

Search Engine Marketing

It's About Making Your Website Work for YOU

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Agenda

- ➔ Who We Are & What We Do
 - ➔ Don't Waste Your Money!
 - ➔ Why Online Search is Important to YOUR Business?
 - ➔ What Can Search Engine Marketing Do for YOUR Business?
 - ➔ General Info & Tips
 - ➔ FREE Useful Resources
 - ➔ Wrap Up & Q&A
- 

Who We Are & What We Do

- ➔ Small Richmond-based consulting company
- ➔ We get Websites ranked well in the major search engines
- ➔ Committed to **exceptional personalized customer service and measured results**

Don't Waste Your Money!

- ➔ Building a website without considering how you are going to drive qualified prospects to it, is like digging a hole in the ground and throwing money into it!



Why is Search Important to Your Business?

- **Worldwide Internet population surpassed 1.2 Billion in 2006 (Over 210 Million users in U.S.)** – *Computer Industry Almanac*
- **Search engines account for over 85% of all new visitors to a website** – *Georgia Institute of Technology*
- **88% of American adult users regularly use a search engine to find information** – *PEW Internet & American Life Project*
- **8 out of 10 Internet users have researched a product or service online** – *PEW Internet & American Life Project*
- **70% of adult users go online to buy products** – *PEW Internet & American Life Project*
- **46% of all Internet searches are for local merchants in a specific geographic location** – *Jupiter Research*

How Today's Consumers Find Information

Printed Yellow Pages are fast becoming relics.

If you invest in Yellow Page ads and not equally on the Internet, you are losing customers!

Sources Used by US Adults to Search for Local Merchants and Stores, October 2003 & February 2005 (as a % of respondents)



Note: n=500

Source: The Kelsey Group and ConStat, Inc., March 2005; MediaPost, March 2005

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Top Search Engines By Usage

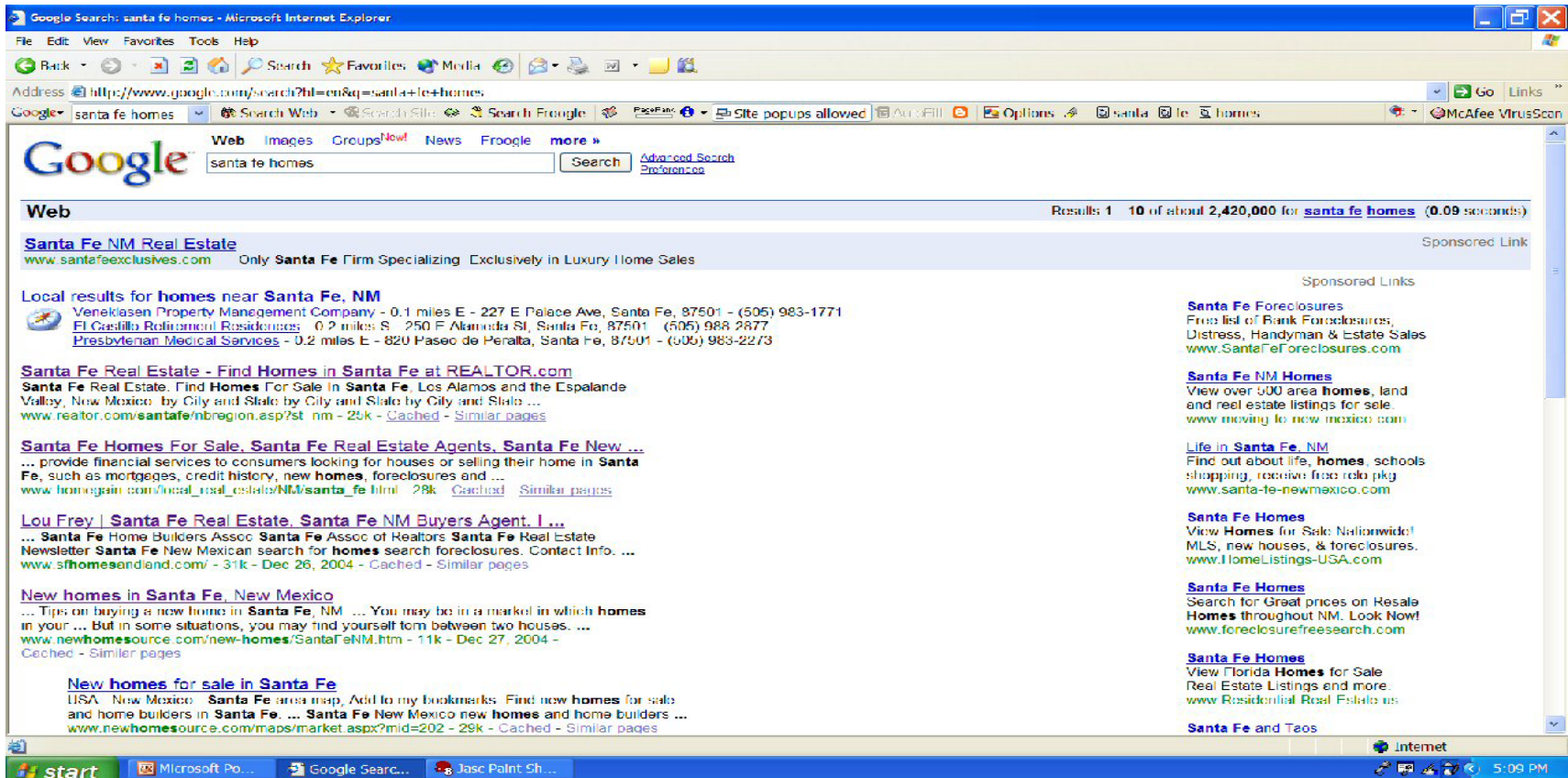
<i>Search Engine</i>	<i>Share of Searches</i>
Google	71.43%
Yahoo!	14.43%
BING	9.86%
ASK	2.32%
AOL	1.19%

