Maximizing Search Engine Marketing
A Reader and Companion

SAN FRANCISCO STATE UNIVERSITY

Integrated Marketing Program

With

Suse (Susan) Barnes

Table of Contents

Introduction

My name is Suse (Susan) Barnes and I have been working in the web development and online marketing industries since 1997. Back then, the terms SEOs (Search Engine Optimizers) and SEMs (Search Engine Marketers) hadn't been coined yet and most of us were self-taught Internet addicts with nothing better to do than watch what search engines were doing. In those days, a Yahoo listing was free and Larry and Sergey probably hadn't even thought of Google! Anyway, the search engine population grew, the dot.com balloon inflated and deflated and the online marketing industry continues to blossom through it all.

By the way: Can you see the trend in marketing and media today? Where are most companies spending their money? Online or offline? Why is Google doing so well?

Most of what I learned in the beginning I picked up from industry Gandolfs like Bruce Clay - http://www.bruceclay.com and Danny Sullivan's Search Engine Watch - http://www.searchenginewatch.com, (which he has now sold of course and started a new company and site called Search Engine Land - http://www.searchengineland.com,) but it was very easy to sound like an expert in the field since there were very few people who knew anything about it. All I had to do was change a few lines of code, add a few keywords and submit the site to the search engines and my clients "oohed" and "ahhed" about how great it was to see their web site at the top of the search listings. Unfortunately Google is now searching gajillions of web pages and the rate at which the Internet is growing is simply mind boggling. It's **incomprehensible** I tell you!
What does this have to do with online marketing? Well, there are many more sites to compete with and many more SEMs (Search Engine Marketers) and SEOs (Search Engine Optimizers) out there with big budgets proving their worth by employing a plethora of online marketing techniques. Gone are the days of "learn as you go." Today you have to know the tricks of the trade and stay up on the trends, or you and your site will be left in the "not found" black hole of web sites -- it may be listed, but so far down in the rankings, no-one ever sees it.

Not good.

These days it is not enough to simply optimize your site for search engines and purchase a few directory listings. In order to achieve results, whether it's traffic or sales, you have to be aware of the various pieces, which make up a complete online marketing campaign, and believe me, it is not just paying for search engine listings either.

But hold on a minute, before we delve deeper, a few more words about the course:
I know that I will be learning as much from you as you will from me, since this is one of the fastest growing and changing industries around. The only constant is change itself, and you have to keep on your toes in order to stay abreast of all the changes in search engines, web development, paid search services, and various upstarts and unethical practices that make up the wonderful world of online marketing.

What'll ya need?

You MUST have a web site.

I can't possibly teach you how to build a web site, with information architecture, graphic design, content, html and javascript, but I can give you some tips on where to start and point you in the right direction. [Shameless plug: SFSU CEL offers many courses in HTML, Dreamweaver and Web Design. Check out the courses in the Multimedia Studies Program to learn more.]

If you don't have a **web site** in mind that you either wish to promote, or plan to build, don't despair, you still have a few of options. You MAY:

√   Use the web site of the company or product you have been working with in previous Integrated Marketing Program courses
√   Use your favorite web site, one that really interests you
√   Use the web site of a competitor of your business or your planned business
√   Ask me for another suggestion

Please note: You don't need to be able to change anything on the web site for the purposes of this course. We will be analyzing the site and you will tell me what changes you would make if you had access to make those changes. Of course if you can make the changes, all the better, but having the access to make those changes is NOT a requirement.

Think of me as your **tour guide**, I can show you a few of "sites" (punn intended.) You are the tourist exploring on your own. You're looking to find your favorite neighborhoods - these are the areas of search engine marketing where you will be most energized and inspired to linger a while longer and learn more.

Throughout the course material there will be links to important resources. You could spend eight hours a day keeping up with the various list serves and commentaries about the industry - there is a **ton** to learn.

My advice? Try to read as much as you can, but also bookmark the sites for later reference. Each link included in the course materials will open in a new window. Just close the window to get back to the course notes.

I recommend that you join the following news groups **right now.** If you subscribe to all of them and start reading the daily and/or weekly postings, you will soon find the ones you prefer. There isn't enough time to stay on all of them, so just stay subscribed to the ones you are likely to be able to keep up with, and unsubscribe from the others. If you are anything like me, you will try to stay on top of all of them, but unless you can dedicate a few hours a day to simply reading the postings, it is impossible, so let it go.

There'll be more sites to see along the way too, so hold on to your hat.
http://www.hubspot.com - HubSpot coined the term "Inbound Marketing" and is leading the pack in terms of integration social media with search marketing.
http://www.marketingprofs.com/ - Marketing Profs (for all kinds of marketing information)
http://www.seomoz.org/blog - SEOmoz blog
http://www.shoemoney.com/ - ShoeMoney
http://www.searchengineland.com - the father of all search analysts and founder for the SMX conferences - Danny Sullivan's Search Engine Land
Follow upcoming rockstar of the search marketing world - Neil Patel –
http://www.quicksprout.com/about
Marketing Sherpa – http://www.marketingsherpa.com - is a good site offering many different areas of marketing.
ClickZ – http://www.clickz.com - is compilation of many highly regarded online marketing authors. You can choose your area of emphasis. This is one of my favorites.
MarketingVOX - http://www.marketingvox.com/ - daily industry news. You will see some overlap between MarketingVOX and ClickZ, but you might enjoy the book recommendations, which are a

good starting point for building your web marketing library.

Kevin Lee's Did-It.com is an invaluable resource. Kevin's articles are always fresh, pertinent and very accessible.

What is Marketing?

Search engine marketing is a way to market your products and services. We all know what a search engine is, but **What is Marketing?**

There are many definitions of the term "marketing" at dictionary.com, but my favorite is the *The American Heritage® Dictionary of the English Language, Fourth Edition* definition, which is:

mar·ket·ing (mär k -t ng)
n.
The act or process of buying and selling in a market.
The commercial functions involved in transferring goods from producer to consumer.

Let's take a step back and think about that for a moment. It seems pretty obvious, but actually the methods by which the process of buying and selling occurs is through a multitude of tasks performed by the seller. The seller must find a potential market for the goods or services they want to sell, offering the right content at the right price in a location that is easy for the customer to visit, and the seller must possess the means with which to close the sale.

For our purposes, the second definition seems to do a better job - "The commercial functions involved..." Now what might these commercial functions be? Well, in traditional marketing these are public relations, advertising and sales.

Public relations means keeping the public informed about your product, service or business and making sure that the public has a good impression of it. Before social media, this was achieved through press release distribution, volunteer work, donations, superior customer relations and good crisis management.

[And pssst, blogs and podcasts can do wonders for PR too!]

Advertising in the traditional media world includes persuading potential customers that your product is better than anyone else's and over time this has come to mean banging the audience over the head with loud, obnoxious and sometimes clever television and/or radio commercials and/or print placements in newspapers and magazines.

Today's culture is bombarded with information coming from every genre of mass communication. The noise level is incredible. **L-O-U-D, LOUD.** It is a wonder we are not all deaf. OK, OK, I know I am adding to the information overload now, but my point is this: just as print advertising is very different from television advertising and radio advertising is a far cry from the newspaper classifieds, Internet Marketing is a new beast altogether. In fact, most of the time, it is actually a blend of public relations and advertising, since the audience is so unique and focused on your product or offering. This is a major difference from traditional marketing: On the web **your audience is actually looking for you** and the information you have to provide. People are actively searching for your products and services and expect to find your site listed within search results.

And while search may not be as prominent as it was a few years ago due to the rise in popularity of social media, it is still a starting point for people to find information to share with friends.

A Few Definitions

In order to understand everything we are covering in this class, you will need to be familiar with a few Internet Marketing specific terms. Please ask me (suse@susby.com or @susby on Twitter) any questions you might have about any words at any time.

There is no such thing as a stupid question.

Web site

A group of pages that can be viewed by many people throughout the world via an Internet browser such as Internet Explorer, FireFox, Netscape, Safari, Opera or Lynx. A web site may be informational and/or transactional. It may describe the company or product as well as sell goods.

Blog

A Web log or online journal. Blogs started out as online diaries. People would post their thoughts on a variety of topics regularly and then archive these by date. The Web-log got shortened to the now familiar "blog." Blogs can be a great tool for promoting your business and/or product, because search engines check blogs for new content more frequently than they check web sites. Today, blogs are very popular because there is a general shift away from mainstream journalist towards community based news. This will likely expand even further in the near future too, making blog an excellent way to provide content for and stay in touch with your target audience.

RSS

Really Simple Syndication is just one of the definitions of RSS (http://en.wikipedia.org/wiki/RSS_%28protocol%29). RSS is a format through which you can syndicate your content. Basically the web site developer or owner creates a few commands which can be read by a an aggregator or syndication program enabling distribution of your content to anyone interested in receiving it on a regular basis. Think of it like your newspaper delivery, except it is free. Everyday the newspaper is delivered to your house. With RSS, every time new content is provided it can be delivered to your aggregator page.

Don't miss this great explanation from CommonCraft on YouTube:
RSS in Plain English - http://tinyurl.com/25b9qn

Search

The act of a person looking for information about a particular subject. The person will enter a **search phrase** or **keyword** into a search engine's **search field**.

Organic listings

Search listings that are not sponsored or paid for on a cost per click basis. These are listings that the search engine is listing based on how well the site ranks according to the search engine's algorithm.

Algorithm

The formula by which a search engine determines the ranking for a particular search phrase, of a site in search listings.

Sponsored Listings

Listings that are paid for either through Paid Search Service providers, such as Yahoo! or Google, or directly to the search engine by the site listed.

Paid Search

This is a relatively new term given to the concept of paying for a listing to display high in the rankings on a search engine. In effective the web site or advertiser, has paid for the search listing, hence, "paid search"

Pay for Performance (PFP)

This means that you will only pay when the listing performs, i.e. when the listing contributes a sale, or a click, or some other measure of performance. The "performance" part of the equation can vary depending on the vendor.

Pay Per Click (PPC)

Every time a person clicks on your search listing, you pay a fee for the click.

Pay Per Inclusion (PPI) or Pay For Inclusion (PFI)

Inktomi, FAST and AskJeeves offer PPI models, where you can pay for inclusion. This means that

you provide them with a URL and they agree to list you in their database for a fee. This is usually a good idea, although it does not guarantee a high ranking.

Cost Per Click (CPC)

The cost per click of a paid search or banner campaign. Every time the listing or banner is clicked you would incur this charge.

Cost Per Million (CPM)

This is the cost for 1000 impressions. That means every time the ad has been viewed 1000 times, you will pay the CPM fee.

Impressions

An impression is when a listing is viewed on the screen of a user. It differs from a click, because a user may view an ad but not click on it. Clicks are more valuable than impressions.

Conversions

When a click leads to a sale, it is considered to be a conversion.
Many more marketing definitions can be found at SearchCIO.com. This is a good reference as well as whatis.com for general high tech terms.

