The SEM Expert

Search Engine Marketing

IMA, March 1, 2007
Alex Bäcker, Ph.D.
Founder and CEO, The SEM Expert
Founder and CEO, 1ofthese.com
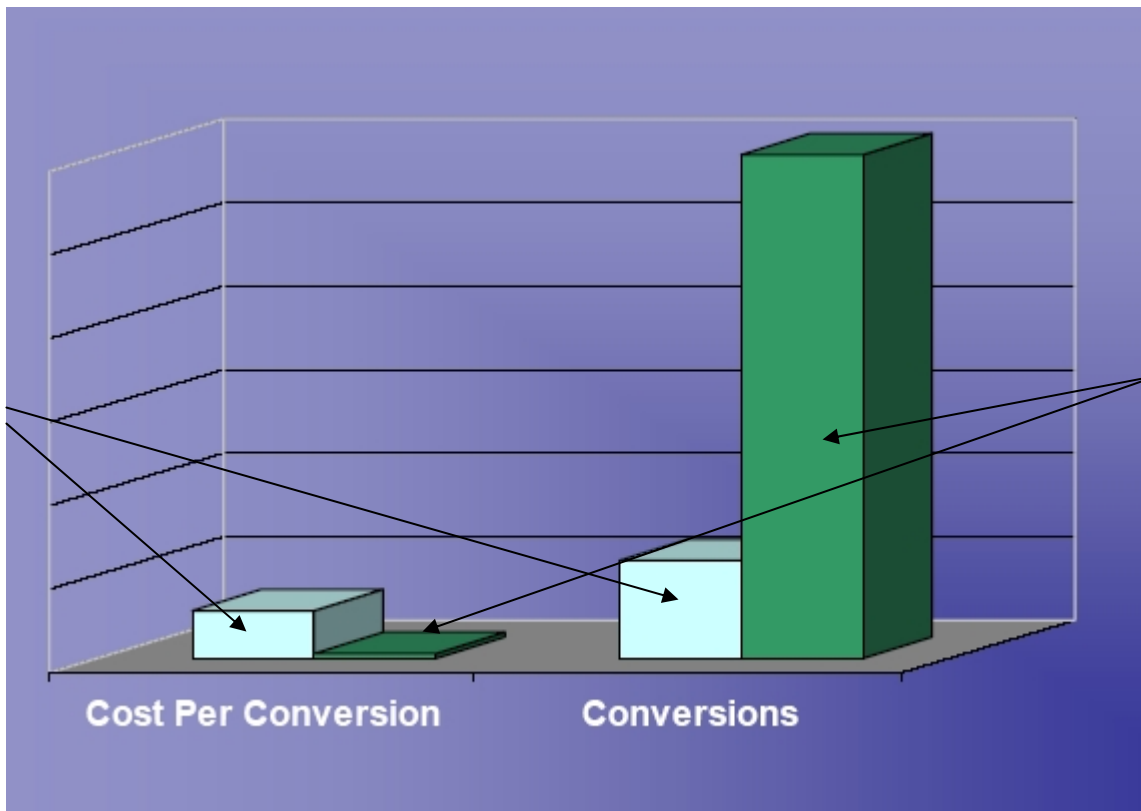Founder and Director, Adapt Technologies, Inc.
alex@TheSEMexpert.com

