

http://www

PRESENTATION

Search Engine Marketing Trends

⌘ The Shift to SEO

Prepared by: Andy King, President
Web Site Optimization, LLC.
www.WebSiteOptimization.com



Search Engine Marketing Trends

The Shift to SEO

Presentation given by Andrew King of WebsiteOptimization.com as part of a discussion panel with Daniel O'Neil of purevisibility.com, Abbey Beardslee of myspace.com, and Linda Girard moderating of purevisibility.com at the IT Zone in Ann Arbor, Michigan on Nov 20, 2007.

<http://www.annarborgspark.org/>

Explores the trends in search engine marketing and how budgets are shifting from traditional media to new media including the Internet. As PPC costs are rising, ad budgets are shifting toward natural search engine optimization.

Shows trends in ad budgets, search queries, metrics, meta tags, and the use of the weblogs to boost visibility.

PRESENTATION

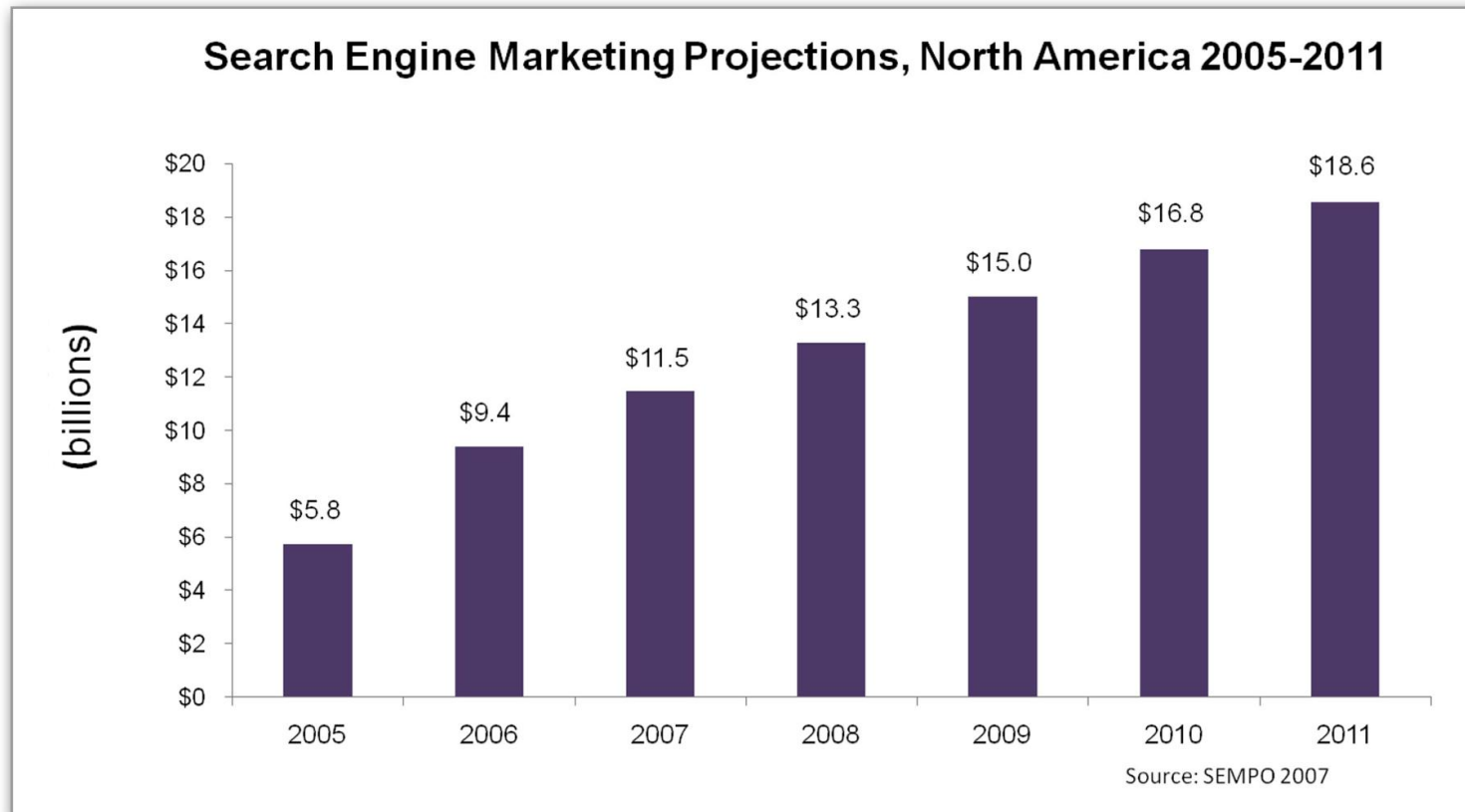
Search Engine Marketing Trends

:: The Shift to SEO

© WEB SITE OPTIMIZATION LLC.



