

# Search Engine Marketing *Explained*

Presented by Nick Beck at IAB

*Digital Marketing for Small Businesses & Start ups*

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# The UK Search Engine Market

## Search Engine Volumes

1. <a href="http://www.google.co.uk">www.google.co.uk</a>	85.11%
2. <a href="http://www.google.com">www.google.com</a>	5.05%
3. Bing	4.19%
4. <a href="http://uk.search.yahoo.com">uk.search.yahoo.com</a>	2.94%

That's over  
90%!!!

UK Ask.com along with niche engines make up the last 3%

# What is Search Engine Marketing (SEM)?

The screenshot shows a Google search for 'Blackberry'. The search bar is at the top left, and the results are displayed below. The search results are divided into two main sections: 'Web' and 'Sponsored Links'. The 'Web' section contains several organic search results, including 'BlackBerry on T-Mobile', 'Vodafone BlackBerry Storm', 'Blackberry Mobiles on O2™', 'BlackBerry from O2 - Home', 'BlackBerry Phone Reviews', 'BlackBerry Storm 950', and 'BlackBerry Internet Service'. The 'Sponsored Links' section contains three paid advertisements: 'Cheapest BlackBerry Deals', 'Free BlackBerry Phones', and 'Rim PDA New + Used'. Two green boxes with red text are overlaid on the page. The first box, labeled 'Rank in the Natural Listings through Search Engine Optimisation (SEO)', has arrows pointing to the organic search results for 'BlackBerry on T-Mobile' and 'BlackBerry Phone Reviews'. The second box, labeled 'Rank in the Sponsored Links through Pay per Click Advertising (PPC)', has an arrow pointing to the 'Cheapest BlackBerry Deals' advertisement.

Web Images Maps News Shopping Mail more ▼ Sign in

Google BlackBerry Search Advanced Search Preferences

Search: the web pages from the UK

Web Results 1 - 10 of about 4,940,000 for **Blackberry** [definition]. (0.23 seconds)

**BlackBerry on T-Mobile** Sponsored Links  
BlackBerry.T-Mobile.co.uk Ideal handsets for business users With the right plan to suit you.

**Vodafone BlackBerry Storm** Sponsored Links  
Vodafone.co.uk/BlackBerry The Power of BlackBerry Storm in Your Hands Only At Vodafone.

**Blackberry Mobiles on O2™** Sponsored Links  
shop.O2.co.uk/Blackberry Get free Blackberrys on selected monthly tariffs on O2™ Shop.

**BlackBerry from O2 - Home**  
BlackBerry from O2 - Everything you need in one device. Introducing the BlackBerry® Bold™ 9000.  
www.my-blackberryfromo2.com/ - 24k - Cached - Similar pages

**BlackBerry Phone Reviews**  
5 Jan 2009 ... BlackBerry on Phones Review. ... BlackBerry Curve 8900 on T-Mobile in February confirms RIM. Research In Motion and T-Mobile have jointly ...  
www.phonesreview.co.uk/category/mobile-phones/blackberry/ - 44k - Cached - Similar pages

**BlackBerry Storm 950**  
Discover the BlackBerry Storm 9500 with its multimedia, touch-screen te  
blackberry.vodafone.co.uk

Shopping results for BlackBerry  
RIM BlackBerry Curve 8310  
BlackBerry Bold 9000  
Sim Free BlackBerry 8800

**BlackBerry Internet Service | Small & medium business | BT.com**  
BlackBerry Internet Service - it's never been easier to get email, attachment viewing, web browsing and instant messaging on the go.  
www.btbroadbandoffice.com/mobile/BlackBerry-internet-service - 30k - Cached - Similar pages

**Cheapest BlackBerry Deals** Sponsored Links  
The widest range of BlackBerry deals. We won't be beaten on price.  
CarphoneWarehouse.com/BlackBerry

**Free BlackBerry Phones**  
750 mins & unlimited text, in store £35, online £30. Save with Orange  
www.orange.co.uk/BlackBerry  
Google Checkout

**Rim PDA New + Used**  
Fully tested with Warranty + Accs  
7230 7290 8700 8100 Pearl 8300 8310  
www.used-blackberry.co.uk

