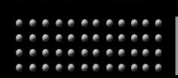
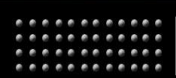

SEO & SEM



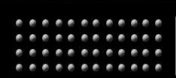
Definitions

- **SE = Search Engine** is a tool that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought.
- **Web Directory** = a search service that arranges the web pages it knows about into categories and subcategories. Often picked by human beings for inclusion in the categories.
- **SEO / SEM** = A form of online marketing, Search Engine Optimization / Search Engine Marketing is the process of making a site and its content highly relevant for both search engines and searchers. Successful search marketing helps a site gain top positioning for relevant words and phrases.



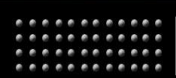
Definitions

- **PR** = Page Rank a system for ranking web pages developed by Google - <http://toolbar.google.com>
- **PPC** = Pay Per Click online advertising payment model in which payment is based solely on qualifying click-through.
- **CTR** = Click Through Rate advertising term indicating the percentage of viewers who click on a banner advertisement and follow the link
- **BLOGS** = a frequent, chronological publication of personal thoughts and Web links
- **RSS** = Real Simple Syndication



Key internet marketing strategies

- **Search engine optimization (SEO)**
 - no cost per click
- **Search engine marketing (SEM)**
 - cost per click



Search engine optimization

What is SEO?

SEO is the act of modifying a website to increase its ranking in *organic (vs paid)*, crawler-based listings of search engines

How do organic search listings work?

- A *spider* or *crawler* which is a component of a SE gathers listings by automatically "crawling" the web
- The spider follows links to web pages, makes copies of the pages and stores them in the SE's index
- Based on this data, the SE then *indexes* the pages and *ranks* the websites
- Major SEs that index pages using spiders: Google, Yahoo, AltaVista, MSN, AOL, Lycos



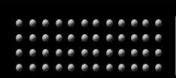
TOP Search Engines and Directories

- The TOP 8:

1. Google
2. Yahoo
3. MSN
4. AOL
5. Altavista
6. Infoseek
7. Lycos
8. Excite

represent 88.86% of all search engines.

- Web Directory – Yahoo, DMOZ, LookSmart
- What SE and Directories do you use?

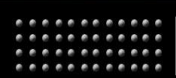


Search engine optimization/cont'd

SEO strategies/techniques

1. Domain name strategies

- domain names are traffic magnets
 - > 63 million domain names registered
 - > 4.7 million domain names registered 1st quarter 2004
- choose a domain name that will increase your search engine ranking. How?
- use keywords, location, advertising terms, product names
- choose a keyword that is important for your business



Search engine optimization/cont'd

2. Linking strategies

- the text in the links should include keywords
- the more inbound links the higher the SE ranking
- if the site linking to you is already indexed, spiders will also receive your site
- quality of inbound links is critical
- how to increase links: a) creative content / copywriting b) good outbound links c) target a list of sites from which you can request inbound links
- links for the sake of links can damage your search rankings

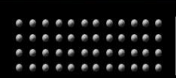
“Link relevancy is critical in getting your site indexed by search engines”

“A small number of inbound links from high-quality, relevant sites is more valuable than many links from low-traffic, irrelevant sites.”



Search engine optimization/cont'd

- **3. Keywords**
 - **the most important** in optimizing rankings
 - research what keywords are people searching for using tools e.g. Wordtracker (www.wordtracker.com)
 - keywords are words that appear the most in a page
 - the spider chooses the appropriate keywords for each page, then sends them back to its SE
 - your web site will then be indexed based on your keywords
 - can be key phrases or a single keyword
 - do not use common words eg 'the' 'and' 'of': spiders ignore them
 - write keyword-rich text
 - balance keyword-rich and readability
 - always have text in your page: at least 100 words



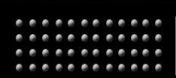
Keywords / Phrases Suggestion

Results for 'calgary'

Suggested Search Phrase(s)	Search Count
calgary	67010
calgary herald	34509
calgary sun	27911
university of calgary	25494
city of calgary	18922
calgary transit	11022
calgary weather	10732
calgary flame	9062
calgary alberta	8716
calgary bargain finder	7897
calgary map	7499
calgary stampede	7498
calgary public library	7375
calgary real estate	7244
calgary board of education	7095
calgary hotel	6886
calgary health region	6275
calgary airport	5746
calgary jobs	5601
calgary canada	3611
calgary international airport	3348
calgary restaurant	3157
calgary zoo	2986
calgary yellow pages	2794
calgary movie	2712

Choose your Keywords:

- Theme Related
- Popular
- Low Competition / Find Your Niche Market



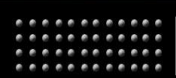
Search engine optimization/cont'd

4. Title tags

- **important** in optimizing rankings
- the first thing that a search engine displays on a search return
- must keywords in title to be ranked no. 1
- should have the exact *keyword* you use for the page
- every single web page must have its own title tag
- you can use up to 65 characters - example
<http://www.ebay.com/> (*title is littered with keywords*)

5. Meta description tags

- displayed below the title in search results
- use dynamic, promotional language
- use keywords



Search engine optimisation/cont'd

Meta keywords tags

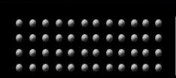
- no longer carry weight with major SEs
- a myth that meta keywords alone affect rankings

6. Alt tags

- include keywords in your alt tags

7. Submit your website to SEs for indexing

- submit your site to search engine directories, directory sites and portal sites
- indexing takes time (~ 3 months)



Search engine optimization/cont'd

SEO - what is NOT recommended

Flash and shockwave - spiders do not pick up these files

Image only sites - spiders do not pick up images

Image maps - spiders cannot read image maps.

Do not use them on your home page or critical pages.

Frames - only one page can be titled (titling is critical in search rankings)

- If the spider cannot read the complete page (because of the frames), it will not be indexed properly.

- Some spiders may not even read a frames web site

Misspellings, JavaScript or HTML errors (validate your code)

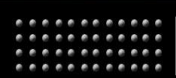


Search engine optimization/cont'd

PDF files - Although some search engines can index them, the pages must be interpreted into HTML and can lose much of their content.

- place PDFs lower down in your site

Drop down menus – spiders cannot read them therefore make sure you have a SiteMap



Search engine optimization/cont'd

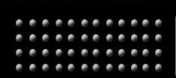
In summary... Make Search Engines work for you!!!

Critical elements

- **domain name, links, keywords, title, meta description, alt tags, submitting your website to SEs**
- **keywords galore: include in page copy, title, description, domain name, ALT tags**

No-nos

- **flash, image-only sites, image maps, frames, password protected pages, code errors**



Search engine optimization/cont'd

How SEO elements affect organic listings

Google Search: unisa midyear intake - Microsoft Internet Explorer provided by University of South Australia

Address: http://www.google.com/search?sourceid=navclient&ie=UTF-8&oe=UTF-8&q=unisa+midyear+intake

Google unisa midyear intake Search Web 49 blocked AutoFill Options unisa midyear intake

Web Images Groups News Froogle more >

unisa midyear intake Search Advanced Search Preferences

Web Results 1 - 10 of about 116 for unisa midyear intake. (0.23 seconds)

Midyear intake
... Midyear intake. UniSA's midyear intake creates openings for 65 incoming, undergraduate and postgraduate programs (HECS and PELS-based) commencing on July 26. ...
www.unisa.edu.au/midyear/default.asp - 9k - 23 Jun 2004 - Cached - Similar pages

School of Natural and Built Environments
... Openings in programs for midyear intake. Closing fast. UniSA's midyear intake has created openings in the programs offered by this school. ...
www.unisa.edu.au/nbe/ - 13k - 23 Jun 2004 - Cached - Similar pages
[More results from www.unisa.edu.au]

School of Computer and Information Science, UniSA
... Openings in program. Closing fast. UniSA's midyear intake has created openings in the programs offered by our school. Openings are closing fast. ...
www.cis.unisa.edu.au/ - 8k - 23 Jun 2004 - Cached - Similar pages

[PDF] APPLICATION FOR ADMISSION
File Format: PDF/Adobe Acrobat - View as HTML
... for the beginning of year intake and by the 20 June 2003 for the midyear intake. Telephone (08) 8302 0414 Fax (08) 8302 0512 Email Meegan.lucas@unisa.edu.au ...
www.smartlink.net.au/courses/application2004.pdf - Similar pages

School of Accounting & Information Systems - Programs
... Where indicated by a 'M' the program also has a midyear intake. ... Us | Programs | Research | Contacts | Student Area Staff | Links DIVISION HOME | UNISA HOME Web ...
business2.unisa.edu.au/infosys/prospective/postgraduate.htm - 43k - Cached - Similar pages

Internet

Title tag

Meta description tag (or first para of text if no meta des has been added)

Keywords

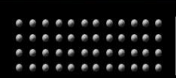
Search engine marketing

What is search engine marketing (**SEM**)?

SEM is the act of marketing a website via search engines by purchasing paid listings

What are paid listings?

These are listings that search engines sell to advertisers, usually through *paid placement* or *paid inclusion* programs. In contrast, organic listings are not sold.



