Search Engine Marketing, Inc.
Driving Search Traffic to Your Company’s Website
Third Edition
Mike Moran and Bill Hunt
Performing Information Governance

By Anthony David Giordano

Make Information Governance Work: Best Practices, Step-by-Step Tasks, and Detailed Deliverables

Most enterprises recognize the crucial importance of effective information governance. However, few are satisfied with the value of their efforts to date. Information governance is difficult because it is a pervasive function, touching multiple processes, systems, and stakeholders. Fortunately, there are best practices that work. Now, a leading expert in the field offers a complete, step-by-step guide to successfully governing information in your organization.

Using case studies and hands-on activities, Anthony Giordano fully illuminates the “who, what, how, and when” of information governance. He explains how core governance components link with other enterprise information management disciplines, and provides workable “job descriptions” for each project participant.

Patterns of Information Management

By Mandy Chessell, Harald Smith

Use Best Practice Patterns to Understand and Architect Manageable, Efficient Information Supply Chains That Help You Leverage All Your Data and Knowledge

In the era of “Big Data,” information pervades every aspect of the organization. Therefore, architecting and managing it is a multi-disciplinary task. Now, two pioneering IBM® architects present proven architecture patterns that fully reflect this reality. Using their pattern language, you can accurately characterize the information issues associated with your own systems, and design solutions that succeed over both the short- and long-term.

Building on the analogy of a supply chain, Mandy Chessell and Harald C. Smith explain how information can be transformed, enriched, reconciled, redistributed, and utilized in even the most complex environments. Through a realistic, end-to-end case study, they help you blend overlapping information management, SOA, and BPM technologies that are often viewed as competitive.
Enterprise Master Data Management
An SOA Approach to Managing Core Information
By Allen Dreibelbis, Eberhard Hechler, Ivan Milman, Martin Oberhofer, Paul Van Run, Dan Wolfson
The Only Complete Technical Primer for MDM Planners, Architects, and Implementers
Enterprise Master Data Management provides an authoritative, vendor-independent MDM technical reference for practitioners: architects, technical analysts, consultants, solution designers, and senior IT decision makers. Written by the IBM data management innovators who are pioneering MDM, this book systematically introduces MDM’s key concepts and technical themes, explains its business case, and illuminates how it interrelates with and enables SOA.
Drawing on their experience with cutting-edge projects, the authors introduce MDM patterns, blueprints, solutions, and best practices published nowhere else—everything you need to establish a consistent, manageable set of master data, and use it for competitive advantage.

Analytics Across the Enterprise
How IBM Realizes Business Value from Big Data and Analytics
By Brenda L. Dietrich, Emily C. Plachy, Maureen F. Norton
How to Transform Your Organization with Analytics: Insider Lessons from IBM’s Pioneering Experience
Analytics Across the Enterprise demystifies your analytics journey by showing you how IBM has successfully leveraged analytics across the enterprise, worldwide. Three of IBM’s pioneering analytics practitioners share invaluable real-world perspectives on what does and doesn’t work and how you can start or accelerate your own transformation. This book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how IBM has derived value from analytics throughout its business.
Whatever your industry or role, whether a current or future leader, analytics can make you smarter and more competitive. Analytics Across the Enterprise shows how IBM did it—and how you can, too.
Related Books of Interest

**DB2 Essentials**  
*Understanding DB2 in a Big Data World, 3rd Edition*  
By Raul F. Chong, Clara Liu  
The Easy, Visual Introduction to IBM DB2 Version 10.5 for Linux, UNIX, and Windows  
*DB2 Essentials* covers everything you need to get productive with the latest version of IBM DB2 and apply it to today’s business challenges. It discusses key features introduced in DB2 Versions 10.5, 10.1, and 9.7, including improvements in manageability, integration, security, Big Data support, BLU Acceleration, and cloud computing.  
Raul F. Chong and Clara Liu illuminate key concepts with examples drawn from their extensive experience with DB2 in enterprise environments. They explain how DB2 has evolved, what’s new, and how to choose the right products, editions, and tools and then walk you through installation, configuration, security, data access, remote connectivity, and day-to-day administration.

**IBM Cognos Business Intelligence v10**  
The Complete Guide  
By Sangeeta Gautam  

**Decision Management Systems**  
A Practical Guide to Using Business Rules and Predictive Analytics  
By James Taylor  

**The New Era of Enterprise Business Intelligence**  
Using Analytics to Achieve a Global Competitive Advantage  
By Mike Biere  

**An Introduction to IMS**  
Your Complete Guide to IBM Information Management System  
By Barbara Klein, Richard Alan Long, Kenneth Ray Blackman, Diane Lynne Goff, Stephen Paul Nathan, Moira McFadden Lanyi, Margaret M. Wilson, John Butterweck, Sandra L. Sherrill  

**IBM Cognos 10 Report Studio**  
Practical Examples  
By Filip Draskovic, Roger Johnson  

Sign up for the monthly IBM Press newsletter at ibmpressbooks.com/newsletters
This page intentionally left blank
The authors and publisher have taken care in the preparation of this book, but make no expressed or implied warranty of any kind and assume no responsibility for errors or omissions. No liability is assumed for incidental or consequential damages in connection with or arising out of the use of the information or programs contained herein.

© Copyright 2015 by International Business Machines Corporation. All rights reserved.

Note to U.S. Government Users: Documentation related to restricted right. Use, duplication, or disclosure is subject to restrictions set forth in GSA ADP Schedule Contract with IBM Corporation.

IBM Press Program Managers: Steven M. Stansel, Ellice Uffer

Cover design: IBM Corporation
Editor In Chief: Bernard Goodwin
Marketing Manager: Dan Powell
Publicist: Lisa Jacobson-Brown
Editorial Assistant: Michelle Housley
Managing Editor: Kristy Hart
Designer: Alan Clements
Project Editor: Andy Beaster
Copy Editor: Keith Cline
Indexer: Christine Karpeles
Compositor: Nonie Ratcliff
Proofreader: Kathy Ruiz
Manufacturing Buyer: Dan Uhrig

Published by Pearson plc
Publishing as IBM Press

For information about buying this title in bulk quantities, or for special sales opportunities (which may include electronic versions; custom cover designs; and content particular to your business, training goals, marketing focus, or branding interests), please contact our corporate sales department at corpsales@pearsoned.com or (800) 382-3419.

For government sales inquiries, please contact governmentsales@pearsoned.com.
For questions about sales outside the U.S., please contact international@pearsoned.com.
To my wife, Linda, and my children, David, Madeline, Marcella, and Dwight, with great appreciation for their support for me.
—Mike Moran

To my wonderful wife, Motoko, and my children, Mariko and William, for their tremendous patience, encouragement, and support.
—Bill Hunt
Contents

Preface ................................................. xvi
Acknowledgements ................................... xx
About the Authors .................................... xxiv

Part I: Understand Search Marketing

Chapter 1  How Search Marketing Works ................. 3
  Why Search Marketing Is Important .......................... 4
  Searchers Are Highly Qualified Prospects .................. 4
  Search Marketing Is Cost-Effective .......................... 5
  Search Marketing Is Big Business ............................ 6
  Why Search Marketing Is Difficult ......................... 6
  You Need Flexibility ....................................... 6
  You Need Coordination ..................................... 7
  You Need Name Recognition ................................ 7
  You Need Resources ....................................... 8
  You Have Lots of Competition .............................. 9
  What Search Marketing Is ................................. 10
  How to Get Started in Search Marketing .................. 18
    Getting Started with Organic Search .................. 18
    Getting Started with Paid Search ..................... 23
  The Steps to Search Success ............................. 29

Chapter 2  How Searchers Work ............................... 31
  Visitor Behavior ............................................. 32
  Buyer Behavior .............................................. 33
  Other Visitor Behavior .................................... 34
  The Searcher’s Intent ....................................... 34
    Navigational Searchers .................................. 35
    Informational Searchers ................................ 38
    Transactional Searchers ................................ 39
The Searcher’s Device .................................................. 41
The Searcher’s Typing .................................................. 42
The Searcher’s Click .................................................. 44
  How Searchers Look at Results .................................. 45
  Why Searchers Click Where They Do ......................... 46
  When Searchers Don’t Click Results .......................... 46
The Searcher’s Follow-Through .................................. 48
  Customer Behavior and the Buyer’s Journey ................. 49
  Search Marketing and the Buyer’s Journey ................. 51
How to Work the Searcher .......................................... 54
  Don’t Pick Keywords That Are “Too Hot” .................... 54
  Don’t Pick Keywords That Are “Too Cold” .................... 57
  Pick Keywords That Are “Just Right” ......................... 59

Chapter 3   How Search Works ........................................ 61
  How Search Engines Work ........................................ 61
  Analyzing the Search Keyword .................................. 62
  Choosing Matches to the Keyword .............................. 66
  Ranking the Matches ............................................... 70
  Displaying Search Results ...................................... 81
  Finding Content for the Organic Index ....................... 82
  Analyzing the Content ........................................... 85
  Spotting Words You Don’t Normally See ...................... 86
  Building the Organic Index ...................................... 88
How to Work the Search Engines ................................. 89
  Your Organic Search Writing Philosophy .................... 89
  Your Paid Search Bidding Philosophy ......................... 92
  Your Content Quality Philosophy ............................... 98

Part II: Plan Your Search Marketing Program

Chapter 4   Unlock the Business Value of Search .................. 105
  Identify Your Website’s Goals .................................. 105
  Web Sales ............................................................ 107
  Offline Sales ......................................................... 112
  Leads ................................................................. 113
  Market Awareness ................................................ 115
  Information and Entertainment .................................. 116
  Persuasion .......................................................... 117
Measure Your Website’s Success ................................. 120
  Count Your Conversions .......................................... 120
  Count Your Traffic ................................................. 137
  Count Your Money ................................................ 139
Measure Your Search Marketing Success .................................................. 141
Target Your First Search Marketing Campaign ...................................... 142
Assess Your Current Situation ................................................................. 147
See Whether Your Existing Landing Pages Are Indexed .......................... 150
Calculate Your First Campaign’s Opportunity .......................................... 157

Chapter 5  Create Your Search Marketing Program ................................. 167
Define Your Search Marketing Strategy ................................................... 167
Choose the Scope of Your Search Marketing Program ............................ 168
Divide the Search Marketing Work ......................................................... 173
Choose Your Search Marketing Approach .............................................. 180
Project Your Search Marketing Costs ..................................................... 188
Sell Your Search Marketing Proposal ..................................................... 194
Assemble Your Search Marketing Proposal ............................................ 195
Sell Your Proposal to the Extended Search Team .................................... 202
Sell Your Proposal to Executives ............................................................. 216
Set Up Your Search Marketing Program ................................................. 222
Organize Paid Search .............................................................................. 222
Organize Organic Search ....................................................................... 226
Organize Local Search ........................................................................... 228

Part III: Execute Your Search Marketing Program

Chapter 6  Choose Your Target Market Segments ................................. 235
Understand the Value of Targeting ......................................................... 236
Building Brand Awareness .................................................................... 236
Increasing Web Conversions .................................................................. 238
Choose Your Primary Targets ................................................................. 239
Brainstorm with Your Team ................................................................... 240
Check Your Current Search Referrals .................................................... 244
Consult Your Site Search Facility ............................................................ 244
Use Keyword Research Tools ................................................................. 245
Check Out Your Competition ................................................................. 246
Deepen Your Targeting ......................................................................... 247
Use Your Buyer’s Journey ...................................................................... 247
Decide a Match Type for Each Paid Search Keyword ............................. 248
Localize Your Targets ........................................................................... 250
Organize Your Targets .......................................................................... 254
Understand the Need to Prioritize .......................................................... 255
Choose Your Keyword Tiers ................................................................... 257
Prioritize Keywords by Your Buyer’s Journey ........................................ 259
Structure Your Paid Search Keywords ................................................... 262
Optimize Your Keyword Models ......................................................... 263
Segment Your Keywords by Categories ............................................. 264
Use Searcher Interests for Content Development ............................... 266
Use Social Data to Improve Keywords .............................................. 266

Chapter 7  Get Your Content Listed ............................................... 269
Get Your Pages Listed in Organic Search Indexes ............................... 269
Assess How Many Pages Are Indexed ............................................. 270
Increase the Number of Indexed Pages ............................................ 278
Get Social Content Listed in Organic Search Indexes .......................... 301
Get Your Blog Indexed .................................................................... 301
Get Your Videos Indexed .................................................................. 302
Getting Your Images Indexed ............................................................ 302
Getting Your Social Network Content Indexed .................................. 303
Get Your Merchandise Listed in Product Search Databases .................. 304
Feeding Your Data to Product Search Engines ................................. 304
Making the Most of Product Feeds .................................................. 306

Chapter 8  Optimize Your Content .................................................. 309
Choose Your Search Landing Pages .................................................. 310
How Not to Choose a Search Landing Page ....................................... 311
Landing Pages for Multiple Keywords ............................................. 312
When You Can’t Find the Right Landing Page ................................. 313
Analyze Your Metrics ...................................................................... 315
Measure Your Search Referrals ....................................................... 317
Calculate Your Search Conversions ................................................... 317
Improve Your Content .................................................................... 318
Improve Your Search Results .......................................................... 319
Improve Your Landing Pages ........................................................... 334

Chapter 9  Prove Your Content’s Quality ......................................... 351
Organic Search Quality Factors ........................................................ 352
Links as Quality Factors .................................................................... 352
Social Media as Quality Factors ....................................................... 378
Human Ratings as Quality Factors .................................................... 386
Paid Search Quality Factors ............................................................. 390
Using Your Quality Score ............................................................... 391
Understanding Product Search Quality .......................................... 392
Improve Quality with Co-Optimization ............................................. 393
# Chapter 10  Make Search Marketing Operational 397

- Why Is Operating a Search Program So Hard? 398
  - Multiple Specialist Teams 398
  - Multiple Product Sites 399
  - Multiple Audiences 400
  - Multiple Countries 402
  - Multiple Technologies 403
- Set Up Your Search Center of Excellence 404
  - Staff the Team 405
  - Develop the Team’s Skills 406
  - Establish Search Marketing Best Practices 407
- Monitor Your Search Metrics 413
  - Assess Your Site’s Content 413
  - Check Your Search Rankings 421
  - Monitor Search Referrals 425
  - Calculate Search Conversions 430
  - Review Your Measurements with Others 434
- Monitor Your Search Health 437
  - Your Organic Page Inclusion 437
  - Site-Wide Organic Search Problems 439
  - Your Paid Search Program 441

- The Companion Website 445
- Glossary 447
- Index 487
This page intentionally left blank
Search marketing demands a curious mix of business, writing, and technical skills. No matter which skills you have, you probably have some of the skills needed to succeed, but not all of them. This book will fill those gaps.

