



UNIVERSITY OF
TORONTO
MISSISSAUGA

Search Marketing 101



Dev Basu | Founder @ [Powered by Search](#)
March 2016

About Me

Personal

- Ideas Guy, Marketer, Still Learning Lots.
- Grad from UTSC's Fantastic BBA Program.
- Employee -> Intrapreneur -> Entrepreneur.

Professional

- CEO @ Powered by Search.
- Professional Speaker
- I Live and Breathe Online Marketing.

Who is Powered by Search?

- Powered by Search is a full service, award winning Canadian Inbound Marketing agency.
- Enterprise Results with Boutique 1:1 Service.
- SEO, Local Search, Paid Search Solutions.
- In 2015, ranked as Canada's 5th fastest growing company on the Branham300

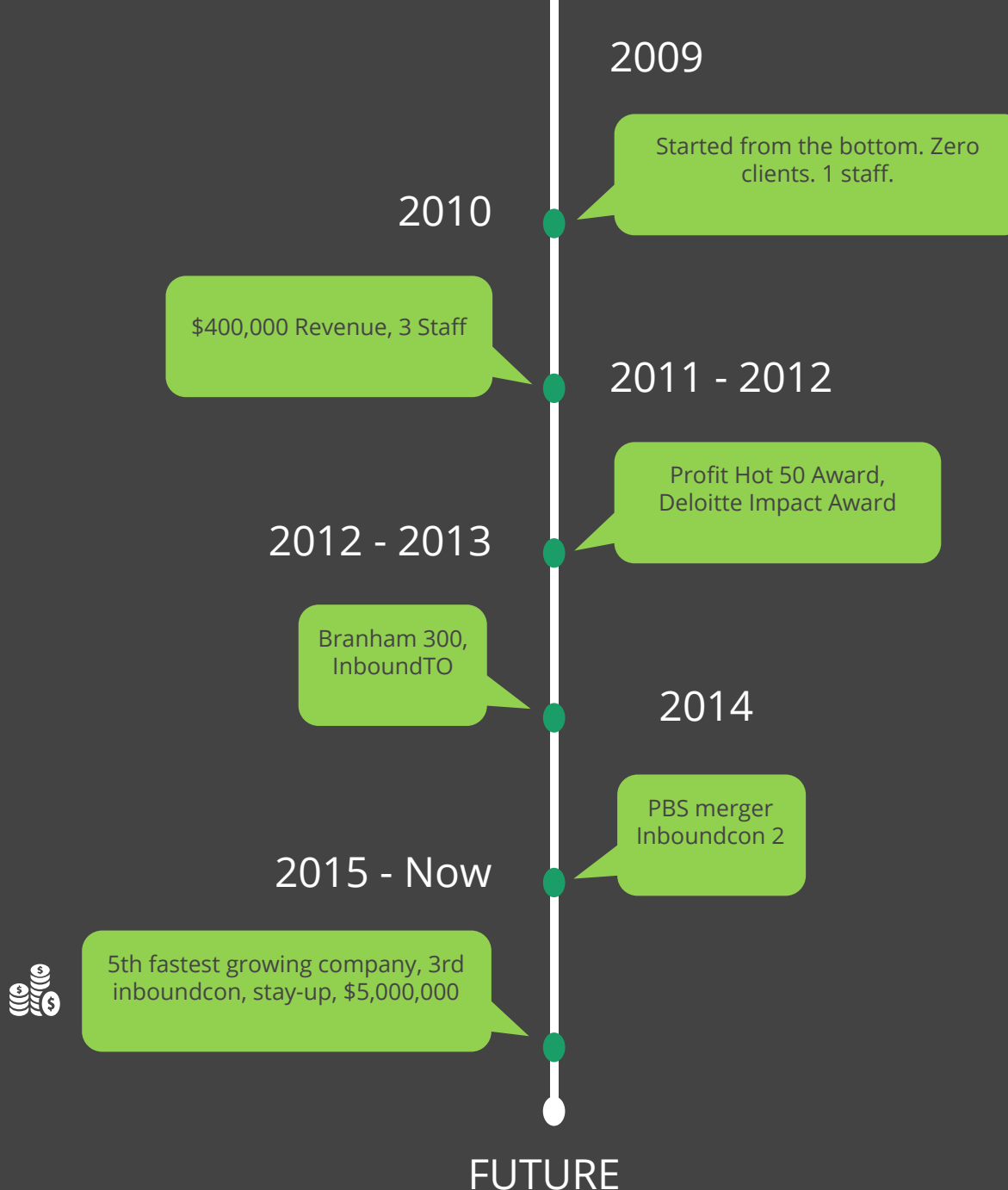


Clients Who Trust and Love Us



BY CHOICE HOTELS





Job Opportunities?

