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) - 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

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

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, you will have your surgery approximately 3-6 months after.
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=utf-8" />
<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="author" content="Arrow Web Design">
</head>
```

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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

```html
<!-- Creation date: 02/25/2005 -->
<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">,
<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="author" content="Arrow Web Design">
<!-- ImageReady Preload Script (nav.psd) -->
<SCRIPT TYPE="text/javascript">
```
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