



Search Marketing 101

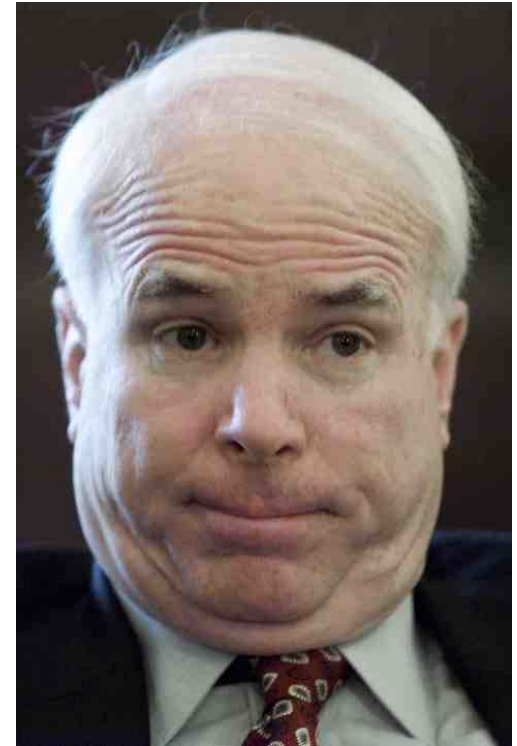
CCT332



Who's The Better Internet Marketer?



VS



Who is Dev? What Do I Do?



- I am a 4th year BBA Student – Just like you!
- Full time school + Full time work
- Currently, Director of Online Marketing @
- I've worked at:



Brands I've Manage(d)



Deloitte.

CTVglobemedia



KitchenAid®



North & East Ontario



HYUNDAI

belairdirect.
assurance auto
ASSUREZ-VOUS!



LINCOLN



MERCURY



HONDA

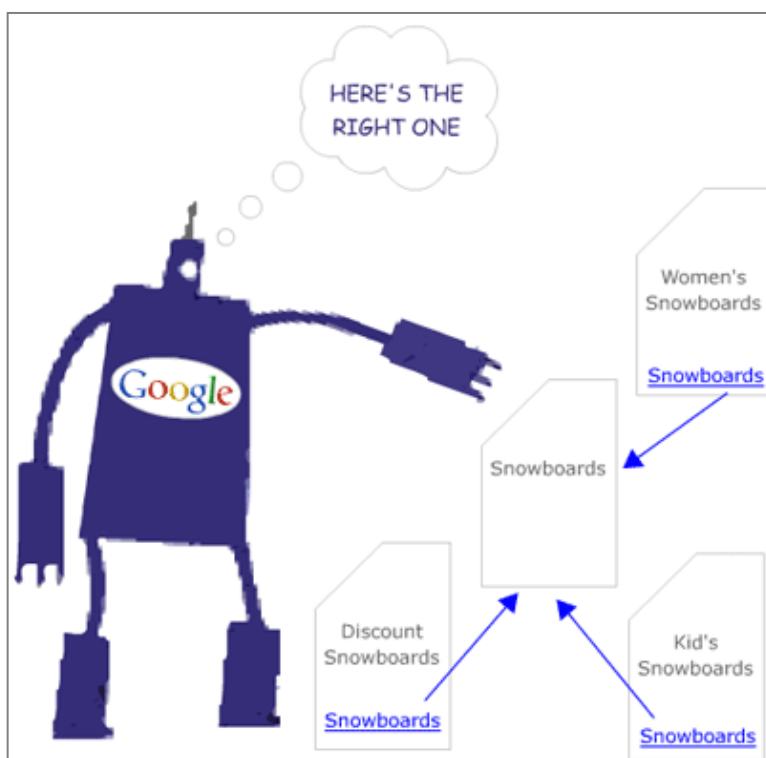


What Kind of Job Opportunities?



