



# Digital & Social Media Marketing

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## Session 07: Search Engine Marketing



# Agenda

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- ➔ Introduction to Search Engine
  - Key Words Research
  - Search Engine Optimization
  - AdWords



# Search Engine

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- A web search engine is designed to search for information on the World Wide Web and FTP servers based on keywords. The search results are generally presented in a line of results often referred to as search engine results pages (SERPs).



Google™



bing™

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Baidu 百度  
www.baidu.com

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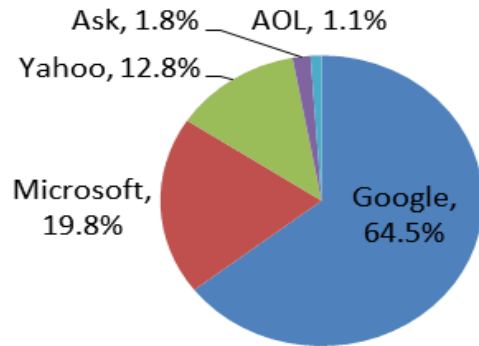
YAHOO! SEARCH



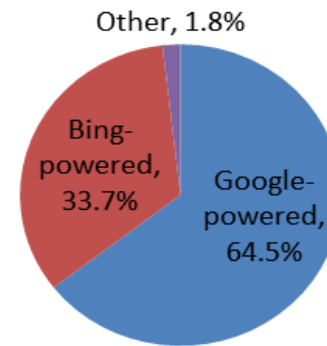
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# Search Engine Market Share

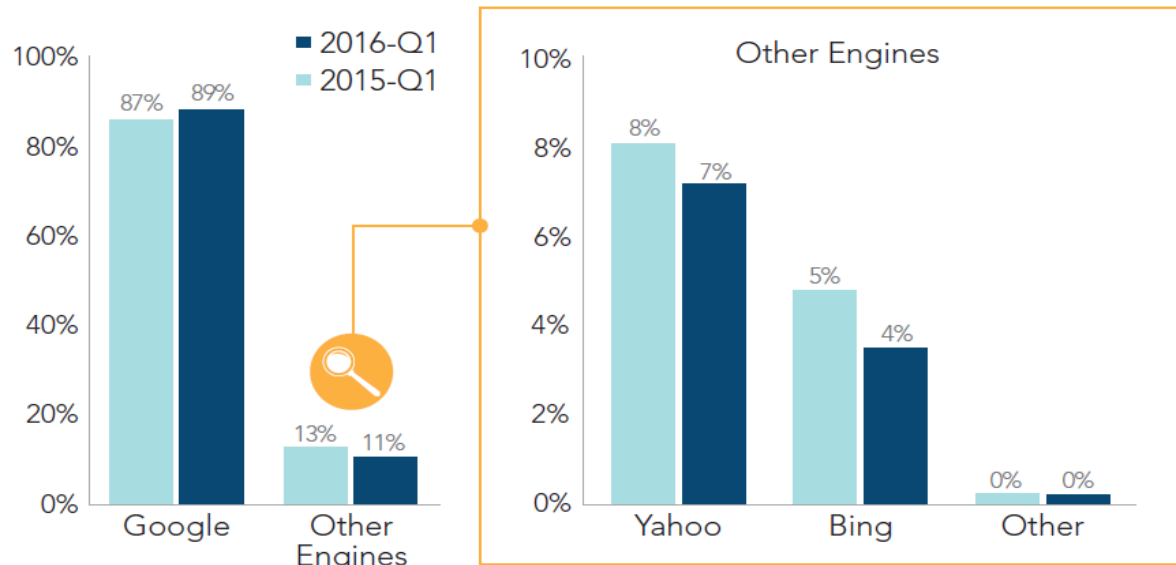
US Desktop Search Engine Market Share



US Desktop Search Engine Market Share



Mobile U.S. Organic Search Visit Share by Engine



# How does it work?



Search Engines use software called Bots or Spiders to scour the web

## Hyperlink

From Wikipedia, the free encyclopedia

For help creating links in Wikipedia, see [Help:Contents/Links](#).



This article needs additional citations for verification. material may be challenged and removed. (April 2010)

