

Search Engine Marketing

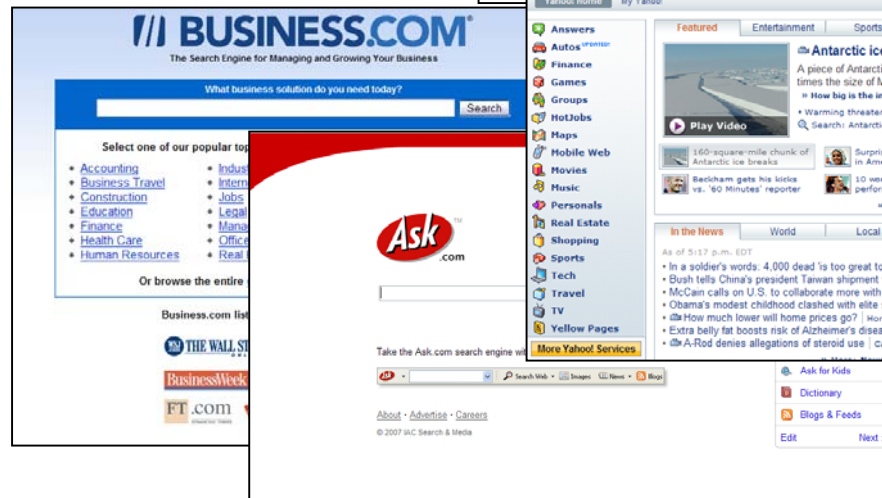
Not-For-Profit Leadership Summit VI

For Professional And Volunteer Leaders In The Not-For-Profit Sector



Search Engine Marketing Overview

- Search Engine Overview
- Search Engine Marketing
 - Natural Search
 - Paid Search



Search Engine Marketing (SEM) Overview

Search Engine Marketing (SEM) - A strategic, integrated approach to marketing via online search.

1. **Pay-for-Position** – Paid Search

- Keyword position control, result-oriented
- Bid for Position, Pay-per-Click
- Syndication Networks – Yahoo, Google, MSN, Business.com
- Brand Protection, Message/Position Control

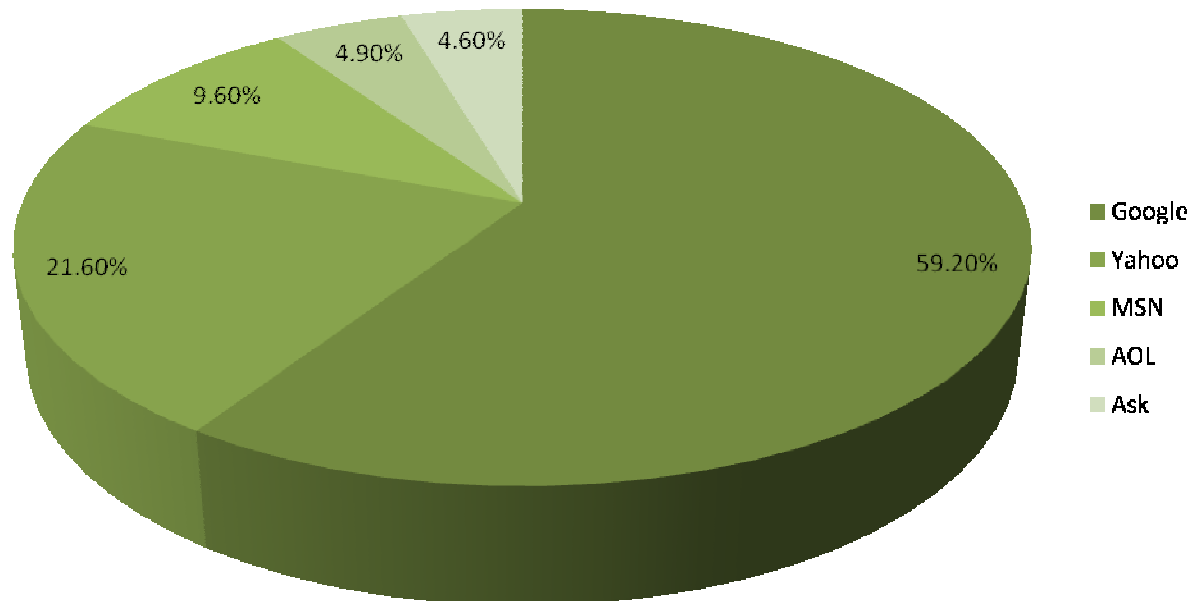
2. **Plan-for-Position** – “Natural” or “Unpaid” Search

- Search Engine Optimization
- Broad stroke approach, crawler-based search coverage
- Website Content, Architecture, Titles, Coding, Links, more

Search Engines Audience Share

- Google Share: Now over 59%

Audience Share by Engine



The Evolution of Search Engines

- Paid Search dominates the prime real estate of search listings and continues to push natural search results further back – below the fold
- However, research has shown that users choose the natural listings by 2-to-1.