- Fastest growing marketing specialization
- 50% of all Digital Ad spend happens in Search
- Demand outweighs supply
- Jobs are plentiful
- SEO is recession proof.
- Starting salaries range from \$40k +

Types of Search Engines



find and share professional documents

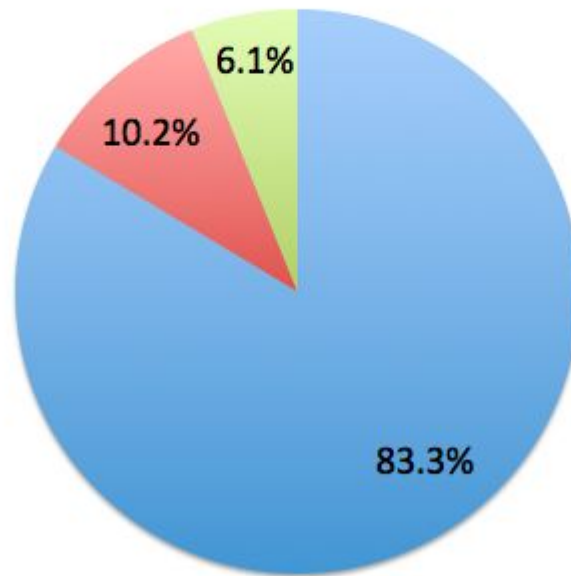


- Universal
- Video
- Audio
- Image
- Rich Media
- File Search
- People Search


The Search Landscape

US Mobile Search Market Share

■ Google ■ Yahoo! ■ bing



Evaluating a Typical Search Result




[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More ▾](#) [Search tools](#)

About 136,000,000 results (0.72 seconds)

Create Your iPhone Case - casetify.com
Ad www.casetify.com/ ▾
Using Instagram Or Camera Pictures. Get Your Own Style Now!
Worldwide Shipment · Free Shipping · Fast Delivery
iPhone 6/ 6 plus Designer Collection
Foodies Collection Custom Wood Cases

Cases & Protection - iPhone Accessories - Apple (CA)
www.apple.com > iPhone > iPhone Accessories ▾
Cases & Protection ... iPhone 6s Smart Battery Case - Charcoal Grey. \$129.00. All
Colors: Charcoal ... iPhone 6s Plus Leather Case - Midnight Blue. \$65.00.

Images for iphone cases [Report images](#)

More images for iphone cases


iPhone Cases | Society6
<https://society6.com/cases> ▾
Shop for **iphone cases** and cover your device with a unique art design. Choose from
thousands of pieces of original art created by artists around the world.
iPhone 6 - iPhone 5s & iPhone 5 Cases - Galaxy S5 Cases - Deluge


Shop Apple iPhone 6 Cases, Covers & Skins - Best Buy ...
www.bestbuy.ca/en-CA/category/iphone-6-6s-cases/37849.aspx ▾
LifeProof Fre iPhone 6/6s Fitted Hard Shell Case - Purple ... kate spade new york
iPhone 6/6s Leather Wristlet & Hard Shell Case Gift Set -Black/Floral/Gold/ ...


iPhone Cases : Cases - Best Buy Canada
www.bestbuy.ca/en-CA/category/iphone-cases/492098.aspx ▾
kate spade new york iPhone 6/6s Fitted Soft Shell Case - Gold/Rose. 1 Ratings.
Compare ... LifeProof Fre iPhone 6/6s Fitted Hard Shell Case - Purple. 4 Ratings.


