



Googling for Profit ...  
How to Use Search Engines  
for High-Impact Marketing

Chris Biber, President & CEO  
[chris.biber@searchingworks.com](mailto:chris.biber@searchingworks.com)

# Googling For Profit

❖ One Way...



© UFS, Inc.

❖ Another way: Investing in the Google IPO...

❖ The 'real' way is also about COMICS...

# Google is everywhere...

- ❖ Since 1998, Google has become the #1 Search Engine on the web
- ❖ 8 billion documents in 12 different formats indexed
- ❖ 200 million searches per day (Oct. 2002) with 59 million unique visitors
- ❖ Now also covers email & the desktop
- ❖ 'To Google' has become a verb...
- ❖ Googling For Profit = Using Google to profitably grow your business
- ❖ Another term: Search (Engine) Marketing

# Googling For Profit

- ❖ 4 Interrelated Activities
  - ❖ (1) Smart Searching
  - ❖ (2) Search Engine Optimization (SEO)
  - ❖ (3) Search Engine Advertising with Google AdWords (PPC)
  - ❖ (4) Using Google as a publisher – Google AdSense
  
- ❖ Leading to
  - ❖ Higher targeted traffic to your site
  - ❖ Higher sales
  
- ❖ The Good News:
  - ❖ It's Not Rocket Science
  - ❖ All it takes: COMICS

# (1) Smart Searching

- ❖ Use Google to find just about anything
- ❖ Know the Google Syntax
- ❖ Use The Google Toolbar



- ❖ Start your search from any web site
- ❖ Limit your search to the site you're on
- ❖ Find out more about the site
- ❖ Block Pop-ups
- ❖ Navigate large documents and more...

# (2) Search Engine Optimization

The screenshot shows a Microsoft Internet Explorer browser window with the title "Google Search: sport information for coaches - Microsoft Internet Explorer". The address bar contains the URL "http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2005-16,GGLD:en&q=sport+information+for+coaches". The search bar contains the text "sport information for coaches" and the search button is labeled "Search".

The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 9,790,000 for **sport information for coaches**. (0.55 seconds)".

The first result is "4 results stored on your computer - Hide - About". Below it are two search results:

- [Company Information | Abo...](#) - as a resource for **coaches**, athletes - Apr 25
- [SIRC update](#) - a world leading source for academic and medical **sport** - Aug 18

The second result is "Sport Science - Sport coach information". The description states: "The **Coaches Information Service** provides the latest **sports science information** for **coaches** and athletes to use in their quest to improve performance." The URL is "www.coachesinfo.com/" with 15k results. Links for "Cached" and "Similar pages" are provided.

The third result is "Australian Sports Commission Information for coaches on this site". The description includes: "... **sports** events, conferences, NSO Online **information** for NSOs ... **Sport**, Coach, Official, Clubs, **Information** / Research, Policies / Issues, Visit & Shop ...". The URL is "www.ausport.gov.au/coaches.asp" with 44k results from 10 May 2005. Links for "Cached" and "Similar pages" are provided.

Below this is a sub-result: "Australian Sports Commission - Playing Fair - Ethics in Sport". The description includes: "... Australian **Sports** Commission - Ethics in **Sport** - **Coaches** and officials ... This site provides **information** that will help **coaches** and officials to ...". The URL is "www.ausport.gov.au/ethics/coachofficial.asp" with 41k results. Links for "Cached" and "Similar pages" are provided. A link for "[ More results from www.ausport.gov.au ]" is also present.

The fourth result is "Sportslink - The directory for athletes, trainers and coaches". The description states: "Focuses on providing athletes, **coaches**, trainers, competitive specialists, **sports** federations and associations with a central directory and bibliography for ...". The URL is "www.sportlink.org/" with 101k results from 10 May 2005. Links for "Cached" and "Similar pages" are provided.

The fifth result is "USC Sports". The description includes: "... FAQs, facility **information**, spirit page, multimedia, broadcast **information**, ... of South Carolina, member of the Official College **Sports** Network."