- Fastest growing marketing specialization
- Set to become an 11 billion \$ industry by 2010
- Demand outweighs supply
- Jobs are plentiful
- SEO is recession proof.
- Starting salaries range from \$40k +
- By year 3, you can make \$80k+

The Size of the Net + How Search Engines Work



11.5 Billion Web Pages as of October 2008

60% is Spam

Search Engines Organize Relevant Information

Types of Search Engines



Google™

You Tube

songza

ShareMiner^{BETA}

.docstoc^{BETA}
find and share professional documents

Google™
Video BETA

flickr®

facebook.

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

Fast Facts About Search Engines



- Largest Index
- Smartest Algorithm
- Best Relevance
- Multiple Applications
- More Phd's than NASA
- Always Improving
- 90% + Market Share



- 2nd Largest Index
- Content Portal
- Older Demographic
- Richer Users
- Emulates Google
- Overactive Robots

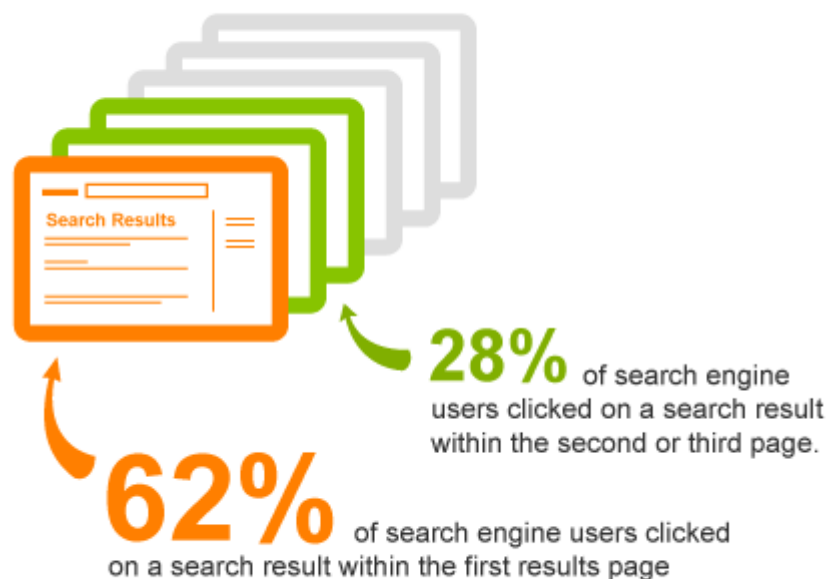


- Smallest Index
- Linear Algorithm
- Slowest Indexation
- MS Ramping Up
- Good Applications