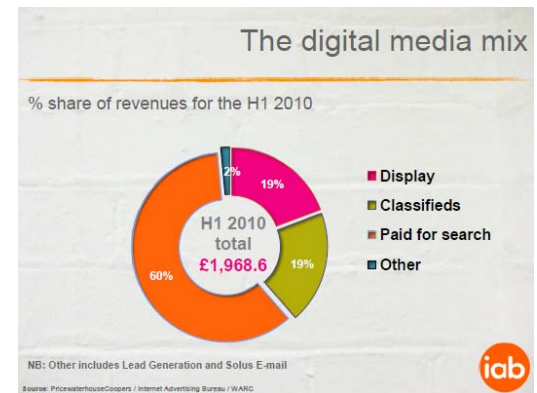
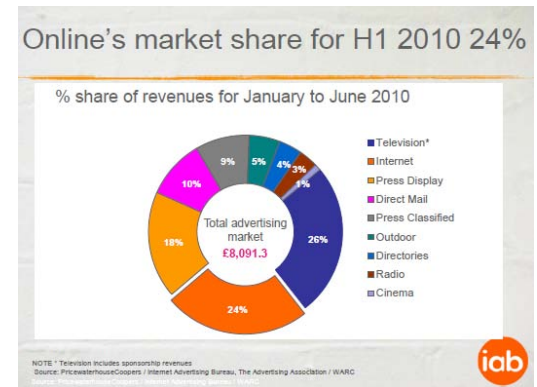
**Rank in the Natural Listings through Search Engine Optimisation (SEO)**

**Rank in the Sponsored Links through Pay per Click Advertising (PPC)**

*PPC & SEO are both forms of SEM*

# Why Search Engine Marketing?

- **9 out of 10** UK internet users start their journey at a Search Engine
- Search engine marketing is advertising to people when they are **actively searching** for your product.
  - They are more likely to convert
- As of H1 2010 Internet Advertising accounted for 24% of the total advertising market and Paid for Search represented 60% of the online advertising market
- PPC is **100% Accountable** and can be **Tracked** and Optimised in real time
- PPC has the **cheapest cost per lead** of all forms of direct marketing



