

Search Engine Marketing Presented by: Dale DeHart



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SEARCH-
OPTIMIZED,
HIGH-
OUTPUT,
MARKETING SERVICES

Search Engine Marketing?

- ☀ **Search Engine Marketing (SEM) is a general term we use to envelope Search Engine Optimization (SEO), Google Local Marketing, and Pay-Per-Click (PPC) Advertising programs.**
- ☀ **Most SEM firms also provide Web Analytics services, many offer branding programs, and some offer email advertising programs.**
- ☀ **Many firms are secretive about their methods. Spam is a concern in such cases.**

Paid Search vs. Organic Search

The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying 'http://www.google.com/search?sourceid...'. The search query is 'ventura county internet marketing'. The results page shows several sponsored links on the right side and organic search results on the left side.

Sponsored Links (Right Side):

- Google Internet Marketing** (www.google.com/onlinebusiness) - Boost your business profitability Market your website with Google!
- Internet Marketing World** (clickhere.org) - Free SEO Tools, Forums & Tips **Internet Marketing** Association IMA
- Ventura County Web Design** - We Can Make The Web Work For You. Request A Free Quote Today. www.sohoprospecting.com Ventura, CA
- Online Marketing Agency** - Complete & effective management of your online **marketing** campaigns! www.SendTraffic.com
- High Speed Internet** - Get Fast **Internet** Access. A Price & Speed for Everyone - 4 Options. www.WaveBroadband.com/WA&CA California
- PR.com Business Directory** - Directory of Businesses Products Services Jobs News Releases - Free www.PR.com
- Website Marketing** - Get Top 10 Positions on over 150+ Search Engines in 8 hours www.engineseeker.com

Organic Search Results (Left Side):

- Professional Marketing Services for Small Companies, Ventura ...**
Professional **Marketing** Services for Small Companies, **Marketing** Services in **Ventura County** offering Website Development in **Ventura County, Internet Marketing ...**
www.sohoprospecting.com/ - 36k - [Cached](#) - [Similar pages](#)
- Ventura County Marketing Company for Internet Marketing, Internet ...**
Ventura County Marketing Company for **Internet Marketing, Internet** Advertising and Search Engine Optimization (SEO) - SOHO Prospecting.
www.sohoprospecting.com/newsletter/ NewEmployees-11_17_2005.shtml - 23k - [Cached](#) - [Similar pages](#)
[[More results from www.sohoprospecting.com](#)]
- SOHO Prospecting Furthers Its Ventura County Internet Marketing ...**
In addition to **Ventura County internet marketing**, SOHO Prospecting provides company branding, web site development, business-to-business telemarketing, ...
press.arrivenet.com/technology/article.php/721404.html - 48k - [Cached](#) - [Similar pages](#)
- Assistingu.com - Web Design & Internet Services for Ventura County ...**
... in 2000 and heads up **Internet** Strategy, Sales & **Marketing**. ... Tim is also a 10+ year member of the **Ventura County** Sheriff's Department Search and ...
www.assistingu.com/about.php - 20k - [Cached](#) - [Similar pages](#)

- ☀ **Search Engine Marketing is for everybody.**
- ☀ **The search engines do not care if you are big or small, or local or international. The search engines only care if you are relevant for organic search results, or paying well for PPC results.**
- ☀ **All money is the same.**
- ☀ **Meaning that (today) it is still somewhat of a level playing field.**