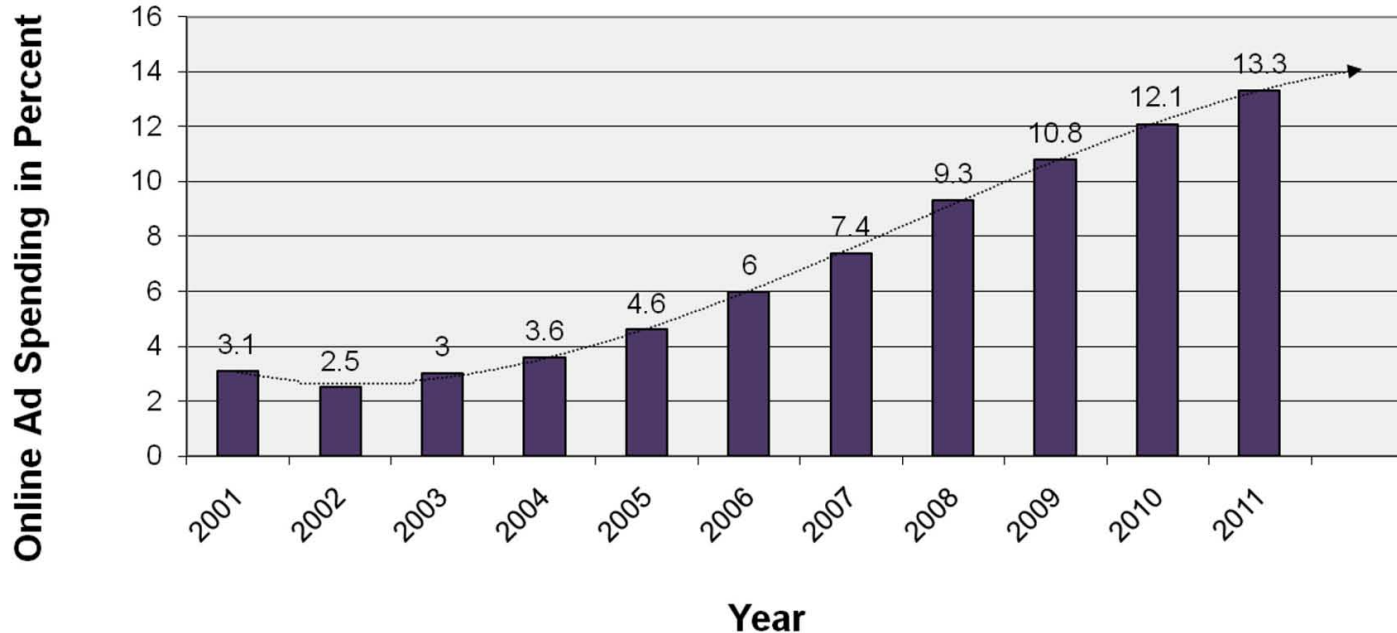
SEM to Nearly Double by 2011



Shift from Offline to Online Marketing

US Online Advertising Spending As a Percent of Total Media Advertising Spending 2001-2011

