Search Marketing 101

CCT332

Prepared, and delivered, by Dev Basu www.devbasu.com for Prof. Tim Richardson
First used in March 2009 at University of Toronto, Mississauga campus
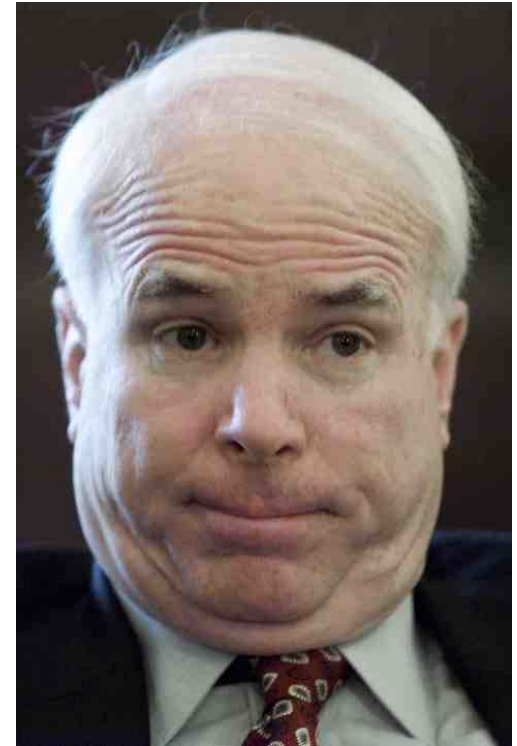
Who's The Better Internet Marketer?

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:

The Currency Site

SEARCH ENGINE PEOPLE get found!™
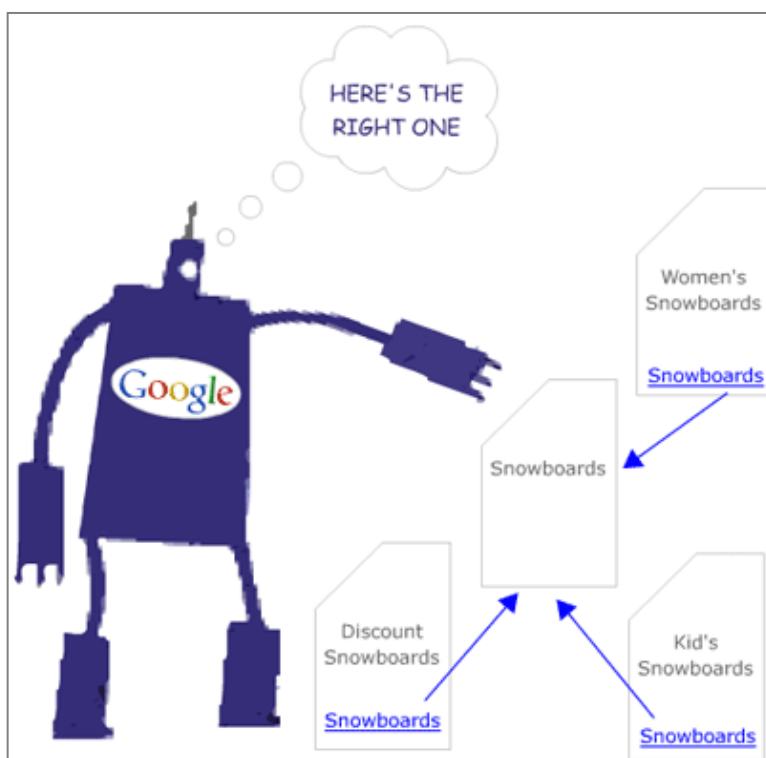
Microsoft

PUBLIPAGE

Brands I've Manage(d)

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

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

Fast Facts About Search Engines

Google

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

YAHOO!

