

# Search Engine Marketing Introductory Seminar for Catalog & eCommerce Club

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# Why Search Matters

- **\$211B total online sales in U.S. in 2006** (Forrester)
- **61% of the total U.S. population uses a search engine** (Pew Internet Survey)
- **Approximately 5B searches per month** (comScore)
- **More than 95% of search is powered by Google, Yahoo, Microsoft and Ask** (Marketing Sherpa)
- **\$5.5B spent on SEM in 2005** (Merrill Lynch)

# Searching for "dog food"

http://search.yahoo.com - dog food - SRC Yahoo! Search Results - Microsoft Internet Explorer

Search Web

at&t Yahoo! SEARCH dog food

Search Results

Also try: [natural balance dog food](#), [best dog food](#), [science diet dog food](#), [More...](#)

**SPONSOR RESULTS**

- Dog Food**  
www.iams.com Help your dog live a long, healthy life with IAMS. Learn more.
- Eukanuba Premium Dog Food**  
www.eukanuba.com Give your dog healthy choices. Eukanuba from puppy to adulthood.
- The Honest Kitchen Dehydrated Dog Food**  
www.thehonestkitchen.com Delicious, natural, healthy 100% human grade, grain free dog foods.

**Dog Foods on Yahoo! Shopping**  
Yahoo! Shortcut - About

- <http://baddoc.com/3B290F2ABA68E1E4A7A47B96BF492FAC>  
baddoc.com/3B290F2ABA68E1E4A7A47B96BF492FAC - Cached - More from this site
- Purina Dog Chow**  
Get information on nutrition for your best friend and even create a homepage for your dog.  
Category: [Devs > Supplies, Equipment, and Gifts](#)  
www.dogchow.com - 24k - Cached - More from this site
- 5 Star Dog**  
Online resource for dog owners that includes information on pet selection, training, breeders, and food along with breed descriptions, pictures, forums, and links.  
Category: [Devs > Supplies, Equipment, and Gifts](#)  
www.5stardog.com - 11k - Cached - More from this site
- Dog Food Report**  
... Dog Food information. What you need to know about the content of commercial dog food ... The protein in dog food comes from poultry, cattle, lambs, swine, and ...  
www.5stardog.com/dogfood.asp - 50k - Cached - More from this site
- Dog Food - Nature's Variety, Solid Gold - Dog.com**  
... dog food for dog consumption. Shop Dog.com for your wholesale dog supply needs. ... Dog Food. Gourmet/Organic. Nature's Variety. Solid Gold. Supplements. Wellness ...  
www.dog.com/food.asp?Category=Dog+Food - 68k - Cached - More from this site
- Dog Food**  
Dog Food - Active IQ offers a full line of puppy and dog food, specially formulated to make sure your dog or puppy gets all the nutrients it needs. Are you  
www.activeiq.com/dog-foods.html - More from this site
- Dog food - Wikipedia, the free encyclopedia**  
Dog food is plant or animal material intended for consumption by dogs or other ... Disambiguation: For the computer jargon see eat one's own dog food. ...  
Quick Links: [Homemade diets](#) - [Commercial dog food](#) - [The making of dog food](#)  
en.wikipedia.org/wiki/Dog\_food - 29k - Cached - More from this site
- IamsCo.com | High Quality Pet Products from the Iams Company**  
Visit the Iams Company website for all your dog and cat food needs. Find information about pet food, health care, access to our pet experts and our Iams Pet Care Team.  
Category: [Dog Supplies > Feed](#)  
www.iamsco.com - More from this site
- Lifes Abundance: All Natural Holistic Quality Dog Food**  
... health food for dogs. All natural, high antioxidant dog holistic food. No by ... Frequently Asked Questions About Lifes Abundance Dog Food ...  
www.dog-food-zone.com - 43k - Cached - More from this site
- Dog Food - Dog Supplies**  
Shop Dog Food for sale and hundreds of other Dog Supplies. Dog Foods on sale! ... Browse the Dog Food related products listed on Next Day Pets, you may refine ...  
www.nextdaypets.com/directory/pet\_supplies/go/dog\_food\_210001 - 50k - Cached - More from this site

