



Introduction to Search Engine Marketing

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What will you learn in this Presentation?

- [Introduction to Search Engine Marketing](#)
- [How do we define Search Engines?](#)
- [What is the Search Engine Marketing share?](#)
- [Why Search Engine Marketing?](#)
- [How does Paid search work?](#)
- [How does Organic search work?](#)
- [Applying search to conversions?](#)
- [Applying search to other media?](#)
- [Advice from our Principal](#)
- [Glossary of terms](#)



Introduction to Search Engine Marketing

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What is Search Engine Marketing?

Marketing a website to be seen via search engines.

What is Search Engine Optimization?

Modifying the website components (hidden and visible) to be ranked high on search engine indexing.

What is Pay Per Click?

Pay per click advertisements are text or video ads placed as sponsored links on search engines.



How Do We Define Search Engines?

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Who are the search engines and their network?

The major search engines are Google and Yahoo! with several other smaller search engines operating separately (ASK and MSN) or as a partner of Google or Yahoo!. Search engines have a range of partners for advertisement distribution. Google, as an example, has the largest advertisement network with several vendors and partners.



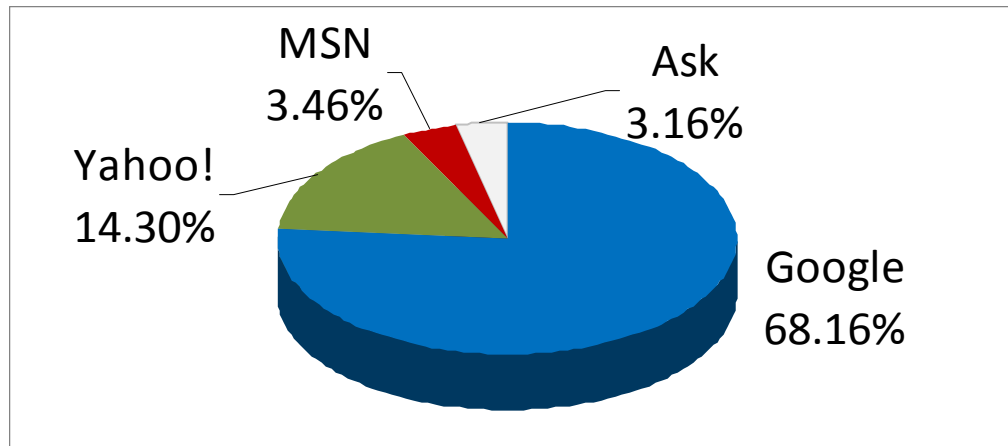


What Is The Search Engine Market Share?



How does search compare to other marketing and media efforts?

Online marketing continues to grow between 30 and 50 percent per year worldwide. Search is projected to be 45.9% of all online ad spending in 2009. The market share for search is 68% for Google and 14% for Yahoo!





Why Search Engine Marketing?

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Keos Benefits of Search Engine Marketing:

- Measures Results of your Website
- Matches Marketing Spending by Results
- People Will Find Your Website
- Flexibility of PPC and SEO
- Able to Test Marketing Messages

The response rates prove to be higher than any other media marketing!



How Does Paid Search Work?

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What is Paid Search?

Includes: Pay per click (PPC) campaigns, Paid inclusion, and Banner advertisements.

Pay per click advertisements are text or video ads placed as sponsored links on search engines. These ads are written and purchased with a specific bid or cost per click (CPC) amount. When the searcher types in your keyword and clicks on your ad, you are charged and thus pay per click.



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How is your page position determined in paid search?

Rankings are based on a cost per click bid and quality score.

AD PAGE POSITION = CPC * QUALITY SCORE

PPC advertisement page position is determined by an auction of the ad's relevance and the amount advertisers are willing to pay. A quality score includes how many searchers are clicking (CTR), how relevant is your ad to the keyword search, how the keyword has performed in the past, how well your website relates to your purchased keyword, and other unknown relevancy factors.



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Where can I see my ad?

Here are some examples of where you will see your ad on search engines. Google is our example given that it has the largest market share and search volume.



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Sponsored Ad Listing: Keyword = Denver Lofts

Google

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 195,000 for **denver lofts**. (0.24 seconds)

[Stapleton Denver Homes](#)

www.StapletonDenver.com Apartments, **lofts** and urban estates in Denver's most exciting community

Sponsored Links

[Denver Real Estate Search](#)

www.RuthFaris.com Start Your **Denver** Home Search Now Free Customized Search to Your Needs

[Denver Loft](#)

www.coloradoluxurycondo.com/ A luxurious downtown **Denver loft**! Auction online bid today.

