

Search Marketing in 2010

May 19, 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 Panoramio	C SMS
C Accessible Search	C Dashboard Widgets for Mac	C Japanese Input Method Editor.	C Patent Search	C SMS Channels
C Ad Manager	C Deskbar	C Joga Bonito	C PERSONALIZED SEARCH	C Social Search
C Ad Planner	C Desktop	C Knol	C Photos Screensaver	C Spreadsheets
C AdSense	C Dictionary	C Language Tools	C Picasa	C Squared
C AdWords	C Directory	C Latitude	C Picasa Web Albums	C Subscribed Links
C AdWords Editor	C Docs	C Life Search	C Picasa Web Albums Uploader	C Suggest
C AdWords Website Optimizer	C Dodgeball	C Listen	C Pinyin Input Method	C Sync
C Alerts	C DoubleClick	C Lively	C PLACES	C Talk
C Analytics	C Earth	C Map Maker	C PRODUCT SEARCH	C Toolbar
C Android	C Experimental Search	C MAPS	C Profiles	C Transit
C Answers	C Fast Flip	C Maps Navigation	C Public DNS	C Trends
C App Engine	C FeedBurner	C Marratech e-Meeting	C Public Service Search	C TV Ads
C Apps	C Finance	C Mars	C Questions and Answers	C U.S. Government Search
C Audio Ads	C Free Search	C Mashup Editor	C Quick search box	C University Search
C Base	C Friend Connect	C Mini	C Reader	C VIDEO SEARCH
C BLOG SEARCH	C Gadgets	C MK-14	C REAL-TIME SEARCH	C Video Player
C Blogger	C Gapminder	C MOBILE SEARCH	C Rebang	C Visigami
C Blogger Mobile	C Gears	C Mobilizer	C Related Links	C Voice
C Blogger Web Comments	C Gmail	C Moon	C RELATED SEARCH	C Voice Local Search
C Book Search	C Gmail/Google Notifier	C Movies	C Ride Finder	C Voice Search
C Browser Sync	C Go	C Music	C Scholar	C Wave
C Building Maker	C Goggles	C Music Trends	C Search Appliance	C Web Accelerator
C Calendar	C GOOG-411	C News	C SearchMash	C Web History
C Catalogs	C Google Advertising Professionals	C News Archive Search	C Secure Access	C Web Search
C Checkout	C Grants	C Nexus One	C Send to Mobile	C Web Toolkit
C Chrome	C Groups	C Notebook	C Sets	C Webmaster Tools
C Chrome OS	C Health	C OpenSocial	C Shared Stuff	C Writely
C City Tours	C Hello	C ORGANIC SEARCH	C Sidewiki	C X
C Click-to-Call	C iGoogle	C Orkut	C Sites	C YouTube
C Closure Tools	C Image Labeler	C Pack	C SketchUp	C Zeitgeist
C Code	C IMAGE SEARCH	C Page Creator	C Sky Map	
C Code Search		C PAID SEARCH		

Google Products



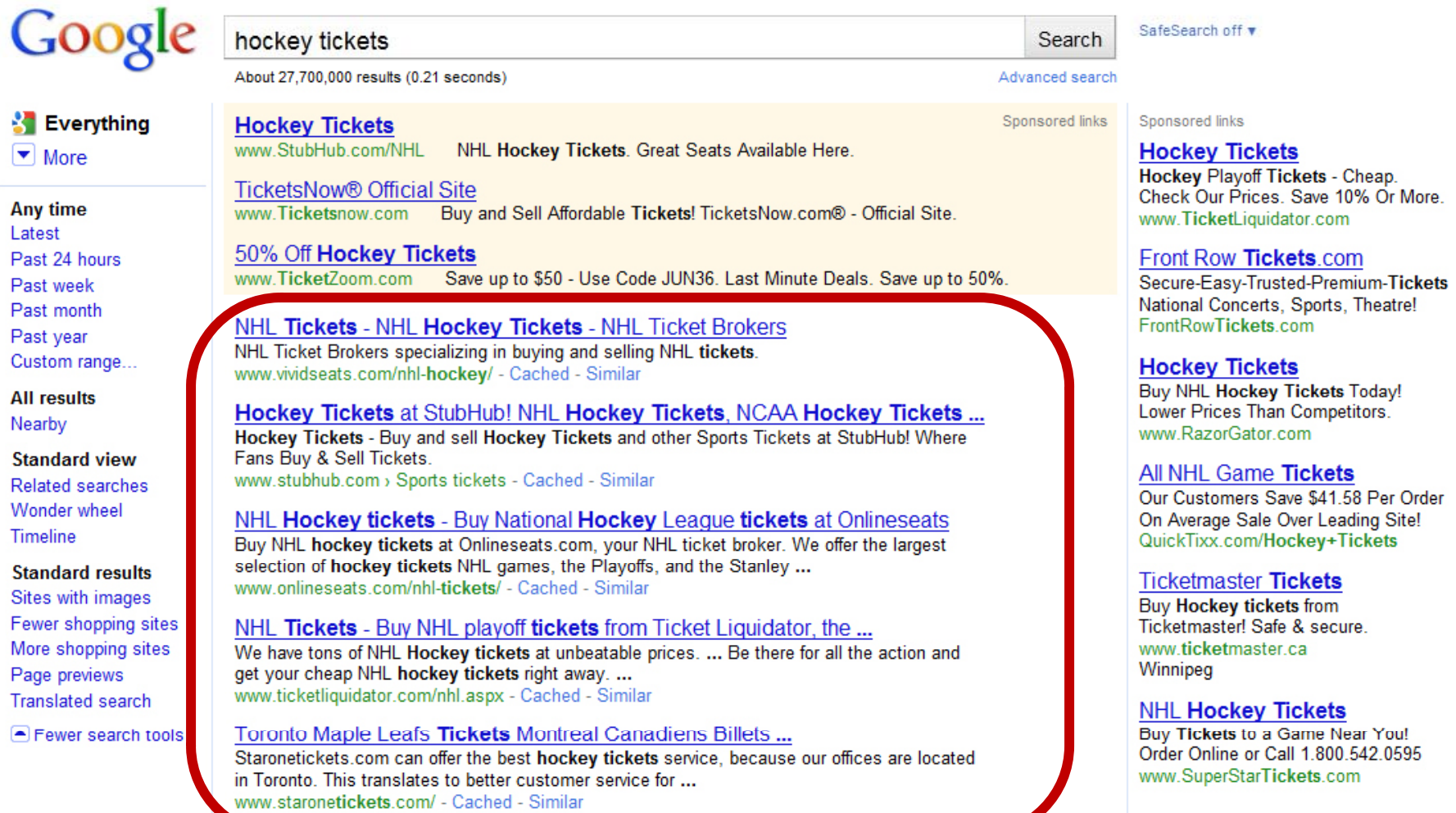
C 3D Warehouse	C Dashboard	C Japanese Input	C Panoramio	C SMS
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C AdWords Website Optimizer	C Dodgeball	C Listen	C Pinyin Input Method	C Sync
C Alerts	C DoubleClick	C Lively	C PLACES	C Talk
C Analytics	C Earth	C Map Maker	C PRODUCT SEARCH	C Toolbar
C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