Link popularity

Obtaining more links to your site from other web sites is the number one criterion for improving your search engine ranking. The higher your link popularity, the better your site is ranked on search engines. In order to increase your link popularity you need to research industry related directories as well as competitor sites to see where they are being linked from and try to obtain links from those sites or sites similar to them. We will discuss link popularity in detail, but for now, it is important to know the part it plays in how many search engines determine the ranking for a particular search term. It is also know as PageRank on Google, where Page is a pun meaning the search engine ranking as ranked by Google and the name coined by Larry Page, co-founder of Google.

Optimizing code

Code optimization means refinement of title tags, alt tags, meta data and comment tags, so that your target keywords appear prominently. Each page should have specific information within each of these tags so that each page is best optimized for search engine pick-up. The title tag is the text that appears in the blue bar or gray/chrome area at the VERY top of the browser window. Alt tags are alternative tags that are included in the code when referencing images. These tags make web page

more accessible to visitors with disabilities since screen readers will tell the visitor what the alt tags say. Text within alt tags is often considered viewable text and is given more relevance than text within other tags. Meta data is the data that is only seen by search engines and programmers. It tells some search engines what to say when listing your site and provides keywords related to the content of the site.

Who is your friend? Google this: "Keyword counter tool" and tell us which one is your favorite and why.

Keyword count

Keywords in the content of the web site are very important for search engine placement. Text on the home page is very important as search engines often ignore all other code tags. Instead they scan the text for keywords that might be related to a user's search request. A short paragraph of text on your home page is very important for a good search engine ranking. This text should include as many keywords as possible without sounding contrived. Headings should also be concentrated with the keywords related to the content, because search engines put more emphasis on the words that appear as headings.

Domain names

Often people will guess at a domain name before doing a search, so if your domain name is easy to remember and specifically related to the products or services you offer, you have an additional means by which a visitor can find your site.
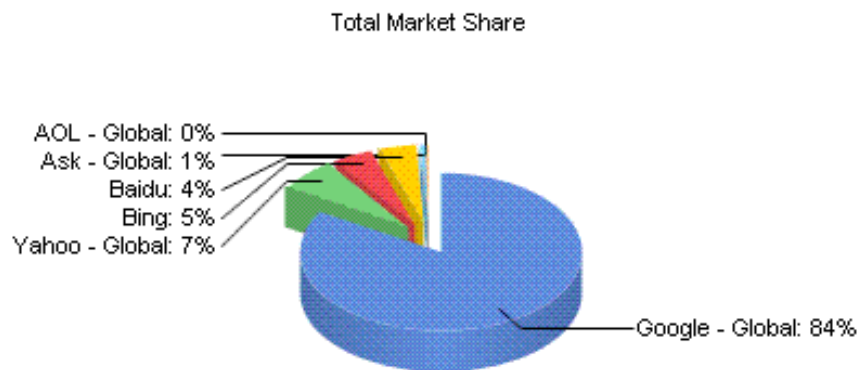
SEARCH ENGINE OPTIMIZATION

What is the significance of Search Engines?

A search engine is like directory assistance on steroids. It is constantly being updated with new listings and your competitors are constantly trying to get a better search engine results placement or "SERP." The benefit to a good SERP is that customers will be able to find your site and if you can maintain a high ranking, your brand recognition will increase.

So you have built a web site. Well there is no use having it online if no-one can find it, right? That is where search engine optimization, search engine submission, link popularity and paid search are important.

Total Market Share

June 2012
http://marketshare.hitslink.com/search-engine-market-share.aspx?qprid=4

What is Search Engine Optimization (SEO) anyway?

Search Engine Optimization is the process of optimizing html code for best placement within search engine listings. This piece of the online marketing puzzle is not very complicated, but highly specialized.

Search Engine Optimization or SEO is a crucial tactic in any online marketing plan. If your site is not well optimized you will be spending all your budget on paid listings because your site will not get into the organic listings. What are organic listings? They are simply the listings that are NOT the "Sponsored Links," not enhanced, and/or not "paid for."

Sponsored Links
Paid search
(AdWords Ads)

Organic "free" search engine results (listings)

There is an argument though, that even the organic listings (or supposedly "free" listings) cost money, because many people pay search engine marketers to optimize their sites so that the sites appear in the organic listings.

Need more information about Search Engine Optimization? Well you are fortunate enough to be using the medium best suited to tell you - the Internet offers more free information about this top than any other medium. I wonder why...? (Just kidding.)

Look at the search results from Google below on search for "Search Engine Optimization." Take a look at a few sites and you will start to see that most of them offer very similar strategies for

"improving search engine rankings" and "top placement." It's a relatively new industry, but highly specialized, so companies can charge a good price for the services. It used to be that the number of results was growing, but now either Google has capped the number it displays or companies are dropping out of the game, because there are about half as many results in 2012 as there were in 2009. This is good news if you're an SEO company or consultant.

37, 200,000 results on July 4, 2012

72,900,000 on September 12, 2009

69,800,000 results on February 11, 2011

From March 2012 – 114,000,000 search results

You will notice that many SEO sites will tell you that there are multiple parts to a search engine optimization project. These might include:

- √ Competitor research
- √ Keyword research
- √ Code optimization
- √ Content creation
- √ Submitting to search engines
- √ Link popularity
- √ Paid search placement
- √ Reporting
- √ Maintenance
- √ Monitoring

Some firms will tell you that paid search is part of search engine optimization, because the ultimate goal is to get your site to be listed at the top of the rankings for a particular keyword term. The purists maintain that SEO is the act of changing html code so that it is most appetizing for search engine spiders and robots, which index the site and decide where the site is to be listed.

360i.com used to display a nifty little formula on their site describing how to get results:

[Search Engine Registration +3(Optimization) + 1/2 Media]3

_____

Reporting + Maintenance

= 4(RESULTS)

I think of search engine optimization as a very significant piece of any online marketing campaign. The reality is that you can't get by with optimization of code only, so paid placement is absolutely also necessary unless you are marketing a site that has obscure content and it doesn't have very many web savvy competitors.

You will find that each company has their own method for achieving results. Take a look at Bruce Clay's site (http://www.bruceclay.com/web_rank.htm) for a step by step guide to everything you need to do. Many SEOs have based their strategy on Bruce's guidelines. Also check out the search engine relationships chart at http://www.bruceclay.com/searchenginerelationshipchart.htm

BRUCE CLAY, INC
Global Internet Marketing Solutions
866-517-1900 • www.bruceclay.com

SEARCH ENGINE
RELATIONSHIP CHART®
United States Edition
http://www.bruceclay.com/serc.htm
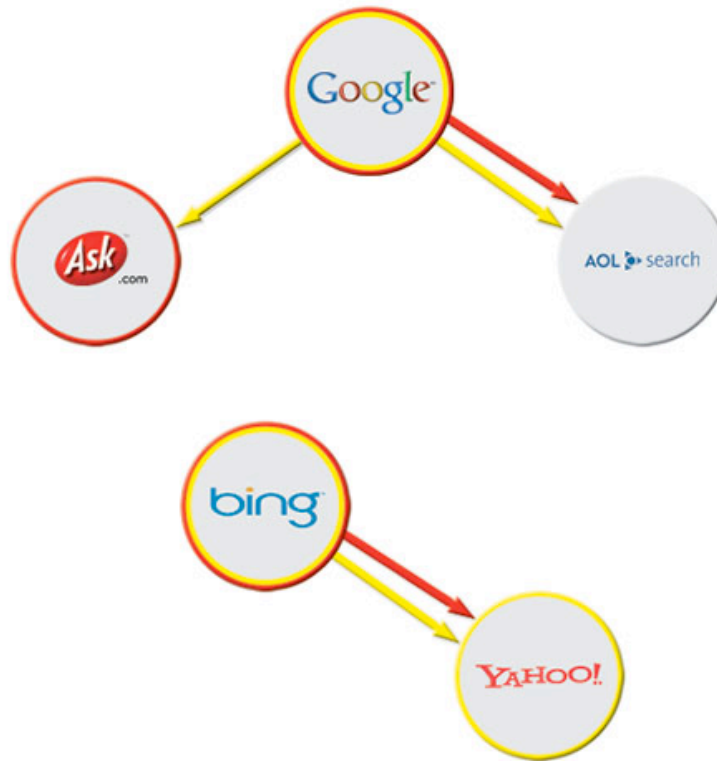
L E G E N D
SUPPLIES ➤ RECEIVES PRIMARY SEARCH RESULTS
SUPPLIES ➤ RECEIVES PAID RESULTS

CLICK ON A LOGO FOR
SEARCH ENGINE INFORMATION

CLICK HERE TO SELECT A
DIFFERENT CHART

It may or may not be rocket science, but it does require attention to detail, a lot of curiosity, patience, persistence, determination and lots of time. We will get into the details of the code, but first it is important to determine whether search engine optimization is what the client really wants.

Competitor Research Assignment
Choose a business you wish to market online. This can be one a business from a previous Integrated Marketing course if you wish. Now look at their web site (if they have one) and find at least two competitor sites.

PROMISE ME that you will make it your goal to:
Build Your Web Site to be Search Engine AND Human Friendly

Your web site should be easy for your (human) visitors to use and offer a lot of great content that both human visitors and search engine spiders can consume.

First, you need a web site.

Of course, to make use of the wonderful phenomenon of search engines you need to have a web site to point your target audience to. When starting to market your business online, it is important to audit your current online presence to see what improvement is needed before spending all your time and money marketing a site that isn't performing. After all, you want the traffic that you bring to the site to actually CONVERT to something. A conversion may be the sale of a product, a mailing list sign up, or simply gaining more interest in your product.

Usability plays an enormous role in the success of a web site. If the web site is user friendly, visitors to the site will stay on the site longer, thus learning more about your business. If your site is an e-commerce one, a user friendly site will achieve more sales than a non-user friendly site. A usable site is one that is adheres to standards like displaying blue underlined text for links being easy to navigate has expected site content areas like "About us" and "Contact Us" is discoverable, recoverable, has repetition and contrast.

Appearance: The site should look professional and it should integrate with other marketing materials, such as printed brochures, business cards, letterhead, print advertisements, and television or radio spots. This is achieved through consistent use of the logo, tagline and other brand equity. The web site should also portray the flavor of the company. This is what is meant when people talk about the "look and feel" of a web site. If your company is for kids toys, the site should be fun and colorful, whereas a banking web site should be more formal and functional.

Bugdet: If you are just starting out with a brand new web site, you will need to budget for your domain name, hosting services and building the web site.

A domain name is like your street address. This is how everyone will find you when you start telling people about your site. If you can purchase a domain name that is the same as the name of your company, or if the domain name includes your most important keywords (i.e. those words you wish

to be found with, when someone enters them into a search engine,) then you get an extra point in the search engine optimization game. This is not the be all and end all for improving your chances of a good search engine results placement, but every little bit helps.