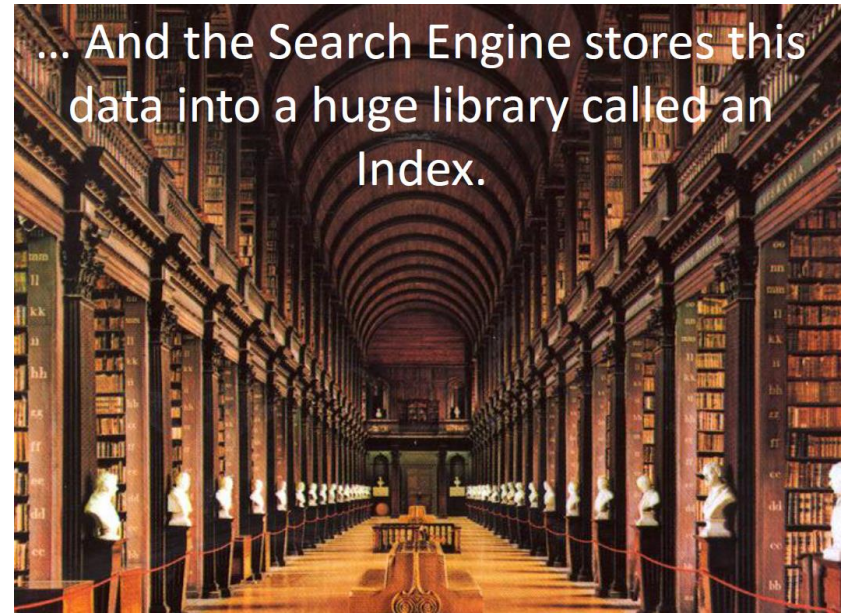


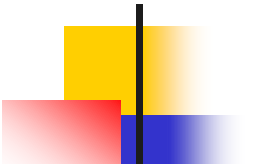
These Bots and Spiders find new websites and web pages by following links on a web page

Once they find a web page, they “read” the text-based content



... And the Search Engine stores this data into a huge library called an Index.





When you search for something on

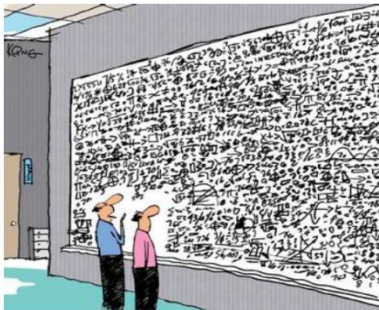
Google

digital marketing strategy

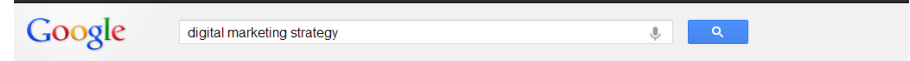
Google Search

I'm Feeling Lucky

...And before displaying a list of web pages it uses its Algorithm to calculate which ones best match your search query...



...the Search Engine reaches into its gigantic Index...



Search

About 252,000,000 results (0.34 seconds)

Web

Ads related to digital marketing strategy

Images

[Adobe Digital Marketing | adobe.com](#)

Maps

www.adobe.com  
Learn how Adobe tools are revolutionizing online business. 20,753 people +1'd or follow Adobe

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[Marketing Optimization - Improve Program Performance.](#)

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West Lafayette, IN

Change location

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www.smartinsights.com/digital-marketing-strategy/  
Download a free planning template and checkout our Quick Guide to Digital Strategy

Show search tools

[Images for digital marketing strategy - Report images](#)



[How To Create A Digital Marketing Strategy - PageLines](#)

www.pagelines.com/how-to-create-a-digital-marketing-strategy/  
Nov 24, 2009 - There are still many companies that believe they don't need to have a strong digital marketing strategy to be successful, and while they may be ...

[7 obsolete digital marketing strategies - iMediaConnection.com](#)

www.imediaconnection.com/27564.asp  
Sep 13, 2010 - In the following article, I will outline obsolete digital marketing strategies still in widespread use today. More importantly, I will suggest ...

Ads

[Online Marketing Tools](#)  
www.eloqua.com/Online-Marketing  
Get Digital Marketing Advice & Tips  
Read Our Digital Marketing Guide.  
1,949 people +1'd or follow Eloqua

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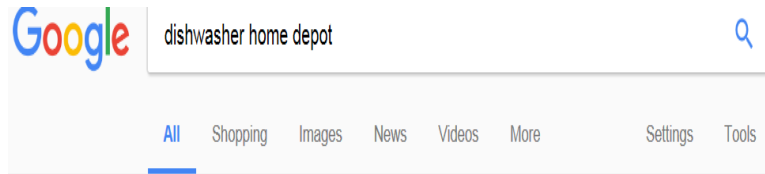
[Digital Marketing](#)  
www.leapfroginteractive.com/  
LeapFrog Interactive with offices  
in Louisville, Cincinnati & Boston.  
[Lu3Qiang@gmail.com] [Name]  
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www.dummies.com/  
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Buy eTextbooks Today!  
Browse Titles by Discipline

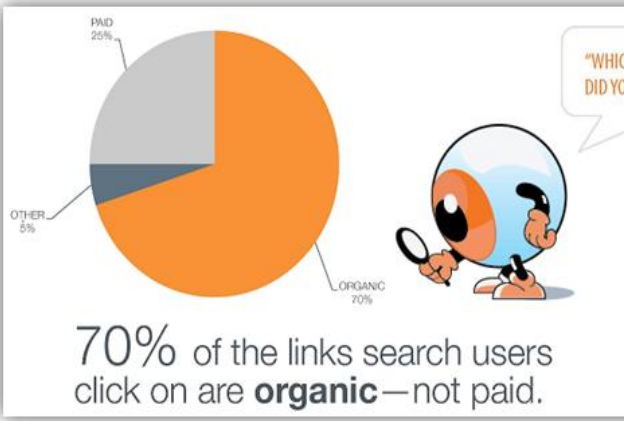
[Digital Analytics](#)

# Organic vs. Paid Search



Product listing ads

Paid



HomeDepot.com - Dishwasher Home Depot

Ad [www.homedepot.com/](http://www.homedepot.com/) ▼  
 Everyday Financing & Free Delivery. Shop Dishwashers at The Home Depot.  
 Protection Plans - Manufacturer Rebates - Schedule Delivery Online - Live Chat

Special Buys

Browse Special Buys and Save Even More on Appliances

Special Financing

Special Financing Available Every Day. Apply Online Now.

