INTRODUCTION TO SEARCH MARKETING

OCTOBER 2010

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TODAY NEARLY EVERY PURCHASE STARTS ONLINE

- Shoppers use the web as a resource before determining which items to buy and where.

92.5%

- According to the survey, 92.5% of adults said they regularly or occasionally research products online before buying them in a store.

National Retail Federation, March 2007
SEARCH ENGINE MARKET SHARE
2010

- comScore, March 2010
SEARCH ENGINE MARKETSHARE
2011

- comScore, TBD 2011
SEARCH ENGINE MARKETING
The Missing Ingredients - Customer Intent

How People Search

Most marketer make the mistake of trying to turn every search into a sale.

We use tactics to understand the “Intent” of the searcher and match the creative and landing page to what they are looking for.
LISTEN

The Internet is the world’s largest focus group

Taking Place Online Everyday

- 2 Billion searches
- 1 Billion video playbacks
- 3.5 Billion conversations
ANALYZE

We sort through billions of data points and pick out only the ones that matter to your business

Important questions:
• How are people searching for me?
• How do I find new customers?
• What do customers think about my customer service?
TAKE ACTION

We interpret data, turn it into insight and then recommend a strategy

A roadmap to:

• Improve visibility
• Make stronger connections
• Increase return on ad spend
• Out perform your competition
IS THIS A TV OR A TELEVISION?

Does it Matter?
WE LISTENED

4.2 Million mentions of “TV” and “Television” across blogs, forums, social networks, and news sites in the last 30 days

Over a 100,000 keywords containing these two terms with millions of monthly searches related to each
WE ANALYZED & FOUND

"TV" related keywords had a global monthly search volume of 277,000,000 on Google compared to only 13,600,000 for “Television” keywords.

Key Findings:

The term “TV” was used across the web in 82.5% of the combined keywords mentions.
WE RECOMMENDED ACTIONS

Red Alert:
There are 980 products labeled as “Television” on SonyStyles.com

Next Steps:
Switch website verbiage from Television to TV in greatly increase visibility on searches engines

Use TV instead of Television in promotional materials and online ads to ensure Sony is talking in the same language as the majority of consumers
SEARCH ENGINE OPTIMIZATION

On-site Content

Keywords

On-site Structure

Inbound Links
SEO TODAY
SEO is about more than Titles and Meta Tags

- Traditionally SEO has been about Site Architecture and On Page Factors such as Titles and Meta Tags.

- Today that makes up just 30% of a successful SEO campaign.

- 70% of a successful SEO program is about creating a large digital footprint by leveraging good content, generating buzz and driving backlinks to the pages of a site.
WHAT IS MOST IMPORTANT?

- Generate Leads
- Sell Products or Services Directly
- Drive Traffic to Your Site
- Increase Brand Awareness
PURPOSE OF SEO

Figure 68: What objectives is your company trying to achieve through search engine optimization?

- SEMPO Annual State of Search Survey April, 2010
PURPOSE OF PAID SEARCH (SEM)

Figure 71: What objectives is your company trying to achieve through paid search?

- Sell products, services or content directly online: 39%
- Generate leads: 37%
- Drive traffic to website: 21%
- Increase brand awareness/ enhance reputation: 17%
- Improve customer service/customer satisfaction: 5%
- Most important
- 2nd most important

- SEMPO Annual State of Search Survey April, 2010
PURPOSE OF SOCIAL MEDIA

Figure 73: What objectives is your company trying to achieve through social media marketing?

- Increase brand awareness/enhance reputation: 51%
- Drive traffic to website: 29%
- Generate leads: 16%
- Sell products, services or content directly online: 8%
- Improve customer service/customer satisfaction: 21%

- SEMPO Annual State of Search Survey April, 2010

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1. More than half of Internet users don’t know the difference between paid & natural results.

2. Yet each one presents a wildly different challenge for marketers which leads to many insisting they are each better handled by dedicated “experts”
MANAGE SEM & SEO SEPARATELY

...And Together

We have different teams of experts for each but provide the framework to manage them together for optimal efficiency

<table>
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<tr>
<th>Keywords</th>
<th>NATURAL METRICS</th>
<th>PAID METRICS</th>
<th>RECOMMENDATIONS</th>
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- How does the performance of paid search affect your CTR for natural search?
- How much could you save on SEM if you ranked organically for the same word?
IF YOU AREN’T VISIBLE YOUR COMPETITORS ARE
SEARCH HAS CHANGED

NATURAL/ORGANIC SEARCH (SEO) [universal search]

LOCAL/MAP SEARCH [geo-targeted search]

SPONSORED LINKS
PAID SEARCH (SEM) [moving toward universal search]
SEARCH HAS CHANGED

LOCAL/MAP SEARCH
[geo-targeted search]

NATURAL/ORGANIC SEARCH (SEO)
[universal search]

Sponsored links

PAD SEARCH (SEM)
All content is searchable

It’s not just about websites anymore. It’s news, social media, video, images, shopping feeds and much more…

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Google search results for MacBook Pro.

Yahoo search results for MacBook Pro.

Apple MacBook Pro - Technical Specifications.

Apple MacBook Pro - Meet the new MacBook Pro family.

Apple MacBook Pro - Buy MacBook Pro notebook computers - Apple Store (U.S.)

The 13- and 15-inch MacBook Pro notebook computers are available in a wide range of configurations, from entry-level models to high-end machines. Configure your MacBook Pro - only on the Apple Online Store. ...
THE PLANNING PARADIGM
How We Position Our Clients For Online Success

Search & Social Data Mining

Competitive Research ↔ Internet Strategy ↔ Full Communication & Engagement Plan ↔ Current State Audits
NEW IN 2010

Update this section with something new from this month

• **Google Caffeine** – a whole new search engine: “new fresh, relevant content”

• **Universal Search** – wider varieties of digital assets

• **Personal Search** – customized based on what you search

• **Real Time Search** – updated in real time
Thank You

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