

# Module II Overview

**PLANNING: Things to Know  
BEFORE You Start...**

**Why SEM?**

Goal Analysis

**How good is my site?**

Site Analysis

**How good is my search?**

Measure SEM performance

**How to do it?**

Strategic Planning

**How to sell it?**

SEM Proposal

# Measure Your Search Opportunity

- Launching a SEM campaign is similar to entering a **new market**
  - You are “selling” your web sites
  - You are trying to attract customers to “buy”
  - You are competing with other companies for “business”
- Entering a new market: key considerations
  - **Product differentiation**: what makes your product so unique?
  - **Current Market analysis**: size, major players, market share...

# Measure Your Search Opportunity

- Launching a SEM campaign: key considerations
  - Target your campaign (Product differentiation): what makes your site so unique?
  - Current Market analysis
  - Calculate your opportunity

# Task 1: Target Your Campaign

- Choose your target **area**
  - Profile
  - Measurement
  - Simple
  - Practical
- Choose your target **keyword**
  - Selection Tools
  - Selection Process

# Task 1.1: Choose Target Area

- Remember, you have a web **site!**
  - Different pages
  - Different purposes / business models
  - The search result can only start with one **area**
- Rule #1: Remember your **goal**
  - **Goal** defines your target area

# Task 1.1: Choose Target Area

- Choosing the right area:
  - High profile
  - Measurable business impact
  - Simple... to measure and to operationalize
  - Practical... to manage

<i>Product Area</i>	<i>High Profile?</i>	<i>Measurable?</i>	<i>Simple?</i>	<i>Practical?</i>
Televisions	Yes	No	Unknown	Yes
DVD players	Yes	Yes	Unknown	No
Home theater	Yes	No	Unknown	No
VCRs	No	Yes	Unknown	Yes
Digital cameras	Yes	Yes	Unknown	Yes

# Task 1.2: Choose Target Keyword

- Will cover details in Chapter 11, we focus on the basics for now
- Step 1: Find an intuitive keyword to start
- Step 2: Use keyword selection tools to find the stats.
  - [Yahoo \(overture\) Keyword selection tool](#)
  - [Google AdWords keyword tool](#)
- Step 3: “Market” analysis
  - Drop **competitors’** keywords
  - Drop **irrelevant** keywords
  - Beware: the **most popular** keyword!
  - Beware: **your** brand!
  - Focus on the “**niche**”: medium-popularity keywords with sufficient traffic

# Task 1.2: Choose Target Keyword

- General Strategy
  - Come up with seven to ten phrases
  - your **brand name** and a **generic category name** should be there
  - Brand name: ? ranking, ? Traffic
  - Generic name: ? Ranking, ? traffic



## Task 2: Assess Your Current Situation

- Measure current performance
  - **Landing page** analysis
    - *What is your landing page?*
    - *Is your landing page indexed?*
  - Your ranking
  - Competitor ranking
  - Your traffic

## 2.1: Landing Page

- **Landing Page**: the place on your Web site visitors will go when they click a particular banner ad / link
  - Designed to reinforce the searcher's intent
  - Very important for site lock-in
  - Banner ad landing page is more dynamic
- Landing page design
  - Most important: make sure the content **matches and reinforces** the link description

## 2.1: Landing Page

- **Landing Page: indexed?**
  - Use [special inclusion operators](#) to see if your page is indexed
  - Might reveal problems with your current site
- **Landing Page: rank?**
  - [www.digitalpoint.com/tools/keywords](http://www.digitalpoint.com/tools/keywords)
  - appearing in the **top ten of organic results** is clearly the place to be
    - 87% of the searchers click on a top-ten link
    - 60% of them click on organic links

## 2.2: Your Ranking

- Your Ranking

<i>Keyword Phrase</i>	<i>AOL Search</i>	<i>Ask Jeeves</i>	<i>Google</i>	<i>MSN Search</i>	<i>Yahoo!</i>
digital camera	46	—	46	—	—
snap digital camera	30	20	30	40	20
snapshot digital camera	30	10	30	10	10
digital camera review	—	44	—	34	31
best digital camera	—	170	—	470	220
digital camera comparison	—	—	—	—	—
compare digital camera	—	—	—	—	—

## 2.3: Competitor Ranking

- **Competitor Ranking**
  - Where are your competitors?
  - Every page that you get into the top ten pushes your competition down further

<i>Keyword Phrase</i>	<i>Snap</i>	<i>Kodak</i>	<i>Canon</i>	<i>Sony</i>	<i>Olympus</i>	<i>Nikon</i>
digital camera	45	12	15	21	42	46
snapshot digital camera	3	—	—	—	—	—
snap digital camera	3	—	—	—	—	—
digital camera reviews	—	—	10	6	22	19
best digital cameras	—	—	—	—	—	—
digital camera comparison	—	—	8	9	58	24

## 2.4: Your Traffic

- **Your traffic**
  - How many people visit your web site?
  - How many are referred from search engine sites?
  - What keyword do they use to find you?

