considered Search Engine Marketing an unknowable black art, it's time to think again.

- Learn best-practice strategies to maximize traffic.
- Discover keyword strategies you won't find anywhere else.
- Find out the best ways to optimize pages and build links.

Download the FREE Sample!

Special Bonus! Bonus - Advertising credits for three major Pay-Per-Click providers.

Google AdWords™ \$50 worth of Google AdWords™ advertising

Yahoo! Search Marketing \$50 worth of free clickthroughs on Yahoo! Search Marketing

Miva \$50 worth of free clickthroughs on Miva

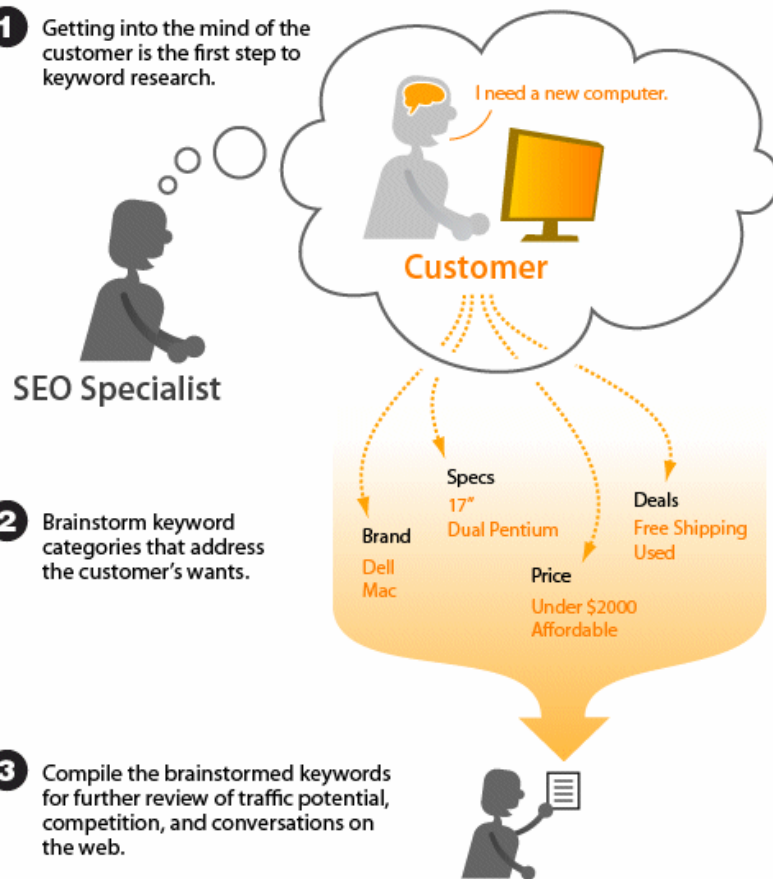
Full Conditions

Product Details

Edition: 2nd
Price: \$197.00*
Pages: 341

The first step in keyword research is thinking like your customer

- 1 Getting into the mind of the customer is the first step to keyword research.

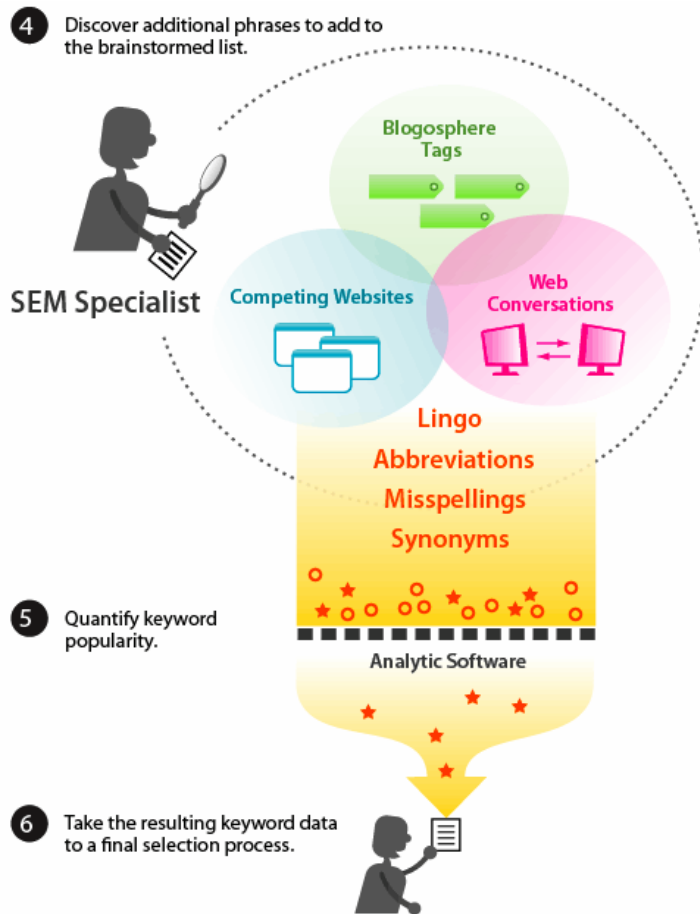


- 2 Brainstorm keyword categories that address the customer's wants.

- 3 Compile the brainstormed keywords for further review of traffic potential, competition, and conversations on the web.

- Think about the words users would type to find your pages
- Brainstorm keyword categories that address your customer's wants
- Compile the brainstormed keywords for further review of traffic potential, competition, and other factors

Explore conversations that are happening on the web

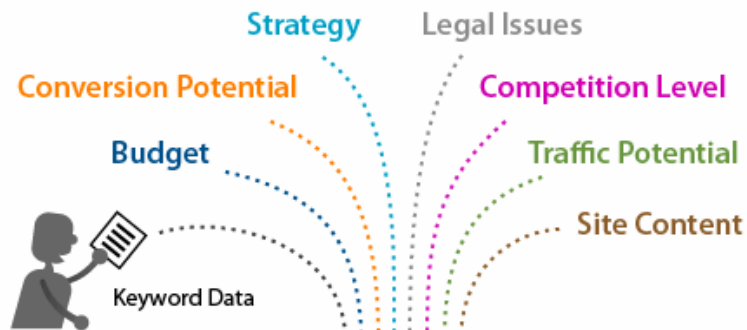


- By combing through competitive and industry websites, relevant blog postings, and popular tag sites, new phrases are discovered and search frequencies can be determined

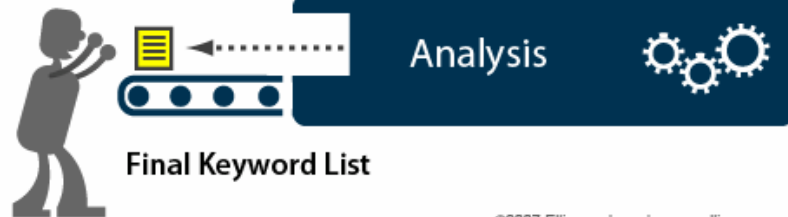
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Keyword research involves more than looking up search frequencies

7 Gather other relevant factors.



8 Analyze the factors and generate a final keyword list.



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- Relevance: How closely the search term matches your site's products, services and content
- Specificity: How broad or specific a term is
- Popularity: How often the search term is searched for on major search engines
- Competitiveness: How many companies are pursuing the keyword

Conduct your keyword research using one or more of these tools

- Google AdWords Keyword Tool
 - <https://adwords.google.com/select/KeywordToolExternal>
- Google Trends
 - <http://www.google.com/trends>
- Keyword Discovery's free search term suggestion tool
 - <http://www.keyworddiscovery.com/search.html>
- Microsoft adCenter Labs Keyword Forecast
 - <http://adlab.msn.com/ForecastV2/KeywordTrendsWeb.aspx>
- Wordtracker's free keyword suggestion tool
 - <http://freekeywords.wordtracker.com/>

Website design should avoid search engine stumbling blocks



search engine marketing

The best selling 2nd edition with over **350 pages**.

