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Summit 2012
Profit from the Cloud™

Make SEO and Paid Search Pay Off

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Overview of Search – the Basics

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Winning with Organic Search

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Three Pillars of SEO Success

Content Indexation

- Optimize technical infrastructure
- Ensure that all content is indexable by search engines

Content Relevancy

- Optimize meta content and body copy
- Match content to user search queries
- Keyword research

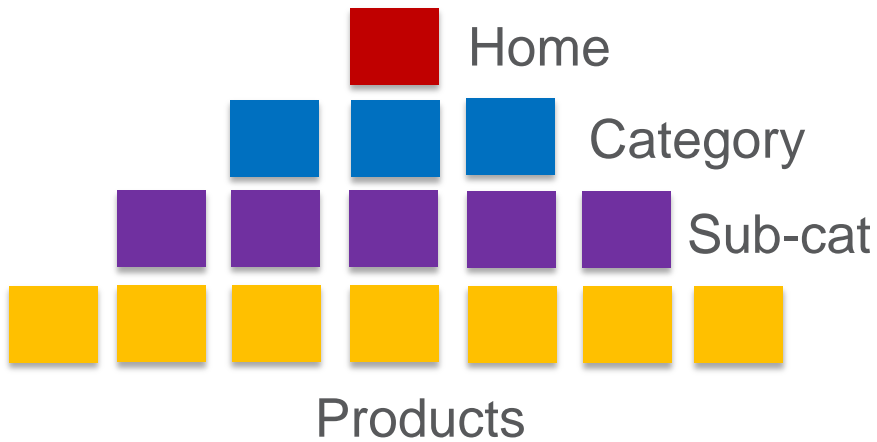
Link Equity

- Content is king
- But only if enough people care to link to it or spread it via their social networks

gyro:

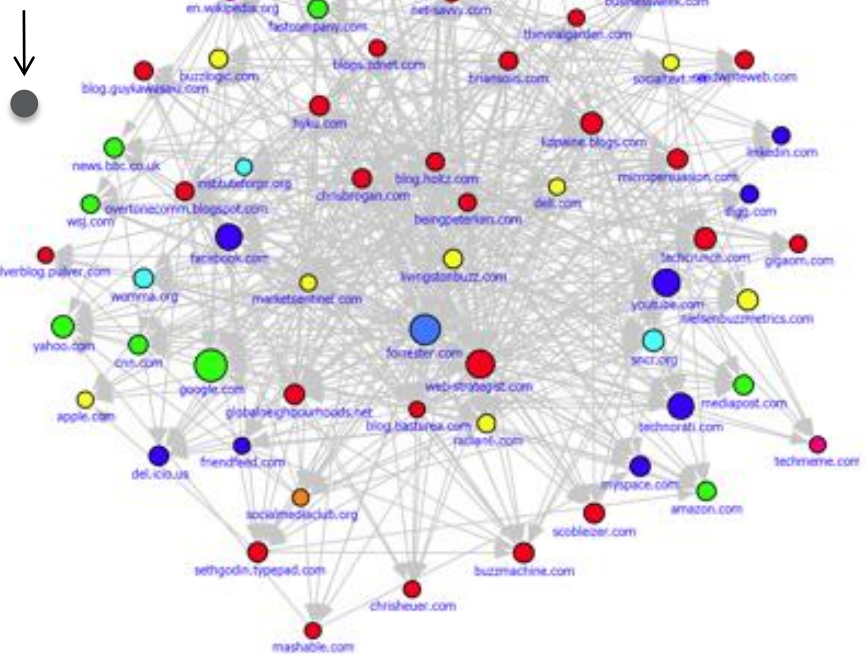
Content Indexation – Getting Found

Internal Site Architecture



External Links

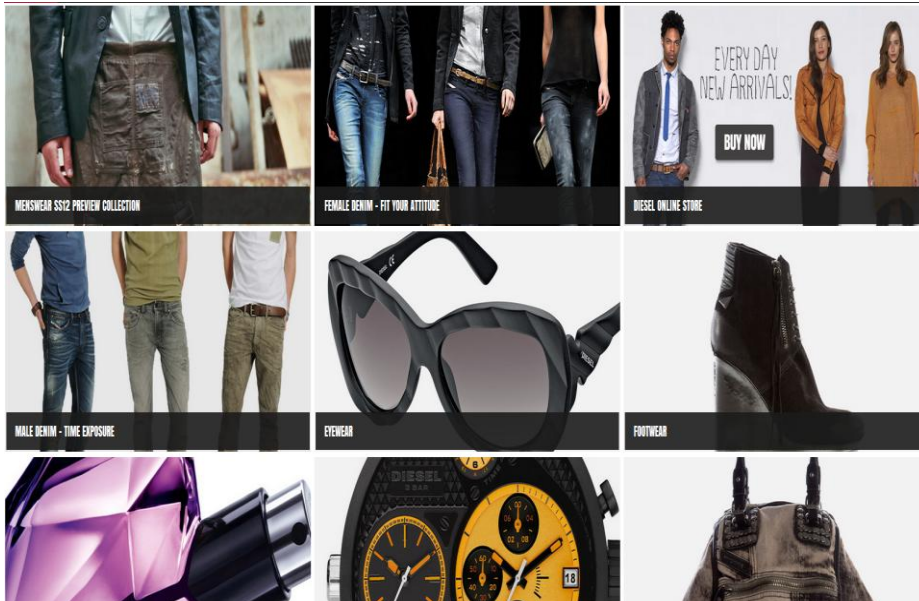
Undiscovered



Search engines discover pages and websites via links

Content Indexation – Visibility

What Users See



What Search Engines See

[Enter or see the male collection](#)
[Menswear SS12 Preview Collection](#) [Menswear SS12 Preview Collection](#)
[Female Denim - Fit Your Attitude](#) [Female Denim - Fit Your Attitude](#)
[Diesel Online Store](#) [Diesel Online Store](#)
[Male Denim - Time Exposure](#) [Male Denim - Time Exposure](#)
[Eyewear](#) [Eyewear](#)
[Footwear](#) [Footwear](#)
[Loverdose](#) [Loverdose](#)
[Timeframes](#) [Timeframes](#)
[Bags](#) [Bags](#)
[Superheroes](#) [Super heroes](#)
[Home](#) [Home](#)
[Support OTB Foundation](#) [Support OTB Foundation](#)
[Diesel Black Gold](#) [Diesel Black Gold](#)
[Kid Kid](#)
[55DSL](#) [55DSL](#)

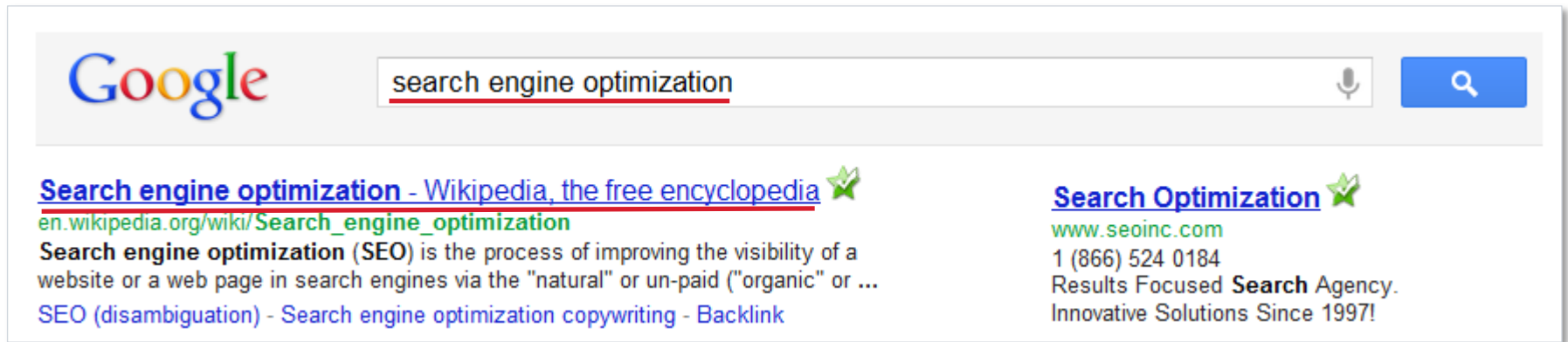
- © 2011 Diesel
- P.IVA IT00642650246

[Diesel supports](#)