If you possess marketing skills, or you have a sales or other business background, you will quickly see the ways that search marketing draws on your previous experience, but you will also learn how it is different. Like any form of marketing, you will focus on the target markets you want to reach—in this case, searchers looking for certain words. You will segment those markets. You will realize that your web pages are your marketing communications materials. You might see parallels to direct marketing as you relentlessly measure your success, or perhaps you will see the possibilities for search marketing to burnish your brand image. Regardless, like all marketing, you will learn to design your search marketing program to meet your company’s larger goals. Unlike other forms of marketing, search marketing is not designed to interrupt people with an advertising message. Successful search marketing meets people at their point of need. When searchers want something, you must be ready to satisfy them with what they want, even if you would prefer to sell them something else.

As critical as marketers are to success, search marketing is, at its core, a writer’s medium. Like direct marketing, a well-crafted message is critical to enticing a searcher to click your page. Once at your site, the words on your page also influence whether the prospective customer buys your product or abandons your site. But search marketing relies on skilled writing to an even greater extent than that, because the search engines choose the pages they show based on words. You will learn how to write the words that your customers and the search engines are looking for. If you are a writer, you will find search marketing a challenge like none you have ever seen, but one that can reward your company richly.

If you have technical skills, you are needed, too. Search marketing depends on your website’s design and operation. Many commonly used web technologies stop search marketing cold. You will find that search marketing is similar to other technical projects; you must understand the requirements so that you can develop the solution. You need to develop a business case to see the
value so the work can be prioritized and funded for your busy IT team. You will need a project plan to execute on schedule. You will have standards and operational procedures that keep the system running smoothly. If you are a webmaster, a web developer, or any kind of technologist, your skills are vital to search marketing success.

If you are looking for a book about the secrets of search marketing, this book does have a few. However, they might be secrets of a surprising kind. Some people think of search marketing as an arcane pursuit where you need to know the “tricks” to get search engines to show your site. But those tricks are not the secrets of search marketing; you do not need tricks to succeed. What you really need is a firm understanding of how search marketing works, a methodology to plan your search marketing program, and the information required to execute it. The biggest secret of search marketing is that knowledge, hard work, and flawless execution are all you need. This book shows you how to get all three.

Part I covers the basics of search marketing: how search marketing works, how searchers work, and how search itself works, operationally. Marketers and writers will learn more about search technology. Technologists will be exposed to the opportunity search marketing offers your company. You will learn how to segment searchers based on their behavior, so you will know what they want from your site. Part I will teach you all the background you need to formulate a custom search marketing program for your company—which is what you will do in Part II.

Part II takes you step by step through developing a proposal for your own search marketing program. You will learn how to identify the goals of your website and measure your current success in meeting them. You will learn how well you are doing at search marketing today and how much it is worth to do better. We show you how to estimate your costs, choose your strategy, and get your proposed program approved by your executives and by all the folks in your company who you need on your side. Because search marketing demands cooperation from so many people in your company, we show you proven ways to get each kind of person to work hard on your program.

Part III explores all the details you need to execute your program. Every website poses different challenges to a search marketing program. You will learn how to diagnose problems on your site and correct them. We teach you methodologies for every part of the search marketing process that you can apply to your own business. And we explain how to measure everything in your program so that you can improve the operation of your program every day.

Throughout the book, you will see icons that signify special material on two important subjects. The first, shown at the left, is the spam alert icon, which warns you about overly clever tricks that pose a real danger to your search marketing campaign. You are probably familiar with email spam, when you get unwanted messages in your inbox, but search marketing has its own meaning for spam: any technique that is designed mainly to fool the search engines to gain an untoward advantage. That is an overly broad definition, but we explain exactly where the ethical lines are drawn every time you see this icon. Spam can be hazardous to the health of your search marketing program, because search engines have rules to control search marketing behavior.
When you break the rules, the search engines might take action to hide your content from the search results. Whenever you see this icon, you will know that there is a line that you cross at your own peril.

You will also see, shown at the left, the *global tip* icon, which alerts you about techniques that are especially relevant to international search marketing campaigns. Most of the advice in this book is pitched to an audience of U.S. companies and companies using Google and other English-language worldwide search engines. You will learn, however, that searchers in many countries use search engines specific to that country, and that your non-English content sometimes has special issues that must be addressed. We highlight those areas in the book for you. Whether your website serves international visitors now, or you are considering doing so in the future, these tips are important for you.

New for our third edition, we’ve created a companion website at SEMincBook.com, containing tools and deeper information requiring faster update than we can do with a published book. Throughout the book, we provide references to the website that you can follow for more information.

No matter what your background, you are already partially prepared to become a search marketer. In this book, you will learn why it is so important to form a team of skills outside your own. Marketers, writers, technologists, and folks from other fields must collaborate to make search marketing work. You will find out why it is that the larger your website, the harder that collaboration can be—but you will also learn how to pull it off. Your business can coordinate these diverse skills to create a successful search marketing program. You just need to know how.

Whether you have been turned off in the past by experts selling quick-fix voodoo or you have just found search marketing too complicated or too intimidating, put that behind you. This book explains everything you need to know in simple terms that you can understand no matter what your experience. If you can use a web browser, you can learn search marketing.

Every day, more and more business is done on the web. And, increasingly, people looking to do business start with a search. Remember, if they can’t find you, they can’t buy from you. Discover how your company can be found.
Acknowledgments

Acknowledgments from Mike

Leading my list of people to thank is Bill Hunt, my co-author. When I first met Bill, I was an expert in search technology, but knew almost nothing about search marketing on the web. To me, if there was a problem with a search engine returning the wrong results, then we should dive in and tweak the ranking algorithm until it worked. Uh, right. Bill quickly showed me the rules of the search marketing road, and I started to learn search from the outside in—how to change our site to get what we want. In our work together at ibm.com, Bill helped me through every difficult problem and has made it fun. Since retiring from IBM, I have relied on Bill’s advice and help so often that I have lost count. Working on a book is never easy, but working with Bill made it as easy as possible.

I would like to thank my former IBM management team, including John Rosato and Lee Dierdorff, for their encouragement to complete the first edition of this book. (I want to stress that the opinions expressed in this book are mine alone and do not necessarily reflect those of the IBM Corporation or IBM’s management.) I also want to thank Doug Maine, David Bradley, and Jeanine Cotter, other former managers at IBM, who were willing to take a chance on search marketing at IBM. This book is a compilation of what worked, but I want to thank them for riding out the things that did not work out as well. I want to thank Jeff Schaffer from my old IBM team, a good friend with a wonderful mind, who worked with me to develop many of the original ideas in what we called the “wheel of fortune” that the industry now calls the Buyer’s Journey. I’d also like to thank Rob Key, who has given me numerous opportunities to help clients of both Converseon and Revealed Context, thus developing even more of the ideas explained herein. (And I have always wanted to write the word herein.)

The team at IBM Press, especially our editor Bernard Goodwin, was very helpful, especially as we blew deadline after deadline on this third edition. Thanks to all of you for putting up with us. I hope it was worth the wait.
Great thanks are also due to our technical reviewers on this third edition, Hamlet Batista, Mona Elesseily, Andreas Ramos, and Matt Van Wagner, who slogged through the entire manuscript and found numerous errors and suggested critical improvements. We’re indebted to them. If you do spot any remaining errors, blame us, not them. They found the vast majority of the mistakes we made.

I also want to thank my sister, Eileen Cosenza, who takes on every tough job at Mike Moran Group, so that I am free to do the things I am really good at. Without Eileen, I’d still be sending out invoices and updating my website, instead of working on this book.

Most of all, I want to thank my wife, Linda, and my children, David, Madeline, Marcella, and Dwight, who made so many sacrifices so “Daddy could write the book,” being patient while I spent many hours writing on top of an already heavy workload from my day job. Without their love and support, I certainly could never have completed this book. I have read many acknowledgments of authors thanking their families for the heavy burdens they carried while the book was written, and I now understand what those other authors were saying. My family deserves every accolade for helping me complete this. I love them very much.

For this third edition, my daughters, Madeline and Marcella, also did a lot of legwork in helping to get the book whipped into shape. This book is better because of what they did.

But my wife, Linda, requires a special acknowledgment for her work on this book, because it goes so far beyond anything an author would ever expect of a spouse. Before this book ever went to the publisher, Linda proofread it. And copyedited it. And the publisher was very pleased with how clean it was (crediting Bill and me far too much). But even those exhausting tasks do not scratch the surface of what Linda put into this book.

Linda is herself a writer, thus bringing a level of professionalism and experience to the craft of writing that she painstakingly taught me throughout the writing of this, my first book. Moreover, Linda has worked as a programmer in a large company and has been the webmaster of three websites, so she is actually the perfect audience for this book. Her keen technical mind and corporate experience made her the ideal reader.

Even though this is the third edition of our book, it was a nearly complete rewrite that took as long to write as the first edition. Linda and I spent hours brainstorming ideas for the book, honing them until we agreed on the best way to explain them. As Bill and I “completed” each chapter, I would present it to Linda to see whether it made any sense to her, as someone who should understand it perfectly. And occasionally it did. But more often, Linda pointed out a critical flaw in terminology, a better organization for the same information, an improvement to an exhibit, or simply a technical error that we had overlooked. It sounds trite to say that this would not be the same book without Linda, but it is true. You would not believe how much harder to understand it would be. Linda did not just proofread or copyedit the words, she inspected the ideas. She judged the nomenclature, the style, the consistency, the flow; she worked over every thought and every word. Linda was truly our editor, in every sense of the word.

—Mike Moran
Acknowledgments from Bill

I would like to thank Mike Moran, my co-author on this book, for his encouragement, vast knowledge, and willingness to partner with me to write and rewrite the third edition this book while managing an already heavy workload.

Without Mike’s encouragement, gentle nudges, constant pacing, occasional kick in the backside, and, of course, his sense of humor, I could never have started this book, let alone generate three editions. I am indebted to Mike for his writing style, which has given my rants a consistent voice to raise their value to the reader.

Furthermore, Mike continues to be my mentor, teaching me how to effectively navigate the complex maze of large companies to demonstrate search engine marketing as the ultimate marketing tool.

A very special thank you and debt of gratitude goes out to Linda Moran for her continued support of Mike and me on this book. Linda’s assistance in reading and critically reviewing each iteration of this book was helpful beyond belief. In addition, thank you, Linda, for sacrificing your time with Mike to allow him to work with me on this demanding project and pick up the slack when I fell behind on my chapters. I would also like to thank the rest of the Moran family for their various efforts on the project.

I want to give special thanks to my wife, Motoko, and to my children, Mariko and William, for their tremendous support and encouragement for each of the versions of this book. I need to thank my son William for challenging the old man’s knowledge as he grows in his own search career. I am indebted to my daughter Mariko for helping me understand the nuances of social media especially how to talk to creative types to get them to optimize as they create.

I need to offer a heartfelt thank you to Motoko, not only for her support on this book, but also for her dedication to my career, often at the sacrifice of her own, for the past 30 years. It is so true that behind every successful man is a strong woman, and Motoko is just that woman! Without her tremendous support, love, and understanding, this book and my overall success would not have been possible.

I further need to thank her for allowing me to become the expert in Japanese and Asian search marketing by keeping me current and providing many deep insights that I could have never realized alone. Thank you!

Thank you also to the content reviewers, Hamlet Batista, Andreas Ramos, Mona Elesseily, and Matt Van Wagner, who kept us honest and ensured accuracy and relevancy resulting in a quality product.

The team at IBM Press was invaluable to this process, especially our editor Bernard Goodwin, who was very helpful and patient as we tried to deliver this edition with our many logistical and time challenges.
Many others provided assistance, examples, and encouragement along the way. Most of all, they validated some of these crazy enterprise search theories. I’d like to specifically thank Marshall Simmonds, Derrick Wheeler, Jeremy Sanchez, Mike Grehan, Cindy Yerkie, Vicqui Chan, Fredrik Thorsen, Eva Sjokvist, Danny Sullivan, Chris Sherman, Lee Moore, Eddie Choi, and many others to whom I apologize for not listing here.

—Bill Hunt
About the Authors

Mike Moran has worked on the web since its inception, in both marketing and technical roles, including eight years at IBM.com, IBM’s customer-facing website. In 2008, Mike retired from IBM to pursue speaking, writing, and consulting at Mike Moran Group, and also serves as a senior strategist for both the social media consultancy Converseon, and its spin-off social analytics company, Revealed Context. He’s twice been named one of the top 50 Internet marketers and regularly consults for Fortune 500 companies around the world.

Mike is also the author of Do It Wrong Quickly: How the Web Changes the Old Marketing Rules, perhaps the first book on agile marketing. He writes regular columns on digital marketing at WebProNews and Search Engine Guide, and is the founder and senior author at Biznology (www.biznology.com).

He’s a Senior Fellow of the Society for New Communications Research and an Open Group Distinguished IT Specialist. Mike is a frequent keynote speaker on digital marketing at events around the world, serves as a Visiting Lecturer to the University of Virginia’s Darden School of Business, works as an instructor for both Rutgers University and the University of California at Irvine, and holds an Advanced Certificate in Market Management Practice from the Royal UK Charter Institute of Marketing.