The essential best practice guide

By **MIKE GREHAN**

Featuring interviews with search engine experts from Google, Yahoo! and Ask.

Marketing - News

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Is Mike at the top for his own most relevant keywords? Check [Google](#), [Yahoo!](#) and [MSN](#) for: search engine book search engine marketing book

BBC WORLD

See Mike Grehan interviewed on BBC television: [Click here](#) then [here](#)



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marketingbusiness

THE MAGAZINE FOR THE CHARTERED INSTITUTE OF MARKETING

"If you're beginning to get the impression that search engine optimization is a little more complex than you imagined... Grehan's search engine marketing book is a good place to start."

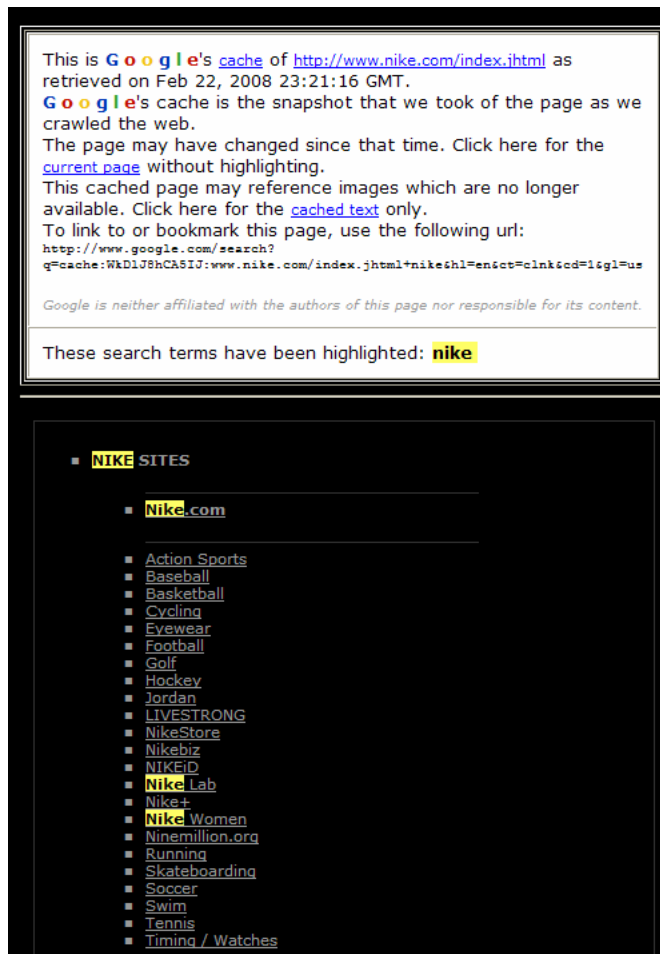
For [search engine optimization](#) from **SearchVisible** Mike Grehan go to =>

"Mike Grehan has received so many [testimonials from the world's leading experts in the field](#). You only need to take their word to be certain that this book is the choice of the industry's leading figures!"

Search engines are one of the web's major resources for driving qualified traffic. Getting listed in a search engine index is not difficult. But getting that all important top 20 listing is a bit more tricky. Maybe you've been wondering how your competition manages to do it? Well, with this search engine marketing book, now you can find out.

"Many web sites fail from the very beginning by creating certain technical barriers which prevent them from being indexed correctly. Read this guide before you begin to build using Flash, frames, dynamic content or java. Everyone wants their site to create a unique user experience, but the wrong use of technology can have search engines backing out of your site, not indexing it!"

Some search engines see your site the way that a text browser might



- “Use a text browser such as Lynx to examine your site, because most search engine spiders see your site much as Lynx would. If fancy features such as JavaScript, cookies, session IDs, frames, DHTML, or Flash keep you from seeing all of your site in a text browser, then search engine spiders may have trouble crawling your site.”

Follow Google's design, content, technical and quality guidelines

- If you use dynamic pages (i.e., the URL contains a “?” character), be aware that not every search engine spider crawls dynamic pages as well as static pages
 - It helps to keep the parameters short and the number of them few
- Allow search bots to crawl your sites without session IDs or arguments that track their path through the site
 - These techniques are useful for tracking individual user behavior, but the access pattern of bots is entirely different
 - Using these techniques may result in incomplete indexing of your site, as bots may not be able to eliminate URLs that look different but actually point to the same page
- If your company buys a content management system, make sure that the system can export your content so that search engine spiders can crawl your site

Google's webmaster tools can help make your site Google-friendly



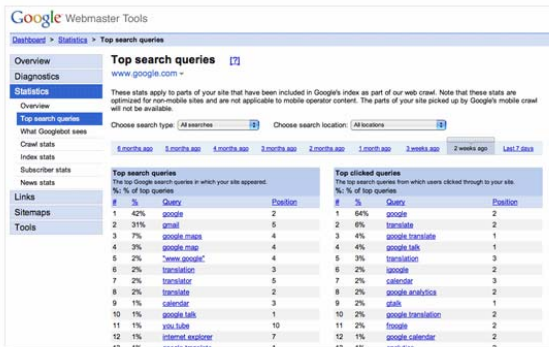
Google's [webmaster tools](#) provide you with a free and easy way to make your site more Google-friendly. Using our tools, you can:

Get Google's view of your website, and diagnose potential problems.

See how Google crawls and indexes your site and learn about specific problems we're having accessing it.

See how your site is performing.

Learn which queries drive traffic to your site, and see exactly how users arrive there.



Share info with us to help us crawl your site better.

Tell us about your pages: which ones are most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

Sign in to Google Webmaster Tools with your **Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Not using Gmail or other Google Account services?

[Create a Google Account](#)

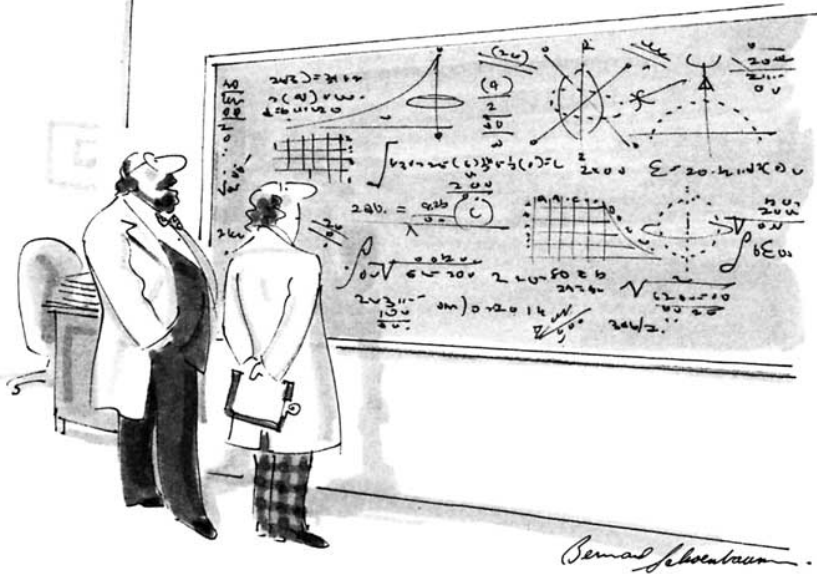
Learn more about Google webmaster tools:

- [About Google webmaster tools](#)
- [Google webmaster central](#)
- [Webmaster help center](#)
- [Google webmaster discussion group](#)

- Diagnose potential problems
 - Crawl info
 - Robots.txt file validation
 - Website content
- See how your site performs
 - Top queries
 - Indexing information
- Share info with Google about your site
 - Submit a Sitemap file
 - Specify your preferred domain

Attend “Search Engine Friendly Design” this afternoon

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“Oh, if only it were so simple.”

