



Introduction to Search Engine Marketing

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What is Search Engine Marketing?

Marketing a website to be seen via search engines.

What is Search Engine Optimization?

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

What is Pay Per Click?

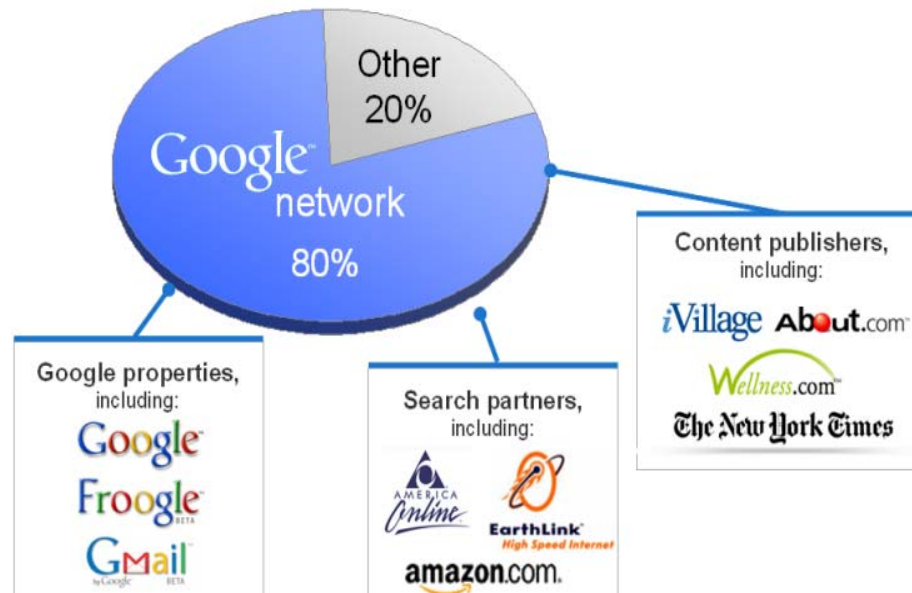
Pay per click advertisements are text or video ads placed as sponsored links on search engines.



How Do We Define Search Engines?

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Who are the search engines and their network?

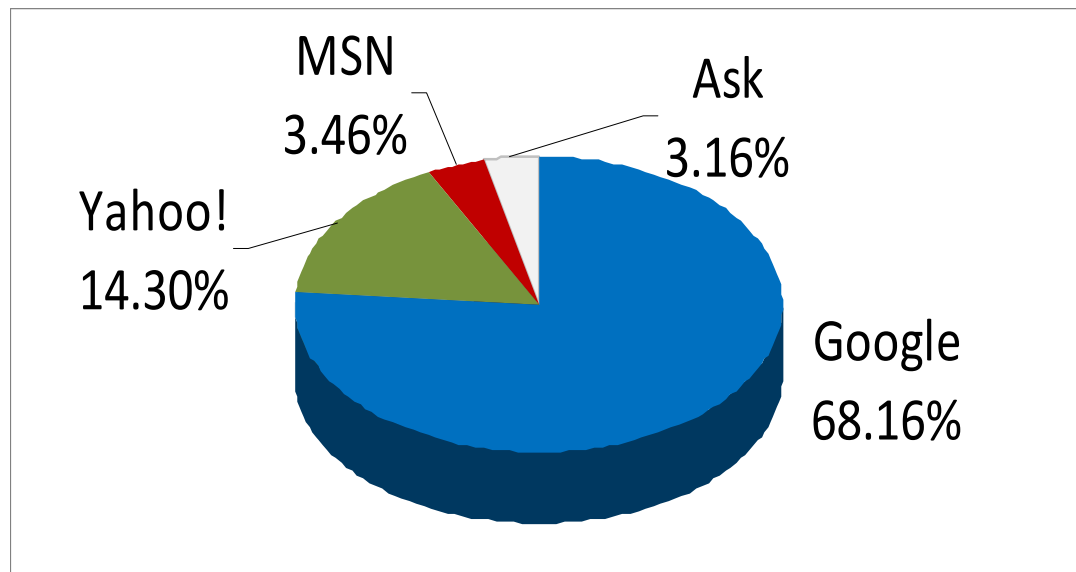




What Is The Search Engine Market Share?