[Denver Real Estate and Homes | Denver Lofts, MLS and Realtors](#)

Denver real estate, **lofts** condos and homes for sale in **Denver** Colorado.
www.denvers-real-estate.com/ - 20k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Denver Lofts | Denver Condos by Neighborhood](#)

Welcome to the most comprehensive **Denver Loft** and **Denver** Condo Guide in the greater **Denver** area. Please leave a message or call us so we can give you an ...
www.denvers-real-estate.com/denver_lofts_page_two.htm - 212k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Denver Lofts.com](#)

Denver Lofts. This site contains walkthru photos of **Denver** real estate (**lofts** and condos) for sale/rent.
www.denver-lofts.com/ - 11k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Denver Lofts Listings](#)

One of **Denver's** last historic **loft** conversions, Isbell has 37 classic **lofts** blending historical features and modern finishes in the kitchens and baths. ...
www.hometodenver.com/Denver_Lofts.php - 70k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Denver Lofts Lodo Lofts for Sale, Rent in Downtown Denver](#)

online guide to **denver lofts**, condos, and lodo **lofts** for sale or rent in **denver**.
www.hometodenver.com/ - 20k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Denver Lofts, Home Rentals, and Condominiums](#)

Denver Lofts Listings, Homes for rent, and Condos complete with photos prices and descriptions for Sale or Rent in the **Denver** Colorado Area.
www.denver-lofts.net/ - 55k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

[Denver Lofts For Sale](#)

Prices, Map, & Info on Lodo **lofts**
Historic **lofts** & new developments
www.hometodenver.com

[Denver Lofts](#)

100's of **Denver Lofts** for Sale
View Free Listings Powered By HGTV!
FrontDoor.com

[Stapleton Apartments](#)

New, Luxury Apartments in Unique
Urban Community! Close to Downtown.
www.StapletonApartments.com

[LoDo Lofts](#)

Buy or Sell a LoDo **Loft** with Clem
Rinehart..."The **Loft** Guy"
www.LodoLoftGuy.com

[Springs' Downtown Lofts](#)

Elegant **lofts** in Downtown Colorado
Springs and Old Colorado City
www.theLoftLady.com

[Live Downtown](#)

Steps to LoDo, Commons Park
Room for family, room for friends
www.riverfrontpark.com
Denver, CO

[Denver's Best Lofts/Homes](#)

Urban, Stylish **Lofts** & Unique Homes
Find Your Dream Home Now!
www.fullertoncompany.com
Colorado



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Sponsored Ad Listing: Keyword = Colorado Homes

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 299,000 for [colorado homes](#). (0.46 seconds)

Colorado Home

www.coloradohomes.com View Pics of Homes Online & Browse Info on Colorado Homes for Sale

Stapleton Denver Homes

www.StapletonDenver.com Apartments, lofts and urban estates in Denver's most exciting community

Colorado Real Estate

www.VeryNiceHomes.Com No Registration Instant Access to 30,000 Homes, Photos & Loans

Sponsored Links

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Colorado Homes

Beautiful Homes in Many Locations!
Shea Homes - Caring Since 1881
www.sheahomes.com

COhomefinder.com

Search Colorado real estate MLS listings. Auto emails. Photos. Free
www.COhomefinder.com

Leap 4 Joy Sales Event

Save on new homes at our Leap 4 Joy Sales Event. Feb 28 – March 2 only.
Pulte.com

Colorado homes for sale

Instantly access over 40,000 homes, 250,000 pictures & virtual tours.
www.AutomatedHomeFinder.com
Colorado

Colorado Homes

Denver Area: Free MLS Search. CO Homes for Sale. 6.9M Photos & Mapst
www.ZipRealty.com
Denver, CO

Colorado Ski Resort

Ski-In/Ski-Out Master Planned Community, Breckenridge Colorado
www.OneSkiHillPlace.com
Colorado

Colorado Homes

The Official Site of REALTOR.com®. Search Millions of MLS Listings.
www.Realtor.com/Homes

Coldwell Banker Colorado

Full service relocation company providing corporations and individuals with solutions to their moving needs nationally and internationally.
www.coloradohomes.com/ - 29k - [Cached](#) - [Similar pages](#) - [Note this](#)

Colorado Real Estate: Find Homes For Sale in Colorado - REALTOR.com

Colorado Real Estate - Visit REALTOR.com to find real estate in the Colorado area. Find Colorado homes and real estate for sale by using REALTOR.com's CO ...
www.realtor.com/colorado/nbselco.asp - 28k - [Cached](#) - [Similar pages](#) - [Note this](#)

Colorado HomeFinder | Colorado Real Estate, Search Colorado Homes ...