- **Web log:**

- <http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=digital+camera>

Keyword Phrase	Search Referrals
digital camera	1,412
snapshot digital camera	5,278
snap digital camera	4,044
digital camera reviews	0
compare digital cameras	0
best digital cameras	0
digital camera comparison	0
Total Search Referrals	10,734

# Task 3: Calculate Your Opportunities

- **Keyword Demand**
- **Missed opportunities**
- **Future traffic**
- **Future revenue**

## 3.1: Keyword Demand

- **Keyword Demand:** The number of searches for any particular query

<i>Keyword Phrase</i>	<i>Yahoo! Searches</i>	$X 2.2 =$	<i>Keyword Demand</i>
digital camera	1,337,422		2,942,328
snapshot digital camera	4,879		10,734
snap digital camera	6,243		13,735
digital camera reviews	71,606		157,533
compare digital cameras	10,326		22,717
best digital cameras	17,865		39,303
digital camera comparison	11,863		26,099
Totals	1,460,204		3,212,448

- Multiplying the Yahoo! total by 2.2 yields a relatively accurate number of total worldwide searches in the major search engines [ch. 11]



## 3.2: Missed Opportunity

- Missed Opportunity Matrix

<i>Keyword Phrase</i>	<i>Keyword Demand</i>	<i>Actual Search Referrals</i>	<i>Share of Search Traffic</i>	<i>Missed Opportunities</i>
digital camera	2,942,328	1,412	0.05%	2,940,916
snapshot digital camera	10,734	4,044	38%	6,690
snap digital camera	13,735	5,278	38%	8,457
digital camera reviews	157,533	—	0%	157,533
compare digital cameras	22,717	—	0%	22,717
best digital cameras	39,303	—	0%	39,303
digital camera comparison	26,099	—	0%	26,099
Totals	3,212,449	10,734	0.33%	3,201,715

## 3.3: Future Traffic

- **Key question:** how to estimate the *reasonable* number of clicks that can be achieved after a successful first search marketing campaign
- **Number crunching**
  - 48% searchers click on links on the first page
  - 60% of the clicks are organic
  - Searchers click 1.8 to 2.8 links
- For every 100 searches, about ? Clicks on the first page
  - What about paid placement? 5% is normal

