

Search Marketing in 2010

February 11, 2010

Introduction



- C Online since 1994
- C Creating web sites since 1997
- C Specializing in online marketing since 2005
- C Speaking on Search Engine Optimization since 2007
- C Guest blogger for Search Engine Journal



What is Search Marketing?



-
- C A web application that searches a massive index of web pages
 - C Top 4 Search Engines
 - C Google
 - C Yahoo!
 - C Bing (formerly MSN)
 - C Ask (formerly Ask Jeeves)

How does Search Marketing Work?

- C Web Browsers
- C Toolbars
- C Mobile Devices

Why Search Marketing?



- A decade of massive growth
 - Google searches per day in 2001 – 10 million
 - Google searches per day in 2009 – 300 million
- In 2009, 23.4 million Canadians were online (69.2%)
- 33% of all web site visits come from a search query
- 30% of people will have to search multiple times to find what they're looking for
- 82.47% of all Canadian searches are done through Google

GOAL: Bring *qualified* traffic to your site

Google™ Products



C 3D Warehouse	C Dashboard	C Japanese Input	C PAID SEARCH	C SMS
C Accessible Search	C Dashboard Widgets for Mac	C Japanese Input Method Editor.	C Panoramio	C SMS Channels
C Ad Manager	C Deskbar	C Joga Bonito	C Patent Search	C SOCIAL SEARCH
C Ad Planner	C Desktop	C Knol	C PERSONALIZED SEARCH	C Spreadsheets
C AdSense	C Dictionary	C Language Tools	C Photos Screensaver	C Squared
C AdWords	C Directory	C Latitude	C Picasa	C Subscribed Links
C AdWords Editor	C Docs	C Life Search	C Picasa Web Albums	C Suggest
C AdWords Website Optimizer	C Dodgeball	C Listen	C Picasa Web Albums Uploader	C Sync
C Alerts	C DoubleClick	C Lively	C Pinyin Input Method	C Talk
C Analytics	C Earth	C LOCAL	C PRODUCT SEARCH	C Toolbar
C Android	C Experimental Search	C Map Maker	C Profiles	C Transit
C Answers	C Fast Flip	C MAPS	C Public DNS	C Trends
C App Engine	C FeedBurner	C Maps Navigation	C Public Service Search	C TV Ads
C Apps	C Finance	C Marratech e-Meeting	C Questions and Answers	C U.S. Government Search
C Audio Ads	C Free Search	C Mars	C Quick search box	C University Search
C Base	C Friend Connect	C Mashup Editor	C Reader	C VIDEO SEARCH
C BLOG SEARCH	C Gadgets	C Mini	C REAL-TIME SEARCH	C Video Player
C Blogger	C Gapminder	C MK-14	C Rebang	C Visigami
C Blogger Mobile	C Gears	C MOBILE SEARCH	C Related Links	C Voice
C Blogger Web Comments	C Gmail	C Mobilizer	C RELATED SEARCH	C Voice Local Search
C Book Search	C Gmail/Google Notifier	C Moon	C Ride Finder	C Voice Search
C Browser Sync	C Go	C Movies	C Scholar	C Wave
C Building Maker	C Goggles	C Music	C Search Appliance	C Web Accelerator
C Calendar	C GOOG-411	C Music Trends	C SearchMash	C Web History
C Catalogs	C Google Advertising Professionals	C News	C Secure Access	C Web Search
C Checkout	C Grants	C News Archive Search	C Send to Mobile	C Web Toolkit
C Chrome	C Groups	C Nexus One	C Sets	C Webmaster Tools
C Chrome OS	C Health	C Notebook	C Shared Stuff	C Writely
C City Tours	C Hello	C OpenSocial	C Sidewiki	C X
C Click-to-Call	C iGoogle	C ORGANIC SEARCH	C Sites	C YouTube
C Closure Tools	C Image Labeler	C Orkut	C SketchUp	C Zeitgeist
C Code	C IMAGE SEARCH	C Pack	C Sky Map	
C Code Search		C Page Creator		