Free Delivery

Get Free Delivery on Appliance Purchases of \$396 or More.

Nobody Beats Our Prices

Take Advantage of The Home Depot Guaranteed Low Price

Shop Dishwashers at Lowe's® - Official Website - lowes.com

Ad [www.lowes.com/Dishwashers](http://www.lowes.com/Dishwashers) ▼  
 4.4 ★★★★★ rating for lowes.com  
 Shop a Selection of Quality Dishwashers and Make Your Home Happy With Lowe's®!  
 Styles: Black, White, Stainless Steel, Panel  
 N Creasy Ln, Lafayette - (765) 448-1900 - Open today · 6:00 AM - 10:00 PM ▼

Organic

Dishwashers at The Home Depot

[www.homedepot.com](http://www.homedepot.com) > Appliances ▼  
 Plus, save up to 25% on Dishwasher Special Buys. Valid 2/2 - 2/8. ... View the dishwasher interior and inspect your dishes to ensure they are clean ...

Built-In Dishwashers - Dishwashers - The Home Depot

[www.homedepot.com](http://www.homedepot.com) > Appliances > Dishwashers ▼  
 Shop a Selection of Built-In Dishwashers in the Appliances Department at The Home Depot.

Shop for dishwasher home depot on Google Sponsored

GE 24 in. Front Control ... \$269.00 Home Depot ★★★★★ (431)	Lg - 24" Built-in Dishwasher - ... \$629.99 Best Buy ★★★★★ (165)	Samsung - 24" Front Control ... \$449.99 Best Buy ★★★★★ (1k+)	Lg - 24" Tall Tub Built-in ... \$699.99 Best Buy ★★★★★ (1k+)
Kenmore 15112 24" Built-in ... \$199.88 Sears ★★★★★ (240)	Samsung - Stori 24" ... \$649.99 Best Buy ★★★★★ (70)	Samsung - Wat 24" ... \$699.99 Best Buy ★★★★★ (655)	Whirlpool - 24" Built-in ... \$349.99 Best Buy ★★★★★ (421)

FOR KEYWORDS WITH HIGH COMMERCIAL INTENT

ALMOST 2/3 OF CLICKS go to sponsored results

# Search Engine Marketing

- Search Engine Optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.



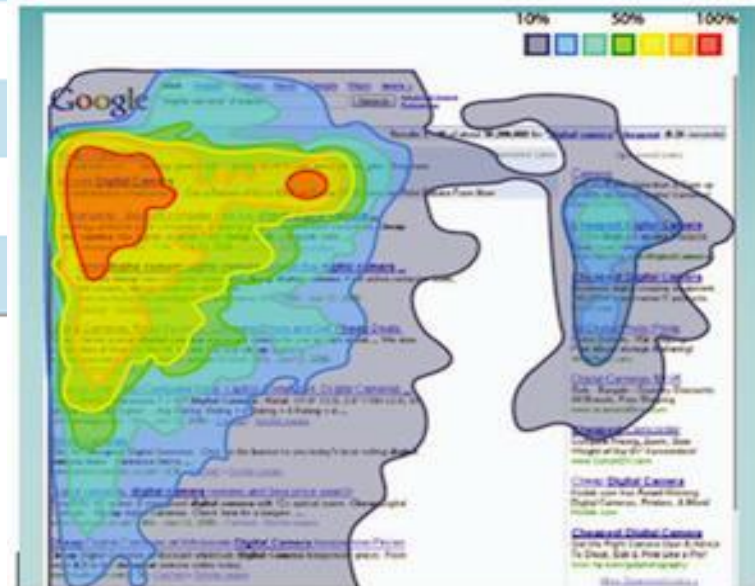
- Paid search is a type of contextual advertising where web site owners pay an advertising fee to have their web site search results shown in top placement on search engine result pages. It is sometimes referred to as CPC (cost-per-click) or PPC (pay-per-click) marketing, because most search ads are sold on a CPC / PPC basis.



# Click Through Rate on Organic Results

SERP Position	Google CTR Study	Bing CTR Study
1	18.20%	9.66%
2	10.05%	5.51%
3	7.22%	2.74%
4	4.81%	1.88%
5	3.09%	1.85%
6	2.76%	
7	1.88%	
8	1.75%	
9	1.52%	
10	1.04%	

Google Heat Map



Who are more likely to use Bing, men or women?



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- AdWords

# Keywords

- Keywords are the words and phrases that searchers type into the text box in a search engine to find resources.