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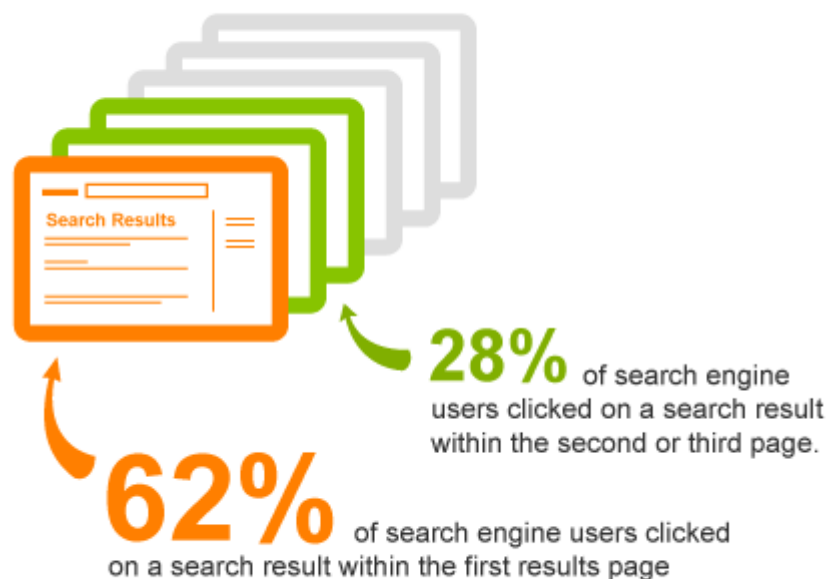- Overactive Robots

Live Search

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

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

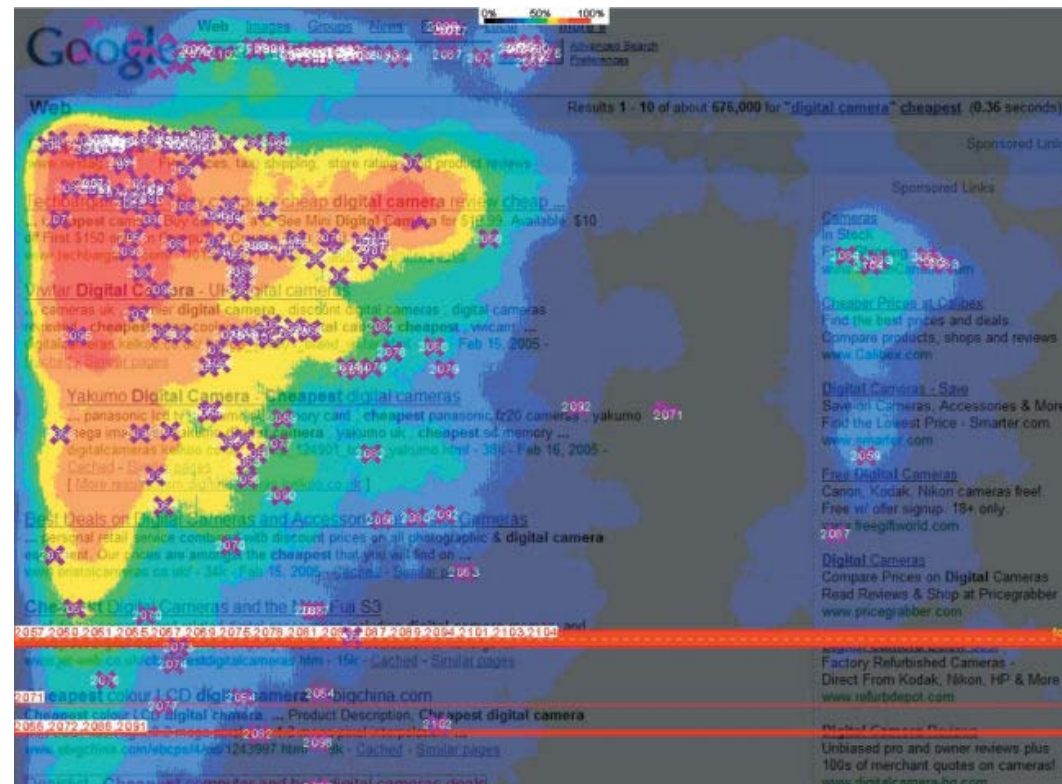## Search Engine Click-Thru Behavior

28% of search engine users clicked on a search result within the second or third page.

62% of search engine users clicked on a search result within the first results page

Source: 2006 iProspct Search Engine User Behavior Study

How Do People Search?

Enquiro Research, 2007

How Do People Search?

	% of Clicks	% Time Spent
	56.36	28.43
	13.45	25.08
	9.82	14.72
	4.00	8.70
	4.73	6.02
	3.27	4.01
	0.36	3.01
	2.91	3.68
	1.45	3.01
	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

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*0.56 = 50K + Visitors/Month

| high speed internet | | 90,500 | 550,000 | Add |

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.