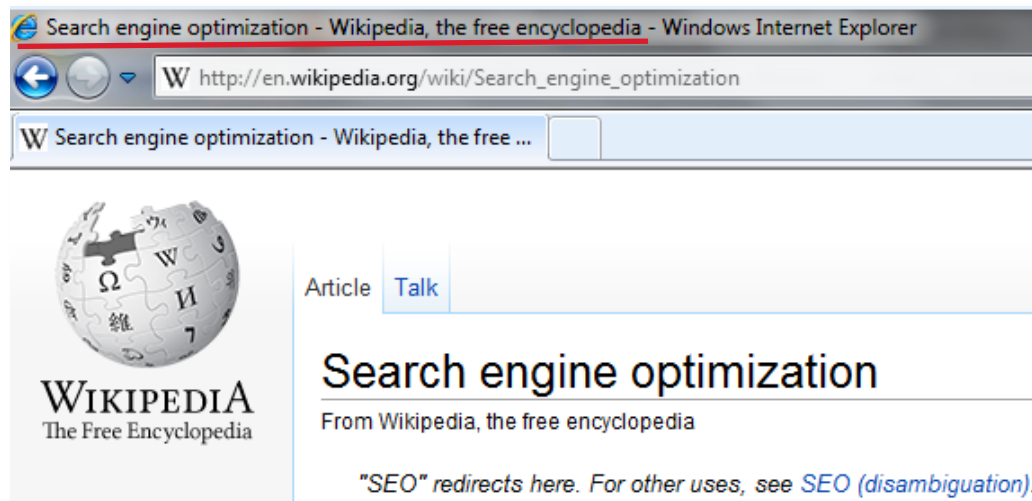
- [Diesel Female](#)
- [Apparel SS12](#)
- [Denim: Fit Your Attitude](#)
- [Jogg Jeans Denim](#)
- [Bags](#)
- [Accessories](#)
- [Footwear](#)
- [Intimate](#)
- [Eyewear](#)
- [Timeframes](#)
- [Jewellery](#)

Make sure all your content is visible to search engines

On-Page Optimization – Page Title Tags



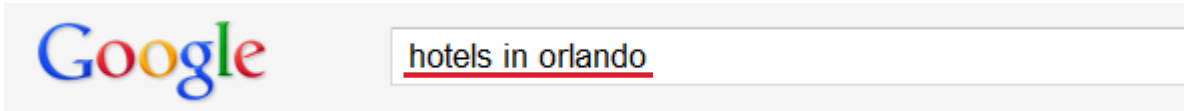
The image shows a Google search interface. The search bar contains the text "search engine optimization". Below the search bar, there are two search results. The first result is for "Search engine optimization - Wikipedia, the free encyclopedia" with a green star icon. The URL is "en.wikipedia.org/wiki/Search_engine_optimization". The snippet reads: "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 ... SEO (disambiguation) - Search engine optimization copywriting - Backlink". The second result is for "Search Optimization" with a green star icon. The URL is "www.seoinc.com". The snippet reads: "1 (866) 524 0184 Results Focused Search Agency. Innovative Solutions Since 1997!".



The image shows a screenshot of a Windows Internet Explorer browser window. The address bar shows the URL "http://en.wikipedia.org/wiki/Search_engine_optimization". The page title is "Search engine optimization - Wikipedia, the free encyclopedia". The page content includes the Wikipedia logo, the title "Search engine optimization", and the subtitle "From Wikipedia, the free encyclopedia". A note at the bottom of the page reads: "SEO" redirects here. For other uses, see SEO (disambiguation).

<title>Search engine optimization - Wikipedia, the free encyclopedia</title>

On-Page Optimization – Meta Description



[Orlando Hotels - Compare **Hotels in Orlando** and Book with Expedia](#) ↗

[www.expedia.com](#) › [Hotels](#) › [United States of America](#) › [Florida](#)

Need a **hotel in Orlando**? Choose from over 479 Orlando hotels with huge savings. Whatever your budget, compare prices and read reviews for all our Orlando ...

