



Free Search Marketing Seminar

Palma de Mallorca
11/02/2010

How I can say to my customers (*where*) that I have (*what*) in (*where*) ?

Search Marketing – What It Is ?

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SEO and SEM

SEO (Search Engine Optimization) is a summary of the activities used to improve visitor volume or traffic quality to your website from search engines via organic results (un-paid). Good SEO is not only targeted to text optimization, but also to images, videos, local search results, and business-specific criteria.

As part of digital marketing strategy, SEO is targeted to 2 main target groups – search engine robots (what do they see and how do they rank the site) and human users (what people search for).

Main benefits of SEO:

- Search engine robots will find you
- Your site's ranking within search results will improve
- It will attract high quality users and help to increase revenue
- Your web-property value will increase in the long term

SEM (Search Engine Marketing) is part of digital marketing and relates directly to the website's promotion in different forms.

We could say that Search Engine Marketing is a set of methods and techniques mixed with creativity used to increase a website's visibility in search engines supported **by paid solutions.**

It is a fast way to increase your traffic and to ensure your website reaches customers.

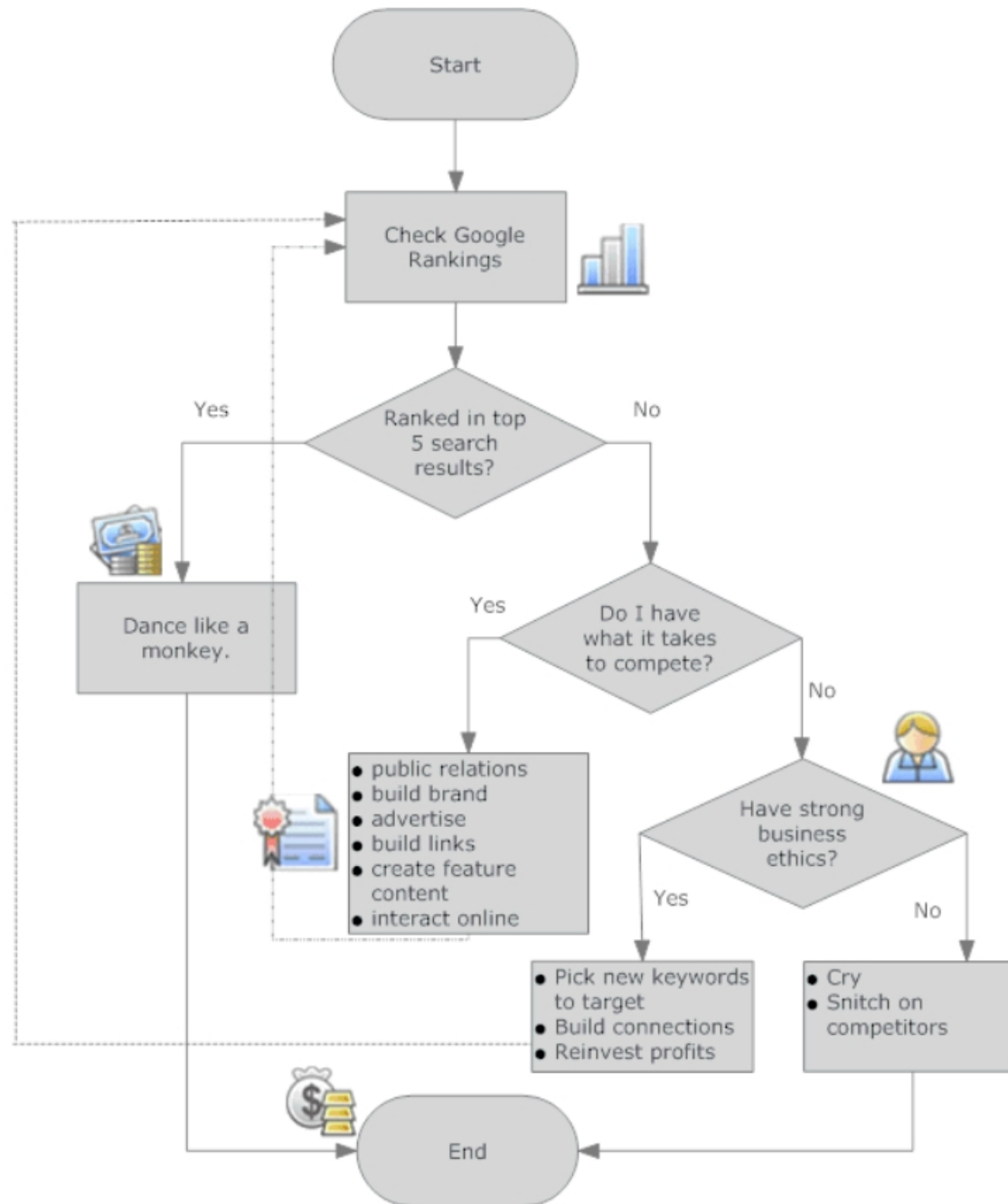
Main benefits of SEM:

- Increases your website's visibility fast
- Advertises to the audience with pre-defined interest about your product or service
- Targets your advertising to a specific location or language
- Extremely fast implementation and low entry cost
- ROI Management is easy
- It is cost effective

Search Marketing – Why It Is Important ?

Search Marketing is the main force behind modern day marketing

- Nearly 90% of traffic to most web sites is found by using a search engine or directory.
- Major search engines attract more distinct visitors than almost any other Web site.
- 85% of all Internet user sessions involve browsing at a search engine. Your search engine ranking determines a major slice of your site traffic
- Search engines are the only vehicles by which someone can search the Web. And when they perform a keyword query, one of three things will happen: Your website will come up, or it won't, or, worse, your competitor's website will come up
- Studies have shown that search engines and directories provide better results than other forms of online advertising.
- Anyone finding your web site through a search engine or directory is a potential customer because they have decided before finding your web site that they need what you are selling and are looking for you specifically.
- Search engines are the primary interface between people using the Web and websites. So if you're not found in the **top 10 rankings** when someone conducts a query for a keyword that discusses your product or service that ought to bring your site up, you're really invisible on the Web.