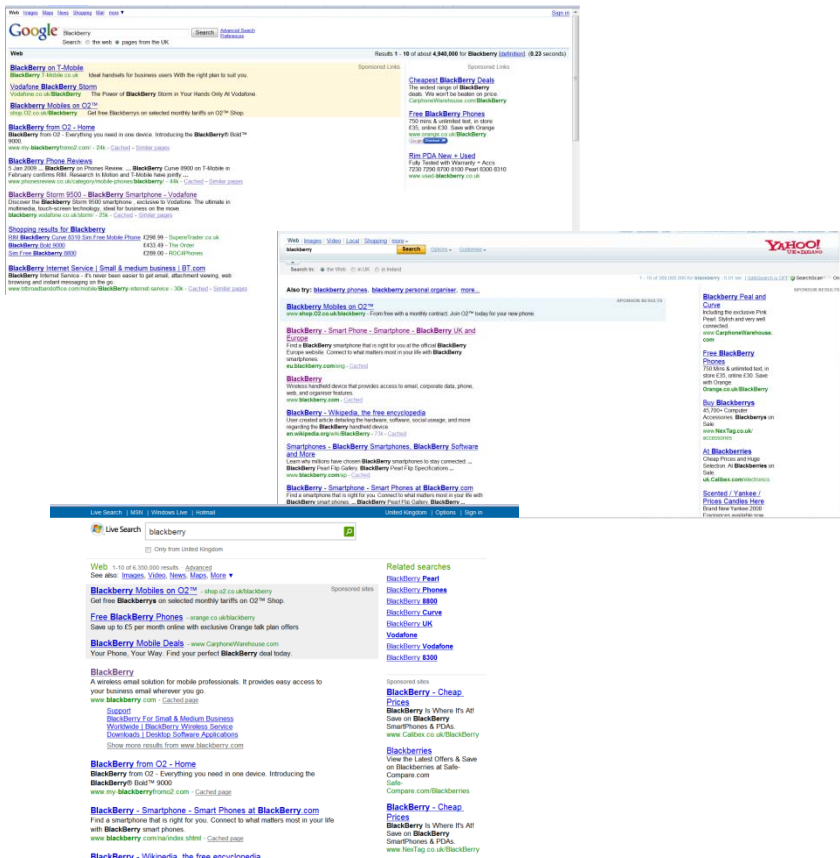
# The Basics: Pay per Click



# 2 Networks for Displaying PPC Ads

## The Search Network

## The Content Network



The Google content network comprises hundreds of thousands of high-quality websites, news pages and blogs that partner with Google to display targeted PPC ads.

Serve ads on Relevant sites. Choose by theme, target demographic or specific site.



# Formats: More than just text ads

## Florida Holiday Deals

Massive discounts on all Florida Holidays! Packages starting at £249  
[www.Ocean-Florida.co.uk/Florida](http://www.Ocean-Florida.co.uk/Florida)

## Florida Holiday Deals

Massive discounts on all Florida Holidays! Packages starting at £249  
[www.Ocean-Florida.co.uk/FloridaDeal](http://www.Ocean-Florida.co.uk/FloridaDeal)

## Florida Packages - £249

Massive discounts on all Florida Holidays. Enquire online today!  
[www.Ocean-Florida.co.uk/Florida](http://www.Ocean-Florida.co.uk/Florida)

## Holidays in Florida

Massive discounts on all Florida Holidays! Packages starting at £249  
[www.Ocean-Florida.co.uk](http://www.Ocean-Florida.co.uk)



## Judith Goss Florists - more info »



77 Station Road,, Taunton,, TA1 1PB - 01823 254 646

[Write a review](#)

"Flower delivery with fresh quality flowers & gifts throughout the UK. Same day next day or when ever you choose : locally, nationally or worldwide. ..."

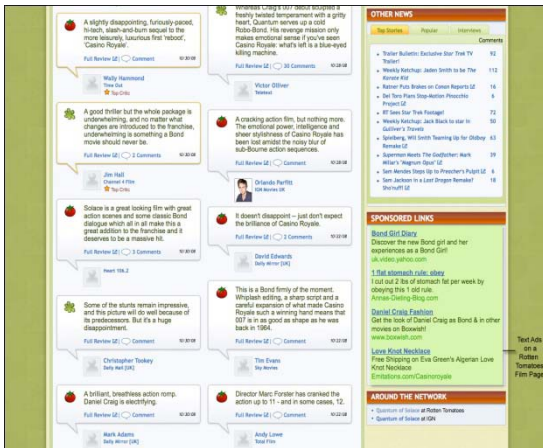
[judithgossflorists.com](http://judithgossflorists.com)



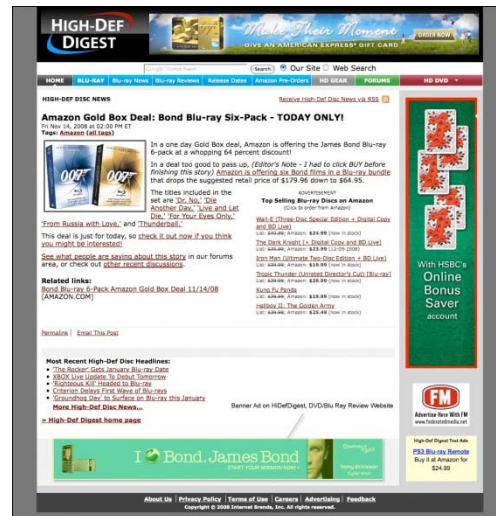
Standard text Ads on Search Network

Local Business ad on Google Maps

Mobile text Ads



Standard text Ads on Content Network



Standard Banners on Content Network



Click to play video Ads On Content Network

# Organising a PPC Campaign


- **Get the Targeting right**
  - Country specific. City specific. Area specific. And – What time of day?
- **Get the Tracking right**
  - What is a conversion? How many different conversions are we tracking?
- **Get the Keywords right**
  - Start with an exhaustive list of keywords. Be ready to prune quickly.
- **Get the Ads right**
  - Write relevant, benefit focused ad copy. Test 3-4 ads for each of your ad groups.
- **Get the Landing Pages right**
  - Land consumers onto the most relevant page on your site.
- **Analyse and Optimise for Profit and/or Volume**
  - Record the value of each sale/lead at the keyword level. Optimise based on objectives
- **Let PPC influence the Product & Site**