**Dog food from Yahoo! Answers**  
[Dog Food#2](#) - 12 Answers  
[When I mix human food with dog food, my dog ONLY eats the human...](#) - 19 Answers  
[Dogs eating cat food over dog food#2](#) - 23 Answers  
More dog food Answers  
[View 28 sources for dog food](#)

**SPONSOR RESULTS**

- Lassie Natural Way Dog Food**  
www.lassie.com No animal by-product, wheat-free dog food for a happy and healthy pet.
- Dog Food Compare Prices**  
www.bizrate.com Find Bargains on Dog Food and other Pet Supplies. Get tax and...

Paid Sponsorships - SEM

Natural Results - SEO

# Search Engine Optimization (SEO)

- Natural (Organic) results that appear to the left of the page
- Success is based on...
  - Site content
  - Site links
  - Site design
  - Competition
  - And persistence

## [Dog Foods on Yahoo! Shopping](#)

Yahoo! Shortcut - [About](#)

1. <http://baddoc.com/3B290F2ABA68E1E4A7A47B96BF492EAC>  
[baddoc.com/3B290F2ABA68E1E4A7A47B96BF492EAC](http://baddoc.com/3B290F2ABA68E1E4A7A47B96BF492EAC) - [Cached](#) - [More from this site](#)
2. [Purina Dog Chow](#)  
Get information on nutrition for your best friend and even create a homepage for your **dog**.  
Category: [Dogs > Supplies, Equipment, and Gifts](#)  
[www.dogchow.com](http://www.dogchow.com) - 24k - [Cached](#) - [More from this site](#)
3. [5 Star Dog](#)  
Online resource for **dog** owners that includes information on pet selection, training, breeders, and **food** along w links.  
Category: [Dogs > Supplies, Equipment, and Gifts](#)  
[www.5stardog.com](http://www.5stardog.com) - 11k - [Cached](#) - [More from this site](#)
4. [Dog Food Report](#)  
... **Dog Food** Information. What you need to know about the content of comercial **dog food** ... The protein in d swine, and ...  
[www.5stardog.com/dog-food.asp](http://www.5stardog.com/dog-food.asp) - 50k - [Cached](#) - [More from this site](#)
5. [Dog Food - Natures Variety, Solid Gold - Dog.com](#)  
... **dog food** for **dog** consumption. Shop **Dog.com** for your wholesale **dog** supply needs. ... **Dog Food**. Gourm Supplements. Wellness ...  
[www.dog.com/food.asp?Category=Dog+Food](http://www.dog.com/food.asp?Category=Dog+Food) - 68k - [Cached](#) - [More from this site](#)
6. [Dog Food](#)  
**Dog Food** - Active K9 offers a full line of puppy and **dog food**, specially formulated to make sure your **dog** or p  
[www.activek9.com/dog-foods.html](http://www.activek9.com/dog-foods.html) - [More from this site](#)
7. [Dog food - Wikipedia, the free encyclopedia](#)  
**Dog food** is plant or animal material intended for consumption by dogs or other ... Disambiguation: For the com  
Quick Links: [Homemade diets](#) - [Commercial dog food](#) - [The making of dog food](#)  
[en.wikipedia.org/wiki/Dog\\_food](http://en.wikipedia.org/wiki/Dog_food) - 29k - [Cached](#) - [More from this site](#)

# SEO Advice

## SEO Tactics

- Identify short-list of keywords and use them consistently
- Avoid key pages with dynamically generated text
- Limit use of graphics for text headlines
- Develop good HTML Tags for title, description, keywords
- Exchange links with Web sites using keyword-rich links
  - Ex. [Learn more about healthy dog food](#)

