



UNIVERSITY OF
TORONTO
SCARBOROUGH

Search Marketing 101



Dev Basu | President @ [Powered by Search Inc.](#)
November 2010

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 Breathe Online Marketing.

Who Is Powered by Search?



LAWMARKETING Portal



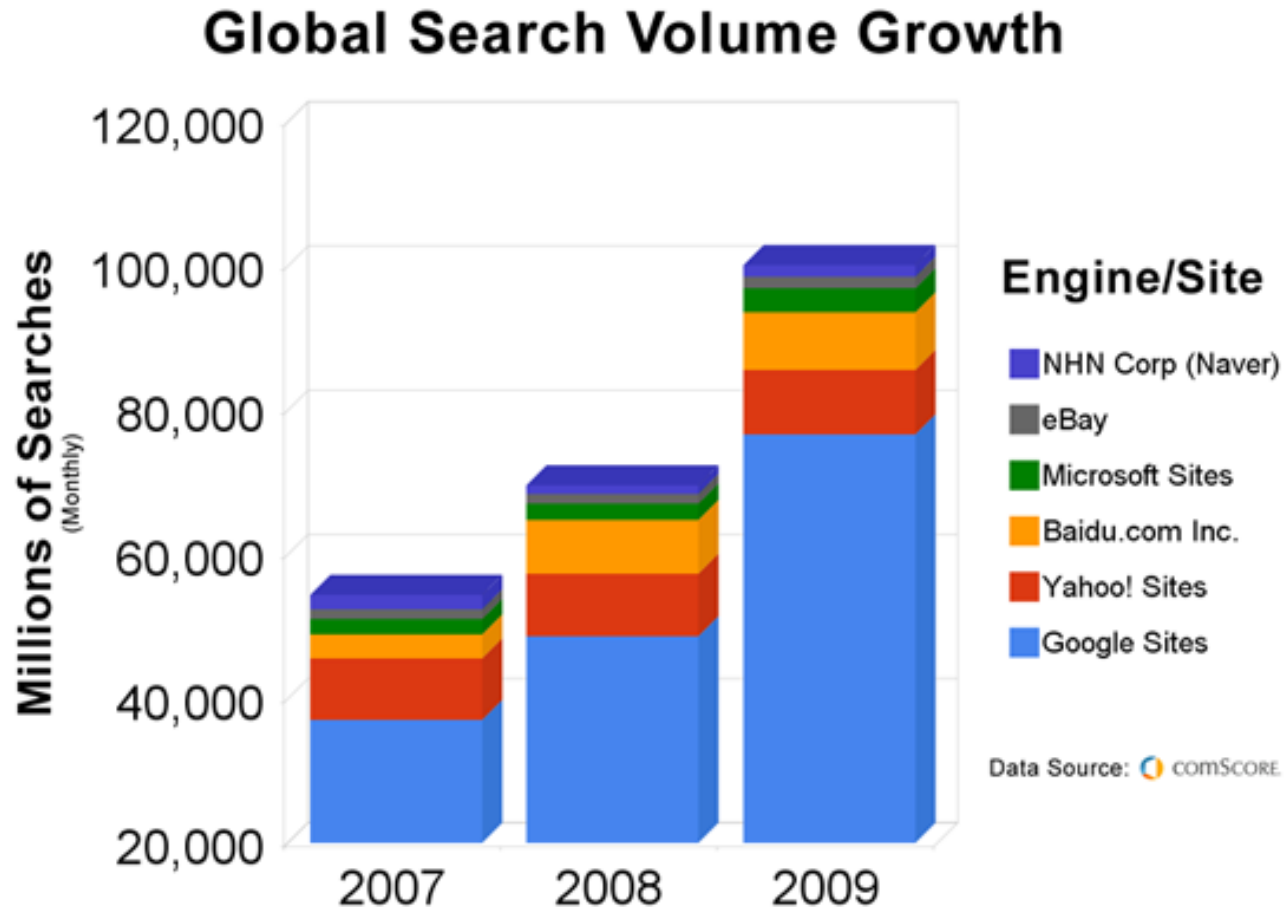
Client Roster and Past Projects



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



Types of Search Engines

Google™

You Tube

Google™
Video BETA

flickr®

ShareMiner™
BETA

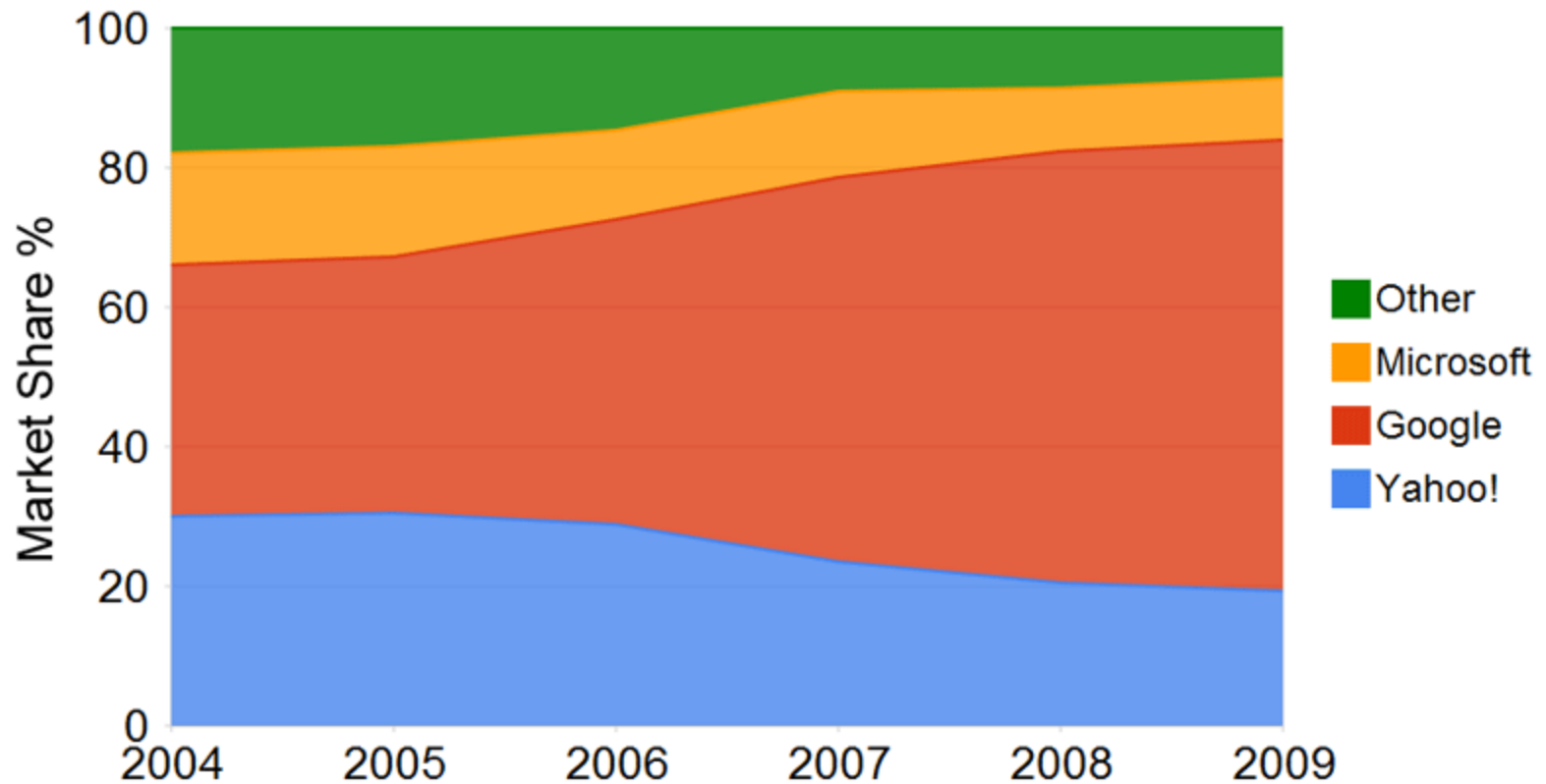
.docstoc™
BETA
find and share professional documents

facebook

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

The Search Landscape

Search Engine Market Share (US)



Evaluating a Typical Search Result

The image shows a Google search results page for the query "mobile application developers". The search bar at the top shows the query and the number of results: "About 41,700,000 results (0.29 seconds)".

On the left side, there is a sidebar with navigation options: "Everything", "Images", "Videos", "News", and "More". Below these are filters for "Any time", "Latest", "Past 2 days", "All results", "Wonder wheel", "Page previews", and "More search tools".