**Choose the "Best"**

**Words/Phrases to Target**

**Competition Level**  
(difficulty in achieving top rankings)



Depending on how many competitors are (and who they are, how strong they are ) using the same keywords in their website

**Search Volume**  
(quantity of queries per month)



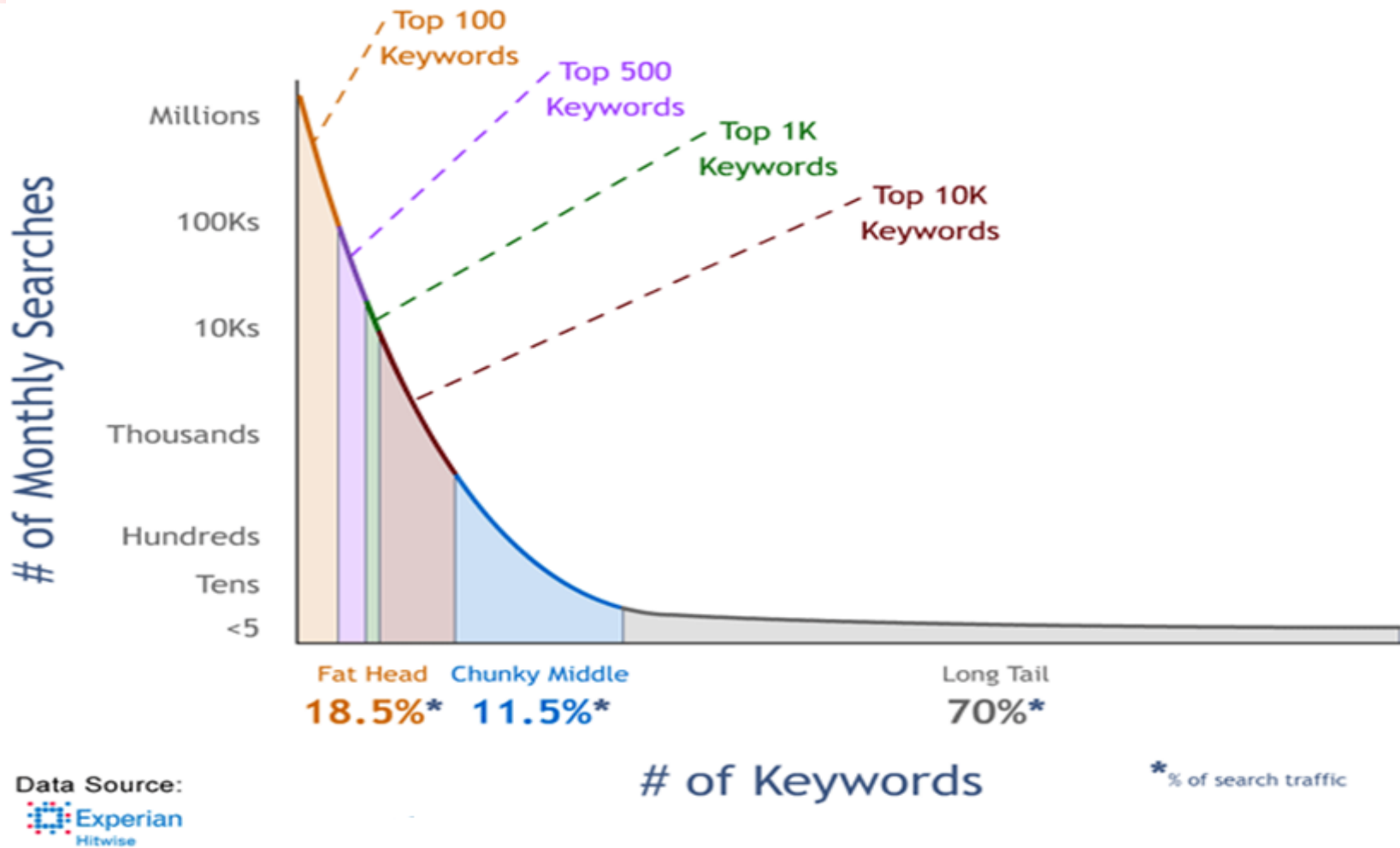
Depending on how many people search exactly that term monthly