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C Audio Ads	C Free Search	C Mars	C Quick search box	C University Search
C Base	C Friend Connect	C Mashup Editor	C Reader	C VIDEO SEARCH
C BLOG SEARCH	C Gadgets	C Mini	C REAL-TIME SEARCH	C Video Player
C Blogger	C Gapminder	C MK-14	C Related Links	C Visigami
C Blogger Mobile	C Gears	C MOBILE SEARCH	C Ride Finder	C Voice
C Blogger Web Comments	C Gmail	C Mobilizer	C Scholar	C Voice Local Search
C Book Search	C Gmail/Google Notifier	C Moon	C Search Appliance	C Voice Search
C Browser Sync	C Go	C Movies	C SearchMash	C Wave
C Building Maker	C Goggles	C Music	C Secure Access	C Web Accelerator
C Calendar	C GOOG-411	C Music Trends	C Send to Mobile	C Web History
C Catalogs	C Google Advertising Professionals	C News	C Sets	C Web Search
C Checkout	C Grants	C News Archive Search	C Shared Stuff	C Web Toolkit
C Chrome	C Groups	C Nexus One	C Sidewiki	C Webmaster Tools
C Chrome OS	C Health	C Notebook	C Sites	C Writely
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C Code	C IMAGE SEARCH	C Pack		
C Code Search		C Page Creator		

Google™ Types of Search



- C Organic
- C Paid
- C Local/Maps
- C Personalized
- C Image
- C Video
- C Related
- C Social
- C Product
- C Mobile
- C Real-Time

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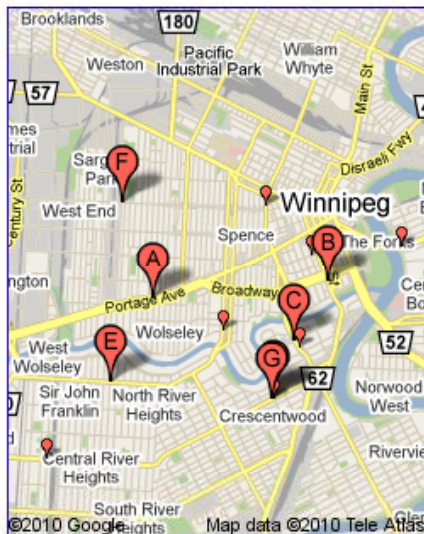
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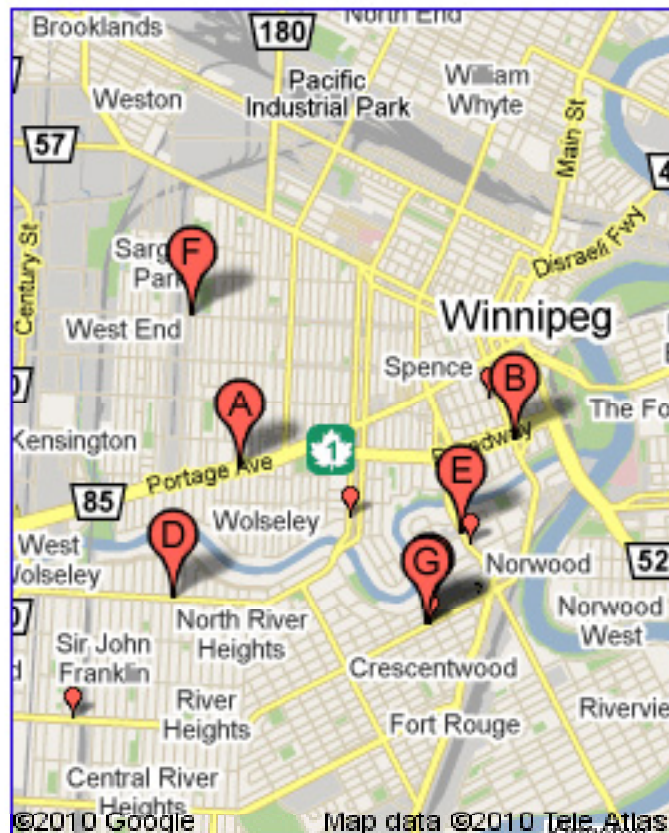
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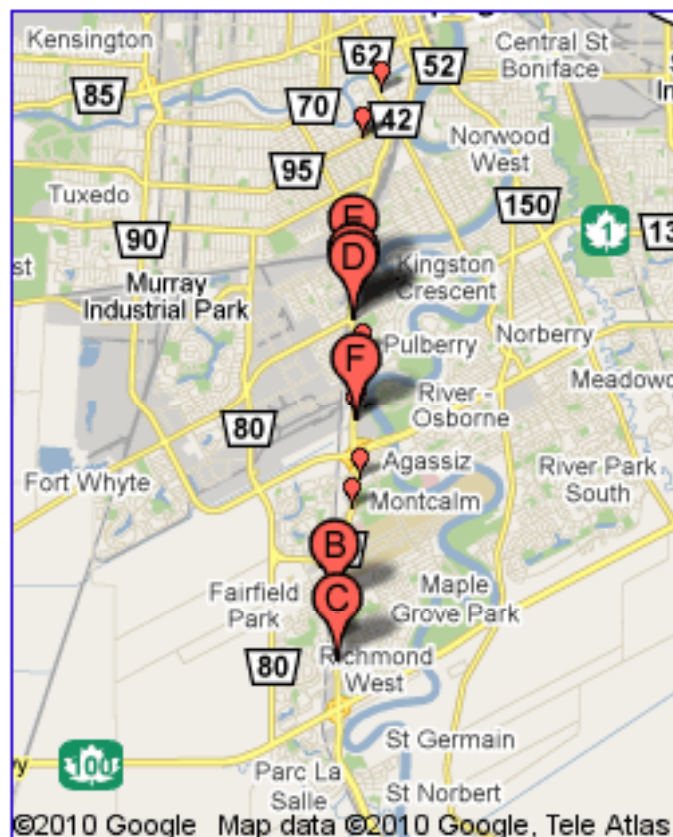
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- B** [Boston Pizza](#)
maps.google.com - (204) 261-7111 - [4 reviews](#)
- C** [Santa Lucia Pizza Winnipeg Ltd](#)
www.santaluciainc.com - (204) 269-4611 - [4 reviews](#)
- D** [Gondola Pizza Restaurants](#)
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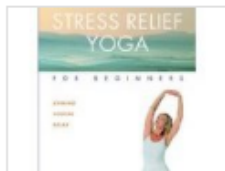
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superbowl

