UNIVERSITY OF TORONTO SCARBOROUGH

# Search Marketing 101

Dev Basu | President @ Powered by Search Inc.

November 2010

As presented by Dev Basu in MGTD06 at UTSC Nov 4th 2010

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# About Me

## Personal

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

## Professional

- President @ Powered by Search.
- Professional Speaker
- I Live and Breath Online Marketing.

# Who Is Powered by Search?

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# Client Roster and Past Projects

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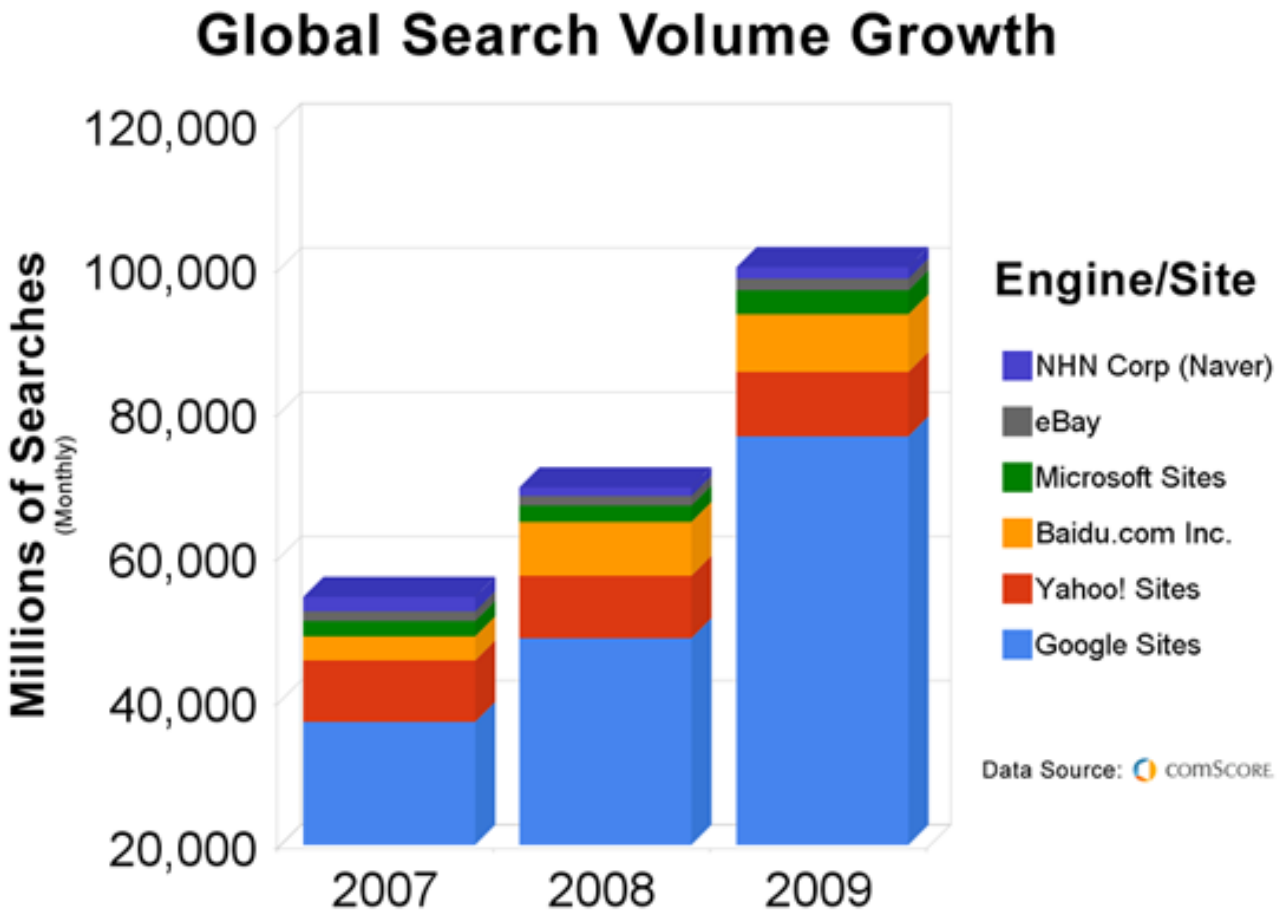
# Job Opportunities?