The screenshot shows a Google search for "westchester volunteer organization". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, the text "Web" is on the left and "Results 1 - 10 of about 629,000 for westchester volunteer organization. (0.31 seconds)" is on the right. The search results are divided into two columns. The left column contains sponsored links (paid search) and organic results (natural search). The right column contains sponsored links (paid search). The sponsored links are highlighted in yellow. The organic results are not highlighted. The sponsored links include "Volunteer Opportunities", "Volunteer in NYC", and "Volunteer with Kids". The organic results include "Habitat for Humanity of Westchester - Volunteer", "Westchester County - County Executive", "The Westchester Volunteer Council", and "SPCA of Westchester County, New York: Volunteer". The sponsored links on the right include "Want To Volunteer?", "Volunteer in NYC", "Volunteer Locally", "Volunteer in your city", "Volunteer Opportunities", and "Provide a Meal".

Paid Search

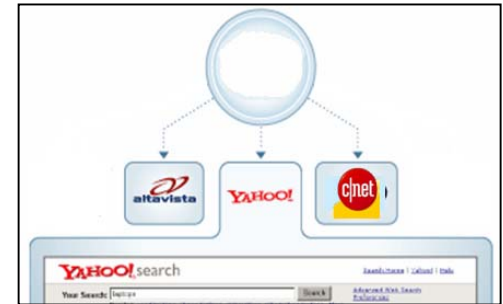
Natural Search

Paid Search

Paid Search Example



Google search results for "HUDSON VALLEY HOTEL". The search bar contains "HUDSON VALLEY HOTEL" and the search button is labeled "Search". The results show "Results 1 - 10 of about 820,000 for HUDSON VALLEY HOTEL. (0.20 seconds)". The first result is a sponsored link: "Hudson Valley Resort and Spa: Hotel and Conference Center". Below it are links for "Directions", "Activities", "Golf", "Employment", and "Weddings". A second sponsored link is "Westchester Marriott - NY". A third sponsored link is "New Paltz Luxury B&B".



Ask.com search results for "HUDSON VALLEY HOTEL". The search bar contains "HUDSON VALLEY HOTEL" and the search button is labeled "Search". The results show "Results 1 - 10 of about 158,000 for HUDSON VALLEY HOTEL". The first result is a sponsored link: "Westchester Marriott - NY". Below it are links for "Hotels.com Official Site" and "Hudson Valley / Catskills". A second sponsored link is "Hudson Valley Resorts & New York State Hotel Accommodations...". A third sponsored link is "Royal Inn - Dutchess County - Hudson Valley - Hotel - Hotels - Motel...".

AOL search results for "HUDSON VALLEY HOTEL". The search bar contains "HUDSON VALLEY HOTEL" and the search button is labeled "Search". The results show "Results 1 - 10 of about 158,000 for HUDSON VALLEY HOTEL". The first result is a sponsored link: "Hotels.com Official Site". Below it are links for "Hotels on the Hudson" and "New Paltz Luxury B&B". A second sponsored link is "Hudson Valley Resort and Spa: Hotel and Conference Center". A third sponsored link is "Hudson Valley Resorts & New York State Hotel Accommodations...".

Benefits of Paid Search

- Paid Search Dynamics

- Targeted keyword selection
- Ads only delivered to users initiating search
- Not intrusive advertising
- Position control
- Budget control
- Control of the message through titles and descriptions



Paid Search Tips

- Turn Content-Targeting OFF (it defaults to “On”)
- Geo-Target your campaign
- Ask Google Customer Support for help
- Implement Google Analytics; back-end results
- Run on Local ad products (Google Local)
- No such thing as auto-pilot
- Be wary services bundling Search into ad products – but it may be better than nothing

Google's AdSense Program Sparks Lawsuit

by Wendy Davis, Wednesday, Apr 23, 2008 7:00 AM ET



A search marketer has sued Google for allegedly tricking him into paying for ads on its publisher network, when he only wanted to purchase ads that would run on the search results pages.