Google Types of Search



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

Organic Search



The screenshot shows a Google search for "hockey tickets". The search bar at the top contains the text "hockey tickets" and a "Search" button. Below the search bar, it says "About 27,700,000 results (0.21 seconds)". On the left side, there are filters for "Everything", "Any time", "All results", "Standard view", "Standard results", and "Fewer search tools". The main search results are divided into "Organic" and "Sponsored links". The organic results include "Hockey Tickets" from StubHub, "TicketsNow® Official Site", "50% Off Hockey Tickets" from TicketZoom, "NHL Tickets - NHL Hockey Tickets - NHL Ticket Brokers", "Hockey Tickets at StubHub! NHL Hockey Tickets, NCAA Hockey Tickets ...", "NHL Hockey tickets - Buy National Hockey League tickets at Onlineseats", "NHL Tickets - Buy NHL playoff tickets from Ticket Liquidator, the ...", and "Toronto Maple Leafs Tickets Montreal Canadiens Billets ...". The sponsored links include "Hockey Tickets" from TicketLiquidator.com, "Front Row Tickets.com", "Hockey Tickets" from RazorGator.com, "All NHL Game Tickets", "Ticketmaster Tickets", and "NHL Hockey Tickets" from SuperStarTickets.com.

Google

hockey tickets Search

About 27,700,000 results (0.21 seconds) Advanced search

Everything
More

Any time
Latest
Past 24 hours
Past week
Past month
Past year
Custom range...

All results
Nearby

Standard view
Related searches
Wonder wheel
Timeline

Standard results
Sites with images
Fewer shopping sites
More shopping sites
Page previews
Translated search
Fewer search tools

Hockey Tickets
www.StubHub.com/NHL NHL Hockey Tickets. Great Seats Available Here.

TicketsNow® Official Site
www.Ticketsnow.com Buy and Sell Affordable Tickets! TicketsNow.com® - Official Site.

50% Off Hockey Tickets
www.TicketZoom.com Save up to \$50 - Use Code JUN36. Last Minute Deals. Save up to 50%.

NHL Tickets - NHL Hockey Tickets - NHL Ticket Brokers
NHL Ticket Brokers specializing in buying and selling NHL tickets.
www.vividseats.com/nhl-hockey/ - Cached - Similar

Hockey Tickets at StubHub! NHL Hockey Tickets, NCAA Hockey Tickets ...
Hockey Tickets - Buy and sell Hockey Tickets and other Sports Tickets at StubHub! Where Fans Buy & Sell Tickets.
www.stubhub.com/Sports-tickets - Cached - Similar

NHL Hockey tickets - Buy National Hockey League tickets at Onlineseats
Buy NHL hockey tickets at Onlineseats.com, your NHL ticket broker. We offer the largest selection of hockey tickets NHL games, the Playoffs, and the Stanley ...
www.onlineseats.com/nhl-tickets/ - Cached - Similar

NHL Tickets - Buy NHL playoff tickets from Ticket Liquidator, the ...
We have tons of NHL Hockey tickets at unbeatable prices. ... Be there for all the action and get your cheap NHL hockey tickets right away. ...
www.ticketliquidator.com/nhl.aspx - Cached - Similar

Toronto Maple Leafs Tickets Montreal Canadiens Billets ...
Staronetickets.com can offer the best hockey tickets service, because our offices are located in Toronto. This translates to better customer service for ...
www.staronetickets.com/ - Cached - Similar

Sponsored links

Hockey Tickets
Hockey Playoff Tickets - Cheap. Check Our Prices. Save 10% Or More.
www.TicketLiquidator.com

Front Row Tickets.com
Secure-Easy-Trusted-Premium-Tickets
National Concerts, Sports, Theatre!
FrontRowTickets.com