Paid listings:

1. Paid inclusions

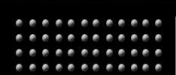
- Advertising programs where pages are guaranteed to be included in a search engine's index in exchange for payment
- no guaranteed ranking
- payment made on a *Cost Per Click (CPC)* basis

Advertisers pay to be included in the directory on a CPC basis or per-url fee basis with no guarantee of specific placement



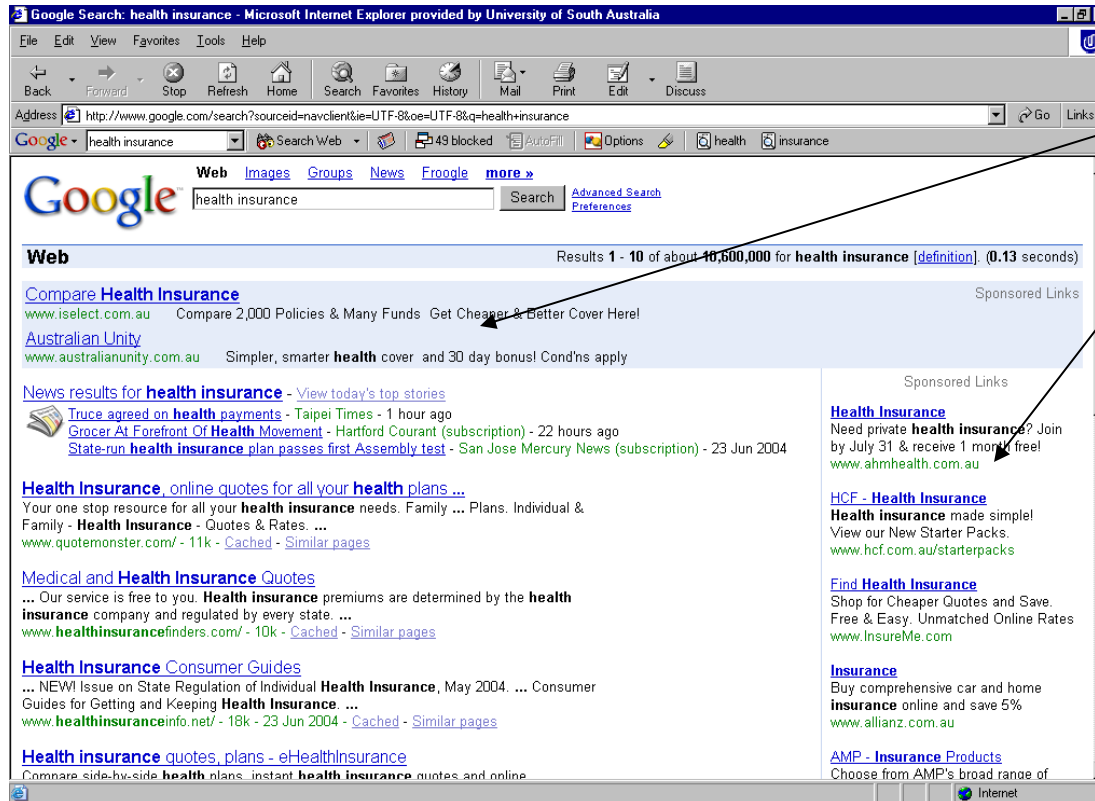
2. Paid placements

- Advertising programs where listings are guaranteed to appear in organic listings
- the higher the fee, the higher the ranking
- eg **sponsored links** and **Google's Ad words**
- can be purchased from a portal or a search network
- search networks are often set up in an auction environment where keywords and phrases are associated with a cost-per-click (CPC) fee.
- Google and Overture are the largest networks



Search engine marketing/cont'd

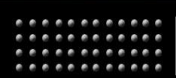
Paid placements - Google



Paid placements

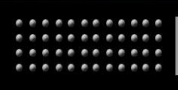
Other internet marketing strategies

- **Usability driven information architecture**
- **Effective copywriting, dynamic content through SE friendly web portals, BLOGS, RSS**
- **Affiliate programs**
- **Email marketing and online newsletters**
- **Interactive customer relationships**
- **Web traffic analysis and web analytics**



Conclusion on SEO and SEM

- **If budget allows, undertake both SEO and SEM as SEM enables ROI tracking (leads and conversions)**
- **If budget is lower go for SEO**
- **Recommendation for**
 - **SEO for organic promotion**
 - **SEM for campaigns and international markets**

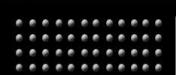


Conclusion on SEO and SEM

This is just the tip of the iceberg.

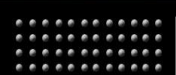
**Search marketing is a new and cost effective
promotion tool.**

**Stay informed... and stay ahead of your
competitor.**



Special Offer from PerfectWebWare

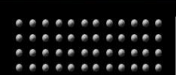
- Two hours of no cost or obligation consultation for your business
- Free proof of concept and risk-free evaluation
- Free training
- Get proven results, quality and service



Why is internet marketing important?