- How can you build a web site from the ground up that pleases both crawler-based search engines and your visitors?
- Discover how “search engine friendly” design can tap into free traffic from search engines
- This session is especially suited for beginners who need an overview of important design issues to keep in mind

Day 2: Tuesday, March 18, 2008, 4:45 p.m.

SEO copywriting is primarily for humans who use search engines

Helping Sites to be the Best They Can Be!



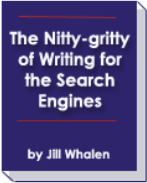
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Consulting & SEO Services | High Rankings Advisor | SEO Resources

Nitty-gritty of Writing for the Search Engines

To successfully rank highly in the search engines, the words on your Web pages should never be an afterthought but a major investment in your search engine optimization campaign.

After your keyword research, writing search-engine-friendly copy should be the very next step in your optimization campaign. For non-competitive keyword phrases, the writing on the page alone can often bring in High Rankings without any other special coding and Meta tagging. Once you've become familiar with the ins and outs of SEO writing, you'll be ready to focus on your Title tags, Meta tags and all the other SEO goodies available to you.



Armed with this knowledge and a bit of practice, you'll be able to use your new skills in two very powerful ways:

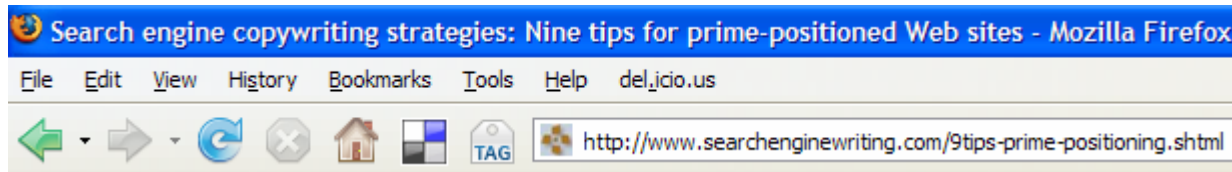
1. To double-check all newly written, keyword-rich marketing copy (written by you or your copywriters), ensuring that all possible keyword opportunities have been found;
2. To edit existing copy that wasn't originally written with keywords in mind, ensuring that it keeps the original readability and marketing "flow."

Making sure that your keywords are well represented in your copy without losing its readability isn't difficult; however, if you've never done it or thought about it before it can seem like a daunting task. I suggest you read through this special report once to get the gist of it. Then go through each section again, while at the same time checking your own Web site to see if you can put any of the information to use right away. You may be surprised to find all the keyword opportunities your current copy provides you with.

Purchase from ClickBank for \$49.
(Plus VAT where applicable)

“To successfully rank highly in the search engines, the words on your Web pages should never be an afterthought but a major investment in your search engine optimization campaign.”

Include key phrases in your Title (blue bar above every Web page)



- One of the most common mistakes is a Title that reads, “Ourcompany.com” - and it’s the same Title on every page
- Although the IT department has traditionally taken over Title creation (since it’s considered back-end code), Titles should ideally be created by the marketing department

Emphasize your key phrases in headlines and sub-heads

Get the latest scoop on SEO copywriting today and see a dramatic increase in your search engine positioning! [Buy the updated SEO copywriting book](#) - on sale now

My, how search engine optimization (SEO) has changed! In the dinosaur days of search engine optimization (around 1996)-- long before **SEO copywriting** was in vogue -- optimizing a Web site was as simple as tweaking your Meta tags and resubmitting your site. Once upon a time, you could rank high for a competitive one-word keyword like "design" without much thought or effort. Overture (or the ex-GoTo) wasn't even a concept. It was even relatively easy to get your Yahoo! Directory listing changed (and even submit for free, no less!).

What's more, the majority of SEO specialists (who weren't even thinking about SEO copywriting at the time) didn't care much about things like "conversion" and "ROI." If a site's hit counter was cranking, the SEO firm figured they did their job. If the site never made a sale, well, that's the client's problem - not their search engine-marketing firm's. Who cared about actual site ROI, anyway?

Those days are long gone.

- Emphasized text, like headlines, sub-heads and boldface, are considered important coding properties for search engines
- When you include key phrases within these SEO power places, you may boost relevancy for those phrases – and gain slightly higher positioning

Include key phrases in and around your hyperlinks

"Successful Search Engine Copywriting: How to Write Prime-Positioned Webpages That Convert Like Crazy!"

Your complete SEO copywriting reference ebook

By Heather Lloyd-Martin



"Successful Search Engine Copywriting" 122 pages. \$97.

[Download the SEO copywriting ebook today!](#)

[SEO experts interviewed for the book](#)

[SEO copywriting book chapters](#)

Heather Lloyd-Martin's new SEO copywriting ebook provides you with an in-depth look into search engine

copywriting techniques and strategy.

- Over the last couple years, the search engines have strongly focused on link analysis
- The key to the link analysis algorithm is not only the number of links that point to your page, but also the contextual phraseology around the links
- If your phrase appears in or near a hyperlink, the search engines may give it a relevancy boost

Attend “The Business Case for SEO Content Development”

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“We’re interested in words, not deeds.”

- The business case for SEO content development
- In-house or outsource: things to consider
- SEO copywriting fundamentals
- SEO content development through the sales cycle
- The value of optimized content for publisher sites

Link building is as hard as “placing” a story in *The New York Times*

“The easy part of link building is knowing that you need them. The hard part is influencing the right people to give them to you. Read on for link building tips, tools, techniques and the occasional opinion from Debra Mastaler.”

The Link Spiel

The easy part of link building is knowing that you need them. The hard part is influencing the right people to give them to you. Read on for link building tips, tools, techniques and the occasional opinion from Debra Mastaler.

SATURDAY, SEPTEMBER 29, 2007

Help! I'm New, I Need Links, What Can I Do?



I took a telephone call last week from a woman who was looking to hire a link builder for a new site in a very competitive niche. I'm under contract to a business in the same industry so I passed but we had a nice chat before I sent her along with my standard list of link building referrals.

Several days went by and I heard from her again, this time in a state of panic. Seems everyone she contacted was unavailable, and she was convinced it was because her industry was a competitive one. Could I please give her an honest assessment of her website and tell her if that was indeed the case?

SEMMY
2008
WINNER

DEBRA MASTALER

Blogging for Search Engine Guide and Link Week on Search Engine Land

Search Engine Guide Blogger

Link Week

Speaking Gigs:

HEAR ME SPEAK
Search Engine
STRATEGIES 2008
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March 17-20, 2008 • New York, NY
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The quantity, quality, and relevance of links count towards your rating

- Design and content guidelines
 - Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
 - Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages.
 - Keep the links on a given page to a reasonable number (fewer than 100).
- When your site is ready:
 - Have other relevant sites link to yours.
 - Submit your site to relevant directories such as the Open Directory Project and Yahoo!, as well as to other industry-specific expert sites.