- 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 Search Landscape

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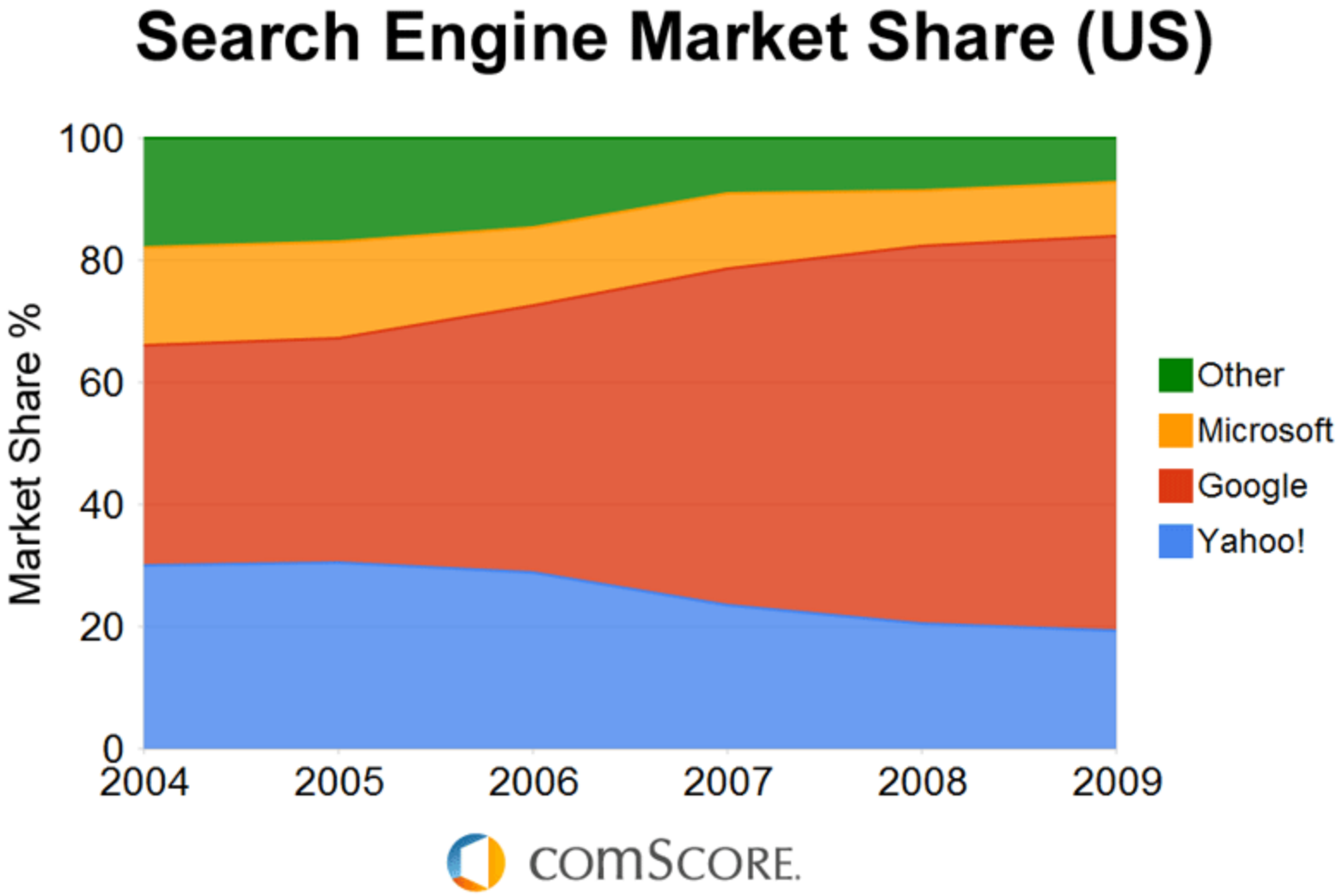
# Types of Search Engines