It's Not Who You Are, It's **What You Do**

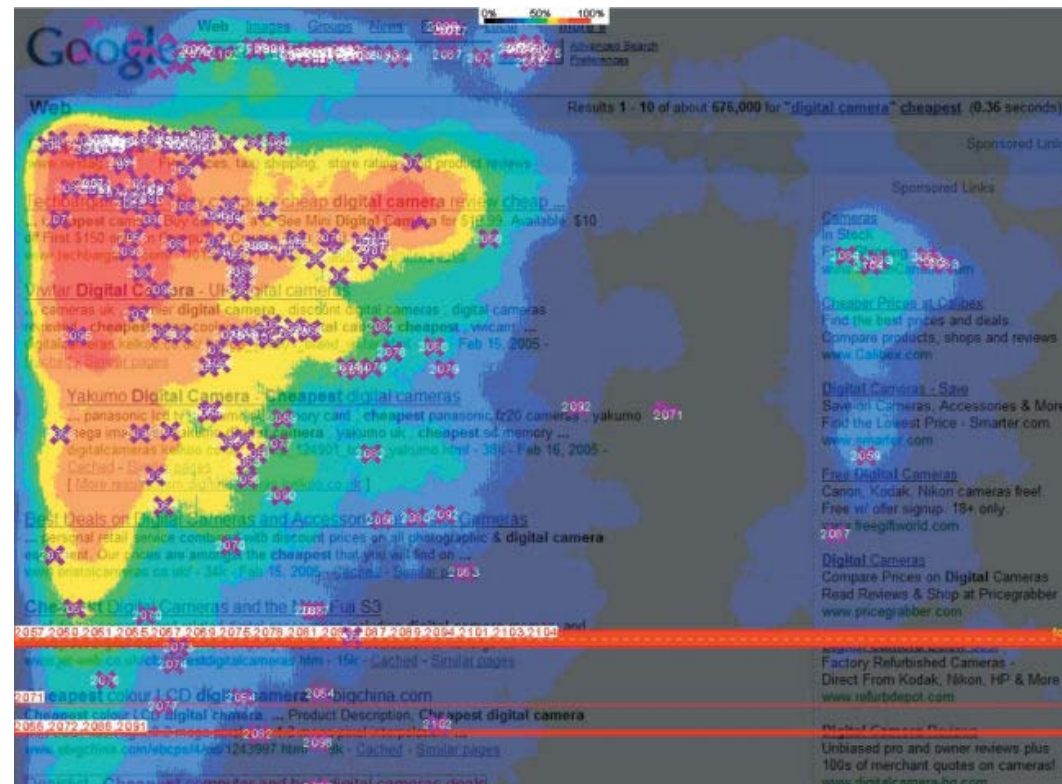


Search Engine Click-Thru Behavior



Source: 2006 iProspect Search Engine User Behavior Study

How Do People Search?



Enquiro Research, 2007

How Do People Search?



Google			Web Images Videos News Maps more »		Advanced Search Custom		Sign in	
something			Search					
Web			% of Clicks		% Time Spent			
Results 1 - 10 of about 1,950,000,000 for something [definition] (0.68 seconds)								
Something something www.something.com - No - Contact - Download			56.36		28.43			
Reached here the way this ... October 27, 2006 how come some - more we made today (there where, and - Google History) will be at the end of the week ... www.something.com - No - Contact - Download			13.45		25.08			
The Something 1.1.1.1 Something's going to be a little bit different in their community and provide them with the resources and support needed www.something.com - No - Contact - Download			9.82		14.72			
Something 1.1.1.1 Using something to create that can help for making a difference in their community and provide them with the resources and support needed www.something.com - No - Contact - Download			4.00		8.70			
something 1.1.1.1 It's really good to see that the sun and earth are pretty hot, something moved to the big crash site, as we were waiting back to the center to be ... www.something.com - No - Contact - Download			4.73		6.02			
Something - Wikipedia, the free encyclopedia "Something" was the first song written by George Harrison to appear on the ... "Something" was the only Harrison composition to top the American charts ... en.wikipedia.org/wiki/Something - 50% - Contact - Download			3.27		4.01			
Something - Wikipedia, the free encyclopedia "Something" was the first song written by George Harrison to appear on the ... initially based on a James Taylor song entitled "Something in the Way She ... en.wikipedia.org/wiki/Something - 50% - Contact - Download			0.36		3.01			
Something Video something is a popular and popular song from the 30s through the 70s on MTV and www.something.com - No - Contact - Download			2.91		3.68			
Something Corporate - Official Site About the World's most successful, most famous, most famous, and making all www.something.com - No - Contact - Download			1.45		3.01			
Something - Wikipedia, the free encyclopedia something is a popular and popular song from the 30s through the 70s on MTV and www.something.com - No - Contact - Download			2.55		2.34			

AOL Canada, 2007

What is Search Engine Optimization?



- “Search Engine Optimization or SEO is the set of best practices and online marketing techniques employed to obtain high prominence rankings for various search terms, on search engines such as Google, Yahoo, and MSN.”
- Pull Marketing Strategy
- On-Page, Off Page, Server Side SEO

Evaluating The Competition

Google [Advanced Search](#)
Search: ☒ the web ☐ pages from Canada [Preferences](#)

Web Results 1 - 10 of about 57,600,000 for **high speed internet**

\$18.95 High Speed DSL
www.acanac.ca Speed at 5Mbps Down 800Kbps UP Unlimited Downloads, No Setup Fee

Internet + Telephone DUO
www.Distributel.ca High Speed + Home Phone Service. Unlimited download, \$39.95/month.

Business ISP
www.terago.ca Business High Speed Internet Download & Upload up to 100 Mbps!