# The Basics: Search Engine Optimisation



# Why SEO? Because consumers click on the Natural Listings 70% of the time vs. 30% for the Sponsored Links

[Buy Cheap Dog Food](#) Sponsored Links  
[www.zooplus.co.uk/dog\\_food](http://www.zooplus.co.uk/dog_food) Free delivery on orders £29 & over Now: new customers get 10% off!

[Buy Eukanuba Dog Dry Food](#)  
[www.NetPetShop.co.uk/eukanuba](http://www.NetPetShop.co.uk/eukanuba) Free Delivery 15kg No Minimum Spend Save £10 Promo on 15kg Bags 

[Huge Savings onEukanuba](#)  
[www.swellpets.co.uk](http://www.swellpets.co.uk) Save an extra 5% on 2 x 15kg Bags FREE delivery. Buy Online!

Related searches: [james wellbeloved](#) [royal canin](#) [pedigree chum](#)

## [Buy Dog Food](#)

Buy **Dog Food** at Guaranteed Cheapest Prices and Fastest Delivery from the UK's Leading Online Pet Supplies Store. Part of our **Dog** Products range.

[www.petplanet.co.uk/dept.asp?dept\\_id=6](http://www.petplanet.co.uk/dept.asp?dept_id=6) - 134k - [Cached](#) - [Similar pages](#)

42.1% of clicks for position 1

## [Dogfood direct - dogfood delivery within the uk](#) - [ [Skip intro](#) ]

Home delivery company offering nation-wide delivery of **dog**, cat and fish **food**. Online catalogue and special offers.

[www.dogfooddirect.co.uk/](http://www.dogfooddirect.co.uk/) - 3k - [Cached](#) - [Similar pages](#)

11.9%

## [Pet Supplies | Frontline Spot on | Hills prescription diet | Royal ...](#)

a great selection of **Dog Food** and **Dog** Treats. We also have **Dog** Toys, **Dog** Beds, and **Dog** Bowls. We can send you **Dog** Cages and **Dog** Crates. ...

[www.nutrecare.co.uk/](http://www.nutrecare.co.uk/) - 123k - [Cached](#) - [Similar pages](#)

8.5%

## [Shopping results for Dog food](#)

[Arden Grange Adult Salmon and Rice Dog Food](#) £9.30 - [Dog-Online.co.uk](#)

[Organic Dog Food - Chicken Chunks 830g Tin](#) £2.16 - [Auravita](#)

[Bakers Complete Dog Food Lamb Rice Vegetable 1.5kg](#) £4.70 - [British Food Direct](#)

## [Dog Food for gundogs, sheepdogs, agility dogs, and show dogs.](#)

CSJ **Dog Food** - Premium quality canine feed for active dogs.

[www.csjk9.com/](http://www.csjk9.com/) - 10k - [Cached](#) - [Similar pages](#)

6.1%

## [Burns Pet Nutrition - Real Food For Pets](#)

Natural quality holistic pet **food**, **dog food**, cat **food** and rabbit **food** from Burns Pet Nutrition. Developed by Veterinary Surgeon John Burns for excellent ...

[www.burnspet.co.uk/](http://www.burnspet.co.uk/) - 5k - [Cached](#) - [Similar pages](#)

4.9%

Sponsored Links

## [Dog Food - Pet Shopping](#)

All major brands stocked, dry and complete mixes available.

[www.petshopping.co.uk](http://www.petshopping.co.uk)

## [Pet Food of the Year 2009](#)

Orijen Grain Free **Dog** Foods  
 70% Meat, 30% Fruit & Vegetables  
[www.OrijenPetFoods.co.uk/Dog\\_Food](http://www.OrijenPetFoods.co.uk/Dog_Food)

## [Natural Dog Food](#)

Premium **dog food** from Harringtons of Yorkshire, at superb value!