In the lawsuit, filed Tuesday in federal district court in San Jose, Calif., David Almeida alleges that Google did not adequately inform him that his paid search ads would run on the AdSense network as well as the search results pages. Almeida alleges that he thought he had opted-out of AdSense during the registration process, when he didn't respond to a question asking how much he would be willing to pay per click for contextual ads on sites that participate in Google's publisher network.

"Plaintiff, like any reasonable consumer, expected that leaving an input blank would indicate that he did not want to bid on content ads," alleged Almeida, a Massachusetts private investigator who began using Google's paid search program in November 2006.

Leading Paid Search Sites

- Yahoo Sponsored Search

- <http://searchmarketing.yahoo.com/srch/>

- Google AdWords

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

- MSN Live Search

- <http://advertising.msn.com/MSNKeywords/default.aspx>

- Business.com

- www.business.com

YAHOO! SEARCH
MARKETING

Google™

Microsoft® adCenter

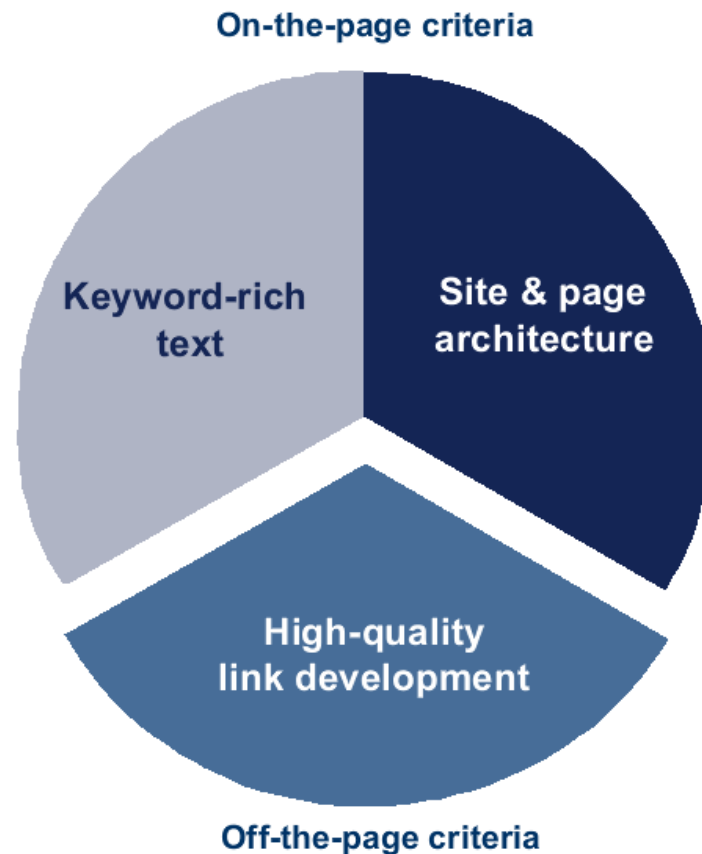
/// BUSINESS.COM

Search Engine Optimization – “Natural” Listings

- “Natural” Search Engine Positioning
 - What is SEO?
 - What determines ranking?
 - Why is SEO important?
 - Benefits of SEO



Search Engine Optimization – Success Criteria



Search Engine Optimization – Key Components

- **On-Site Optimization**

- Content & Site Architecture:
- Page title tags
- Content – Keyword Prominence, Frequency, Density and Emphasis
- META Descriptions and Keywords
- Headers
- URL structure
- Internal linking/site map
- Google Site Map
- Javascript, CSS
- Flash and Graphics
- More