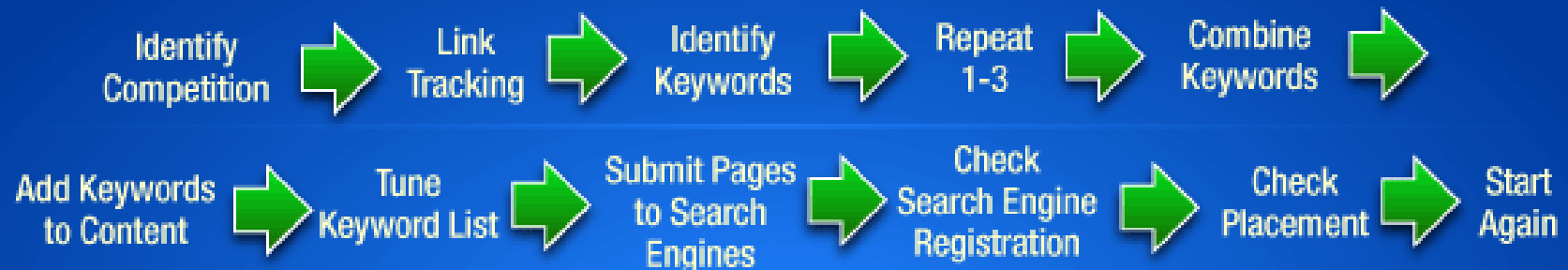
- ☀ Site design based on the human visitor
 - Limit the number of clicks needed to get to key content. 30-60% of visitors drop off with each click they're forced to make.
 - Use standard technologies as often as possible. Having features that require a plug-in download can discourage visitors.
 - Site navigation is key. Your website must focus visitor attention to what it is you do/offer. Links to key sections of the site should be available on every page using a simple Navigation Bar.
 - Site should be mobile-friendly (e.g. www.youananproperties.com).

- Website content should be detailed, but focused. Use bullet points, quotes, pictures when possible.
- Don't go overboard on colors or text effects like bold. Overuse can diminish it's effect.
- Don't bury important content deep within the site. People want to get their info and go.
- New content is important. If you want people coming back for additional visits, you need to offer them a reason to come back and new content is a very quick and inexpensive method of doing so.
- Encourage user interaction, this engages the user and creates “fresh-and-free” content.

Search Engine Optimization (SEO)?

- ☀ **SEO is a complex process with hundreds of variables used to gain search market share.**
- ☀ **The objective of SEO is to increase visitor counts by ranking highly in the results of searches using the most appropriate keywords describing the content of your site.**
- ☀ **This relative ranking is often viewed as a struggle to best use a few keywords, instead of a struggle to out-do your competition.**

FRAMEWORK FOR SEARCH ENGINE OPTIMIZATION



How do you perform SEO?

- ☀ **Edit the pages such that they include “content, content, content” in a sentence form that is keyword rich and facilitates “conversion”.**
- ☀ **Make sure that the content is written for the audience and is comparable to the competition**
- ☀ **Develop “expertness” – be considered an expert by others in your area, industry, and yourself as evidenced by quality inbound links.**
- ☀ **Have an easy to navigate and uncluttered design.**
- ☀ **Make sure that your server is the best it can be**

Search Engines Are NOT People

- ☉ I cdnuolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg. The phaonmneal pweor of the hmuan mnid. Aoccdrnig to a rscheearch taem at Cmabrigde Uinervtisy, it deosn't mtt aer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Such a cdonition is arppoiatly cllaed Typoglycemia. Amzanig huh? Yaeh and yuo awlyas thugoht slpeling was ipmorantt.
- ☉ It is important to a Search Engine!

- ☀ When we say Search Engines, we mean Google (70%+ market share).
 - Yahoo is a hybrid search engine / paid directory.
 - The major search engine sites share data between them so if you get listed in Google, you will be listed in other smaller ones as well.
 - Google updates its index about every 2-3 weeks.
 - 58% of searches involve 3 word combinations. Over time, people have now become very specific on their searches.

- ☀ **Google Placement and Page Rank**
 - **Complex algorithm with factors that are not disclosed.**
 - **Analyzes website content and hyperlinks, and determines which pages are relevant to the search being conducted.**
 - **Page Rank is listed from 0-10.**
 - **Website with a Page Rank 4+ linking to your site is a major factor.**
 - **Sites with high Page Rank are considered ‘Expert Sites’ on their subject matter. (Ford → cars, Nike → sports shoes)**

- ☀ 150+ other variables in it's placement algorithm.
 - Some are 'On-The-Page Factors' (things you directly control)
 - Meta-tag keywords, description
 - Page titles, alternate graphic name code
 - Detailed, supportive and relevant content.
 - Some are 'Off-Site Factors'
 - Website link in press releases, news articles, Blogs, online news letters, forums, etc.
 - Inbound Links are independent votes that tell Google your site is important
 - Links from websites with high Page Rank.