Mike also has a broad technical background, with over 30 years of experience in search technology, working at IBM Research, Lotus, and other IBM software units. He led the product team that developed the first commercial linguistic search engine in 1989 and has been granted 11 patents in search and retrieval technology. He led the integration of ibm.com’s site search technologies as well as projects in content management, personalization, and web metrics. Mike led the adoption of search marketing at ibm.com back in 2001 and pioneered product search facilities that dramatically raised conversion rates. Mike was named an IBM Distinguished Engineer in 2005.

Mike can be reached through his website (www.mikemoran.com).
Bill Hunt has been a pioneer in search marketing, first optimizing pages in 1994. He is considered the top thought leader on enterprise and global search engine marketing and is an internationally recognized search marketing expert who has spoken at conferences in over 30 countries.

Press, industry analysts, and corporate leaders frequently seek Bill’s advice to help them effectively leverage enterprise and global search marketing. Bill is the CEO of Back Azimuth Consulting. Through Back Azimuth, Bill provides cutting-edge keyword data-mining models to identify missed opportunities and increase revenue based on understanding consumer needs. Bill is also responsible for Back Azimuth’s search marketing thought leadership and for developing global search marketing strategic roadmaps for multinational corporations such as Absolut Vodka, Cisco, HP, MGM, and Pernod-Ricard.

Bill is a veteran of the U.S. Marine Corps, and he earned a B.A. in Asian Studies/Japanese from the University of Maryland, Tokyo Campus, and a B.S. in International Business from California State University, Los Angeles. Bill can be reached through his company website (www.back-azimuth.com) or his blog (www.whunt.com).
This page intentionally left blank
CHAPTER 1

How Search Marketing Works

Search marketing. Perhaps you’ve heard this term kicked around, but you don’t know what it means. Or, if you do know, you don’t know where to start. As with anything new, if you take it step by step, you can learn it. A systematic approach can lead to search marketing success in any organization.

When someone types a word into Google (or another search engine), sees a page listed from your site, and clicks through to visit your site, you have attracted a searcher. If you do nothing at all, searchers will still find your site—sometimes. To maximize the number of searchers coming to your site, however, you must take specific actions to attract visitors to your site from search sites. That’s search engine marketing (or search marketing, for short). This book shows you how to become a search marketer. This chapter covers the following topics:

- **Why search marketing is important:** You are probably not reading this book as an academic exercise; instead, you want to know how to get more visitors to your website. You already spend your marketing budget on other ways to entice people to visit. This chapter explains why search marketing in many ways is the best kind of marketing there is. And some of it is free.

- **Why search marketing is difficult:** Attracting searchers to your site is appealing, but it’s harder to do than you might think. As search marketing becomes more and more widespread, your competition is increasing. What’s more, small companies have different challenges than big companies—and it isn’t easy for either one. This chapter explains why so many websites struggle to attract search visitors. But don’t worry. The rest of this book shows you how to overcome these challenges.

- **What search marketing is:** When a search site responds to a searcher, many types of search results show up on that screen. We explain where those results come from and how Google and Bing decide what to show.
• **How to get started in search marketing:** When a search site responds to a searcher, many types of search results show up on that screen. We explain where those results come from and how you, as a search marketer, can influence your content to show up on that result screen. You can get started today if you just know how to approach search marketing. And you’ll learn more and more as you move deeper into this book.

Let’s get started now! First up, we’ll look at why search marketing is so important to any marketer with a website.

**Why Search Marketing Is Important**

Unless you’ve been under a rock since the late 1990s (and maybe even then), you know that search marketing is important, even if you might not have done much about it up until now. You know it’s important because you likely use search yourself, probably every day, and you’re not alone; 91% of online adults used search engines to find information on the web in 2012, up from 84% in 2004. But you might not be focusing on all of the reasons that search marketing can be critically important to your marketing mix.

**Searchers Are Highly Qualified Prospects**

You know that potential customers are out there that you want to reach and that search is one important way to do it. But it goes deeper than that.

Any form of marketing can reach potential customers; that’s why marketing exists. Search marketing is unique among marketing techniques in that searchers are out there raising their hands saying, “Please sell to me now!” When searchers belly up to Google and type something into the search box, they are begging to receive marketing messages. Now, not every search revolves around a potential purchase, but many do, and your company can be in the middle of those sales possibilities.

But it’s even better than that.

Not only are many searchers potential customers, but the very words that they type into the search box reveal where they are in their purchase process. Someone who enters *hair loss remedy* is not ready to buy, but someone who enters *rogaine* might be. You’ll want two very different marketing messages in response to these two different searches, with the first one focusing on alternative treatments for baldness and the second maybe offering a coupon. What other form of marketing is so tuned to the customer’s readiness to buy?

That readiness to buy is one of the most basic reasons to spend your scarce marketing budget on search: 89% of those online use search engines to look for information about brands and products. Lest you think that not enough people are online for search marketing to be worth your while, note that total Internet users passed the seven billion mark worldwide in 2012. As simple as it sounds, your customers are online, and they use search to buy. Your site must be found by these searchers who are ready to buy.
Think about the new way that people purchase products. They no longer call your company to have you mail them a brochure. They “Google” your offering (verizon wireless). Or maybe they look for your competitor’s (sprint). Or they search for its generic name (cell phone service).

If your company’s website is not listed in the first few search results for these searches, you’re out! You are out of the customer’s consideration set—the group of companies that will be considered for the customer’s purchase. If you are not in the customer’s consideration set, you have no chance to make the sale to that customer.

Even if the goal of your website is not online purchase, your customers must find you to learn about your offerings, download information, or find the location of a retail store. Searchers are far more qualified visitors to your site than someone who clicks a banner ad, for example, so attracting search visitors is just good business.

And search volume is growing dramatically, due to the explosion in the use of mobile devices. If you stop to think about it, these small screens with ubiquitous wireless access to the web are tailor-made for a more search-centered user experience. There is no room to look at long web pages with lots of links to navigate; searching using the keyboard or voice recognition is much easier. There’s always enough room for a search box.

The main reason to make search part of your marketing mix is that that’s where your customers are, but there are other reasons.

**Search Marketing Is Cost-Effective**

Beyond your customers’ use of search, the case for including search in your marketing mix is compelling for another reason: Search marketing expenditures are a good value compared to other forms of marketing. We’ve already talked about how searchers are more qualified than others you market to, because the act of searching is an expression of interest. That alone saves money wasted in other forms of marketing. But there are more reasons that search is a good buy.

Some search tactics require no payment to the search engine for traffic, so it can be among the most cost-effective forms of marketing, especially if your website is already well designed with high-quality content. Even with the costs of search advertising, you pay only for the people who actually click through to your site, unlike other forms of advertising where you pay for each ad impression shown. Marketing software company HubSpot has found that search engine optimization (SEO) has the highest lead-to-customer close rate of any form of generation marketing at one-third lower cost than outbound marketing tactics, such as advertising and direct mail.

Why is this important? Because if you want to start spending money on search, you need to stop spending on something else. When you understand that search is the most effective way to spend your scarce marketing dollars, you should be able to easily reduce some existing budgets (direct mail, perhaps?) to find the money for your new search expenditures. An Advertising.com survey found over 35% of marketers indicated paid search is their most cost-effective lead generation method, nearly twice as effective as other forms of marketing.
Search Marketing Is Big Business

You can tell a new marketing technique is taking off by noticing the number of consultants who hang out their shingles to help you do it! Several kinds of firms are involved in search marketing:

- **Search consultants:** A brand new kind of consultancy has sprung up in the past several years; these new firms handle search marketing and nothing else.

- **Traditional advertising agencies:** At the other end of the spectrum are the old-line advertising agencies that have been around for years. Just as firms such as Young & Rubicam and Ogilvy & Mather handle TV, radio, and print advertising, in recent years they have taken on web advertising. Starting with banner ads, they have now moved into search marketing, too.

- **Interactive advertising agencies:** In between the two extremes, interactive agencies handle anything online, ranging from search marketing to social media to email campaigns. Sometimes these agencies are subsidiaries of the traditional ad agencies, whereas others are smaller, independent firms.

All of these firms are competing for your growing interactive marketing budget. Your organization might already work with one of these companies, or might be looking for a search marketing partner. What is most important at this point is your interest in allocating part of your marketing budget to search, because you will soon see that achieving success is rather challenging.

Why Search Marketing Is Difficult

Because you bought this book, you probably were already convinced that search is a big marketing opportunity, but it’s time for a reality check: Search marketing is *not* easy to do. Although every company differs, large and small companies typically face different challenges in search marketing. (If your organization is medium sized, you might have some problems of each.) Because these are generalizations, your company might have some differences from its stereotype, but understanding what can go wrong can help you analyze your own situation.

Normally, large organizations have the advantage in marketing, but small companies sometimes have the upper hand in search marketing. Big companies still have some advantages, but it is a much more level playing field than with other areas of marketing. Let’s investigate the success factors for search marketing and see how they relate to company size.

You Need Flexibility

Smaller companies are generally “light on their feet”—more flexible than their larger counterparts. This flexibility provides small companies with fundamental advantages in search marketing, starting with a basic willingness to pursue search marketing in the first place.
Large companies are often “stuck in their ways”: They execute the same kind of marketing programs year after year, and it can take them a long time to even try search marketing. Some corporate types are risk-averse, not wanting to go out on a limb for the new thing. Small companies are often more willing to take a chance on an unproven approach and are more likely to raise investment in search marketing quickly when they see it is working.

Large companies are often slower than small ones, which hurts search marketing in several ways. First, search marketing inevitably requires changes to your website. The faster you can make those changes, the faster your search success can begin. Moreover, continuing success depends on frequent fine-tuning. Smaller companies tend to be able to make changes with more speed and less bureaucratic wrangling.

You Need Coordination

As you’ll learn, search marketing requires many little things to be done properly in order to succeed. For small companies, this isn’t that hard; sometimes everything can be done by a handful of people, or even one individual. But large companies usually have daunting coordination challenges that can hamstring their search marketing programs. At large companies, you often hear some telltale conversations about splitting up the web team or even dividing the website into multiple parts, which makes search marketing a lot tougher:

- **We need multiple teams of specialists:** “The copy writers and the HTML coders really should be in different departments....”
- **We need multiple product sites:** “Each product line should really run its own separate website....”
- **We need multiple audiences:** “We should really have different user experiences for consumers than for our business customers....”
- **We need multiple countries:** “It is really easier for everyone if the Canada and the U.S. sites are separate....”
- **We need multiple technologies:** “We decided to keep using the Apache server for the marketing information, but we are putting all of the commerce functions into WebSphere....”

Each time a large company starts separating itself in these ways, it makes the coordination for search marketing more difficult. In Chapter 10, “Make Search Marketing Operational,” we’ll offer some ways to help, but this need to work together across business units is more difficult for search marketers in large enterprises. And, the bigger the company, the harder it is.

You Need Name Recognition

Small companies often have the advantage in search marketing, but not here. Large companies have a big edge in publicity. Searchers know their names and the names of their products.
Searchers are more likely to include those names in searches, a big edge for the large companies that own those names.

But it does not end there. The bigger and more well-known the website, the more other websites will link to it and the more social media activity will mention that site—both of these are indicators to Google of a site’s importance. Big sites get links and social media activity for whatever they do without even asking. Because everything that big companies do seems newsworthy, they attract news coverage for every tiny product announcement (which means links from news organizations and other well-respected sources). Customers, suppliers, and resellers cozy up to large companies to bask in their reflected glory. Large corporations often have multiple sites that are interlinked, adding to their link advantage. The link popularity and social media activity that large sites enjoy helps their search rankings immeasurably.

Because of all of these factors, large brands have an advantage in search marketing. Studies show that content from large brands often outranks content from smaller brands that could be of higher quality. You can think of this as a “trust factor.” Just as a traveler might be more likely to stay at a name brand motel chain rather than the locally owned inn, and just as someone passing through a new neighborhood might opt to eat at McDonald’s (a known quantity) rather than the unknown local burger joint, search engines have shown a bias to large brand content, other things being equal.

On the flip side, these large brand names can be attacked in social media by pressure groups, disgruntled employees and customers, and anyone with an axe to grind. Because social media is so important to search success, big brands are big targets that can make search marketing more difficult. On balance, however, search marketing is easier when you are well-known.

Small companies can sometimes attract the out-sized attention of big brands, but it takes a lot more work—and often a good bit of luck.

**You Need Resources**

Larger organizations typically have a huge edge in marketing resources, but they are often slow to devote them to something new, such as search marketing. So, although larger budgets can be an advantage, sometimes small companies spend more than big companies do.

In addition, the largesse of big companies sometimes gets in their own way. Small companies are much quicker to seek outside expertise, and might get better advice from consultants than corporations get from their less-experienced internal personnel who are not search marketing experts.

When it comes to money, more is better than less. But most big companies squander this advantage with the overly complex design of their websites. Search engines greatly prefer simple sites without expensive technical gimmickry that small companies typically cannot afford. There are often good reasons to use these fancy techniques, but when they are overused or used
incorrectly, they quash search marketing. Small companies tend to have simple, clean designs that search engines love.

**You Have Lots of Competition**

Each of the preceding obstacles to search success is important, but the toughest roadblock to your success is your competitors. You are not the only person joining the search marketing game. So the good news is that you are catching the wave, but the bad news is there are a lot of other surfboards out there to contend with.

Not too many years ago, small companies had search marketing to themselves, because many large corporations were oblivious to the importance of search marketing, or had experimented and failed. Today, large organizations are becoming formidable search marketing competitors. They are using their superior resources to address the other weaknesses outlined earlier so that they can leverage their brand names for their natural advantages.

Big business is not the only source of new competition. As a search marketer, you might already be doing battle in global markets, and you see that competitors seem to be getting more sophisticated about search marketing, lessening your advantage. Or, worse, you do business in just a few local markets and you are starting to face competition from other regions or countries that could never do business in your territory before the Internet, but now they can.

Before the web, companies seeking to enter foreign markets used exporters, licensees, joint ventures, or wholly owned subsidiaries to create a local presence in each market. Although these techniques still have their place, the web allows businesses to sell directly to a customer, no matter what country each one is in. The rise of global search engines helps a business from across the world seem just as “local” as one a block away. It’s likely that your business will be competing with new entrants around the world, if it is not doing so already.