Don't participate in link schemes; create unique, relevant content

Webmaster Help Center

[Google Help](#) > [Help Center Home](#) > [My site and Google](#) > [Creating a Google-friendly site](#)

Link schemes

Your site's ranking in Google search results is partly based on analysis of those sites that link to you. The quantity, quality, and relevance of links count towards your rating. The sites that link to you can provide context about the subject matter of your site, and can indicate its quality and popularity. However, some webmasters engage in link exchange schemes and build partner pages exclusively for the sake of cross-linking, disregarding the quality of the links, the sources, and the long-term impact it will have on their sites. This is in violation of Google's [webmaster guidelines](#) and can negatively impact your site's ranking in search results. Examples of link schemes can include:

- ◆ Links intended to manipulate PageRank
- ◆ Links to web spammers or bad neighborhoods on the web
- ◆ Excessive reciprocal links or excessive link exchanging ("Link to me and I'll link to you.")
- ◆ [Buying or selling links that pass PageRank](#)

The best way to get other sites to create relevant links to yours is to create unique, relevant content that can quickly gain popularity in the Internet community. The more useful content you have, the greater the chances someone else will find that content valuable to their readers and link to it. Before making any single decision, you should ask yourself the question: Is this going to be beneficial for my page's visitors?

It is not only the number of links you have pointing to your site that matters, but also the quality and relevance of those links. Creating good content pays off: Links are usually editorial votes given by choice, and the buzzing blogger community can be an excellent place to generate interest. In addition, submit your site to relevant directories such as the Open Directory Project and Yahoo!, as well as to other industry-specific expert sites.

Thou shalt not laugh at “LinkMoses Linking Commandments – Part 1”



Who is LinkMoses and why?

Notes...

LinkMoses does not enjoy hate email and isn't trying to offend people. Please do not take him so seriously.

Many thanks to the couple hundred people (so far) who have pointed out LinkMoses' incredibly poor knowledge of basic Elizabethan grammar. LinkMoses has corrected some of the mistakes, but some are just too silly (on purpose) to fix.

A special note of thanks to [Miki Dzugan](#)

I – Linkest not to seek favor from false idols*

(*Google may not be a false idol. I'm waiting for a sign...)

II – Those who link in exchange for gold are link whores.*

(*linking in exchange for a return link may be marginally slutty)

III – Thou shalt not social link thine own site*

(*nor stumble it, tag it with the word “naked”, nor send a memo to all employees telling them to digg it, or ask your children to link to your corporate site from their MySpace space or .edu based blog)

IV – If thou beginest thy link request email “To whometh it may concern”, it shall be deleteth

V – Thou shalt not refer to content as [link bait](#), any more than thou shall refer to your users as carp

VI – Thou shalt not covet thy neighbor's links.*

(*or if thou doest, only those from high trust TLDs, and shame upon thee who asks thy own child for a link from child's kindergarten school domain)

VII – Thou shalt not use the name Matt Cutts in vain*

(*at least not publically or where it could be dugg...)

VIII – Just because MSN search is stupideth does not giveth thee permission to link spameth them* (*it is fun though)

IX – If thou has truly reformeth, beg forgiveness via [this formeth](#)

X – The link schemer eateth from a bountiful table today, but the link farmer eateth for a lifetime

Attend “Link Building Basics” session tomorrow morning

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“Go ask your search engine.”

- Discover how search engines rely on link analysis as an important component for rank web pages
- Learn also how to increase traffic to your site by building quality links in an appropriate manner

97% of search advertising programs use Google Adwords

“Anyone can enable a Google AdWords campaign and start showing their ads within hours. Exciting, right? But if you don’t get it just right, all you’re doing is putting money in Google’s pocket, not yours.”

page zero media

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The Original Google AdWords Handbook Trusted by Savvy Marketers

By Andrew Goodman


Anyone can enable a Google AdWords campaign and start showing their ads within hours. Exciting, right? But if you don't get it just right, all you're doing is putting money in Google's pocket, not yours. Fixing broken Google AdWords campaigns and turning them into profit centers has been my full time job for the past five years, since I sold the first edition of the Google AdWords Handbook. Read on for exciting information about a package of resources I'm offering to help you get the most out of your marketing in 2007.

Taming Google AdWords

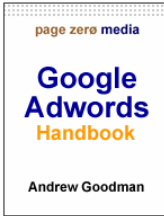
Google AdWords is the largest advertising opportunity on the Internet today, bar none. Google will make more than \$10 billion this year from the program. There are other search engines, but our private data show that for many websites, Google refers up to 75% of search traffic. (Even the aggregate figures for the U.S., from leading metrics agencies, show Google's market share to be over 60%, which is probably an understatement.) That's market dominance. This 2,000 lb. gorilla-sized fact of life facing today's marketer is a big part of why I've felt it necessary to spend the last five years of my life unraveling Google's mysteries.

If you don't show up on Google, you don't exist. And if you want a reliable way of showing up on Google – a safe, aboveboard methodology that you can measure and test – you'll need to participate in their sponsored listings program, Google AdWords.

Hundreds of thousands of advertisers are using AdWords, but only a minority will truly thrive.



Andrew Goodman



Andrew Goodman

70% of search advertising programs use Yahoo! Search

“There are some significant differences especially if you’re used to using other engines. In the book, there are both ‘action items’ and ‘helpful hints’. The ‘action items’ are tips Mona believes advertisers should try in their accounts. The ‘helpful hints’ are slightly more advanced tips that can even trip up more experienced advertisers.”

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Yahoo Handbook new! | AdWords Handbook | About Us | Newsletter | Seminars | Request Quote | Contact | Members

YAHOO! SEARCH MARKETING

Panama's Ready: Are You?

Mastering Panama -- A Special Report by Mona Ellesseily, Released by Page Zero Media as the World's Only How-To Guide on Yahoo! Search Marketing.

Newly Released!

Mastering Panama is just in time to put some new life in your fall marketing campaigns and really unlock the profit potential lurking behind your Yahoo! Search Marketing campaigns.

Introducing Mona Ellesseily's **Mastering Panama: A Special Report on Yahoo!'s New Search Marketing Platform.**

You already know that paid search advertising is one of the hottest trends in the world, making up nearly half of all ad dollars spent online. In 2007, this will add up to more than \$15 billion.

Perhaps you know this because you've already benefited from past Page Zero handbooks, or read *Winning Results with Google AdWords*, or from attending industry conferences such as Search Engine Strategies. Or maybe you're an industry veteran saying: cut to the chase!



53% of search advertising programs use Live Search

Microsoft Digital Advertising Solutions [Contact Sales](#) | [Client Center](#)

[Home](#) [About Us](#) [Advertise](#) [Research Library](#) [Creative Inspiration](#) [News & Events](#)

Home > Advertise

Search Advertising

Advertise

Search Advertising

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- Pricing
- Manage Your adCenter Campaign
- Case Studies: Microsoft adCenter
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Live Search hiking

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hiking Page 1 of 2,442,111

Place your ad here -
www.adventure-works.com
Your ad description here

replay

Microsoft adCenter

Have an account? [Sign in](#)

[Get started](#)

[Get free help from a search expert.](#)

Search. Click. Find.

Simply put, that's what you want your customers to do. With Microsoft search advertising, you can make it happen. Create your adCenter account, define your target market, and set an ad budget. When shoppers see your ads, click to your site, and buy what they were looking for, you get a good return on your investment.

Visit [Live Search](#) today and see how advertisers are utilizing the power of search advertising. Type in a few key words and discover how it can work for you.

By the Numbers

Microsoft search advertising makes your search advertising campaign easy to manage, with simple-to-use in-depth campaign analysis; intelligent targeting based on location, gender, or day; and access to up-to-the-minute research.