## (2) Search Engine Optimization (SEO)

Activities to ensure that your site shows up on the first (two) pages of the Google results

- ❖ Your Ranking, determined by...
- ❖ Content
  - ❖ Optimize your content pages for specific keyword combinations
  - ❖ Avoid Flash, Splash pages, Graphics instead of text
- ❖ Links
  - ❖ Meaningful links from other sites to your content rich pages
  - ❖ Crosslinks, from within your site to other pages of your site.
- ❖ Tags
  - ❖ Some are more important than others

## (2 a) SEO - Content

- ❖ What are your prospects searching for?
- ❖ Your first task: identify 'your' keywords
  - ❖ Referrer log files
  - ❖ Customers
  - ❖ Competing sites
  - ❖ Tools
- ❖ Are those keywords the right ones?
  - ❖ How often do people search for these terms?
  - ❖ What are the related concepts?
- ❖ Look for keyword combinations
- ❖ Create keyword-rich, relatively short pages
- ❖ Short sentences better than long



## (2 b) SEO – Incoming Links, Internal Links

- ❖ One of the main influencers of your PageRank
- ❖ Link Quantity
- ❖ Link Quality & Relevance
- ❖ Link Content
  - ❖ “Visit us for more [sport information for coaches](#)”
  - ❖ NOT! “For more sport information for coaches, [click here](#)”
  - ❖ Text links are better than graphic links
- ❖ Link Sources
  - ❖ Directories, Newswire Services & Publications, 3rd parties
  - ❖ NOT! Generic link exchanges
  - ❖ Investigate the competition

## (2 c) SEO – <Codes> that matter

- ❖ Keyword-rich URL
- ❖ <Title>
- ❖ <H1>, <B>, <I>
- ❖ Link Content & Title
- ❖ NOT Most other Meta Tags, such as 'keyword', although 'description' is still useful.

# (3) Search Engine Advertising

The screenshot shows a web browser window displaying Google search results for the query "sports management". The browser's address bar shows the search URL. The search results are categorized under "Web" and show 1-10 of approximately 48,000,000 results. The results include several sponsored links on the right side and organic search results on the left. The organic results include links to "Public Relations Agencies", "Sports-Management.com", "Sports Management Club", "NASSM.COM", "Universities", "Haggerty's Sport Management Centre", and "Flynn Sports Management FSM". The sponsored links include "Sports - Master Degree", "Sports Management", "Sports Mgmt Online Degree", "Online Sports Courses", "Sports Jobs", and "Sports Management".

File Edit View Favorites Tools Help

Address <http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2005-16,GGLD:en&q=sports+management> Go Links >>

Google sports management Search Advanced Search Preferences

**Web** Results 1 - 10 of about 48,000,000 for **sports management**. (0.40 seconds)

[85 results stored on your computer](#) - Hide - About

[Public Relations Agencies](#) - community, event **management**, financial - May 11  
[IABC Ottawa -> About IABC](#) - in two different **sports**. She has - May 11

**Sports-Management.com - Sports... Make it Your Business**  
**Sports-Management.com** addresses the **Sports** Agent Business for agents and athletes. Distance learning/online education emphasizing the business of **sports** and ...  
[www.sports-management.com/](http://www.sports-management.com/) - 29k - 10 May 2005 - [Cached](#) - [Similar pages](#)

**Sports Management Club**  
An online membership club for university students interested in the industry of **sport** business. Features include current events, interviews with senior ...  
[www.sportmanagementclub.com/](http://www.sportmanagementclub.com/) - 4k - [Cached](#) - [Similar pages](#)

**NASSM.COM**  
[www.nassm.com/](http://www.nassm.com/) - 2k - [Cached](#) - [Similar pages](#)

[Universities](#)  
... The following **sport management** programs are ordered alphabetically by country ... The programs that have been reviewed by the **Sport Management** Program ...  
[www.nassm.com/universities.htm](http://www.nassm.com/universities.htm) - 243k - [Cached](#) - [Similar pages](#)

**Haggerty's Sport Management Centre**  
[www.unb.ca/web/SportManagement/](http://www.unb.ca/web/SportManagement/) - 4k - [Cached](#) - [Similar pages](#)

**Flynn Sports Management FSM**  
Flynn **Sports** Management. ... Flynn **Sports Management**. Enter Website. FSM 2004 Olympic Medalists. Debbie Ferguson: 200m Bronze; Lauryrn Williams: 100m Silver ...  
[www.flynnsports.com/](http://www.flynnsports.com/) - 2k - [Cached](#) - [Similar pages](#)