Acanac High Speed Internet. Low Cost DSL and VOIP Service
Acanac Inc Specializes in High Speed Internet (DSL) and ADSL 2+. We also provide voip phone service (VOIP). Great quality Service at a great price.
www.acanac.ca/ - 35k - [Cached](#) - [Similar pages](#)

Internet
(1) Customers who sign up for Shaw High-Speed Lite Internet service before August 31, 2009, will receive a Shaw High-Speed modem and the first 30 days of ...
www.shaw.ca/en-ca/ProductsServices/Internet/ - 50k - [Cached](#) - [Similar pages](#)

Shaw Communications Inc. — Digital Phone, Cable & High-Speed Internet
Shaw Communications Inc., the leading entertainment and communications company, provides Digital and High-Definition Cable Television, High-Speed Internet, ...
[Show stock quote for SJR.B](#)
www.shaw.ca/ - 24k - [Cached](#) - [Similar pages](#)
[More results from www.shaw.ca »](#)

High Speed Internet
Cable Internet is Faster, Easier to Use & Always Connected. Get Info!
www.completeconnection.ca

Bell Internet only \$14.95
Get Bell Internet for \$14.95/ month when you bundle your Bell services.
Bell.ca/Internet
Quebec


Get High Speed for \$24.95
No Contracts. No Commitments
Choose DSL or Cable (up to 7Mbl)
www.Cia.com/to.find.out.more
Quebec

High-speed Internet
Surf faster with Videotron's high speed cable access. Order now!
www.Videotron.com
Quebec

internet service provider
Find high speed internet service providers at 50% of standard price
internetservice.deals.com

Copper Internet Access
\$1.29/line/month (incl. taxes) ...

News results for **high speed internet**

 **Spreading High-speed Internet To Rural Areas** - 22 hours ago
16, 2009) — To cut the cost of bringing high-speed Internet to rural areas, Dr. Ka Lun Lee and colleagues at the University of Melbourne and NEC Australia ...
[Science Daily \(press release\) - 17 related articles »](#)

How Does This Apply To Your Case?



- Acanac.ca #1 result
- People Search : High Speed Internet
- Keyword Search Volume: 90,500 Searches/Monthly
- #1 Result Gets: $90500 \times 0.56 = 50K +$ Visitors/Month

high speed internet	<div></div>	90,500	550,000	Add ▼
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How Does This Apply To Your Case?



- 90,500 Every Month
- Each Customer is Worth 300 \$\$
- Conservatively: Only 10% End Up as Customers
- Investment: \$15000/ Yearly

➤ **SEO ROCKS!**

RESULTS:

Clicks per month	20,020
Total clicks	240,240
Sales per month	184
Total sales	2,208
Revenue	\$663,062
ROI	4320.42% profitable

Things to Remember



- 68% of all offline sales are driven by online research.
- Searchers has a low attention span
- 62% will click on a result within the 1st page.
- 40% of all searches are local searches.
- Online advertising growth 32% in last year alone.
- \$32 Billion in Online Sales during Christmas '08.

Factors Contributing to Rankings

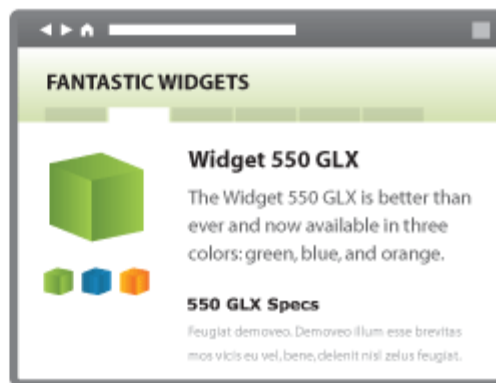
1 URL Factors

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.

