

# Understanding Search Marketing

Susan McElhenney  
and  
Sara Rasco

# Understanding Search Marketing

- The components of SEM work together and need each other. One strategy alone won't do it, though some are more important than others.
  - SEO, PPC, links, social media
- SEO is the most important component for most businesses because it supports and enhances the other efforts

# Searching for sales growth?

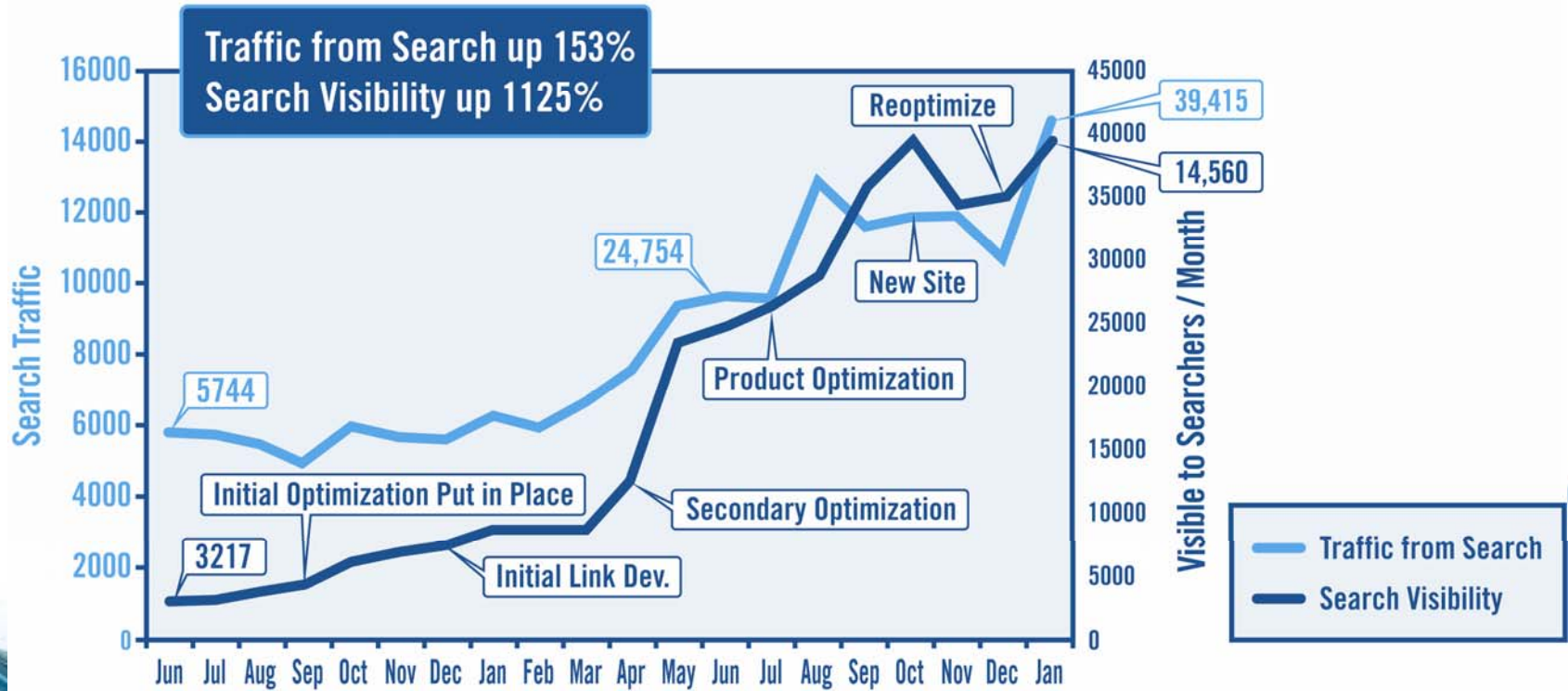
- Search marketing turns classic marketing on its head—awareness is less important
- You START with consideration—visibility creates immediate opportunity
- Prospects are in charge—you have to meet the market *on their terms*
- What terms do they use to find you or your client?

# Searches on your tagline? Zero.

- Marketers have trained clients to position, differentiate and have unique identity
  - That only works for wooing prospects
- SUSPECTS outnumber prospects 100:1
  - They cannot search for an answer to their problem using the solution for a search term, so the site has to focus equally on problems

# More optimization, more sales

Overland Search Visibility and Search Traffic, June 2004 – January 2006



# Research to find search volume

- Multiple tools: WordTracker, Keyword Discovery, Overture
- Multiple answers: gut feel sometimes
- Multiple questions: people don't usually search the way you might think—covering all the variations for how to find you keeps you from missing markets

# Asking multiple questions

B2B web marketing

agency

B2B internet marketing

company

B2B marketing

consultant

search marketing

firm

etc.

service

+ plurals of all

# Selecting your terms

- Which terms are informational?
- Which terms are transactional?
- Where are your competitors weak?
- Where are there immediate opportunities?
- What terms do you want, long term?

# RefreshWeb's SEO Process

- Content development—4-5 terms/page
- Metatags—target same list of keyword phrases as the page supports
- Internal linking—do you have a complete site map? Use keyword-based links, and always use the full URL
- Submit the site when optimized content is posted; consider paid inclusion

# RefreshWeb's SEO Process

- Monitor your results—takes 30-45 days
- Review and adjust, every month
- Link development—based on your rankings and desired terms, support your site with keyword-based links
- Work with your users and community to get links, pay for top directories
- Utilize PR, articles, etc. for link dev

# PPC: What you need to know

- Educate yourself
  - Training modules, books, market
- Be specific
  - Use the tools, think it through
  - Break it down
  - Limit your settings
- Quality counts, big time. Specify!

# Getting links

- Paid
  - Industry-specific
- Free
  - D-Moz and many, many others
  - From good content
    - Far more valuable

```
graph TD; A[Having a blog for your business] --- B[Get noticed]; A --- C[Establish authority and trust]; A --- D[Connect];
```

Having a blog  
for your  
business

Get  
noticed

Establish  
authority  
and  
trust

Connect

# Getting Noticed

- Through Search
  - Each post is a unique URL
  - It's relevant, specific, fresh content
  - It's worth sharing with other people
- Through Interaction
  - Being a visible part of your industry's community gets you noticed
  - Interacting with intent and some intelligence makes you a valuable, interesting player

# Establish Your Brand

- Intelligent. Informed. Trustworthy.
- Gives a real sense of your business in a way that your website can't
  - Personal connection
  - Responsive and active
  - Trustworthy advice

# Connecting

- Having a conversation
  - Participate and contribute on your own and on other people's blogs
- Talking back
  - Comments are where the conversation happens
  - Moderate, respond, acknowledge

# Basic Requirements

- Put it on your site
  - Search benefits
  - Pre-qualified traffic
- Post regularly
- Stay focused: 1 post, 1 topic
- Give credit where it's due



# Find Your Voice

- Be your wonderful self
- Be useful
  - Refine what you know, then share it
  - Curate the web
  - Tie it in to related areas
- Be enthusiastic and curious

# Making It Relevant



# Questions?

Susan McElhenney

[susanm@refreshweb.com](mailto:susanm@refreshweb.com)

Sara Rasco

[sarasco@refreshweb.com](mailto:sarasco@refreshweb.com)

512.637.5271

The logo for refreshweb, featuring the word "refreshweb" in a blue, lowercase, sans-serif font. The "r" is stylized with a blue wave-like shape that extends from the bottom left towards the right, partially overlapping the "e" and "s".

refreshweb