Source: eMarketer 2007



PRESENTATION

Search Engine Marketing Trends

∴ The Shift to SEO

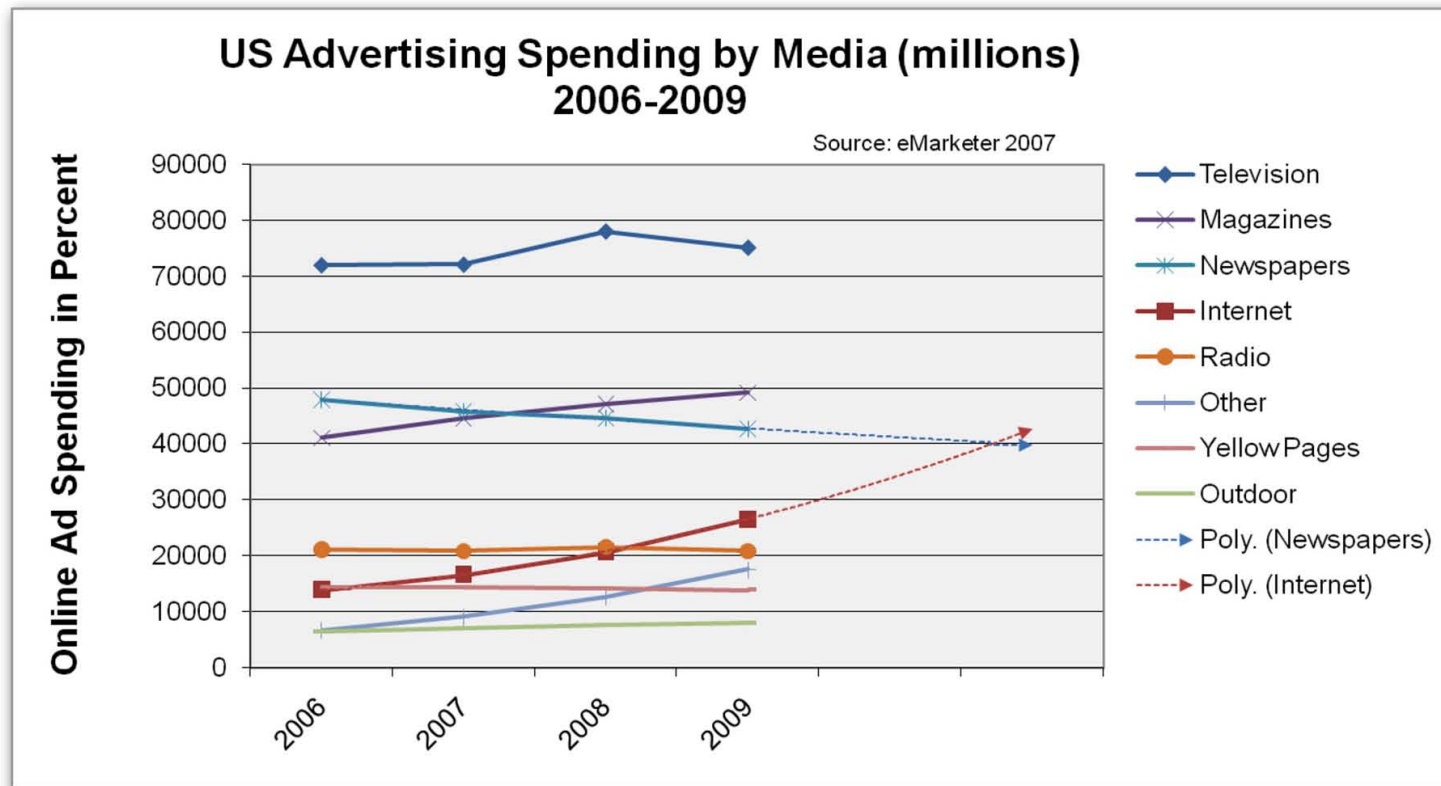
© WEB SITE OPTIMIZATION LLC.



Why More SEM?

- ➔ Advertising budgets shifting to Net
- ➔ Shifting from TV, radio, newspapers, and yellow pages
- ➔ PPC prices rising (Google auto-pilot)
- ➔ More small/medium companies entering the market
- ➔ Growth of niche and local SEM
- ➔ Global growth
- ➔ More measurable metrics