Consumers **PRE CLICK** activities are 99 % related to the Search

But what is this **THING**, that they are looking for ?

They are looking for relevant **CONTENT**, what will solve their problem.



What Is Content ?

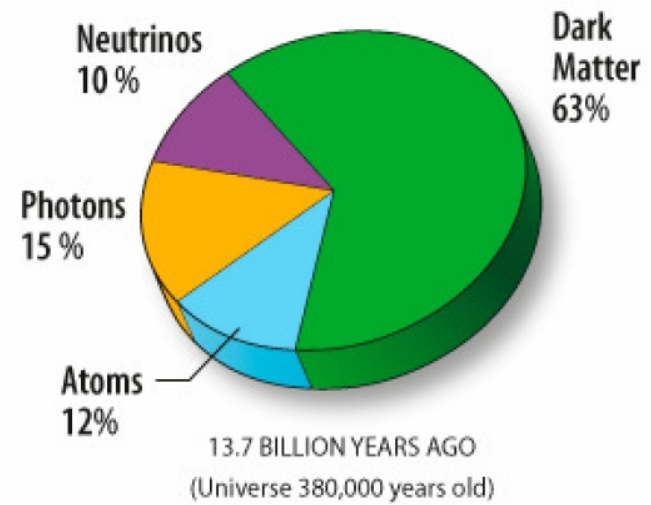
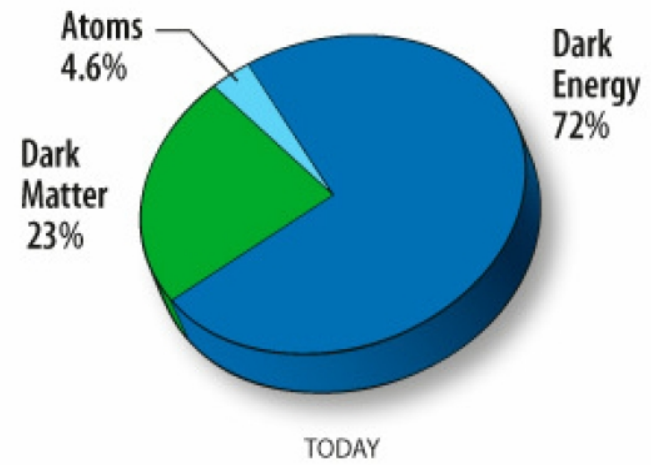
- the best search engine optimization tool
- the soul of your website
- the best tool for building relations with your potential customers
- the most important factor in the usefulness of your site
- the King
- the stuff on our site



Content is in essence, any type or 'unit' of digital information. It can be text, images, graphics, video, sound, documents, records etc – or in other words – anything that is likely to be managed in an electronic format.

Even Universe has content.
And it is changing -

www.nasa.gov



Content Target Groups

The growing importance of content can be best judged from the following two perspectives:

Search Engines / Robots

While crawling pages of a website, search engines look for content more than anything else. Search engines can pick up quality content and it is the only factor that they emphasize and value most while ranking a website. For the benefit of their users, search engines try to find the best and most useful content on the Internet for any given set of keywords.

End Users

People all over the world search the net using search engines for valuable and quality information.

The search is made with two intentions:
To gather basic and fundamental knowledge on a topic
To gather advanced knowledge on a topic familiar to the user

My Personal Challenge

The challenge is that many people are designing web-sites without any consideration for how they will be considered by the search engines. There are literally dozens of things that people can do that will prevent their websites from being able to be indexed by the major search engines. **Your website is only useful if people use it.** And the most important way to get people to use it is to get it found in one place where everybody goes to search for content—and that is the major search engines.

End Users

Internet Audience in Europe, 2009

297m people in Europe

178m online (60%)

