Search Engine Marketing

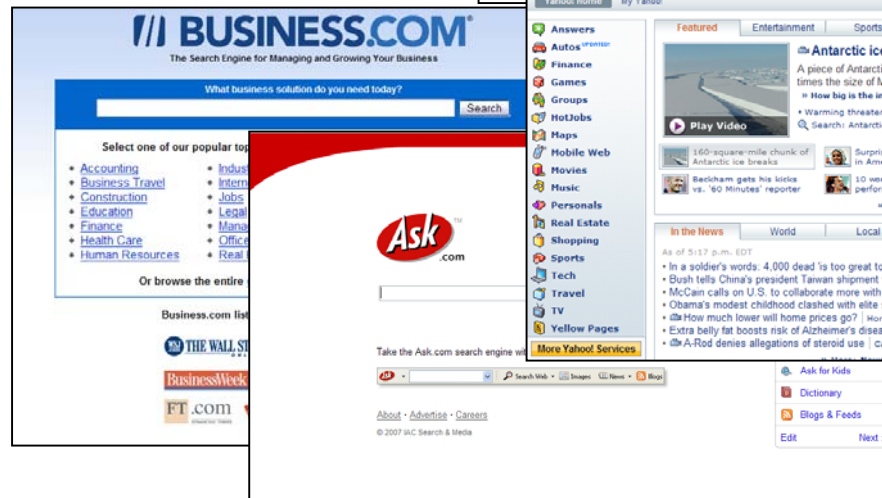**Not-For-Profit Leadership Summit VI**

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

SEARCH SMART MARKETING

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
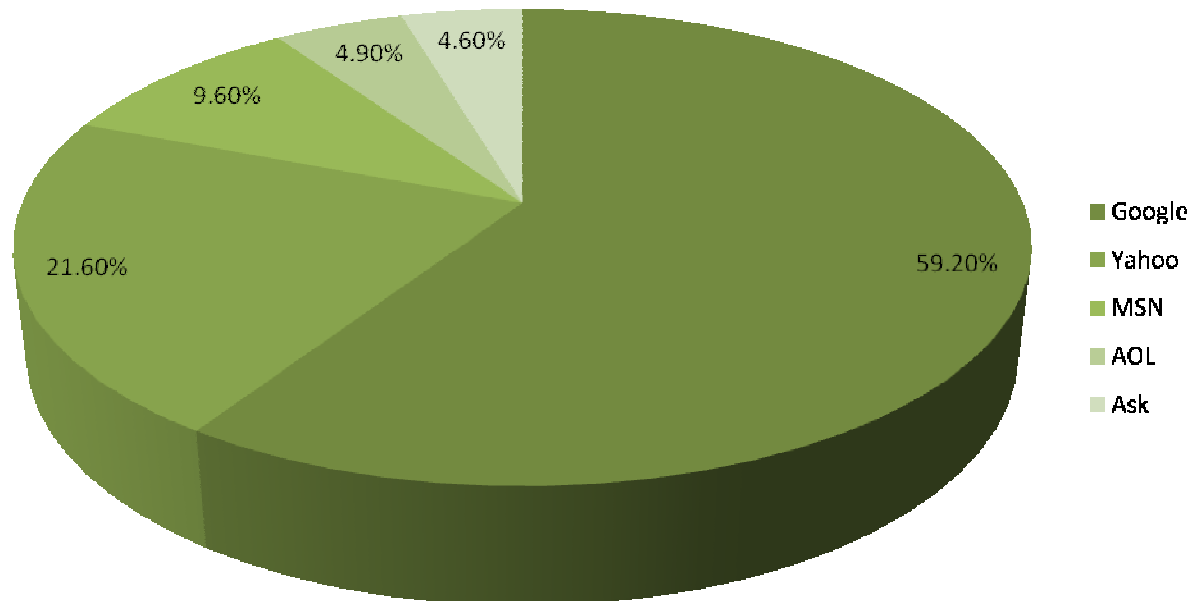   - Brand Protection, Message/Position Control

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

59.20%	Google
21.60%	Yahoo
9.60%	MSN
4.90%	AOL
4.60%	Ask

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.