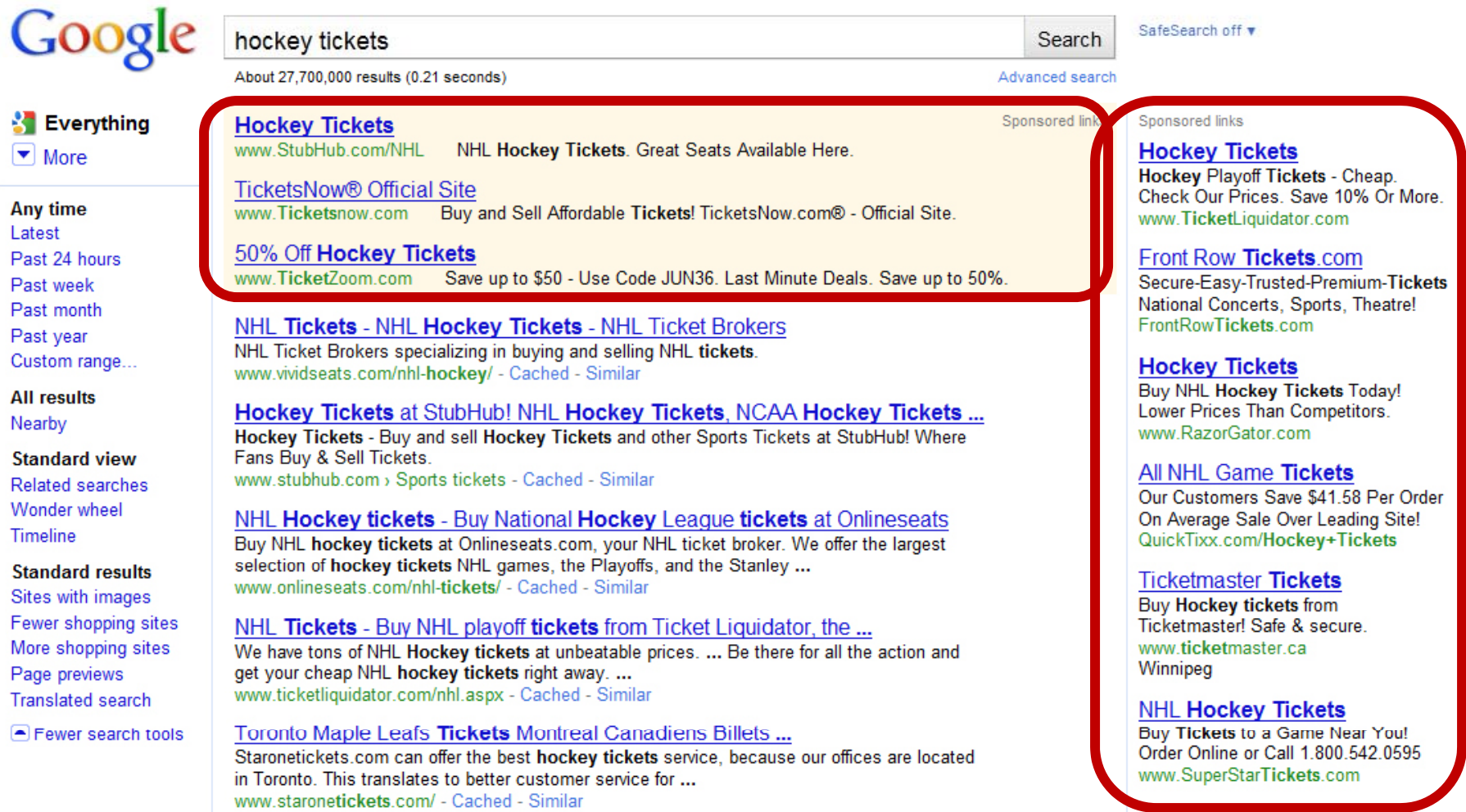
Hockey Tickets
Buy NHL Hockey Tickets Today!
Lower Prices Than Competitors.
www.RazorGator.com

All NHL Game Tickets
Our Customers Save \$41.58 Per Order
On Average Sale Over Leading Site!
QuickTixx.com/Hockey+Tickets

Ticketmaster Tickets
Buy Hockey tickets from Ticketmaster! Safe & secure.
www.ticketmaster.ca
Winnipeg

NHL Hockey Tickets
Buy Tickets to a Game Near You!
Order Online or Call 1.800.542.0595
www.SuperStarTickets.com

Paid Search



The screenshot shows a Google search for "hockey tickets". The search bar is at the top with the text "hockey tickets" and a "Search" button. Below the search bar, it says "About 27,700,000 results (0.21 seconds)". On the left side, there are filters for "Everything", "More", "Any time", "Latest", "Past 24 hours", "Past week", "Past month", "Past year", "Custom range...", "All results", "Nearby", "Standard view", "Related searches", "Wonder wheel", "Timeline", "Standard results", "Sites with images", "Fewer shopping sites", "More shopping sites", "Page previews", "Translated search", and "Fewer search tools". The main search results are displayed in a grid. The first result is "Hockey Tickets" from StubHub.com, which is highlighted with a red box. Below it is "TicketsNow® Official Site" from TicketsNow.com. The second result is "50% Off Hockey Tickets" from TicketZoom.com, also highlighted with a red box. Below that is "NHL Tickets - NHL Hockey Tickets - NHL Ticket Brokers" from Vividseats.com. The third result is "Hockey Tickets at StubHub! NHL Hockey Tickets, NCAA Hockey Tickets ..." from StubHub.com. Below that is "NHL Hockey tickets - Buy National Hockey League tickets at Onlineseats" from Onlineseats.com. The fourth result is "NHL Tickets - Buy NHL playoff tickets from Ticket Liquidator, the ..." from TicketLiquidator.com. The fifth result is "Toronto Maple Leafs Tickets Montreal Canadiens Billets ..." from Staronetickets.com. On the right side, there are "Sponsored links" for "Hockey Tickets" from TicketLiquidator.com, "Front Row Tickets.com", "Hockey Tickets" from RazorGator.com, "All NHL Game Tickets" from QuickTixx.com, "Ticketmaster Tickets", and "NHL Hockey Tickets" from SuperStarTickets.com.

Google

hockey tickets

Search

About 27,700,000 results (0.21 seconds)

Advanced search

SafeSearch off ▼

Everything

More

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Nearby

Standard view

Related searches

Wonder wheel

Timeline

Standard results

Sites with images

Fewer shopping sites

More shopping sites

Page previews

Translated search

Fewer search tools

Hockey Tickets

www.StubHub.com/NHL NHL Hockey Tickets. Great Seats Available Here.

TicketsNow® Official Site

www.Ticketsnow.com Buy and Sell Affordable Tickets! TicketsNow.com® - Official Site.

50% Off Hockey Tickets

www.TicketZoom.com Save up to \$50 - Use Code JUN36. Last Minute Deals. Save up to 50%.

NHL Tickets - NHL Hockey Tickets - NHL Ticket Brokers

NHL Ticket Brokers specializing in buying and selling NHL tickets.

www.vividseats.com/nhl-hockey/ - Cached - Similar

Hockey Tickets at StubHub! NHL Hockey Tickets, NCAA Hockey Tickets ...