143m have broadband
80% on internet users
48% of population

70m are wireless
49% of BB internet users
24% of population



Source: European Interactive Advertising Association – Online Shoppers 2009

Internet Audience Behaviour

97% research online for purchases

84% shopped online shoppers

1.6bn purchases made online in EU

9.2 avg. # of purchases per shopper
7.7 in 2007

€692 avg. amount spent per person



Source: European Interactive Advertising Association – Online Shoppers 2009

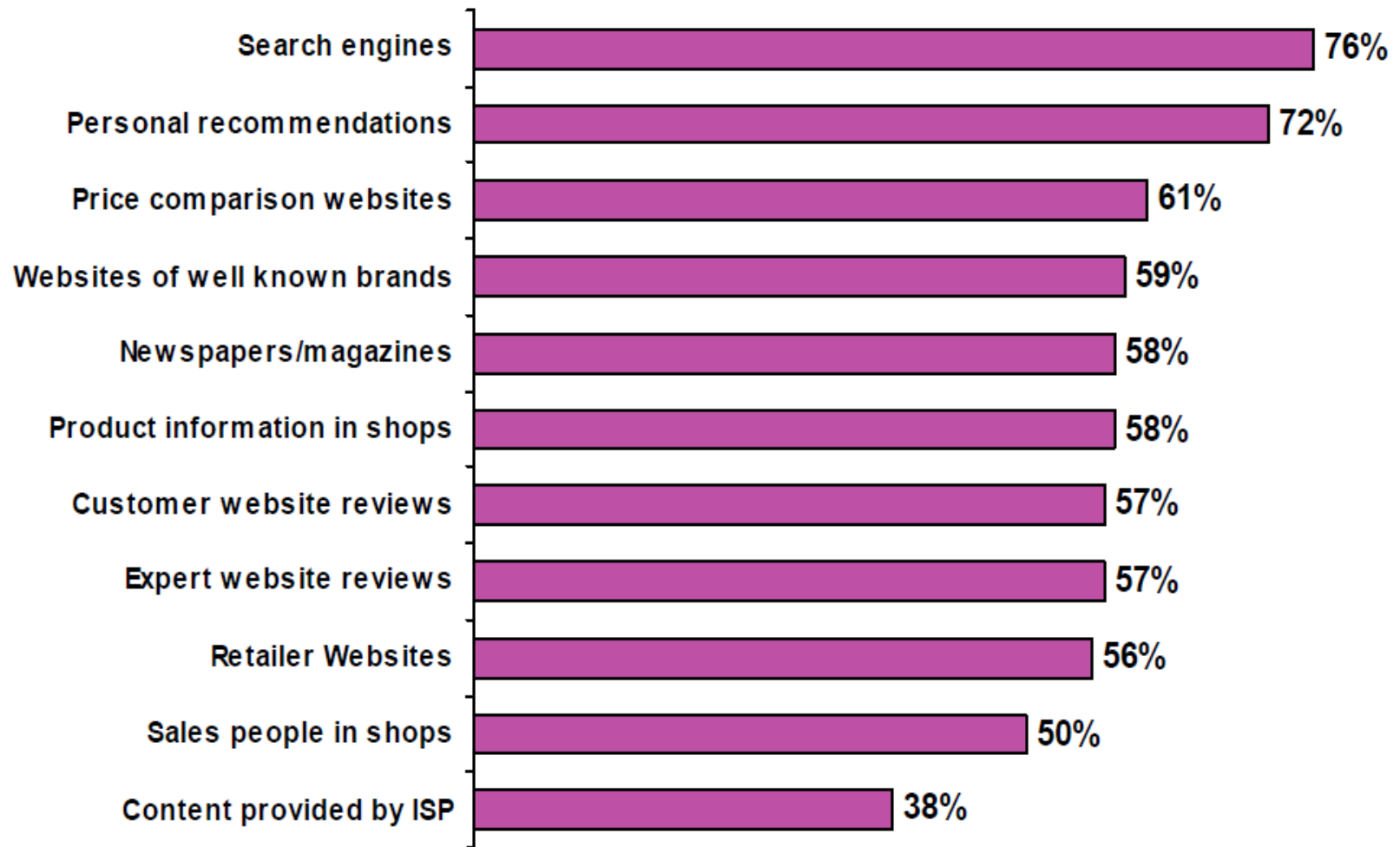
Some facts about current search engine user community

- 62 % of search engine users click on a search result within the first page results
- 90 % of search engine users click on a result with in the first three pages o n search results
- 51 % of search engine users who continiue their search when n ot finding what they seek, report changing their search term and/or search engine if they do not find what they are looking for on the first page of search results.
- 88 % do so, if they do n ot find what they seek in the first three pages
In case where an initial search is unsuccessful, 82 % of SE users will re-launch their search using the same search engine but add more keywords to refine their subsequent search.
- Search engine confidence, if not loyalty, has increased over time – 82 % in 2009 v.s. 68% in 2007
- 46 % of SE users believe that the companies whose websites are returned at the top of the search results are the top companies in that field.

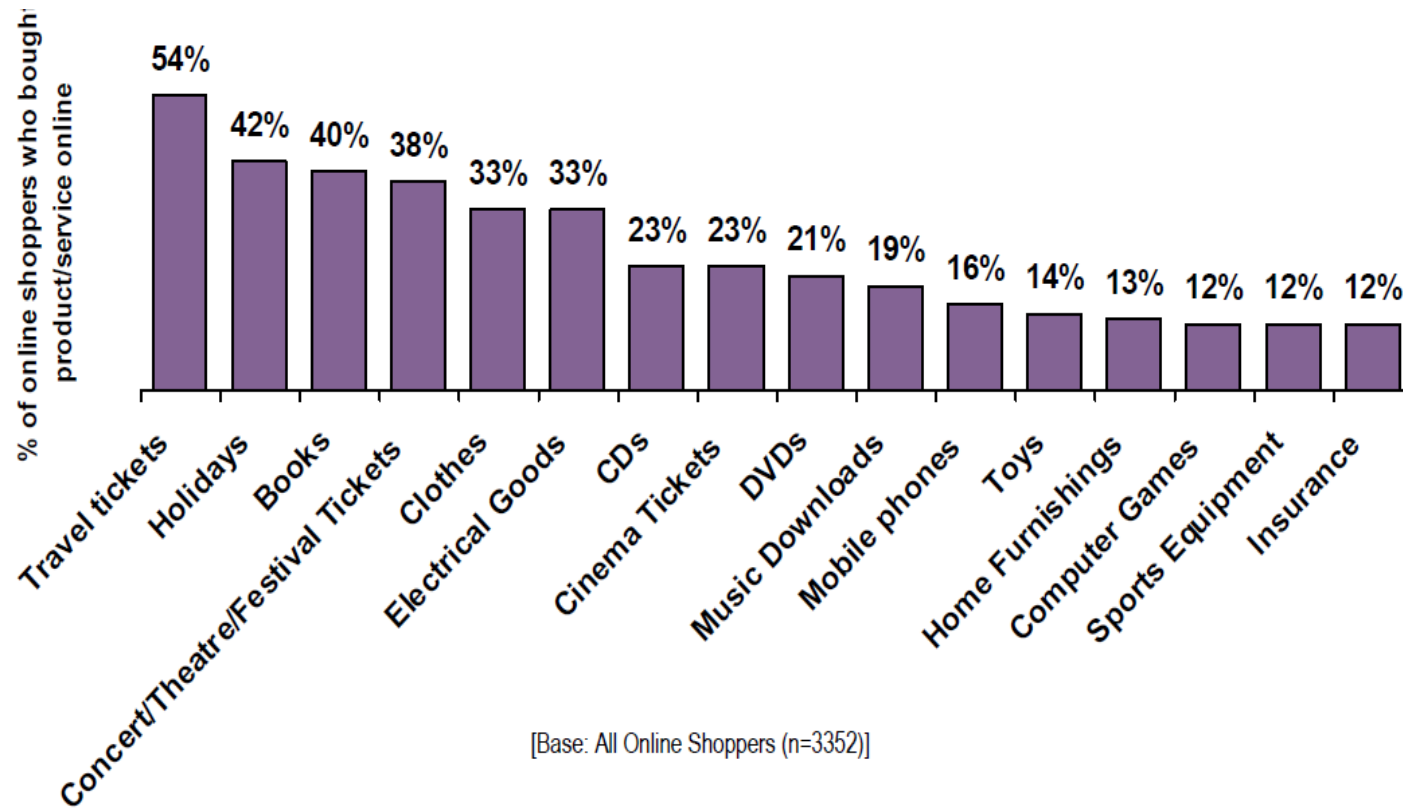
This reinforces the need for marketers to ensure that their websites are ranked within the first three pages of search results – particularly on the first page - for the keywords used by search engine users to find their products, services, or information.