Even more competitors are out there, and they are right in your own backyard—local small businesses. Search engines can personalize results by location, so millions of local businesses whose ad budgets are spent on Yellow Pages advertising are now able to profitably engage in search marketing. If you work for a large company, such as Home Depot, you might have had search marketing to yourself, but will soon face increased competition from local hardware stores.

What happens as more and more marketers realize how well search marketing works? As changes in search marketing make it profitable for more and more businesses? The simple answers are that it makes it tougher to rank at the top of the organic search results, and it also makes paid search marketing more expensive because more companies are bidding the price up. So what do you do about that? That’s what the rest of this book is about.

Before leaving the topic of competition, we should point out that the changes leading to more competition offer opportunities, too. Just as your business might face competitors from new
places, your business can seek customers in new markets that were not cost-effective in the past. If you can become efficient enough, you can become a feared competitor in any market using search marketing and the web.

What Search Marketing Is

Search marketing is a form of digital marketing (or Internet marketing) that consists of a variety of tactics to promote your business by increasing visibility of your content to searchers. Search marketing usually begins when a searcher enters a keyword into a search engine, such as Google or Bing, and sees a search engine results page (SERP) that contains a series of search results.

Each country in the world has a set of search engines that attract the bulk of the searchers in that market. We talk mostly about Google Search and Microsoft’s Bing search because they are by far the two most important search engines in the United States. (Yahoo! continues to operate a search site, but Microsoft technology engine powers Yahoo! results in most countries.)

If you engage in search marketing outside the United States, Google and Bing might still be the most important search engines to you in those countries, but you’ll want to investigate their market shares to be sure. In the Nordic countries, for example, Google has nearly a 100% market share. In China, Baidu is the leading search engine. In Russia, it’s Yandex. For some up-to-date information about which search engines matter in various country markets, check out our website (SEMincBook.com/country-search-engines).

You might never have paid attention to all the different kinds of search results on a page, but search marketers distinguish between two main kinds, organic search and paid search. Exhibit 1-1 shows which results on the screen are organic results and which are paid.

Organic search is also called search engine optimization (SEO) or, less commonly, natural search. Organic search results are typically on the left side of the page, often below a paid search ad or two. Organic search results consist of a title and a preview of the content—text from web pages and blog posts, or photos for images and videos.

Search engine marketing (SEM) is a broader term than SEO that encompasses any kind of search results (organic and paid). Some people, however, use the term search engine marketing to refer to paid search only, contrasting SEO with SEM, so you need to judge its meaning from context.

Paid search goes by other names, such as pay per click (PPC), cost per click (CPC), paid placement, or sometimes search engine advertising, but we stick with the name paid search in this book. Paid search results tend to be at the top and on the right side of search result pages, but you can find them at the bottom of the page sometimes, too. Paid search ads have traditionally consisted of a title and a description—all words—but search engines are beginning to experiment with bolder forms of advertising that include images.
What Search Marketing Is

Let’s look at a partial list of the different kinds of search results and where they come from, as shown in Exhibit 1-2. You can see a mixture of these result types on the page, and some have tabs that searchers can press to isolate to a specific type (all images, for example).

- **Web pages:** “Web pages” takes in a lot of ground, everything from eCommerce sites to message boards, blog posts, and anything that doesn’t fall into one of the other categories below. You’ll see them on the results page with a link to the web page (drawn from the title on the web page) and a snippet of text from the page that usually contains the search keywords, as shown in Exhibit 1-3.
Each different search keyword not only produces different search results, but different kinds of search results.

Notice how the keyword dogs returns social media, web pages, and video, but few paid ads. Dog grooming results skew heavily to ads and local businesses.

Exhibit 1-2  Types of search results. Search results come in many different flavors and are drawn from many different places.
What Search Marketing Is

Ads: Paid search results are ads that you create, consisting of a headline and a description that each provides details on the offer, as you can see in Exhibit 1-4.

Exhibit 1-3 Organic search results. Organic search results usually contain a title, URL, and snippet, but can also include other items.

Exhibit 1-4 Paid search results. Paid search results include a headline, description, and display URL, but sometimes have more.
• **Products:** When the search is for a retail item, a picture and price of the item is displayed with a link to the store that sells it. These products are drawn from Google Product Search or Bing Shopping from product listings submitted by retailers; you can see an example of dog grooming supplies pictured in Exhibit 1-1.

• **News:** Some keywords match breaking news stories drawn from known news sources that have been approved by Google or Bing.

• **Local businesses:** If a search seems to be looking for a nearby location, such as a store, the search results include a map with “pins” for locations near the searcher, or a merely a text list of nearby places.

• **Images:** A search might include a gallery of photographs or other pictures, sometimes from image sites such as Flickr, but they can be drawn from any site on the web.

• **Videos:** More and more, search results include videos that can play right from the search result page. Google mostly shows videos from YouTube (which is owned by Google), while Bing shows videos from both YouTube and other video sites.

• **Social media:** Some people consider video and image content to be social media, but there is a lot more social content in the search results. Wikipedia, blog posts, and content from other social venues such as Twitter, Facebook, LinkedIn, and Pinterest have all begun showing up in search results.

• **Direct answers:** Some specialized searches produce results designed to provide the answer right on the search result page, obviating the need to click through to a new page to get the answer. You’ll see this for searches as varied as the weather, stock ticker symbols, airline flights, events, and anything famous enough for a Wikipedia entry. Google provides some direct answers through its Knowledge Graph, which it has been rolling out in multiple languages in recent years.

In recent years, both Google and Bing have aggressively integrated these different types of search results onto their main search result pages, referring to this approach as **blended search** (or in Google’s case, **Universal Search**). Some of these different kinds of search results can be isolated from the rest, as you can see in Exhibit 1-5.

It was once commonplace to use entirely separate search engines to look for these kinds of results. **Product search engines**, also known as **shopping search engines**, such as Shopzilla and NexTag allow searchers to shop for products across retailers, comparing prices and shipping times to make their purchase. **Internet Yellow Pages (IYP) sites**, such as Superpages and YellowPages.com allow you to find local businesses. Nowadays, many of these so-called **vertical search** sites are fading in importance, as Google and Bing invest in integrating these specialty types of searches into their own mainline search results. In fact, some verticals have very little independent competition these days; Google and Bing show the lion’s share of video and image searches, for example.
Search engines often provide multiple ways to navigate search results. Here, Bing offers two ways to drill down from the main search results screen to the same shopping search results.

Many search engines provide faceted search capabilities to allow deep drill-downs, but product search is all about faceted search. Choose the stores, price, brand, and much more to limit the products shown.

Exhibit 1-5 Search result navigation. Searchers can drill down to isolate results of a certain type in various ways.

Not all vertical search sites are fading. Travel sites, such as TripAdvisor, Kayak, and Expedia, still receive lots of traffic. Yelp provides reviews of local businesses. Some searchers head straight to these sites to do their searches, whereas others may stumble across them in the mainstream engines’ search results. But clearly Google and Bing have such sites in their sights, so to speak, and they come under more pressure every year.
When searchers don’t find what they are looking for at the top of the search results, they typically won’t page forward through more search results. Instead, they search again for something else. But what happens when what you are looking for can’t be easily described using more search words?

Some call it **faceted search**, others **multifaceted search**, and still others **faceted browsing**. No matter what you call it, there’s no denying that it is becoming an increasingly important way for searchers to drill down into search results to find what they are seeking more quickly and easily. Product search engines, such as Shopzilla, have been built on this capability, and Google Product Search employs faceted search. Exhibit 1-5 shows how Bing uses faceted search for products.

Product search is a natural application for the multifaceted search approach, because some products, such as digital cameras, are bought based on the facets (features) of the product. Shoppers care about price, brand, resolution, and other facets of a camera. As they choose the facets they want (such as “more than 16 megapixel resolution” or “between $150 and $250 in price,” and so on), unwanted choices disappear, so shoppers never get a “not found.” But it can be used in other places, as Bing shows with its video search; you should expect to see more uses of faceted search in the future, because searchers find it so easy to use.

If you’ve taken for granted that search marketing revolves around keywords, faceted search gives you some more ideas to think about. Yes, searchers continue to enter keywords to isolate products or videos, to name just two examples, but the facets that searchers drill down with are just as important in determining what they click on. For product search, you must be prepared to compete against other merchants on price, shipping speed, and reliability.

If shoppers are choosing between multiple cameras, for example, each camera might be listed in the search results (along with a picture, a short description or feature list, customer reviews, and the price range). As shoppers hone in on particular models of digital cameras, the websites (often called stores) that offer the camera are displayed in the search results. Each store might show its logo, merchant rating (voted on by its previous customers), price for the camera, and other distinguishing information to coax shoppers to click through to the store’s site. When shoppers click results, they are taken to websites (stores) to complete their purchases.

Faceted search is prized by searchers because they can isolate products by features or price without knowing the exact prices or features names. Similarly, if you are looking for a short video or one from a particular source, faceted search does the job. You might call faceted search the **antisearch** because it’s often used without entering any keywords at all. In actuality, however, faceted search technology is just a more powerful addition to traditional text searching that allows searchers to restrict the search results by responding to choices offered by the search engine. Peter Morville believes faceted search capability provides users the “illusion of getting started quickly,” comparing that style with drivers who get in their car and start driving, only consulting a map when lost, just as we enter a few search words and then navigate from the search results page. Faceted search allows searchers to continually narrow down their results by clicking another constraint on their search.
Other specialty searches are under attack, too. Try searching for an airline flight and you might see flight choices displayed right on the search results page. You can still use travel search sites, such as Kayak, but Google and Bing will be happy to book your reservation for you with their own proprietary reservation facilities. A few years ago, the searcher might have been sent to Expedia or Priceline.

When the mainstream search engines have not been able to co-opt the search results of vertical search engines, they’ve bought them. Google owns YouTube, the largest video search facility. Microsoft owns Travelocity, the travel search and booking site.

Google has been under pressure lately from government regulators for favoring its own properties in its search results, but as of this writing, no changes have been forced. Google does favor its own video results from YouTube, for example, but that isn’t any different from what Microsoft does with Travelocity results in Bing.

Social media items have become more prominent in the search results, including multi-media (images, audio, and video), social network conversations, and blog posts. Microsoft has a deal with Facebook to show results, and you’ll sometimes see results from Twitter and LinkedIn. Google, of course, will show results from its Google+ social network when relevant. One of the most interesting aspects of social media results is that they are often personalized—not every searcher sees the same results.

Although many websites, led by Amazon, have personalized their user experience, until the last few years search engines have been decidedly retro. Different searchers, by and large, were getting the exact same results when they type the same keyword into a search engine.

A quick review of the history of search technology reveals that the vast majority of improvements have been based on the content: analyzing it better, understanding it more deeply, and assessing its quality. But what about applying the same kind of thought to the searcher? After all, what makes a successful search is the best match between the content and searcher, so why have search engines focused on analyzing the content so much and ignored the searcher?

In part, the maniacal focus on content stems from the fact that understanding the content is easier than understanding people. However, despite the inherent difficulty, search engines are increasingly emphasizing personalized search results based on several factors, including the following:

- **The searcher’s location:** As we saw with local search results, search engines already try to show results from companies nearby, often by picking out place names within the keywords. The search engines also use the IP address of the searcher’s device to approximate location. With the rise of GPS capabilities in mobile devices, search engines can sometimes pinpoint location with startling accuracy. When GPS data is less accurate or unavailable, WiFi hotspot locations can also help identify searcher locations.
• **The searcher’s device:** Closely related to location, search engines are increasingly showing search results differently on phones, tablets, and computers. Google in particular has been experimenting with a “tablet” interface that shows fewer ads—often at the bottom of the screen. Mobile searchers tend to click on fewer paid search ads than computer users, so expect the search engines to continue to try new approaches to appeal to mobile searchers.

• **The searcher’s interests:** Could search results be improved if search engines knew searchers’ interests? When searchers enter “jaguar,” are they looking for the car, the animal, the football team, or the Apple operating system? If search engines understood the searchers’ interests, they might be able to take a better guess. Google, especially, is mining information from searchers’ Gmail discussions and from where they navigate on the web to determine which sites might be of more interest than others. Data collected by Google Analytics and Google Wallet might someday allow Google to show results based on previous purchases.

• **The searcher’s friends:** As noted earlier, Bing sometimes personalizes results based on what a searcher’s Facebook friends like, as shown in Exhibit 1-6. Expect Google to do the same with its Google+ social network.

Now that you know more about what search marketing is, it’s time to begin exploring what you can do about it.

**How to Get Started in Search Marketing**

Wait, you aren’t learning about search engines as an academic exercise? Okay, then, let’s talk about the business of search—how you can get started in making your search program a success. We’ll look at organic search, paid search, and the steps for search success with both. Let’s dig into organic search first.

**Getting Started with Organic Search**

Organic search refers to the way search engines find the most relevant match to a searcher’s keyword. You can think of it as the librarian’s answer to the question. Organic search results are driven purely by the *relevance* of the matches to the keyword that the searcher entered, and are not influenced by any payments made to the search engine by search marketers.

In contrast with paid search, where you must pay the search engines whenever someone clicks on your ad, organic search is free—kind of. It’s free the way that public relations is free: You don’t have to pay the *New York Times* to print your story, but you might have to pay your PR person to get the newspaper to print your story. Similarly, although sometimes it is inexpensive to get your content shown in organic search, there are other situations where it is a lot of costly work.
Bing has a deal with Facebook that allows it to show results based on what your Facebook friends like.

Bing also shows results from blogs, social networks, Klout, Quora, and many other social media venues.

Exhibit 1-6 Social media search results. Social media can show up in the search results, sometimes personalized based on searchers’ friends.

Search marketers use many techniques to improve their site’s organic search results. As mentioned earlier, these techniques are often referred to as search engine optimization. Later in this book, we explore these approaches in depth so that you can decide which ones are right for you. For now, let’s just look at how different options have different price tags.