Shift from Traditional to New Media

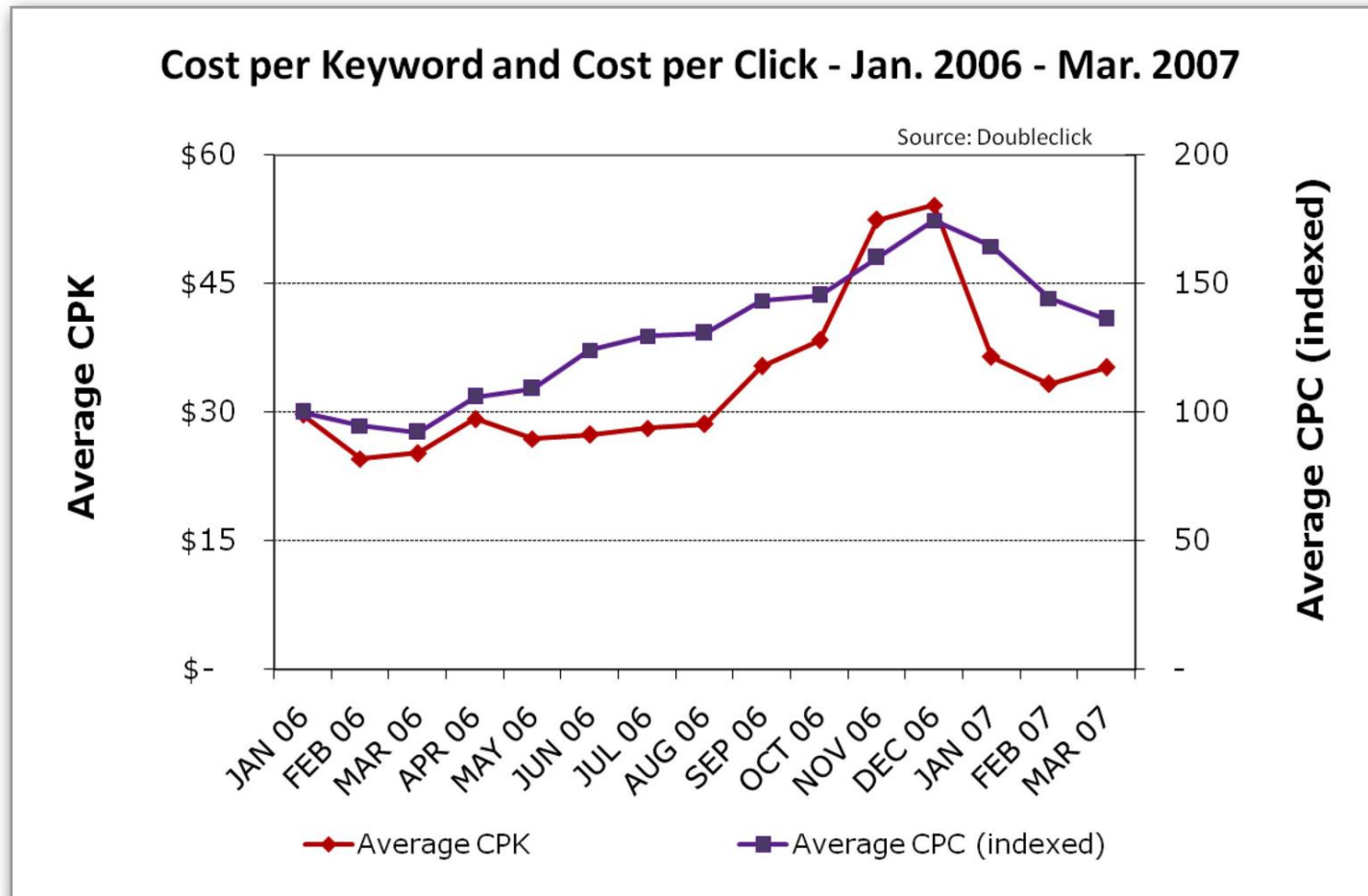


Shift from PPC to SEO

- ➔ PPC/SEO from 2.4 to 1.1 from 2007 to 2012
- ➔ PPC costs rising
 - ~6 times \$1+ keywords in Jan. 2007 vs. Jan. 2006
 - Ave CPK rose 33% each month in Q1 2006
 - Ave CPC rose 55%/month Jan. 2006 to Jan. 2007