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

# The Search Landscape

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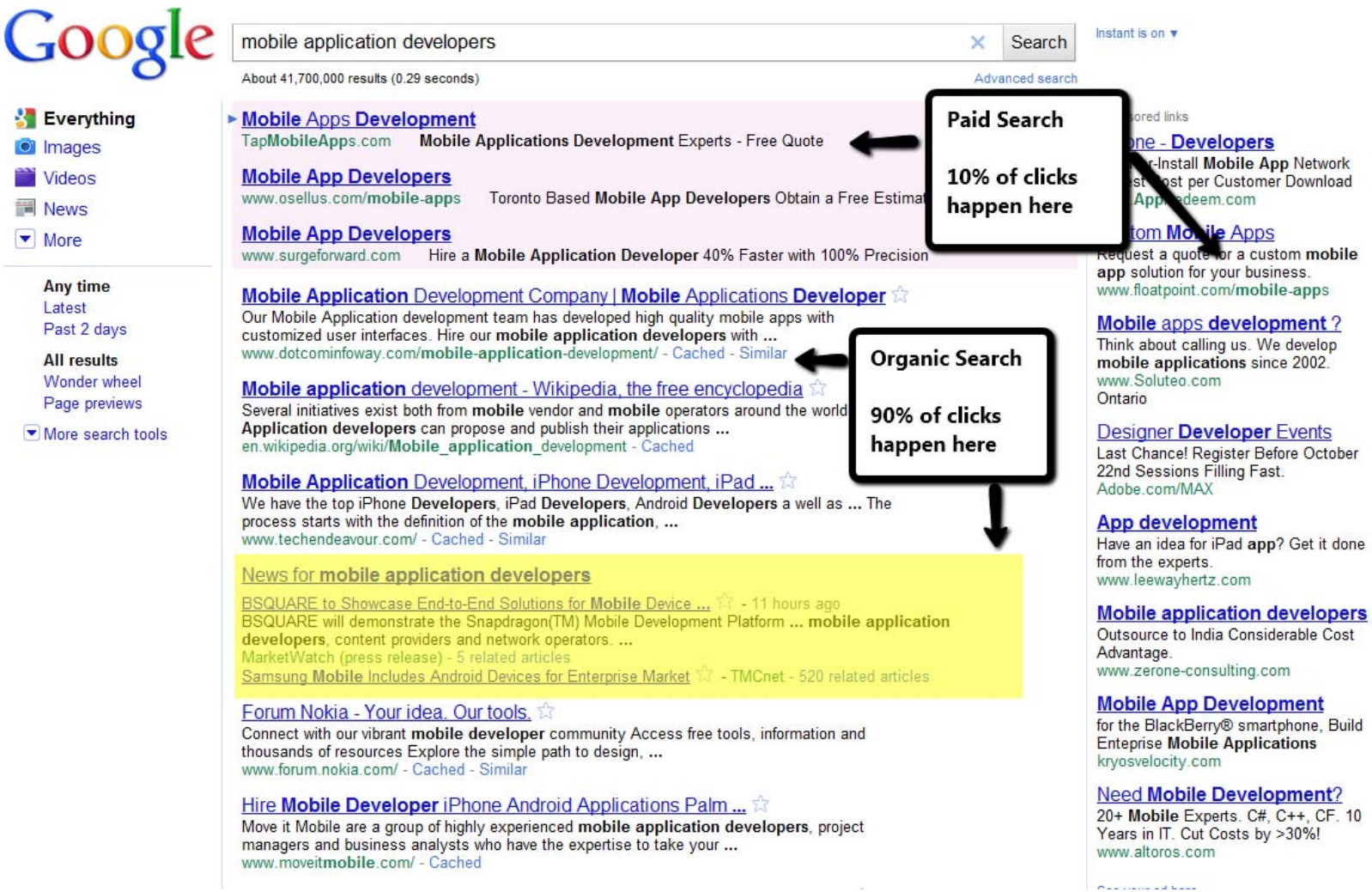
# Evaluating a Typical Search Result

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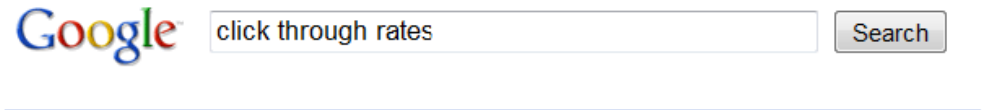
# Click Thru Rates




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 |

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# So What Exactly is SEO Again?

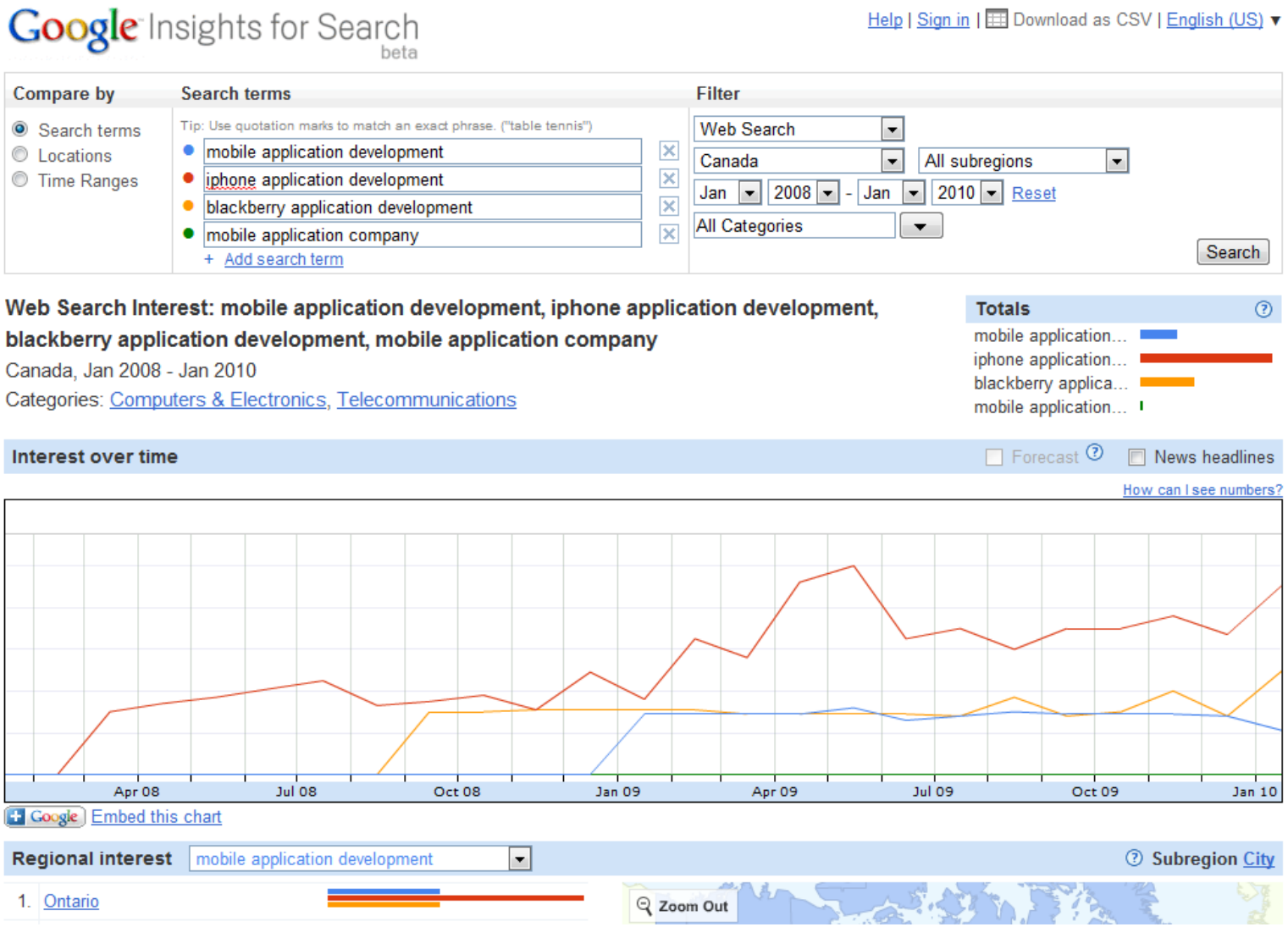
# What is SEO?