**Value of Visitor**  
(performs desired action/converts)



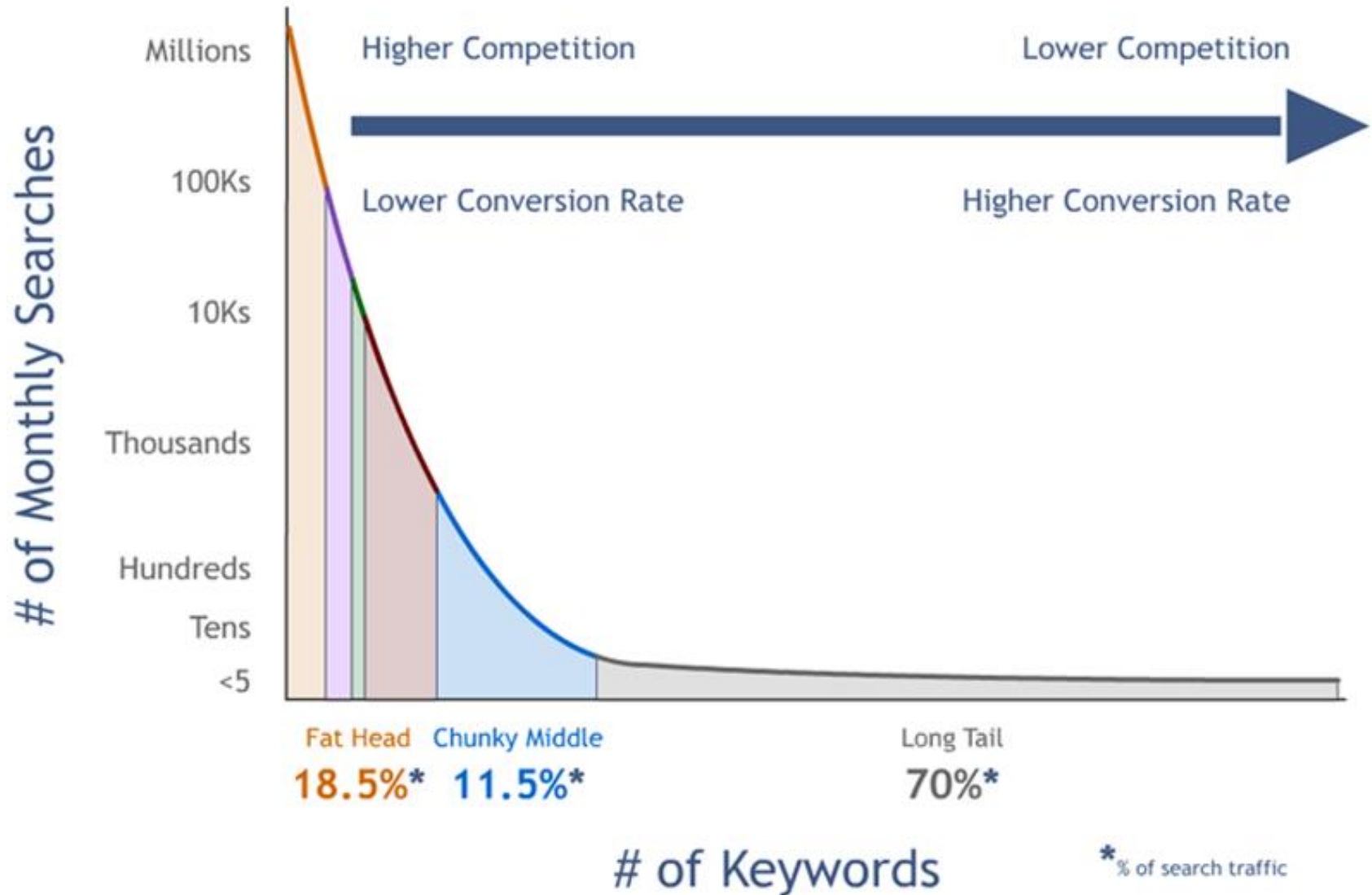
Depending on relevance

# Keywords Demand Curve



A long tail keyword phrase is a phrase of any length that gets a small amount of search traffic. However, combined search volumes from long tail keywords may outweigh those of the top ten keywords.