[Universal Studios Orlando hotels in ... - Walt Disney World - Downtown Orlando](#)

```
<meta name="description" content="Need a hotel in orlando? choose from over 479 orlando hotels with huge savings. whatever your budget, compare prices and read reviews for all our orlando hotels."/>
```

Descriptions that are relevant to search queries attract high clickthroughs

On-Page Optimization – Headings + Page Copy

Search engine optimization

From Wikipedia, the free encyclopedia

"SEO" redirects here. For other uses, see [SEO \(disambiguation\)](#).

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 ranked on the search results 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](#),^[1] news search and industry-specific [vertical search](#) engines.

As an [Internet marketing](#) strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords 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.

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.

```
<h1>Search engine optimization</h1>
```

Page copy and header tags should include keywords + related variations

On-Page Optimization – Image Descriptions

Type:	JPEG Image
Size:	137.73 KB (141,031 bytes)
Dimensions:	596px × 329px
Associated Text:	BlackBerry Bold 9780 Review



```


```

Keywords should be included in image filenames and alternate descriptions

On-Page Optimization – URL Structures



search engine optimization

[Search engine optimization - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Search_engine_optimization) 
[en.wikipedia.org/wiki/Search engine optimization](https://en.wikipedia.org/wiki/Search_engine_optimization)

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 ...
[SEO \(disambiguation\)](#) - [Search engine optimization copywriting](#) - [Backlink](#)

Dynamic URLs do not perform well on search engines

Non Search Friendly URL

<http://www.mywebsite.com/abc/?q=213&abc213>

No keywords

Search Friendly URL

<http://www.mywebsite.com/cell-phones/iphone>

Keywords; logical categorization; words separated by hyphens

Best Practices for On-Page Optimization

- Create a map of keywords matched to pages on the website
- Focus on only one primary keyword and a couple of related variations per web page, but avoid over use
- Write unique page titles beginning with the primary keyword for each web page
- Each page should have a main header tag (h1) and may be followed by sub-headings (h2, h3)
- Appearance of the primary keyword within the first 2-3 sentences of body copy is a must
- Avoid link anchor text such as: “read more”, “click here”
- Avoid content being buried deep within the website linking architecture

Google Keyword Research Tool

The screenshot displays the Google AdWords Keyword Research Tool interface. At the top, it shows the Google AdWords logo, location (English (United States)), and currency (US Dollar (USD \$)). The main navigation bar includes 'Home' and 'Tools'. The left sidebar contains 'Tools' (Keyword Tool, Traffic Estimator), 'Include terms (0)', 'Exclude terms (0)', 'Match Types' (Broad, [Exact], "Phrase"), and 'Help'.

The main content area is titled 'Find keywords' and shows search results for 'desktop software'. It includes a search bar with 'desktop software' entered, a 'Search' button, and a 'Sign in with your AdWords login information to see the full set of ideas for this search.' message. Below the search bar, there are options for 'Advanced Options and Filters' (Locations: United States, Languages: English, Devices: Desktops and laptops) and a 'Search' button.

The search results are displayed in a table with columns for 'Keyword', 'Competition', 'Global Monthly Searches', and 'Local Monthly Searches'. The table shows one search term: 'desktop software' with a competition level of 'Medium' and 673,000 global monthly searches.

Below the search terms, there is a section for 'Keyword ideas (100)' with a table of suggestions:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
remote desktop software	High	60,500	22,200
droid desktop software	Medium	1,600	1,300
desktop publishing software	High	27,100	9,900
htc desktop software	Medium	6,600	1,600
Ig desktop software	Medium	2,900	720
desktop organizer software	High	1,300	720

<https://adwords.google.com/select/KeywordToolExternal>

Links – Keyword Targeted Anchor Text



```
<a href="/wiki/Search_engine_optimization" title="Search engine optimization">Search engine optimization</a>
```


Linking Factors in Web Page Rankings

Important Factors:


- **Link popularity** – number of links from other websites
- **Link authority** – quality of linking websites
- **Link diversity** – number of different linking websites
- **Link depth** – number of different pages on your website that have links pointing to them
- **Link relevance** – linking anchor text and context surrounding it; content relevancy between linking pages

Emerging Opportunities in SEO



• Digital Asset Optimization

[Search engine results page - Wikipedia, the free encyclopedia](http://en.wikipedia.org/wiki/Search_engine_results_page) 


A **search engine results** page (SERP), is the listing of web pages returned by a **search** engine in response to a keyword query. The **results** normally include a list ...
Query caching - Different types of results - Generation of SERPs - SERP tracking

[Basic search help - Web Search Help](http://support.google.com/websearch/bin/answer.py?hl=en&answer...) 

Search is simple: just type whatever comes to mind in the **search** box, hit Enter ... To make sure that your Google **searches** return the most relevant **results**, there ...

[Search Results](http://search.loc.gov:8765/)  

... Library Catalogs - The Library of Congress > **Search Results** ... Search the Library's collections including books, maps, music, motion pictures, and more.

[Search Results - Corbis](http://www.corbisimages.com/Search) 

0 items. Cart - My Account - Lightboxes. NEW. Use CAPS with AND, OR, NOT for best **results**. See **search** tips. **Search**. Advanced **search**. Creative. Editorial ...

[Search Engine Results Chart - Search Engine Watch \(#SEW\)](http://searchenginewatch.com/article/2066708/Search-Engine-Results-Chart) 


Mar 22, 2007 - Chart shows how major **search** engines get their **results** from crawlers, human directories or via payments.

[Active Search Results Search Engine](http://www.activesearchresults.com) 

Active **Search Results** (ASR) is an independent Internet Search Engine using a proprietary search engine ranking technology. All **search results** are provided by ... 303 people in United States +1'd this

[Search Results - GuideStar](http://www2.guidestar.org/SearchResults.aspx) 

Advanced Search Refine Your Search. Nonprofit Search. Home >; **Search Results**. Support GuideStar. Your search produced 0 results. Viewing 0 - 0 of 0 results ...

[Search Results - Gale - Cengage Learning](http://www.gale.cengage.com/media/training/PowerSearch/results.htm) 

A site's ranking in Google's **search results** relies heavily on computer algorithms using

[Google: An explanation of our search results](http://www.google.com/explanation.html)

A site's ranking in Google's **search results** relies heavily on computer algorithms using

Google SERPs Pre 2007

Shopping results for **samsung laptop**



[Samsung 350U2B - Core i5 2.3 GHz - 4 GB Ram](#)

\$691 - 66 stores

[Samsung Series 9 900X3A-B01 - Core i5 1.6 GHz - 4 GB ...](#)

★★★★★ 8 reviews - \$1,016 - 76 stores

[Samsung NP350U2B-A01US Series 3 12.1" Notebook PC ...](#)

\$714 - 4 stores

Shopping

Series 9 Notebook - **Samsung**




www.samsung.com/us/.../laptops/NP900X3A-A03US

Aug 3, 2011

I bought this **laptop** for college\work and so far it has replaced my work computer completely. It has a fast wake ...

Videos

More videos for **samsung laptop** »

 [The Best Products of 2011 - Laptops | PCMag.com](#)

www.pcmag.com/article2/0,2817,2396144,00.asp



by **Dan Costa** · in 10,103 Google+ circles · [More by Dan Costa](#)

Nov 14, 2011 - GOLD: Asus U56E-BBL5 \$649.99 list. There's the basic budget

laptop, and then there's the Asus U56E-BBL5, which is so much more. The Asus ...

Social



Dell shared this on Google+ · Nov 22, 2011 · Public

News for **cloud hosting**



The Next Web

[FireHost's European-Based Secure Cloud Hosting Services Go Live](#)

Dark Reading - 3 hours ago

Cloud Expo Europe, London, UK - January 25, 2012 - Secure **cloud hosting** company, FireHost, has today announced the expansion into Europe, with news that its ...

14 related articles

[The Megaupload Bust's Cloud-Computing Fallout](#)

[Investorplace.com](#) - 261 related articles

News

Google SERPs Today

Winning with Paid Search

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Case Study:

Which Ad Drove the Highest CTR and Why?