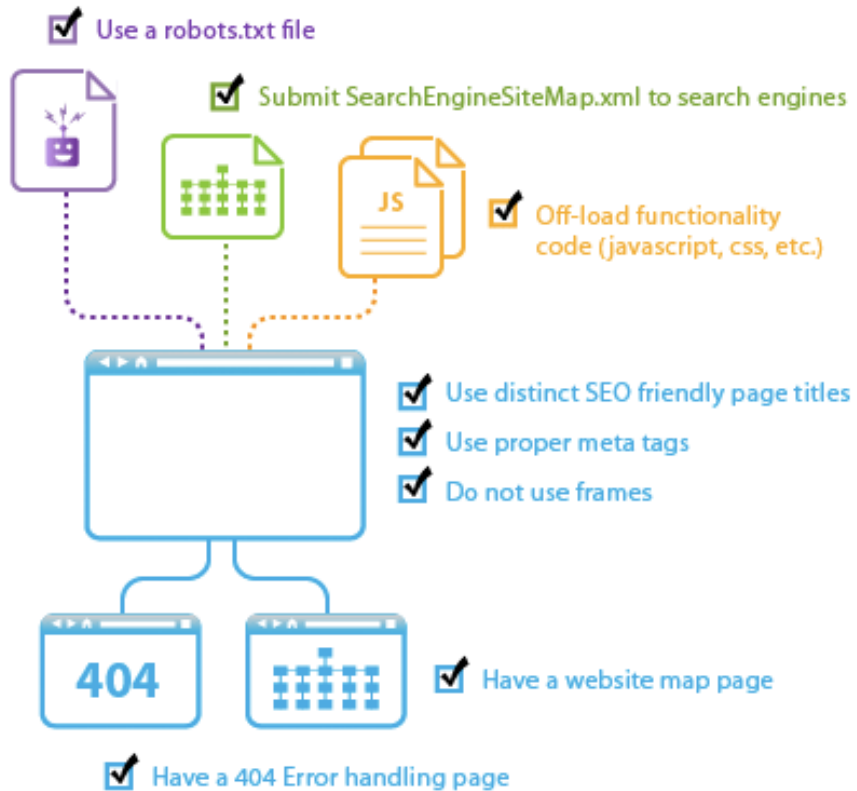


SEO Factors

- 200 On-Page Factors
- On-Page Factors = 40%
- Off-Page Factors = 60%
 - Link Building
 - Trust Rank
 - Authority