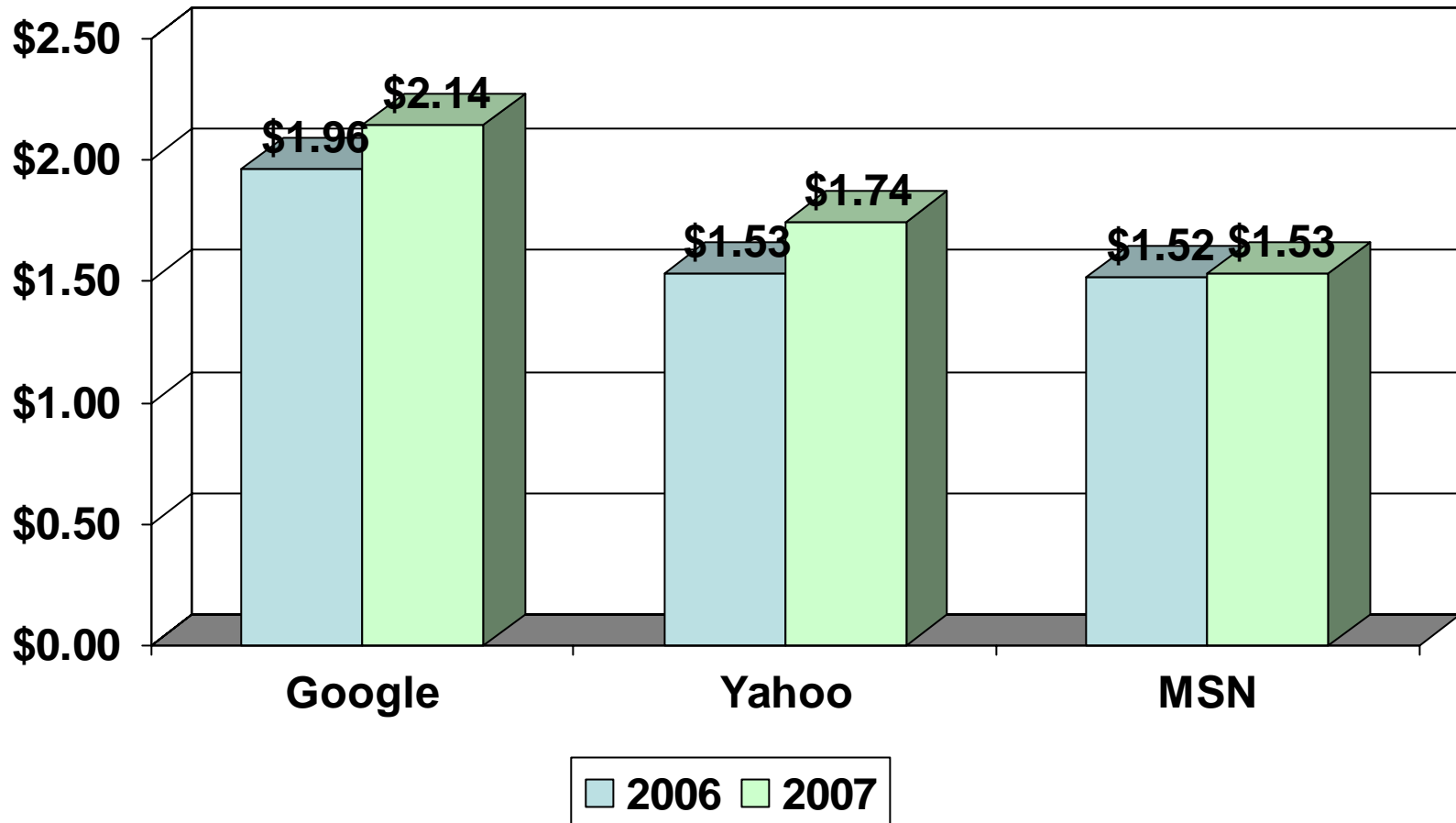
Get Started Today

Provide your contact details and pay a one-time \$5 fee to create your Microsoft adCenter account.

[Get started](#)

- 46.3 million unique users visit Live Search, yielding over 1 billion page views
- Quick setup of your Live Search campaign with Microsoft adCenter
- Delivery of satellite maps, driving directions, and real-time traffic information
- Tailored mobile version, “preview hover,” and more

Cost-per-click for top 3 search engines: Averages 2006-2007



Attend “Search Advertising 101” session tomorrow afternoon

©Cartoonbank.com



"I used to be in advertising. Remember 'Buy this, you morons'? That was mine."

- Paid placement is a form of search advertising that provides a top ranking in return for payment
- Every major search engine offers a paid placement program
- Learn what's available in this session that is especially geared toward beginners, with details on programs from major providers and advice on how to succeed

Success measurement sessions held yesterday or conflict today

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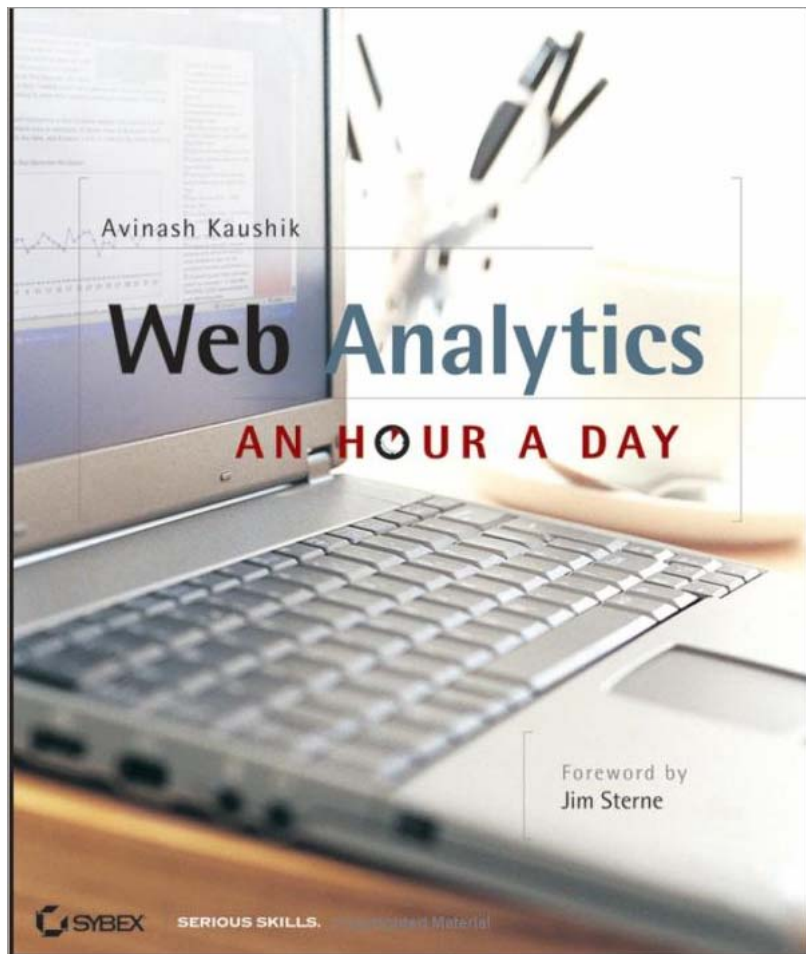
"Have you tried searching under 'fruitless'?"

- Analytics: Data Into Action
- Web Analytics: Measuring Success
- Converting Visitors Into Buyers
- Landing Page Testing & Tuning

What's your company using search engine marketing to accomplish?

- 61% to increase/enhance brand awareness of our products/services
- 58% to sell products, services or content directly online
- 43% to drive traffic to our web site, the revenue model of which is online advertising
- 20% to generate leads that we ourselves will close as sales via another channel
- 20% to generate leads for a dealer or distributor network to close as sales

Tracking and reporting should move beyond clickstream analysis



“Discover how to move beyond clickstream analysis, why qualitative data should be your focus, and more insights and techniques that will help you develop a customer-centric mindset without sacrificing your company’s bottom line.”

