



Seven Steps to Search Engine Marketing Success

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What is Search Engine Marketing?



- Attracts targeted visitors by increasing online visibility
- 80% of Web customers begin by using search engines
- Two types of search results:
 - Organic results
 - Paid results



What is Search Engine Marketing?



Organic Search Results

- AKA “natural” results
- Draws 75% of the clicks
- Ranking is determined by:
 - Relevancy
 - Link popularity
- You earn your way in



What is Search Engine Marketing?



Paid Search Results

- AKA “pay-per-click”
- Draws 25% of the clicks
- Ranking is determined by:
 - Bid amount
 - Relevancy
 - Budget
- You buy your way in



Step 1: Define an Effective Strategy



Create your search engine marketing playbook

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Step 1: Define an Effective Strategy

- Goals: What are your search engine marketing goals?
 - Examples: sell online, generate leads, build a marketing database, etc.
- Audience: Who are you trying to attract?
 - What industry or business are they in?
 - What is their role within the company?
 - What are they searching for?
- Competitors: Who are your competitors?
 - Traditional and non-traditional
- Success Measures: How will you measure success?
 - Increased Website ranking
 - Increased Website traffic
 - Online leads and/or sales

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Step 2: Choose the Best Keywords



The cornerstone of
your SEM campaign

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Step 2: Choose the Best Keywords

Speak your customer's language

Words used by
your customers

Words used on
your Website
and search ads



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Step 2: Choose the Best Keywords

It's part art – part science

Brainstorm



Research

 Wordtracker



Google

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Step 3: Optimize Your Website



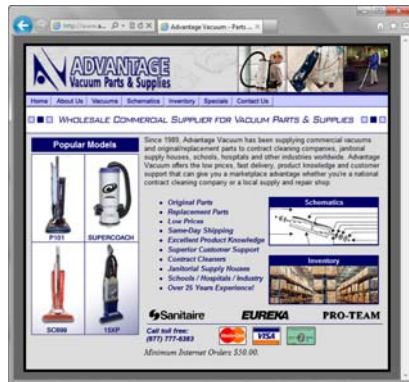
Put your keywords
to work

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Step 3: Optimize Your Website

How People See Your Website



How Google Sees Your Website



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Step 3: Optimize Your Website

- Create a keyword plan for your Website
 - Assign each phrase to the most appropriate page
 - Ideally, one keyword phrase per page
- Create great, keyword-rich copy
 - Use the keyword phrase throughout the entire page
 - Be descriptive
 - Leverage different forms of keyword phrases
 - Link between pages



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Step 3: Optimize Your Website

- Code for success
 - Make sure your Website is 'crawlable'
 - Create killer 'Title' tags



- Create meaty 'Meta' tags
- Use keywords in directory & file names
- Use keywords in 'Alt' tags for images
- Avoid 'black hat' techniques



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Step 4: Get Your Website Indexed



**Invite Google to
Your Website**



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Step 4: Get Your Website Indexed

- Make sure all pages are in Google
 - Perform an 'Advanced Search'
 - Search 'within a site or domain'
- Submit your Website to the major search engines
- Setup a Google sitemap
 - Google Webmaster Tools
- Submit your Website to DMOZ.org



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Step 5: Attract Quality Links to Your Website



**Fill your Website
bucket with
quality links**



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Step 5: Attract Quality Links to Your Website

- Assess and improve your current inbound links
- Create link-worthy content
- Get listed in industry and topical directories
- Distribute articles and press releases online
- Attract links with Social Media Marketing
- Review your competitor's links
 - Yahoo Site Explorer – <http://siteexplorer.search.yahoo.com>



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Step 6: Run a Results-focused PPC campaign



**Pay for
performance**



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Step 6: Run a Results-focused PPC campaign

- Advertising in the paid search results
- A 'pay-for-performance' model
- Fees begin at \$0.10 per click
- Ads are text-based with character limitations
- Bids are managed via a 24x7 online auction
- Each ad network is managed separately

[Wholesale Janitorial](#)
50K+ Products. We Ship Fast from 55
Warehouse Locations. Order Today!
[JanitorialSupplies.BettyMills.com](#)



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Step 6: Run a Results-focused PPC campaign