1ofthese

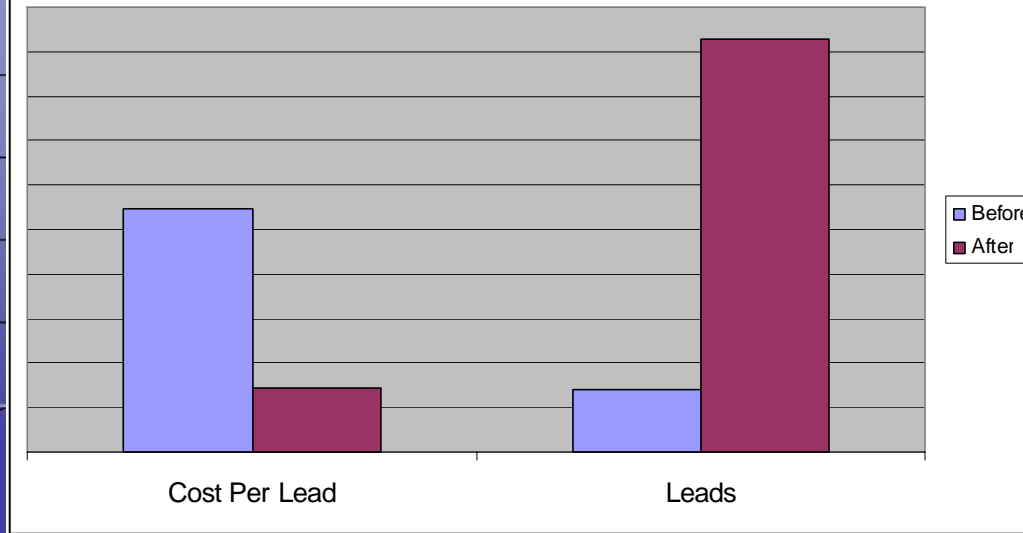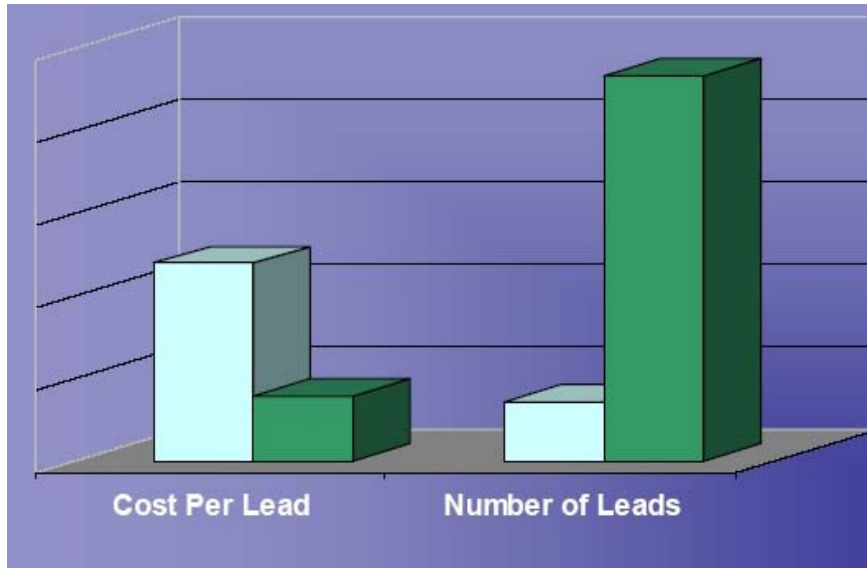# What would you like to learn about today?

Why you should care

Subscriptions up 500%. Cost Per Subscription down 79%.

The Benefits of the Long Tail for B2B leads

Not all Optimizations Were Born Equal

- **Search Engines optimize for clicks.**
- **Marketers care about conversions and profits.**
- **Not all clicks are born equal, some have higher conversion rates than others.**
- **So…careful with Search Engine's Budget Optimizers.**

Track conversions!

- **Adwords and Yahoo provide free tracking code to find what words drive sales.**

- **Google Analytics provides free tracking of click flow in your site –you need to install it *in addition* to Adwords tracking code.**
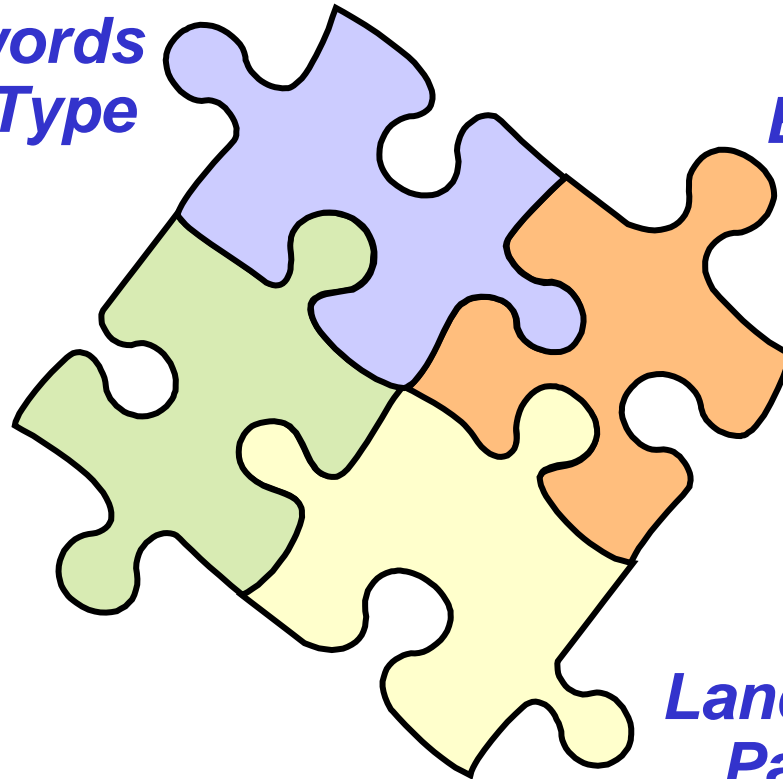
- **Third party tools provide paid solutions.**

Measure your conversion baseline before you start making any change!