Amazon.ca Cell Phones Cases and Covers

Shop for iphone cases on Google **Sponsored** ⓘ


Zero Gravity
Stoned iPhone
\$36.75
ASOS.com


Vetta Folio Case
with ...
\$24.96
The Source


Apple Leather
Case for ...
\$59.99
The Source


Kapsule Case
for iPhone 6 ...
\$19.96
The Source

Click Thru Rates

 <input type="text" value="click through rates"/> <input type="button" value="Search"/>		
Web Show options... Results 1 - 10		
Result Position	Average Percentage of Clicks	Fraction of Top Ranking Result
#1	42.1%	N/A
#2	11.9%	3.5X Less
#3	8.5%	4.9X Less
#4	6.1%	6.9X Less
#5	4.9%	8.5X Less
#6	4.1%	10.4X Less
#7	3.4%	12.3X Less
#8	3.0%	14.0X Less
#9	2.8%	14.8X Less
#10	3.0%	14.1X Less
#11-20	10.1%	N/A
#21-1,000	1.2%	N/A

So What Exactly is SEO Again?

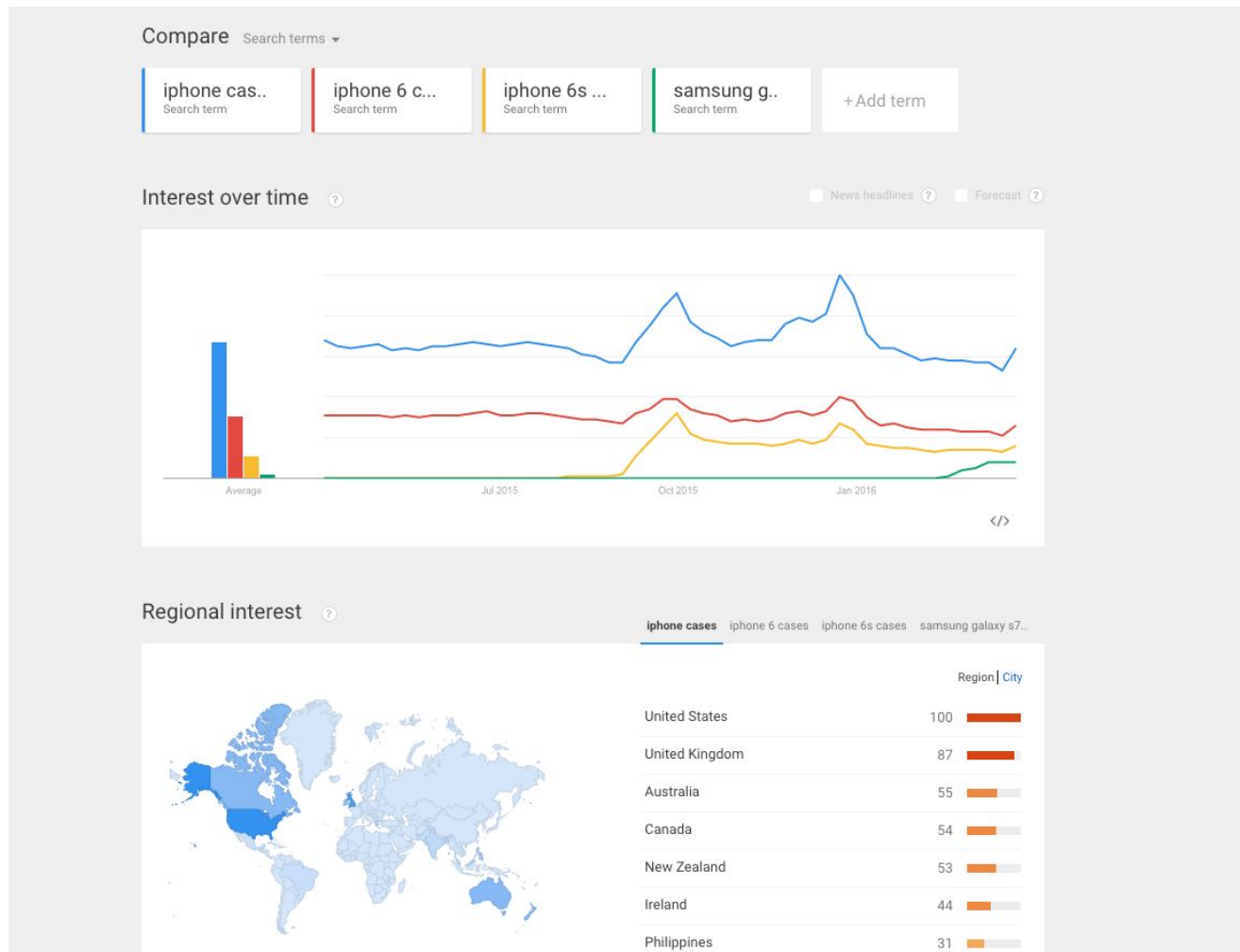
What is SEO?