Iprospect Search Engine User Behaviour Study, 2009





Source: European Interactive Advertising Association – Online Shoppers 2009



Most popular products / services bought by on-line shoppers
 Source: European Interactive Advertising Association – Online Shoppers 2009



Web

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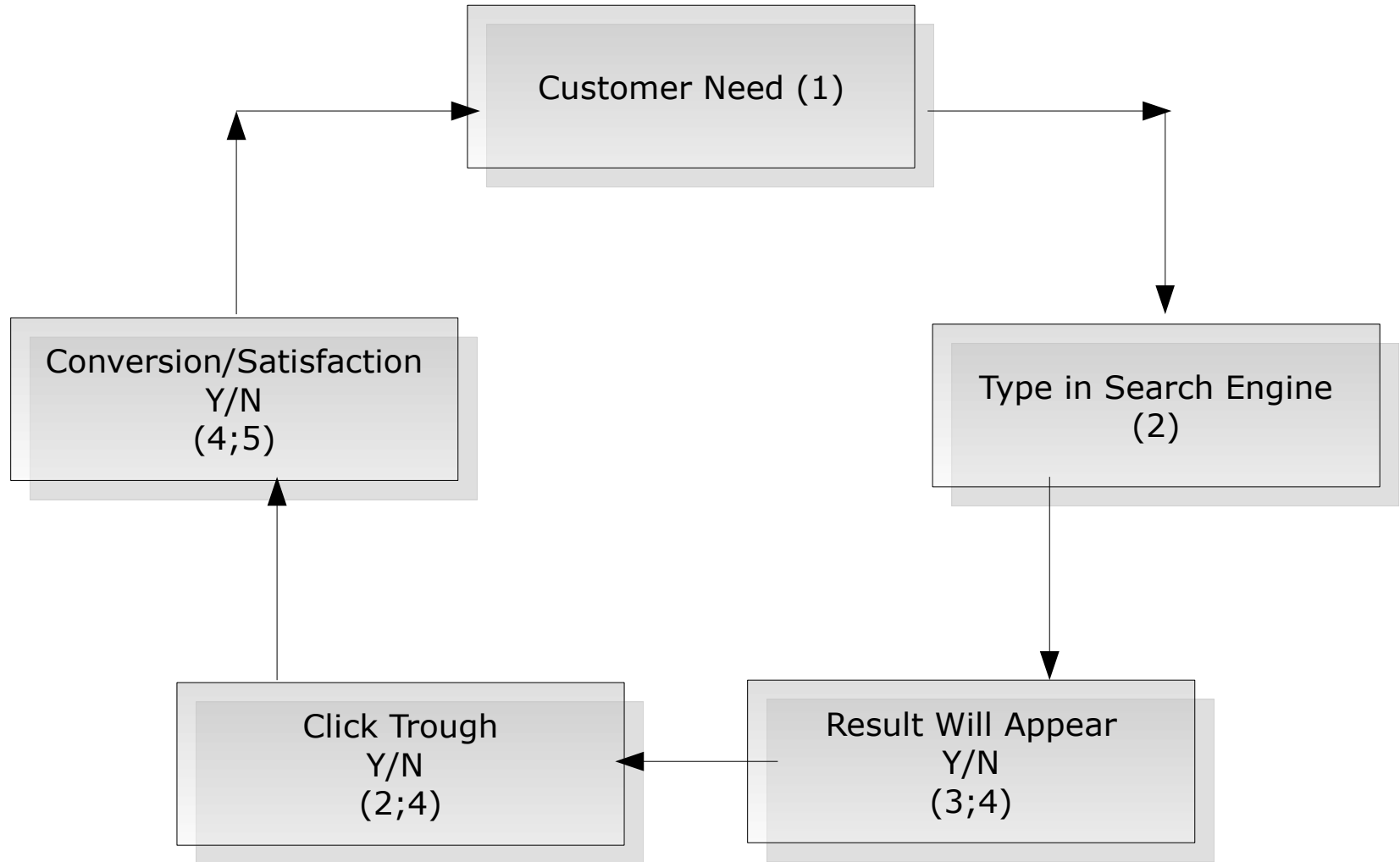
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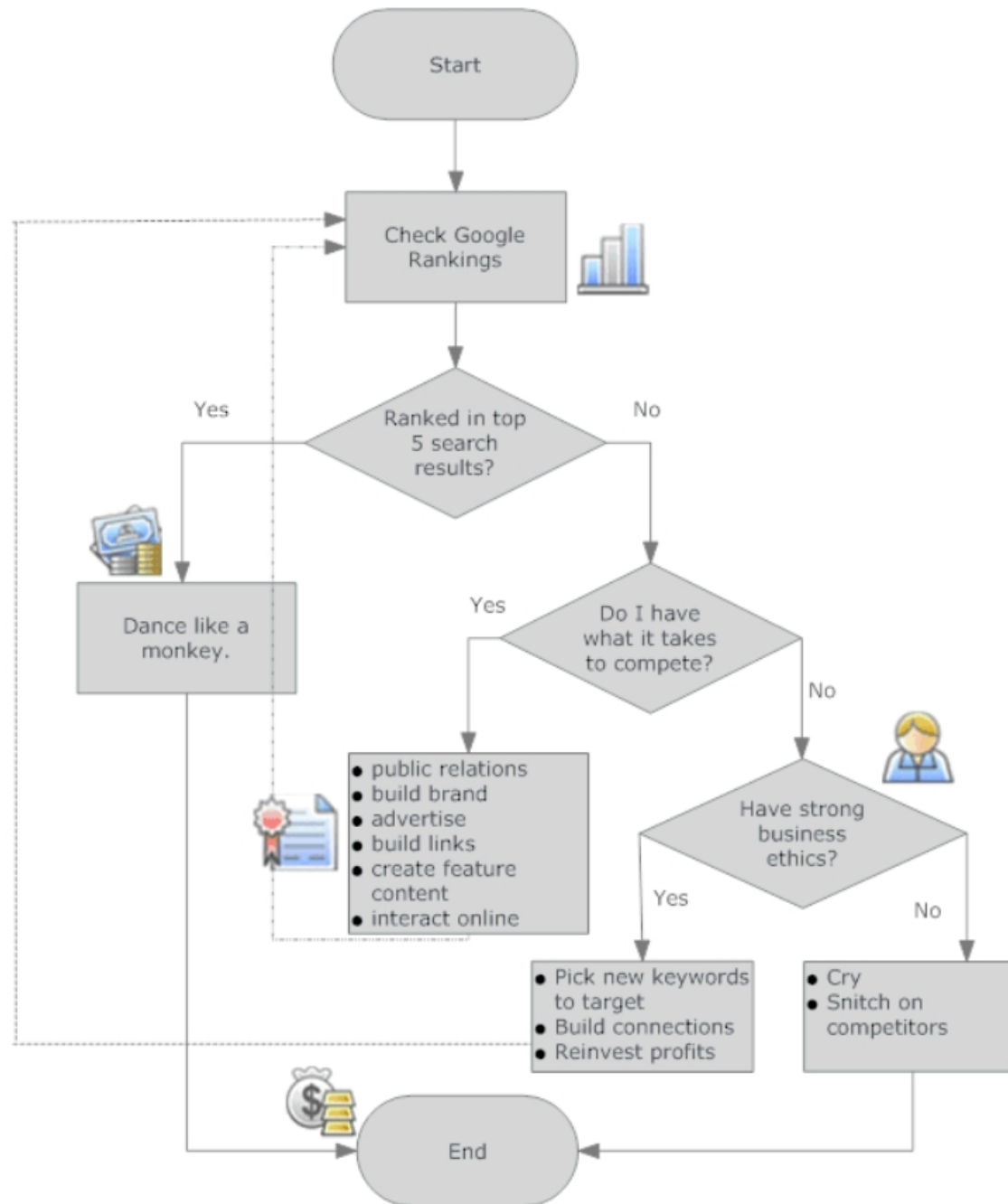
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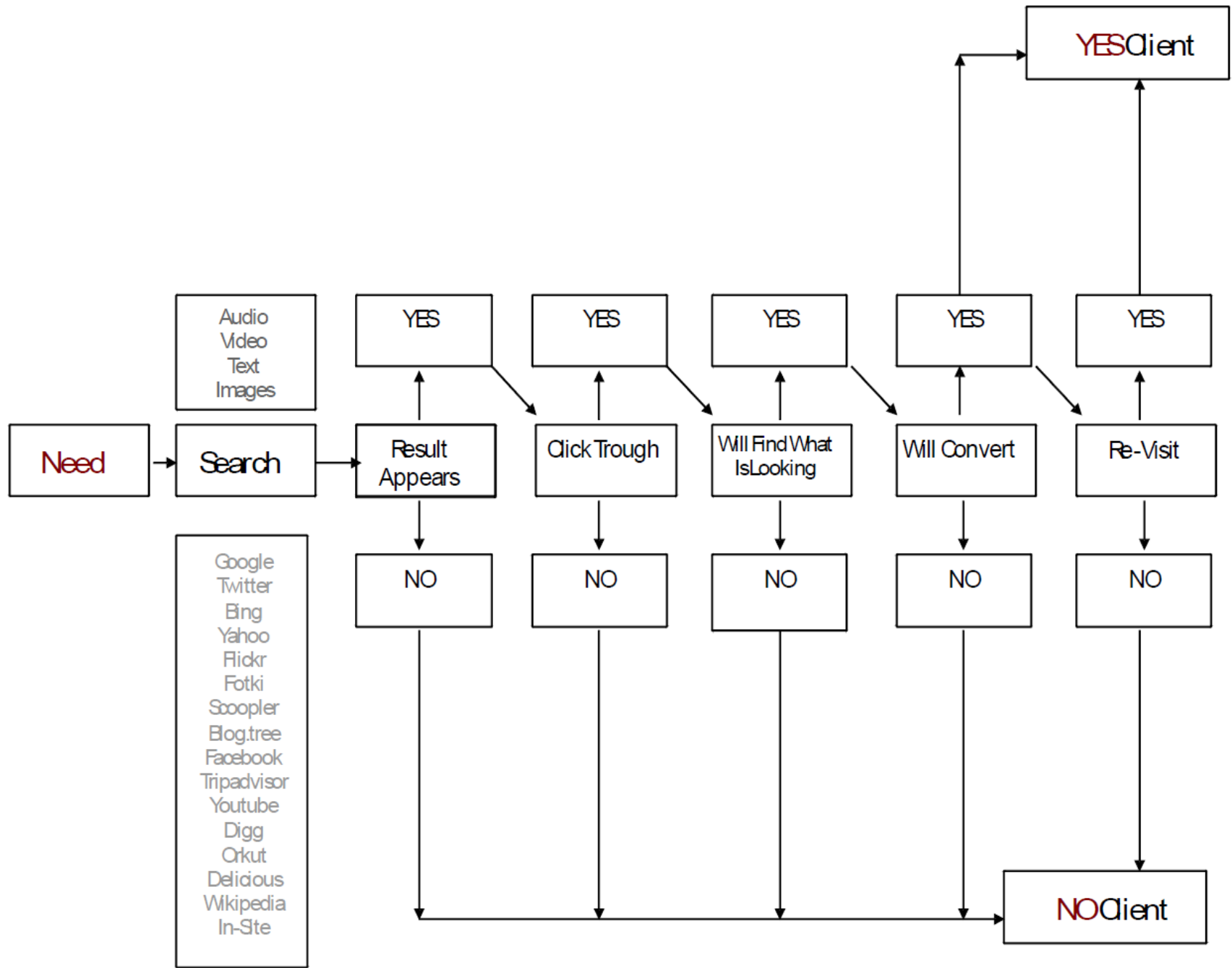
More Sponsored Links