Source: Doubleclick 2007

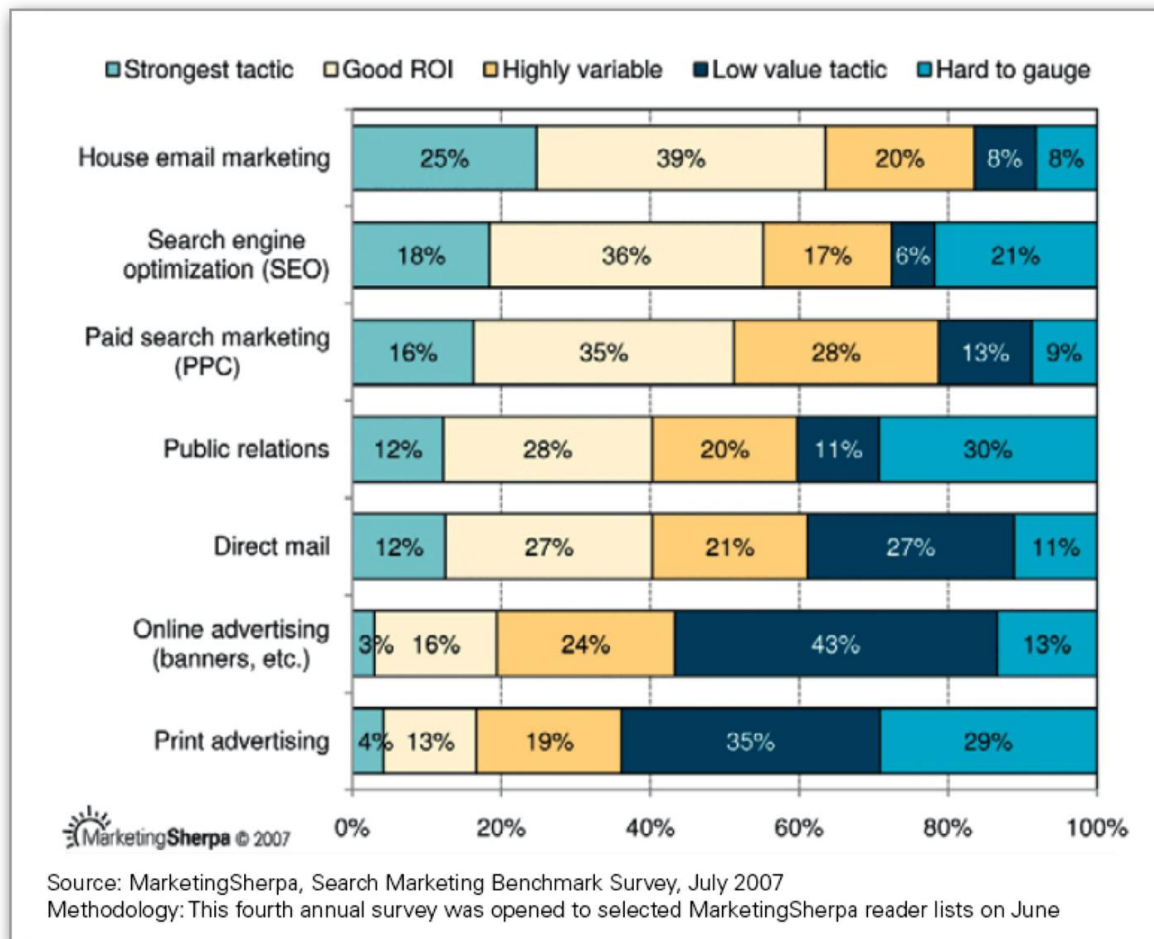
PPC Costs Rising Over Time



How to Boost ROI?

- ➔ Make ad spend more efficient
- ➔ Optimize PPC campaigns
- ➔ Long term SEO equal to PPC (trend)
- ➔ Optimize everything with web metrics
- ➔ Optimize conversion rates
 - Web site optimizer (Google)
 - A/B/C split testing
 - Test, try, and retest