Testing landing pages can lift conversion rates up to 55%



100% Satisfaction Guaranteed!
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MarketingSherpa's Landing Page Handbook
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-> 54 Stat & Data Charts
-> 114 Samples of Landing Pages to Copy
-> Help for Search, Email, B-to-B, Ecommerce, Blogs & Lead Generation Conversions

Risk-Free: 100% money-back guaranteed In Stock
Now - Ships in 24 hours

Newly updated and expanded for 2008, MarketingSherpa's bestselling Landing Page Handbook helps you raise conversions by up to 55% or more for search, email, and ad campaigns for lead generation, ecommerce, and even blogs. Includes:

- Research Data & Useful Stats -- See how your landing page-related stats compare to 3800 of your peers. Useful for pitching upper management for tests and budgets.
- Step-By-Step Instructions -- Practical guidelines for each step of landing page design, including copy, graphics, layout, buttons, typeface, video, audio, and top four types of testing. Plus, "skunk works" tips.
- Creative Samples & Case Studies -- Use as design aids and inspiration for your new landing pages. Includes multivariate test results and real-life marketer's stories. ([Click for a list of brands featured....](#))

Order Here Risk-Free

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Landing Page Handbook
Price: \$497

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Product Details

Pub Date Jan 2008
Publisher MarketingSherpa
Store ID #30185

- Many marketers believe the outbound campaign is responsible for most of their conversions, but MarketingSherpa data shows that the landing page is actually more responsible for the conversions
- The best landing pages are fully optimized and contain relevant headlines with the searched for keyword

Take “Search & Analytics Workshop” on Friday afternoon

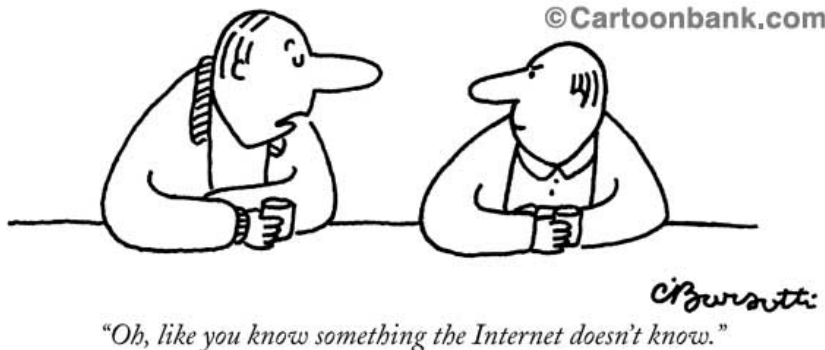
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“Maybe nobody goes to your Web site because it’s about you.”

- Analytics are a gold mine of information, just waiting to be uncovered
- The results of your campaigns, effectiveness of the website, and the efficiency of your rankings can all be measured with a good analytics program

Today's Orion Panel will discuss "Universal Search"

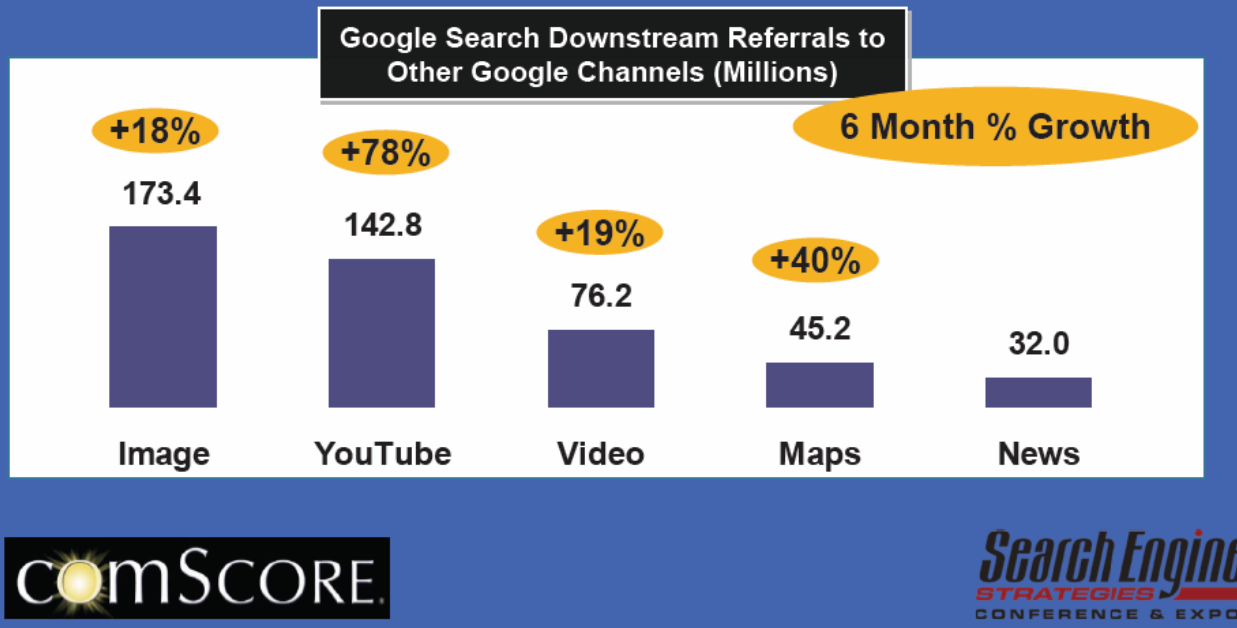


- Before you attend this week's optimization and best practices sessions, hear from industry gurus about how search, marketing and information seeking is changing the industry that follows the search
- Our ongoing series on universal search will include research data available only at SES

Universal search has increased traffic to image and video sites

Integrated Search: The Engines

- Search Result Pages a Multi-Media Experience
- Owned and Operated Content Prominent



Google “Darth Vader” and you’ll see image results and videos

Web Images Maps News Shopping Gmail more ▾

[Sign in](#)



Web Images Video

Results 1 - 10 of about 8,460,000 for **Darth Vader**. (0.14 seconds)

Image results for **Darth Vader**



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Looking for **Darth Vader**?
Find exactly what you want today.
www.ebay.com


[Darth Vader](#) - Wikipedia, the free encyclopedia

Darth Vader is a fictional character from the Star Wars universe. He was portrayed by bodybuilder David Prowse and a series of stunt doubles, most notably ...
en.wikipedia.org/wiki/Darth_Vader - 111k - [Cached](#) - [Similar pages](#)

[Star Wars: Databank | Vader, Darth](#)

Character profile from the official Star Wars site.
www.starwars.com/databank/character/darthvader/ - 107k - [Cached](#) - [Similar pages](#)

 [YouTube - Darth Vader being a smartass](#)
Darth Vader Calls Microsoft (Soundboard Prank Call). 01:54 ...
[Watch video](#) - 46 sec - ★★★★★
www.youtube.com/watch?v=5blb4WFFrIM

 [Darth Vader](#)
Darth Vader...Darth vader star wars
1 min 2 sec - ★★★★★
www.youtube.com/watch?v=DqTi0ZFDawY

[Dave Prowse IS Darth Vader.](#)

The Official Dave Prowse Website - The actor who played **Darth Vader** in the original Star Wars trilogy.
www.darthvader-starwars.com/ - 15k - [Cached](#) - [Similar pages](#)

[WNC: Darth Vader](#) Grotesque

The third-place winner was Christopher Rader, with his drawing of that fearful villain, **Darth Vader**. The fierce head was sculpted by Jay Hall Carpenter, ...
www.cathedral.org/cathedral/discover/darth.shtml - 3k - [Cached](#) - [Similar pages](#)

Source: Google, Mar. 1, 2008



But, why hasn't universal search increased traffic to Google News?