Search

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Social Search

Results from people in your social circle for **social search** - BETA - [My social circle](#) - [My social content](#)

Google **Social Search** « [Online Marketing at Canada's Web Shop](#)



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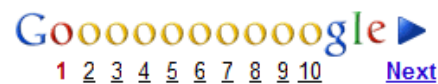
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Social Search

Social circle [Social content](#)

This is the network of connections Google uses to identify relevant social search results. It is based on a combination of the following:

- [Direct connections from your Google chat buddies and contacts \(26\)](#)
- [Direct connections from links listed on your Google profile \(174\)](#) such as Twitter and FriendFeed
- [Secondary connections \(4148\)](#) that are publicly associated with your direct connections

In addition to web pages from your social circle, posts from your [Google Reader](#) subscriptions may also appear in your social search results.

This is a recent snapshot of your social circle. Changes you make to your connections will be reflected in the next snapshot. [Learn more »](#)

Direct connections from Google Chat and Contacts (26)

Here is the list of your Google contacts who have a Google profile and have content that can show up in your search results.

Add new people to your social circle by adding them to the "Friends", "Family" or "Coworkers" group in your [Google contacts](#).

If you would like to see more content from your Google contacts, encourage them to create a [Google profile](#) and add links to their content there. [Learn more »](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

A

Adrian Balkwill	Groups: Following, Chat content via Google Reader	Show paths
AJ Batac	Groups: Chat content via Ma.gnolia , Facebook , Reddit , Google Reader , del.icio.us , mployd.com , YouTube , SlideShare , Twitter , Flickr , hoteldealsandmore.com , Jaiku , ajbatac.posterous.com , readburner.com , iLike , backtype.com ,	Show paths

Product Search

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▼](#)



saints jersey

Search

[Advanced Search](#)

Web [+ Show options...](#)

Results 1 - 10 of about 17,800,000 for saints jersey. (0.16 seconds)

[Shopping results for saints jersey](#)



[New Orleans Saints Reggie Bush Kid's Reebok NFL Jersey](#)

\$45.00 new - [Amazon.com](#)

[Reebok New Orleans Saints Drew Brees Replica Team Color Jersey](#)

\$79.99 new - [Sports Authority](#)

[#9 Drew Brees Youth Replica New Orleans Saints Jersey](#)

\$55.00 new - [MyFavoriteSportsStore](#)

[New Orleans Saints Jerseys, Saints Replica Jerseys, Saints ...](#)