Hockey Tickets - Buy and sell Hockey Tickets and other Sports Tickets at StubHub! Where Fans Buy & Sell Tickets.

www.stubhub.com/Sports-tickets - Cached - Similar

NHL Hockey tickets - Buy National Hockey League tickets at Onlineseats

Buy NHL hockey tickets at Onlineseats.com, your NHL ticket broker. We offer the largest selection of hockey tickets NHL games, the Playoffs, and the Stanley ...

www.onlineseats.com/nhl-tickets/ - Cached - Similar

NHL Tickets - Buy NHL playoff tickets from Ticket Liquidator, the ...

We have tons of NHL Hockey tickets at unbeatable prices. ... Be there for all the action and get your cheap NHL hockey tickets right away. ...

www.ticketliquidator.com/nhl.aspx - Cached - Similar

Toronto Maple Leafs Tickets Montreal Canadiens Billets ...

Staronetickets.com can offer the best hockey tickets service, because our offices are located in Toronto. This translates to better customer service for ...

www.staronetickets.com/ - Cached - Similar

Hockey Tickets

Hockey Playoff Tickets - Cheap. Check Our Prices. Save 10% Or More.

www.TicketLiquidator.com

Front Row Tickets.com

Secure-Easy-Trusted-Premium-Tickets National Concerts, Sports, Theatre!

FrontRowTickets.com

Hockey Tickets

Buy NHL Hockey Tickets Today! Lower Prices Than Competitors.

www.RazorGator.com

All NHL Game Tickets

Our Customers Save \$41.58 Per Order On Average Sale Over Leading Site!

QuickTixx.com/Hockey+Tickets

Ticketmaster Tickets

Buy Hockey tickets from Ticketmaster! Safe & secure.

www.ticketmaster.ca Winnipeg

NHL Hockey Tickets

Buy Tickets to a Game Near You! Order Online or Call 1.800.542.0595

www.SuperStarTickets.com

Paid Search

Content Network

Lowest Prices for LG Electronics BL40 Chocolate Black...

Retailer	Price
BT Shop	£278.47
dabs.com	£278.47
Amazon Electronics UK	£399.29



Ads by Google

[Cheap Plans Cell Phones](#)

Cheap Plans Cell Phones & More 100,000 Stores. Deals. Reviews. AroundMe.com

[Great deals on iPhone 3GS](#)

Be the first with a 3GS iPhone! Lots of choice & great prices here Apple-Deals.info/iPhone-3GS

[Unlock any iPhone](#)

Millions of Satisfied Customers Unlock Your iPhone Now! www.Unlock-the-iPhone.com

[Unlock Your iPhone Now](#)

Unlock Your 2G, 3G or 3GS iPhone Easy 1 Click Instantly Unlock www.easy-iphone-unlocking.com

Latest 4 of 76 Comments

Have your say: Leave a comment below about this article.

Harvey said on 5th November 2008

Having read through this entire thread I feel compelled to add my th...

Mobile Network



Places (Maps)




pizza winnipeg

Search

About 519,000 results (0.23 seconds)

[Advanced search](#)

 Everything

 Maps

 More

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Nearby

Standard view

Related searches

Wonder wheel

Timeline

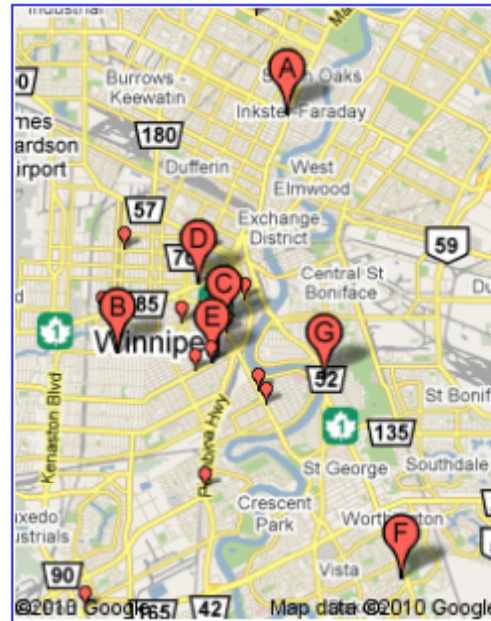
Standard results

[Sites with images](#)

[Fewer shopping sites](#)

[More shopping sites](#)

Local business results for **pizza** near **Winnipeg, MB, Canada**



-  [Santa Lucia Pizza Winnipeg Ltd](#)
www.santaluciainc.com - (204) 586-8171 - 5 reviews
-  [Pizzeria Gusto](#)
maps.google.com - (204) 944-8786 - 21 reviews
-  [Papa George's Restaurant](#)
papageorges.supersites.ca - (204) 452-6044 - 7 reviews
-  [Panago Pizza](#)
www.panago.com - (204) 949-0001 - 2 reviews
-  [Colosseo Ristorante](#)
www.colosseo.ca - (204) 284-4977 - 17 reviews
-  [Diana's Gourmet Pizzeria](#)
www.onegreatpizza.ca - (204) 954-7858 - 27 reviews
-  [Loona Rosa Pizza](#)
maps.google.com - (204) 235-1289 - 5 reviews
-  [More results near Winnipeg, MB, Canada »](#)

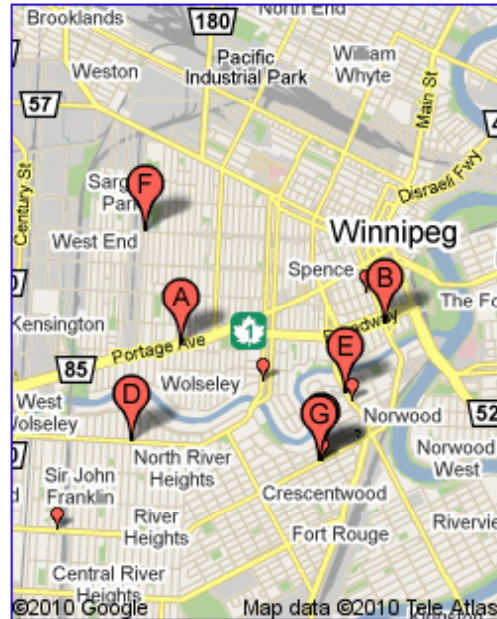
[Santa Lucia Pizza](#)