The main search results are listed below the search bar. The first result is "Mobile Apps Development" from TapMobileApps.com, which is highlighted with a pink background. A black box with a white border and the text "Paid Search" and "10% of clicks happen here" is overlaid on this result, with an arrow pointing to it.

The second result is "Mobile App Developers" from www.osellus.com/mobile-apps, also highlighted with a pink background. A black box with a white border and the text "Organic Search" and "90% of clicks happen here" is overlaid on this result, with an arrow pointing to it.

The third result is "Mobile App Developers" from www.surgeforward.com, also highlighted with a pink background.

The fourth result is "Mobile Application Development Company | Mobile Applications Developer" from www.dotcominfoway.com/mobile-application-development/, which is highlighted with a yellow background.

The fifth result is "Mobile application development - Wikipedia, the free encyclopedia", which is highlighted with a yellow background.

The sixth result is "Mobile Application Development, iPhone Development, iPad ...", which is highlighted with a yellow background.

The seventh result is "News for mobile application developers", which is highlighted with a yellow background.

The eighth result is "BSQUARE to Showcase End-to-End Solutions for Mobile Device ...", which is highlighted with a yellow background.

The ninth result is "MarketWatch (press release) - 5 related articles", which is highlighted with a yellow background.


The tenth result is "Samsung Mobile Includes Android Devices for Enterprise Market", which is highlighted with a yellow background.

The eleventh result is "Forum Nokia - Your idea. Our tools.", which is highlighted with a yellow background.

The twelfth result is "Hire Mobile Developer iPhone Android Applications Palm ...", which is highlighted with a yellow background.

On the right side of the page, there are more search results, including "Mobile apps development?", "Designer Developer Events", "App development", "Mobile application developers", "Mobile App Development", and "Need Mobile Development?".

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

Google Insights for Search
beta

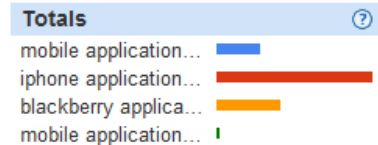
[Help](#) | [Sign in](#) | [Download as CSV](#) | [English \(US\)](#) ▼

Compare by	Search terms	Filter
<input checked="" type="radio"/> Search terms	Tip: Use quotation marks to match an exact phrase. ("table tennis") <ul style="list-style-type: none">mobile application developmentiphone application developmentblackberry application developmentmobile application company + Add search term	<div>Web Search</div> <div>Canada</div> <div>Jan 2008 - Jan 2010 Reset</div> <div>All subregions</div> <div>All Categories</div> <div>Search</div>

Web Search Interest: mobile application development, iphone application development, blackberry application development, mobile application company

Canada, Jan 2008 - Jan 2010

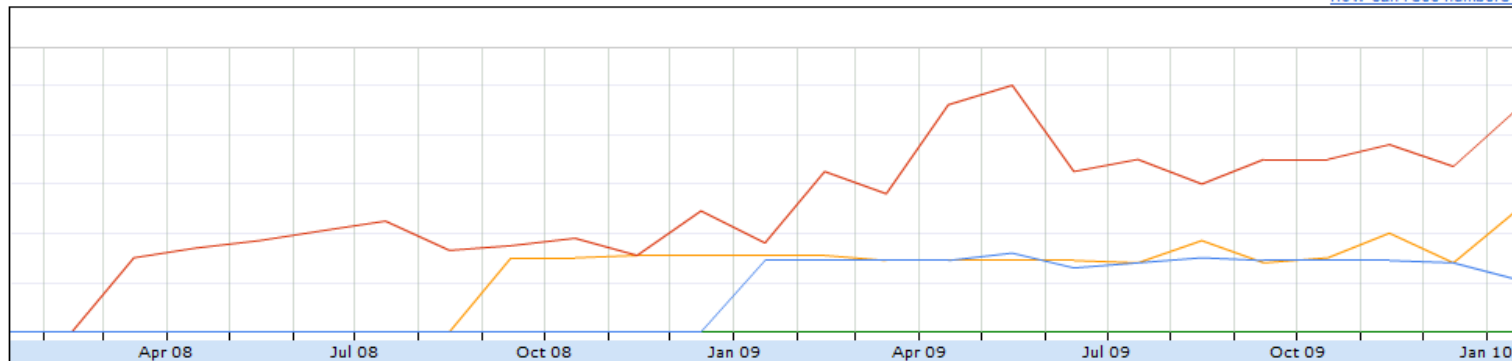
Categories: [Computers & Electronics](#), [Telecommunications](#)