- 1 – Lifestyle / social profile
- 2 – Search behaviour / mentality / semiotics
- 3 – SEO / Robots / Search Engine Placement
- 4 – SEM / Content
- 5 – Usability / Structure, Design, Content, Functionality





SEARCH ENGINES and ROBOTS

ROBOTS – who are they?

Search engines are, for the most part, entities that rely on automated software agents called spiders, crawlers, robots and bots.

These bots are the seekers of content on the Internet, and from within individual web pages. These tools are key parts in how the search engines operate.

Search engine robots have very limited functionality, similar in power to that of early web browsers in terms of what they can understand in a web page.

From the information that is visible to them, these spiders grab information like page titles, meta tags and meta data, and textual content to be included in the search engine's index or database.

How do search engine robots work?

Think of search engine robots as very simple and automated data retrieval programs, traveling the web to find information and links.

They only absorb what they can see, and while a picture is worth a thousand words to a person, its worth zero to a search engine.

They can only read and understand text, and then only if its laid out in a format that is tuned to their needs. Ensuring that they can access and read all the content from within a web site must be a core part of any search engine optimization strategy.

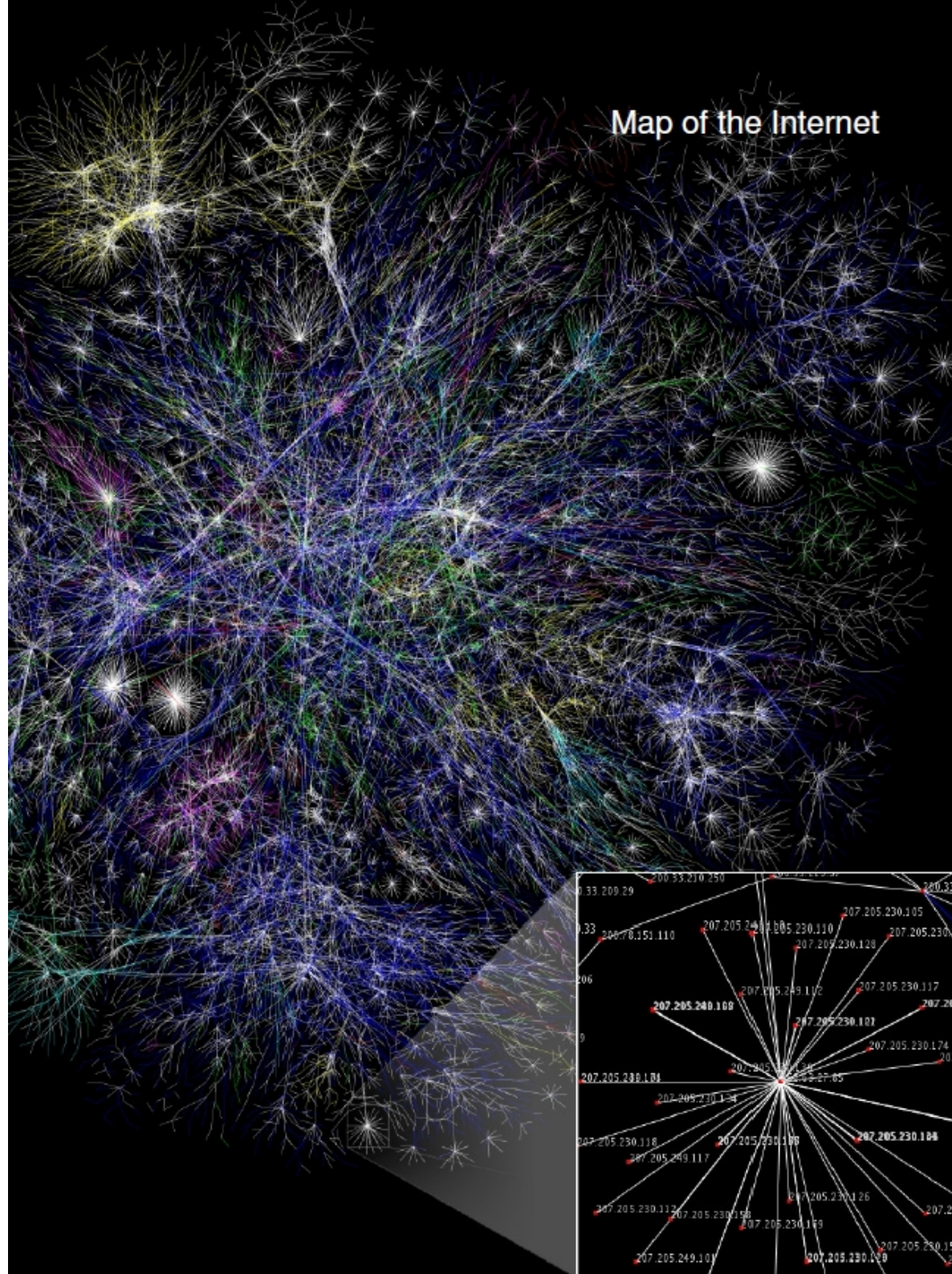
When a search engine bot arrives at a website, the bots are supposed to check to see if you have a robots.txt file.