Domain names can be registered (purchased) from Network Solutions starting at $35.00 per year. The more years you pay for up front, the cheaper your cost per year. GoDaddy.com also offers domain name registration services, hosting and a variety of Web site related services. Also see http://www.Registrar.com and remember that you can always do a Google search for "domain name registration" and see what comes up. There may be some deals being offered that you can grab. <mark>Important, having your main keyword in your domain name is a great benefit for search ranking.</mark>

Hosting is the cost to rent space on a server for your web site. Think about it like renting a place to live, because you need to be confident that it will meet your needs for as long as you have the web site. Look at http://www.thelist.com/ for a list of hosts with various prices. If you just need basic hosting with very little personal support, addr.com is a good option. If you have an e-commerce web site for example, you will need a shopping cart engine, which will require a database and some sort of middleware software between your web site and the database. Hosting for very complex sites can be in the hundreds of dollars per month, but there is a wide range of prices in between.

Once you have a domain name and a host, you need to find a **development team** to design, code and develop your web site. This course is not an html or production class, but if you want to know more specifics about project timelines, budgets and what to expect when building a new web site or redesigning an existing one, ask me - I live it every day. If you are interested in becoming a web designer or creating your own web site without the aid of a development team, I recommend you look into some courses at SFSU's Multimedia Studies program. They offer courses in HTML, Dreamweaver, Flash, Photoshop and a multitude of other great courses to get you started. I have a certificate in Internet Design and Technology through this program and I learned a lot through the program.

Once you have a web site, you will want to make sure it is <mark>search engine friendly</mark>, so that your site comes up when people are searching on your products, or keywords related to your business.

Editing html code - the nitty gritty

Since this is not a technical course, I don't expect you to become web developers. I just want you to have a good understanding of why, when, where and how to use keywords and in the code of the site to make your site as friendly as possible to the search engines.

This is where you get to "get your hands dirty" with some real code changes within the html code of your web sites. You will need a site to work on for this section. If you don't have a site to work on, ask me.

Viewing source code

Source code is the programming or code, usually in HTML (or Hyper Text Markup Language) that is used to tell the browser how to render or display your web site design and content. In order to see what we are talking about in the html code, you need to be able to view the source of the code. To do this perform the following steps:

1. In your browser, (Internet Explorer or FireFox) Click on "View."
2. Select "Source" in Internet Explorer and/or "Page Source" in Netscape.
3. A new window should open with a bunch of code on it - please remain calm
4. Take a deep breath
5. You are looking at html code - it's not that bad is it?

Later in this page I will ask you to optimize some code. You will **not** be doing this directly on a site unless you actually have a site you can work on. If you do not have you a site, (with access to the server via a user name and password login) you will be describing a before and after account of what changes you would make if you did have access to the site code.

We will start with the **title element** since it is the first stop for search engine robots indexing your site. But first let's look at the essentials of an html page: You have the opening and closing html tags, the header tags and the body tags:

Every html (Hypertext Markup Language) page starts with <html> and ends with </html>
Then comes the header, nested inside of the <html></html> tags, starting with <header> and
closing with </header>. Nested within the header is the title element, opening with <title> closing
with </title>. This is the most important element for all of your search engine optimization efforts.
If you don't do anything else, but make sure the title element includes keywords and is descriptive of
the content on each page of your site, you'll be one big step closer to success.

Here's a brief look at some code:
<html>
<header>
Header content goes here - special scripts, style sheets references, title element
<title>The Title</title>
</header>
<body>
Body content goes here - this is the content or text that is viewable to the public. Everything else is
hidden to humans, but visible to search engines (as long as it is text. Remember: search engines
can't read images, so if you write text in Photoshop or a graphics program, the search engine will
NOT read it.)
</body>
</html>
Notice that every opening tag is closed with a similar closing tag. Tags come in pairs - the opening
tag and the closing tag. For example look at <body> above. This indicates the start of the body
content of the page. The end of the body content is where you see the </body> reference. A
closing tag usually starts with </ where the opening tag doesn't have the slash.

Easy enough, right? Right! And now that you have that down, here are a few very important rules:
Always remember to **close your tags appropriately**. Search engines prefer clean code and that
means that all the tags and elements are nested correctly and opened and closed appropriately.
Keep it simple, silly - I know you've seen it before, but it is REALLY IMPORTANT. **K.I.S.S.** =
Keep It Simple, Silly! Search engines prefer simple sites. The fewer tables the better. Avoid nested
tables - the less hurdles you have for a search engine spider to trip over, the quicker they will index
your site. Sites with a lot of nested tables, don't seem to do as well as sights that are designed with
very little layout. Of course you have to balance the tradeoffs between design and search engine
friendliness, but if you look at the sites that do best in organic listings you will often notice that the
sites that rank the best have very little design.

If it is at the top of the page it is important. Search engines read from left to right and top to bottom, so put your most important keywords as close to the top of the page as you can.

If it is a heading it is important - search engines pay attention to the content between <H1></H1> and <H2></H2> etc. tags. These tags create different sized headings and it is a good idea to include keywords in these headings. You can change the style of these tags within style sheets, so that you don't have to use the clunky defaults, but use them, load them with keywords, use them as close to the top left of the page as possible, and use them often.

Use bullet points - search engines think that bullets are emphasized content, so they are good for keyword inclusion.

Make sure that your **KEYWORDS are included in the content** (visible text) on the page. Do NOT try to enter white keywords on a white background - you will be blacklisted. Thou shalt not cheat. **Thou shalt not spam.**

Content is King. Make sure you are offering valuable content. Make sure you are including keywords in your content. 250 words of text on a page is a good rule of thumb. Obviously the more content you have on a page, the more keywords you can include, but don't just have content for the sake of keywords - make your site useful to human visitors, the search engine spider visits are just a bonus.

Specifics about the tags and elements:

==Title <title>A sentence of seven words or less</title>== - Pssst! (Remember to put keywords in it!)

The title element displays the words that appear in the blue bar at top of the browser window. Many people are not aware that this is part of their page, and many leave the title as the dreaded "Untitled." OUCH! That is a major faux pas! When you are optimizing for search engines, the title element is actually one of the most important pieces of code on any html page. Not only do search engines look at this element first when indexing the page, they also often use it as the link to your listing within search results.
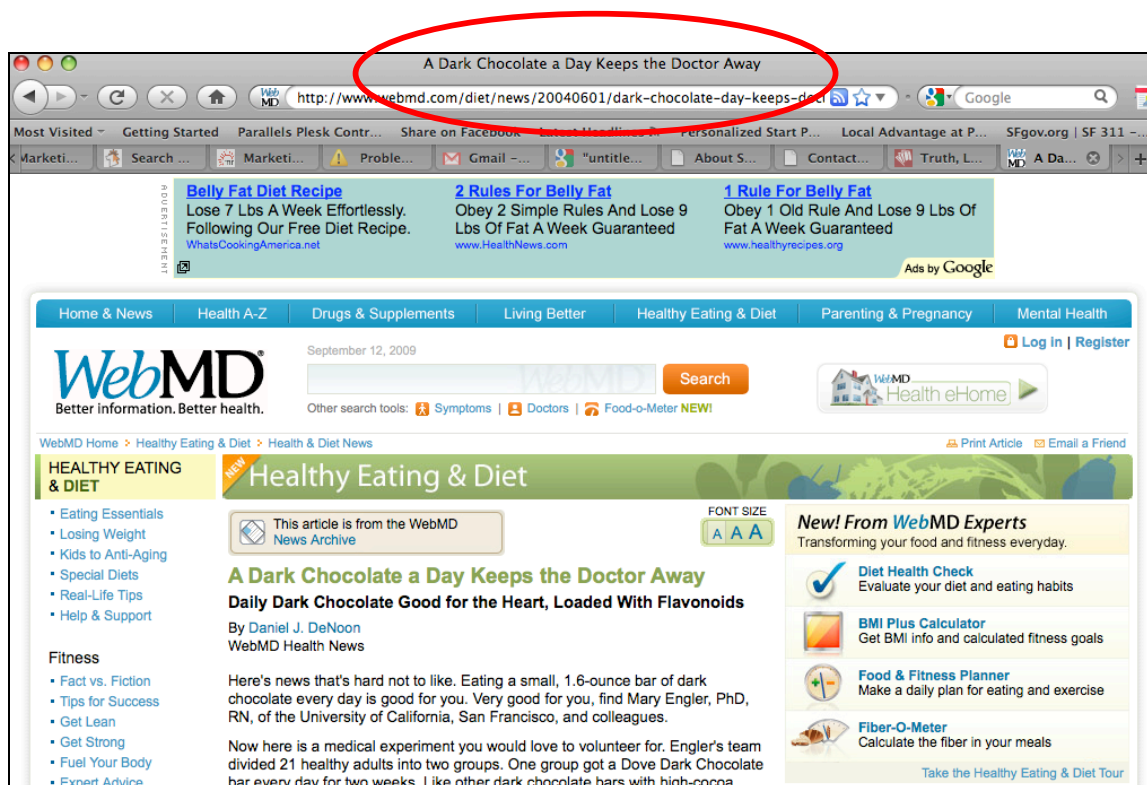
The title for the WebMD.com page about dark chocolate indicated above is "A Dark Chocolate a Day Keeps the Doctor Away," for a search for "dark chocolate." You are seeing the top left corner of the web browser window. This is where your title appears.

The title element should describe the contents of the page as accurately as possible. Don't lie, it won't help. Tell the truth about the contents of the page.

It should not repeat words, but it should include as many keywords as you can fit into a clear seven word sentence, because that is all you are allowed.

Make sure that your most important keywords appear at the beginning of the sentence too, because after about 80 characters, your listing may be truncated, cut off, lopped. Search engines have to follow rules, and therefore so do we, or we will never get our listings to show up in the search results.

If the name of your site or a main keyword you are targeting starts with "A" or a letter close to the beginning of the alphabet, lead with that word. For example, "ABC Engines for used engines" will perform better than "Used engines from ABC Engines."

Be as specific to the page as possible. The home page of the site must have a different title from a product page, because a product page will be a lot more specific.

Do NOT use ALL CAPS and do NOT Upper Case Every Word in the Title. Your mantra is sentence structure. Sentence structure. Structure your title like a sentence. Got it?
<title>Make your title matter</title>

Meta Data
Meta data or "information about information" used to be a big factor in search engine optimization. Some people would go as far as to enter hundreds of keywords in the meta keyword tag, repeating them numerous times, just so that they would have a higher keyword count. However, search engines soon became aware that people were abusing meta description and meta keyword tags, so that now, some search engines, don't even reference meta tags as part of their search algorithms. Remember that meta means information and data refers to information as well, so that's why we say meta data is "information about information."