Search ROI vs. Other Tactics



PRESENTATION

Search Engine Marketing Trends

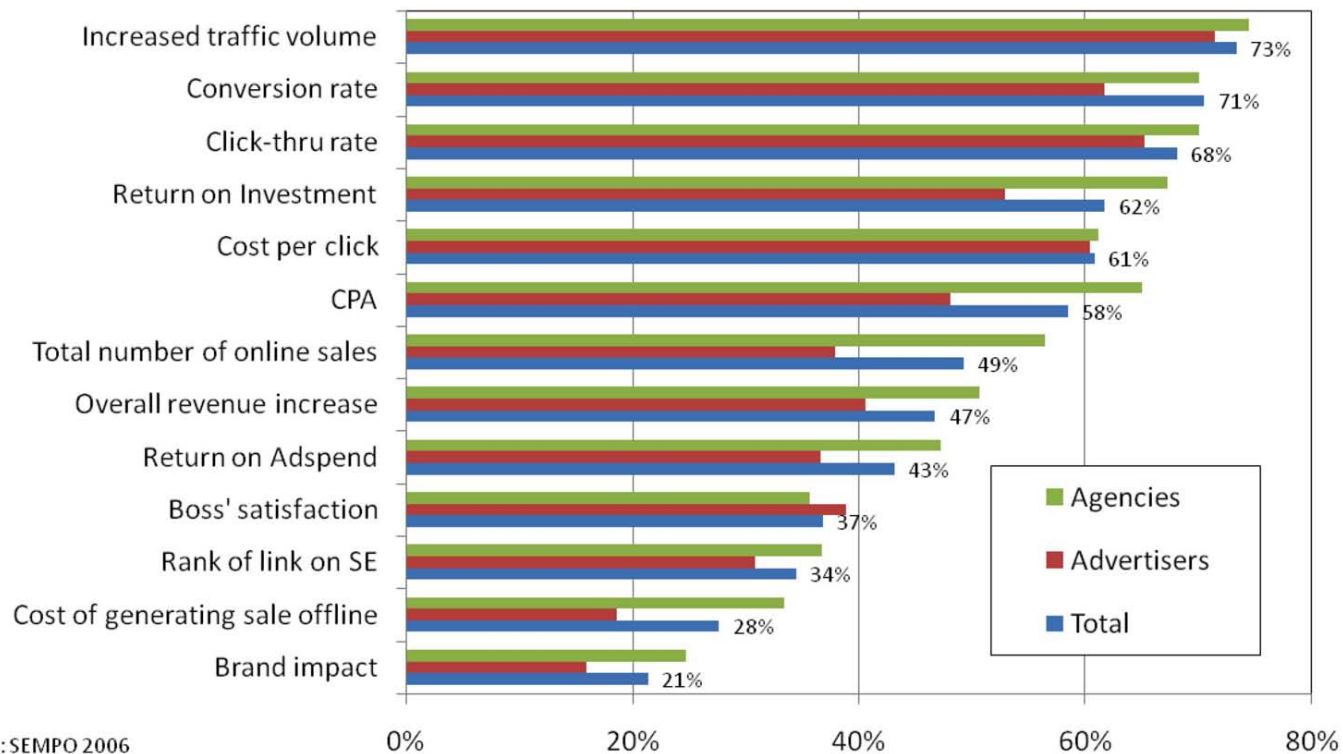
:: The Shift to SEO

Measuring Metrics

- ➔ 43% of marketers don't/can't accurately measure ROI from SEO (JupiterResearch 2007)
- ➔ Only 6-15% of companies are fully integrated (eMarketer, 2007)
- ➔ Basic metrics most used (traffic, impressions)

Measuring SEM Firms

What metrics do you track / measure / generally pay attention to gauge the success of Search Engine Marketing programs?