Keyword	Ad group	Status	Max. Clicks	Imp.	CTR	Avg. CPC	Cost	Imp. Cost %	Cost/Click	Cost/Imp.	View %	View/Click
Total all keywords												
			412	52,062	3.62%	\$153	\$622.00	1.8	6	\$105.33	1.66%	0
insoan	insoan	Eligible	11	223	1.87	3.11%	\$156	\$124.00	2	2	\$107.43	0.00%
insoan.com	insoan.com	Eligible	77	1,888	4.52%	\$1.62	\$124.05	1.2	0	\$0.00	0.00%	0
"insoan"	insoan	Eligible	64	1,219	5.25%	\$1.38	\$88.09	1.7	2	\$44.28	3.12%	0
insoan.com	insoan	Eligible	7	279	2.51%	\$1.77	\$12.39	2.3	1	\$12.39	14.29%	0
insoan f	insoan	Eligible	6	265	2.25%	\$1.96	\$11.68	1.8	0	\$0.00	0.00%	0
insoan holding	insoan	Eligible	4	34	11.75%	\$2.36	\$3.44	4.7	0	\$0.00	0.00%	0
insoan net	insoan	Eligible	3	248	1.21%	\$1.87	\$5.60	1.0	0	\$0.00	0.00%	0
insoan technology inc	insoan	Eligible	5	45	4.67%	\$0.74	\$3.14	1.3	4	\$0.00	0.00%	4
insoan technology	insoan	Eligible	2	47	4.25%	\$2.10	\$4.21	1.3	0	\$0.00	0.00%	0
insoan ems	insoan	Eligible	2	47	4.25%	\$2.29	\$4.56	2	0	\$0.00	0.00%	0
insoan pricing	insoan	Eligible	1	17	5.88%	\$2.93	\$2.93	2.1	0	\$0.00	0.00%	0
insoan service	insoan	Eligible	1	38	2.63%	\$2.01	\$2.01	1.8	0	\$0.00	0.00%	0
insoan team	insoan	Eligible	1	9	11.11%	\$0.79	\$0.79	1	0	\$0.00	0.00%	0
insoan project	insoan	Eligible	1	36	3.33%	\$2.94	\$2.94	1.8	0	\$0.00	0.00%	0

- Bid on relevant keywords
- Tie your bidding strategy to results
- Write compelling ad copy
- Include a 'call to action'
- Send people to a relevant and unique landing page
- Test, test and test again