FANTASTIC WIDGETS

Widget 550 GLX

The Widget 550 GLX is better than ever and now available in three colors: green, blue, and orange.

550 GLX Specs

Feugiat demoveo. Demoveo illum esse brevitas mos vicis eu vel, bene, delenit nisi zelus feugiat.
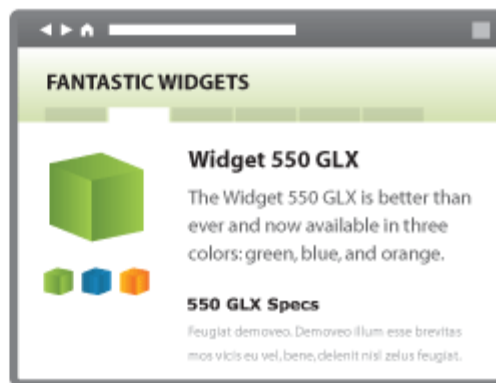
3 Off Page Factors

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

Directories
Blogs
Press Releases
Articles
Social Sites

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.

☑ Use a robots.txt file

☑ Submit SearchEngineSiteMap.xml to search engines

JS

☑ Off-load functionality code (javascript, css, etc.)

☑ Use distinct SEO friendly page titles

☑ Use proper meta tags

☑ Do not use frames

404

☑ Have a website map page

☑ Have a 404 Error handling page
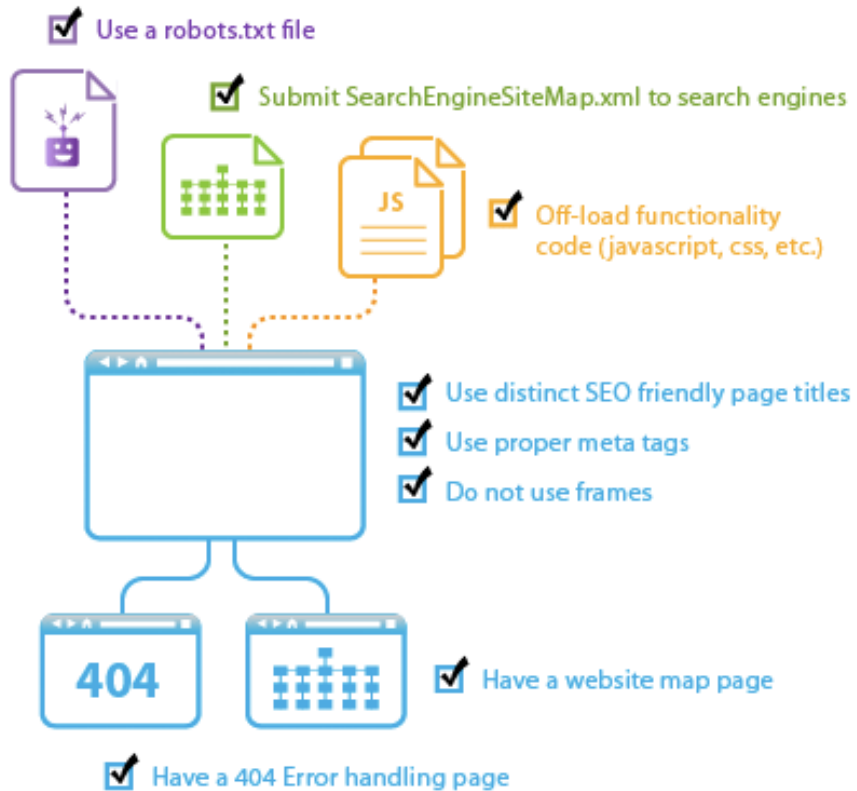
On-Page Factors

- 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
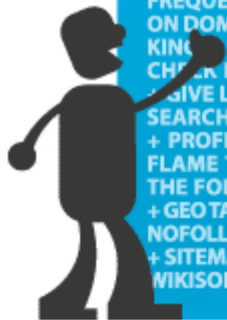
Top 10 Factors