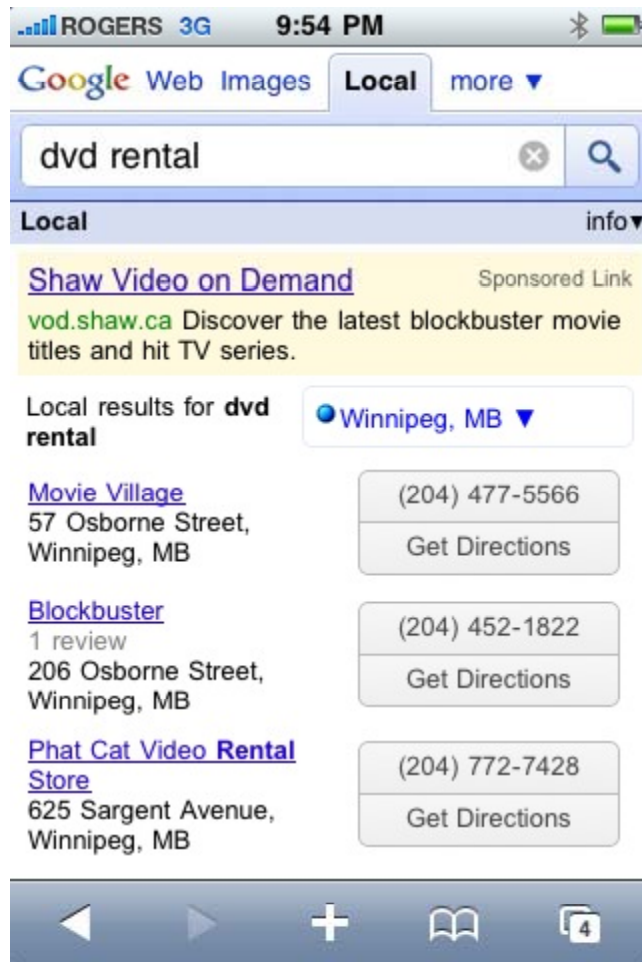
NFLShop.com is your #1 site for New Orleans Saints Jerseys, throwback jerseys, replica jerseys, authentic jerseys, and football jerseys.

www.nflshop.com/family/index.jsp?categoryId=2237508 - [Cached](#) - [Similar](#) - [⌂](#) [⌕](#) [✕](#)

[Reebok New Orleans Saints Reggie Bush Authentic White Jersey ...](#)

NFLShop.com: Buy Reebok New Orleans Saints Reggie Bush Authentic White Jersey - Feel

Mobile Search



Real-Time Search

Latest results for **superbowl** - [Pause](#)

[@EscoBlades](#) Well the niners have been in Decline since 1996 after they won the **superbowl** and Steve Young left, no decent QB

[thebigb82](#) - [twitter.com](#) - seconds ago

Tech - Monday Morning Marketing Quarterback: Which **Superbowl** Ads Scored On The Web?

[Monday Morning Marketing Quarterback: Which Superbowl Ads Scored ...](#) - [techcrunch.com](#)

[RuiPedroAzevedo](#) - [twitter.com](#) - seconds ago



Real-Time Search

[Advanced Search](#)

[Web](#) › [Latest](#) ☐ [Hide options](#)

› **All results**

[Images](#)

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[News](#)

[Blogs](#)

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[Forums](#)

[Any time](#)

› **Latest**

[Past 24 hours](#)

[Past week](#)

[Past year](#)

[Specific date range](#)

[Reset options](#)

New results will appear below as they become available. [Pause](#)

New Orleans [#Saints](#) **Superbowl** Replay
[Superbowl Replay](#) - blackandgold.com



[blackandgold](#) - [twitter.com](#) - seconds ago

I favorited a YouTube video -- **Superbowl** party at fountain blue in the club in Miami
[youtu.be/Cx6X37GePeQ?a](#)



[stanritz](#) - [twitter.com](#) - 25 seconds ago

[Megan Fox's thumb in Motorola **Super Bowl** Commercial causes buzz001](#)

[Zennie62.com: The Blog Report | CoLoursTV](#) - 28 seconds ago

Megan Fox is an even bigger star after starring in her first **Super Bowl** commercial, this one for Motorola. If you haven't seen it, the **Super Bowl** commercial ...