"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

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# Why Should I Care About Choosing The Right Keywords?

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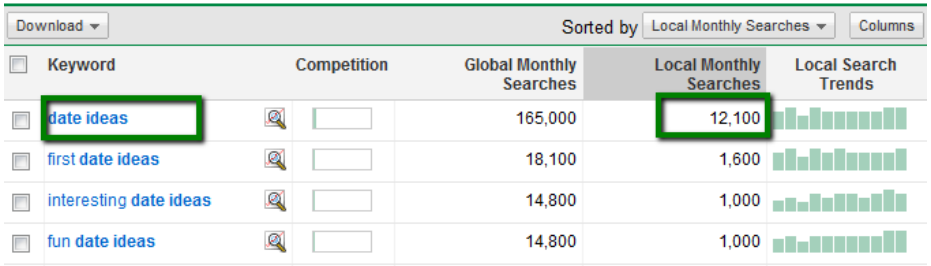
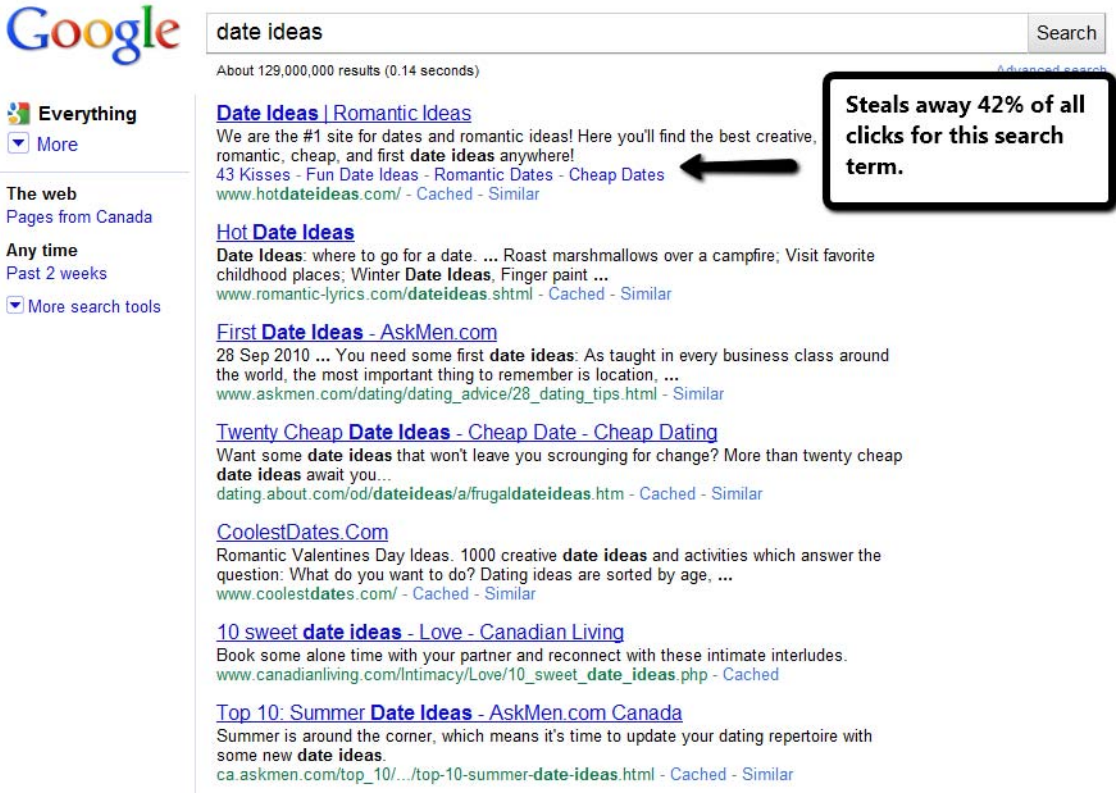
# Because SEO is a Winner Takes All Game.