Paid Search

Natural Search

Paid Search

Paid Search Example

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
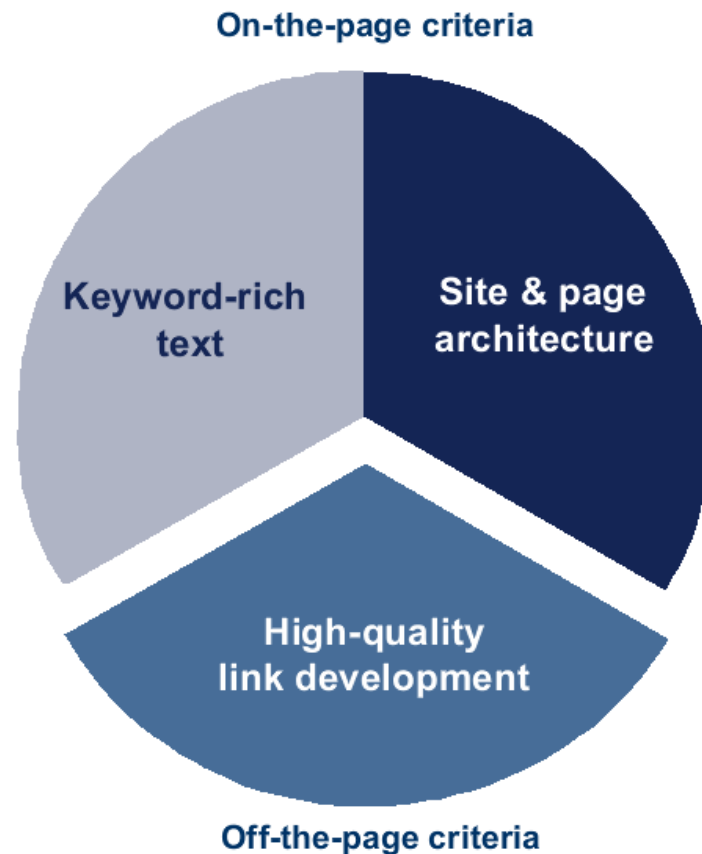
- Business.com

  - www.business.com

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

On-the-page criteria

Keyword-rich text

Site & page architecture

High-quality link development

Off-the-page 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:
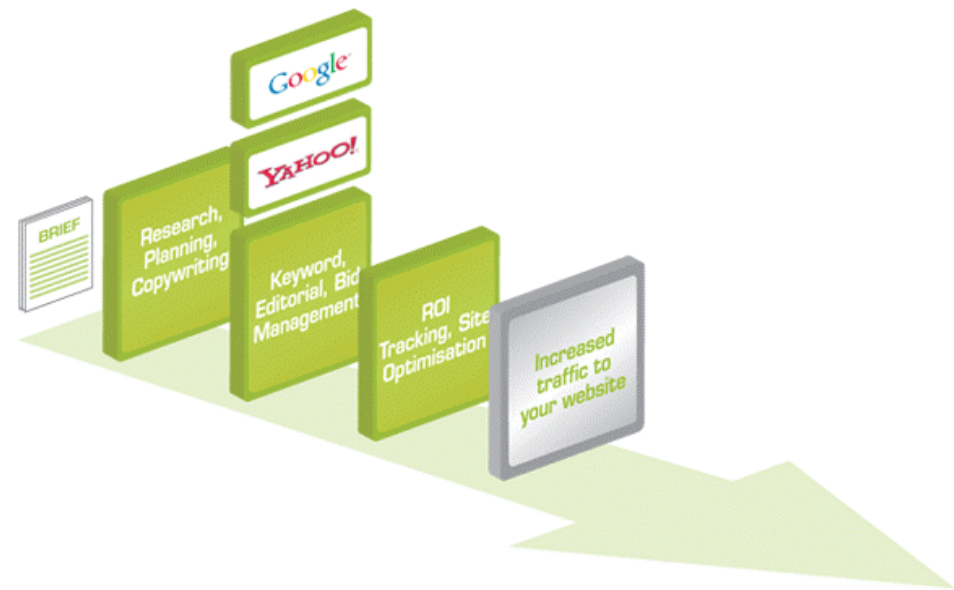 - External linking
  - Page Rank
  - Press Releases/Articles
  - Blogs/Social Media/Video

```
<!-- 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

Keyword phrases that make sense

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

```html
<!-- 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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<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<TITLE>SPCA of Westchester County, New York: Volunteer</TITLE>
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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">
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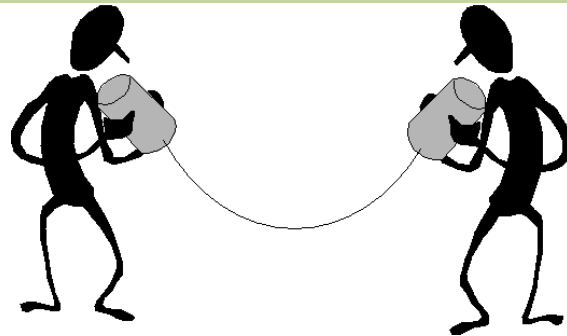
Links: The Deciding Factor

- 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

SEARCH SMART
MARKETING

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

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