

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

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# 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

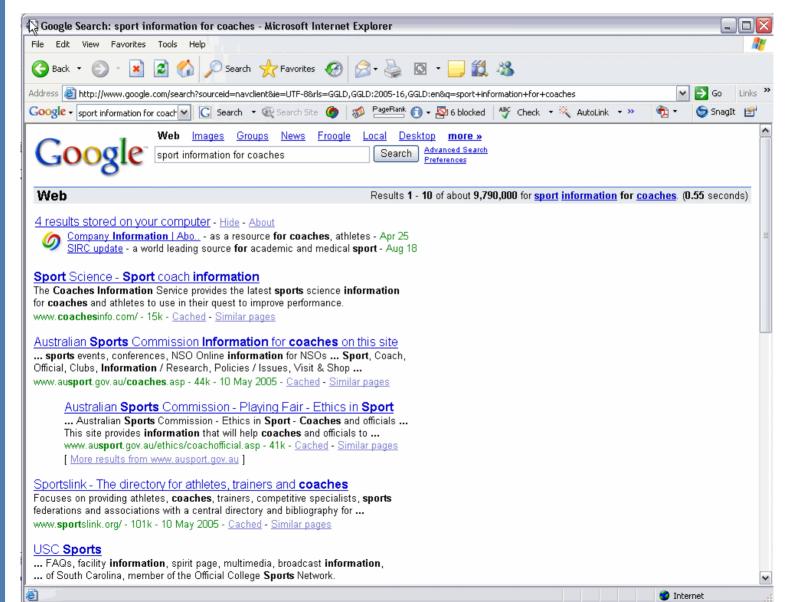
- Use Google to find just about anything
- Know the Google Syntax
- Use The Google Toolbar



- 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



# (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 <u>sport information for coaches</u>"
  - NOT! "For more sport information for coaches, <u>click here</u>"
  - Text links are better than graphic links
- Link Sources
  - Directories, Newswire Services & Publications, 3rd parties
  - NOT! Generic link exchanges
  - Investigate the competition

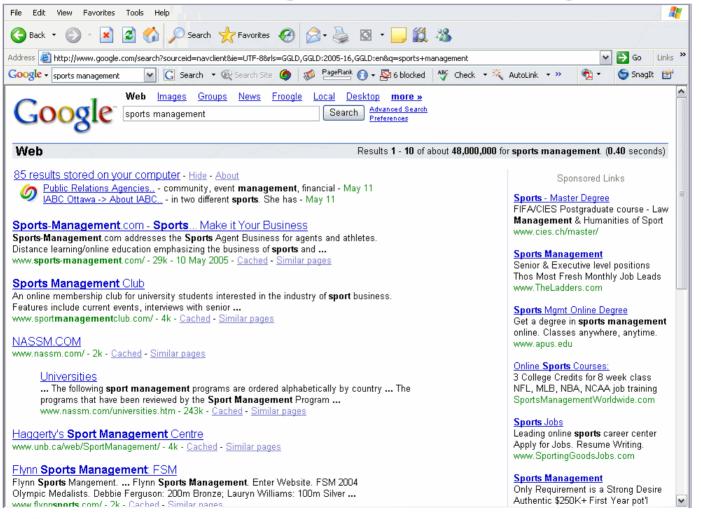


#### (2 c) SEO – <Codes> that matter

- 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





# (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





## (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
- mprovement, Intuition & A healthy dose of...
- **Common**
- **♦** Sense



## Googling for Profit – Additional info

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