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Search Engine Marketing – in simple terms

Presented to you by
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Introduction:

- Internet business consultant
- Background – business advisor - Pricewaterhouse Coopers
- National Business Link Consultants Register
- Specialism – eCommerce & Search Engine Marketing
- Focus – SMEs in London



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Objectives :

In 45 minutes :

Become a search engine expert? No!



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Objectives :

- Understand the **importance of search engines**
- Understand the **search engines**
- Understand the importance of **users' experience**
- Finally, **how to get my site on** the search engines?

all in simple terms




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Importance of Search Engines:

Facts & Figures – How many Searches each day?

Searches	Per Day (Millions)	Per Month (Millions)
Google	91	2,733
Yahoo	60	1,792
MSN	28	845
AOL	16	486
Ask	13	378
Others	6	166
Total	213	6,400

Source : Search Engine Watch (March 2006)

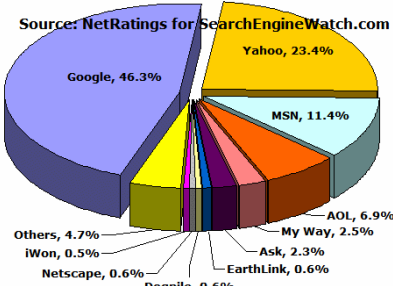


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Importance of Search Engines:

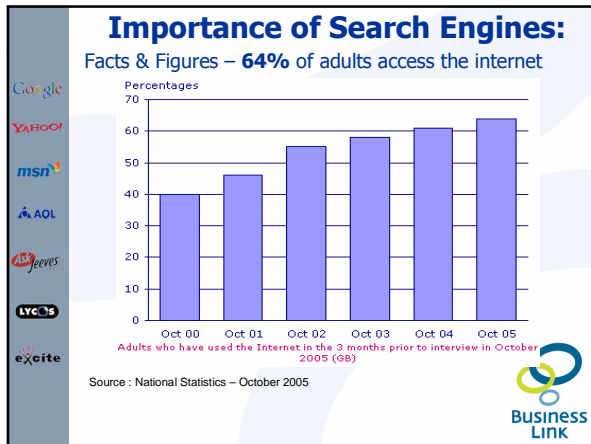
Facts & Figures – online searches by Search Engines

Source: NetRatings for SearchEngineWatch.com



Source : Search Engine Watch – November 2005





Importance of Search Engines:

Facts & Figures – internet growth

1. B2C sales will grow from **\$172 billion in 2005** to **\$329 billion in 2010**
2. Online sales will enjoy **14%** compound annual growth over the next **5 years**

Source : Forrester Research – September 2005

Importance of Search Engines:

So...
can YOU afford
to be left out?

Understand Search Engines :

Google says :

"A Google search is an easy, honest and objective way to find high-quality websites with information relevant to your search"

Understand Search Engines :

What does this mean to YOU, the "searchee"?

1. Honesty
2. Objectivity
3. High-quality website
4. Relevant information

Understand Search Engines :

What does this mean to YOU, the "searchee"?

Honesty

- no duplicate content
- no mirror sites
- no cloaking (see BMW case)
- no spamming
- no "link farms"
- no automated processes
- no domain spamming
- no doorway pages
- no, no, no,..... just be honest!


Understand Search Engines :

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What does this mean to YOU, the "searchee"?

Objectivity

- keywords v contents
- relevant links
- quality information
- relevant information

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What does this mean to YOU, the "searchee"?

High quality websites

- aesthetics (flash, images, frames etc)
- usability (navigation, layout, accessibility etc)
- content rich
- quality information
- relevant information
- popularity of websites (links popularity)

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What does this mean to YOU, the "searchee"?

Quality information

- "content is king"
- good original content
- discussion forums and blogs
- hints and tips
- expert advice

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So how does Google list and rank websites?

Complex algorithm :

In simple terms, a mathematical calculation of how "relevant" is your site compared with the search phrase

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So how does Google list and rank websites?

2 main criterias :

- how many quality sites linking to you?
- how relevant is your content

But search engines must be able to read the information on your site to start with!

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Google's challenge :

If the results are irrelevant, searches will abandon it. So, Google must

- set the criteria for listing.
- penalise sites that try to "cheat" their way to the top.

"BMW given Google's Death Penalty" 6 February 2006
BBC News

Go to Google.co.uk, search "bmw google" for listing of this news, read at your leisure....

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Understand Search Engines :

Go to google, search "bmw google"

BBC NEWS
UK version | International version | About the version | Low graphics

Last Updated: Monday, 6 February 2006, 15:31 GMT
Email this to a friend | Printable version

BMW given Google 'death penalty'

Search giant Google has "blacklisted" German car manufacturer BMW for breaching its guidelines.

Investigations by Google found that BMW's German website influenced search results to ensure top ranking when users searched for "used car".

