



SEARCH AROUND THE WORLD

UK AND EUROPE :: ITALY

Massimo Burgio
GLOBAL SEARCH INTERACTIVE
SES NY 2008 - March 17, 2008

SEARCH LANDSCAPE IN ITALY

- **no big revelations... Google rules**
- **Yahoo!/MSN follow**
- **Virgilio/Alice (TIM)**
- **big publishers portals (Kataweb Group, RCS, RAI)**
- **adwords, Adwords, AdWords... and AdSense**
- **Panama follows but doesn't catch-up yet**
- **MIVA disappeared**
- **advertisers test other contextual PPC options (Facebook)**

SEARCH MARKET STATUS IN ITALY

- **interactive agencies → move towards 2.0, but forget SEO basics**
- **media centers → still sell search marketing as bulk advertising**
- **in-house teams → focus on SEO, but lack resources**
- **search marketing agencies → pro services, service fee bottleneck**
- **Google sales team → top competitor in the paid search arena**

SEARCH/MARKET EVOLUTION IN ITALY

- **SEO = ROC (relevant optimized content)**
- **PPC = lead acquisition**
- **SERP ranking = blogs + social media**
- **users have high internet penetration /search awareness**
- **users are mobile ready (umts/edge)**
- **profiled targeting = integrated campaigns**

SEMPO IN ITALY

- **SEMPO Italy – Italian SEMPO Working Group just launched**
- **Partner of top search/interactive events – SES Milan, Search Marketing Forum, Media 2.0 Expo**
- **SEMPO Italia and social networks (Facebook, LinkedIn, Xing)**
- **Local contribution and boost to SEMPO Europe initiatives (European research, pan-European SEMPO events)**

SEMPO ::
ITALIA

SEMPO ::
ITALY

SEMPO ::

SES NY 2008 – SEARCH AROUND THE WORLD - EUROPE/ITALY

Search Engine
STRATEGIES 2008
CONFERENCE & EXPO

SEMPO IN EUROPE

- SEMPO UK, SEMPO Scandinavia, SEMPO Spain, SEMPO Italy, SEMPO CEE (Central Eastern Europe) already launched
- SEMPO France, SEMPO Germany, SEMPO Netherlands, SEMPO Belgium on their way
- Overall/pan-European partnerships with leading industry events (SES, SMX, ad:tech), search engines / publishers, and other professional organizations (IAB, DMA, local organizations)
- Pan-European initiatives: EU research, EU roadshow



SEMPO AT SES NY 2008

- SEMPO Networking – new Board presentation + open bar mixer
 - **TODAY Monday 17 --- 5:30-6:30 pm - Trianon Rendezvous Room**
- SEMPO In-House Committee Meeting – all In-House are welcome
 - **Wednesday 19 --- 6:30 pm – The Playwright Tavern**
- SEMPO SES SESSION – SEMPO Survey: 2007 State of the Market
 - **Thursday 20 --- 10:00-11:30 am**

SEMPO COMMITTEES/GROUPS AT SES NY 2008

- **SEMPO BOOTH # 2008** in Expo Area – scheduled slots:
 - Tuesday 18
 - 9:45 am -11:45 am - Local Working Groups
 - 11:45 am – 1:45 pm - SEMPO Institute
 - 1:45 pm – 3:45 pm - In-House Committee
 - 3:45 pm – 5:45 pm - SEMPO Latino
 - 5:45 pm – 7:00 pm - SEMPO Research
 - Wednesday 19
 - 9:45 am – 11:45 am - SEMPO Research
 - 11:45 am – 1:45 pm NY Working Group
 - 1:45 pm – 4:00 pm SEMPO Global
- www.sempo.org/join



THANK YOU!

MASSIMO BURGIO
GLOBAL SEARCH INTERACTIVE / SEMPO

GLOBAL SEARCH
INTERACTIVE

globalsearchinteractive@gmail.com

globalsearchinteractive.com

SEMPO ::::

sempo.org

sempoglobalsearchblog.com

Search Engine
STRATEGIES 2008 NEW YORK
CONFERENCE & EXPO

searchenginestrategies.com