Interest over time

☐ Forecast ⓘ ☐ News headlines

[How can I see numbers?](#)



[+ Google](#) [Embed this chart](#)

Regional interest

mobile application development









ⓘ Subregion [City](#)

1. [Ontario](#)

[Zoom Out](#)

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)

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

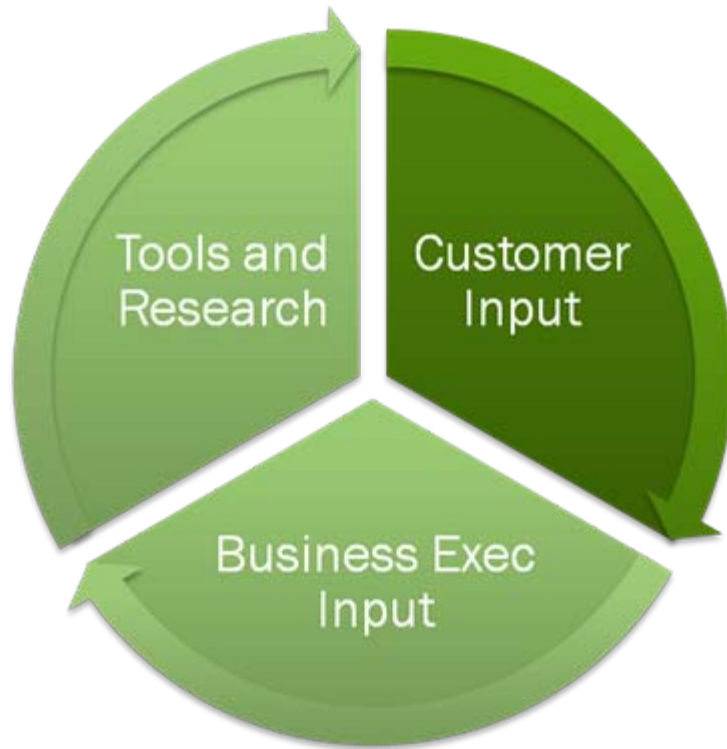
10% Dating Offer Conv.

Payout \$30/lead.

540 Leads X \$30 = \$16.2K

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

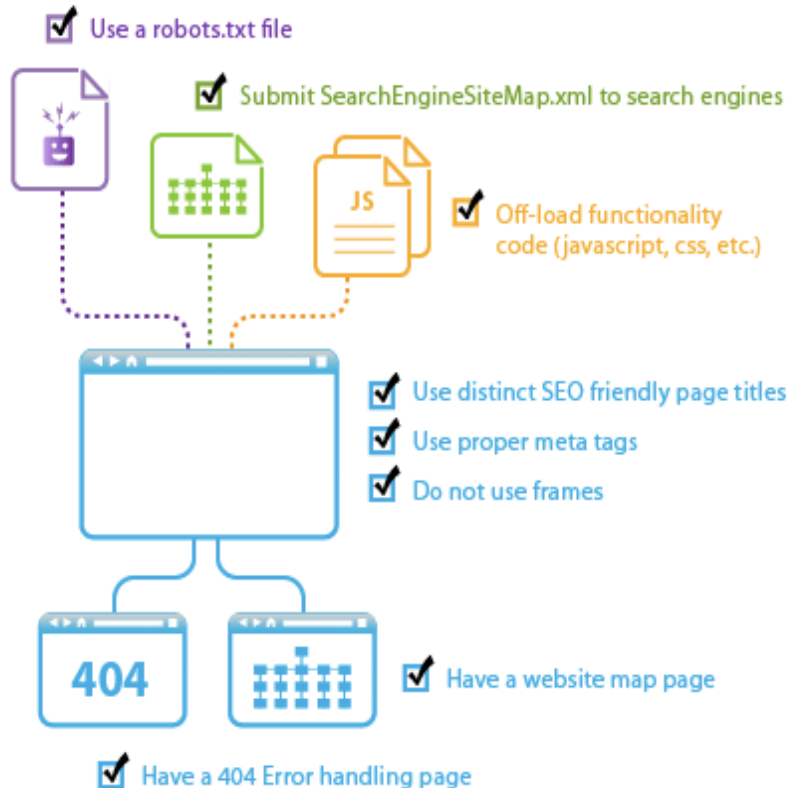
Inbound links from sites with good credibility support better ranking results.