Source: Hitwise July 2010

What can SEM do for your business?

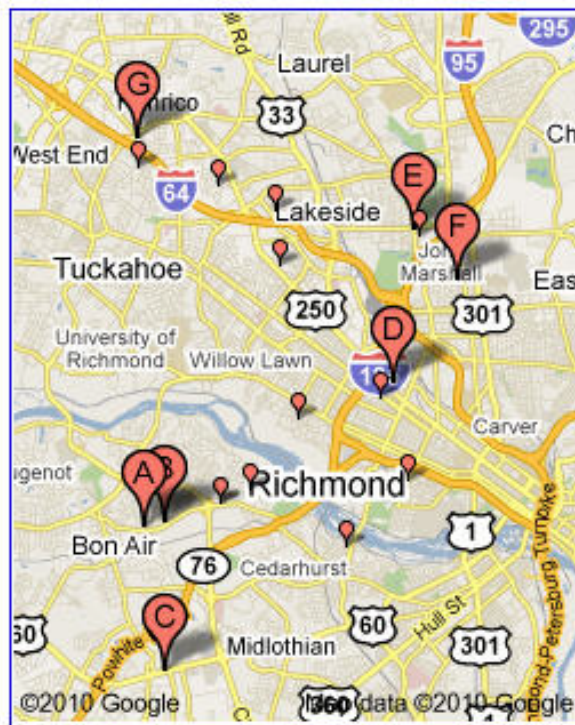
- ➔ Increase number of 'qualified' visitors
- ➔ Improve lead generation
- ➔ Increase sales
- ➔ Enhance brand development & recognition
- ➔ Lower lead acquisition costs
- ➔ Improve website and marketing ROI
- ➔ Increase online conversion rates
- ➔ Increase market share