# Keywords Demand & Competition



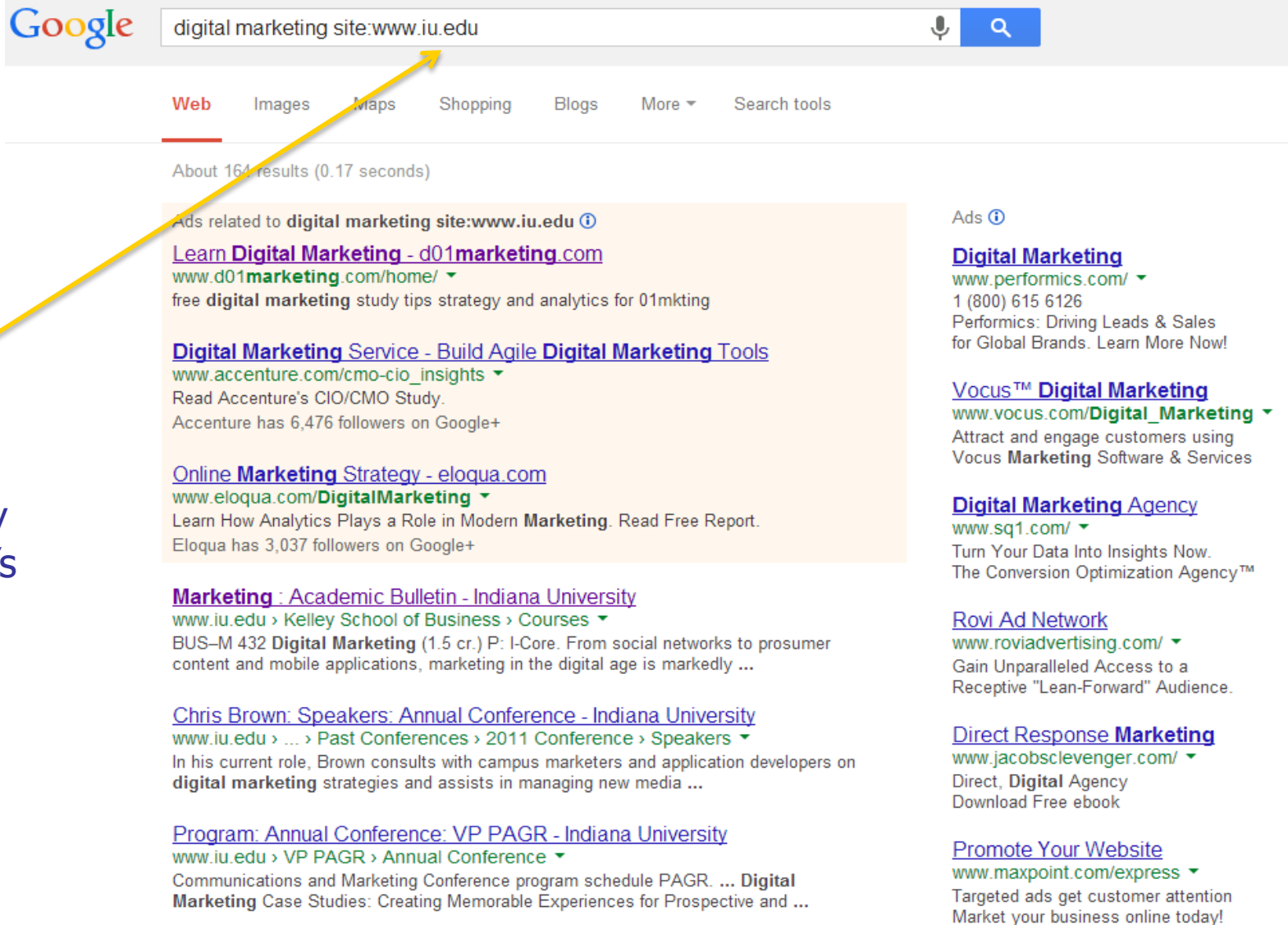


# Keywords Research: Interview

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- Interviewing the people closest to you and your company is one of the most affordable and accurate tools of keyword research.
  - clients > employee > family & friends > suppliers
- Questions you can ask:
  - What ten terms or keywords do you associate most with my business as a whole, and my specific products and services.
  - What terms come to mind when you think of my business as a whole
  - Why did you choose to work with or buy from my company over my competitors?

# Competitive Keyword Research



Google digital marketing site:www.iu.edu

Web Images Maps Shopping Blogs More Search tools

About 164 results (0.17 seconds)

Ads related to **digital marketing site:www.iu.edu**

[Learn Digital Marketing - d01marketing.com](#)  
www.d01marketing.com/home/  
free digital marketing study tips strategy and analytics for 01mktng

[Digital Marketing Service - Build Agile Digital Marketing Tools](#)  
www.accenture.com/cmo-cio\_insights  
Read Accenture's CIO/CMO Study.  
Accenture has 6,476 followers on Google+

[Online Marketing Strategy - eloqua.com](#)  
www.eloqua.com/DigitalMarketing  
Learn How Analytics Plays a Role in Modern Marketing. Read Free Report.  
Eloqua has 3,037 followers on Google+

[Marketing : Academic Bulletin - Indiana University](#)  
www.iu.edu > Kelley School of Business > Courses  
BUS-M 432 Digital Marketing (1.5 cr.) P: I-Core. From social networks to prosumer content and mobile applications, marketing in the digital age is markedly ...

[Chris Brown: Speakers: Annual Conference - Indiana University](#)  
www.iu.edu > ... > Past Conferences > 2011 Conference > Speakers  
In his current role, Brown consults with campus marketers and application developers on digital marketing strategies and assists in managing new media ...

[Program: Annual Conference: VP PAGR - Indiana University](#)  
www.iu.edu > VP PAGR > Annual Conference  
Communications and Marketing Conference program schedule PAGR. ... Digital Marketing Case Studies: Creating Memorable Experiences for Prospective and ...

Ads

[Digital Marketing](#)  
www.performics.com/  
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Performics: Driving Leads & Sales for Global Brands. Learn More Now!

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Attract and engage customers using Vocus Marketing Software & Services

[Digital Marketing Agency](#)  
www.sq1.com/  
Turn Your Data Into Insights Now.  
The Conversion Optimization Agency™

[Rovi Ad Network](#)  
www.roviadvertising.com/  
Gain Unparalleled Access to a Receptive "Lean-Forward" Audience.

[Direct Response Marketing](#)  
www.jacobsclevenger.com/  
Direct, Digital Agency  
Download Free ebook

[Promote Your Website](#)  
www.maxpoint.com/express  
Targeted ads get customer attention  
Market your business online today!

Restrict query  
to competitor's  
domain

# Keywords Research: Tools

- Google AdWords keywords planner
- Spyfu <http://www.spyfu.com>
- Soovle (free) <http://soovle.com>



WIKIPEDIA  
bounce house  
bounce rock  
bounce tour  
bounce ko gals  
bounce your boobies  
bounce boing voyage  
bounce bounce  
bounce to this  
bounce (bon jovi album)  
bounce polling

bounce u  
bounce back lyrics  
bounce back  
bounce nyc  
bounce curl  
bounce exchange  
bounce house  
bounce danbury  
bounce back big sean  
bounce tv

bounce house Soovle

Try the icons or hit the right-arrow key to change engines...