Download ▾ Sorted by Local Monthly Searches ▾ Columns

| Keyword | Competition | Global Monthly Searches | Local Monthly Searches | Local Search Trends |
|---|---|---|---|---|
| date ideas | | 165,000 | 12,100 | |
| first date ideas | | 18,100 | 1,600 | |
| interesting date ideas | | 14,800 | 1,000 | |
| fun date ideas | | 14,800 | 1,000 | |

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# The Math – It's Pretty Awesome.

12,000 Searches

5,400 Visits per Month

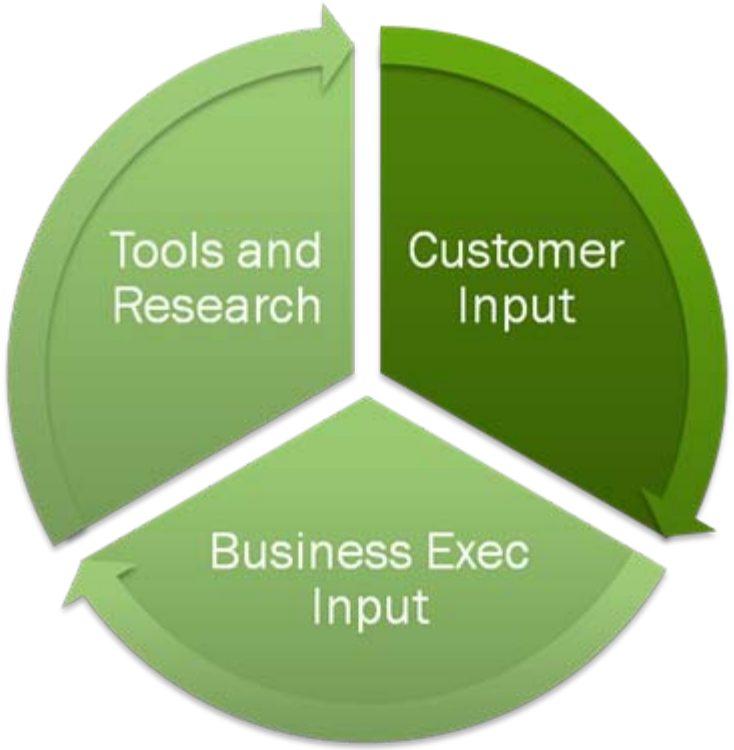
10% Dating Offer Conv.

Payout $30/lead.

540 Leads X $30 = $16.2K

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

# Step 1: How to Do Keyword Research




## Resources

- Google Keyword Tool
- Google Insights
- Google Trends
- Wordtracker, Wordze,
- KeywordSpy, AdGuroo
- Web Analytics

- ❑ 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.

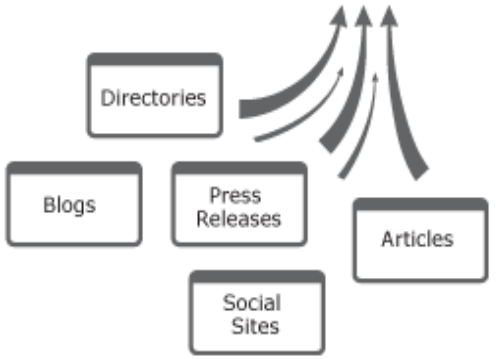
http:// www.fantastic-widgets.com / widget-550-GLX

### 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.

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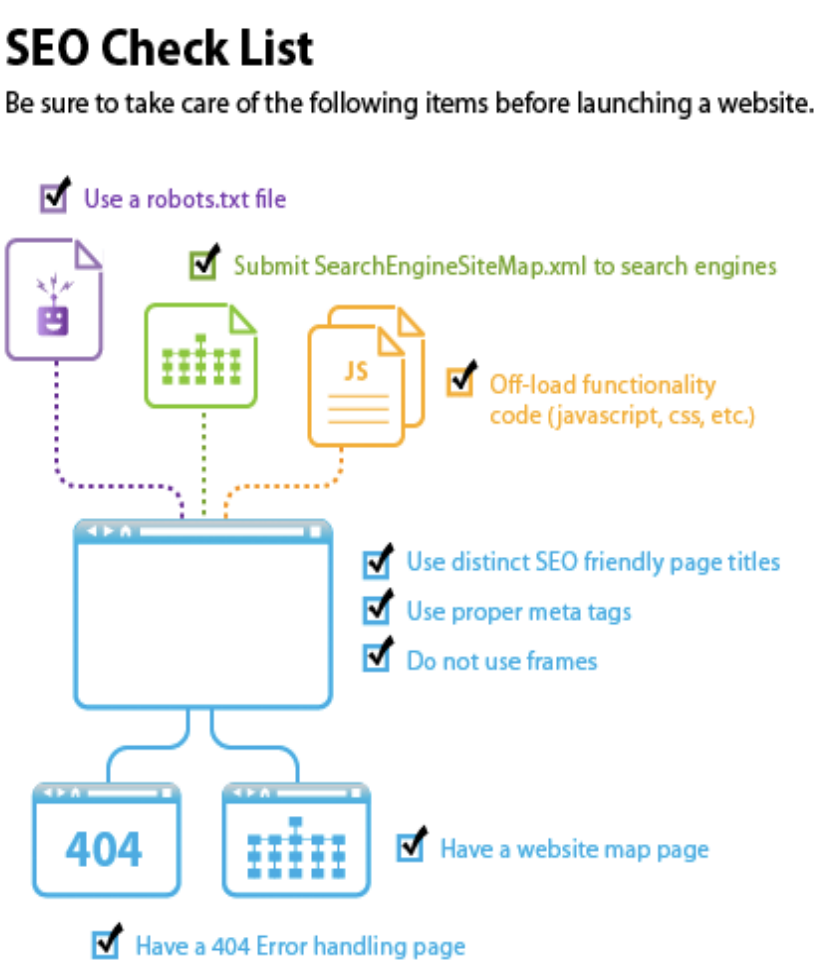