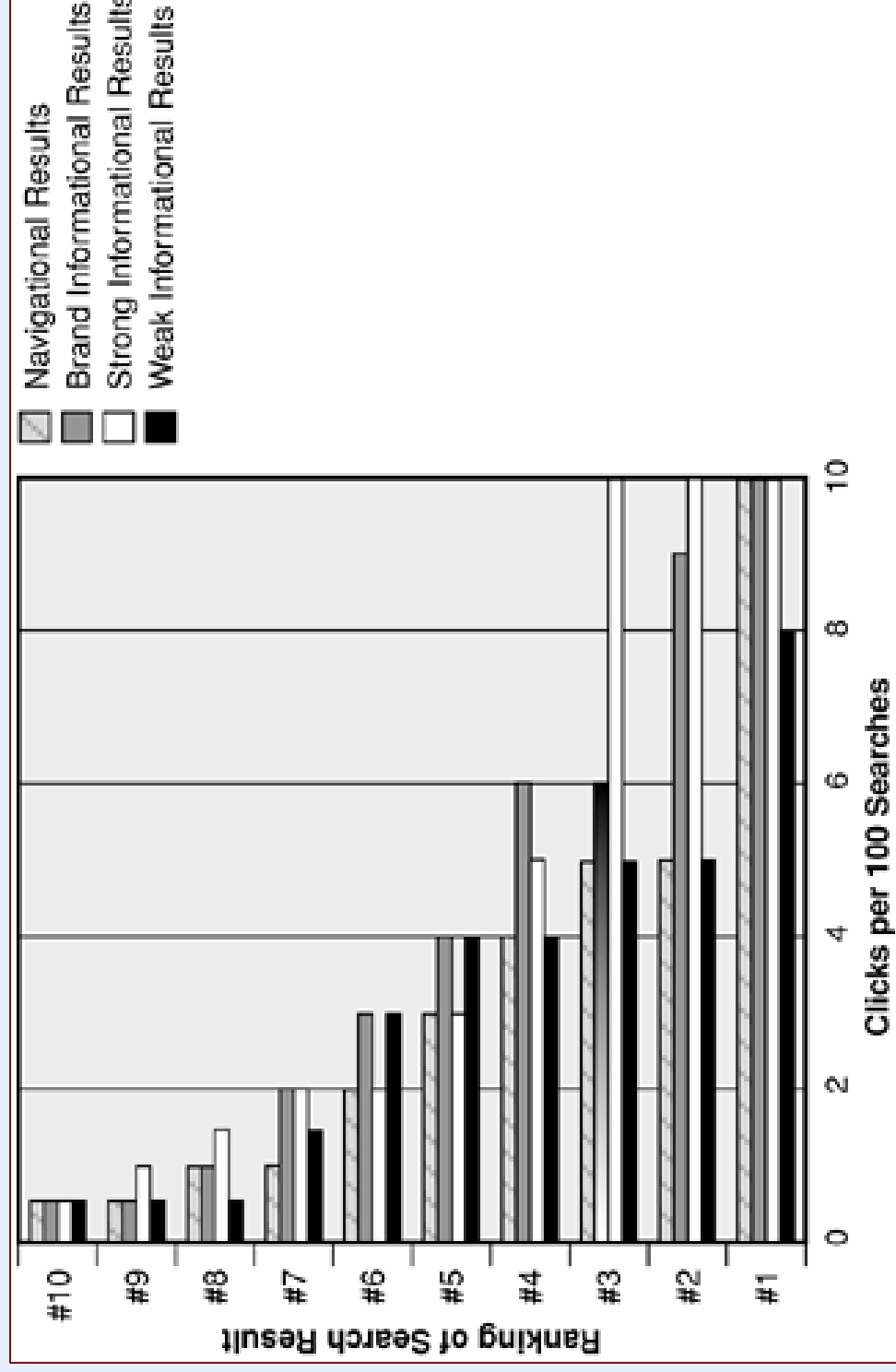
## 3.3: Future Traffic

- For every 100 searches, about 52 Clicks on the first page
  - Add in a distribution assumption

<b>Search Ranking</b>	<b>Number of Clicks</b>			
	<b>Weak Informational Results</b>	<b>Strong Informational Results</b>	<b>Brand Informational Results</b>	<b>Navigational Results</b>
#1	8	15	20	50
#2	5	12	9	5
#3	5	10	6	5
#4	4	5	6	4
#5	4	3	4	3
#6	3	2	3	2
#7	1.5	2	2	1
#8	0.5	1.5	1	1
#9	0.5	1	0.5	0.5
#10	0.5	0.5	0.5	0.5
Totals	32	52	52	72

## 3.3: Future Traffic

- For every 100 searches, about 52 Clicks on the first page
  - Add in a distribution assumption



## 3.3: Future Traffic

- Now we know the click-through rate **if** we are top-10
  - How likely: *projected-rankings matrix*

<i>Keyword Phrase</i>	<i>Current Rankings</i>			<i>Projected Rankings Snap</i>
	<i>Kodak</i>	<i>Canon</i>	<i>Snap</i>	
digital camera	12	15	45	10
snap digital camera	—	—	_3	1
snapshot digital camera	—	—	3	1
digital camera reviews	—	10	—	15
best digital cameras	—	—	—	30
compare digital cameras	12	15	—	8
digital camera comparison	8	17	—	10

## 3.3: Future Traffic

- Putting things together:

<i>Keyword Phrase</i>	<i>Monthly Keyword Demand</i>	<i>Current Monthly Visits</i>	<i>Current Rank</i>	<i>Projected Rank</i>	<i>Projected Monthly Search Referrals</i>	<i>Added Search Referrals</i>
digital camera	2,942,328	1,412	45	10	0.50% 14,711	13,299
snapshot digital camera	10,734	4,044	3	1	50% 5,367	1,323
snap digital camera	13,735	5,278	3	1	50% 6,867	1,589
digital camera reviews	157,533	—	—	15	0.25% 394	394
best digital cameras	22,717	—	—	30	0.10% 23	23
compare digital cameras	39,303	—	—	8	1.50% 590	590
digital camera comparison	26,099	—	—	10	0.50% 130	130
<b>Total</b>	<b>3,212,449</b>	<b>10,734</b>	<b>0.33%</b>	<b>0.87%</b>	<b>28,082</b>	<b>17,348</b>

## 3.4: Future Revenue

- We have the future visit number (traffic)
  - We need?

<i>Added Monthly Search Referrals</i>		<b>30,722</b>
Multiply by:	Conversion rate	0.02
	Added monthly sales	614
Multiply by:	Average transaction price	\$348
	Added monthly revenue	\$213,672
Multiply by:	12 months	12
	Added yearly revenue	\$2,564,064

# Summary

## **Target your search campaign**

- Choose the target area of your site
- Pick your target keywords

## **Assess your current situation**

- Identify your search landing pages
- See if your existing landing pages are indexed
- Check your search rankings
- Check your competitors' search rankings
- See what traffic is currently coming

## **Calculate your opportunity**

- Check your keyword demand
- Discover your missed opportunities
- Project your future traffic
- Project your future conversions