Source: SEMPO 2006

PRESENTATION

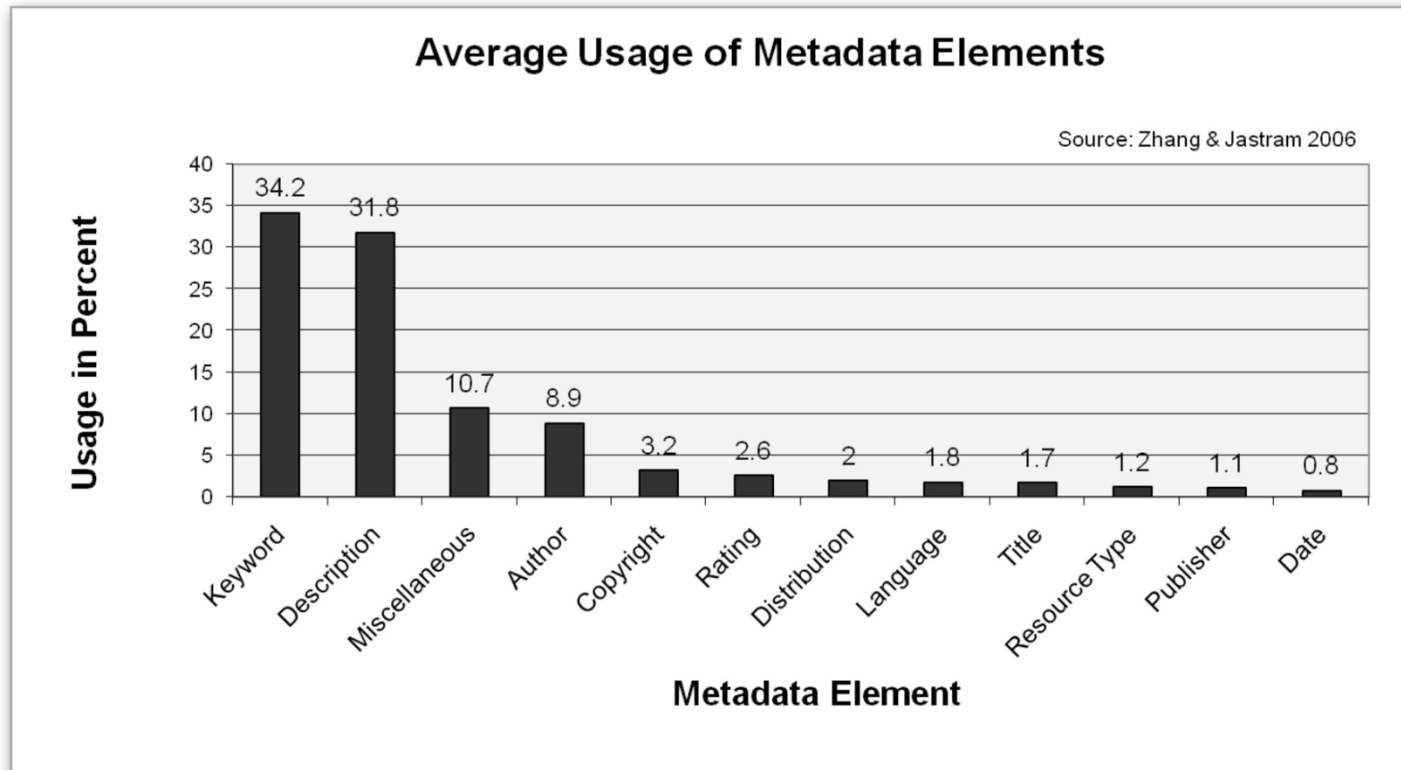
Search Engine Marketing Trends

:: The Shift to SEO

© WEB SITE OPTIMIZATION LLC.



Measuring Meta Tag Usage



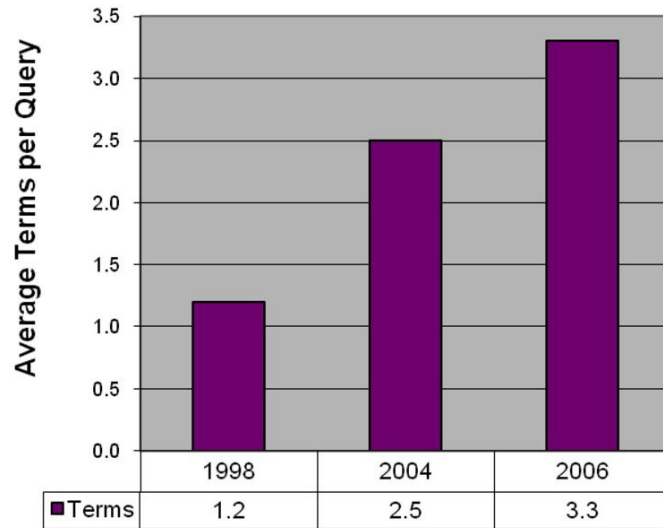
Meta Tag Trends

- ➔ Keywords (34.2%) description (31.8%) used most
- ➔ Title, *metadata Title*, Subject, and Description fields most important for SEO rankings
- ➔ 7.4% use Dublin core, less effective for SEO
- ➔ Only 1.7% use metadata Title, yet impacts SEO