It is still important to include your most important keywords in the meta data and provide a good meta description, because search engines often use the description provided in the meta description tag as the description below your link.
Take a look at Truth, Lies and Search Engines (http://www.websitepublisher.net/article/truth-lies-search-engines/) from WebSite Publisher.

Your **meta description** should be no more than 25 words in length. Your meta keywords should include only your most important keywords.
The meta description tag looks like this:
<META NAME="DESCRIPTION" CONTENT="**Dark chocolate** contains a higher percentage

of cocoa solids than other types of chocolate. In other words, it has more of the chocolate element in relation to the average milk chocolate bar.">

Dark Chocolate - Chocolate.com
www.**chocolate**.com/**dark-chocolate**/
Dark chocolate contains a higher percentage of cocoa solids than other types of chocolate. In other words, it has more of the chocolate element in relation to the ...

For your **meta keywords** inclusion, you have 1000 characters to play with, but it is better to use only the amount you need to adequately reference your most important keywords. Don't unnecessarily repeat keywords. Remember that the more keywords you include the more you are diluting the importance of each of the keywords you include. In other words, it is better to include 5 keywords than 20 keywords, because each of the five keywords will have a 20% relevancy. Each of the 20 keywords will have only a 5% relevancy. Rule of thumb: FEWER = BETTER.

The meta keywords tag looks like this:
<META NAME="KEYWORDS" CONTENT="diet, nutrition">
The commas are not necessary since search engines ignore them, but they may help you read the keyword you are listing.

There are many other meta tags that you can consider including. These offer a little more information about your site.

<META NAME="OWNER" CONTENT="johnbrown@JohnBrown.com">
<META NAME="AUTHOR" CONTENT="John Brown">
<META HTTP-EQUIV="CHARSET" CONTENT="ISO-8859-1">
<META HTTP-EQUIV="CONTENT-LANGUAGE" CONTENT="English">
<META HTTP-EQUIV="VW96.OBJECT TYPE" CONTENT="Document">
<META NAME="RATING" CONTENT="General">
<META NAME="ROBOTS" CONTENT="index, follow">
<META NAME="REVISIT-AFTER" CONTENT="4 days">

The **ROBOTS** inclusion tag you see above is page specific as well - this tells a search to feel free to index all the hyperlinks on the html page and follow them as well - it is like an open invitation for the search engine to go hog wild, which they will probably do anyway, but there is no harm done in including this directive.

If you wish to **exclude** a search engine from indexing your site, you may choose to tell them to go away by saying
<META NAME="ROBOTS" CONTENT="noindex,nofollow"> This would only be necessary on a page that you didn't want anyone to find through a search engine.

You can also include a robots.txt (http://www.searchengineworld.com/robots/robots_tutorial.htm) file in the root directory of your web site to show search engine spiders where they should explore and what you would like them to avoid. This is always good practice when developing web sites.

Style sheet names
One of the tricks people are using to include a few more keywords in their code is to use file names including keywords. There is nothing wrong with doing this, since you can name your files anything you like, but it is not clear how much doing this will actually boost your rankings. However, if your site is about red balloons, a good style sheet name would be red_balloons.css The reason is that the reference link to the style sheet is close to the top of the page, and search engines think whatever is at the top of the page is most important, so it is a good idea to include keywords in your style sheet names.

Header tags <H1>These Heading Tags Are Important</H1>
Use them as close to the top of the page as possible, and use more than one style if you can, i.e. you could have a main heading and a subheading like this:
<H1>This is the Main Heading</H1>

<H2>This is the Subheading with more keywords</H2>
Alt tags <img src="http://www.chocolate.com/dimages/product_images/3701-the-dark-chocolate-indulgence_167x170.jpg" width="167" height="170" border="0" alt="The Dark Chocolate Indulgence">

Alt tags are alternative tags that are included in the code when referencing images. These tags make web pages more accessible to visitors with disabilities. Screen readers will tell the visitor what the alt tags say. Text within alt tags is often considered viewable text and is given more relevance than text within other tags. Therefore it is important to include keywords within alt tags. Be judicious and try to describe the images you are referencing, but this is a good place for more keywords. Keep them relatively short as well, five to seven words would be a maximum.

The alt tag on this image is
"The Dark Chocolate Indulgence."

When you mouse over the image and leave the cursor there, a little yellow box shows up with text in it. This is alt text.

Comment tags <!-- What the *?a9k-..sj*? -->

Comment tags are hidden pieces of text that are used by programmers to reference things in their code. They are cool, because the end user cannot see them (unless of course they view source.) Anything between <!-- and --> is invisible to the human visitor, but still visible to the search engine.This means that they are also a good place for keywords. Again, be judicious and know that they don't play a huge role in search engine algorithms, but can sometime be useful for keyword loading. Search engines will likely black list you if your code consists of more keywords within comment tags that within your text content, so be careful.

<!-- Phew... :P You have made it to the end of search engine optimization. WELL DONE! -->

Search Engine Optimization Assignment
[For Extra Credit ONLY. This assignment is not required, but if you do it you will understand what your web site developers and online marketers do and you may even be able to communicate with them better.**]**
Optimize the home page of a site of your choosing. You will need to show me the code before and after it was optimized, so plan to post two versions of the page. Please

LINK POPULARITY

What is Link Popularity?

I like to define it as the number of other sites that link to yours. So you have a site at **mysite**.com and there are a few other sites out there that like what you have to say, so they link to your site. Well these links to your site serve
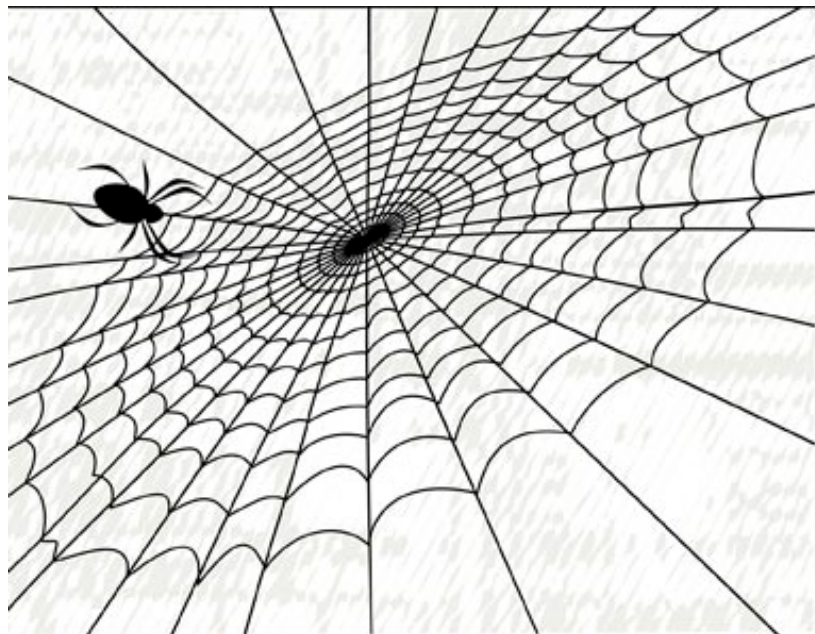
as indicators to search engines. The more sites that link to you, the better your site will be ranked with search engines, because more links means you have more credibility and respect for the content your site offers. They don't call it the World Wide WEB for nothing.

If you take one thing away from this course, please let it be this: **LINKS ARE IMPORTANT!**

Why are links so important?

If you Google "Why is my site not showing in Google," you'll get 35,400,000 results or more (just 6 months ago there were 20,330,000). Look at the forum posts from the first page and you will see that most of the experts tell you not to submit your site to Google, but rather to devote all your energy to getting other sites to link to yours.

The concept is this: The Googlebot (or Google computer – robot, spider, machine, application) which indexes the web 24 hours a day and 7 days a week, travels by way of links. Each link is like a node on a spider web. There are many different places to go from that link, because the link leads to other sites with more links.

Imagine a map of the United States. Can you picture all the major highways, major arteries and intersections? Are you visualizing the routes, which enable you to drive from one city to another, across the country, or just from your house to your office or the grocery store?
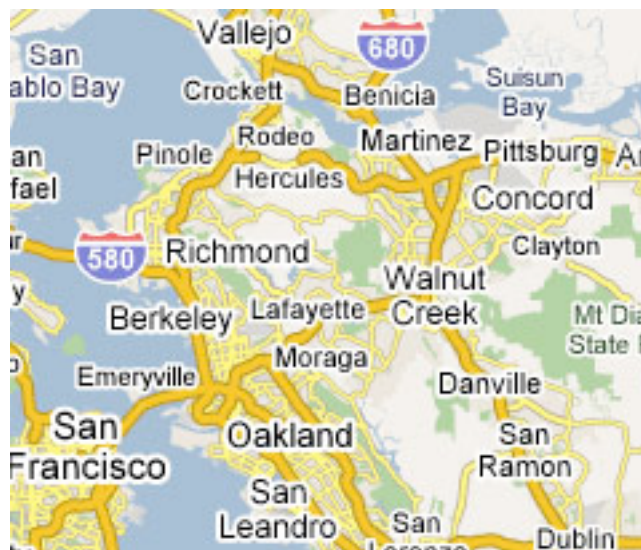
Good! Now imagine that the roads were not connected. You would be driving on Highway 1 for example for a few miles and then the road would end. Imagine there is a big obstacle in the way. You now need to have something pick up your car and take it to the next stretch of road in order for you to keep moving. Which is preferable – the road that doesn't connect to a lot of places, or the road that provides easy and instant access to wherever you want to go? You're so smart!

The Googlebot (and any other search engine spiders for that matter) gets around the web via links. The more links to your site, the easier you are to get to. The easier you are to get to, the more you get indexed. You want your site to be indexed frequently so that the search engines understand your content offerings and how your site relates to other sites in your market.

Here's another visual – think of the site with very few links as a farm out in the middle of nowhere. There is a single farmhouse with one light in a 100 mile radius. 3,000 miles away is a city with a population of 1 million people. Is it easier to get to the farmhouse, or the city? Where do most people want to go? Imagine that the only way to get to your site was to get on an aeroplane, fly to a remote landing strip and drive to the end of a 60 mile long road. Would there be more or less traffic? **Connections are important. Connections are links. Links are extremely valuable.** The more links you have to your site, the quicker your content is indexed, because there are more chances for your site to be visited as a result of the search engine visiting one of the links to your site.

Links are like votes. What happens when you have a lot of votes? That's right, you win! Get other sites to link to you and you too can move up in the search engine rankings.

How do you know how many links you have?

Take a look at http://www.linkpopularity.com and type in the full URL of your site (e.g. http://www.yoursite.com) This free program will give you the results from Yahoo, Google and MSN. Each of these numbers will be different because each of the engines indexes the web differently. I like to average out the numbers to get my own link popularity rating. Another useful site for measuring link popularity is MarketLeap's Link Popularity Check. There are many useful tools on this site and it is worth bookmarking. I generally use linkpopularity.com because I am more familiar with it and it provides just the basic information, but you might prefer to use MarketLeap's product.