SEO Check List

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

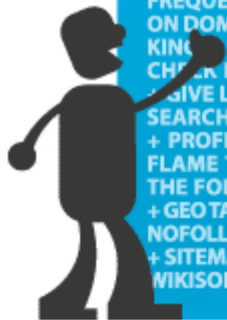


On-Page Factors

- Title Tags
- SEF Architecture
- Sitemap
- Javascript/ Flash
- Best Practices

Inside the Search Algorithm

KEYWORD IN URL + KEYWORD IN DOMAIN NAME + KEYWORD IN TITLE TAG + TITLE TAG 10 - 60 CHARACTERS + KEYWORD IN DESCRIPTION META TAG + KEYWORD IN KEYWORD METATAG + KEYWORD DENSITY IN BODY TEXT + INDIVIDUAL KEYWORD DENSITY + KEYWORD IN H1, H2 AND H3 + ANCHOR TEXT + KEYWORD FONT SIZE + KEYWORD PROXIMITY + KEYWORD PHRASE ORDER + KEYWORD PROMINENCE + KEYWORD IN ALT TEXT + KEYWORD IN LINKS TO SITE PAGES + LINK TO INTERNAL PAGES + ALL INTERNAL LINKS VALID + EFFICIENT - TREE-LIKE STRUCTURE + INTRA-SITE LINKING + LINK TO EXTERNAL PAGES + OUTGOING LINK ANCHOR TEXT + LINK STABILITY OVER TIME + ALL EXTERNAL LINKS VALID + LESS THAN 100 LINKS OUT TOTAL + DOMAIN NAME EXTENSION + TOP LEVEL DOMAIN + TLD + FILE SIZE + HYPHENS IN URL + FRESHNESS OF PAGES + AMOUNT OF CONTENT CHANGE + FRESHNESS OF LINKS + FREQUENCY OF UPDATES + PAGE THEMING + KEYWORD STEMMING + APPLIED SEMANTICS + LSI + URL LENGTH + SITE SIZE + SITE AGE + AGE OF PAGE + PAGE RANK + TOTAL INCOMING LINKS + INCOMING LINKS FROM HIGH-RANKING PAGES + ACCELERATION OF LINK POPULARITY + PAGE RANK OF THE REFERRING PAGE + ANCHOR TEXT OF INBOUND LINK TO YOU + AGE OF LINK + FREQUENCY OF CHANGE OF ANCHOR TEXT + POPULARITY OF REFERRING PAGE + NUMBER OF OUTGOING LINKS ON REFERRER PAGE + POSITION OF LINK ON REFERRER PAGE + KEYWORD DENSITY ON REFERRING PAGE + HTML TITLE OF REFERRER PAGE + LINK FROM AUTHORITY SITE + USE DESCRIPTIVE, KEYWORD RICH TEXT IN YOUR TITLE AND DESCRIPTION + REFERRER PAGE - SAME THEME + REFERRER PAGE - DIFFERENT THEME + SITE LISTED IN DMOZ DIRECTORY + DMOZ CATEGORY + SITE LISTED IN YAHOO DIRECTORY + EXPERT SITE + SITE SIZE + SITE THEMING + PAGE TRAFFIC + PAGE SELECTION RATE + TIME SPENT ON PAGE + BOOKMARK ADD/ REMOVAL FREQUENCY + HOW THEY LEFT, WHERE THEY WENT + TWEET + TIME SPENT ON DOMAIN + DOMAIN REGISTRATION TIME + DAILY RANKING + CONTENT IS KING + LINKS ARE QUEEN + CONTENT FRESHNESS ADDS RELEVANCY + CHECK FOR CANONICALIZATION ISSUES + NATURAL LANGUAGE CONTENT + GIVE LINK LOVE, GET LINK LOVE + OPTIMIZE THE TEXT IN YOUR RSS FEED + SEARCH ENGINES LIKE UNIQUE CONTENT THAT IS ALSO QUALITY CONTENT + PROFESS LOVE OF WIKIPEDIA + TAG STUFF + PARTICIPATE IN FORUMS + FLAME THOUGHT LEADERS FOR LINKBAIT + LINKJUICE + BLOG + ABOVE THE FOLD + BLOGOLA + CROSS LINKING + COLLABULARY + FOLKSONOMY + GEO TARGETING + KEYWORD DENSITY + LINKERATI + METADATA + MASHUPS + NOFOLLOW + RECIPROCAL LINKS + REDIRECTS + RELEVANCY + SPIDERBAITING + SITEMAP + TITLE TAG + THEME + TRUSTED FEEDS + TAG SOUP + WEBNECKS + WIKISOLDIERS + PARTICIPATE IN SOCIAL WEB + SEDUCE A SEARCH ENGINEER



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 Power of Anchor Text



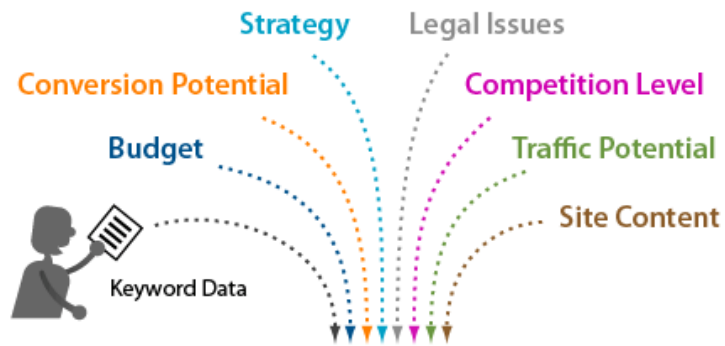
Off-Page Factors

- Anchor Text
- Quality of Links
- Quantity of Links
- Authority of Site
- Link Velocity Rate

Keyword Research (Part 3 of 3)

Analyze comprehensive data along with external factors to create a final keyword list.