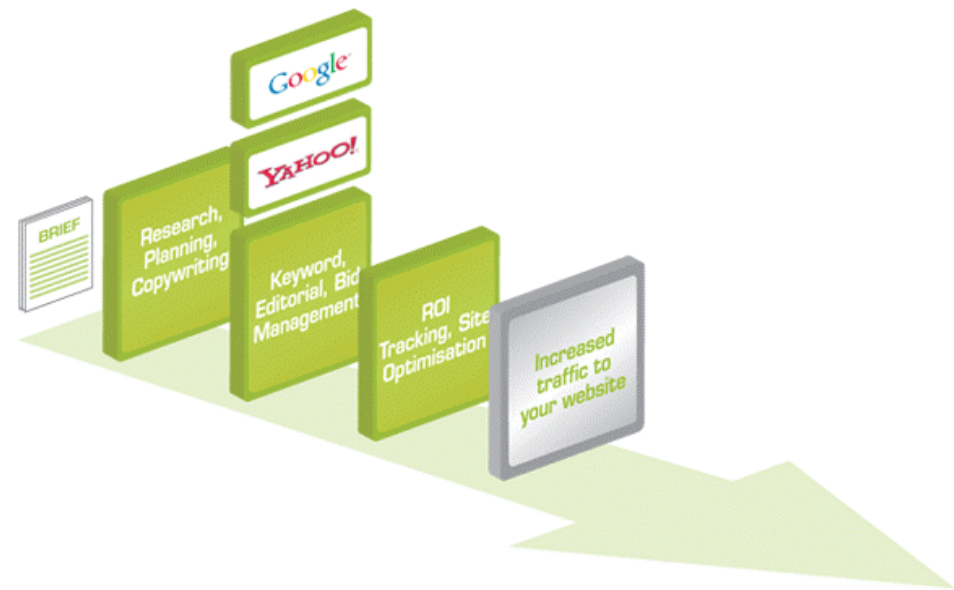
- **Off-Site Optimization**

- Linking & Visibility:
 - External linking
 - Page Rank
 - Press Releases/Articles
 - Blogs/Social Media/Video

```
<!-- Creation date: 02/25/2005 -->
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<TITLE>SPCA of Westchester County, New York: Volunteer</TITLE>
<META name="description" content="SPCA of Westchester, New York. Our mission is to protect animal welfare by
providing shelter, rehabilitation, adoption services, and help in locating lost pets.">
<META name="keywords" content="Westchester Animal Shelters, New York Animal Shelters, Animal Shelters,
Westchester County New York Pets, Westchester County New York Animal Shelters, Westchester Pets, SPCA of
Westchester, Society for the Prevention of Cruelty, no-kill, animal shelter, animal sanctuary, humane
organization, animal welfare, animal rescue, pet adoption, dog, cat, horse rescue, pet retirement, senior pets,
animal cruelty, abused animals, animal, pet, spay, neuter, animal clinic, cruelty outreach program, pet
therapy">
<meta name="author" content="Arrow Web Design">
<!-- ImageReady Preload Script (nav.psd) -->
<SCRIPT TYPE="text/javascript">
<!--
function newImage(arg) {
    if (document.images) {
        rslt = new Image();
        rslt.src = arg;
        return rslt;
    }
}
function changeImages() {
    if (document.images && (preloadFlag == true)) {
        for (var i=0; i<changeImages.arguments.length; i+=2) {
            document[changeImages.arguments[i]].src = changeImages.arguments[i+1];
        }
    }
}
var preloadFlag = false;
function preloadImages() {
    if (document.images) {
        nav_01_over = newImage("images/nav_01-over.gif");
        nav_02_over = newImage("images/nav_02-over.gif");
        nav_03_over = newImage("images/nav_03-over.gif");
        nav_04_over = newImage("images/nav_04-over.gif");
    }
}
```

Keywords: Search “DNA”

- Determine 3-5 top phrases for your entire site
- Determine 3-5 top phrases for each page
- Each phrase should be at least 2 words
- “Westchester volunteer” is better than “volunteer”
- Go with your gut but do your research...



Keyword Research Tools

- SEO Book -
 - <http://tools.seobook.com/general/keyword/>
- WordTracker.com –
 - <http://freekeywords.wordtracker.com/>
- Google AdWords Keyword Tool –
 - <https://adwords.google.com/select/KeywordToolExternal>
- Trellian –
 - <http://www.keyworddiscovery.com/search.html>



Website Copy

- No text graphics
- Users come first
- Descriptive
- Location, location, location.
- PHRASES not WORDS
- Plural, tenses, ings, etc.



Help for the “Dumb” Search Engine Part 1

No keyword phrases



GsC Georgetown Surgical Clinic
We specialize in weight loss surgery

FREQUENTLY ASKED QUESTIONS

Q: I am interested in having the gastric bypass operation. Where do I go from here?

A: If you have decided that you are interested in having the gastric bypass operation, the first step would be to [contact](#) the Georgetown Surgical Clinic, preferably by e-mail, or you may call, and we will set up an appointment for you.

Q: From the time I am seen in the office, how long before I will have the operation?

A: In general, after the initial consultation in the office, it can take anywhere from 2-8 weeks to

Home
About the Clinic
About the Procedure
Are you a Candidate?
FAQ
Our Location
Related Links
Contact Us

Keyword phrases that make sense



GsC Georgetown Surgical Clinic
We specialize in weight loss surgery

Conveniently located near Lexington, Kentucky

Frequently Asked Questions about:

- Gastric Bypass Surgery
- Bariatric Surgery
- Stomach Stapling
- Weight Loss Surgery

Q: I am interested in having the gastric bypass operation. Where do I go from here?