LinkPopularityCheck.com by Market Position, will provide you with MSN and Lycos/Alltheweb results in addition to AltaVista, so you can get your average link popularity from great search engine pool. Results are displayed in a nice graph format and you can enter up to three competitor sites for comparative research.

[Mike's Marketing Tools Link Popularity Checker](#) also provide comparative data, but you don't get to pick the sites to compare, instead he lists a number of popular sites. I don't care for his use of the pop-up to show results, but his tool and site are definitely worth a look.

Google refers to link popularity as PageRank after Larry Page (one of Google's Co-founders.) The concept Larry had was that sites with more links to them would score a higher page rank. Today PageRank or PR is a measure of both the quantity and the quality of the inbound links to the site in question. You can view the PageRank for your site by installing the [Google Toolbar](#), but be careful not to get into the habit of checking it too much. It can be addictive and it shouldn't be used as the only method of understanding your link popularity.

Also check out [Alexa](#) and their link reporter tool - http://www.alexa.com/siteowners
There are many others. Do a search and look around for yourself. You might find the best one yet. Please let me know if you do!

Exploring Link Popularity
Perform a link popularity looking up using
http://www.marketleap.com and
http://www.linkpopularity.com
You may do this for your own site with your competitor sites, or choose an industry and lookup a few sites that are competing with each other.

Link Farms and FFAs

Just say NO. Don't do it. Danger, Will Robinson! Proceed at your own risk. No-entry.

Links farms and FFAs or Free For Alls are sites or services that proclaim to be able to increase your link popularity for a small fee, or as part of a reciprocal link agreement. These organizations are usually shady and in my opionion are to be avoid at all costs.

Read Larry Sullivan's article: Warning Link Farm Ahead! - http://www.linking101.com/articles/linkfarm.htm for another perspective. Larry's site Linking101.com has a number of good articles. I encourage you to spend some time on his site and learn as much about link building and link popularity as you can stand.

In the next section you will learn how to increase the number of inbound links to your site. Please read The Art of Advanced Link Building - http://www.searchenginewatch.com/searchday/article.php/3100291 as an introduction.

Also, Don't Miss: Eric Ward - http://www.ericward.com. According to Danny Sullivan, "Eric Ward is THE authority on links." (Last I heard he was charging $500/hour. See how important links are?)

Online Etiquette

There are many rules for practicing online etiquette or good "netiquette," but for the purposes of this class we will focus on netiquette as it pertains to link building.

Link building is one of the most time consuming aspects of any search engine optimization campaign. Acquiring meaningful links is harder than it sounds. Be mindful of the links you post on your site. Make sure they are related to your content and offer valuable information or resources to your audience. A link that is unrelated to your site does not serve you any purpose in the long run. Larry Sullivan of linking101.com says it clearly here - http://www.linking101.com/building.htm:

Why would someone want to exchange a link with your site? It can be answered in two words: ==_QUALITY CONTENT_==. If your site has nothing new or important to present, why would someone want to link to it?

Links from websites **related to your own topic or theme** need to be obtained. If those in your own area think highly enough of your website to link to it, what does that say?

Getting a **link from a major directory or high ranking website** can be more important than say 20 links from smaller sites (even in your own area). Again, if a big name player gives you a link, what does the little guy will think?

TIME--it will take time so one must be patient.

When starting a link building campaign it is important to know that you will have more successful acquiring links if you are polite and respectful of the sites and webmasters you intend to partner with. Do not create a form letter that you submit cold to every site that has content related to yours. This will only get your email messages black-listed, spam-bullied or immediately deleted.
If you are respectful and have taken the time to really research the site you are interested in partnering with, you will have some background upon which to draw up a good link partnership proposal. Be personal. Tell the person you hope will read your email why you think that a reciprocal link agreement between the two sites would benefit both sites.

If you are willing to pay for a link from another web site, if they are not interested in a link from your site, mention the amount you are willing to pay. Flattery works and money talks. Don't insult the site if a link from them will be worth a great deal to your business. Always keep in mind what a link from another site will be worth to you.

To start building your link popularity you will need to find the sites that you want to link to you. Keep a list of these, noting the contact email address, or simply create a list of links that you will click on when you start to research each site in more detail.

Consider whether any of the site you are interested in getting linked from will be interested in a link to their site on your site. This is true reciprocal linking. Which page on your site would make the most sense for a link to your prospective link partner? You need to tailor each link request to the specific needs of the partner in question.

A short link request via email is usually appreciated and if you do it right, sometime you will even get a response. Your link request should include:

1. The name of the webmaster or link contact if it is available
2. The URL of the page on their site that are requesting a link from
3. A summary of the benefits their visitors will gain
4. Simple code for them to copy and paste into their page
5. A follow-up request

For example:

(Please note that links in the letter below are **not real**. User your own links when sending your link request letter.)

> Hi!
>
> While researching resources for my web site about veganism, I was intrigued by your page discussing whether your dark chocolate is vegan or not.
> http://www.scharffenberger.com/library/vegan.htm
>
> I think it is honorable that you are posting this information and believe it will be useful to many vegans and non-vegans alike. I applaud your sensitivity to different definitions by which vegans define themselves.
>
> I have added your link to our chocolate page at
> http://www.vegantoo.com/chocolate/
>
> I would like to offer this page as a resource on my web site, and wonder if you would consider adding link from your vegan.htm page in the library directory back to mine.
>
> Here is the code for the link:
> Chocolate Choices

I hope that you will consider it. Please let me know. If you would like to discuss this over the phone, I can be reached at 510-555-5555.

Best regards,
Susan Barnes
Vegantoo.com

Here's another sample note that you can base your approaches on:

Greetings [Name],
I visited your web site, [Web Site Name Here] and found some great information regarding [Insert Subject Here].
[If you have linked to the other site already, mention it here and give the URL of the link - ask them to approve your link to them or to recommend editing suggestions - DO NOT threaten to remove their link if they don't respond in x days - these kinds of notes usually end up being deleted]
I thought you might be interested to know that we have a web site dedicated to [Your Site Topic - special points of interest].
We were hoping that you might consider linking to us and invite you to review our site at your convenience.
[Depending on situation, insert further offer of reciprocal linking, banner impressions or exchange of services here]
If you determine that a link to our site is appropriate, please add it at your your discretion, or might we suggest the following link and description:
[Your site name and URL] - [Your site description - keep it brief, focused and not too much hype]
If you'd like to discuss this further, please feel free to contact us at [Your contact details].
Thanks!
[Full official signature lines here]

This example is personal and courteous. It respects the other site owners time and intelligence. Remember to modify each note slightly to avoid the "template" stigma. Be sure to follow-up with a

thank you if they respond and check back every few weeks or months to make sure the link is working properly.

Once you start acquiring links you will need to create your link popularity reports to reflect the increase in link popularity you have gained for your site or your client. Comparing results of competitor sites is also a good benchmark to show progress and time well spent.

The Golden Rule: Link to another site only when it makes good business sense to do so. If you would be comfortable referring the business to a friend or colleague in person then linking to them is appropriate. If you do not think highly of the company, then it is not worth the link on your site. It is best to partner with other sites that will maintain or increase your credibility.

The Power of CONTENT

Content is king and queen and all the kings horse and all the kings me! The best way to increase the number of links to your site is to offer good content. Content, content, content. Did I mention **content**? Why? Because search engines like to eat (content) and more importantly, they like FRESH content. Yum yum! MORE FRESH CONTENT is your goal.

Feed those spiders. That's one of the reasons why blogs do well on search engines, because blogs are offering content regularly, you can taste smell the freshness! Provide useful information about your product or industry in the form of a blog or online web jounal (log). Chances are, your target audience will discover your blog and link to it, thus increasing the popularity of the links you include on your blog (which may go to your business web site) and also boosting your overall credibility and building your brand.

Link Popularity Assignment
Tell me the link popularity of 3 web sites.
Acquire one link from another site to yours. Tell me how you went about obtaining this link and the agreement (if any) that was made.
What is the link popularity of your number one competitor's web site?
What is "link baiting"?

PAID SEARCH (SEM)

Paid Search, PPC or Pay Per Click Services, A.K.A. SEM or Search Engine Marketing

Paid Search is often referred to as "Search Engine Marketing" or SEM, because it is the sister of Search Engine Optimization or SEO. While both are important in Internet Marketing the approaches, goals and results are different.

What is PPC?

Say you are considering placing a commercial on a television channel. You might know the demographic of the audience that watches a particular show, like *Survivor*, *The Simpsons*, the super bowl or *Buffy...*, so that you can determine which show's audience best suits your product message and budget. You purchase the ad spot and wait and see what kind of response you get. This is pushing your message to the audience, since the audience is not actively asking for you to show them your ad. In online search however, the paradigm is a little different. You have a person searching on keyword terms related to your product. They are actively seeking out your business. Paid Search is online advertising that relies on a searcher needing information about your product. There is no pushing of your message on the searcher, since the searcher is actively seeking out more information about your products and/or related material. Paid Search or PPC is very targeted online advertising.

PPC means "pay per click." Another term used in the industry is PFP or "pay for performance." Essentially both mean that the advertiser, i.e. you or your client will be charged a fee every time a searcher clicks on your sponsored search listing. Hence the concept is also referred to as "paid search." Listings that appear as the result of paid search are invariably called "sponsored listings." Today, PPC services are one of the most popular methods of online marketing. PPC is the fastest way to get your listings on the first page of search results on many of the major search engines. In order to cover all the PPC bases, you need to refer back to your audience and determine where most of you traffic is coming from. If you are lacking traffic on from certain search engines, it will behoove you to look into starting a paid search campaign with those engines or their distribution provider.

There are two major players in the paid search arena:- Google and Microsoft, because Microsoft and Yahoo are now basically one in the same.

I have seen favorable results on each and each has it's own unique pros and cons. I will not be teaching you how to use each service, but I will offer a few tips I have learned during my experience with each.

Paid search is very important in online marketing. In fact search engine marketing gurus are predicting that all search listings will be paid in the future, because afterall the search engines are businesses and need to make money. If they cannot make money through advertising models, they may need to start charging sites to be listed.

One thing is certain, there are many changes install for us in search engine marketing. It's a go with the flow kind of industry. Adapt or die.

If you prefer to learn through a video presentation, look at Perry Marshall's Google AdWords Presentation from a 2004 X10 Marketing Seminar - http://video.google.com/videoplay?docid=-3038739116388313537. Be aware that this presentation was given in 2004, so there may be some dated information. For the most part though, the tips provided are timeless.