“Search Engine Optimization is the set of best practices (both marketing and technical) that aim to improve the natural or organic search engine rankings of a given website.”

- Pull Marketing Strategy
- On-Page, Off Page, Server Side SEO


Great, Where do I Start Captain?

Keyword Research Provides the Answer



Why Should I Care About Choosing The Right Keywords?

Because SEO is a Winner Takes All Game.

Download ▾		Sorted by		Local Monthly Searches ▾	Columns
<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	date ideas	 <input type="text"/>	165,000	12,100	
<input type="checkbox"/>	first date ideas	 <input type="text"/>	18,100	1,600	
<input type="checkbox"/>	interesting date ideas	 <input type="text"/>	14,800	1,000	
<input type="checkbox"/>	fun date ideas	 <input type="text"/>	14,800	1,000	



date ideas

Search

About 129,000,000 results (0.14 seconds)

[Advanced search](#)

 Everything
▾ More

The web
[Pages from Canada](#)

Any time
[Past 2 weeks](#)

☐ More search tools

[Date Ideas | Romantic Ideas](#)

We are the #1 site for dates and romantic ideas! Here you'll find the best creative, romantic, cheap, and first **date ideas** anywhere!

43 Kisses - Fun Date Ideas - Romantic Dates - Cheap Dates
www.hotdateideas.com/ - [Cached](#) - [Similar](#)

[Hot Date Ideas](#)

Date Ideas: where to go for a date. ... Roast marshmallows over a campfire; Visit favorite childhood places; Winter **Date Ideas**, Finger paint ...

www.romantic-lyrics.com/dateideas.shtml - [Cached](#) - [Similar](#)

[First Date Ideas - AskMen.com](#)

28 Sep 2010 ... You need some first **date ideas**: As taught in every business class around the world, the most important thing to remember is location, ...

www.askmen.com/dating/dating_advice/28_dating_tips.html - [Similar](#)

[Twenty Cheap Date Ideas - Cheap Date - Cheap Dating](#)

Want some **date ideas** that won't leave you scrounging for change? More than twenty cheap **date ideas** await you...

dating.about.com/od/dateideas/a/frugaldateideas.htm - [Cached](#) - [Similar](#)

[CoolestDates.Com](#)

Romantic Valentines Day Ideas. 1000 creative **date ideas** and activities which answer the question: What do you want to do? Dating ideas are sorted by age, ...

www.coolestdates.com/ - [Cached](#) - [Similar](#)

[10 sweet date ideas - Love - Canadian Living](#)

Book some alone time with your partner and reconnect with these intimate interludes.

www.canadianliving.com/Intimacy/Love/10_sweet_date_ideas.php - [Cached](#)

[Top 10: Summer Date Ideas - AskMen.com Canada](#)

Summer is around the corner, which means it's time to update your dating repertoire with some new **date ideas**.

ca.askmen.com/top_10/.../top-10-summer-date-ideas.html - [Cached](#) - [Similar](#)

Steals away 42% of all
clicks for this search
term.

The Math – It's Pretty Awesome.