[www.harringtonsdogfood.co.uk](http://www.harringtonsdogfood.co.uk)

## [Bargain Dog Food](#)

Full range of Great Value **Dog Food**  
 The UK's Leading Online Pet Store

[www.petplanet.co.uk](http://www.petplanet.co.uk)

## [Dog Food](#)

Online Pet Supplies & Pet **Food** Shop  
**Dog Food**

[Pet-Supermarket.co.uk](http://Pet-Supermarket.co.uk)

## [Cheap Veterinary Dog Food](#)

Discount **Dog** Foods Online. Try Us. Best Price. Courier Delivery in UK

[VioVet.co.uk/Eukanuba](http://VioVet.co.uk/Eukanuba)

## [Burns Dog Food](#)

Natural, Wholesome & Complete  
 7.5kg & 15kg bags. FREE gift.

[www.supplementsolutions.co.uk](http://www.supplementsolutions.co.uk)

## [Dog Food](#)

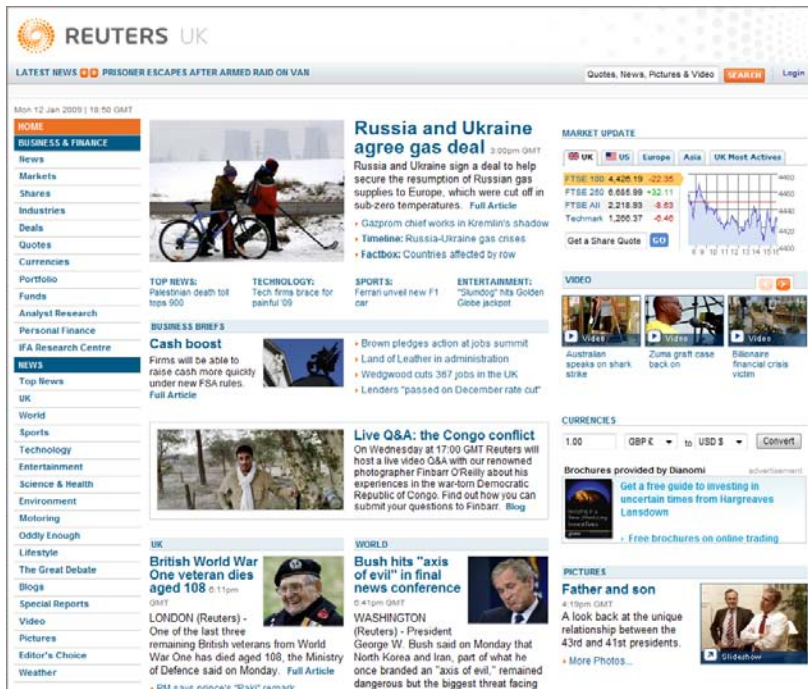
Find **Dog Food** Here.

Web Prices: Home Products & More!

# 2 Equally Important parts to SEO

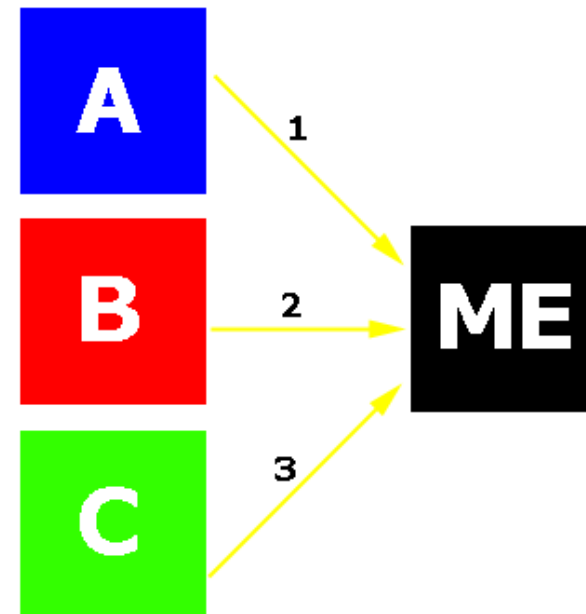
## On Page Optimisation

Content, Code & Meta changes to your site



## Off Page Optimisation

Gain Link Equity via Link Building



# On Page Optimisation

Themes are an important factor in SEO so that search engines are able to decipher and index a website's content correctly. Aim for 1 theme per site.