The Google PPC offering comes in the form of AdWords. These are small tile ads that appear on the right hand side (or right rail) of the Google search results page, as well as on other network and AdSense participating sites. Take the "Quick Tour" by clicking on the link under **Learn More** on the AdWords home page. The Self-guided Tutorial is an excellent walk-though of the account set-up process as well, so please take that tutorial as well. The link to it is below the "Sign Up Now" button. Google has done a great job of providing a plethora of information about the AdWords program, so I don't need to go into the specifics for starting an AdWords campaign. Google is still the most frequently used search engine and very popular in the Bay Area, so advertisers continue to see results from AdWords ads.

Google recently started showing the number 1 and 2 AdWords listings in the highlighted text at the top of the search results. These are the only two listings that appear above the organic listings, so being listed there is very beneficial, but as always, you are paying for location, so it will cost you more. The only way to get into the top two spots is to have a high daily budget limit and to beat everyone else at the maximum cost per click. It is similar to Yahoo, but the details about the competition on Google, are not as readily apparent, so you will need to do some detective work. Some of the benefits of the AdWords system are:

Low start-up cost ($5.00) - you just can't beat it!

Low minimum for maximum cost per click (As low as $0.10 depending on your keyword term)

Daily budget limit allowing the advertiser to tell Google not to display the ad after the daily budget has been reached. This means that a monthly budget will last until the end of the month instead of running out too soon as may be the case on Yahoo! Seach Marketing (formerly Yahoo.)

Regional targeting - this is huge! Imagine being able to market a product online only to an audience in the Bay Area. It sounds like a no-brainer, but until a few months ago, all ads listed on line were available to the entire search population. What that meant is that someone in China may have entered a search for a show in San Francisco and clicked on the link. Now while the person in China may have chosen to fly out to San Francisco to see the show, that is a long shot. Being able to limit the viewership to a select geographic region, be it country, state, metro-area or city is extremely important to being able to target your ad to your audience and receive targeted traffic.

Unobtrusive advertising - with AdWords the searcher is aware of the listings that are sponsored versus those that are not, because the AdWords ads appear on the right hand side of the page in clearly demarkated tiles.

Excellent service and polite editorial review - The Google AdWords review process makes the advertiser feel like Google is looking out for them. Google will contact the advertiser with mis-spelled words and clearly explain why a listing is declined and how to reinstate it.

Testing of ad creative - Google enables the advertiser to test various ad creatives. You may create a few different ads and watch how they do to see which one is the most effective, then keep that one and remove the others to encourage the highest click-through-rate.

No bid management - you set your maximum cost per click and Google does the rest.

Content match allows your ad to be viewed on a site offering similar subject matter as your target audience is seeking, providing you with more targeted traffic.

Trust - people trust Google. Results are fast, accurate, trustworthy and pertinent so that searchers will return to Google often.

Some of the cons of Google AdWords include:

- Cost per click prices tend to be high, so small daily budgets get used up very quickly.

- There is no guarantee that you will see your ad online, because it is rotated with other advertisers depending on your daily budget and the number of keywords you have requested.

- Ads are not clicked on as often or unknowingly as other searched engines sponsored listings.

- Click fraud continues to be an issue on Google and other paid search services. Click fraud is when the same person clicks on your ad multiple times in one day until your budget is reached, thus removing your ad from listing for the rest of the day. Competitors will do this or pay high school kids to do it for them in order to control the market. If you discover that you have been the victim

of Click Fraud, you should report it to Google. They will usually refund the money that was used up by the fraudulent clicks.

Your maximum cost per click must be lower than your daily budget or your ads will not run at all. So make sure your daily budget is enough that you can get at least one click per day based on the maximum cost per click.

COST DETAILS

https://adwords.google.com/select/KeywordToolExternal will allow you to get an idea of search volume and cost for advertising on Google. For Yahoo and Bing, you'll have to create an account first to figure out the expense estimates. This will provide you with a general idea of how much you might spend per month. Keep in mind, however, that even though the minimum cost per click is $0.10, it will vary widely from industry to industry and is extremely dependent on the how many competitors are also playing the paid search game. The maximum cost per click on Yahoo! is $50.00 per click. This amount is used on Casino sites, where sadly, they must still be able to get a good return on their investment by paying $50 every time someone clicks on their sponsored link. I have personal experience in the very low volume keyword phrases where the minimum monthly spend is $20.00 per month and the campaign often does not reach it. This means that the client is charged $20 every month, even though they may not have received $20 worth of clicks. The benefit here is that if someone should enter a keyword phrase, they will definitely see the listing as opposed to relying on the organic listing and not knowing whether it will show up on the first page of results from month to month, due to more web sites being added, search engines changing their algorithms and increased competition on the organic side.

I also have personal experience with the bidding wars for a client sometimes paying a maximum CPC of $11.00 to stay in the number one position on Yahoo! PFP listings. At the beginning of this section you looked at Yahoo and MSN listings for the keyword phrase "cell phone." I am willing to bet that the companies in the sponsored listing are paying somewhere in the $20.00 range per click for these placements. When you start your Yahoo! campaign, there are mutiple things to learn in order to manage your campaign, but bid management is one of the most important.

Bid Management Tricks

On Yahoo! SM, you may change the amount you are willing to pay per click per keyword phrase at anytime of the day, or on any day of the week. What this means is that there are bidding wars between competitors to remain at the top of the sponsored listings. ABC company is bidding $7.16

for the number one listing. The next competitor is bidding $5.00 per click, and the number 3 listing is paying $4.99. What the competitors may not have realised is that ABC Company is really only paying $5.01 per click, because the rule on Yahoo is that you only pay 1 cent more than the next highest listing. $7.16 is the amount ABC Company is willing to pay per click, but in reality they are only pay $5.01 per click.

There are various bidding options offered on Yahoo! SM. Fixed bid means that your bid does not change when a competitor bids higher that your maximum CPC. Auto-bid means that you have requested to stay in the number one spot up to a certain amount and will continue to increase your bid until you reach the maximum cost per click you have set. In order to compete with Google, Yahoo! SM is allowing customers to set a daily budget as well.

There are various bid management software products available for advertisers that are competing on a grand scale. These include Atlas OnePoint (formerly GoToast - http://www.atlasonepoint.com/ and BidRank - http://www.bidrank.com to name a few. I will not go into the specifics about each product, but they are useful if you are constantly having to watch competitor bidding activity. They also allow you to set time periods when you wish your listings to be visible, so that the bid amount is increased and decreased by the software at specific times of the day, and/or days of the week. This is called "day-parting." If you know that most of your traffic comes during regular business hours, then it might make sense to you to be in the number one spot during those hours and then drop down to number 4 during the night and on weekends. Sometimes this strategy can save clients a lot of money and make the marketing budget go a lot further.

Yahoo! SM recommends that you offer many keywords, because the more you offer, the more chances you have of reaching a searcher, and getting the listing clicked on, AND thus more money for Yahoo!. However, it is important to try to stay as targeted as possible. Target your customer geographically and locally as well as nationally and internationally. Always try to put yourself in the shoes of the customer.

The Process

When you sign up to start an Yahoo! SM campaign there are various steps you have to go through in order to get an account and start advertising. It takes 3 to 5 business days to get the campaign going, so keep that in mind when you are considering rolling out your campaign. The FastTrack Service is the 3 day service, where you get a faster review of your listings and more personal customer service. The cost for this set-up option is $199.00 in addition to the minimum monthly fee. If you choose to set up the campaign yourself you don't have to pay anything for set-up, but you wait a bit longer for the editorial review of your listings and you don't have as much customer service. I have never used

the FastTrack service, but it might make sense for some of you if you are working with larger budgets ($3,000 per month or more.) Be aware that you will need your credit card and billing information handy early in the process, as they will ask you to enter it before adding your listings. For a brief, but well put together demo of Yahoo! SM's offering, click on the link to "How Sponsored Search Works" http://searchmarketing.yahoo.com/srch/?mkt=us. This would be a good demo to show a client, or your manager to get them to give you an Yahoo! SM budget as well. The best way for you to learn about Yahoo! SM, is to start a campaign. If you can spare the $50 minimum start-up fee and the $20 per month minimum spend for a couple of months, I would encourage you to try it out for your own site or a client site to see if it is good use of your marketing budget. If you have a small site with not much competition and no-one else is using sponsored listings, it is probably better for you to stick to achieving your best possible organic listing results. But if you see that a number of competitors are using sponsored listings to steal your traffic, you should consider opening an Yahoo! SM account.

I am not going to go into any detail on the less known paid search providers. I encourage you to explore their offerings, because you might be able to find a site that provides a good amount of traffic for peanuts! Enhance.com for example, has a minimum of only 3 cents per click, so if your audience uses their distribution network sites, you might be able to get your traffic for a steal.

Other services worth exploring are:

Kanoodle.com - just go through the sign up process to see what it is all about. Just do it!
http://searchenginewatch.com/searchday/article.php/3327651
Enhance.com
Mamma.com - still on the periphery, but gaining notariety.
Business.com - varying rates based on your industry
wolframalpha.com – computational knowledge engine

Check out the others listed on the BidRank site as well.
Remember to keep track of all your account login and password information, renewal dates etc.

Paid Search Assignment
Which paid search service offers the best return on investment for your client, your business or your web site and why?
Write a Google AdWords ad for a site of your choosing. Make sure you adhere to the Google

Analytics

Statistics/Analytics and Tracking Success: Introduction

The Internet is one of the best mediums for being able to track results. Since everything is digital, measurement of marketing media is easier than ever. Tracking the penetration of a print advertisement for example is far more difficult than a web ad.

Impressions on the Internet are a pretty accurate reflection of how many times the ad was presented to a pair of eyes. Clicks on the ad are even more valuable. The paid search services are very aware of this and now provide amazingly detailed statistics for marketers and advertisers using their services. These services want your advertising to work well, because the better your performance, the more they are paid.

Think about it: Google gets money every time someone clicks on an ad, so if they can display more ads and keep the advertisers happy, Google makes more money.
Of course sometimes you competitor might be clicking on your ad. This is know as click fraud and is highly controversial with the paid search services. They will usually investigate any reports of click fraud and often refund any clicks are that questioned.

In general though, the CTR or click through rate is a very good measurement of the quality of the ad. Click Through Rate is the rate at which ads are clicks relative to the number of times the ad is served on a pages (i.e. the number of impressions.) The higher the CTR, the better the ad.