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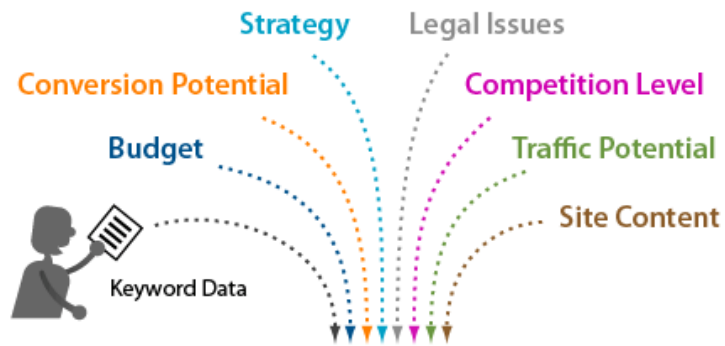- ↗ Sitemap
- ↗ Hosting Location and TLD

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.

Strategy
Legal Issues
Conversion Potential
Competition Level
Budget
Traffic Potential
Site Content
Keyword Data

8 Analyze the factors and generate a final keyword list.

Analysis

Final Keyword List

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Keyword Research

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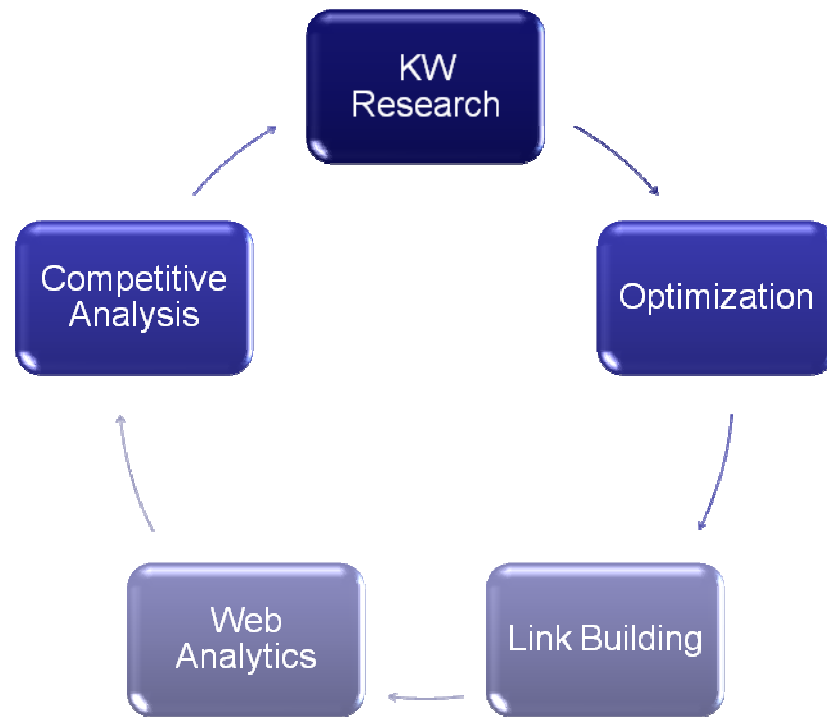- Keyword Categories
- Competitive Analysis

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
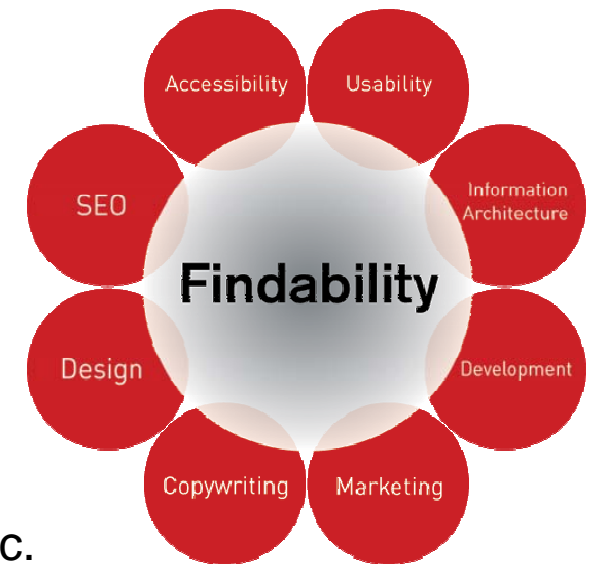
The SEO Cycle

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

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)