This file is used to tell robots which areas of your site are off-limits to them.

Typically these may be directories containing files the robot doesn't need to concern itself with. Some bots will ignore these files.

However, all search engine bots do look for the file. Every website should have one, even if it is blank. Its just one of the things that the search engines look for.

Map of the Internet



Local Search – What It Is ?

Local search is the use of specialized Internet search engines that allow users to submit geographically constrained searches against a structured database of local business listings. Typical local search queries include not only information about "what" the site visitor is searching for (such as keywords, a business category, or the name of a consumer product) but also "where" information, such as a street address, city name, postal code, or geographic coordinates like latitude and longitude.

How Do The Search Engines Read Your Website?

When the search engine bot visits a website, it reads all the visible text on the web page, the content of the various tags in the source code (title tag, meta tags, Dublin Core Tags, comments tags, alt tags, attribute tags, content, etc.), as well as the text within the hyperlinks on the web page. From the content that it extracts, the search engine decides what the website, and web page is about.

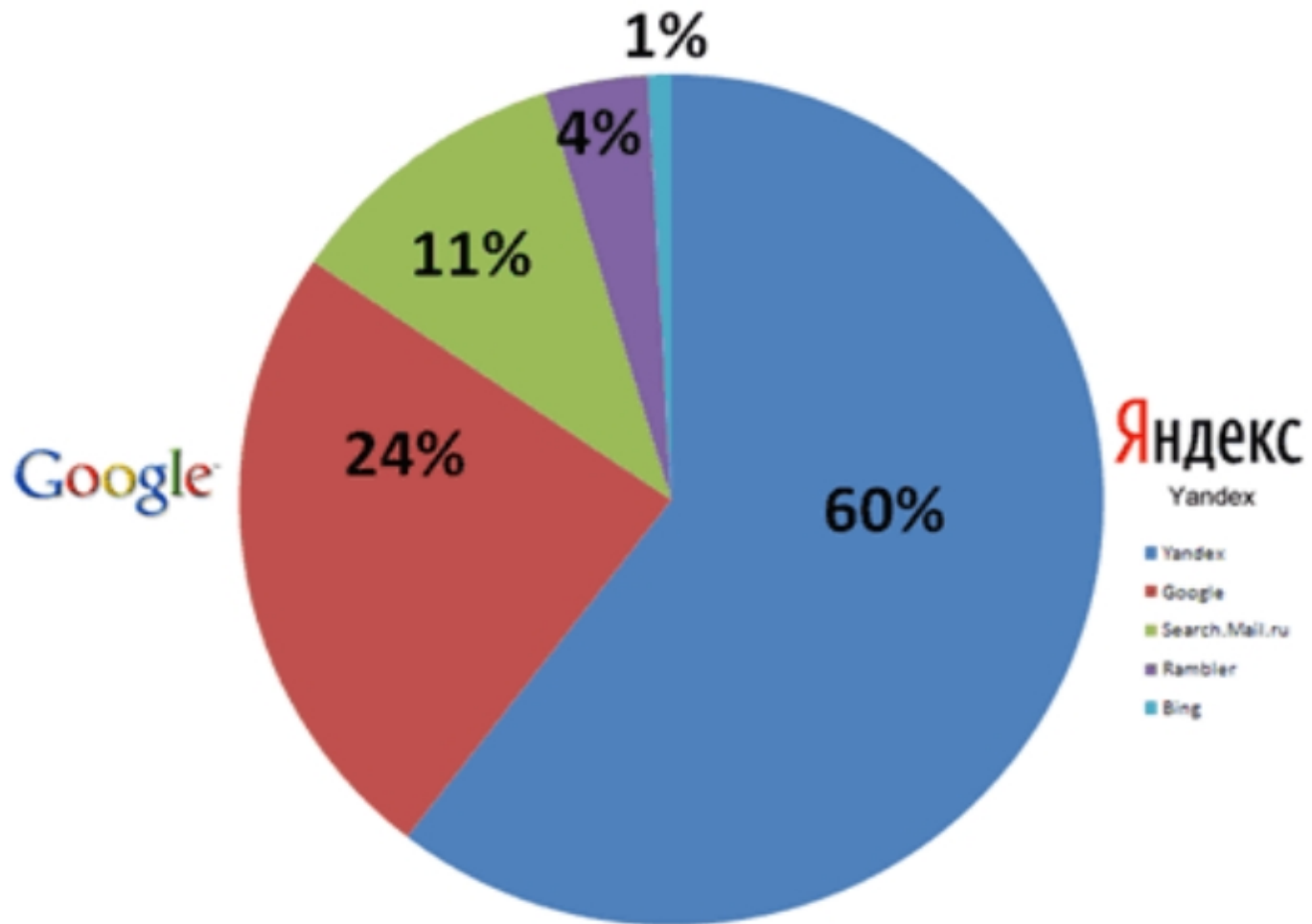
There are many factors used to figure out what is of value and what matters. Each search engine has its own set of rules, standards and algorithms in order to evaluate and process the information.

