How Search Marketing Works

• How to get started with search marketing
  – How and why to optimize for organic search
  – How and why to get listed in directories
  – How and why to utilize paid placement
Organic Search

- Techniques to improve organic search results == search engine optimization (SEO)
- Can be least-costly approach or frightfully expensive
- Basic steps
  - Get pages into the search index
  - Choose the right keywords to target
  - Optimize your content
Costs for SEO

- Search marketing consultants
  - Not cheap!
    - $5-20K for optimization of a few pages
    - $100K+ per year for large site, problems well-addressed
  - But re-captures lost traffic (=sales)

- Content and technology changes
  - Content changes typically less expensive
  - Technology changes (improve search engine spidering of your content) can be complex & costly

- Paid inclusion
  - No guarantee of ranking highly
  - Yahoo: Annual fee of $49 (first URL)
    - Plus CPC of $.15-.30
Benefits and challenges of SEO

- Traffic increases of 38%-110% depending on expertise of optimizer [Marketing Sherpa, 2005]
- Highly qualified visitors will come to your site
  - More qualified than banner ad clicks
  - More qualified than paid placement clicks
- You *can* do it on a budget
  - Existing ranked pages can often be tuned easily
  - Improvements last (unlike paid placement)
- What you do works across search engines
  - Some SEO will improve rankings on multiple engines
  - Only four engines power most of the search sites
How to get started with SEO

• Get your pages indexed
  – If you aren't in, you can't be seen
  – Details coming in chapter 10
• Choose the right keywords to target
  – Focus on queries searchers should use to find you
  – Details in chapter 11
• Optimize your content for those keywords
  – Pages need to contain the query terms with right frequencies in the right places
  – Details in chapter 12
Directory Listings

- Only two of value:
  - Yahoo
  - dmoz ODP
- What it costs
  - ODP is free
  - Yahoo: $299 for review
  - No guarantees
Directory Listings

- Benefits
  - Increased traffic
  - Improved rankings
  - Simple and inexpensive

- Challenges
  - Editorial changes
  - Poor responsiveness
  - Limited exposure

- Getting started is easy
  - Find correct category and submit site
  - Editors review submission and visit your site
  - Your site gets listed (with edited category and description)
Paid Placement

- Three major vendors cover most of market
  - Google
  - Yahoo
  - Microsoft
Paid Placement Costs

- Creative costs
  - Ad titles/descriptions are time-consuming ($15-$50/ad)

- Management costs
  - Ave. number of keywords managed is > 17,000 per marketer [Marketing Sherpa, 2005]. Need to manage campaign!

- Per-impression fee (CPM)
  - From $10-30/thousand impressions

- Per-click fee (CPC)
  - Wide range: $.10 to $30 or more
  - Google 2005 average is $1.61 [Marketing Sherpa]

- Per-action fee (CPA)
  - Varies widely as percentage or flat rate
Average Price per Click for US Paid Search, 2003 - 2009

Source: JupiterResearch, August 2004
Paid Placement Benefits

- Highly qualified visitors will come to your site
  - Already interested!
- You see immediate results
  - Organic changes can take weeks or months before visible
- It is inexpensive to get started
- You pay only for visits to your site
  - Need to watch for click fraud
- You can target your audience with text
- How to get started
  - Determine target keywords, descriptions, and URLs
  - Submit; get reviewed; determine bids