Why It Works

Despite the wide range of cost, no search marketer can skip organic search. Organic search is critical to any search marketing program, even if you also use other search marketing techniques.
In recent years, organic search marketing is commonly part of a larger content marketing program. In content marketing, you use your web pages, blog posts, videos, and other content to solve your customer’s problem. Your content might include do-it-yourself ideas, how-to instructions, or common customer problems and solutions. Often, content marketing begins as a social media campaign of some kind, such as the do-it-yourself videos that Home Depot uses to explain how to use the materials and tools sold there.

Organic search marketing is a critical part of any content marketing campaign. Here’s why. When you invest the kind of time and money into creating great content, the way Home Depot has in our example, of course you’ll use social media to promote it. Each time Home Depot creates a video, they post it to YouTube, they tweet it, they link to it from their Facebook fan page, they create a blog post around it, and any other way they can think of. With that social media attention, the content marketer hopes that others will also share the content so that even more people will be exposed to it. Even under the best of circumstances, it’s hard to hope that social media will get exposure for your content for more than a few days. For the rest of the life of that content, its exposure hinges on organic search marketing.

For your content to rank highly in organic search, it must be perceived as being of high quality. Perhaps this is obvious, but the simplest way for your content to be perceived as high quality is to actually be of high quality. Search engines have different ways of ascertaining your content’s quality, which we explain in detail in Chapter 9, “Prove Your Content’s Quality.”

Organic search marketing has several specific benefits for your overall marketing:

- **Highly qualified searchers discover your content**: Organic searchers who click your content from the search results are highly qualified as prospective customers. They are much more likely to make a purchase than people exposed to your content in social media or who might otherwise visit your website. To understand why, think about the motivation of visitors reaching your site from a successful banner ad. Those visitors set out to find some information (possibly on a subject wholly unrelated to your site), and while reading that article, spot your ad. Intrigued, they click through to your site. These visitors are far less qualified than searchers because they did not start out with interest in your products. You can build the interest and still make the sale, but that is a lot harder to do than to sell to someone already interested. In contrast, searchers initiate their search on a subject related to your business. That’s why the search engine shows your content in the results. Those searchers want to learn. You are far more likely to sell to searchers than to someone who clicks a banner ad, simply because searchers might intend to buy, whereas banner visitors were doing something else when you caught their eye. People using product search engines, as you might expect, are especially likely to buy.

- **You can do it on a budget**: Although some websites suffer from expensive-to-fix problems (which we talk about in the next section), most websites find organic search to be a fairly inexpensive kind of marketing. Your site probably has many pages that already
show up in the search results, and you can tune your content to rank higher and draw more traffic—all without breaking the bank.

- **Your efforts work across all search engines:** Unlike paid search, where an ad listed with Microsoft does not appear in Google, most organic search techniques work across all search engines. Whatever you do to improve your results in Google will probably also help your content in Bing. Just by its nature, organic search success tends to require the same techniques for all search engines.

- **Your efforts can last for a long time:** In contrast to paid search, where the benefits end the moment you put away your credit card, organic search marketing efforts usually last much longer. For example, if you discover the techniques that cause a page to be found by and be persuasive to searchers, you can reap the benefits until a competitor discovers a better formula. Nothing lasts forever, but organic search success can continue even after you stop working on it.

This is an impressive list of benefits, but we wouldn’t blame you if you want to know what you need to spend to get them. That’s up next.

**What It Costs**

Organic search is an interesting search marketing technique, because utilizing the technique can cost next to nothing, or it can be expensive, depending on the situation you are in and what you decide to do about it.

It’s possible that your site might already be well represented in search and might already rank well in organic search for many keywords. If so, it might be inexpensive to improve your results even more, by choosing more keywords to sprinkle into your content, for example. If your site is missing in action in the search results, however, optimizing your content for organic search can be a daunting prospect; it can be complicated and expensive to make the changes required.

The costs for organic search come from making changes to your content and to your website technology. At this point in your search marketing knowledge, it’s natural for you to believe that you don’t know enough to make these content and technology changes yourself. You might even think you’ll never learn enough to tackle this work on your own.

Because a lot of marketers are in that same situation, they hire SEO consultants. If you need expert advice on choosing keywords, optimizing your content, or measuring your business results, it does not come cheap. If you want to start small, you might find some search marketing firms that will help you optimize a few pages for important keywords for between $5,000 and $20,000. Conversely, you should expect to pay hundreds of thousands per year for a consultant to thoroughly address problems in a large site.

If your budget allows it, you can benefit greatly from hiring an expert to jump-start your organic search marketing program. Your site’s problems in search are lowering your revenue, and each day they are not fixed is more money down the drain. It can be cost-effective to accelerate
your efforts by using an expert who gets more visitors coming to your site quickly. It is a big decision to hire (or decide not to hire) a search marketing consultant. Chapter 5, “Create Your Search Marketing Program,” walks you through the process.

Happily, under normal circumstances it is not absolutely necessary to use consultants. You and your team can learn enough to do it yourself. Just keep in mind that it will take you considerably longer than a consultant to identify solutions for your problems, which might not be cost-effective based on your available budget and the business opportunities that you are losing each day.

Regardless of how you determine the solutions, you’ll find that the technology and content changes that you make to implement those solutions are your biggest organic search expense. Those costs vary widely from website to website, but Part III of this book is devoted to diagnosing search problems and helping you correct them.

Although you are unsure of exactly what it will cost, it doesn’t have to be scary. You probably do not know how much it costs to update your site to introduce a new line of products, or to acquire another company, or to support a new advertising campaign, but these are business decisions that are made every day in every company. The web team knows that it is part of its job to support these initiatives; whatever it takes is just a cost of doing business. Your biggest job will be to make search marketing just another part of the web team’s job—just another everyday cost of running your website. Chapter 5 tackles how you convince the web team to take that on. After you are successful, and the web team makes search-related changes every day, you still will not know how much it costs, but at least it will be happening.

Organic search success sometimes requires changes to your technology so that the search engines can discover your content. If your site has a small number of pages, updating the technology is probably not very pricey. If you have a huge technically complex site, however, it can be expensive to fix. Chapter 3, “How Search Works,” explains how search engines discover your content.

Many websites inadvertantly make it difficult for spiders to index their pages. In Chapter 7, “Get Your Content Listed,” we work through the most common site design problems and the technology changes required to correct them. Usually, they require some kind of technology change, as the following examples demonstrate:

- We must change the commerce URLs so that they do not have so many dynamic parameters.
- We have to update the content management system so that writers can modify the titles and descriptions for every page.
- We have to modify the metadata template for all HTML pages so that we do not block the spider from crawling each page.
- We need to change the menus in the left navigation bar so that they do not require JavaScript.
- We must remove session identifiers from the URLs.
Don’t worry if you don’t understand the list. That’s the point, actually. Every item in that list is something that your technology folks might need to do to fix your site so that search engines can discover the content on your website. (And we cover many more, too.)

If your site suffers from some of these problems, it can be expensive to get them fixed. Technology projects can be costly, hard to manage, and slow to complete. It is not unheard of for a large company to spend millions of dollars over several years to eradicate all of these organic search problems.

Content changes are typically less costly and easier to manage than technology changes. It is expected that content will be constantly created and updated, so if you can convince your web team to write with search engines in mind, they will do that as a matter of course. It is not any more expensive to write a new page that includes mentions of the important search keywords for that page. Technology changes, however, are not so easy.

You don’t need to optimize every page on your site (although that is great to do); you need optimize only the pages that you want returned for the keywords you are targeting. One reason you might shy away from optimizing every page is that it can be expensive to do. Estimates vary, but some studies show that optimizing each web page costs between $100 and $200, on average. Most modern websites use templates so that optimizing one template can improve many pages at once, which greatly lowers the costs.

Organic search marketing is usually the least expensive form of digital marketing, despite these costs, which is why almost all websites depend on it. But paid search can bring great business results, too.

**Getting Started with Paid Search**

“Money is better than poverty, if only for financial reasons,” Woody Allen reminds us. So too, search marketers who are flush with cash have the advantage, but only if their money is spent wisely. We all know that a fool and his money are soon parted, but with paid search you might be shocked as to how quickly they are parted. Paid search is deceptively simple in concept, yet never mastered. The paid search programs are constantly changing, and your competition is always on the move. However, you can succeed in paid search if you learn some basic principles and stick to them.

Paid search has been described as a cross between day trading and direct marketing. Most paid search requires bidding against other search marketers to win the top spot for your site. Bidding can be intense, changing every second as companies jockey for position. Every word in your listing matters—making the difference between an ad that gets clicked and one that does not. Besides paid search ads, we’ve also talked about product search (shopping search), but paid search ads are the most popular form of paid search marketing.

One difference between paid and organic search is that you list your ad separately for each search engine. So, listing your ad in Google AdWords (the paid search program for Google’s search engine) won’t get your ad into Bing Ads (the corresponding program for Bing and Yahoo!). Despite that difficulty, paid search is still easier to get started with than organic search.
Google and Bing are the leaders, but you can get a more complete list of the more minor players at our website (SEMinBook.com/ppc-vendors).

By now, you have gotten a taste for the difficulty of revamping your site to garner organic search traffic. Although it pays off handsomely, organic search success takes skill, effort, and time. Paid search seems far easier. Select a keyword, plunk down your credit card, and overnight you have the #1 search position! It *can* work that way—*if* you know what you are doing. Let’s explore paid search, the fast (and sometimes easier) method of paying your way to the top.

**Why It Works**

Paid search offers a proven way to attract visitors to your website, but put that credit card away for a minute. For all of the benefits of paid search, you can quickly burn through your budget, getting few sales, if you are not careful. Managed well, paid search is an indispensable part of a search marketing plan for lots of reasons—if you know what you are doing.

Every search marketer ought to at least consider paid search opportunities. For some, paid search will not be cost-effective, but many search marketers find paid search to be more valuable than organic search. It all depends on your site and your situation. We will help you decide

**CONTEXTUAL ADVERTISING: DISPLAY ADVERTISING MEETS SEARCH**

Paid search vendors offer a form of marketing known as **contextual advertising**, where marketers bid to place ads on the pages of websites that have articles about subjects related to your ads. For example, if your company runs a hotel in Philadelphia, you might want to display an ad for your hotel on a travel site’s pages about Philadelphia tourist attractions.

In its most basic form, contextual advertising depends on the paid search vendor striking a deal with an information site to show ads on the information site’s pages. Any site that draws heavy traffic is a strong candidate to display contextual ads—think CNN or ESPN or weather.com or CNET. Every article on these sites offers possibilities for contextual ads.

Paid search vendors already know how to display different ads depending on what the searcher enters, so why not apply that same technology to rapidly changing information sites? Google’s AdSense program was the first major example of contextual advertising, but Microsoft’s Content Ads have their own network of information sites to display ads.

Contextual ads rely on the search engine examining the words on a page in its ad network, and selecting ads related to that subject to be displayed alongside the story. Readers then click the ad to go to the advertiser’s URL, just as with paid search. The advertiser pays for the click and the search engine and the owner of the ad network site both take a cut. Each information site might place the ads in different spots on their pages, but they all attempt to drive qualified visitors to the advertiser’s site.

Contextual advertising programs work like any other paid search program in which you pay for each person who clicks your ad, but it isn’t really search marketing, because the person who clicks on the ad has not searched for anything. For that reason, we won’t spend any
whether paid search is right for you, and, if it is, how to make the most of it. Check out all the reasons paid search might be an important addition to your digital marketing mix:

- **Highly qualified visitors will come to your site:** Just as with organic search, paid search attracts visitors who are already interested in what your site does. If they weren’t, they would not have been searching in the first place. So it makes sense that searchers who click paid search listings are more likely to buy than visitors arriving at your site from clicking a banner ad, for example. But paid search listings get lower clickthrough rates than organic search, and searchers say that they trust them less, so organic search might still have the edge in converting searchers into buyers.

- **You see immediate results:** As you have seen, organic search success requires painstaking attention to detail to get your site discovered and to optimize its content for both search engines and for visitors—all of which can take months. Paid search, conversely, can require up-front work on landing pages and with trusted feeds for shopping engines, but often it can be initiated in a few days with an instant impact on your site. The biggest difference between paid search advertising and organic search is that paid search offers more time on it in this book, but we mention it because it is similar to paid search in every way except how well it works. Because the ads are not clicked by people searching for something, they are less qualified than actual searchers and tend to have much lower conversion rates.

Most contextual ad programs allow you to make separate (usually lower) bids from the paid search bids for those same keywords, reflecting their lower conversion rates. Some also give you some control over what kind of stories your ad can be placed next to—so that you won’t be seen sponsoring content that might prove embarrassing to your brand image. Contextual ad programs also often allow you to bid higher for certain reader demographics.

One technique many successful search marketers use in conjunction with contextual ads is called **retargeting** (Google calls it **remarketing**), in which previous visitors to your website are shown your contextual ads when they visit other websites; you hope that they are reminded of what they almost purchased from you and that they reconsider.

To see whether contextual ads are cost-effective for your keywords, you can run a test with one campaign that uses your keywords in the traditional search paid search and a second campaign with the same keywords enabled for contextual placement only. The search engine vendor will report each campaign separately, and you can compare to see whether the contextual campaign delivers enough value to be worth your while. Some search marketers report that contextual advertising has been a gold mine, whereas others have been disappointed; so, test it for yourself. In spite of some challenges, contextual advertising continues to grow each year and might be appropriate for your digital marketing mix. But it isn’t search marketing and you shouldn’t treat it that way.
near instantaneous traffic to your site. You can launch a campaign immediately by paying your money, writing your ads, and bidding your way to the top of the paid results—all without changing a line of code on your website. Organic search, in contrast, takes much longer to kick in.

- **It’s inexpensive to get started:** Unlike organic search, where your site might need expensive changes, paid search requires low up-front costs. For as little as $50 and a credit card, you can open a paid search account. In addition, compared to organic search, paid search requires less expertise, so it is more likely that you can get started without engaging an expert consultant.