Month/Day

First visit		Summary		Last visit	
03 Oct 2004 - 00:00		Month Oct 2004		16 Oct 2004 - 09:03	
Unique visitors	**Number of visits**	**Pages**	**Hits**		**Bandwidth**
16721	23586 (1.41 visits/visitor)	106792 (4.52 pages/visit)	1806500 (76.59 hits/visit)		4.77 GB (212.09 KB/visit)

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan	25174	38089	186075	3111003	7.29 GB
Feb	31040	46252	235672	3943393	9.23 GB
Mar	36004	53931	267941	4418030	10.27 GB
Apr	28735	41698	210928	3533958	8.46 GB
May	34856	52880	301067	5254122	12.41 GB
Jun	38887	58869	299420	5102374	12.05 GB
Jul	44973	66894	336877	5720551	13.70 GB
Aug	40546	62166	303907	5094191	12.67 GB
Sep	28804	43125	197328	3232868	8.67 GB
Oct	16721	23586	106792	1806500	4.77 GB
Nov	0	0	0	0	0 Bytes
Dec	0	0	0	0	0 Bytes
Total	325740	487490	2446007	41216990	99.52 GB

Monitoring web logs

A lot of useful information can be gained by wading through statistics reports from your web log files. Raw web logs are not user friendly reports, but your host provider or network administrator should be able to set you up with a tool that will interpret these logs into an easily understood format. There are many such tools out there. Some are free or inexpensive and others are quite costly. If your site is being hosted on a Linux/Unix server your options will be slightly different to if it is being hosted on a Windows server.

Here are a few links to the best known web analytics tools. Go to each web site and review what they each offer. You should also do a search for "web log statistics" or "web analysis tools" and see what comes up in the search results. The tools you ultimately choose to go with will depend on the needs of your client. If they are a large company being hosted on a Windows server, you will probably want to go with Webtrends. If you are representing a sole proprietorship or small entity, you should contact the Internet Service Provider for the client and see if they already offer web statistics. They often do, it is just a matter of figuring out how to get them. There are sometimes references to these in the support or frequently asked questions pages.

Software

Google Analytics - http://www.google.com/analytics/ - free, but you need to have a Google account. Fortunately a gmail account is very easy to get right now.

WebTrends - http://www.webtrends.com/ - look at the WebTrends Web Analytics link under the Products & Services menu.

ClickTracks - http://www.clicktracks.com/product.php - There are a variety of price options and the tutorial about how to import your log files is a good one to look at to familiarize yourself with what raw log files are. The tutorials are at http://www.clicktracks.com/learn/tutorials.php

Webstat - http://www.webstat.com - There is a free trial version and a reasonably priced version with all the bells and whistles.

Webalizer - http://wwwmrunix.net/webalizer/ - this one is free, but you will need to know someone who likes to go under the hood of the server, like a network engineer, so that he/she can set it up for you.

AWStats - http://awstats.sourceforge.net/ - another free one requiring a server expert to set it up. Take a look at the demo at http://awstats.sourceforge.net/cgi-bin/awstats.pl This is the general format for log reports.

There is usually a summary of the traffic results on a monthly level at the beginning and then detail about the traffic further down in the report.

You will need to become familiar with some of the terms used. Let's start with **"Unique visitors"** - this is the number of visitors that have visited the site during the month from a unique IP address. That means that each visitor is only counted once even if they may have visited the site on more than one day during the month.

The **"Visits"** is the number of times the site was visited. This number includes visits by people who may have visited the site more than once during the month, so it is often higher than the number of unique visitors.

The **"Pages"** is the number of pages that were viewed by the visitors during. This tells us indirectly how much time visitors are spending on the site, because we can calculate the average number of pages viewed by each visitor by diving the number of pages by the number of visits.

"Hits" is often used by less knowledgeable Internet users to measure site traffic, but in reality the number of hits is not a true indicator of the amount of traffic. Each time the server has to serve up an image, a script or a file is considered a hit. So if you refresh the web page a number of times, you might see the number of hits increase by 20 or 30 depending on how many images and other items

there are on the page that have to be requested from the server. Someone once told me the true definition of hits was "How Idiots Track Success." It is better to look at unique visits or requests, because then you know for sure that the statistic does not include the possibility that someone may have sat at their desk and clicked the refresh button to view your site all day, thus distorting the statistics. This person would only account for an increase of one in the unique visitor statistic, but might increase the hits statistic quite dramatically.

"Bandwidth" refers to how much information was downloaded during the course of the month. This doesn't mean that your site has to offer downloadable files, but merely that while visiting your site the user downloads files to their browser in order to view the content. This is what takes time when you are looking at a site from a dial-up connection, but for most of us, this process is transparent.

Days of the Month: Most web analytics tools will be able to give you traffic data down to the day level. Some will be able to tell you how many visits there were within the past hour, but these are more likely to cost something, because the data is more customized. The days of the month statistics will show you the day or days when most of your traffic occurs. For business related sites, this number tends to be during the week on a Tuesday, Wednesday or Thursday.

Similarly the **hours of the day** statistics tell you the time that most people tend to visit the site. With this information you can tailor your paid search campaigns to attract more traffic during these times because you already know that this is when people are the most likely to be visiting and thinking about your site.

If your site content is of International appeal, you will be interested in the **"Countries"** statistics. This will tell you the countries from which visitors are viewing your content. From this information, you might decide to place advertising in the countries where your web presence is lacking in order to encourage a more global reach.

Scroll down the page a bit and take a look at the **Pages (Url)** statistics. This tells you which pages of the site are visited most frequently, so if you have content of a page deep within the site that is not being viewed, you might consider ways to get traffic to it and you can track your success by referring the Pages by URL statistics.

From the Operating Systems and Browsers you will more than likely always see that the majority of your audience uses Microsoft products. Are you surprised?

Take a look at the **"Connect to Site from"** data. This tells you how your visitors found your site. For AWStats, Google seems bring in most of the search engine referred traffic. Note that only 21% came from search engines, and 27.4% came from Direct access or bookmarks, meaning that the visitor already knew about the site. 49% of traffic was referred through links - an overwhelming argument for increasing the number of links you have to your site from other sites!

Search key-phrases and **Search Keywords** offer valuable information about what phrases and

words people are typing into search engines in order to find your site. If you are optimizing for these words then you know your efforts are paying off. If you are not optimizing for these words, then you are lucky that your site is being found through them, and if you did some optimization for them you could move your site up in the rankings and thus grow your traffic.

Please note that I am by no means recommending AWstats as the web analytics tool of choice. I do use it for my job, but there are so many other tools out there, which if you have time you, should research and decide what will be best for your client and your server skill level.

The most important concept here is that you really should look at your web analytics from time to time. They often have surprising and valuable information in them, which you wouldn't be privvy to otherwise.

How to Choose a Web Analytics Tool: A Radical Alternative
(http://www.kaushik.net/avinash/2006/09/how-to-choose-a-web-analytics-tool-a-radical-alternative.html)

Return on Investment - Traffic versus sales
As we discussed in Section 2, it may not be enough to simply increase traffic to the site through online marketing. While an increase in traffic is good in terms of increased visibility for the site, if the visitor does not stay very long on the site, or the visit does not convert to a sale, it is not a real improvement.

As online marketers we must consider both how to get the visitor to the site and also how to get the visitor to the Thank you page of the shopping cart. Getting the customer to the site is relatively easy with paid search, search engine optimization and offline marketing tactics, but once the customer is on the site, getting them to buy a product is not a simple procedure. This is where the "persuasion architecture" comes into play as mentioned in Bryan Eisenberg's article in Section 1. Read Do you want to inform or persuade? (http://www.clickz.com/experts/design/traffic/print.php/1474771) to learn how best to convert your visitors into customers.

Of course it is also important to track your visitors and customers so that you know which marketing methods are most successful for you. Most of the paid search services offer tracking codes now. These are codes you tack on to the end of your URL that will follow the visitor through the site and tell you whether the click on an Yahoo, Looksmart or Google listing converted to a sale.

If you are successful in tracking these sales you will have a very good idea of the return you are getting on the amount of money you are investing in each of the paid search services.

Knowing the effectiveness of your various marketing campaigns is extremely valuable and the only way to get this information is by tracking conversions, analyzing statistics and doing everything you can to understand and build your site for your target audience.

Sorry to those who hate clichés, but remember "You can lead a horse to water, but you can't make it drink?" Well your job getting the visitors to the web site is only half done. To complete the project, you need to get leads. If you are marketing a personal trainer's site, you need to help your client get a few clients through your web marketing and site design efforts. If you are working with a winery you need to get people to visit the winery and when asked how they heard about the winery, they should say "through an online search" or "from the web site." If you are working with a biotech company, you need to get investors to contact your managers, editors to contact your public relations department, new members to sign up, or your sales department to report increased leads coming from your marketing efforts.

Of course more traffic to the site means more visibility for your brand and more exposure, but it is important to go even further. Make sure the traffic you are getting to the site is converting to at least few meaningful visits, because if it is not, the horses aren't drinking and your marketing budget is drying up fast.

Search Engine Marketing (SEO and SEM) Checklist

SEO

1. Are your Title tags describing the content on each page of your site effectively?
2. Do your Meta description and keyword tags accurately reflect the content on each page of your site?
3. Do you have Alt tags on each image?
4. Are you using real text for content (instead of graphics with text in them)?
5. Are you including keywords and are the keywords relevant to the content on each page?
6. Content: How good is it? If it's not great, don't expect a lot.
7. Is your site and content shareable?
8. Do you have an RSS feed set up?
9. How many links are coming into your site?
10. Can you think of people, site owners who would be willing to link to your site and content? Have you asked those people to link to you?
11. Is your site link-worthy?
12. Have you submitted your site to search engines?
13. Have you started a blog and/or posted articles about your area of expertise or the product or service you are promoting with your site?
14. Are you checking how you rank against competitors for particular keyword terms?
15. Is your content fresh?
16. Have you run your site through http://marketing.grader.com?

SEM (Paid Search)

17. If you are unable to get a top page organic search result, have you considered paid search?
18. Are you choosing your keyword terms effectively?
19. Are you monitoring which ads are working better than others?
20. Are you monitoring which keywords are your best performers?
21. Do you have goals set up in your paid search tool? Is your site listed in as many places as possible?
22. How focused is each page of your site around a particular keyword term?
23. What are the top 5 keywords that people are finding you with on search engines?

24. Do you have pages dedicated to those top 5 keywords?

Measure, Monitor, Monetize (MMM)

25. Are you tracking your link popularity? http://www.linkpopularity.com is a good starting point.
26. Have you started tracking and monitoring visits to your site with analytics tools?
27. Do you have analytics on your site? Are you monitoring your statistics and making changes to the site according to what you notice from the statistics reports?

You have made it to the end of the class! Well done. The following pages provide links that might be useful for future reference. ENJOY!

Recommended References

Special bonus: I don't know of any other industry where the changes are as frequent and as massive as this one. In order to offer sound advice to your clients and or employer (or yourself if you are self-employed) you will need to stay informed of the changes and massage your overall marketing strategies accordingly.

Staying Current with Industry Trends

News Groups

The best way to stay current with Internet marketing industry trends is to get on a few news groups related to the topics that interest you. You might come across these while researching for a project, or you might join a few today and stay on them for a while. There is no way to keep up with all of them, so try to find a few that you like that seem to offer good information and keep up with the postings as your time allows.

It would be ideal if you could dedicate an hour per day just to reading these postings, but at least for me, that is not always possible. I have set up filters in my email client software to allow me to save all the news group emails. That way when I have some free time, I can go through them and read the ones that are important. Each e-mail client (the software you use to send and receive e-mail) is slightly different, so I encourage you to find out how to set up filters or separate mail boxes for your news group mailings.