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How does search compare to other marketing and media efforts?





Why Search Engine Marketing?

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Five Benefits of Search Engine Marketing:

1. Measures performance
2. Marketing budget matches results
3. People will find you
4. Flexible
5. Test marketing messages



How Does Paid Search Work?

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What is Paid Search?

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

Pay per click advertisements are **text or video ads** placed as sponsored links on search engines. When the searcher types in your keyword and clicks on your ad, you are charged – Pay Per Click



How Does Paid Search Work?

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How is your page position determined in paid search?

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

AD PAGE POSITION = CPC * QUALITY SCORE



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Sponsored Ad Listing: Keyword = Denver Lofts

Google

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

Web

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

[Stapleton Denver Homes](#)

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

Sponsored Links

Sponsored Links

[Denver Real Estate Search](#)

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

[Denver Loft](#)

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

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

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

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

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

[Denver Lofts.com](#)

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

[Denver Lofts Listings](#)

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

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

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

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

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

[Denver Lofts For Sale](#)

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

[Denver Lofts](#)

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

[Stapleton Apartments](#)

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

[LoDo Lofts](#)

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

[Springs' Downtown Lofts](#)

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

[Live Downtown](#)

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

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

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



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Sponsored Ad Listing: Keyword = Colorado Homes

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

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

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

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

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

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

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

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

Colorado HomeFinder | Colorado's better way to buy or sell a home
Colorado HomeFinder , CO real estate, homes for sale and Colorado HomeFinder REALTORS.
www.cohomefinder.com/ - 48k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.cohomefinder.com »](#)

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

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

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

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

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

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

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

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

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



How Does Organic Search Work?

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What is Organic Search?

Keywords in the HTML code optimization, Meta data, Content (copy) optimization, Image tags.

Rankings are determined by a *secret* search engine algorithm...



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Organic Listing: Keyword = Colorado Homes

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

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

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

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

Colorado HomeFinder | Colorado's better way to buy or sell a home
Colorado HomeFinder , CO real estate, homes for sale and Colorado HomeFinder REALTORS.
www.cohomefinder.com/ - 48k - [Cached](#) - [Similar pages](#) - [Note this](#)
[More results from www.cohomefinder.com »](#)

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

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

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

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

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

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

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

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

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



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What does it mean to optimize a website?

Keywords + Content + Flow = Optimization!

How Does Organic Search Work?



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Five Points on Optimizing Visible Content:

1. Focus on the global navigation pages first!
2. Keywords should be unique on each page.
3. Choose 2 to 3 keywords to focus on per page.

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Five Points on Optimizing Visible Content: cont...

4. Light content = 3 to 5 times and Heavy content = 5 to 10 times.
5. Write no less than 150 words and no more than 300 words per page.



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Five Points on Optimizing Hidden Content:

1. Use keywords EVERYWHERE!
2. Include optimized meta data on all pages.
3. Include alt tags on all dynamic content.

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Five Points on Optimizing Hidden Content: cont...

4. Content should be unique across pages.
5. Include a website ROR/XML site map.



Applying Search to Other Media

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How do you combine search with other media efforts?

- Strategic banner ad placement.
- Target search ads by tradeshow keywords.
- Direct print media to a special landing page.
- Engage with Email Marketing and Social Media Marketing.
- Archive the content on your website.

Applying Search to Conversions



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How does search apply to marketing efforts that generate results?

Define your conversions!

Applying Search to Conversions



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

Track the results of your SEM efforts!

COST / CONVERSION = RESULTS



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

-- Keo Frazier, Principal, Keos Marketing Group



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