12,000 Searches

5,400 Visits per Month

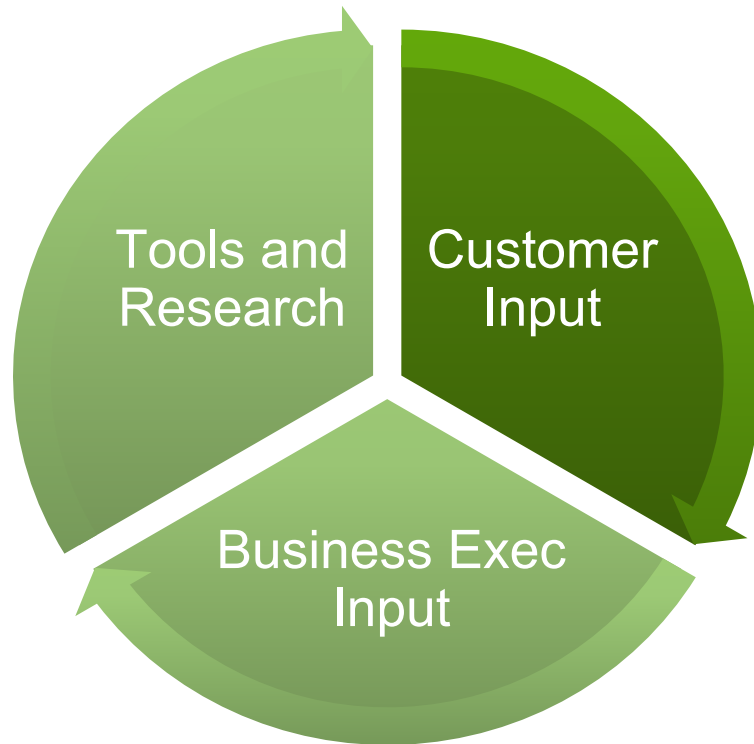
10% Dating Offer Conv.

Payout \$30/lead.

540 Leads X \$30 = \$16,200

Okay I'm In. How Do I
Dominate Search?

Step 1: How to Do Keyword Research



Resources

Google Keyword Planner

Google Trends

Google Search Console

Free the Public

KeywordTool.io

- ❑ On Page SEO
- ❑ Off Page SEO
- ❑ Server Side SEO
- ❑ Authority & Trust
- ❑ URL Factors
- ❑ Link Development

Factors Contributing to Rankings

1 URL Factors

Keywords in the URL can help rankings. Hyphens are better than underscores when separating multiple words.

`http:// www.fantastic-widgets.com / widget-550-GLX`

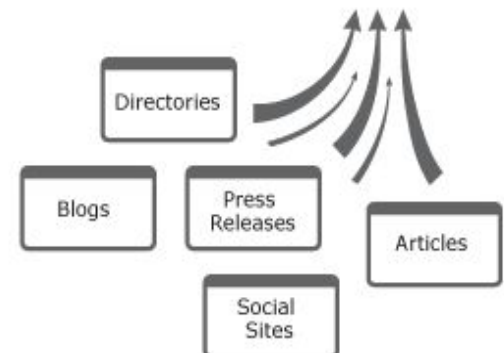
2 On Page Factors

Keyword density in content and proper semantic tagging in source code (<TITLE>, <H1>, etc) can all contribute to ranking success.



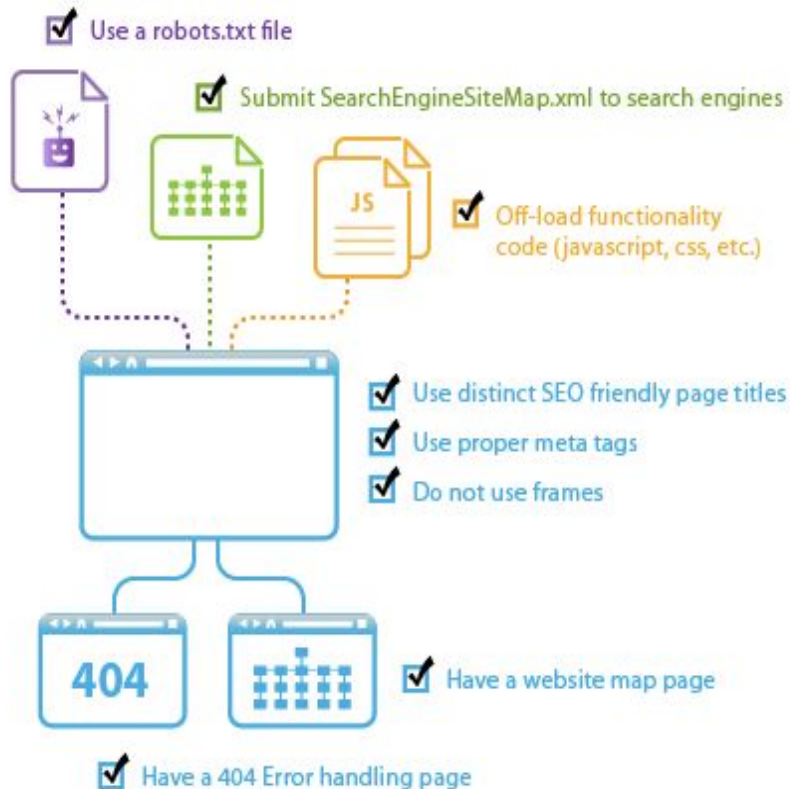
3 Off Page Factors

Inbound links from sites with good credibility support better ranking results.