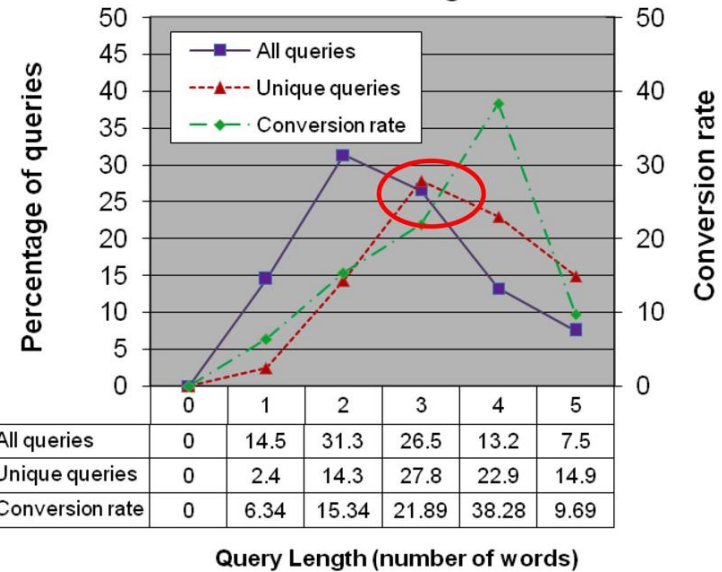
Sources: Zhang and Jastram 2006, Zhang and Dimitroff 2005, and Zhang and Dimitroff 2005.

Search Query Trends

Yahoo Query Term Growth



Percentage of Input Queries at different lengths



Sources: Bogatin 2006, Pasca 2007, and Oneupweb 2005.

PRESENTATION

Search Engine Marketing Trends

:: The Shift to SEO

© WEB SITE OPTIMIZATION LLC.



How to Boost SEO Rankings?

- ➔ Fully optimize Title tags (up to 3 keywords)
- ➔ Build backlinks baby
- ➔ Build PageRank (see #2)
- ➔ Use Web 2.0/Social Media
- ➔ Fresh keyword-optimized content
- ➔ Stay out of Google “sandbox”
- ➔ Longer to reach top rankings 6 > 8-12 months

Spread of News in Blogistan

- ➔ Takes about one week for the average story to peak in links in the “blogistan” (Cohen 2006)
- ➔ Staged release may be more effective
- ➔ Blogs and RSS feeds are powerful for backlinks
- ➔ Press releases guarantee links

SEM Resources

- ➔ MarketingSherpa.com – Research firm
- ➔ SEMPO.org – SEM industry professionals
- ➔ eMetrics.org – Marketing conferences
- ➔ FutureNowInc.com – Conversion rate optimization
- ➔ SEOMoz.org – Ranking factors survey
- ➔ SearchEngineLand.com – Danny Sullivan
- ➔ Ann Arbor Spark (IT Zone) – annarborspark.com
- ➔ WebsiteOptimization.com/presentations/

References

Bogatin, D., "Yahoo: 'Searches more sophisticated and specific,'" (San Francisco: CNET Networks, Inc., May 18, 2006). <http://blogs.zdnet.com/micro-markets/index.php?p=27> (July 17, 2007).

Cohen, E., and B. Krishnamurthy, "A short walk in the Blogistan," Computer Networks 50 (2006): 615–630.

DoubleClick, "DoubleClick Performetrics 50 - Q1 2007 Search Trends Report," (New York: DoubleClick Inc., June 2007), 1-2. http://www.doubleclick.com/insight/pdfs/DoubleclickPerformics50_Q1_2007.pdf, (Nov. 19, 2007).

eMarketer.com, "Web Analytics Demystified," March 2007 Global Survey.

Hallerman, D., "US Advertising Spending," (eMarketer.com, Nov. 2007).

MarketingSherpa, "Search Marketing Benchmark Survey, July 2007," <http://www.marketingsherpa.com>.

Oneupweb, "How Keyword Length Affects Conversion Rates," (Lake Leelanau, MI: Oneupweb, 2005). <http://www.oneupweb.com> (June 15, 2007).

Pasca, M., "Organizing and Searching the World Wide Web of Facts - Step Two: Harnessing the Wisdom of the Crowds," WWW 2007, (Banff, Alberta, Canada, May 8–12, 2007): 101-110. Google statistics.

Search Engine Marketing Professional Organization survey of SEM agencies and advertisers, December 2006. Global Results.

Zhang, J., and I. Jastram, "A study of the metadata creation behavior of different user groups on the Internet," Information Processing and Management 42 (2006): 1099–1122.

Zhang, J., and A. Dimitroff, "The impact of webpage content characteristics on the webpage visibility in search engine results (Part I)," Information Processing & Management 41 (2005): 665–690.

Zhang, J., and A. Dimitroff, "The impact of metadata implementation on the webpage visibility in search engine results (Part II)," Information Processing & Management 41 (2005): 691–715.