inflatables.com  
inflatables.com

bounce house  
bounce house blows away  
bounce house fail  
bounce house fun  
bounce house water slide  
bounce house music  
bounce house party  
bounce house raft

bounce house for sale  
water bounce house  
toddler bounce houses





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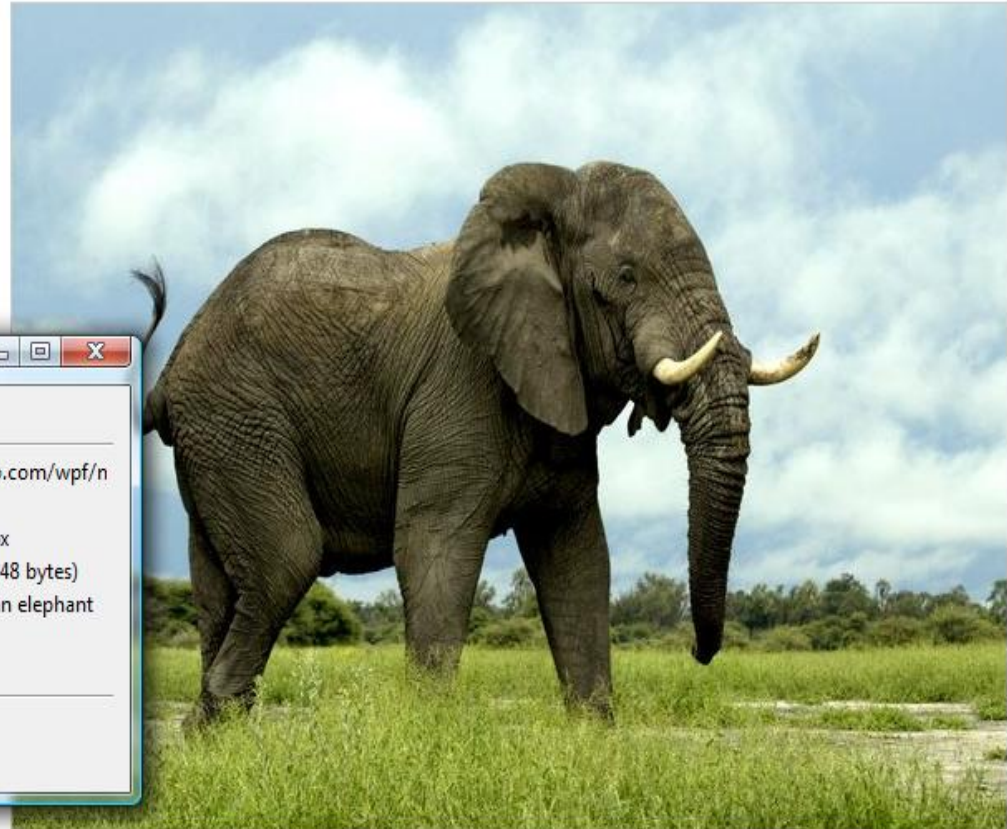
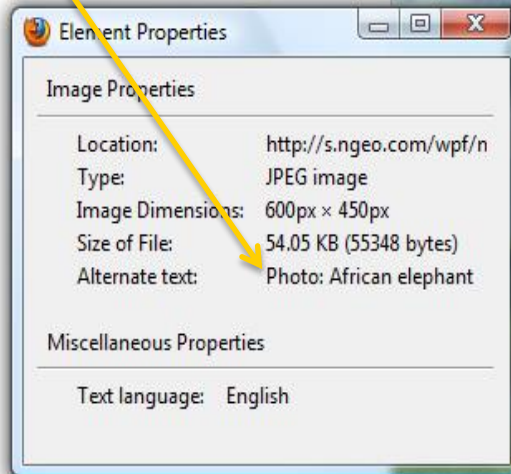
# SEO is a reverse engineering

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- Factors (2016)
  - Unique, quality content
  - “Freshness”
  - Keywords in URL, title, anchor text links, and content.
  - Reputable back links
  - Authority & trust (domain, outgoing links, reviews)
  - Mobile friendly
  - Social Media
  - User experience
  - Free from technical errors
  - Location markers

# Image Alt Attributes

Good keyword  
usage in the alt tag



African elephants are the largest of Earth's land mammals. Their enormous ears help them to keep cool in the hot African climate.

1. Choose a logic name that reinforce the keywords
2. Make sure that text nearby the image is relevant to that image



# Search Friendly URLs

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[www.nationalgeographic.com/animals/african-elephants](http://www.nationalgeographic.com/animals/african-elephants)

Single domain

Shallow folder structure  
with relevant words

Keywords in page name,  
separated by hyphen

[Xyz3.nationalgeographic.com/a/?q=31z&mg=vv7z&sd=8](http://Xyz3.nationalgeographic.com/a/?q=31z&mg=vv7z&sd=8)

Unnecessary  
Subdomain

Dynamic URLs don't perform as well  
as static and engines recommend  
against more than two parameters

No keywords in the URL string

# 404 Page and Sitemaps

## Fixing Broken Links & 404s

## Sitemaps

Using free tools:  
<http://www.xml-sitemaps.com/>





# Content Strategy

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- Create exclusive, unique, useful, and interesting content
- Place target phrases toward the front of sentences & paragraphs
- Embed links with-in your content to relevant pages to establishes relevancy for spiders & users.
- Avoid presenting your content in certain dynamic methods (i.e., Flash, JavaScript, and so on. )
- Although it is the best practice to achieve around 3-5% keyword density, there really is no magic target density, since it varies from time to time and from phrase to phrase.