SEO Check List

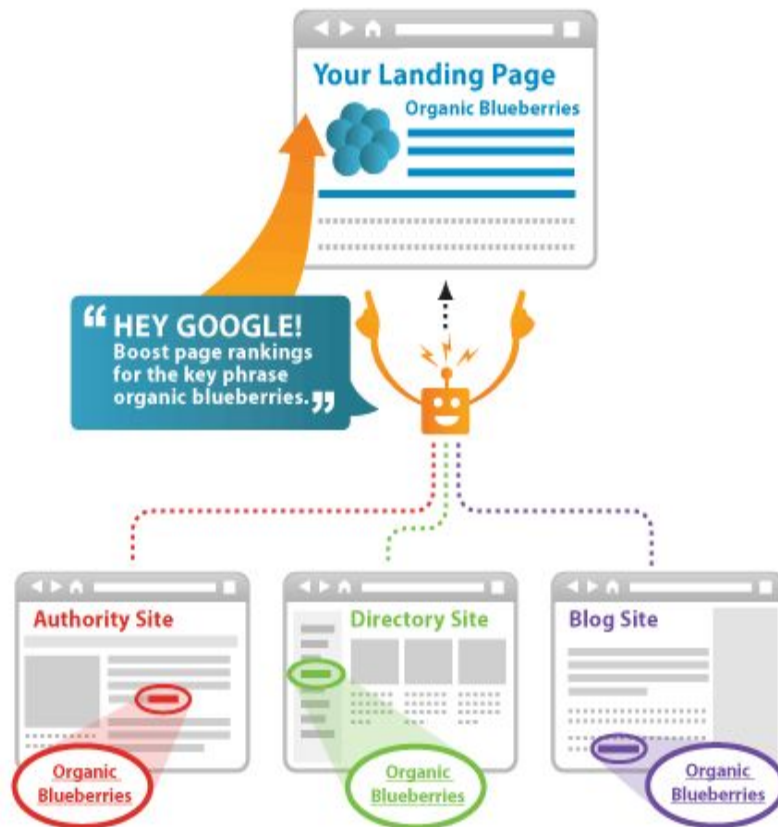
Be sure to take care of the following items before launching a website.



On-Page Factors

- ☐ Title Tags are Key
- ☐ More Content > Code
- ☐ Usability and Architecture
- ☐ Controlled Flash/JS Use
- ☐ Sitemaps
- ☐ Internal Linking Structure
- ☐ Frames, Tables, 404's.