- ☀ **Search engines care mostly about textual content.**
- ☀ **Use the right words, eg. “car care” (8,400 searches/mo) - “auto care” (2,500 searches/mo)**
– <http://www.wordtracker.com/>
- ☀ **White and Black Marbles – Google is color-blind**
- ☀ **Design, content, copywriting, links, and server issues – this is what a search engine “sees”.**
- ☀ **Use standard technologies as often as possible. A site entirely developed in Adobe Flash is very hard to get placed in a search engine.**

- ☀ **Must be from relevant sites**
- ☀ **Avoid spammy link farms**
- ☀ **Get listed in DMOZ and the Yahoo! Directory**
- ☀ **Ask all vendors to link to your site**
- ☀ **Participate in online message boards in your industry and use your domain name in your signature**
- ☀ **Make sure all press releases have your URL**
- ☀ **Make sure your site is listed in local Chambers of Commerce.**
- ☀ **Use anchor text in off-site links: [greatest city to live in!](#)**

- ☀ **Do not SPAM the search engines**
- ☀ **Do not deceive the search engines**
 1. **See Rule number 1**
- ☀ **Today spam is caught within weeks, making it a losing proposition.**
- ☀ **The search engines do not care if you are well ranked or not. They only want to present the most relevant results to their “clients” – the searching public.**

- ☀ Fewer than 25% of businesses have broken the code with social media.
- ☀ Pick a company champion
- ☀ Keep it personal, but use the tools and apps
- ☀ Stick to your keyword inventory and salt the campaign
- ☀ Harmonize with your SEO campaign
- ☀ Use the sharing tools pervasively

- ☀ **Absolute must for brick and mortar businesses.**
- ☀ **Free placement with lots of upgrades**
- ☀ **Harmonizes with your SEO campaign**
- ☀ **Excellent application-specific analytics**
- ☀ **Opportunities for salesmanship with tags, coupons , photos, videos, and QR codes**
- ☀ **Thrive with business reviews**
- ☀ **Frequently monitor keyword effectiveness**

- ☀ **Google Webmaster Tools**
- ☀ **Google Analytics**
- ☀ **Google Browser Toolbar**
- ☀ **<http://www.seobook.com> keyword research, tracking**
- ☀ **<http://www.sohoprospecting.com/seoreport/younanproperties/>**
- ☀ **www.digitalpoint.com**

Pay Per Click Advertising(PPC)?

- ☀ **PPC is a form of advertisement appearing in identified areas of search result pages. Ranking is commonly based upon bid (auction).**
- ☀ **The objective of PPC is to generate traffic to specific user selected pages in response to either broad or exact match queries.**
- ☀ **PPC placement is nearly instantaneous (days) instead of SEO that takes months.**

- ☀ **B2C – Products and Services**
- ☀ **B2B – Lead generation**
- ☀ **Regional campaigns – Geo-targeting**
- ☀ **Success depends on**
 - Keyword-level tracking
 - Extensive keyword lists
 - Careful Bid management
 - Targeted Copy
 - Proper Landing pages
- ☀ **Avoid Affiliate Programs**

QUESTIONS???

The heart of this session

- ⦿ SOHO Prospecting = Search-Optimized, High-Output
 - Designates that all SOHO products and services are aimed at Internet compatibility
- ⦿ Founded in 2001 on over 40 years of industry experience
 - Dale DeHart – President
- ⦿ Our core value is that ultimately the measure of any marketing service is the ability to produce quantifiable results.
- ⦿ SOHO Prospecting's mission is to help growing companies increase market share and revenues through excellence in market strategy and execution focused on search-optimized technology.