Web Images Maps News Shopping Gmail more ▼ Sign in

Google Search [Advanced Search](#) [Preferences](#)

Web News Results 1 - 10 of about 2,140,000,000 for Google. (0.05 seconds)

News results for **Google**

 [My stunted interview with Google's Eric Schmidt](#) - Feb 29, 2008
I've always wanted to interview Google CEO Eric Schmidt one-on-one and this week I finally got the chance. Eric Schmidt is all smiles before declining to ...
[CNET News.com - 170 related articles »](#)
[ComScore tries to allay Google concerns, but opens door to ...](#) -
[ZDNet - 18 related articles »](#)
[The last word \(for now\) on Google Sites](#) -
[CNET News.com - 16 related articles »](#)

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Personalize your Google homepage with photos, news, weather and more
[www.google.com/ig](#)

Google
Enables users to search the Web, Usenet, and images. Features include PageRank, caching and translation of results, and an option to find similar pages.
[Stock quote for GOOG](#)
[www.google.com/](#) - 7k - [Cached](#) - [Similar pages](#)

Google Video
Go to **Google Video Home**. Search: all videos videos hosted by **Google**, Advanced Video Search Rise_Blood_Hunter.avi. video.google.com ...
[video.google.com/](#) - 128k - [Cached](#) - [Similar pages](#)

Google Maps
Provides directions, interactive maps, and satellite/aerial imagery of the United States. Can also search by keyword such as type of business.
[maps.google.com/](#) - 58k - [Cached](#) - [Similar pages](#)

Google.org
The philanthropic arm of the company. Lists its activities.
[www.google.org/](#) - 6k - [Cached](#) - [Similar pages](#)

- In example on left, only “News results for Google” links to Google News
- Headlines of stories link directly to CNET News.com and ZDNet
- So, universal search is referring most of the traffic to more than 4,500 English-language news sources worldwide

Take “Optimizing for Universal Search” training class on Friday

© Cartoonbank.com



“I can’t explain it—it’s just a funny feeling that I’m being Googled.”

- The advent of Google’s Universal Search has been called “the most radical change to its search results ever”
- So, how do you take advantage of Google’s new approach that blends listings from news, maps, video, and image search among those it gathers from web search?

Yesterday's Orion Panel discussed "Getting Vertical Search Right"

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"For God's sake, Al, adjust your vertical hold."

- The need for specialized search capabilities has never been more prevalent than it is today
- Established leaders and experts in vertical search application and execution discussed the state of the industry, positive and negative experiences and best practices for answering needs of today's demanding searchers

55.7 million people visit YouTube a month to watch 2.5 billion videos



Sources: Compete, Feb. 26, 2008, and YouTube

Steps 1-6 to successful video search optimization

- Research video-related keyword phrases before optimizing and categorizing video files
- Always include user-friendly, keyword-focused metadata in all video files
- Name the video with appropriate keywords, when applicable
- Give video search engines easy access to your videos and video clips
- Organize video content by file format
- Robots exclude redundant video content

Steps 7-12 to successful video search optimization

- Optimize the Web pages that contain videos
- Cross-link to other Web pages containing similar video content
- Create a video library or catalog
- Improve video quality
- Watermark and/or brand your video content
- Submit and distribute your video files to video search engines and video-sharing Web sites

Attend “Video Search Optimization” session on Thursday afternoon

© Cartoonbank.com



“God, this is going to be all over YouTube.”

- Producing video content?
- There are video search engines that specialize in gathering up your video and making it available to searchers seeking such content
- This session looks at how to make your video more visible in these specialized services

Social Search Track conflicts with Fundamentals Track tomorrow

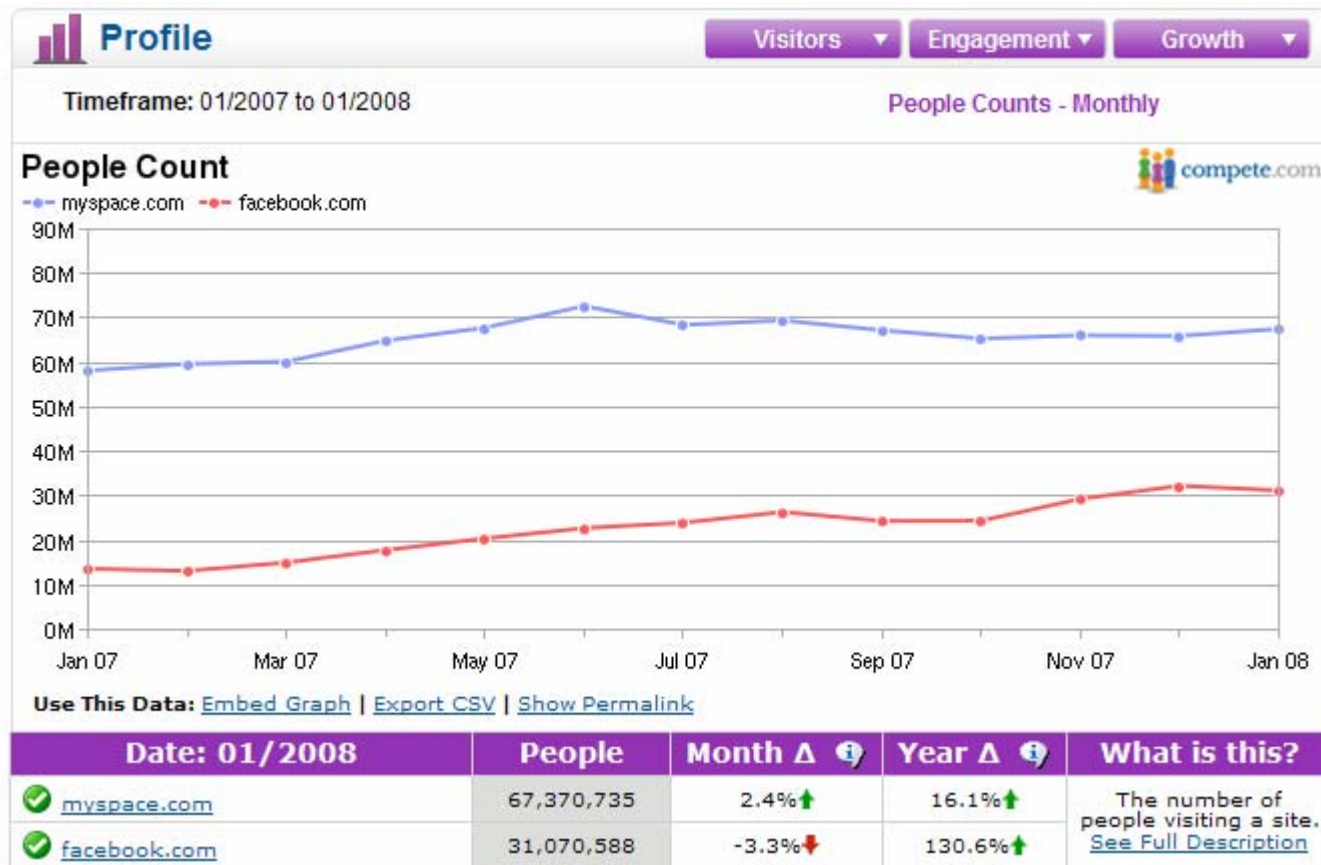
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"You might want to save that for your blog."

