

Search Marketing

SM (Search Marketing) is part of a business aimed at increasing traffic (it's referred to number of visitors) to a website from search engines.

1st is achieved by **increasing search engine visibility**. For instance, the position of your website in search engine results from certain keywords that people type in a search box to obtain results

As an example, someone wants to buy a digital camera, they will go to google and type digital camera. Google will list 138 million results. If you're on the first or second page of the search results it is more likely that such visibility will bring many visitors and customers from google. If you're at the 300th result page it is unlikely that anyone at all will come to you from google

Web visibility is the combined power of banner/ad network, affiliations, partnership and search engine visibility.

There are **two main methods caring out SEM** (Search Engine Marketing): **SEO** (Search Engine Optimization) and **PPC** (Pay per Click).

Although pay per click advertising methods seem like the fastest methods to search engine marketing website owners prefer to adopt the more time consuming search engine optimization method.

Organic rankings are results that you get for free. After a certain period of time a search engine robots finds your site. The robot reads your content and puts your site into its index. Now your site will be found by search engines when people query for words contained within your pages. Obtained this way, your position in the result list is called "**organic search engine ranking**".

Paid listings are different. They guarantee the inclusion of your site in the index. Many search engines offer advanced pay for performance programs, such as showing your site or ad in the search results for keywords that you choose. These are the so called "**sponsored**" results. Most commonly, you will have to pay a specific rate for each visitor that clicks on these ads and visits your site.

The main Goals for Search Engine Marketing are:

- ❖ Improve Web visibility and get as much traffic as possible
- ❖ Improve traffic quality. Get high rankings for exactly those keywords that bring visitors
- ❖ Decrease cost by switching off underperforming keywords

Methods used by Search Marketing

- ❖ Search Engine Optimization (organic listings)
- ❖ Bid Management (paid listings)
- ❖ Web Analytics (both types of listings).

Search Engine Optimization is about changing the HTML code or your pages and the structure of your site in such a way that when the SE robots read the site, it can understand that the pages have valuable content related to your keywords and the rank them high. The number of links from other high-ranked pages to your site and the link popularity are a vital ranking factor as well.

Bid Management is about controlling bids. The amount of money you spend maintaining your visibility in the sponsored listings.

Web Analytics is about getting, analyzing and using the information about your visitors, their details, their behavior on your site, the ways they found your site, the efficiency of referrers and ecommerce information.

Understanding Search Engines

SE (search engines) are the most popular method for target customer to find you. SE around the world together receives **around 400 million searches per day**. These searches are done with the help of keywords.

In response the SE will pick from its huge database of web pages those results it considers relevant for the web surfer's term and displays the list of these results to the surfer. Nowadays the number of pages on the Web reaches 2.1 trillion, so the results are displayed in order of their relevancy and broken into many pages.

Most web surfers rarely go further than the third page of results, unless they are very interested in a wide range of material.

One reason for this is that they commonly find what they look for on those first pages without the need to dive in any deeper.

That's why a position among the first 30 results ("**top 30 listing**") is a coveted goal.

SE make money by offering special high positions, most often called "sponsored results" for popular terms. The more popular the term, the more you will have to pay for such listing.

Classification of Search Engine

SE is often misused to describe both directories and pure search engines. In fact they are not the same, the difference lies in how result listings are generated.

There are four major search engine types:

- ❖ **Crawler-based search engines**
- ❖ **Directories** (mostly human-edited catalogs)
- ❖ **Hybrid engines** (META engines and those using other engines)
- ❖ **Pay-per-performance** and paid inclusion engines

Crawler-based SE is referred to as "bot, robot, spider or crawler". The program runs on the search engine. They browse pages they have in their repository and find your site by following links from those pages. Google is a perfect example of a crawler-based SE.

Human-edited directories are different. The pages that are stored in their repository are added solely thru manual submission.

With **hybrid engines** whether a site is added to an engine's directory generally depends on a mixture of luck and content quality. Yahoo and google are in fact hybrid engines. As a rule, a hybrid search engine will favor one type of listing over another. For example, Yahoo is more likely to present human powered listings, while google prefers its crawled listings.