- **You pay only for visits to your site:** Many advertisers prefer paid search’s fee structure—you typically pay only when searchers click your ad, not when they view your ad. With banner ads and other types of paid advertising, you are charged for impressions; you pay every time your ad is shown. If you design your site to efficiently persuade those paid searchers to buy, your return on your investment can be very profitable.

- **You can target your audience:** Whereas keyword planning enables you to target searchers by their interests (for both organic and paid search), paid search provides more pinpoint precision. Product search isolates transactional searchers ready to buy, and paid search ads can identify searchers by characteristics such as geographical location—both of which might be important to your business and well worth paying for.

- **Near-total message control:** Paid search provides near-total control over what your listing says, allowing you to further qualify searchers so that only the “right” ones click through. In organic search, although you can pick your page’s title, the snippet that appears below the title is chosen by the search engine from the words that appear on your page. Paid search offers far more message control because the message can be directly targeted at searchers, with little concern about what the search engines want. Your ability to control your message is unmatched by any other advertising medium.

- **Unequaled adjustability:** You have learned how difficult it can be to make changes to your website to support organic search, especially if you have a medium to large site. If your inventory runs low on your best-selling product, your organic search results will keep pouring visitors into your site. If you reduce your product’s price, it could take days for the organic search results to reflect it. Paid search, however, can adapt to these changes as they occur. You can stop buying the keyword for an out-of-stock item in paid search, and you can remove the item from product search. You can reflect price changes as they happen. You can ratchet up your investment during your busy season and taper it off at other times. What’s more, you can constantly monitor the return on your investments and make changes each day to increase profitability. Paid search is probably the most flexible form of advertising available today.
• **Unlimited keyword targeting:** Organic search has a natural limit in the number of keywords that can be targeted. Although it is best to use existing pages on your site as search landing pages for both organic and paid search, inevitably you will find the need to add new landing pages as your keywords become more obscure. Because organic search landing pages must be deeply linked into the navigation of your site, there is a natural limit of how many landing pages (and therefore how many keywords) you can target. Because paid search landing pages need not be part of the site’s navigation, you can target as many paid search keywords as you can justify the investment for.

Despite all these advantages, paid search is not for everyone. If you sell low-priced, low-margin products, you might find that the cost of advertising is more than you can justify in return. If you are unable to place any monetary value on visitors to your website, it will be hard to justify paid search spending. Many noncommercial and nonprofit sites find that paid search does not help them sustain their operations. For businesses, however, especially businesses that are trying to attract prospective customers to their site, paid search increasingly has a place in even the smallest marketing budgets.

**What It Costs**

One of the best things about paid search is that you can control the costs. You can buy as many or as few keywords as you want, and you decide how much you are willing to pay for each click. And you can adjust anything at a moment’s notice, so you can control your budget.

As you embark on a paid search program, here are the kinds of costs to keep your eye on:

• **Creative costs:** Whether you do it in-house or you hire a consultant or ad agency to do it for you, it costs money to create the titles and descriptions that display onscreen. Remember, the number of searchers who click through to your site depends completely on the killer title and description you write, so this is no place to skimp on the budget. Agencies can usually do three or four new ads an hour, charging anywhere from $50 to $200 an hour to do so.

• **Management costs:** Tracking and adjusting your bids can be a lot of work, but it is the key to maximizing the return on your paid search investment; these campaigns do not run well on autopilot. You also need to keep track of your creative changes and deadlines, reconcile your bills, and verify your clickthroughs. You can hire an ad agency or search consultant to manage your paid search campaign for you. Conversely, if you manage it in-house, budget at least one full-time person to manage a highly competitive or large campaign (more than a thousand keywords).

• **Per-impression fee:** Usually referred to as CPM (cost per thousand—M is the Roman numeral for 1,000), you pay each time your ad displays onscreen, whether a searcher clicks or not. Typically, CPM pricing is used only for fixed-placement advertising, not
bid-based advertising, and it varies from $10 to $30 per thousand impressions (or about 1¢ to 3¢ per single impression). Some obscure search engines charge per impression, but mainstream search engines do not.

- **Per-click fee:** Often called CPC (cost per click), it refers to the fee charged by the search engine each time a searcher clicks your advertisement. Typically, you open an account for a set amount and start bidding for placement. Whenever a searcher clicks your ad, the current bid (per-click) fee is deducted from your account, with your ad disappearing if your account reaches zero. CPC prices range from about 10¢ (usually the lowest bid allowed) to $30 or sometimes more, with the average around $1. The vast majority of paid search ads are charged per click.

- **Per-action fee:** Also known as CPA (cost per action), you pay only when the searcher takes “action”—typically a purchase of your product. Some paid search engines are beginning to experiment with CPA pricing, so you might have a choice between CPC and CPA pricing for your keywords. In addition, a new kind of action, a phone call, is also becoming a popular pricing model; it’s called pay-per-call pricing.

---

**KEYWORD BATTLES: HOW TO BLOW YOUR BUDGET IN ONE EASY LESSON**

Because paid search has increased in popularity among search marketers, it is rare to find a popular keyword phrase without any bidders. It is also increasingly likely that bidders are using bid management software to control constant changes to their bids to maintain their place as #1, for example.

When two or more sites decide to be #1 for a particular keyword, a keyword battle ensues. Each time one site raises its bid, another increases its bid to leapfrog the original site. Unless one side eventually reaches its bid limit, the bidding can escalate dramatically. That’s good for the search engines, but not for search marketers.

Sometimes these battles are fought intentionally, with each side consciously raising its bids, but all too often the battle is a mistake. The typical keyword battle arises between two sites with bid management software instructed to always be #1 for that keyword. As you might expect, neither site’s software can succeed at being #1 for long—just the length of time in between bids. In this situation, the dueling software keeps bidding higher until one side exhausts its budget, usually within a couple of days.

It doesn’t have to be that way. When you set up your bid management software, you can still request that it be #1, but also set a limit of the highest bid you are willing to pay. That way, your bid management system stops escalating its bid when it reaches the limit you set, defusing the battle, and saving your budget for opportunities with higher return on your investment. Even better, you could base your bidding on something smarter than being #1, which we discuss in Chapter 8, “Optimize Your Content.”
CPM, CPC, and CPA fees are usually mutually exclusive; you pay only one of them on any particular ad. Exhibit 1-7 shows what a paid search campaign might cost when priced according to each method. Some advertisers prefer one method over another, but there is no surefire way to pay less on a consistent basis. It all depends on how many searches, clickthroughs, and purchases there are.

<table>
<thead>
<tr>
<th>Method</th>
<th>Searches</th>
<th>Clicks</th>
<th>Actions</th>
<th>Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPM</td>
<td>1,000,000</td>
<td></td>
<td></td>
<td>1¢ per impression</td>
<td>$10,000</td>
</tr>
<tr>
<td>CPC</td>
<td></td>
<td>50,000</td>
<td></td>
<td>20¢ per click</td>
<td>$10,000</td>
</tr>
<tr>
<td>CPA</td>
<td></td>
<td></td>
<td>1,000</td>
<td>$10 per action</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Exhibit 1-7  Comparing pricing formulas. What you pay depends on the activity multiplied by the rate, but no magical method will always save money.

Every pricing method has advantages and disadvantages. Chapter 8 reviews bidding strategies in more detail, and provides examples to help you choose the best option for your objectives.

The Steps to Search Success

Despite the differences between organic and paid search, the basic steps to success are the same:

1. **Choose your target market segments.** To get serious about search marketing, you need to focus on the keywords that searchers use that should find your site. Many of the keywords are the same between organic and paid search, but some marketers find that they can target more keywords for paid search or that some keywords are too expensive to be targeted outside organic search. We explore this step in detail in Chapter 6, “Choose Your Target Market Segments.”

2. **Get your content listed.** Nothing else you do will matter if you don’t even appear in the search results. For organic search, you must ensure that your content is discoverable by the search engines. For paid search, you must work with each search engine individually to get your ads listed for the keywords you have targeted. In Chapter 7, we examine the various techniques required to ensure your content is in the game.

3. **Optimize your content.** To rank well for popular keywords, you need to ensure that your paid search ads and your landing pages contain those words sprinkled in the right places. For paid search, you must also optimize your per-click bids to earn as much profit as possible. Chapter 8 walks you through what you need to know.
4. **Prove your content’s quality.** Search engines are demanding; they don’t show their searchers low-quality content. For your content to make the grade, you need to create content that searchers like. Search engines look at links to your content and social media activity for organic search, and they check your clickthrough rate and other factors. We look at all the ways that search engines judge your content’s quality in Chapter 9.

If it sounds a bit overwhelming, fear not! That’s what the rest of this book is for. We’ll take you step by step to a successful search marketing program.

**Summary**

You are on your way as a search marketer! You have learned the two basic techniques in search marketing: organic search and paid search. Each technique proves advantageous under the right circumstances, but each one must be handled with care to avoid the pitfalls. Exhibit 1-8 summarizes the strengths and weaknesses of each technique.

<table>
<thead>
<tr>
<th>Search Marketing Technique</th>
<th>How Much Expertise Is Required?</th>
<th>How Many Keywords Can You Target?</th>
<th>How Quickly Do You See Results?</th>
<th>How Long Do Results Last?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic search</td>
<td>High</td>
<td>Moderate</td>
<td>Slow</td>
<td>Lengthy</td>
</tr>
<tr>
<td>Paid search</td>
<td>Moderate</td>
<td>High</td>
<td>Fast</td>
<td>While paying</td>
</tr>
</tbody>
</table>

**Exhibit 1-8** Search marketing techniques comparison. Organic is hard to do but yields high reward, whereas paid happens quickly but requires higher investment.

Paying attention to searchers takes more work than you might expect. Large sites and small sites have different issues in search marketing, but those problems must be overcome to achieve search marketing success.

Since the rise of the web in the 1990s, more and more of your customers have turned to the web, and more specifically to web search, to find what they are looking for. What’s more, these searchers are among the most highly qualified visitors to arrive at your website. By focusing on searchers as part of your marketing plans, you will raise your sales.

In the next chapter, we examine why searchers behave the way they do—critical information for you, the search marketer. If you do not understand searchers, you cannot predict which keywords they will use, nor what content will strike their fancy. Let’s examine the research into searcher behavior in Chapter 2, “How Searchers Work.”
This page intentionally left blank
Index

A

acronyms as keywords, 57
ad copy
  creating, 329-332
  keywords in, 330
Addesso, Patricia J., 31
Adobe Acrobat (PDF) files, 85
Adobe Flash, 294-295
ads as search result, 12
adult content filters, 68
affiliate marketing, 114-115
affiliate “spam,” 36
AJAX (Asynchronous JavaScript and XML), 289, 295
always on keywords, 258
Amazon, 17
analyzing
  content
    different types of documents, converting, 85
    important, deciding which words are, 85-86
keywords
  antiphrases, detecting, 64
  common words, 65
  intent of searcher, identifying, 65-66
  operators, processing search, 65
  overview, 63
  phrases, detecting, 64
  spelling, correcting, 64
  stop words, detecting, 65
  word order, examining, 65
  word variants, finding, 63
  links, 353-354
anchor text, 357
antiphrases, detecting, 64
App Store Optimization (ASO), 319
Asynchronous JavaScript and XML (AJAX), 289, 295
attracting links from other sites, 367-369
audiences
  as keyword category, 264-266
  multiple audience sites, 401-402
  multiple audiences and keywords, 56
  auditing phase of search marketing campaign, 200
  authority pages, 358
  automated keyword management, 411
  automatically submitting your site, 277