Winnipeggers have acknowledged this dedication to tradition by awarding Santa Lucia Pizza with the following awards: 'Best Pizza in Winnipeg' by Uptown ...

www.santaluciapizza.com/ - [Cached](#) - [Similar](#)

Places (Maps)

Local business results for **pizza** near Winnipeg, MB - [Change location](#)



- A** [Domino's Pizza](#)
quebec.dominos.ca - (204) 987-5550 - [More](#)
- B** [Chicago Phils Pizza](#)
maps.google.ca - (204) 942-3500 - [5 reviews](#)
- C** [Colosseo Ristorante](#)
www.colosseo.ca - (204) 227-3708 - [8 reviews](#)
- D** [Pizzeria Gusto](#)
maps.google.ca - (204) 944-8786 - [15 reviews](#)
- E** [Papa George's Restaurant](#)
papageorges.supersites.ca - (204) 452-6044 - [5 reviews](#)
- F** [Casa Grande Pizzeria](#)
maps.google.ca - (204) 783-6231 - [5 reviews](#)
- G** [Civita Restaurant](#)
maps.google.ca - (204) 453-4616 - [8 reviews](#)
-  [More results near Winnipeg, MB »](#)

Places (Maps)

Local business results for **pizza** near **Winnipeg, MB R2J 1B3, Canada**



- A** [Niakwa Pizza Ltd](#)
[maps.google.com](#) - (204) 256-7655 - 2 reviews
 - B** [Omar Pizza & Steakhouse](#)
[www.omarpizzaonline.com](#) - (204) 253-5555 - 1 review
 - C** [Pizza Hut](#)
[maps.google.com](#) - (204) 953-4142 - More
 - D** [Atlantic Pizza](#)
[maps.google.com](#) - (204) 257-2443 - More
 - E** [Loona Rosa Pizza](#)
[maps.google.com](#) - (204) 235-1289 - 5 reviews
 - F** [Gondola Pizza Incomparable Canada \(1981\) Ltd](#)
[maps.google.com](#) - (204) 663-9085 - More
 - G** [Gondola Pizza Restaurants](#)
[maps.google.com](#) - (204) 661-2851 - More
-  [More results near Winnipeg, MB R2J 1B3, Canada »](#)

Personalized Search

Google las vegas hotel Search Advanced Search

Web Show options... Results 1 - 10 of about 30,400,000 for las vegas hotel. (0.34 seconds) View customizations

Hotels in Vegas 75% Off
www.TripRes.com/LasVegas Savings at all Las Vegas hotels. Book today and save!


Las Vegas Hotels on Sale
www.VegasView.com/Specials Book Now For Rates Up To 70% Off Save More on Top Las Vegas Hotels

Las Vegas Hotel Deals
Expedia.ca/Vegas Vegas Has Never Been Cheaper! 5-Star Hotels at 3-Star Prices.

Las Vegas Hotels - Wynn Las Vegas - 4 visits - 10/5/09
Wynn Las Vegas Hotel is the only destination casino resort in the world to receive the Mobil 5 Star, AAA 5 Diamond and Michelin 5 Red Pavilions awards.
www.wynnlasvegas.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Las Vegas Hotels - Treasure Island Hotel & Casino Las Vegas, NV - 4 visits - 7/22/09
Make your Las Vegas hotel reservation at Treasure Island Casino and Resort. Check room rates, hotel packages, and booking deals.
www.treasureisland.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Las Vegas Hotels - Bellagio
Bellagio is ultimate Las Vegas hotel experience. Make your luxury hotel reservations at the home of the famous dancing fountains, award-winning casino, ...
www.bellagio.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

News results for las vegas hotel

[HotelChatter](#) Exclusive: Ritz-Carlton to close Lake Las Vegas resort permanently ... - 21 hours ago
Hotel Check-in has learned that the Ritz-Carlton Lake Las Vegas in Henderson, Nev., will close its doors for good on May 2, 2010, which will put around 400 ...
[USA Today](#) - [21 related articles](#)

Las Vegas Hotels & Casinos - Rio All Suites - 3 visits - Jan 15
Plan your perfect Las Vegas casino & hotel vacation at Rio All-Suites. You'll find everything you want from gaming to Las Vegas entertainment at Rio All ...
www.riolasvegas.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Las Vegas Hotels - MGM Grand Hotel & Casino
MGM Grand Hotel & Casino is your premiere destination for Las Vegas entertainment. Experience the comfort and excitement of MGM Grand, the resort that ...
www.mgmgrand.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

The Venetian - Resort, Hotel, Casino.
Of the top hotels Las Vegas offers, The Venetian Las Vegas Hotel Casino sets new luxury standards: Suites twice the size of other Las Vegas suites.
www.venetian.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Las Vegas - Luxor
Visit the Luxor Las Vegas resort hotel and casino. ... Las Vegas - Luxor Hotel and Casino - Air/Hotel Packages. Air / Hotel Packages ...
www.luxor.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Mandalay Bay Hotel & Casino - Las Vegas Resorts, Hotels & Casinos
Mandalay Bay Resort and Casino in Las Vegas offers unmatched luxury, fine dining, renowned entertainment, personal service, and gaming excitement dreams are ...
www.mandalaybay.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Las Vegas Hotel Casinos- Las Vegas Hilton- Off-Strip Hotel ...
Las Vegas Hilton - official site. Book reservations at this brilliantly redesigned Las Vegas hotel casino resort. As the world's largest Hilton, ...
www.hilton.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Circus Circus - Las Vegas Hotel & Casino
Circus Circus Hotel and Casino - Best room rates on the Las Vegas Strip.
www.circuscircus.com/ - [Cached](#) - [Similar](#) - [Print](#) - [Share](#)

Google las vegas hotel Search Advanced Search

Web Show options... Results 1 - 10 of about 30,600,000 for las vegas hotel. (0.21 seconds) Sponsored Links

Hotels in Vegas 75% Off
www.TripRes.com/LasVegas Savings at all Las Vegas hotels. Book today and save!