Creative: A

Business Software Suite

Support the Entire Company with One Low Cost Solution. NetSuite

www.Netsuite.com/Business-Solutions

Creative: B

Business Software Suite

#1 On-Demand. 6459+ World Clients Award-Winning Solution. Free Trial

www.Netsuite.com/BusinessSoftware

Winner

	CTR	Increased CTR	Landing Page Click-through	Increased LP Clicks	Form Completion	Increased Leads
Creative A	0.89%		7.17%		15.84%	
Creative B	1.08%	20.9%	11.6%	20.9%	31.25%	97.2%

Source: MarketingExperiments

3 Key Elements To Drive High CTR

www.Netsuite.com/BusinessSoftware

NETSUITE
ONE SYSTEM. NO LIMITS.

The World's #1 On-Demand Business Software
6459+ Customers World Wide ... and still growing!

Forbes **THE CPA**

Companies Worldwide Manage Their Business with NetSuite
We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. NetSuite is the all-in-one solution that can grow with your business.

NETSUITE
ONE SYSTEM. NO LIMITS.

The World's #1 On-Demand Business Software
with Customers World Wide ... and still growing!

NetSuite... gives you unprecedented control of your company.
Inc Magazine

"We saved \$1 Million
by switching to NetSuite from SAP, and reduced costs from 3% of revenue to 0.15%."
David Stover, CFO, Ashli Kasei

- **Strong Call to Action:** Offer with Free trial – that could be YOUR differentiating factor
- **Credibility:** Indicating the number of clients, worldwide and award winning – that shows credibility
- **Appeal:** It has a clear value prop

Important: Don't forget your landing pages – an optimized ad is just half the story

Important cloud services purchase criteria for US SMBs

	1-19 Employees	20-99 Employees	100-999 Employees
Price	●	●	●
Tech Characteristics	●	●	●
Clear, informative website	●	●	●
Well-known brand	●	●	●
Pre-sales support	●	●	●
Personal online research	●	●	●

Run multiple adgroups that tie into these company needs sizes

High Importance

Low Importance



Search Pointers – Practical Application

- Use **different keyword search strings** around a topic to see which ones bring the best result.