Sponsored Ads vs. Natural Listings



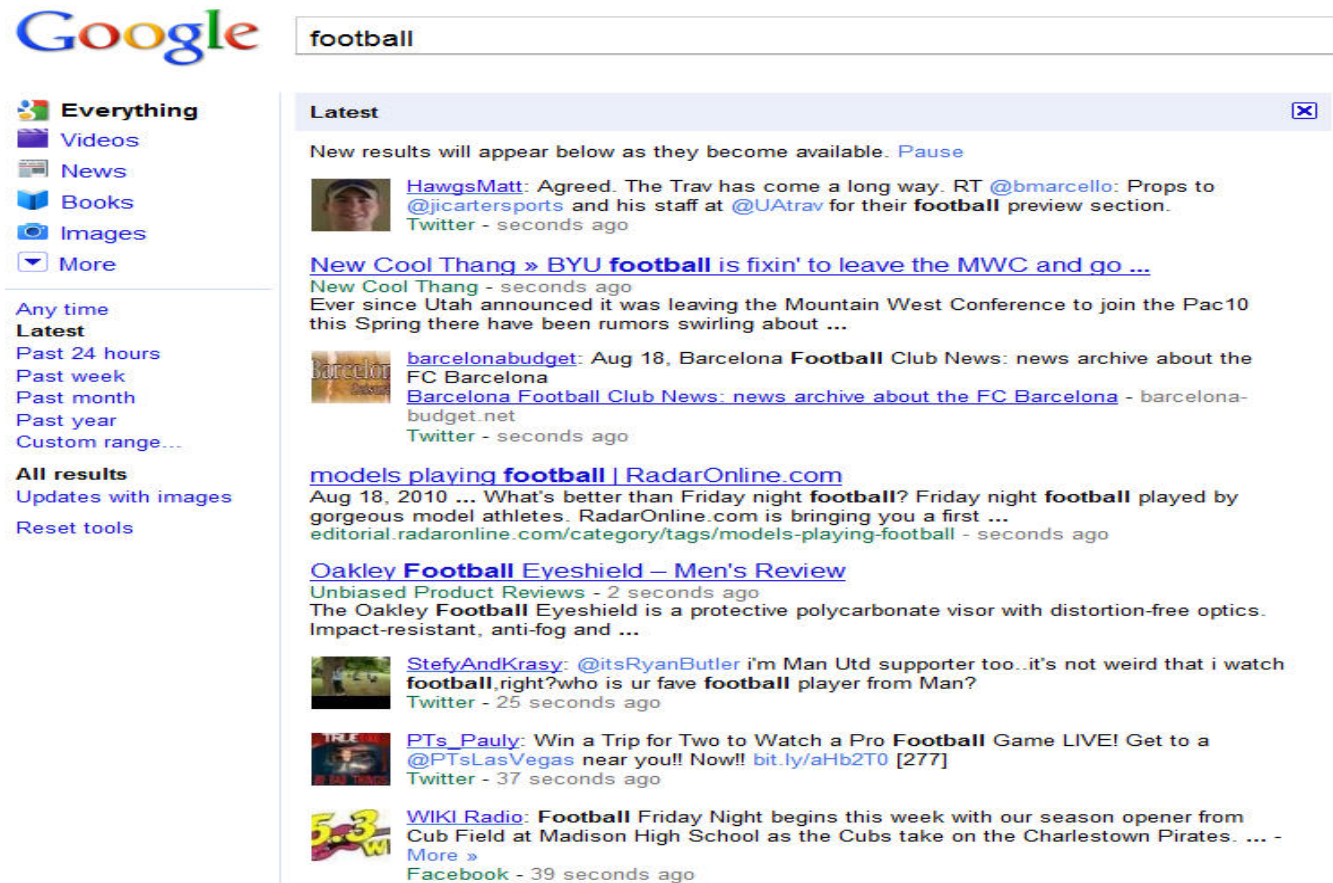
Local Search Results

Local business results for **maid service** near Richmond, VA - [Change location](#)



- A** [Molly Maid](#)
www.mollymaid.com - (804) 327-3878 - 3 reviews
 - B** [The Maids Home Services](#)
www.maids.com - (804) 323-9007 - 2 reviews
 - C** [Merry Maids](#)
www.merrymaids.com - (804) 272-3898 - 1 review
 - D** [Maid Brigade](#)
www.maidbrigade.com - (804) 355-6243 - More
 - E** [Maid To Perfection of Richmond](#)
www.mtpofrichmond.com - (804) 262-0502 - More
 - F** [Classic Touch Cleaning](#)
www.classictouchcleaning.com - (804) 262-5666 - 2 reviews
 - G** [The Cleaning Authority](#)
richmond.thecleaningauthority.com - (804) 273-0757 - 1 review
- [More results near Richmond, VA »](#)

Latest Search Results



Google


Everything
Videos
News
Books
Images
More

Any time
Latest
Past 24 hours
Past week
Past month
Past year
Custom range...


All results
Updates with images
Reset tools

Latest

New results will appear below as they become available. [Pause](#)


 **HawgsMatt**: Agreed. The Trav has come a long way. RT [@bmarcello](#): Props to [@jicartersports](#) and his staff at [@UATrav](#) for their **football** preview section.
[Twitter](#) - seconds ago


[New Cool Thang > BYU football is fixin' to leave the MWC and go ...](#)
[New Cool Thang](#) - seconds ago
Ever since Utah announced it was leaving the Mountain West Conference to join the Pac10 this Spring there have been rumors swirling about ...