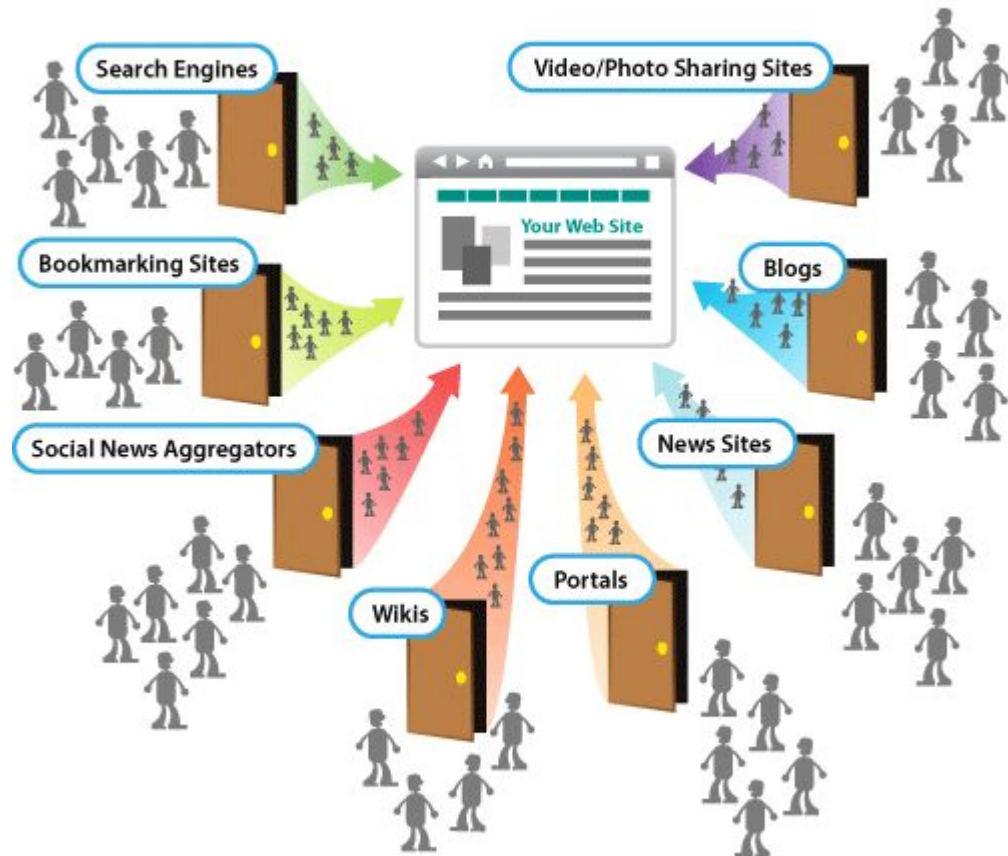
The Power of Anchor Text



Off-Page Factors

- ☐ Global Link Popularity
- ☐ Quality of Links
- ☐ Quantity of Links
- ☐ Authority of Site
- ☐ Age of Links

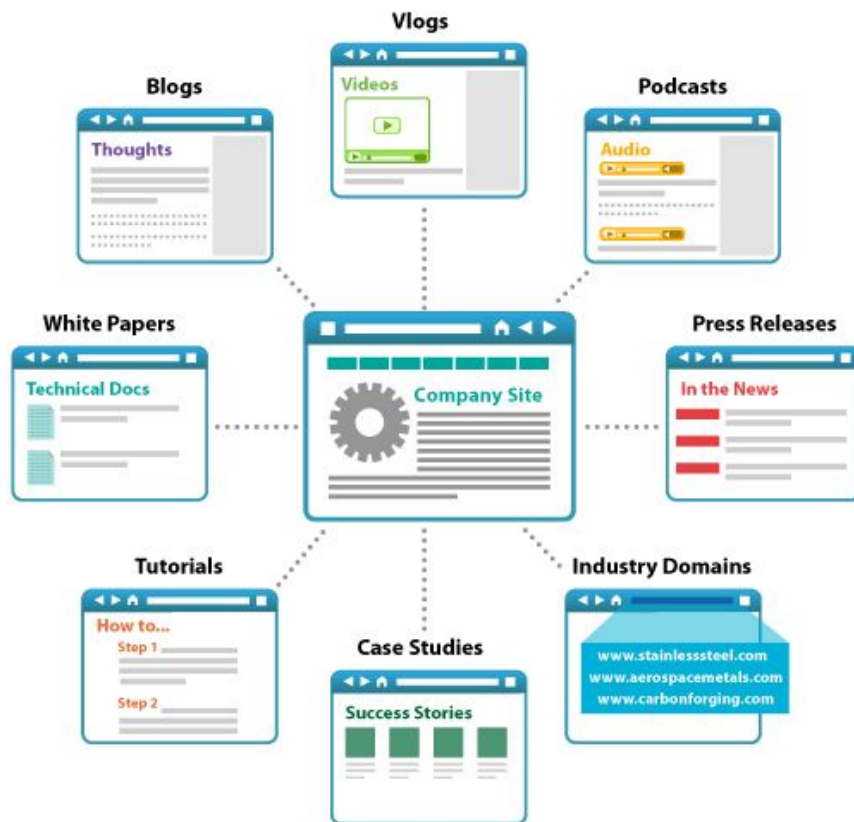
How to Get Links to Your Site



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What if You're B2B or B2C – Does Link Building Differ?