## SEO Pro's

- First page listing can drive significant traffic
- No direct costs with SEO

## SEO Con's

- SEO takes time, commitment and patience
- No guaranteed placement or consistent placement

# SEO Tools

- [searchmarketing.yahoo.com](http://searchmarketing.yahoo.com)  
free keyword traffic estimates
- [adsense.google.com](http://adsense.google.com)  
free related keywords
- [alexa.com](http://alexa.com)  
free site rankings for assessing Web site link partners
- [seomoz.org](http://seomoz.org)  
measures page strength based on keywords/links
- [urltrends.com](http://urltrends.com)  
tracks search engine positions (free)
- [webposition.com](http://webposition.com)  
tracks (and submits) search engine positions (pay)

# Search Engine Marketing (SEM)

- Sponsorship text ads that appear to the top/right/bottom on the page
- Normally 10 positions per page
- Success based on...
  - Keywords
  - Keyword Bids
  - Text Ads
  - Landing Pages
  - Competitors

SPONSOR RESULTS

- [Dog Food](#)  
[www.iams.com](http://www.iams.com) Help your **dog** live a long, healthy life with IAMS. Learn more.
- [Eukanuba Premium Dog Food](#)  
[www.eukanuba.com](http://www.eukanuba.com) Give your **dog** healthy choices. Eukanuba from puppy to adulthood.
- [The Honest Kitchen Dehydrated Dog Food](#)  
[www.thehonestkitchen.com](http://www.thehonestkitchen.com) Delicious, natural, healthy 100% human grade, grain free **dog foods**.

[Lassie Natural Way Dog Food](#)  
No animal by-product, wheat-free **dog food** for a happy and healthy...  
[www.lassie.com](http://www.lassie.com)

[Dog Food: Compare Prices](#)  
Find Bargains on **Dog Food** and other Pet Supplies. Get tax and...  
[www.bizrate.com](http://www.bizrate.com)

[Petlife Plus All-Natural Dog Supplement](#)  
Petlife Plus all-natural **dog** supplement, powerful, raw. Our new...  
[www.petlifeplus.com](http://www.petlifeplus.com)

[Dog Food Supplement that Works](#)  
Is your **dog** itching, scratching and shedding like crazy? Need help?...  
[www.dinovite.com](http://www.dinovite.com)

[Great Prices on Dog Food at SmartPak](#)  
Great prices on all-natural products from Wellness, Natural...  
[www.shop-smartpakequine.com](http://www.shop-smartpakequine.com)

SPONSOR RESULTS

- [Lassie Natural Way Dog Food](#)  
[www.lassie.com](http://www.lassie.com) No animal by-product, wheat-free **dog food** for a happy and healthy pet.
- [Dog Food: Compare Prices](#)  
[www.bizrate.com](http://www.bizrate.com) Find Bargains on **Dog Food** and other Pet Supplies.

# SEM Advice

## SEM Tactics

- Create full-list of keywords, phrases and misspellings
- Monitor average position and adjust bids for Top 10 position
- Test multiple text ads and eliminate ads with low click-thru rates
- Design landing pages specific to top keywords
- Track keywords to clicks to sales using conversion tracking

## SEM Pro's

- Immediate placement in desired position, depending on budget
- Can track online sales directly to keywords

## SEM Con's

- Direct costs, typically \$.10 to \$2 per visitor, depending on keyword
- Positive ROI can be difficult for competitive keywords and/or products priced less than \$100

# SEM Tools

- [yahoo.com](http://yahoo.com)
- [google.com](http://google.com)
- [msn.com](http://msn.com)
- [ask.com](http://ask.com)
- [spyfu.com](http://spyfu.com)  
research advertisers and cost per click
- [searchenginewatch.com](http://searchenginewatch.com)  
email advice/conferences
- [searchenginestrategies.com](http://searchenginestrategies.com)  
email advice/conferences
- [marketingsherpa.com](http://marketingsherpa.com)  
email advice/conferences

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