I listed a few news groups for you to join in module 1. If you haven't joined these already, I recommend that you do, because there is often very important information to be learned from them. They are written by the industry gurus who have a very good handle on where the industry is headed.

ClickZ - http://www.clickz.com/subscribe/ is compilation of many highly regarded online marketing authors. You can choose your area of emphasis. This is one of my favorites.
http://www.SearchEngineLand.com - monthly and daily postings about search engines from the search engine authority: Danny Sullivan and his cohorts
Search Engine Roundtable - http://www.seroundtable.com/ - Barry Schartz does a weekly round-up of all things search

MarketingVox - http://marketingvox.com. Sign up for the daily industry news. You will see some overlap between MarketingVox and ClickZ, but you might enjoy the book recommendations, which are a good starting point for building your Internet marketing library.

Netmechanic.com - http://www.Netmechanic.com - Scroll down to the bottom of the page to subscribe. Netmechanic provides up to the minute tips about search engine optimization techniques and other web development tricks and pointers.

Also don't forget about WebProWorld Forums - http://www.webproworld.com - for the worker bee perspective, real questions and real answers from real people working in the field.

Seminars and Conventions

Often these are over priced workshops held by individuals who may or may not be up on the most current information, so do your homework before paying lots of money to attend. Often you can learn a lot from the "free" seminars offered by search engines in order to promote their advertising services. I recommend these highly. The Yahoo ones are particularly good.

The Search Engine Strategies Conference (http://www.searchenginestrategies.com/) which is held in various cities throughout the year is worth attending if you can afford it. If you are the marketing person for your company or business, it is definitely worth the company's money to send you there for a few days. There are so many seminars about important and current topics in the industry that it is really hard to choose which ones to attend. There is a beginner, intermediate and advanced track, but there will be something of interest in all three.

http://searchmarketingexpo.com/ Search Marketing Expo also known as SMX

Online Research

All the information you need is right there on your screen if you just know what to type in to search for it. Use the search engines and use more than one. You might often find different results on Google and AskJeeves for example. There are many reference sites out there as well. Remember to bookmark important sites and return to them frequently to see what is new.

Interesting Reading

Take a look at http://www.gnooks.com and type in an author's name - this might be how we search and find information in the future. It seems a lot more intuitive than the text listings of today.

http://www.searchengineguide.com/

Yes, these still exist and offer lots of valuable information. Here are a few I have read recently and recommend:

We the Media: Grassroots Journalism By the People, For the People by Dan Gillmor
An interesting recent history of blogging and the trend towards grassroots journalism.

The Google Story: Inside the Hottest Business, Media, and Technology Success of Our Time by David A. Wise with Mark Malceed
An excellent history of Google, the people behind it, the philosophy it was built on, how it has changed, potential risks and where it might be heading.

The World Is Flat [Updated and Expanded]: A Brief History of the Twenty-first Century by Thomas L. Friedman
Important insight into the future of industry as we know it. Things are changing already and you need to be aware of how you will fit into the flat world.

The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture by John Battelle
A good general overview of the search industry with special attention given to Google and Yahoo.

The Ultimate Guide to Search Engine Marketing: Pay Per Click Advertising Secrets Revealed

Mastering Online Research: A Comprehensive Guide to Effective and Efficient Search Strategies

Books on Amazon about SEO – Any book you busy should have 4 stars or more

Books on Amazon about SEM

SEObook – http://www.seobook.com

Putting the Public Back into Public Relations by Brian Solis and Deidre Breckenridge – It's not about search, but it's something everyone doing anything online today should read.

This is a recap of all the links we have referenced during the course. I hope you will use this page to build up your bookmarks and favorites. You may also want to print it out for future reference when the class is no longer available to you.

Useful Links

http://www.bruceclay.com/

http://searchenginewatch.com/

http://www.clickz.com

http://www.google.com/technology/ - Explanations of Google topics

http://searchenginewatch.com/webmasters/article.php/2167941 - Article: Buying Your Way In: Search Engine Optimization Chart

http://www.mrwebguru.com/ppi-pay-per-inclusion.html - Pay Per Inclusion

http://www.searchengineconcepts.co.uk/paid_inclusion_vs_ppc.htm - Paid Inclusion Versus PPC

http://www.positiontech.com/ - Paid Inclusion Subscription Service

http://www.clickz.com/experts/design/traffic/print.php/1474771

http://www.webadvantage.net/tip.cfm - Web Advantage's Marketing Tips

http://services.google.com/tutorial/keyword_matching/google_keyword.html - Keyword matching tutorial

Link Popularity

http://www.linking101.com/articles/linkfarm.htm - Article: Warning Link Farm Ahead

http://searchenginewatch.com/searchday/article.php/3100291 - Article: The Art of Advanced Link Building

http://www.linking101.com/building.htm

http://ericward.com/

News Groups and List Serves

You were introduced to the news groups in Module 1, but in case you don't have the links bookmarked here they are. You might want to print this page for future reference as well.

ClickZ - http://www.clickz.com is compilation of many highly regarded online marketing authors. You can choose your area of emphasis. This is one of my favorites.

Marketing Vox - http://www.marketingvox.com - daily industry news. You will see some overlap between MarketingWonk and ClickZ, but you might enjoy the book recommendations, which are a good starting point for building your web marketing library.

Netmechanic.com - http://www.netmechanic.com/ - Scroll down to the bottom of the page to subscribe. Netmechanic provides up to the minute tips about search engine optimization techniques and other web development tricks and pointers.

Kevin Lee's Did-It.com - http://www.did-it.com/ - is an invaluable resource. Kevin's articles are

always fresh, pertinent and very accessible. The [search engine relationships poster](http://www.did-it.com/sem_poster.php) - http://www.did-it.com/sem_poster.php can be acquired by subscribing to the newsletter.

Blogs

http://battellemedia.com/ - John Battelle's Searchblog

http://toprank.blogspot.com/

http://www.webadvantage.net/tip_archive.cfm?tip_id=242&&a=1 - Blogging Tools, Marketing Blogs and Blog Public Relations

http://www.seoconsultants.com/blogs/

http://www.marketingvox.com/

http://www.b2blog.com/

http://www.online-pr.com/OnlinePR%20Public%20Relations%20and%20Marketing%20Blogs.htm - another list of Public Relations and Marketing Blogs

Cool/Fun Stuff

http://whatis.techtarget.com/

http://www.csszengarden.com/

http://www.gnooks.com - doesn't seem to work very well on Mac OS X, so look at it on a Windows machine if you can

Tools

http://marketing.grader.com - Hubspot's marketing grader tool

http://www.wordtracker.com

http://www.alexa.com

http://www.dictionary.com

http://searchcio.techtarget.com/sDefinition/0,,sid19_gci211535,00.html What is Advertising definitions on the Internet

http://wwww.netsol.com/ - Network Solutions for Domain lookups and registration

http://www.linkpopularity.com

http://www.marketleap.com/publinkpop/

http://www.linkpopularitycheck.com/

http://www.mikes-marketing-tools.com/link-popularity/

http://www.websiteoptimization.com/services/analyze/ - Web Page Analyzer

http://validator.w3.org/ - W3C

http://www.keywordcount.com/

http://toolbar.google.com/ - the Google Toolbar

http://www.gotoast.com/ - Formerly Go Toast and now Atlas OnePoint - Bid Management tool for paid search services

http://www.bidrank.com - BidRank - Bid Management tool for paid search services

http://www.surveymonkey.com - A cool tool for creating surveys. There are many other links to other survey service sites here as well.

Search Engines Necessities

Google

http://www.google.com/addurl.html for adding your URL to Google.com

http://www.google.com/webmasters/1.html - Webmaster Tips

http://www.google.com

http://www.froogle.com

http://adwords.google.com

https://www.google.com/adsense/ - if you or your clients are interested in being on the receiving end of some advertising dollars, take a look at Google's AdSense program.

If you have $10,000 or more to spend a month for a minimum of 3 months, you might want to consider Google's Premium service level for large advertisers.

Yahoo! - http://www.yahoo.com

MSN - http://search.msn.com - now Bing!

Open Directory Project - http://www.dmoz.org/

http://www.dmoz.org/add.html

AOL - http://search.aol.com/aolcom/index.jsp

Ask.com - http://www.ask.com

Hotbot - http://www.hotbot.com/

Lycos - http://www.lycos.com/

Netscape - http://channels.netscape.com/ns/search/default.jsp

Altavista - http://www.altavista.com/addurl/default

Looksmart - http://www.looksmart.com

Mamma - http://www.mamma.com

Business.com - http://www.business.com

Kanoodle.com - http://www.kanoodle.com

Marchex – http://www.marchex.com

Dogpile - http://www.dogpile.com

FindWhat - http://www.findwhat.com

eSpotting - http://www.espotting.com

Eurekster - http://www.eurekster.com

Red Z - http://www.redz.com

Cuil - http://www.cuil.com/

Wolfram Alpha – http://www.wolframalpha.com

Duck Duck Go - http://duckduckgo.com/

Web Log Statistics

Google Analytics - http://analytics.google.com - It's Free!

WebTrends - http://www.webtrends.com/ - look at the WebTrends Web Analytics link under the Products & Services menu.

ClickTracks - http://www.clicktracks.com/product.php - There are a variety of price options and the tutorial about how to import your log files is a good one to look at to familiarize yourself with what raw log files are. The tutorials are at http://www.clicktracks.com/learn/tutorials.php

Webalizer - http://www.mrunix.net/webalizer/ - this one is free, but you will need to know someone who likes to go under the hood of the server, like a network engineer.

AWStats - http://awstats.sourceforge.net/ - another free one requiring a server geek to set it up. Take a look at the demo at http://awstats.sourceforge.net/cgi-bin/awstats.pl This is the general format for log reports. There is usually a summary of the traffic results on a monthly level at the beginning and then detail about the traffic further down in the report.

Recommended Analytics Tool, Need help finding right tool -

http://www.highrankings.com/forum/index.php?showtopic=3136

End the One-Page Site Visit - http://www.clickz.com/experts/design/traffic/article.php/3330541.

It is an excellent follow-up to the Ass-Backwards SEM

(http://www.clickz.com/experts/search/results/article.php/3328731) article

Assignment 5

Congratulations, you have reached the end of the course! It has been a pleasure working with you. Thanks for all your hard work and participation. Your final assignment is to continue reading the news group articles and watching the search engines.

Please also keep in touch. If you have any questions or just have something to share after the class has finished, please feel free to email me at susan@susby.com, post comments on my blog http://www.susby.com and/or message me on http://www.twitter.com/susby (@susby)

All the best to you and happy searching and Maximizing Search Engines!

~ Suse (Susan) Barnes

-- THE END –

Thank you for listening!