Business-to-Business Credibility Through Optimization of Content



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Business-to-Consumer Credibility Through Optimization of Content



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Top 10 Factors

- Title Tags
- Anchor Text of Links
- Age of Site
- Global Link Popularity
- Keywords in Headers
- Spiderable Navigation
- Internal Linking Structure
- Keywords in Body Content
- Sitemap
- Hosting Location and TLD

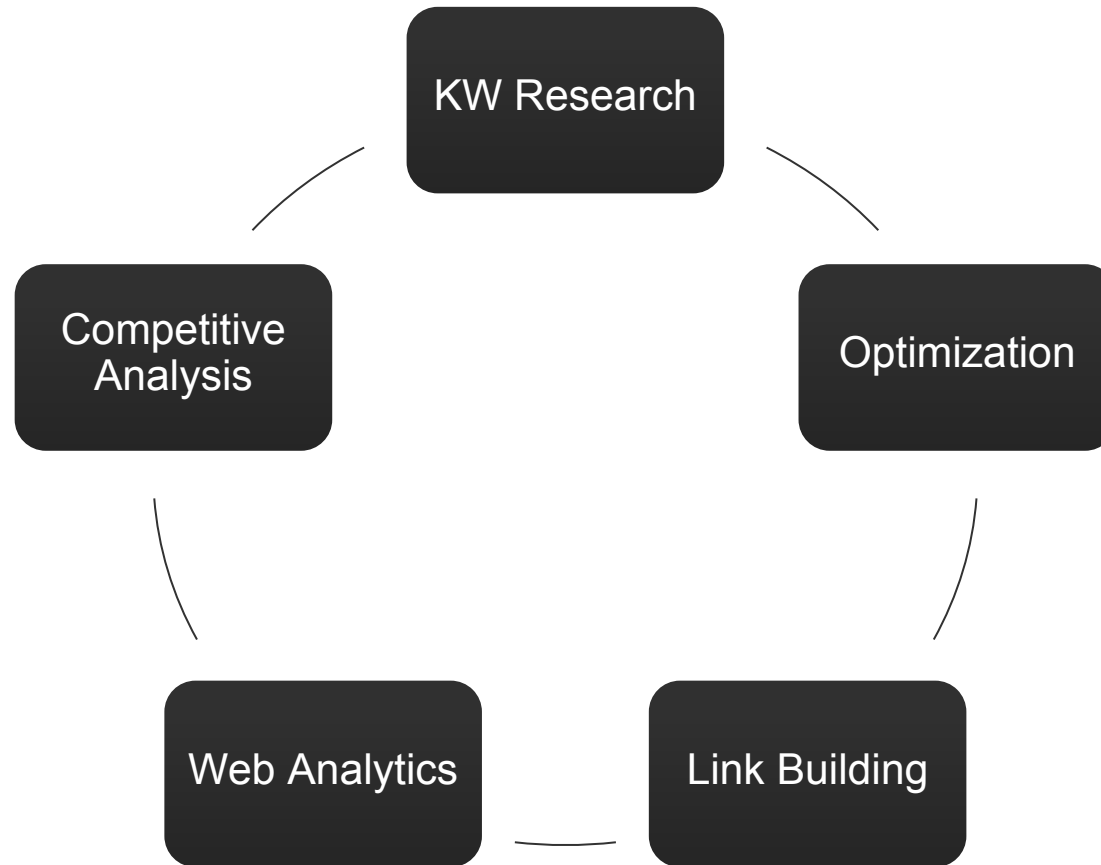
The SEO Pyramid

For optimal results, start with a strong base, and build your way up.

You have to do these right, before you can do these right



The SEO Cycle



Things to Remember for Your Case/Presentation/Exams

- How will SEO factor into your business plan/presentation?
- State statistics and hypothetical new visits.
- State how you will boost link popularity. This goes hand in hand with other web promotion.
- Evaluate the total search volume for your market.
- Identify and state the correct keywords.
- Pointing out how you can sustain your rankings will be awarded bonus points. *hint*: Use the tips offered in this presentation

Still Need More Reasons to Do SEO?

1. Lowest Cost Per Lead
2. Highest Volume Other than Social Media.
3. Demands Technical Nimbleness.
4. Big Companies Don't Get it.

Thanks For Having Me ☺

Q+A Sessions Follows.

dev@poweredbysearch.com

[@devbasu](#) and [@poweredbysearch](#)

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Credits & References

- Moz (Graphics, Statistics, Charts, Surveys)
- Elliance (Graphics)
- Google (Web Search, Trends, Insights)
- Powered by Search
- Past Lectures (UTSC , UTM, Seneca – 2008-2015)