Las Vegas Hotels on Sale
www.VegasView.com/Specials Book Now For Rates Up To 70% Off Save More on Top Las Vegas Hotels

Las Vegas Hotel Deals
Expedia.ca/Vegas Vegas Has Never Been Cheaper! 5-Star Hotels at 3-Star Prices.

Las Vegas Hotels - Wynn Las Vegas
Wynn Las Vegas Hotel is the only destination casino resort in the world to receive the Mobil 5 Star, AAA 5 Diamond and Michelin 5 Red Pavilions awards.
www.wynnlasvegas.com/ - [Cached](#) - [Similar](#)

Las Vegas Hotels - Bellagio
Bellagio is ultimate Las Vegas hotel experience. Make your luxury hotel reservations at the home of the famous dancing fountains, award-winning casino, ...
www.bellagio.com/ - [Cached](#) - [Similar](#)

Las Vegas Hotels - MGM Grand Hotel & Casino
MGM Grand Hotel & Casino is your premiere destination for Las Vegas entertainment. Experience the comfort and excitement of MGM Grand, the resort that ...
www.mgmgrand.com/ - [Cached](#) - [Similar](#)

News results for las vegas hotel

[HotelChatter](#) Exclusive: Ritz-Carlton to close Lake Las Vegas resort permanently ... - 21 hours ago
Hotel Check-in has learned that the Ritz-Carlton Lake Las Vegas in Henderson, Nev., will close its doors for good on May 2, 2010, which will put around 400 ...
[USA Today](#) - [21 related articles](#)

The Venetian - Resort, Hotel, Casino.
Of the top hotels Las Vegas offers, The Venetian Las Vegas Hotel Casino sets new luxury standards: Suites twice the size of other Las Vegas suites.
www.venetian.com/ - [Cached](#) - [Similar](#)

Las Vegas - Luxor
Visit the Luxor Las Vegas resort hotel and casino. ... Las Vegas - Luxor Hotel and Casino - Air/Hotel Packages. Air / Hotel Packages ...
www.luxor.com/ - [Cached](#) - [Similar](#)

Mandalay Bay Hotel & Casino - Las Vegas Resorts, Hotels & Casinos
Mandalay Bay Resort and Casino in Las Vegas offers unmatched luxury, fine dining, renowned entertainment, personal service, and gaming excitement dreams are ...
www.mandalaybay.com/ - [Cached](#) - [Similar](#)

Las Vegas Hotel Casinos- Las Vegas Hilton- Off-Strip Hotel ...
Las Vegas Hilton - official site. Book reservations at this brilliantly redesigned Las Vegas hotel casino resort. As the world's largest Hilton, ...
www.hilton.com/ - [Cached](#) - [Similar](#)

Circus Circus - Las Vegas Hotel & Casino
Circus Circus Hotel and Casino - Best room rates on the Las Vegas Strip.
www.circuscircus.com/ - [Cached](#) - [Similar](#)

Discount Las Vegas Hotels - Cheap Las Vegas Hotels - Las Vegas ...
Discount Las Vegas Hotels, Expedia.com is the premier online travel planning site. Cheap Las Vegas Hotels, purchase airline tickets online, find vacation ...
www.expedia.com/daily/vacations/las-vegas/hotels.asp - [Cached](#) - [Similar](#)

Las Vegas Hotels - The Mirage Resort and Casino
Lodging, dining and casino experience in a tropical rainforest with soaring palms and sparkling waterfalls.
www.mirage.com/ - [Cached](#) - [Similar](#)

Image Search



justin bieber

Search


SafeSearch off ▼

About 6,580,000 results (0.09 seconds)

[Advanced search](#)

 Everything

 Videos

 Images

 More

Any size

Medium

Large

Icon

Larger than...

Exactly...

Any type

Face

Photo

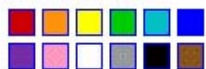
Clip art

Line drawing

Any color

Full color

Black and white



Filed under **justin**

400 × 400 - 101k - gif

[ringtonegg.com](#)

[Find similar images](#)



Justin Bieber to

475 × 376 - 47k - jpg

[blogs.bet.com](#)

[Find similar images](#)



Justin Bieber

450 × 428 - 51k - jpg

[celebritysmackblog.com](#)

[Find similar images](#)



Justin Bieber

500 × 294 - 16k - jpg

[bscreview.com](#)

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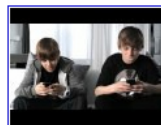


Justin Bieber - Baby ft. Ludacris

3 min 45 sec - 19 Feb 2010

Music video by **Justin Bieber** performing Baby. Watch this video with lyrics at [www.vevo.com](#)

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4 min 3 sec - 24 Nov 2009

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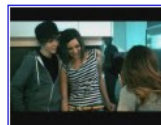
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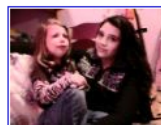


Justin Bieber - One Time

4 min 2 sec - 17 Jun 2009

Justin Bieber - One Time Pop - (C) 2009 The Island Def Jam Music Group rbmg/idj

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3 Year old crying over Justin Bieber

4 min 43 sec - 5 Feb 2010

This is my 3 yr old little sister. She loves everyone and on this day it was all about **Justin!!!** She didn't take a nap and she was very ...