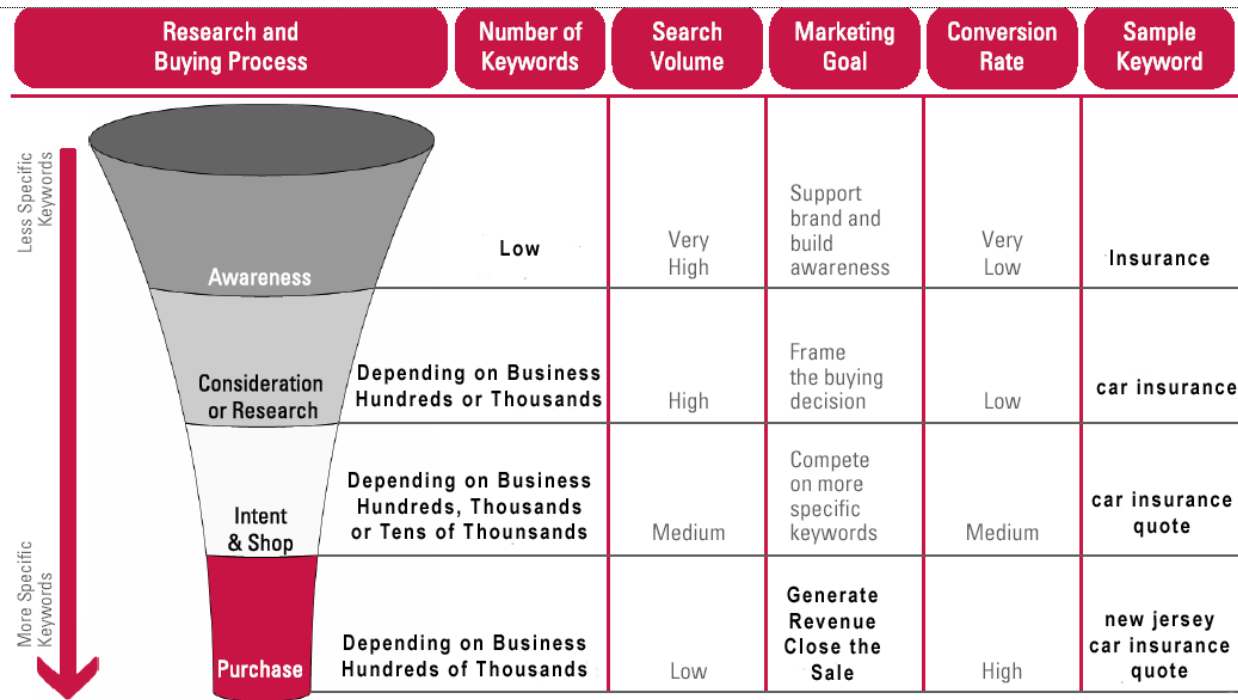
It gives companies the ability to:

- **Drive high quality customers to their website**
- **Increase sales leads from customers looking for their products and services**
- **Build their brand online by communicating marketing messages to their target audience**
- **Increase their profile against their competitors**
- **Target a global and local audience via search engines**
- **Be accountable with ROI tracking (SEM)**

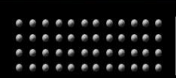


SEM and the Buying Cycle

Campaign Goals and Objectives should line up with the profile of the searcher.



While longer phrases tend to be further down the cycle, short ones may be as well, brands, products, etc.



Know The Engine's Creative Nuances:

Google.

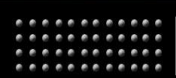
- Rewards CTR, but high CTR can sometimes dilute quality
- Test your ROI for different creative

Overture.

- Lower CTR may be acceptable but low Click Index can result in ad cancellation
- Determine your volume, vs. prequal levels

FindWhat, Kanoodle, Enhance, etc.....

- Read the editorial guidelines



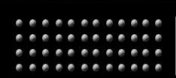
Share Data across PPC and Organic:

Organic keywords

- Tell you how your site is found
- Give you new PPC keywords to try

PPC keywords.

- Knowing what converts when you pay gives you a goal for organic pages. 70% of people click on the organic listings
- Tune your site for both kinds of traffic

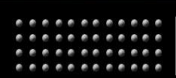


Conclusion:

Want to win in Search Engine Marketing?

Control risk through education, best practices, smart people, and appropriate use of effective technology, not just for tracking but for campaign optimization.

Do you want to be a survivor and a winner in the game of search engine marketing? Learn how the game is played. Campaign efficiency is not optional for search marketers, it is imperative.



The End

THANK YOU !