Search Colorado , CO real estate and homes for sale -over 45000 properties- the entire MLS updated daily. Color photos, relocation info, and auto listing ...
www.cohomefinder.com/Colorado-real-estate-and-homes.htm - 72k - [Cached](#) - [Similar pages](#) - [Note this](#)

Colorado HomeFinder | Colorado's better way to buy or sell a home

Colorado HomeFinder , CO real estate, homes for sale and Colorado HomeFinder REALTORS.
www.cohomefinder.com/ - 48k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.cohomefinder.com »](#)

Coloproperty.com - Your source for finding properties, real estate ...

ColoProperty.com opens the door to Northern Colorado's Real Estate market with ... Search Colorado Real Estate Properties Now! ColoProperty Homes for Sale ...
www.coloproperty.com/ - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

Denver Colorado Real Estate Denver Homes For Sale

Real Estate search, 20000+ resale homes for Sale, 5000 New Homes, over 300 Community Links. Plan your entire relocation from here!
www.realestatecolorado.net/ - 51k - [Cached](#) - [Similar pages](#) - [Note this](#)



How Does Organic Search Work?

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What is Organic Search?

Organic search listings are results based on factors such as keyword relevancy within a web page. These listings are generally found on the left hand side of search engines underneath the sponsored (or paid listings) and are not influenced by direct financial payments. Rankings are determined by a search engine algorithm.



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Organic Listing: Keyword = Colorado Homes

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[Preferences](#)

Web

Results 1 - 10 of about 299,000 for **colorado homes**. (0.46 seconds)

Colorado Home

www.coloradohomes.com View Pics of Homes Online & Browse Info on Colorado Homes for Sale

Stapleton Denver Homes

www.StapletonDenver.com Apartments, lofts and urban estates in Denver's most exciting community

Colorado Real Estate

www.VeryNiceHomes.Com No Registration Instant Access to 30,000 Homes, Photos & Loans

Coldwell Banker Colorado

Full service relocation company providing corporations and individuals with solutions to their moving needs nationally and internationally.

www.coloradohomes.com/ - 29k - [Cached](#) - [Similar pages](#) - [Note this](#)

Colorado Real Estate: Find Homes For Sale in Colorado - REALTOR.com

Colorado Real Estate - Visit REALTOR.com to find real estate in the Colorado area. Find Colorado homes and real estate for sale by using REALTOR.com's CO ...

www.realtor.com/colorado/nbselco.asp - 28k - [Cached](#) - [Similar pages](#) - [Note this](#)

Colorado HomeFinder | Colorado Real Estate, Search Colorado Homes ...

Search Colorado , CO real estate and homes for sale -over 45000 properties- the entire MLS updated daily. Color photos, relocation info, and auto listing ...

www.cohomefinder.com/Colorado-real-estate-and-homes.htm - 72k -

[Cached](#) - [Similar pages](#) - [Note this](#)

Colorado HomeFinder | Colorado's better way to buy or sell a home

Colorado HomeFinder , CO real estate, homes for sale and Colorado HomeFinder REALTORS.

www.cohomefinder.com/ - 48k - [Cached](#) - [Similar pages](#) - [Note this](#)

[More results from www.cohomefinder.com »](#)

Coloproperty.com - Your source for finding properties, real estate ...

ColoProperty.com opens the door to Northern Colorado's Real Estate market with ... Search Colorado Real Estate Properties Now! ColoProperty Homes for Sale ...

www.coloproperty.com/ - 18k - [Cached](#) - [Similar pages](#) - [Note this](#)

Denver Colorado Real Estate Denver Homes For Sale

Real Estate search, 20000+ resale homes for Sale, 5000 New Homes, over 300 Community Links. Plan your entire relocation from here!

www.realestatecolorado.net/ - 51k - [Cached](#) - [Similar pages](#) - [Note this](#)

Sponsored Links

Sponsored Links

Colorado Homes

Beautiful Homes in Many Locations!

Shea Homes - Caring Since 1881

www.sheahomes.com

COhomefinder.com

Search Colorado real estate MLS listings. Auto emails. Photos. Free

www.COhomefinder.com

Leap 4 Joy Sales Event

Save on new homes at our Leap 4 Joy Sales Event. Feb 28 - March 2 only.