A: If you have decided that you are interested in having the gastric bypass operation, the first step would be to [contact](#) the Georgetown Surgical Clinic, by [e-mail](#), or you may call, and we will set up an appointment for you.

Home
About the Clinic
About the Procedure
Are you a Candidate?
FAQ
Our Location
Related Links
Contact Us

Help for the “Dumb” Search Engine

Part 2

Page Content

Headings

- Tell Search Engines “this is important”

Body Copy

- Comprised of 200 – 1,000 words per page

Keyword Prominence

- Search engines consider keywords which appear early in the page text to be important

Keyword Frequency

- The most important keywords and terms should be repeated more than once on a page (but generally no more than three times).

Emphasized text

- Keywords or phrases in bold tells the search engines the site it is indexing places emphasis on these terms

Internal Links

- Select keywords within content of a page to hotlink to other important pages

Title Tag: Your Secret Weapon

- Every page should have a unique title built around target term and content for that page
- No more than 75 characters
- Important keywords at the beginning
- Keep it short, attractive and enticing.
- Will often be used as the page's bookmark

```
<!-- Creation date: 02/25/2005 -->
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<TITLE>SPCA of Westchester County, New York: Volunteer</TITLE>
<META name="description" content="SPCA of Westchester, New York. Our mission is to protect animal welfare by providing shelter, rehabilitation, adoption services, and help in locating lost pets.">
<META name="keywords" content="Westchester Animal Shelters, New York Animal Shelters, Animal Shelters, Westchester County New York Pets, Westchester County New York Animal Shelters, Westchester Pets, SPCA of Westchester, Society for the Prevention of Cruelty, no-kill, animal shelter, animal sanctuary, humane organization, animal welfare, animal rescue, pet adoption, dog, cat, horse rescue, pet retirement, senior pets, animal cruelty, abused animals, animal, pet, spay, neuter, animal clinic, cruelty outreach program, pet therapy">
<meta name="author" content="Arrow Web Design">
<!-- ImageReady Preload Script (nav.psd) -->
<SCRIPT TYPE="text/javascript">
```

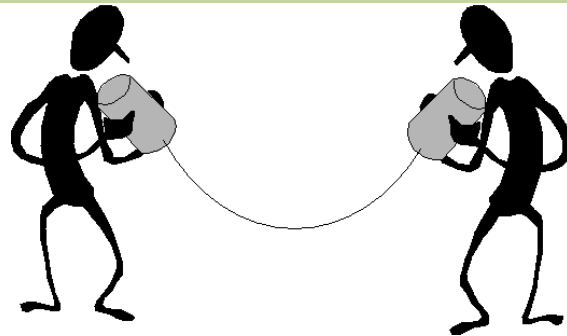
Meta Description Tag: Secret Weapon #2

- Your Marketing Message
- Often used as the Search listing “snippet”
- Most important keywords at the beginning
- 250 Characters Maximum

```
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organization, animal welfare, animal rescue, pet adoption, dog, cat, horse rescue, pet retirement, senior pets,
animal cruelty, abused animals, animal, pet, spay, neuter, animal clinic, cruelty outreach program, pet
therapy">
<meta name="author" content="Arrow Web Design">
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```

Links: The Deciding Factor

- More difficult for web site owners to manipulate links than their own pages
- Major component of Google, also used by nearly everyone else, to some degree
- A few links from quality sites are better than hundreds of links from bad sites
- Provide a reason for linking; report, data, free giveaway, etc.



Helpful Sites

Search Engine Watch

<http://searchenginewatch.com/>

SEO Book – SEO tools

<http://www.seobook.com>

Search Engine Conferences

<http://www.searchenginestrategies.com>



SEO Tips

- Geo-modify keywords to your service area
- KEYWORDS: Page Titles, Meta Descriptions, Page Copy
- Submit your site to quality free listing directories including:
 - Google
 - Yahoo
 - SuperPages
 - InfoUSA
 - Dmoz.org
- Send search engine-optimized press releases; WebPR, PR Newswire
- Post on articles sites such as www.goarticles.com, www.articleblast.com

Thank You

▪ Search Smart Marketing services include:

- Organic Search Engine Optimization (SEO)
- Pay-per-Click
- Click to Call
- Landing Page Optimization
- Program tracking and analytics



100 South Bedford Road, Mount Kisco, NY 10549



914-432-3083

www.isearchsmart.com