RT@dannydonutz: so apparently my grandma was saying "why couldnt the jonas brothers play halftime at the **superbowl**!" hahaha!



[iamcmc](#) - [twitter.com](#) - 39 seconds ago

[@hardrockchick](#) It should be Motorhead for next years **superbowl** game! My only choice...



[cscaparro](#) - [twitter.com](#) - 41 seconds ago

Real-Time Search



See what's happening — *right now*.

[Advanced Search](#)


Search

Trending topics: [#NowPlaying](#) , [#retweetthisif](#) , [#MusicMonday](#) , [Super Bowl](#) ,
[#mm](#) , [#YouKnowUsprung](#) , [Superbowl](#) , [iPad](#) , [Haiti](#) , [V-day](#)

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Real-Time Search





superbowl commercial


Realtime results for **superbowl commercial** 0.08 seconds

 **WhoDatBob:** [#NowShowing](#) - Best 2010 Super Bowl **Commercial** - <http://bit.ly/a1HZPa> (expand) - [#whodat](#) [#nola](#) [#Saints](#) [#superbowl](#) [#nola](#) [#RetweetThisIf](#) [#SaintsWin](#) [#mm](#)
less than 20 seconds ago from web · [Reply](#) · [View Tweet](#)

 **Farock:** [@jamalhbyrant](#) "Dont touch my mamma and Dont touch my Doritos" My favorite **commercial** from **superbowl**
half a minute ago from TweetDeck · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

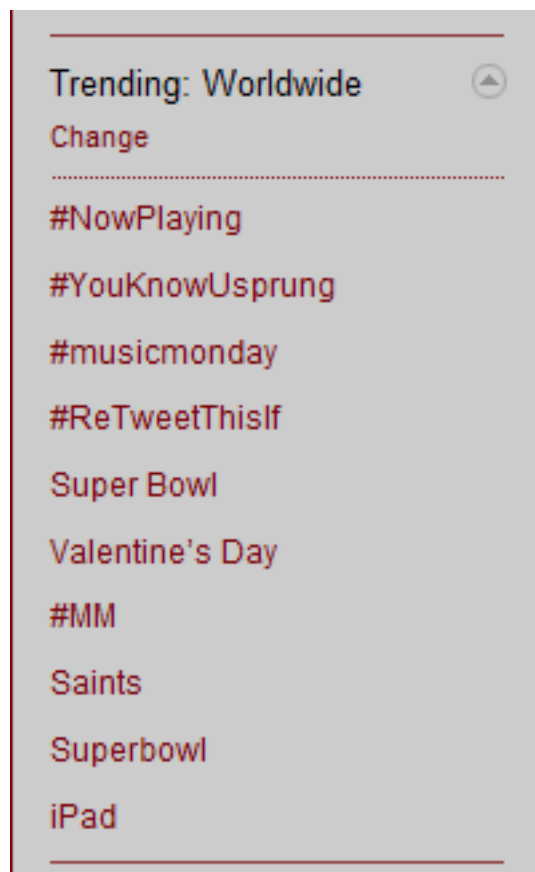
 **clkds1:** Twitter post: Diet Pepsi Max **Superbowl Commercial** 2008 - "What is Love?" Diet Pepsi Max cleverly associates falling as <http://cli.gs/pXvdZ>
half a minute ago from WP to Twitter · [Reply](#) · [View Tweet](#)

 **apiphany:** I loved that google **commercial** they played during the **superbowl**, it had me at 'study abroad' ...bonjour
half a minute ago from txt · [Reply](#) · [View Tweet](#)