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Step 7: Measure Success



Focus on results with ROI measurement



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Step 7: Measure Success

Organic Website Ranking Report
Project: Carter Products

URL: www.carterproducts.com

Search Engine	Ranking	URL	Status
Google	1	www.carterproducts.com	Not Ranked
Bing	1	www.carterproducts.com	Not Ranked
Yahoo	1	www.carterproducts.com	Not Ranked
MSN	1	www.carterproducts.com	Not Ranked
Search.nl	1	www.carterproducts.com	Not Ranked
Search.ch	1	www.carterproducts.com	Not Ranked
Search.se	1	www.carterproducts.com	Not Ranked
Search.no	1	www.carterproducts.com	Not Ranked
Search.dk	1	www.carterproducts.com	Not Ranked
Search.fi	1	www.carterproducts.com	Not Ranked
Search.pl	1	www.carterproducts.com	Not Ranked
Search.cz	1	www.carterproducts.com	Not Ranked
Search.sk	1	www.carterproducts.com	Not Ranked
Search.hk	1	www.carterproducts.com	Not Ranked
Search.tw	1	www.carterproducts.com	Not Ranked
Search.th	1	www.carterproducts.com	Not Ranked
Search.in	1	www.carterproducts.com	Not Ranked
Search.jp	1	www.carterproducts.com	Not Ranked
Search.kr	1	www.carterproducts.com	Not Ranked
Search.au	1	www.carterproducts.com	Not Ranked
Search.nz	1	www.carterproducts.com	Not Ranked
Search.co.uk	1	www.carterproducts.com	Not Ranked
Search.de	1	www.carterproducts.com	Not Ranked
Search.fr	1	www.carterproducts.com	Not Ranked
Search.it	1	www.carterproducts.com	Not Ranked
Search.es	1	www.carterproducts.com	Not Ranked
Search.pt	1	www.carterproducts.com	Not Ranked
Search.gr	1	www.carterproducts.com	Not Ranked
Search.ru	1	www.carterproducts.com	Not Ranked
Search.ua	1	www.carterproducts.com	Not Ranked
Search.by	1	www.carterproducts.com	Not Ranked
Search.kz	1	www.carterproducts.com	Not Ranked
Search.uz	1	www.carterproducts.com	Not Ranked
Search.ge	1	www.carterproducts.com	Not Ranked
Search.am	1	www.carterproducts.com	Not Ranked
Search.az	1	www.carterproducts.com	Not Ranked
Search.tr	1	www.carterproducts.com	Not Ranked
Search.eg	1	www.carterproducts.com	Not Ranked
Search.sa	1	www.carterproducts.com	Not Ranked
Search.ae	1	www.carterproducts.com	Not Ranked
Search.om	1	www.carterproducts.com	Not Ranked
Search.qa	1	www.carterproducts.com	Not Ranked
Search.bh	1	www.carterproducts.com	Not Ranked
Search.kw	1	www.carterproducts.com	Not Ranked
Search.ly	1	www.carterproducts.com	Not Ranked
Search.yo	1	www.carterproducts.com	Not Ranked
Search.sd	1	www.carterproducts.com	Not Ranked
Search.et	1	www.carterproducts.com	Not Ranked
Search.ke	1	www.carterproducts.com	Not Ranked
Search.tz	1	www.carterproducts.com	Not Ranked
Search.ug	1	www.carterproducts.com	Not Ranked
Search.rw	1	www.carterproducts.com	Not Ranked
Search.bw	1	www.carterproducts.com	Not Ranked
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Search.mw	1	www.carterproducts.com	Not Ranked
Search.sz	1	www.carterproducts.com	Not Ranked
Search.ls	1	www.carterproducts.com	Not Ranked
Search.mz	1	www.carterproducts.com	Not Ranked
Search.zm	1	www.carterproducts.com	Not Ranked
Search.zw	1	www.carterproducts.com	Not Ranked
Search.eg	1	www.carterproducts.com	Not Ranked
Search.sa	1	www.carterproducts.com	Not Ranked
Search.ae	1	www.carterproducts.com	Not Ranked
Search.om	1	www.carterproducts.com	Not Ranked
Search.qa	1	www.carterproducts.com	Not Ranked
Search.bh	1	www.carterproducts.com	Not Ranked
Search.kw	1	www.carterproducts.com	Not Ranked
Search.ly	1	www.carterproducts.com	Not Ranked
Search.yo	1	www.carterproducts.com	Not Ranked
Search.sd	1	www.carterproducts.com	Not Ranked
Search.et	1	www.carterproducts.com	Not Ranked
Search.ke	1	www.carterproducts.com	Not Ranked
Search.tz	1	www.carterproducts.com	Not Ranked
Search.ug	1	www.carterproducts.com	Not Ranked
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Search.ls	1	www.carterproducts.com	Not Ranked
Search.mz	1	www.carterproducts.com	Not Ranked
Search.zm	1	www.carterproducts.com	Not Ranked
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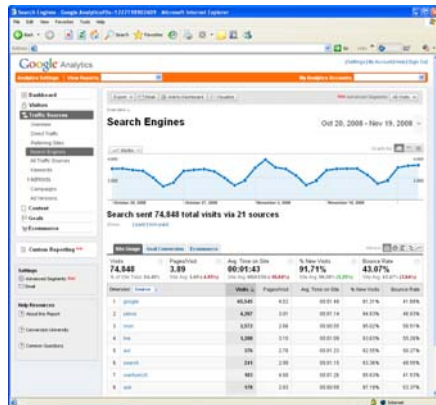
- Track your organic ranking
- Track the position of your Website in the search engines
- See where your site ranks compared to your competition
- Software can help you do this:

web cec WebPosition



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Step 7: Measure Success

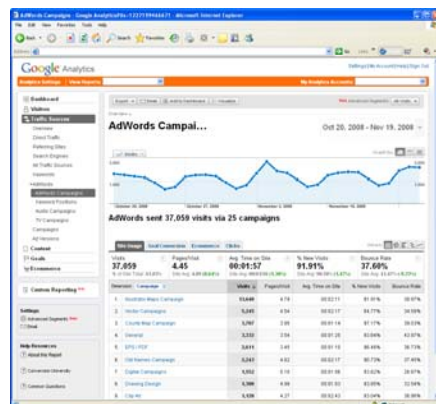


- Track traffic generated from search engines
 - Top search engines
 - Top keywords
 - Paths through Website
 - Lead generation by search engine and keyword



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Step 7: Measure Success



- Setup 'conversion tracking' in Google Adwords
- Track paid search results in Google Analytics
 - Top search engines
 - Top keywords
 - Cost per visit
 - Paths through Website
 - Cost per lead



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Request a Free Website Analysis

Westfield Manufacturing Co.																																		
Online Marketing Strength Score: 2.5																																		
Your Online Marketing Strength Score evaluates the effectiveness of your company's current online marketing efforts. It is designed to help you identify opportunities to significantly improve your online marketing results.																																		
Search Engine Marketing Score: 2.2	Customer-focused Website Score: 3.0																																	
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- Contact:
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results@svmsolutions.com



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