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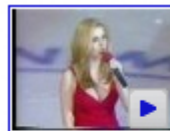
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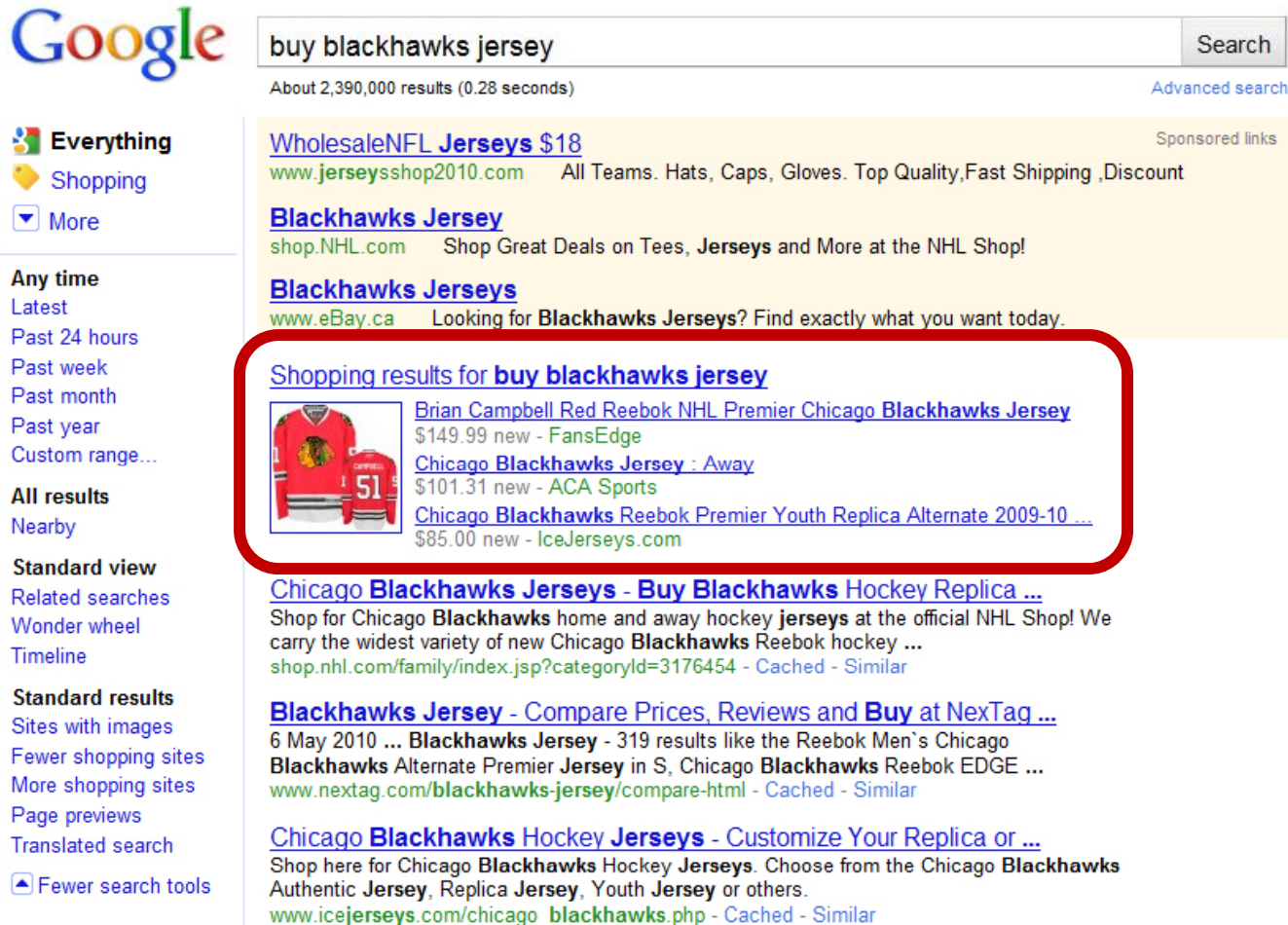
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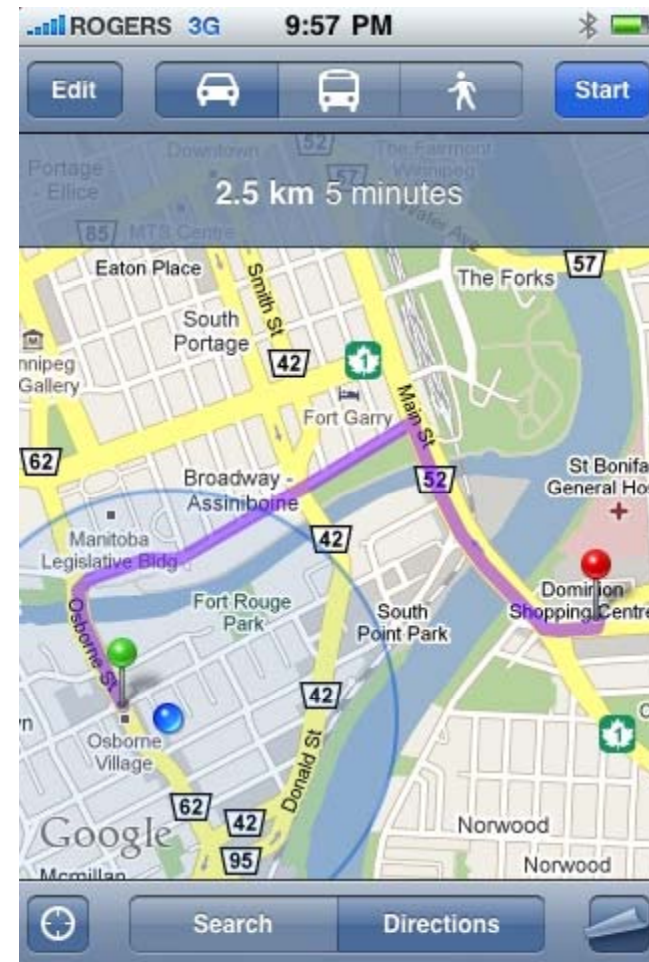
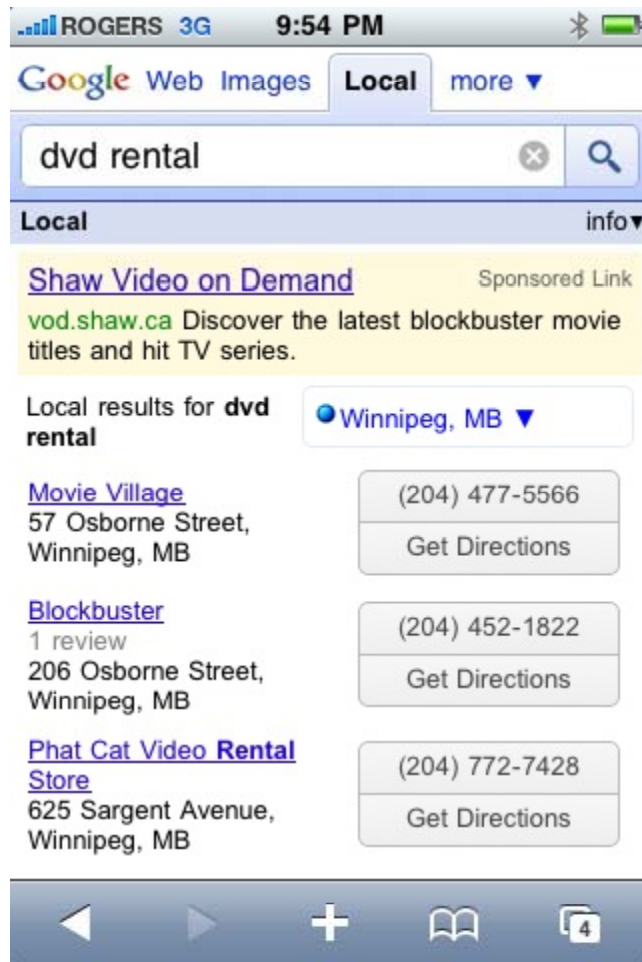
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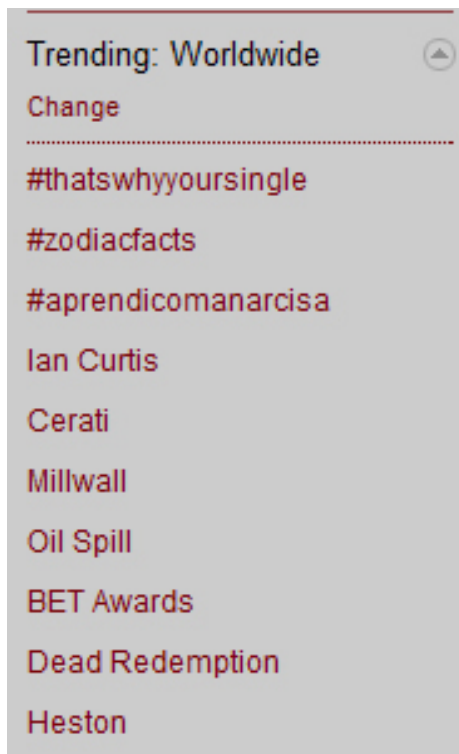