Sponsored Links

**Sports - Master Degree**  
FIFA/CIES Postgraduate course - Law **Management** & Humanities of Sport  
[www.cies.ch/master/](http://www.cies.ch/master/)

**Sports Management**  
Senior & Executive level positions  
Thos Most Fresh Monthly Job Leads  
[www.TheLadders.com](http://www.TheLadders.com)

**Sports Mgmt Online Degree**  
Get a degree in **sports management** online. Classes anywhere, anytime.  
[www.apus.edu](http://www.apus.edu)

**Online Sports Courses:**  
3 College Credits for 8 week class  
NFL, MLB, NBA, NCAA job training  
[SportsManagementWorldwide.com](http://SportsManagementWorldwide.com)

**Sports Jobs**  
Leading online **sports** career center  
Apply for Jobs. Resume Writing.  
[www.SportingGoodsJobs.com](http://www.SportingGoodsJobs.com)

**Sports Management**  
Only Requirement is a Strong Desire  
Authentic \$250K+ First Year pot!

## (3) Search Engine Advertising

- ❖ The fastest way to get found when prospects search for what you have to sell
- ❖ Pay-per-Click system (PPC)
- ❖ No upfront \$ commitment
- ❖ Bid on keywords & keyword combinations
- ❖ Auction system determines price
- ❖ Popularity and bid determines position
- ❖ Click-through traffic gets delivered to unique URL
- ❖ Can deliver outstanding ROI
- ❖ Can be used to reinforce & tune your SEO work

## (3 a) The Basics

- ❖ How are people searching for what I have to sell?
  - ❖ Back to SEO...
- ❖ Keywords...
  - ❖ Specific vs. generic...
  - ❖ Matching options
  - ❖ Negative keywords
- ❖ How much should I pay?
- ❖ To syndicate or not to syndicate...
- ❖ Keep the landing page in mind

# (3 a) The Landing Page – An Example

**American Public University**  
The Ultimate Advantage is an Educated Mind

[About APU](#) [Benefits of APU](#) [Explore the e-Campus](#) [Tuition & Fees](#) [Registration Dates](#)

→ Earn a Degree in Sports Management or Sports and Health Sciences 100% Online!

Join the exciting, fast growing field of Sports Management. Earning an online degree from American Public University (APU) can be your first step!

Click below to see more information on:  
[B.S. in Sports and Health Sciences](#)  
[M.A. in Sports Management](#)

[Email Questions](#) [Apply Today](#) [Forward to a Friend](#)

→ Endless Career Opportunities  
**This is a booming multi-billion dollar industry with thousands of people working in various facets of the field.** Students earning this degree are prepared to enter or advance into careers in Sports Medicine, Coaching, Recreation and Fitness Management, Sports Industry Management, Health Administration, Public Health and many more! → [What Alumni and Students are Saying](#)

→ Two Distinguished Sports Management Faculty  
**Dr. Larry Flegle** was a marketing representative at Atlanta Motor Speedway from 1997-98 and was also part of the marketing group at Team Cheever, an IRL Racing Team (winners of the 1998-99 Indy 500). → [More](#)  
**Dr. Bud Hollowell** played on the 1964 Olympic Baseball Team in Tokyo, Japan; was MVP at the College Worlds Series in 1963 and a college All American catcher at University of Southern California. → [More](#)

## (3 b) The Details – (At least some...)

- ❖ Some ad design tips
  - ❖ One landing page per keyword group
    - ❖ Optimize content for your prospect
    - ❖ Simplifies tracking & measurement
  - ❖ Ongoing Monitoring
    - ❖ 0.5% CTR cut-off
    - ❖ Adjust bid prices as required
  - ❖ Outsource or DIY

# Googling For Profit Is About COMICS

- Content & Links
- Ongoing Optimization
- Monitoring & Measurement, Money
- Improvement, Intuition & A healthy dose of...
- Common
- Sense



# Googling for Profit – Additional info

- ❖ Email me for a copy of this presentation
- ❖ Email: [chris.biber@searchingworks.com](mailto:chris.biber@searchingworks.com)
- ❖ Phone #: (613) 769-5598
- ❖ Remember: When you're looking for online marketing results: SearchingWorks...  
[www.searchingworks.com](http://www.searchingworks.com)