B

Back Azimuth Consulting
  Keyword Management tool, 59
back button, enabling, 342
Baidu, 10
Balzer, Evan, 118
banned or penalized activities to get you, 338
  verifying your site is not, 274-276
barcode scanner comparison apps, 41
Battelle, John, 266
Berners-Lee, Tim, 289
best practices
  content standards, 409
  creating, 409
  enforcing, 409
  enhancing, 409
  keyword management,
  centralizing, 409-412
  overview, 408
bid management, 176, 178, 223-225
Bing
  Ads, 24
  blended search, 14
  deep links, 328
  faceted search, 16
  human ratings, 387-388
  Location Extensions, 332
  overview, 10, 222, 272, 380
  personalized search results, 18
Quality Score, 391-392
Search, 391
blended search, 14
bloated sites, reducing, 293
blogs
  comment spamming, 363
  indexes, listed in, 301-302
  optimizing blog posts, 345-349
body text of landing pages
  evaluating, 336-337
  fixing, 337-342
  how to write, 337-342
  length of, 339
  location and, 340
  overview, 77
  variations of keywords in, 340
bookmarks, 384-385
brainstorming sessions, 240-243
brand awareness, building, 236-238, 255
brand managers, 204-205
broad keywords, 55-56
broad match, 70, 248-250
Broder, Andrei, 35
broken links, 377-378
business case for your program, 195-196, 198-199
business people, 204
business value, determining, 120-141
buyer behavior, 33
buyer’s journey
  buy stage, 51-52
  case study, 53-54
  customer behavior and the, 49-51
  learn stage, 51
  search marketing and the, 51-53
  shop stage, 51
  use stage, 52-54
Cascading Style Sheets (CSS), 341, 441
case study
  buyer’s journey, 53-54
  extended search team
    persuading extended search team in a large company, 202
    persuading writers to write with search in mind, 210-211
  organic page inclusion, 438-439
  searcher’s intent, 38
  categorizing keywords, 247-248, 264-266
  central search team
    best practices, establishing, 408-412
content management skills, 405
global skills, 406
keyword research, 405
overview, 404
paid search, 405
search marketing tools, 405
skills, developing, 406-407
staffing, 405-406
web analytics, 406
web content skills, 405
centralizing tasks, 177-180
chief executive officer, 217
chief financial officer, 217
Clark, Corey, 202
click fraud, 421
click on pages, deciding when to, 46-47
clickthrough rate, 80, 159-162, 390-391
cloaking, 276
co-optimization, 393-395
cold keywords, 57-59
common words, 65
companion website, 445-446
comparison apps, 41
competition
  as challenge, 9-10
  checking out your, 246
  and executives, 218
  rankings, competitor, 110, 153, 424-425
conglomerates, 172-173
consultants, costs of, 21-22
content. See also optimizing content; quality of content
  best practices, 409
  development, using searcher interests for, 266
  factors, 72-75
  listing, 29
  metrics
    ad performance metrics, 418-421
content tagging metrics, 414-415
keyword relevance metrics, 415-416
link metrics, 416-418
overview, 413-414
mobile apps, 319
promoting, 369-370
standards, 409
theme, 78
writers, 209-210
content management skills, 405
content management system (CMS), 271, 441
contextual advertising, 24-25
contextual relevancy, 78, 81
conversions. See also web conversions
for leads, 131-133
metrics, 430-434
overview, 120-121
projecting future, 164-165
timing of, 225-226
cookies, 288, 432
coordination as challenge in search engine marketing, 7
copywriters, 209
core pages, 355
cost-effectiveness of search engine marketing, 5
cost per click (CPC). See paid search
cost projections
for organic search, 190-191
overview, 188-189
for paid search, 191-193
for personnel, 189-190
total costs, 193-194
country, dividing up your website by, 402-403
country filters, 67
coupon code, 260
Cox, Terry, 238
CPA (cost per action), 28, 29
CPC (cost per click), 28, 29
CPM (cost per thousand), 28, 29
crawlers. See spiders
CSS (Cascading Style Sheets), 341, 441
curb appeal of search results, 47, 380
current situation, assessing your, 141
customer behavior and the buyer’s journey, 49-51
database information for
dynamic pages, 346-347
decentralized organizations and multiple product sites, 399-400
dependencies for displaying pages, eliminating, 287-289
description, 77, 319
destination pages, 355
device used by searcher, 18, 41-42
digital or interactive marketing agencies, 6, 183
direct answer technology, 14, 47
directories, using, 373-375
disconnected pages, 355
displaying search results, 81
division of work, 174-175
DNS verification, 228
Do It Wrong Quickly: How the Web Changes the Old Marketing Rules (Moran), 98
documents, converting different types of, 85
doorway pages, 314-315, 338
duplicate sites, 338
dynamic content, optimizing, 345-349
dynamic URLs, simplifying, 284-287
eBay, 202
emphasized text, 339
entertainment and information web conversions for, 107
as website goal, 105-107
exact match, 70, 249-250
executives, selling your proposal to, 216-221
existing network, using your, 370-371
Expedia, 17
extended search team
brand managers, 204-205
business people, 204
case study
persuading extended search team in a large company, 202
persuading writers to write with search in mind, 210-211
content writers, 209-210
copywriters, 209
information architects, 213-214
lawyers, 208
metrics analysts, 215
overview, 202-203
public relations, 206-207
sales people, 206
selling your proposal to, 202-216
site operations, 215
style guide developers, 214-215
technologists, 211
translators, 211
web developers, 213
webmasters, 212-213
website governance specialists, 216
writers, 209
Facebook, 17, 303, 380, 382
faceted browsing. See faceted search
faceted search, 15-16, 296
factual benefits in ad copy, 330
fakery, avoiding, 385-386
favorites and shares, 380
fielded data and keywords, optimizing for, 306
file verification, 228
filters
adult content, 68
country, 67
language, 66
organic search, 68-69
paid search
broad match type, 70
exact match type, 70
overview, 69-70
phrase match type, 70
Flash, avoiding, 294-295
flexibility as challenge in search engine marketing, 6-7
follow through on search results, 48-53
frames, avoiding, 294
freshness, 75
functional organizations, 170-171

Google
AdWords, 24, 304, 391
Analytics, 18, 228, 318
Autocomplete, 251
blended search (Universal Search), 14
bowling, 365
human ratings, 387-388
Instant, 43
link analysis, 353
mobile searchers and, 18
Now, 239
overview, 10, 17, 222, 272
PageRank, 74, 361-362
personalized search results, 18
Product Listing Ads (PLAs), 222, 304, 333-334, 392-393
Product Search, 16
Quality Score, 391-392
sitelinks, 328
Sitemaps protocol, 299-301
Trends, 252
Wallet, 18
Google+, 18, 303, 380
GPS data, 17

Hammer, Michael, 109
headings, 77, 339
hidden links, 363
hidden text, 338
hot keywords, 53-57, 255, 259
HTML5, 295

IBM, 438-439
icons for mobile apps, 319
ID3 standard, 343-344
ignored content, reducing, 293
images
indexed, 303
optimizing, 343-344
overview, 87-88
as search result, 14
sitemaps, 299
implementation phase of search marketing campaign, 200
importance of search engine marketing, 4-6
important words, deciding which are, 85-86
inclusion ratio, calculating, 273
increasing the number of AJAX pages are
spider-friendly, ensuring, 295
bloated sites, reducing, 293
dependencies for displaying pages, eliminating, 287-289
dynamic URLs, simplifying, 284-287
Flash, avoiding, 294-295
frames, avoiding, 294
HTML code, validating, 293-294
ignored content, reducing, 293
overview, 278-279
pop-up windows, eliminating, 282-283
pull-down navigation, eliminating, 283-284
redirects, proper use of, 289-292
robots directives, setting, 279-282
search engine sitemaps, using, 299-301
site navigation, designing your, 297-299
spider traps, 279-297
unusual page structures, helping spiders index, 296-297
web server response, ensuring, 292
landing pages, 148-153
overview, 62
indexed pages. See also pages listed in organic search indexes
assessment of
banned or penalized, verifying your site is not, 274-276
check how many pages are indexed, 272-273
determining how many pages you have, 270-271
inclusion ratio, calculating, 273
link to you, getting sites to, 278
missing from indexes, what not to do if your site is, 277
not indexed at all, if site is, 274
overview, 270
spider is visiting, making sure the, 276-277
infinite scroll pages, 296
influencers, 371-373
influencing public opinion, 117-118
information and entertainment
web conversions for, 107
as website goal, 105-107
information architects, 213-214
information from visitors, sites requiring, 288
informational keywords, 38
informational searchers, 38
in-house program, 187-188
injection links, 363
intent of keywords, 57
intent of searcher, identifying, 65-66
interactive or digital marketing agencies, 6, 183
interests of searcher, 18, 266
Internet Yellow Pages (IYP), 15
IP delivery, 276
iTunes, 382
JavaScript
pull-down windows, 283-284
redirects, 291
sites requiring, 289
keyword models
audience of searcher as
keyword category, 264-266
categories, segmenting
keywords by, 264-266
content development, using
searcher interests for, 266
overview, 263-264
segmentation, 264-266
social data used to improve
keywords, 267
timing of search as keyword category, 266
keyword search referrals, 428-430
keywords. See also keyword models; targeting
in ad copy, 330
always on keywords, 258
analyzing
antiphrases, detecting, 64
common words, extremely, 65
intent of searcher, identifying, 65-66
operators, processing search, 65
overview, 63
phrases, detecting, 64
spelling, correcting, 64
stop words, detecting, 65
word order, examining, 65
word variants, finding, 63
brainstorming
adjectives, 241
nouns, 240
broad keywords, 55-56
choosing, 59
cold keywords, 57-59
and competitors’ rankings, 155
hot keywords, 53-57, 255, 259
J
Kayak, 17
keyword battles, 28
keyword demand search metrics, 158-163
Keyword Management tool
(Back Azimuth Consulting), 59

491
informational keywords, 38
intent, 78
local, 251-254
low priority, 258-259
management
  automated, 411
  centralizing, 409-412
  hybrid, 411
  manual, 410
matches, 66-68
medium priority, 258
for mobile apps, 319
multiple keywords in landing
  pages, 312-313
multiple meanings in, 56-57
multiple-word keywords,
  68-69
navigational keywords, 35-38
negative, 249-250, 257, 442
non-English, 255-257
optimizing for fielded data
  and, 306
planning, 176, 178
prioritizing, 255-263
prominence, 76-79
ranking the matches
  content factors, 72-75
  keywords, ranking organic
    search matches based
    on, 75-79
overview, 70-72
paid search matches,
  ranking, 79-81
quality, ranking organic
  search matches based
  on, 72-75
referral keyword data, 156
research, 245, 405
and searcher’s intent, 35
spelling errors in, 42
stuffing, 338
suggestion feature, 43
top priority, 258
transactional, 40, 255
unrelated to content, not
  adding keywords, 307
writing
  for organic searches,
    89-92
  for paid searches, 93-98
landing pages
  body text
    how to write, 337-342
    length of, 339
    location and, 340
    variations of keywords
    in, 340
choosing
  how not to choose a search
    landing page, 311-312
  multiple keywords,
    landing pages for,
    312-313
  multiple options, deciding
    on landing page when
    you have, 312-313
  overview, 310-315
  pages not to choose,
    311-312
doorway pages compared,
  314
indexed, 313-314
metrics for
  organic search rankings,
    316-317
  overview, 315-318
  search referrals, 315
  web conversions, 316
overview, 310-315
rankings for, 152-155
language filters, 66
large organizations, 6-10
lawyers, 208
leads
  web conversions for, 107
as website goal, 107
learning phase of search
  marketing campaign, 200
link farms, 363
link patterns, 364, 371
link popularity, 73-74, 356-359
link sculpting, 101
LinkedIn, 17, 303
links
  analyzing, 353-354
  attracting, 367-369
  broken, 377-378
  and content quality
    attracting links from other
    sites, 367-369
    building links, 359-366
    building your network,
      371-373
    content, promoting your,
      369-370
    directories, using, 373-375
    existing network, using
      your, 370-371
    how websites link,
      354-356
    importance of links,
      353-354
    measuring your site’s
      links, 359-361
    new sources of links,
      identifying, 375-377
    overview, 352-353
    popularity of links,
      356-359
    recovering lost link
      power, 377-378
designing link landing pages,
  367-369
following, 83-84
getting sites to link to
  you, 278
hidden, 363
injection, 363
new sources of links,
  identifying, 375-377
quality, 357
quantity, 356
relational, 370
relevancy, 357
remembering, 84
between several sites that you control, 364
site-wide links from other sites, obtaining, 364
soliciting, 364
trading links with other sites, 364
within your site, 328
within your site to other pages, 363
local businesses as search result, 14
local keywords, 251-254
local search, 228-231, 251-254
localizing your targets, 251-254
location of searcher, 17
low priority keywords, 258-259

medium priority keywords, 258
merchant rating, 348
meta refresh redirects, 291
metadata, 348
metatags, 86-87, 227
metrics
assessing your current situation, 141
competitors’ rankings, 155
content
ad performance metrics, 418-421
content tagging metrics, 414-415
keyword relevance metrics, 415-416
link metrics, 416-418
overview, 413-414
conversions, 120-121, 430-434
keyword demand, 158-159
for landing pages
organic search rankings, 315
overview, 315-318
search referrals, 315
web conversions, 316
links, 359-361
missed opportunities, discovering, 158
overview, 120, 413
rankings, 421-425
reporting, 176, 179
reviewing, 221, 434-437
search marketing success, 106
search referrals
by keyword, 428-430
overall search referrals, 426
overview, 425-426
by search engine, 427-428
success of website, 114
targeting your first search marketing campaign
choosing target area of your site, 142-144
keywords, choosing, 144-147
overview, 141-142
traffic, 137-141
metrics analysts, 215
microsites, 432
Microsoft, 17, 391
missed opportunities, discovering, 158
missing from indexes, what not to do if your site is, 277
mobile apps, keywords for, 319
mobile users, 18, 41-42, 300, 319
model numbers, 305
monitoring search programs
organic search case study, 438-439
overview, 437-438
site-wide organic search problems, 439-441
paid search, 441-442
Moran, Mike, 98
Morville, Peter, 16
multifaceted search. See faceted search
multinational organizations, 172
multiple meanings in keywords, 56-57
multiple product sites, 399-400
multiple specialist teams, 398-399
multiple technologies, 403-404
multiple-word keywords, 68-69