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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.

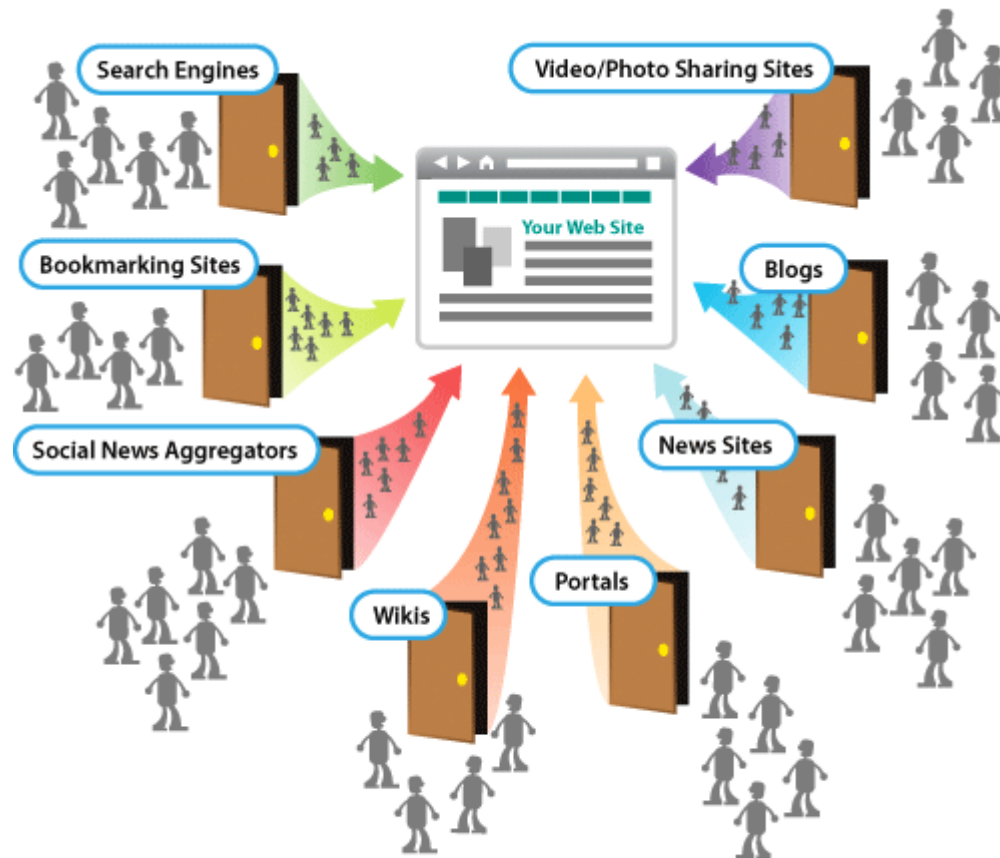
The Power of Anchor Text



Off-Page Factors

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

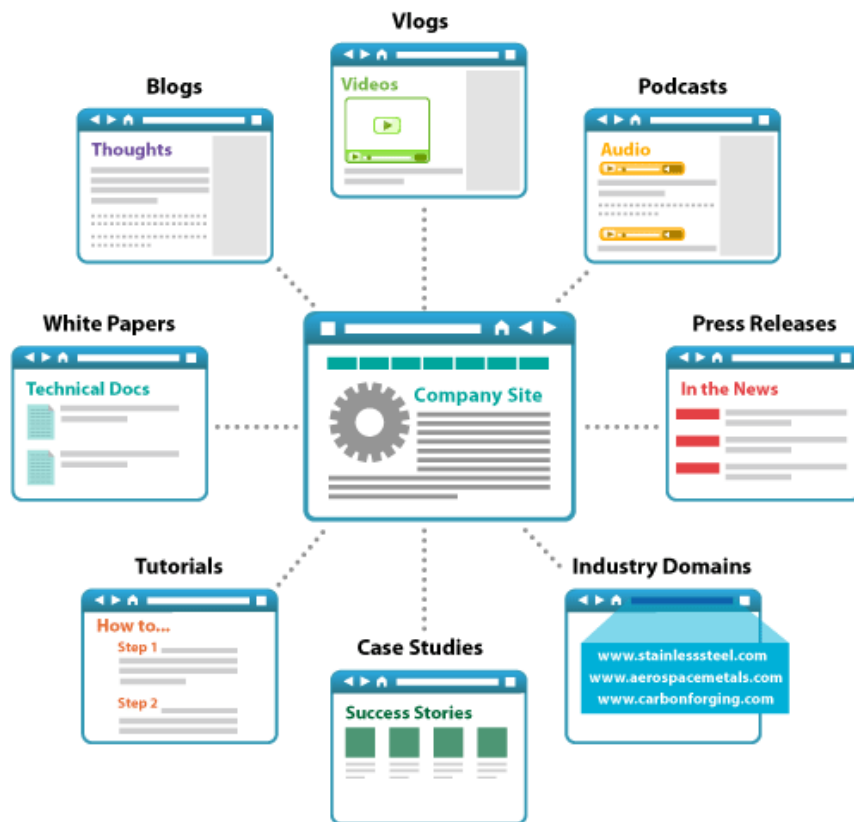
How to Get Links to Your Site



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

Business-to-Business Credibility Through Optimization of Content



©2008 Elliance, Inc. | www.elliance.com

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