# On-Page Factors

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

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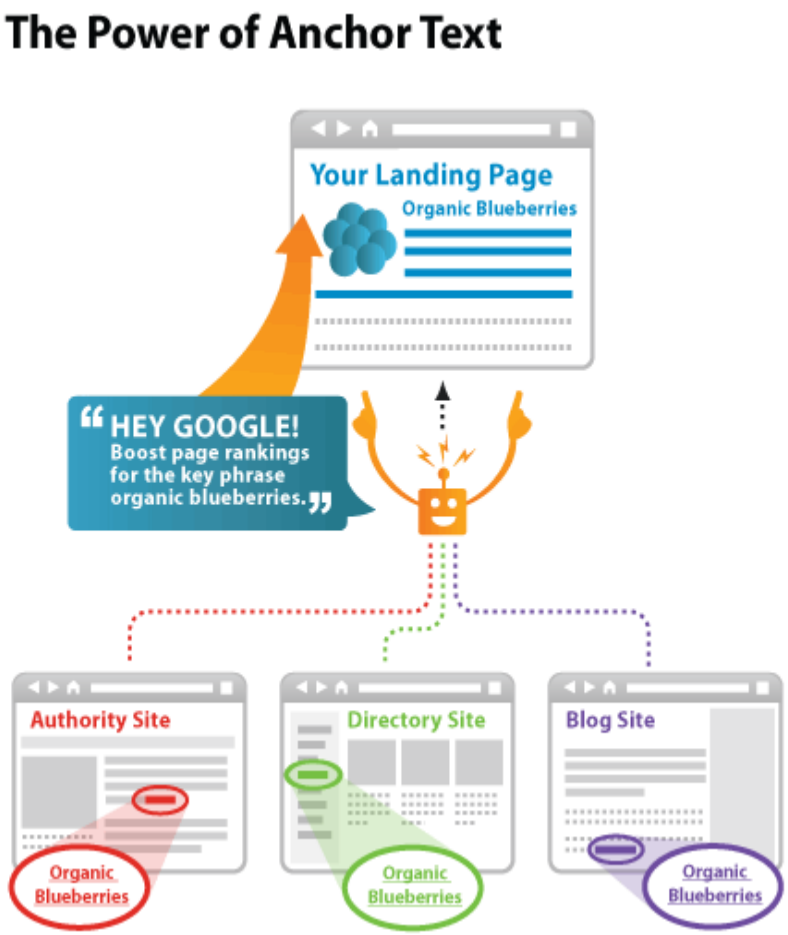