Meta search engines are an example of Meta Crawlers and DogPile Meta Crawlers. They refer your search to seven of the most popular search engines, the compiles and rank the result for you.

For **pay-for-performance** and paid inclusion listings, you have o way other than to pay a recurring or one-time fee to keep your site either listed, re-spidered, or top ranked for keywords or your choice.

The higher your bid, the higher your position will be for these terms. Keywords and phrases are associated with a cost-per-click (CPC) fee. Yahoo and google are the largest paid listing providers, and Windows Live Search also sells paid placement listings.

Google is the **number one search engine** among such giants of SEs' market as Yahoo. Its search share is over 60%. Google also claims to have 1 trillion unique URLs in its index. Google has lots of so-called "regional" branches, such as Google Australia, Google Canada, etc. They are meant to further adjust search results to searchers needs: when you're searching, Google detects your IP address and feeds the results from your most appropriate index database.

Google is far the **most important search engine**. Apart from their own site receiving 350 million searches per day, the also provide the search results for AOL Search, Netscape Search, Ask.com, Iwon, ICQ Search and MySpace Search. For this reason, most optimizer's first focus on Google, Generally this makes sense.

On-the-page factors considered by Google

- Your domain name – important!
- First word of the TITLE tag; HTML heading tags H1 to H6
- ALT text as long as you also describe the image
- Quality content you index page. Try to make the length of your home page at least 300 words
- Link text for outgoing links
- Drop-down form boxes created with the help of the SELECT tag
- Finally, try to have some keywords in BOLD

Try to center your pages around one central theme. Use synonyms of your important keyword phrases. Keep everythin on the page on that ONE main topic, and provide good, solid content.

When there are at least a few links to outside sites that are related to your topic because this establishes your page-s reputation as an authority. Google also measures how many websites outside your domain have links pointing to your site and factor in an "importance rating" for each of those referring sites. The more popular a site appears to a search engine, the higher up in the search listings they will place it.

Pay-for-Performance Search Engines

As opposed to organic search results (free by nature) the majority or search engines now offer pay for performance (PFP) options.

There are three main types for PFP:

- Pay per click (google ad words and yahoo)
- Paid inclusion (paid submission) Overture Site Match and Yahoo
- Paid sponsorship (ExactSeek)



Google

Google is the number one engine among such giants of the SE's market as Yahoo! And Live Search. Its search share is over 60%.

You can submit your website to google for free and your site will be indexed in around 1 to 2 month. If google finds your site by following the links from other pages that have already been indexed and are regularly re-spidered, chances are you will be included without and submission.

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Yahoo

You can submit your URL to Yahoo for free if you have an account, and you'll be indexed in about 1-2 month.

Yahoo now owns its yahoo and provides search results to AltaVista, AllTheWeb and Lycos.

The search results at Yahoo changed in February 2004. For the previous couple years, Google was their search-result supplier. Nowadays, Yahoo is using its own database.

In March 2004 yahoo launched its paid inclusion program called Site Match. Site Match guarantees your site will appear in non-sponsored search results on Yahoo, AltaVista and AllTheWeb.

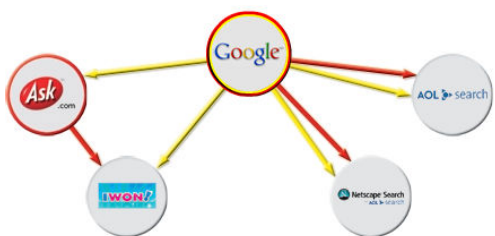
Windows Live Search

You can submit your site to Live Search for free; however they are sure to find it without your submission if you have links from sites already listed there.

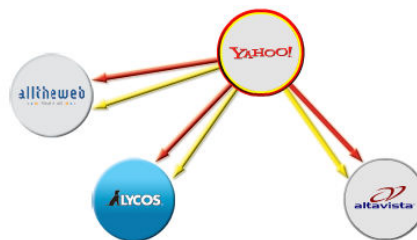
MSN stands for Microsoft Network and was initially meant to be Microsoft's solution for Web search, among other goals.

Since February 2005, MSN introduced its own Web crawler. On September 11, 2006 Live Search release replace MSN Search.

Google Family



Yahoo Family



Live Search