# Example: Content with Keywords

Page			<b>Search Engine Optimization</b>
URL			http://www.domain.com/search_engine_optimization.html
Target Keywords			<i>search engine optimization, seo, optimization for search engine</i>
Keyword	Count	Density	Content
Search	22	8%	<p>Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.</p> <p>As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.</p> <p>The acronym "SEOs" can refer to "search engine optimizers," a term adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site and site content, SEO tactics may be incorporated into website development and design. The term "search engine friendly" may be used to describe website designs, menus, content management systems, images, videos, shopping carts, and other elements that have been optimized for the purpose of search engine exposure.</p>
Engine	12	4%	
Optimization	2	1%	
SEO	9	3%	
Content count (words):			280



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 AdWords



# Google AdWords

- Google AdWords is a Pay-Per-Click advertising service
- Advertisers specify
  - the words that should trigger their ads (keywords)
  - the maximum they are willing to pay per click
- Google search engines then display the winning ads
- The sequence or ranking depends on
  - other advertisers bids
  - the “quality score” of the keywords and adverts

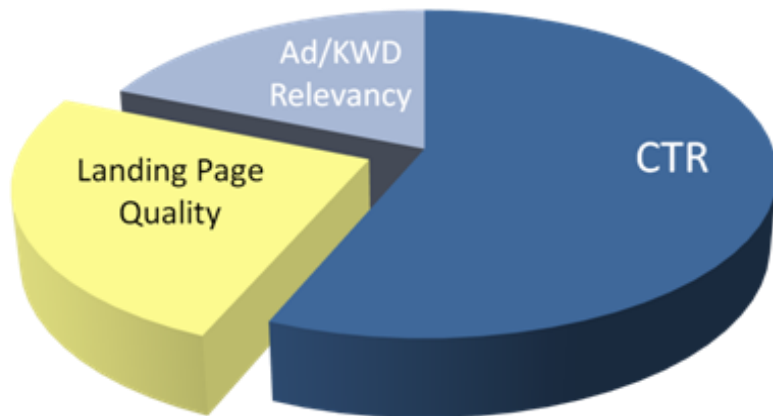
Search Network

Display Network  
CPC → CPM



# Quality Score

- How relevant a keyword is to the advert.
- How relevant a keyword is to what a customer searches for
- Historical click-through rate (CTR) of the keyword and matched ad
- A display URL's past CTR
- The overall CTR of all the ads and keywords for an account.



- How relevant, transparent, and easy-to-navigate a land page is.

# Second Price Auction

$$\text{Ad Rank} = \text{Maximum Cost-Per-Click Bid (Max. CPC)} \times \text{Quality Score}$$

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00 	10 	20	$16/10 + 0.01 =$ <b>\$1.61</b> 
Advertiser II	\$4.00 	8 	16	$12/4 + 0.01 =$ <b>\$3.01</b> 
Advertiser III	\$6.00 	2 	12	$8/2 + 0.01 =$ <b>\$4.01</b> 
Advertiser IV	\$8.00 	1 	8	<b>Highest CPC</b> 

Notice how Advertiser I can pay less for a higher position due to his high quality score.



# Keyword Targeting

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- On the Search Network, AdWords will use your keywords – words or phrases that are relevant to your product or service – to show your ads to people searching for similar terms
- On the Display network, when your keyword matches a webpage's concept or its central theme, your ad is eligible to show on that webpage (automatic placement)
- Search only, Search with display, Display only.
  - It might be better to create different campaigns for search ads and display ads.

# Keywords Match Types

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
<b>Broad match</b>	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
<b>Broad match modifier</b>	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's hats</i>
<b>Phrase match</b>	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
<b>Exact match</b>	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>

Reach



Relevance

Close variations include misspellings, singular and plural forms, acronyms, stemmings (such as *floor* and *flooring*), abbreviations, and accents.



# Examples

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Match Types	Keyword	Ad may show on search for	Ads won't show on searches for
Broad match modifier	+women's +hats	women's hats buy women's hats hats for women	helmets for women women's visors
Phrases match keyword	"women's hats"	women's hats buy women's hats women's hats woman's hats	girls hats womens baseball hats
Exact match keyword	[women's hats]	women's hats woman's hats	buy women's hats women's hats on sale

# Negative Keywords

- Negative keywords can be set for a campaign or just an adgroup
- You need to navigate to the keyword tab for your campaign or adgroup
- Scroll down to negative keywords
- No need to enter a negative sign (-) before each keyword

Negative keywords ?

Ad group level

<a href="#">+ Add</a> <a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Download</a>
Negative keyword

There are no ad group-level negative keywords.

Campaign level

Keywords | [Keyword lists](#)

<a href="#">Add</a> <a href="#">Edit</a> <a href="#">Delete</a> <a href="#">Download</a>
Negative keyword

There are no campaign-level negative keywords.

you're an optometrist who sells glasses. You'd want to prevent your ad from showing to someone searching for or visiting webpages that contain terms like "wine glasses" and "drinking glasses."

# AdWords Account Structure