name recognition as challenge in search engine marketing, 8
natural search. See organic search
navigational keywords, 35-38
navigational searchers, 35-38
negative keywords, 249-250, 257, 442
negative search engine optimization, 365
network, building your, 371-373
news
   as search result, 14
   sitemaps, 299
NexTag, 15
non-English keywords, 255-257
nontext elements, optimizing, 342-345
off-limit subjects, avoiding, 306
offline sales
   web conversions for, 107
   as website goal, 107
online commerce versus pure online, 107
on-the-fly optimization, 306
Open Graph protocol, 380
opening text, 339
operators, processing search, 65
optimizing content
   ad copy, creating, 329-332
   banned from search engines, things to get you, 338
   blog posts, 345-349
   for fielded data and keywords, 306
landing pages
   body text, evaluating, 336-337
   body text, fixing, 337-342
   choosing, 310-311
   dynamic content, 345-349
   how not to choose a search landing page, 311-312
   images, 343
   metrics, 315-318
multiple keywords, landing pages for, 312-313
multiple options, deciding on landing page when you have, 312-313
nontext elements, 342-345
overview, 310-311
pages not to choose, 311-312
permanent pages, 312
videos, 344-345
links within your site, 328
for mobile apps, 319
for organic search results, 321
overview, 318
product search listings, improving, 333
search results, improving, 319
snippets, 324
titles for, 321
organic search
   advantages of, 20-21
   case study, 438-439
   co-optimizing, 393-395
   costs, 21-23, 190-191
   filters, 68-69
   finding content for the organic index
      changes, keeping up with, 84-85
      links, following, 83-84
      links, remembering, 84
      overview, 82-83
   monitoring, 437-438
   organizing, 227-228
   overview, 5, 10-11, 13, 18-19
   pages listed in organic search indexes
      assessing how many pages are indexed
         banned or penalized, verifying your site is not, 274-276
         check how many pages are indexed, 272-273
determining how many pages you have, 270-271
   inclusion ratio, calculating, 273
   link to you, getting sites to, 278
missing from indexes, what not to do if your site is, 277
not indexed at all, if site is, 274
overview, 270
spider is visiting, making sure the, 276-277
paid search compared, 18
social content listed in organic search indexes
   blogs, 301-302
   images, 303
   social network content, 303-304
   videos, 302
   strengths of, 30
   weaknesses of, 30
   why it works, 19-21
writing for, 89-92
organization phase of search marketing campaign, 199
origination pages, 355
overall search referrals, 426
P
page style, 75
page URLs, 305
page views, 137-138
PageRank, 74
pages listed in organic search indexes
   assessing how many pages are indexed
   banned or penalized, verifying your site is not, 274-276
   check how many pages are indexed, 272-273
determining how many pages you have, 270-271
   inclusion ratio, calculating, 273
   link to you, getting sites to, 278
missing from indexes, what not to do if your site is, 277
not indexed at all, if site is, 274
overview, 270
spider is visiting, making sure the, 276-277
increasing the number of indexed pages
AJAX pages are spider-friendly, ensuring, 295
bloated sites, reducing, 293
dependencies for displaying pages, eliminating, 287-289
dynamic URLs, simplifying, 284-287
Flash, avoiding, 294-295
frames, avoiding, 294
HTML code, validating, 293-294
ignored content, reducing, 293
overview, 278-279
pop-up windows, eliminating, 282-283
pull-down navigation, eliminating, 283-284
redirects, proper use of, 289-292
robots directives, setting, 279-282
search engine sitemaps, using, 299-301
site navigation, designing your, 297-299
spider traps, 279-297
unusual page structures, helping spiders index, 296-297
web server response, ensuring, 292
overview, 269-270
paid placement. See paid search
paid search
bid management tools, selecting, 223-225
buying paid search ads, 363
and central search team, 405
choosing your paid search engines, 222
click fraud, 421
co-optimizing, 393-395
costs of, 27-28, 191-193
filters
broad match type, 70
exact match type, 70
overview, 69-70
phrase match type, 70
fine-tuning, 97-98
keyword battles, 28
managing your ads, 332-333
market principles and, 93-97
match types for each paid search keyword, deciding on, 248-250
matches, ranking, 79-81
and mobile apps, 319
monitoring, 441-442
organic search compared, 18
organizing, 222
overview, 10-11, 13, 23-24
quality factors
product search quality, 392-393
Quality Score, using your, 391-392
ranking algorithm, 79-81
setting up your accounts, 223
strengths of, 30
structuring keywords for, 262-263
value, looking for, 93
weaknesses of, 30
web conversions, timing of, 225-226
why it works, 25-27
writing for, 93-98
pay per click (PPC). See paid search
PDF files, 85
penalized or banned activities to get you, 338
verifying your site is not, 274-276
per-action fee (CPA - cost per action), 28, 29
per-click fee (CPC - cost per click), 28, 29
per-impression fee (CPM - cost per thousand), 28, 29
permanent pages, 312
personalized search results, 17-19
personnel costs, projecting for, 189-190
persuasion
helping people, 118-119
overview, 117
public opinion, influencing, 117-118
visitor behavior, 34
web conversions for, 107
as website goal, 107
phenomenon scarcity, 94
phrase match, 70, 249-250
phrases, detecting, 64
Pinterest, 303
plan for your first search marketing campaign, 199-202
plural/singular meaning changes in keywords, 57
podcasts, 343, 382
pop-up windows, eliminating, 282-283, 342
popularity of links, 356-359
Priceline, 17
prices, 305
primary demand, 33
primary targets, choosing, 239-246
prioritizing keywords, 255-263
product categories, 305
product descriptions, 305
product names, 305
product-oriented organizations, 171-172

product search databases, getting your merchandise listed in feeding your data to product search engines, 305-306
feeds, making the most of product, 306-307 overview, 304 engines, 15 listings, improving, 333 overview, 16 products as search result, 13 profanity, 75 promoting your content, 369-370 proposals approval for your search marketing proposal assembling your proposal, 195-202 executives, selling your proposal to, 216-221 extended search team, selling your proposal to, 202-216 overview, 194-195 assembling your proposal business case for your program, 195-196, 198-199 costs of program, 197 overview, 195 plan for your first search marketing campaign, 199-202 revenue opportunity, 196-197 prospects, searchers as highly qualified, 4-5, 20, 25 public opinion, influencing, 117-118

public relations, 206-207, 370-371 pull-down navigation, eliminating, 283-284


R radius targeting, 253 ranking algorithm, 70-72, 75 rankings competitor, 424-425 for landing pages, 152-153 links based on, 98-101 metrics, 421-425 and titles, 321-324 ratings and reviews, 382-384. See also human ratings recovering lost ratings, 377-378 redirects, proper use of, 289-292 referrals. See also search referrals keyword, 155-157, 428-430 and titles, 321-324 related meanings in keywords, 57 relational links, 370 relevancy, link, 357 resources as challenge in search engine marketing, 8-9 results of search. See search results retailers versus manufacturers, retargeting, 25 revenue opportunity, 196-197 risks of search marketing campaign, 221 robots directives, setting, 279-282 robots.txt file, 279-282

S sales executive, 217 sales people, 206 scanning search results, 45-46 scope of your search marketing program, choosing the, 168-170 Screaming Frog, 415 screenshots for mobile apps, 319 scroll pages, infinite, 296 search consultants, 6, 182 search engine advertising. See paid search
search engine marketing (SEM) approaches matched with website goal, 107
best practices content standards, 409 creating, 409 enforcing, 409 enhancing, 409 management, centralizing, 409-412 overview, 408 technical standards, 409 and the buyer’s journey, 51-53 challenges, 6-10 complexity of, 398 consultants, 6 cost-effectiveness of, 5 importance of, 4-6 multiple audiences, 401-402 multiple countries, 402-403 multiple product sites, 399-400 multiple specialist teams, 398-399 multiple technologies, 403-404 overview, 3, 10-19 search results, types of, 11-15 SEO compared, 11 success, measuring, 141 tools, 405 search engine optimization. See organic search search engine results page (SERP), 10 search engines analyzing search keywords antiphrases, detecting, 64 common words, extremely, 65 intent of searcher, identifying, 65-66 operators, processing search, 65 overview, 63 phrases, detecting, 64 spelling, correcting, 64 stop words, detecting, 65 word order, examining, 65 word variants, finding, 63 building the organic index, 88 content analyzing, 85-86 quality, 98-101 submitting, 277 displaying search results, 81 finding content for the organic index changes, keeping up with, 84-85 links, following, 83-84 links, remembering, 84 overview, 82-83 how it works, 62-63 images and, 87-88 matches to the keyword, choosing filters, common search, 66-68 overview, 66 ranking the matches content factors, 72-75 keywords, ranking organic search matches based on, 75-79 overview, 70-72 paid search matches, ranking, 79-81 quality, ranking organic search matches based on, 72-75 search referrals, 427-428 sitemaps, using, 299-301 spotting words you don’t normally see, 86-88 writing for organic searches, 89-92 paid searches, 93-98 search marketing. See search engine marketing search referrals. See also referrals checking current, 244 keyword, 428-430 overall search referrals, 426 overview, 425-426 search engine, 427-428 search results ads as search result, 12 click on pages, deciding when to, 46-47 curb appeal of, 47, 380 displaying, 81 follow through on, 48-53 improving, 319-320 optimizing content for organic search results, 321-324 search results, improving, 319-320 personalized, 17-19 products as search result, 13 scanning, 45-46 viewing, 45-46 searchers buyer behavior, 33 click on pages, deciding when to, 46-47 customer behavior and the buyer’s journey, 49-51 device used by, 41-42 follow-through, 48-53 informational, 38 intent case study, 38 and keywords, 35 overview, 34-35 navigational, 35-38 overview, 31-32
site navigation, designing your, 297-299
site operations, 215
site organization, 75
site-wide links from other sites, obtaining, 364
site-wide organic search problems, 439-441
skills, developing, 406-407
small organizations, challenges for, 6-10
snippets, 324-328
social bookmarks, 384-385
social data used to improve keywords, 267
social media activity, 74
content listed in organic search indexes
blogs, 301-302
images, 303
social network content, 303-304
videos, 302
and content quality bookmarks, 384-385
curb appeal, 380
fakery, avoiding, 385-386
overview, 378-380
ratings and reviews, 382-384
shares and favorites, 380
video views, 380-382
and link analysis, 101
as search result, 14
software downloads, requiring, 288
soliciting links, 364
spam, affiliate, 36
spammers, 184, 276, 374-375
specialty directories, 373-375
spelling errors in keywords, 42, 64
spiders
overview, 22, 83-85, 271
traps, 279-297
visit by, 276-277
webmaster directions for, 212
sponsorships, 371
spotting words you don’t normally see, 86-88
staffing central search team, 405-406
standards, defining, 176, 178
stop words, detecting, 65
strategy for search marketing
bids, managing, 176, 178
centralizing tasks, 177-180
choosing, 175, 177, 180-188
for conglomerates, 172-173
contents, optimizing, 176, 178
costs, projecting
for organic search, 190-191
overview, 188-189
for paid search, 191-193
for personnel, 189-190
total costs, 193-194
division of work, 174-175
for functional organizations, 170-171
in-house program, 187-188
keywords, planning, 176, 178
metrics, reporting, 176, 179
for multinational organizations, 172
overview, 167-168
for product-oriented organizations, 171-172
scope of your search marketing program,
choosing the, 168-170
standards, defining, 176, 178
targeting search engines, 175, 177
tasks, listing, 175-176

qualifying searchers before they click, 331
search marketing and the buyer’s journey, 51-53
transactional, 40
types of, 35
typing, 42-44
viewing search results, 45-46
visitor behavior, 32, 34
working the searcher, 53-59
searches, steps for, 29-30
segmentation, 264-266
SEMincBook, 445-446
server-side redirects, 290-292
setting up your search marketing program
local search, 228-231
organic search, 227-228
paid search
bid management tools, selecting, 223-225
choosing your paid search engines, 222
organizing, 222
setting up your accounts, 223
web conversions, timing of, 226-225
shares and favorites, 380
Shaw, Henry Wheeler, 329
shopping search. See product search
Shopzilla, 15, 16
showrooming, 41
singular/plural meaning changes in keywords, 57
site maps
generating, 300
images, 299
mobile, 300
news, 299
using, 299-301
video, 300
technology, developing, 176, 178
tools, selecting, 176, 179
vendors
developing, 176, 178
tools, selecting, 176, 179
vendork
deciding not to hire, 187-188
global, 186-187
interactive or digital marketing agencies as, 183
meeting, 184-186
requirements for, 181-182
search consultants as, 182
selecting, 181-187
spammers, identifying, 184
traditional advertising agencies as, 183
style guide developers, 214-215
submitting your site, 277
success of website
business value, determining, 120
conversions, counting your, 120-121
measuring, 120-121
traffic measurement
overview, 137
page views, 137-138
visits and visitors, 138
suggestion feature, keywords, 43
Superpages, 15
categorizing keyword list, 247-248
competition, checking out your, 246
deeper, 247-254
keyword research tools, using, 245
keywords, choosing, 146-147
landing page, choosing your search, 310-312
localizing your targets, 251-254
match types for each paid search keyword, deciding on, 248-250
organizing your targets, 254-263
overview, 27, 236
primary targets, choosing, 239-246
prioritizing your keywords, 255-263
radius, 253
referrals, checking current search, 244
web conversion increasing, 238
potential, prioritizing keywords by, 259-261
website search facility, consulting your, 244-245
tasks, listing, 175-176
technical standards, 409
technologists, 211
technology
developing, 176, 178
employed by websites, 403-404
technology executive, 217
templates, 345-346
term proximity, 79
term rarity, 79
301 redirects, 291-292, 378
302 redirects, 291-292
timing of search as keyword category, 266
titles and dynamic pages, 347
for landing pages, 323
for mobile apps, 319
overview, 77
tools, selecting, 176, 179
top priority keywords, 258
total costs, projecting, 193-194
tracking URLs, 305
trademarks, 241-243
trading links with other sites, 364
traditional advertising agencies, 6, 183
traffic metrics
overview, 137
page views, 137
projecting future, 158
visits and visitors, 138-139
transactional keywords, 40, 255
transactional searchers, 40
translations, keywords and, 58
translators, 211
Travelocity, 17
TripAdvisor, 17
TurboTax, 54-53
Twitter, 17, 303
typing by searchers, 42-44
unusual page structures, helping spiders index, 296-297
urgency in ad copy, 331
URL names, 212
URL redirects, 212, 289-292, 378
user ratings for mobile apps, 319
value in paid search, 93
vendors
deciding not to hire, 187-188
global, 186-187
interactive or digital
marketing agencies as, 183
meeting, 184-186
requirements for, 181-182
search consultants as, 182
selecting, 181-187
spammers, identifying, 184
traditional advertising
agencies as, 183
vertical search engines, 15-17
video views, 380-382
videos
indexed, getting videos, 302
listed in organic search
indexes, 302
optimizing, 344-345
as search result, 14
site maps, 300
visitor behavior, 32, 34
visits and visitors, 138-139
web analytics, 271, 406
web content skills, 405
web conversions
counting, 120
increasing, 238
for information and
entertainment, 116-117
for leads, 113-114
for market awareness,
115-116
for offline sales, 112
for persuasion, 117
potential for conversion,
prioritizing keywords by,
259-261
timing of, 226-225
for web sales, 107-112
web developers, 213
Web pages as search result, 12
web sales
web conversions for, 107-112
as website goal
online commerce versus
pure online, 107-109
overview, 107
retailers versus
manufacturers, 109-112
web server response,
ensuring, 292
Webmaster Tools, 227, 275, 277,
359-360, 439-440
webmasters, 212-213, 271
website availability, 212
website governance
specialists, 216
website search engine, 271
website search facility,
consulting your, 244-245
Wikipedia, 47
word order, examining, 65
word variants, finding, 63
writers, 209
writing
for organic searches, 89-92
for paid searches, 93-98
XML (Extensible Markup
Language) site maps, 271
Yahoo! Search, 391
Yandex, 10
YellowPages.com, 15
Yelp, 17
YouTube, 17