 [barcelonabudget](#): Aug 18, Barcelona **Football** Club News: news archive about the FC Barcelona
[Barcelona Football Club News: news archive about the FC Barcelona](#) - barcelonabudget.net
[Twitter](#) - seconds ago

[models playing football | RadarOnline.com](#)
Aug 18, 2010 ... What's better than Friday night **football**? Friday night **football** played by gorgeous model athletes. RadarOnline.com is bringing you a first ...
[editorial.radaronline.com/category/tags/models-playing-football](#) - seconds ago

[Oakley Football Eyeshield – Men's Review](#)
[Unbiased Product Reviews](#) - 2 seconds ago
The **Oakley Football** Eyeshield is a protective polycarbonate visor with distortion-free optics. Impact-resistant, anti-fog and ...

 **StefyAndKrazy**: [@itsRyanButler](#) i'm Man Utd supporter too..it's not weird that i watch **football**,right?who is ur fave **football** player from Man?
[Twitter](#) - 25 seconds ago

 **PTs_Pauly**: Win a Trip for Two to Watch a Pro **Football** Game LIVE! Get to a [@PTsLasVegas](#) near you!! Now!! [bit.ly/aHb2T0](#) [277]
[Twitter](#) - 37 seconds ago

 **WIKI Radio**: **Football** Friday Night begins this week with our season opener from Cub Field at Madison High School as the Cubs take on the Charlestown Pirates. ... -
[More >](#)
[Facebook](#) - 39 seconds ago

Organic Listings vs. Sponsored Ads

➔ Organic Listings

Advantages

- ➔ Higher click-through rates
- ➔ Greater credibility
- ➔ More cost effective in the long run

Disadvantages

- ➔ Takes a while to rank well
- ➔ Expensive up-front
- ➔ Need a certified specialist for advice
- ➔ Requires more on-going work to stay on top

Sponsored Ads vs. Organic Listings

➔ Sponsored Ads

Advantages

- ➔ Nearly immediate
- ➔ Very flexible, seasonal, turn ads on/off
- ➔ Can manage expenses and limit costs
- ➔ Geo-target certain markets

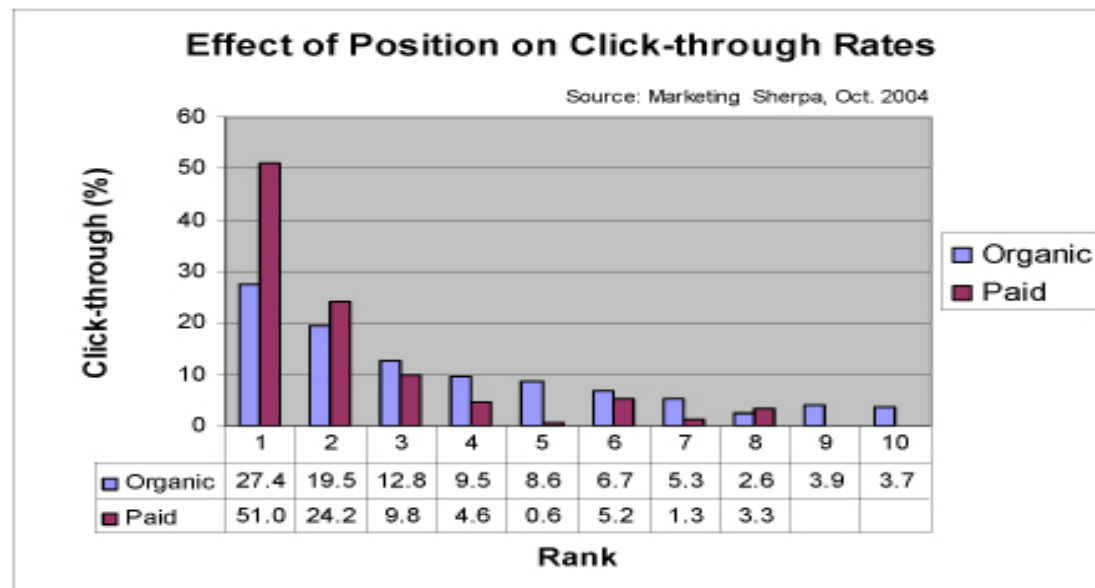
Disadvantages

- ➔ Only about 78% of people click on ads
- ➔ Pay for every click-through
- ➔ Bidding process can result in increasing costs
- ➔ Requires some maintenance and management to stay on top

Search Engine Position & Click-through

What effect does position have on click-through rates?

1. Over **50%** click on the **first paid ad**
2. Nearly **60%** click on the **first three organic results**
3. If you're ranked below #10 your **CTRs fall dramatically**.