Pulte.com

Colorado homes for sale

Instantly access over 40,000 homes, 250,000 pictures & virtual tours.

www.AutomatedHomeFinder.com

Colorado

Colorado Homes

Denver Area: Free MLS Search. CO

Homes for Sale. 6.9M Photos & Maps!

www.ZipRealty.com

Denver, CO

Colorado Ski Resort

Ski-In/Ski-Out Master Planned

Community, Breckenridge Colorado

www.OneSkiHillPlace.com

Colorado

Colorado Homes

The Official Site of REALTOR.com®.

Search Millions of MLS Listings.

www.Realtor.com/Homes



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What does it mean to optimize a website?

Organic search rankings begin with optimizing the website hidden and visible content. The visible content should include keywords for search engine spiders and flow in a natural format for the website visitor. Hidden content includes your html code and other text components.



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Keos Points on Optimizing Visible Content:

- Focus on global navigation pages first!
- Keywords should be unique on each page.
- Choose 2 to 3 keywords to focus on per page.
- Keywords should appear 3 to 5 times on light content pages and 5 to 10 times on heavy content pages.
- Copy should be no less than 150 words and up to 300 words per page. The more content the more opportunity to optimize for keywords.

Content should be easy to read and flow naturally for the visitor – remember your audience is not the search engine spider but your target website visitor!

How Does Organic Search Work?



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Keos Points on Optimizing Hidden Content:

- Ensure that url strings, page titles, page headlines, browser titles, image tags, alt tags, and meta data include keywords.
- Include meta data, meta keywords and a meta description on all pages. Focus on global navigation pages and strategic pages related to conversions first!
- All dynamic content, such as flash and images, should include alt tags so that search engines can read and identify via the text.
- Content should not be copied across pages especially meta data. This sends a red flag to search engines.
- A site map is imperative and a ROR/XML site map specifically geared for search engines is the most useful.

Applying Search to Conversions



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How does search apply to marketing efforts that generate results?

Search engine marketing means more visitors to your website. But the larger task is converting these visitors to leads. The first step is define what a conversion means for your organization whether that is filling out a contact form, downloading a document, or signing up for a newsletter.



Applying Search to Conversions

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How do we know the search engine marketing efforts are working?

It is important to track all levels of the results. This includes tracking:

- Overall website visitors: direct visits and referral visits.
- Performance from search engine campaigns: impressions, clicks, click through rate.
- Defined conversions: i.e. contact form submissions, downloads, newsletter opt-ins.

Each aspect is important to measure and track since they all can and will be influenced by search engine marketing.



Applying Search to Other Media

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How do you combine search with other media efforts?

Combining traditional media and online media is key to utilizing all of your media avenues for successful marketing. This includes but is not limited to:

- Utilize banner ads and landing pages to track the clicks on the banner ads.
- When having an event or attending a tradeshow purchase the keywords of the event prior to the event and target the pay per click ad to the event audience.
- Utilize a different landing page for print media to track how many people visit the website through a print advertisement.
- Utilize email marketing and social media marketing as other avenues to reach audiences and build awareness.
- Archive your media materials on your website to provide up to date information for better search engine indexing and ranking.



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“Online media and traditional media are now infused into one form: multi-media. The future of media allows you to track effectiveness and demonstrate results. You’re ahead of your competitors when you match your online budget to the online trends in marketing. You will see returns as you have not seen them before when you capitalize on the opportunities in the age of multi-media.”

-- Keo Frazier, Principal, Keos Marketing Group

Glossary of Key Terms



Do you know these terms?

- visits: number of visits to the website by unique visitors.
- title tag: an HTML tag used to define the text in the top line of a web browser. Also used by many search engines as the title of search listings.
- spider/robot: an automated program that follows links to visit web sites on behalf of search engines or directories. The pages html code and visible content are indexed and stored in the search engine's database.
- ror/xml site map: a hierarchical representation of the pages of a website for search engine indexing.

Glossary of Key Terms



Do you know these terms?

- keyword density: how many times a keyword is repeated within the text of a web page. Search engine algorithms give higher ranking to a site that contains the keyword phrases that a user is searching for.
- meta descriptions: a brief description of the contents of a web page usually written in plain-language in the form of a sentence.
- meta keywords: a comma-separated list of page related keywords that can be helpful for search engines to index a page.
- heading tag: An HTML tag that designates headlines in the body of a website. These tags are designated in importance by the numbers 1 through 6. For example H1, H2, H3, etc. Search engines index content by hierarchy.



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1.877.536.7552 (877.KEOS.LLC)

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