Depending on how the bot was set up by the search engine, different pieces of information are gathered, weighted, indexed and then added to the search engine's database.

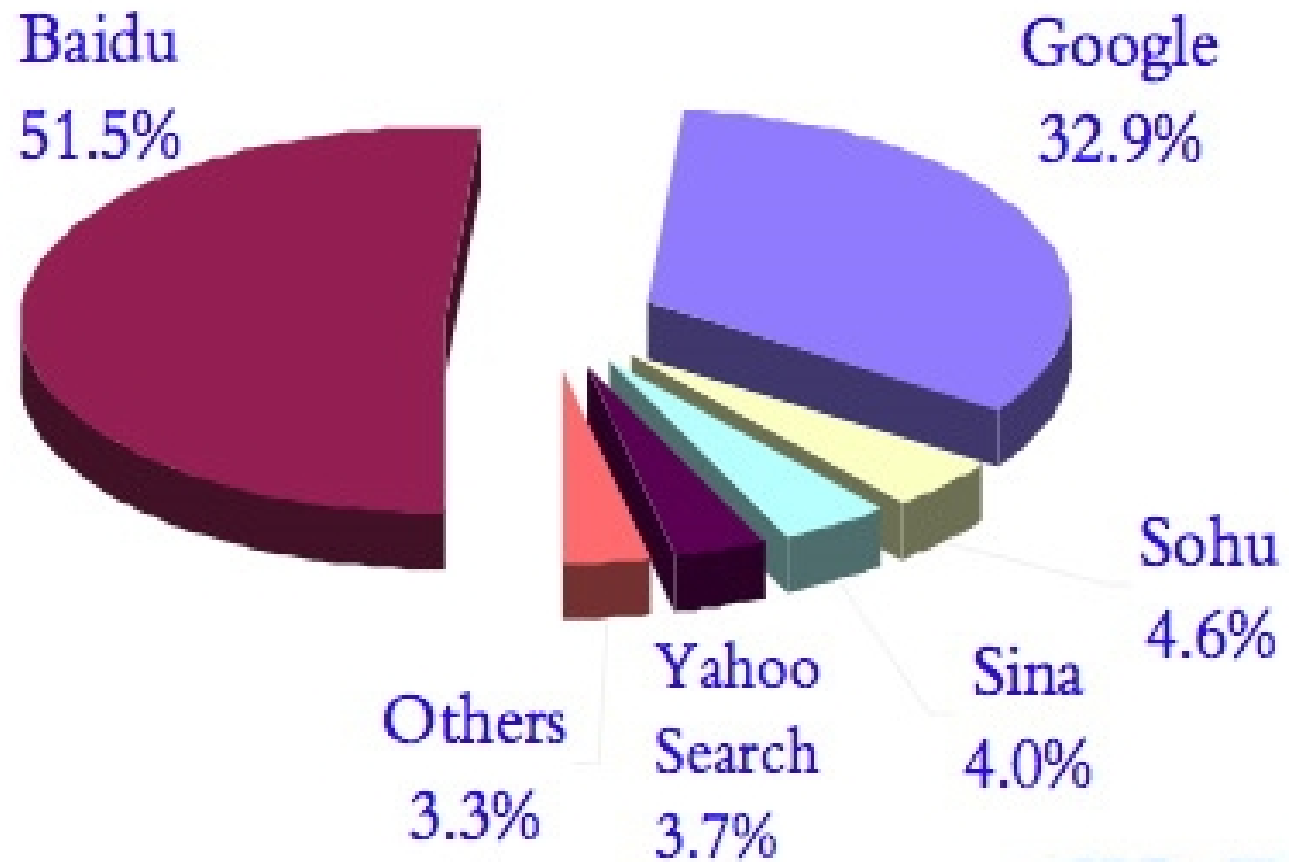
Search Engine Global Market Share – January 2010



Search Engine Market Share In Russia – January 2010



Search Engine Market Share in China – January 2010



Small Summary

1. **SEO** (Search Engine Optimization) is a summary of the activities used to improve visitor volume or traffic quality to your website from search engines via organic results (un-paid)
2. **SEM** (Search Engine Marketing) is part of digital marketing and relates directly to the website's promotion in different forms.
3. Search Marketing is important, because it is the main force behind modern day marketing
4. Content is everything what your target groups are looking for
5. Robots and end users will see the content on your web page differently
6. Customer search behaviour is depending on experience, cultural background and social needs
7. Robots are agents of Search Engines. Your search engine placement depends on how well they understand the content of your web-page and how valuable it is for them. They can be manipulated with good optimization.

Google Tools

Google is providing to us a set of FREE tools to analyze pretty much everything we need:

1. To identify search mentality : <http://www.google.com/insights/search>
2. To identify search volume: <http://www.google.com/adwords>
3. To analyze your web traffic: <http://www.google.com/analytics>
4. To talk with robots: <http://www.google.com/webmasters/tools>

Case Study of www.marketingmallorca.com

Targeted to following KW-s:

- marketing mallorca
 - search marketing mallorca
 - destination marketing mallorca
 - search engine optimization mallorca
 - search engine markekting mallorca
 - SEO mallorca
 - SEM mallorca
1. Launched in october, 2009
 2. First indexed in 8 days, organic placement position 10+ pages
 3. Current situation:
 - marketing mallorca - 5 organic positions in 1-st page, incl. 1-st
 - search marketing mallorca - 5 organic positions in 1-st page, incl. 1-st
 - destination marketing mallorca - 7 organic positions in 1-st page, incl 1 to 5-th.
 - search engine optimization mallorca – 1 position in 1-st page -7-th
 - search engine markekting mallorca – 1 position in 1-st page - 5-th
 - SEO mallorca – 1 position in 1-st page, 4-th
 - SEM mallorca - 3 positions in 1-st page, incl 1-2.

MARKETINGMALLORCA
search and destination marketing

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