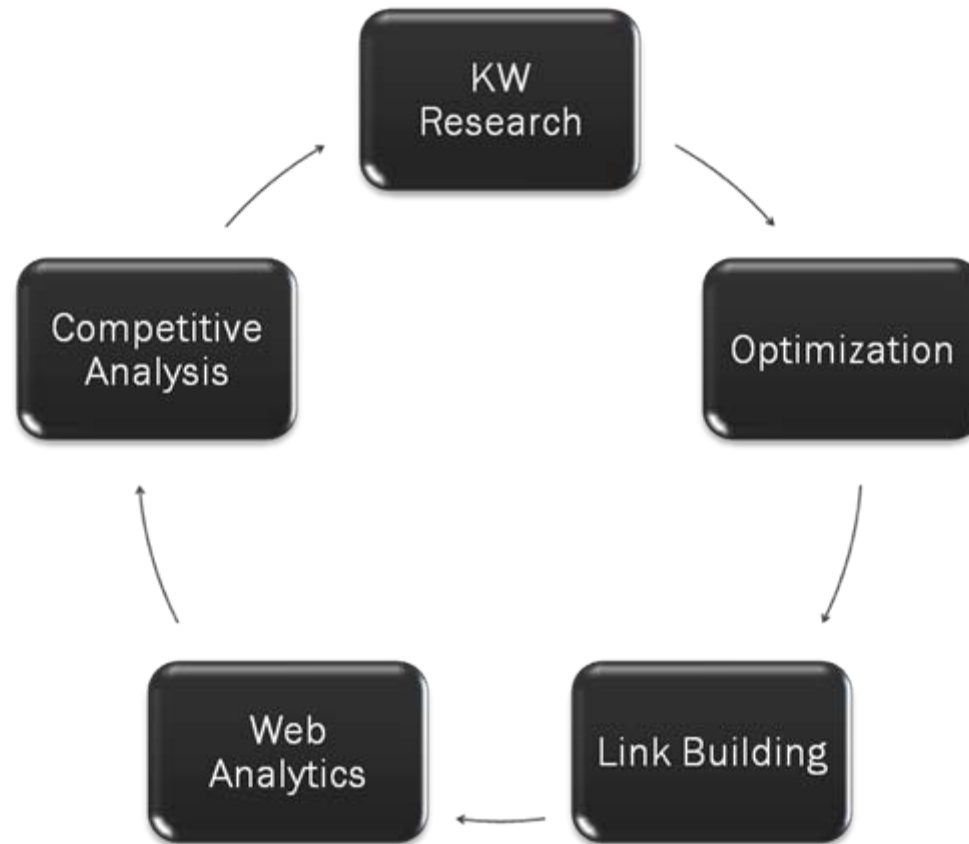
The SEO Pyramid

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

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

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.**

Thanks For Having Me 😊

Q+A Sessions Follows.

dev@poweredbysearch.com

@devbasu and @poweredbysearch

Facebook.com/torontoseo

Credits & References

- SEOMoz (Graphics, Statistics, Charts, Surveys)
- Elliance (Graphics)
- Google (Web Search, Trends, Insights)
- Powered by Search
- Past Lectures (UTSC & UTM, 2008, 2009, 2010)