# Off-Page Factors

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

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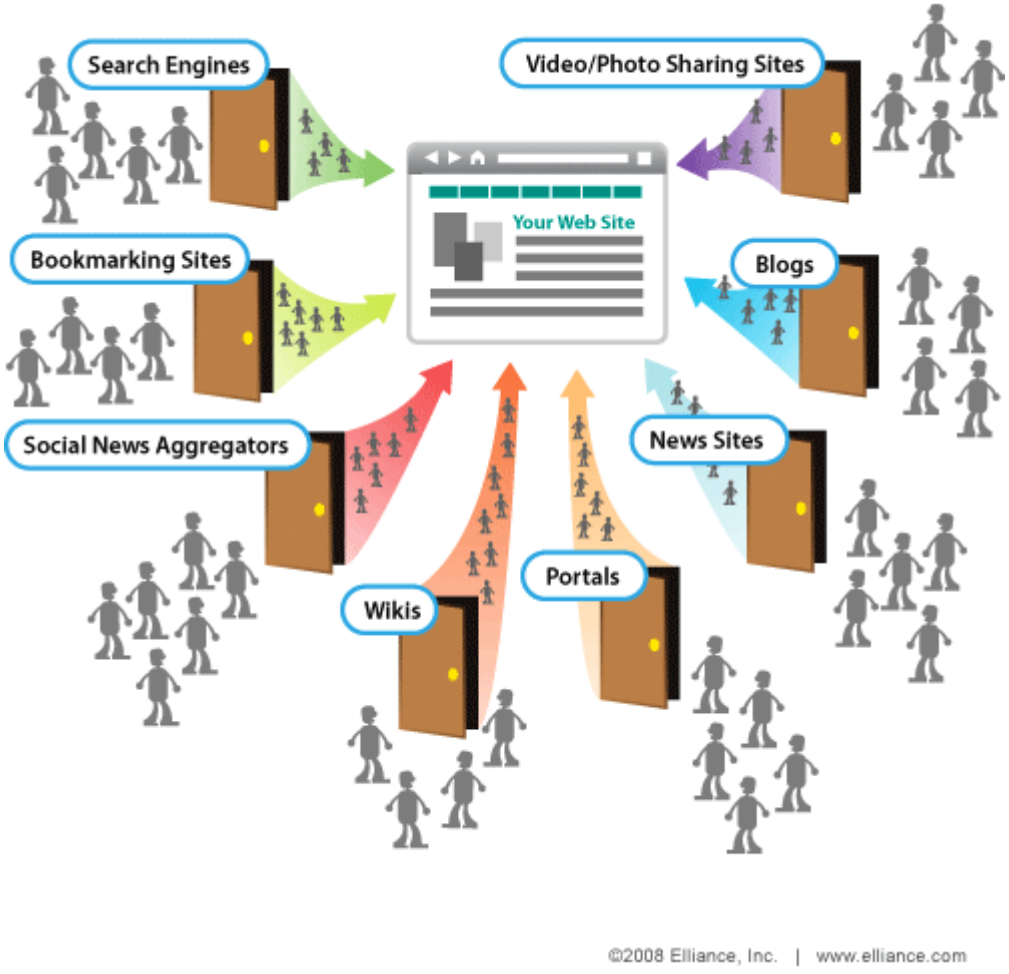
# How to Get Links to Your Site

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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