Google has now reduced BMW's page rank to zero, ensuring the company no longer appears at the top.

BMW admitted using so-called "doorway pages" to boost search rankings, but denied any attempt to mislead users.

Some of the suspect pages already appear to have been removed.

Business LINK

Understand Search Engines :

Search Engine Listings

- Organic listings
- Sponsored listings

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Understand Search Engines :

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Sponsored Listings

Organic Listings

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Understand Search Engines :

Sponsored Listings

- = Advertising
- pay per click, pay per call
- Instant listings
- Rankings determined by "bid" prices but...
- Also budgets and "click through rates" on Google
- Your listings disappear when you stop advertising
- Good for seasonal and special offerings
- Risk of click frauds and bidding wars

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Understand Search Engines :

Sponsored Listings

- Determine your budget and switch on and off as you please
- Research keywords first
- Write effective ads - just like any other advertising

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Understand Search Engines :

Sponsored Listings

Write effective ads

Hair & Beauty Products
hairdryers from £12.99,
pink ceramics only £44.95.
www.salonproducts-direct.com

Hair Heaven
www.hairheaven.co.uk Futura Hair Straighteners T3 - GHD - Hairdryers - Styling Aid

Business LINK

**Understand Search Engines :
Sponsored Listings**
Write effective ads

- [Kwik Fit Car Services](http://www.kwik-fit.com)
www.kwik-fit.com Book your MOT online for £34.95.

Does Your Car Need Servicing? an MOT?
 Whatever your need is, on the official Renault Web site, you can...
www.renault.co.uk

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Sponsored Listings

Organic Listings

**Understand Search Engines :
Organic Listings**

Its FREE!
 So, take advantage, get it right.....

**Understand Search Engines :
Organic Listings**

- Search engine friendly sites have advantage
- Keyword research, competition research
- Takes time to get indexed or ranked
- Long term approach to listings

BE PATIENT, it's a process not an event!
 Get professionals to help you, mistakes can cost you dear!

**Understand Search Engines :
Organic Listings – search engine friendly sites**

- Avoid flash websites
- Avoid frame websites
- Avoid excessive use of images or flash on
- Good coding practices
- W3C accessibility
- Relevant contents

**Understand Search Engines :
Organic Listings –keyword research**

- Don't guess!
- What keyphrases are your customers searching?
- Your USPs
- Who are you competing with?
- How many searches are done on your keywords?

Eg. "hair straighteners" 37,000 per month

Importance of Users' Experience :

Don't forget your users!


- Navigation
- Design fit in with your target market
- Benefits & Features
- Contact details prominent?
- Free shipping? Tell them!
- Customer Services helpline
- Security – SSL/https/padlock
- Refund policy, data protection, phishing
- Newsletters
- Hints and Tips
- Polls, quizzes, feedback



Importance of Users' Experience :

Don't forget your users!

- Your users buy your services and products, not the search engines
- Your website should focus on users
- Search engines connect you to the users



How to get my site on Search Engines

Organic Listings

Search engine is like a spider, it crawls the web

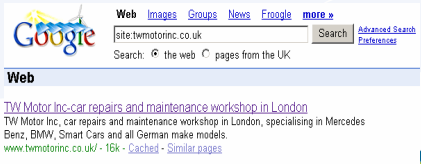

The Visiting Spider




How to get my site on Search Engines

Organic Listings


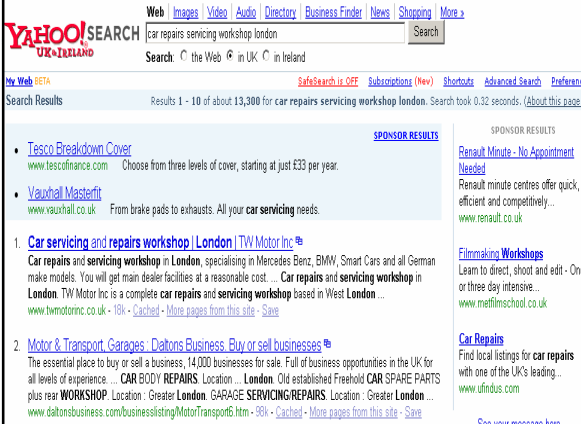
Spider finds you and puts you in an index
Search "site:yoursitedomain.com" to find out.

How to get my site on Search Engines

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You are indexed,
are you being found?


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Conclusion:

The BIG question... how do I get my site found on the search engines?

A : Just pay for advertising

B : not enough space here....




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How to get my site on Search Engines

B:

- build a search engine friendly site
- Build good quality contents
- Work with a trusted search engine marketer
- Get quality incoming external links

No magic formula, I'm afraid



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Questions?

**I will take 2 questions,
if you have a 3rd unanswered question,
feel free to contact me, you have my email....
sally@seosolution.co.uk**

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GOOD LUCK!