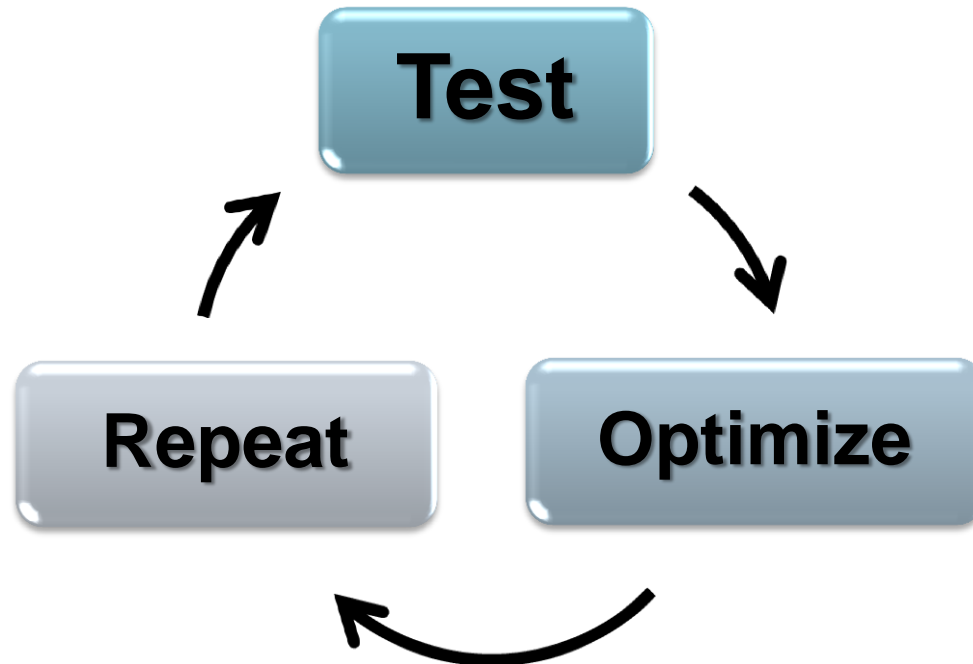


- For example, 'web hosting', 'webhosting', 'cheap webhosting', 'host my website'
 - Keep no more than 4 ads per ad group. Google will only show ads with better performing CTR
- **Test** with multiple variations of copy
 - For 'host my website', try 'host my website' in one ad, and 'easy to host website' in another, and at least 2 more, to see which works
 - Use your **internal site search** keywords to learn how people are searching for your services
 - Make sure the ads **match** those keywords
 - If you go after the word 'cheap', make a deal in the ad



Search Pointers – Practical Application

- Include a **Call to Action** – why should they click?
- Use **geo targeting** to be more relevant to a region
 - If going after Chicago, use the word 'chicago' in your adtext – it will draw eyes
- Tie in with your **meta tags** and title tags on your website



Optimizing your PPC Search

A common problem with PPC campaigns:

- Impressions are high
- Clicks are down
- Conversions are down

Try these three useful tactics

- Use keywords, especially long-tail keywords, that are relevant to your offering and your customer needs
- Link your to pages that are also relevant to those keywords and ads – ‘deliver on the promise’
- Assure you use your customer profiles to match keywords to landing pages, and talk directly to their solutions instead of just your business, service, or product offer

Case Study – Bait and Switch Doesn't Always Work

- **Challenge:** Company focused its search efforts on hosted exchange to draw in audiences, and worked hard to cross sell VPS to those audiences. There was a low conversion rate on its PPC campaigns and high CPA, without a lot of conversions.

Solution

- Create unique landing pages tied to search strings segments – e.g., 'price-sensitive' customer different than VPS customer
- Make the content for each match the ad text and the search string, and work the upsell on the qualifying segment

Results

- About 50% reduction in CPA, month over month
- Clicks were reduced, because they were more qualified to each of the landing pages, so ad spend also went way down, but conversion rate improved significantly

Learning

- Target your content around your customer, which requires **KNOWING** your customer
- Sell your customer only what they are willing to buy

Paid Search Case Study – Improve Conversions

- **Challenge:** Company was struggling to produce enough quality leads through its organic and paid search campaigns

Problem

- Landing pages did not exemplify the company's value proposition.
- Content was text heavy, time on site was low.
- Lead forms did not 'prequalify' or identify customer needs.

Solution

- Updated product pages to reflect the value proposition (and tied to ad words)
- Created 3-min product videos and stand-alone pages tied to searches.
- Added qualifying questions on the forms that also referred customer pain points

Results

- A 30% drop in leads generated resulted in a much higher conversion rate
- Increased lead quality significantly, and reduce cost per lead.
- Reduce the sales cycle to a 1-month instead 3

Learnings: Spend a little (effort), gain a lot. Know you and your customer and design your content and site around that.

The differences between SEO and PPC

This is a section break slide

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Pay Per Click versus “Organic” Search

	Pay per click	Organic Search
Time to results	1-2 days	Weeks to 4 months
Knowledge required	Novice or little experience – can learn easily	Deep experience (ongoing) until effective
Program Control	Immediately	Takes time to build
Cost	High	Low (man-hours/agency)
Exposure	Lower	Higher
Competition	Easy to win – at a cost	Creativity in developing better content and linking/sharing incentive
Targeting local markets	Yes	Requires locally targeted content and map listings
Campaign execution	Short-term high-margin	Long-term strategy but very high ROI

Action Plan

Remember

- Match your key words to your 'story/niche' and solve your customer's problems with your ad and landing page.
 - Remember long-tail keywords!
- Create a map of keywords matched to pages on the website for organic and paid search
- Pay per click and organic search optimization each have their own efforts and benefits, and combination of both are essentially required
- Use dedicated landing pages for your adwords campaigns

Helpful Hints

- Use the SMB research to target your customers in your search campaigns and to optimize your website copy to your customer
- Keep testing and optimizing – what worked yesterday may not work tomorrow



Thank you!

Questions?

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