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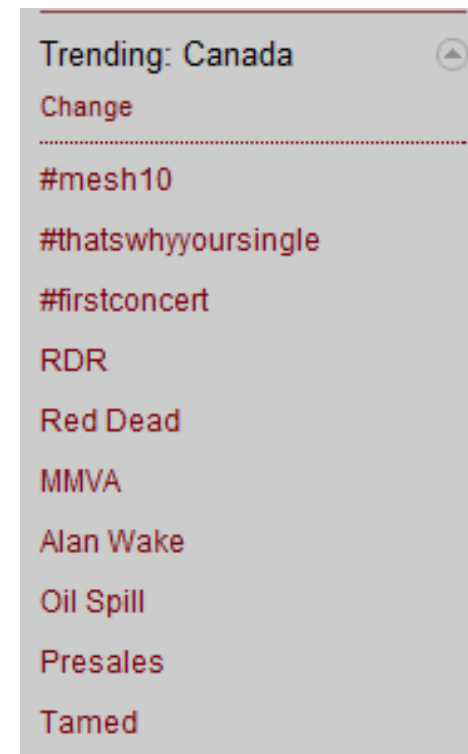
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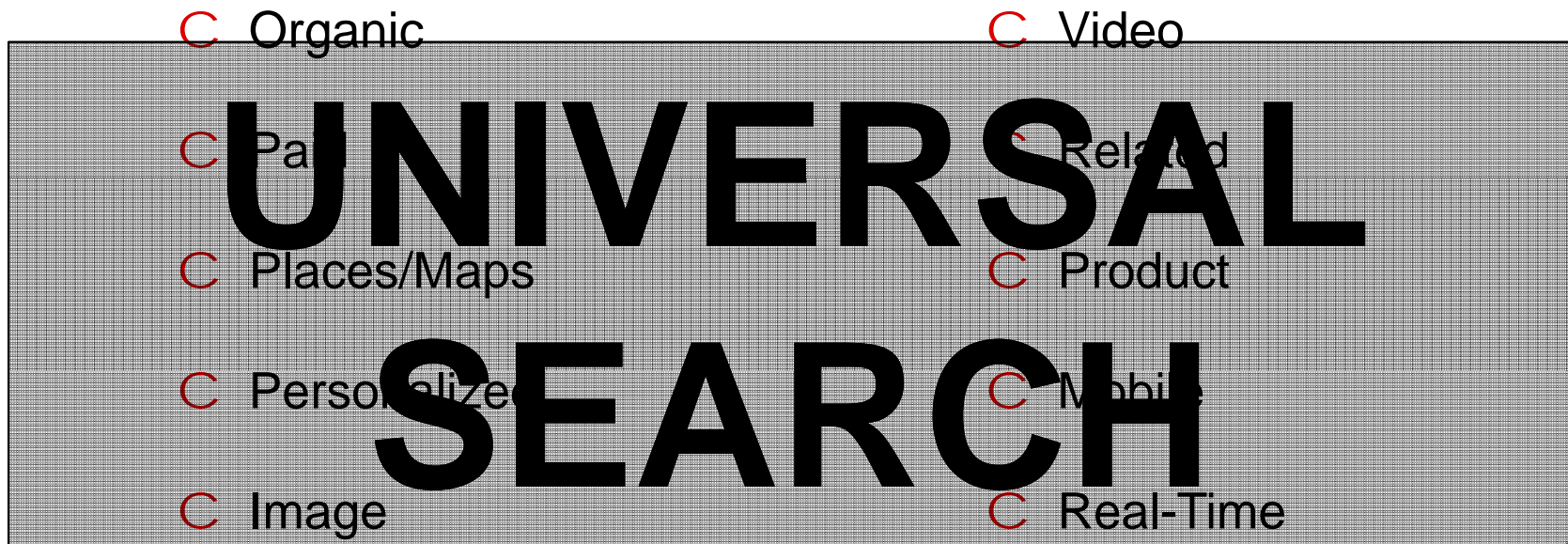
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Type of Search (Google)



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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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