## **On Page changes include:**

- Keyword research - which ones drive volume?
- Content editing and creation - Make it relevant!
- Meta data - relevant titles, descriptions, keywords
- URL changes
- File names, Image tags, Link tags
- Internal linking strategy
- Coding changes - no tables, no flash, externalise CSS & java
- Xml sitemap creation, robots file creation

Overall: site content, design & coding should be optimised to meet strategic SEO objectives

# Off Page Optimisation

## Different forms of Link Building:

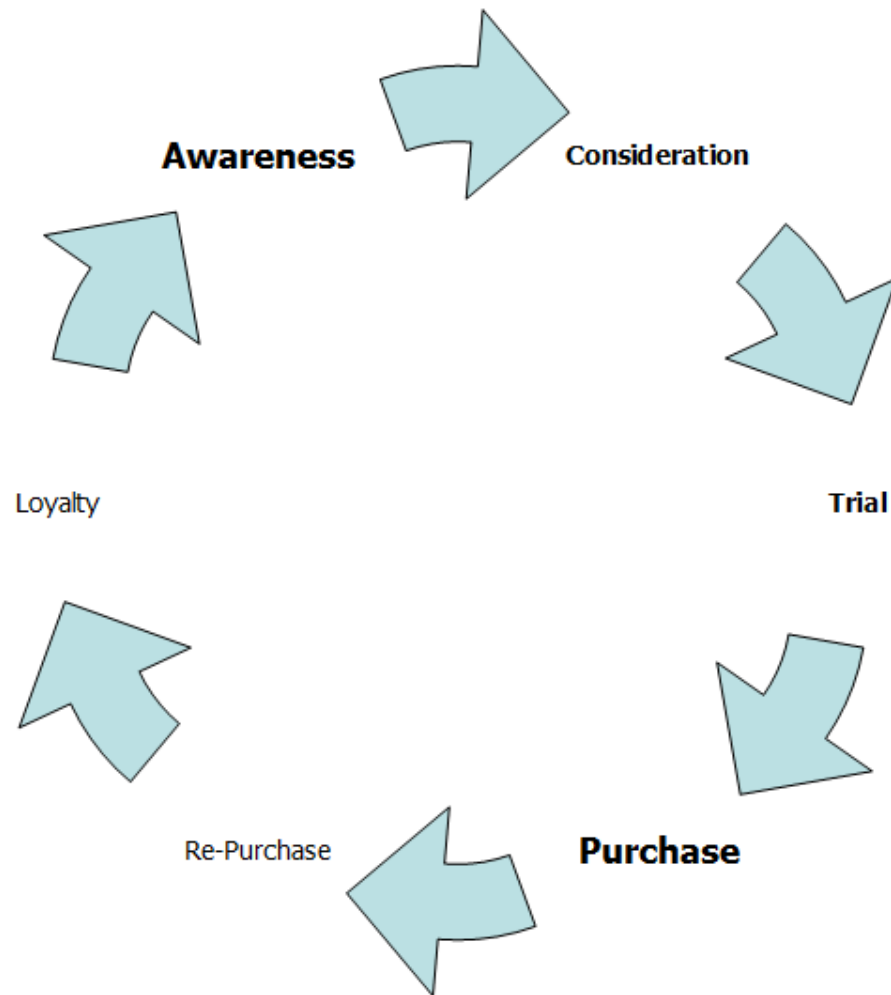
- Free / paid directory submission
- Article and news submission
- Press release distribution
- Reciprocal linking
- Video & Image submissions
- Forum Threads
- Blog Comments
- Corporate Blogging
- Feed distribution
- Social Network Profiles
- Link Baiting
- Twitter!