Position Counts

Search Results Reviewed

Number of Search Results US Adult Search Engine Users Review Before Clicking One, 2002-2008 (% of respondents)

	2002	2004	2006	2008
Only a few	16%	24%	23%	27%
The first page	32%	36%	39%	41%
The first 2 pages	23%	20%	19%	17%
The first 3 pages	10%	8%	9%	7%
More than 3 pages	19%	12%	10%	8%

Source: iProspect "iProspect Blended Search Results Study" conducted by JupiterResearch and NPD as cited in press release, April 7, 2008

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It All Starts with the Right Search Terms

- ➔ Internet shoppers use 1-2 word search phrases, and Internet Buyers use 3-4 word search phrases.
- ➔ Is there a Marketplace on the Internet for Your Business? Let's see...

<https://adwords.google.com/select/KeywordToolExternal>

Finding the Most Effective Keyword for Your Business

- ➔ Look for keyword phrases that are searched frequently, but have minimal competition.

	KEI	24hr	Compete
“environmentally friendly gift baskets”	685	145	314
“personal care gift sets”	359	145	594
“Joke gifts”	12	220	42800

General Tips

- ➔ Align Your Website with your business goals
- ➔ Know your target market (audience)
- ➔ Define calls-to-action for you site
- ➔ Choose your keywords carefully
- ➔ Measure & manage performance

Align Your Website With Your Business & Audience

➔ Why does the site exist? What do you hope to accomplish with this site?

(establish brand recognition, generate leads, increase share holders, attract new employees, provide information, sell products or services, etc.)

➔ Who is your target audience? Who are your online prospects? What's your market?

(small local business owners, corporate executives, day care workers, retired persons, teenagers, vacationers, expectant mothers, etc.)

Define Calls to Action for Your Site

- ➔ What's your call-to-action? – What do you want visitors to do when they come to your site?
- ➔ Where and how should you spell it out?
- ➔ How can you track how many people actually perform your intended action?

Choose Your Keywords Carefully

- ➔ What search terms is your target audience using to find like products or services?
- ➔ What keyword phrases are relevant to your audience/prospects?
- ➔ What keyword phrases are relevant to your market, product or service?
- ➔ What else are they looking for?
- ➔ What problem(s) are they trying to solve?
- ➔ Keyword ROI: Look for common used terms with less competition

Measure & Manage Performance

Use Website Analytics to manage success

- ➔ # of visitors
- ➔ # of unique visitors
- ➔ keyword rankings
- ➔ click-through rates
- ➔ conversions (leads or sales)
- ➔ revenue
- ➔ referrals from search engines & other sites
- ➔ search terms used

SEO - Natural Listing Tips

- ➔ Use relevant keywords and phrases for each of your webpages (*select search terms your prospects are using*)
- ➔ Incorporate those keywords and phrases into your webpage content, title, and description
- ➔ Include useful content and update it regularly
- ➔ Use clean/simple code -validate your code (W3C)
- ➔ Submit your webpages to KEY online directories
- ➔ Establish relevant links from authoritative sites

PPC - Sponsor Ads Tips

- ➔ Use keywords in title and text of ad
- ➔ Write ads that entice user to click (what's the benefit to user)
- ➔ Use call-to-action in ad (order today, learn more...)
- ➔ Create specific landing page for ad
- ➔ Watch carefully – tweak when not working
- ➔ Measure ROI (profitability based on a percentage: *Ad Cost divided by Ad Profit x 100 = ROI*)

Setting Up Sponsored Adds (PPC Campaigns)

➔ Google

<http://www.google.com/ads>

➔ Yahoo

<http://searchmarketing.yahoo.com/index.php>

➔ BING

<http://advertising.microsoft.com/search-advertising/bing>

Useful FREE Tools

➔ SEO Book SEO Tools

<http://tools.seobook.com/>

➔ Google Adwords Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

➔ Search Engine Spider Simulator

www.webconfs.com/search-engine-spider-simulator.php

➔ Google Analytics

www.googleanalytics.com

Wrap Up – Make Your Website Work for You

- ➔ Promote your website on marketing materials (business cards, voice mail, etc.)
- ➔ Align your website with your business goals
- ➔ Know your target market
- ➔ Define calls-to-action
- ➔ Get visibility in the Search Engines
- ➔ Use Website Analytics to:
 - ➔ improve your website
 - ➔ measure & get better ROI
 - ➔ better understand your customers

Q&A

➔ Thank You!