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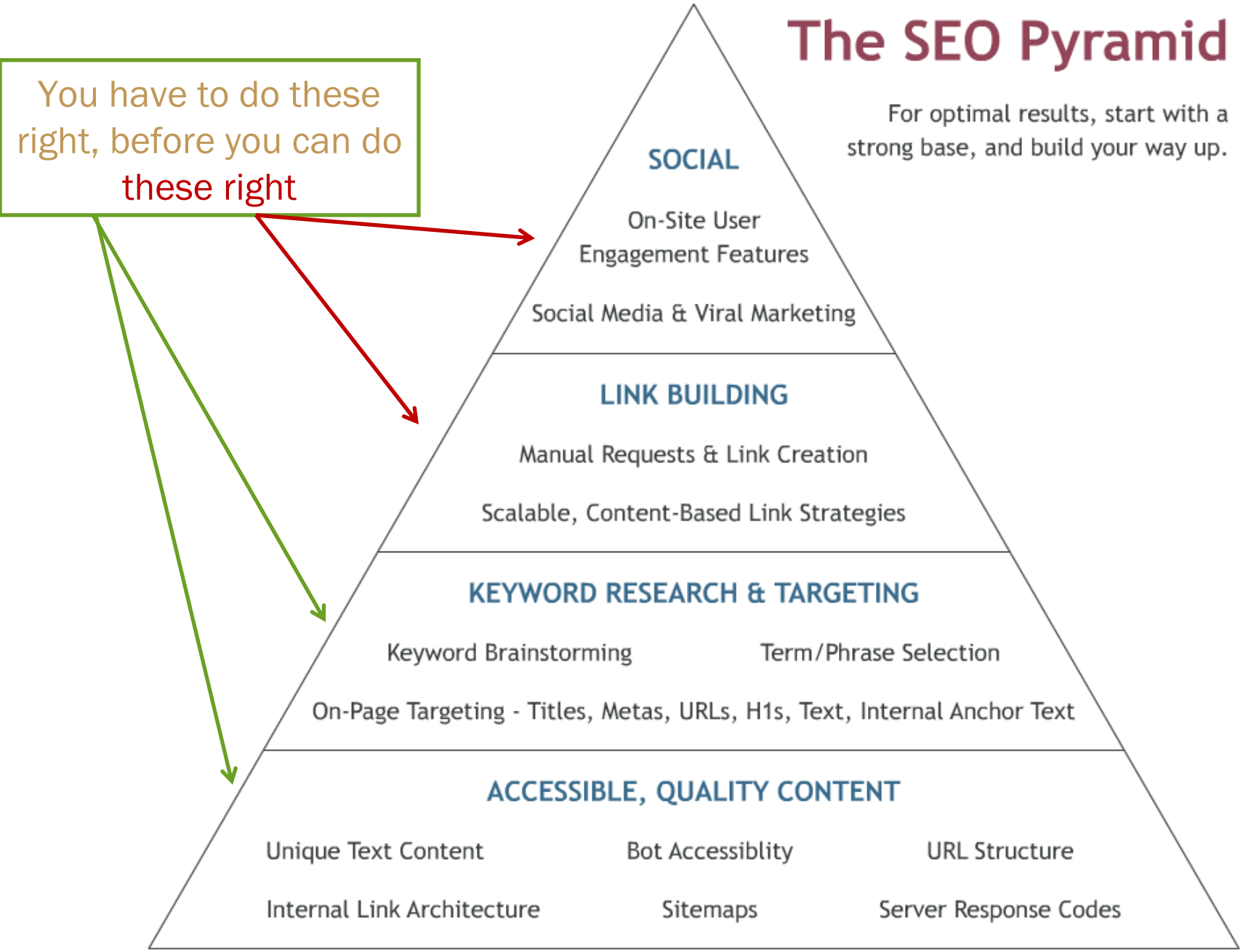
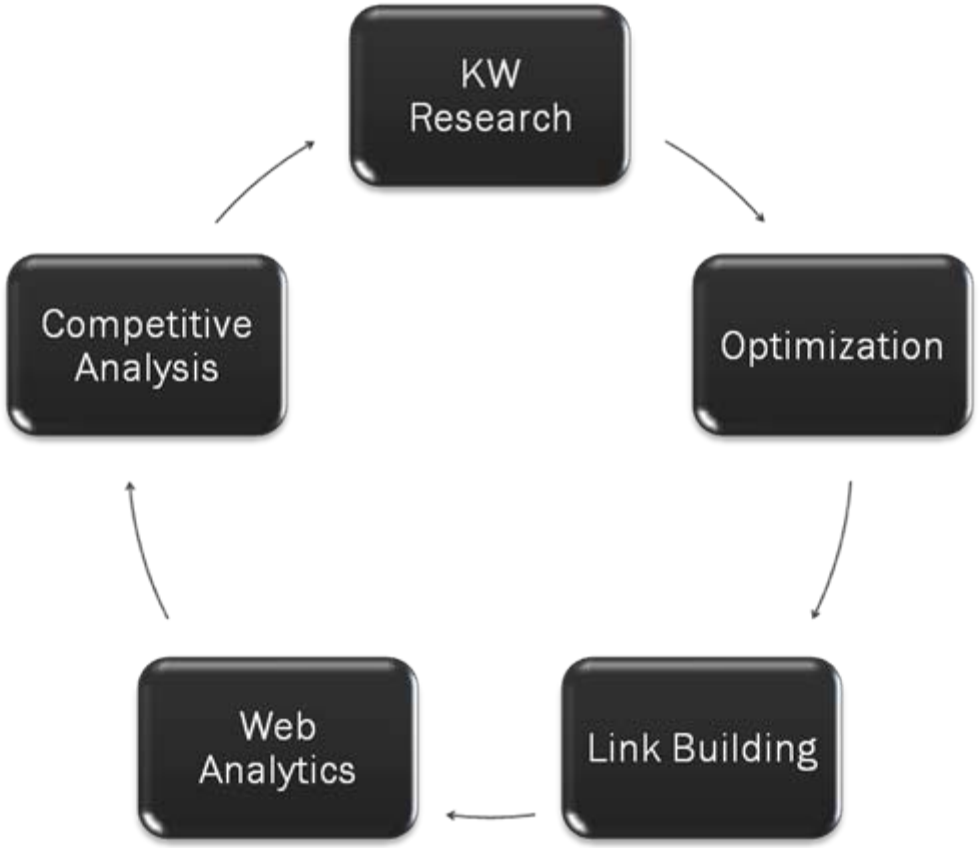

You have to do these right, before you can do these right
The SEO Pyramid
For optimal results, start with a strong base, and build your way up.
SOCIAL
On-Site User Engagement Features
Social Media & Viral Marketing
LINK BUILDING
Manual Requests & Link Creation
Scalable, Content-Based Link Strategies
KEYWORD RESEARCH & TARGETING
Keyword Brainstorming
Term/Phrase Selection
On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text
ACCESSIBLE, QUALITY CONTENT
Unique Text Content
Bot Accessiblity
URL Structure
Internal Link Architecture
Sitemaps
Server Response Codes

# The SEO Cycle

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# 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

# Hey Wait. What about M-Commerce and Mobile SEO?

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# What about Mobile Search and M-Commerce?

- 1 Billion People Accessing M-Comm by 2015.
- $1 Billion in M-Comm on Amazon.com in 2009.
- $119 Billion Global M-Comm Market by 2015.
- $40% of American Adults have Mobile Data Usage

- Now that's pretty ballin'.

# But what does SEO have to do with M-Commerce you ask?

# If You Aren't Optimized, You're Invisible.

- **What to Do to win at M-Commerce & Mobile SEO.**

- **Create a mobile website.**
- **Enable phone type detection. You want to show a simpler version of your site to an older Nokia than to a full featured browser such as the iPhone's.**
- **Get a mobile sitemap.**
- **Make sure your code is valid**

- **Read more at** http://googlewebmastercentral.blogspot.com/2009/11/help-google-index-your-mobile-site.html

# 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.

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# Thanks For Having Me ☺
# Q+A Sessions Follows.

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@devbasu and @poweredbysearch
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# Credits & References

- SEOMoz (Graphics, Statistics, Charts, Surveys)
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- Past Lectures (UTSC & UTM, 2008, 2009, 2010)