- Social Media Marketing - What is it and What is it Good For?
- Successful Tactics for Social Media Optimization (SMO)
- Social Media Research: Informing Search Strategies
- Social Search: The Next Step

67.4 million people visit MySpace and 31.1 million visit Facebook



Source: Compete, Mar. 3, 2008

What does Wikipedia say about social media optimization?

- **Social media optimization** (SMO) is a set of methods for generating [publicity](#) through [social media](#), online communities and community websites. Methods of SMO include adding [RSS feeds](#), adding a “[Digg This](#)” button, [blogging](#) and incorporating third party community functionalities like [Flickr](#) photo slides and galleries or [YouTube](#) videos. Social media optimization is a form of [search engine marketing](#).
- Social media optimization is in many ways connected as a technique to [viral marketing](#) where word of mouth is created not through friends or family but through the use of networking in [social bookmarking](#), [video](#) and [photo sharing](#) websites. In a similar way the engagement with [blogs](#) achieves the same by sharing content through the use of RSS in the [blogsphere](#) and special blog search engines such as [Technorati](#).

Rohit Bhargava of Ogilvy PR is credited with inventing term SMO

imb Influential Marketing Blog
Reflections on creating compelling marketing, advertising & PR strategy

« NBC Markets 2 New TV Pilots on Netflix | [Main](#) | [Singelinger Promotes "Single Power" As a Way of Living](#) »

THURSDAY, AUGUST 10, 2006

5 Rules of Social Media Optimization (SMO)

Add to: | [blinklist](#) | [del.icio.us](#) | [digg](#) | [yahoo!](#) | [furl](#) | [ravesugar](#) | [shadows](#) | [netvouz](#)

For years now, Search Engine Optimization (SEO) for websites has been honed into a fine art with entire companies devoting considerable effort to defining best practices and touting the value of SEO for raising a site's performance on organic search listings. While I believe in the power of SEO, there is a new offering we have started providing to clients which we call Social Media Optimization (SMO). The concept behind SMO is simple: implement changes to optimize a site so that it is more easily linked to, more highly visible in social media searches on custom search engines (such as Technorati), and more frequently included in relevant posts on blogs, podcasts and vlogs. Here are 5 rules we use to help guide our thinking with conducting an SMO for a client's website:

1. **Increase your linkability** - This is the first and most important priority for websites. Many sites are "static" - meaning they are rarely updated and used simply for a storefront. To optimize a site for social media, we need to increase the linkability of the content. Adding a blog is a great step, however there are many other ways such as creating white papers and thought pieces, or even simply [aggregating content](#) that exists elsewhere into a useful format.
2. **Make tagging and bookmarking easy** - Adding content features like quick buttons to "add to del.icio.us" are one way to make the process of tagging pages easier, but we go beyond this, making sure pages include a list of relevant tags, suggested notes for a link (which come up automatically when you go to tag a site), and making sure to tag our pages first on popular social bookmarking sites (including more than just the homepage).
3. **Reward inbound links** - Often used as a barometer for success of a blog (as well as a website), inbound links are paramount to rising in search results and overall rankings. To encourage more of them, we need to make it easy and provide clear rewards. From using Permalinks to recreating [Similarly](#), listing recent linking blogs on your site provides the reward of visibility for those who link to you

ABOUT ROHIT >>

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Rohit Bhargava

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FEATURED MARKETER
See my Reading List at:
The Ultimate Marketing Rankstore

- Increase your linkability
- Make tagging and bookmarking easy
- Reward inbound links
- Help your content travel
- Encourage the mashup

Attend “Social Media Research: Informing Search Strategies”



“Trust me Mort—no electronic-communications superhighway, no matter how vast and sophisticated, will ever replace the art of the schmooze.”

- Social networks, blogs, feeds, tagging, social bookmarking and immersive game environments provide 24/7 real-time focus groups
- Learn how Buzzmetrics, Cymfony and others help quantify and reveal critical insights

Contextual Ads Track conflicts with Fundamentals Track today



"But I'm hot on the trail of my Google doppelgänger."

- “Earning Money from Contextual Ads” session looks at the way publishers can generate revenue by carrying contextual ads offered by major networks
- But session conflicts with the one on “Search Engine Friendly Design”

Some of you want to understand how contextual targeting works



Content Network

[Overview](#)

[The buying cycle](#)

[Contextual targeting](#)

[Placement targeting](#)

[Ad formats](#)

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Contextual targeting

Contextual targeting is an extension of search advertising. Just as users can search for keywords on Google and see ads related to those keywords, visitors to content network sites can see ads related specifically to the content they're viewing on a web page.

How contextual targeting works

Google continually scans the millions of pages from the content network to look for relevant matches with your keywords and other campaign data. When we find a match, your ad becomes eligible to run on that page. Google's extensive web search and linguistic processing technology can decipher the meaning of virtually any content network page to ensure we're showing the most relevant ads.

Consider the following example:



If you have a page about Java the coffee, our technology knows that it's not about Java the programming language. And you get ads about coffee.

Some of you want to earn money from relevant ads on your website



English (US)



[Help Center](#)

Earn money from relevant ads on your website

Google AdSense matches ads to your site's content, and you earn money whenever your visitors click on them.

[Sign up now »](#)

Existing AdSense users:

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Jennifer Slegg acknowledged as leading expert on Google AdSense

[JenSense](#)

Making Sense of Contextual Advertising
and Helping Publishers Earn More Money

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[About](#)

Tell your visitors they are being tracked with web beacons & cookies as AdSense terms updated

February 26, 2008

It's that time again, the update of the AdSense terms & conditions as well as the program policies. Now, everyone has to agree to the new terms and conditions, and then don't forget that when you approved the terms and conditions, you automatically accepted the policies as well. Sorry for the slight delay, I was enroute to SMX, and was about 10 minutes from leaving for the airport when AdSense first blogged that today was the new Terms drop day. Thank you to all those publishers who forwarded copies of the terms & conditions to me, it was much appreciated and gave me something to do on the flight!

First, let's start with the policies.

JENSTAR

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NEW POSTS

Tell your visitors they are being tracked with web beacons & cookies as AdSense terms updated

[AdSense updates its Terms & Conditions](#)

[Speaking at SMX this week](#)

[AdSense for Video out of pilot mode and into beta](#)

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Attend “Contextual Ads & AdSense Clinic” on Thursday morning

This interactive session takes volunteers from the audience and examines their web sites live to provide general feedback about improving them to do better from Google AdSense and other contextual ad placements

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“Hi! I’m Todd, your waiter, and I’d like to think our friendship is more than contextual.”

Just an overview of key concepts in search engine marketing for 2008

- Keyword research
- Website design
- SEO copywriting
- Link building
- Search advertising
- Success measurement
- Universal search
- Vertical search
- Social search
- Contextual ads

But wait! There's more! Attend the "Site Clinic" on Thursday morning

©Cartoonbank.com



"Scientists confirmed today that everything we know about the structure of the universe is wronged-wrong-wrong."

- This interactive session takes volunteers from the audience and examines their web sites live to provide general feedback about improving them to gain more traffic from search engines

Day 4: Thursday, March 20, 2008, 10:00 a.m.

Consider attending one of the sponsored sessions this afternoon

- Search Advertising Goes Mobile
- Do You Know the Breakdown of Your Competitors' Paid and Organic Traffic? Hitwise does.
- What's new with Google Analytics and Website Optimizer?
- Optimizing Search Marketing Campaigns
- Microsoft Search: Tips and tricks for delivering great results and campaigns with Live Search

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You can't master SEM in a week,
but you can learn the fundamentals