**Goal:** quantity of quality links within the relevant vertical theme to build link equity and thus improve rankings

# Integrating Search with wider Marketing Communications



# Search within the Purchase Cycle



The majority of consumers use search engines at the **Research** & **Purchase** stages



# Motability Example Consumer Journey:

PR - PPC - Online Data Capture - Drive to Brand site

- Name: Margaret, 45 and her son James, 15
- Searching: Wheelchair accessible days out
- Keywords: 'wetlands centre disabled'
- Click type: Research
- Intent: Find an accessible day out for the whole family

- Margaret read an article about Lara masters at the Wetlands Centre in the Sunday paper
- Considering a family day out she asks James to do a search on Google

## [The Wetlands Centre](#)

As Reviewed by Lara Masters.

Free Guide for Blue Badge Holders!

[AccessibleGuide.co.uk](#)

- They arrive at a landing page describing the free accessible Britain guide by Rough Guide & Motability
- Free to BBHs! James fills out the quick form. Margaret tells him to opt in to get Motability information
- Wanting to know more about Motability they click on the link to find out more...
- James bookmarks the page so they can show Dad when he gets home from Footy

# Tug Client Case Studies



# Case: PPC & SEO driving cheap, relevant web traffic

Client: Mr Paparazzi

## Problem

- Celebrity blog, Mr Paparazzi.com was launched in November 2007 into the competitive online gossip arena.
- Backed by Big Pictures, Mr Paparazzi.com had the largest photo database in the UK, but no traffic
- The website had no visibility on any page of the major search engines
- Mr Paparazzi.com needed a cost effective way to drive high volumes of awareness traffic to ultimately monetize the new property

## Solution

- From launch, Tug developed a PPC campaign focussing on driving cheap traffic from the Google content network.
- In addition, the site was optimised for the keywords: Celebrity News, Celebrity Gossip, Celebrity Videos and Celebrity Photos – the most searched for keywords in the vertical
- Tug worked with the development team to optimise the content and coding of the site, as well as improve the content management system, to manage the optimisation of daily posts.
- In January, Tug started link building: general and celebrity directories; pr and celebrity article submissions; posts of fresh news on news feeds; links with other celebrity blogs; discussions on relevant forums; exclusive videos posted on video directories, baiting people to come to the site for more.

## Results

- After 5 months Mr Paparazzi.com had a top 5 position all targeted keywords
- Over 60% of the site's traffic comes from Tug's Search activity
- Month on month direct traffic is growing steadily
- With only PPC and SEO to build traffic, in less than 9 months, Mr Paparazzi boasted over 6 million page impressions a month! Making it viable to monetize the site.



**MR PAPARAZZI**  
.com

# Truffle Shuffle – ROI-focused sales for retail

## What did Truffle Shuffle want to do?

- Truffle Shuffle is an online clothing retailer competing in a tight margin business against small t-shirt retailers and huge online retailers like ASOS.
- Very simply, they wanted to stand out from the competition and sell more t-shirts.

**TruffleShuffle.**  
Officially retro. Totally awesome..

## A Team T-shirts

Find all your fave retro tees  
Order by 3pm for next day Delivery  
[TruffleShuffle.com/Ateam](https://TruffleShuffle.com/Ateam)

## How did Tug help them do it?

- We set up a PPC campaign on Google and Yahoo, using only very specific, product-related keywords and ad creative for every available t-shirt.
- We used bid management software to set strict position and ROI rules and focused strictly on keywords that converted for less than £5.25.
- Finally, we aligned with their PR efforts and measured profit for every keyword weekly.

## How did it all go?

- At Christmas, the campaign drove 2,605 sales (of one or more t-shirts) at an average cost per conversion of **£1.25**, which equated to an ROI of **30:1** (revenue generated per ad cost).



Ladies Blondie Face T-Shirt  
from Mighty Fine



Ladies 100% Animal  
Muppets T-Shirt from  
Mighty Fine



Super Friends Forever  
Ladies DC Comics T-Shirt  
from Junk Food



Ladies Mighty Morphin  
Power Rangers T-Shirt  
from Mighty Fine

**tug**  
CREATIVE SEARCH MARKETING

# Thank You



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