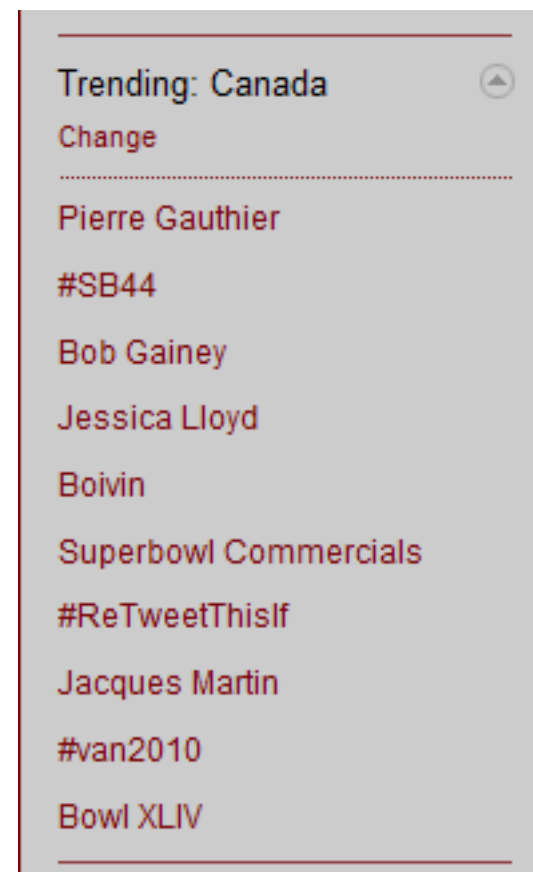
 **PFlowerstone:** The **Superbowl commercial** that didn't run. (via bitsandpieces.us) <http://twitpic.com/123jcw>
less than a minute ago from web · [Reply](#) · [View Tweet](#)

Real-Time Search

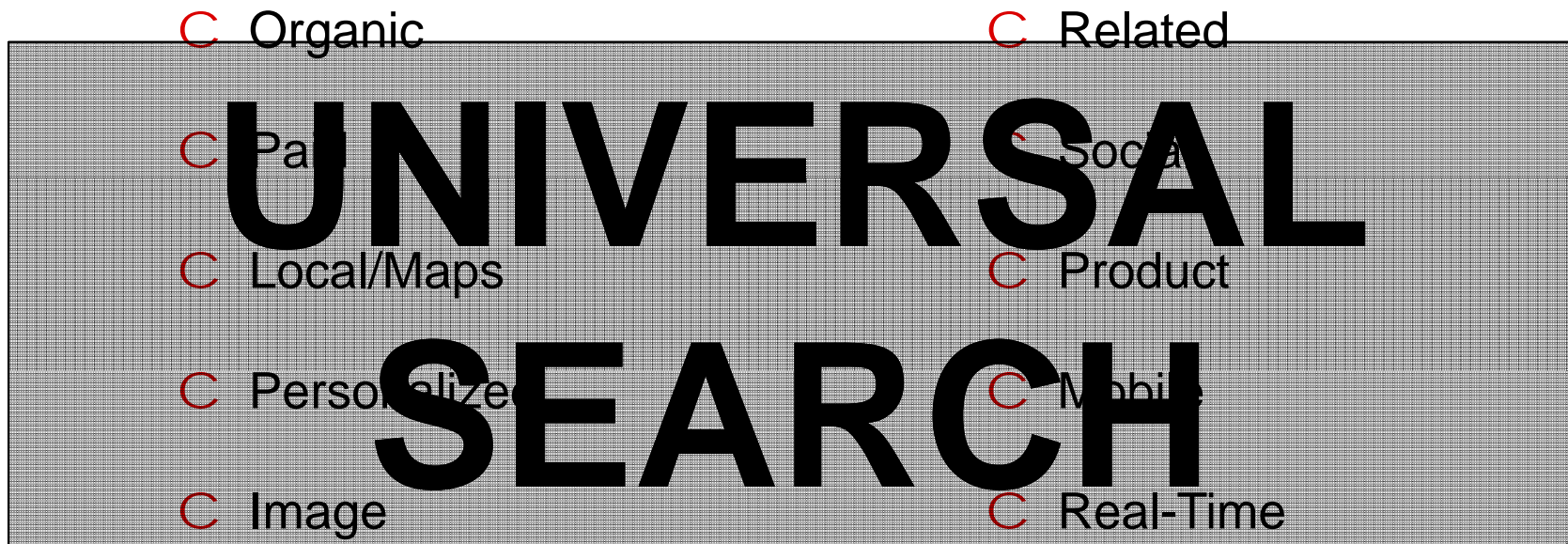
C Trending Topics



C Local Trending Topics



Type of Search (Google)



C Video

Action Items

C Action Item #1

- C Prepare a short list of keywords you want to target

C Action Item #2

- C Use these keywords to evaluate your competitors' usage of these search marketing features

C Action Item #3

- C Identify the areas of opportunity for your web site and incorporate it into your overall marketing strategy.

Questions?



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@canadaswebshop



lyndsay.walker@thewebshop.ca



<http://www.thewebshop.ca>