7 Gather other relevant factors.



8 Analyze the factors and generate a final keyword list.



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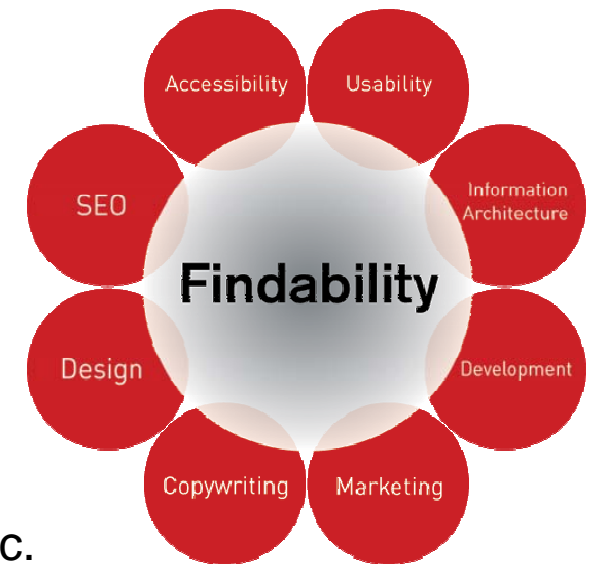
Keyword Research

- Keyword Volume
- Keyword Difficulty
- Short Tail vs Long Tail
- Keyword Categories
- Competitive Analysis

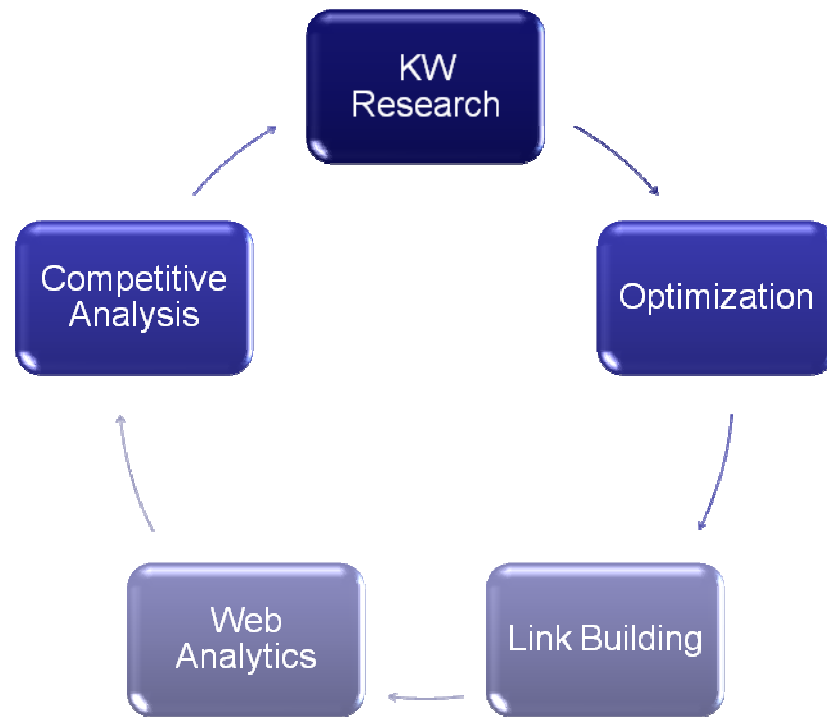
How to Get Links and Be Popular



- Offer something Unique or of Value
- Do Keyword Research
- Apply On-Page SEO
 - Titles, Keywords, Content
 - Meta Descriptions
- Promote Your Content
- Seek Links from Relevant Sites
- Update Frequently: Blogs, Forums Etc.
- Rinse and Repeat



The SEO Cycle



What To Remember For Your Case




- How will SEO factor into your business plan?
- 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

Further Reading (I bet you have lots of time)...



- <http://seomoz.org> – Great Resources
- <http://seobook.com> – Great Resources
- <http://devbasu.com> - Yours Truly
- <http://seo.alltop.com> – Blog Aggregator
- <http://searchenginejournal.com>
- <http://emarketer.com> – Great Stats
- <http://seo.elliance.com> – For the Graphics



THANK
You!

Added by Prof. Richardson

Dev Basu is (2009) a 4th yr University of Toronto student, and an experienced Search Engine specialist with “top drawer” industry experience

He is a past TA for MGTD06 and a guest speaker in 2008 and 2009 for Prof.

Richardson’s classes at the University of Toronto, Scarborough Campus (MGTD06) and Mississauga campus (MGD415 & CCT322)