- **SEM is an empirical science.**
- **You need to know where you *were* to know which direction you are going!**

Search Engine Marketing requires attention to a variety of factors
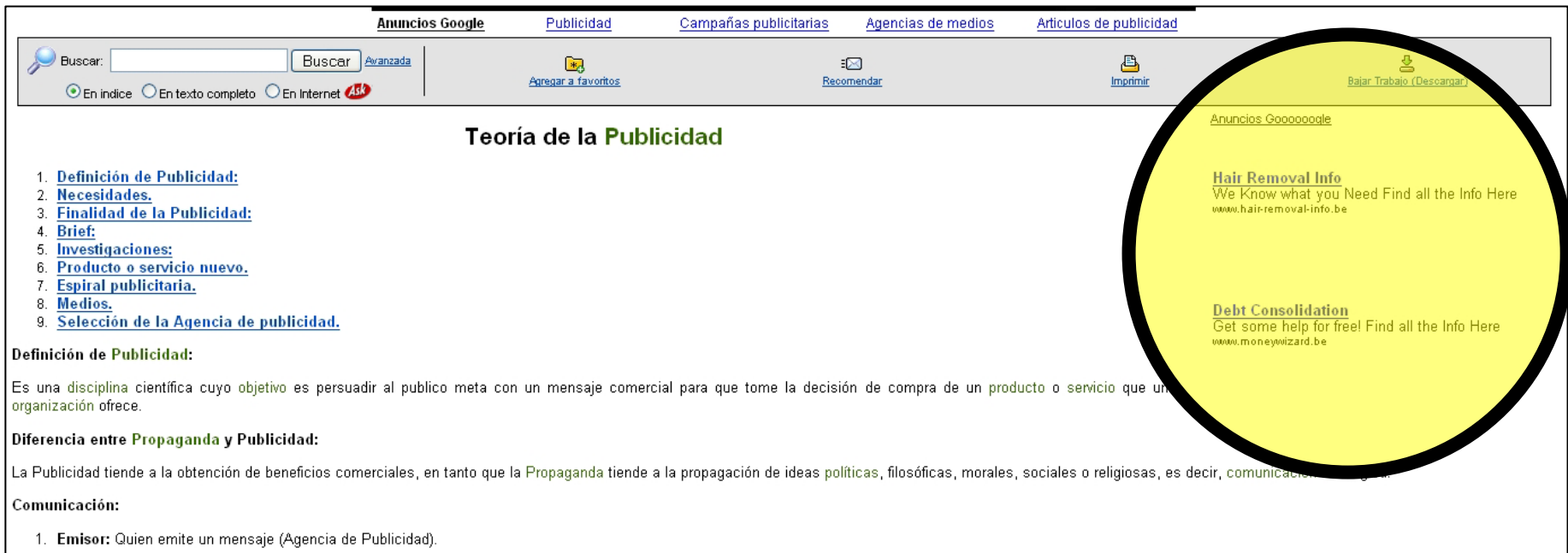
Sites, Keywords & Match Type

Bids

Ad Text

Landing Pages

Content ads typically have conversion rates lower than *search* ads –but not all sites are born equal

A little secret:
Hispanics are the fastest growing online segment

- **16 million + Hispanics online: 55% of the total U.S. Hispanic population.**

- **77% have access to broadband.**

- **68% of online Hispanics consider the Internet to be the best source in making final brand decisions.**

- **Nearly 40% of *acculturated* online Hispanics find Spanish content appealing.**

(The AOL Latino 2006 Hispanic Cyberstudy, conducted by Synovate's Diversity Group)

Small Spanish-language Ad Inventory = Opportunity!

English

Spanish

Spanish keywords can yield higher CTR and CR

Ad Group Name	Status	Default Bid Max CPC	Clicks ▾	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
Castellano	Active	$0.51	79	81,895	0.09%	$0.38	$30.23	3.1	17.72%	$2.16
The SEM Expert	Active	$1.50	37	104,373	0.03%	$0.40	$14.63	5.3	8.11%	$4.88

Poor Matching by Search Engines = Opportunity!

Search Engines ask *you* to tell them what searches your site is relevant to

- **Who's the search engine, after all?**
- **The long tail of words accounts for a lot of clicks.**
- **Multi-term keywords carry more intent information, higher conversion rates.**
- **To find them, both for SEM and SEO, use keyword tools.**

Recommended KW Tool Features

- **To generate most effective and relevant lists, use 1+ tools which…**

  1. **Ideally, recommends keywords based on a site URL**
  2. **Should *not* only look at metatag data**
  3. **Should *not* only look at your website's words**
  4. **Evaluates relevance *with respect to your site***

Google's Site Targeted Tool (Free)

- **Returns contextual keywords based on site content**
- **Recommended by Google only in English but sometimes works in Spanish**
- **Provides competitive & volume info**
- **Returned 50+ initial results from Chevy Spanish homepage: some relevant, some not**

Showing keywords grouped by these terms:
carros (21), camiones (14), comprar (6), concesionario (8), segunda mano (6), autos (5), chevrolet (6), Misc

Keywords related to **carros** - sorted by relevance [?]

Keywords	Advertiser Competition [?]	Search Volume [?]
carros		
carros chevrolet		
fotos carros		
fotos de carros		
comprar carros		
carros lujosos		
super carros		
carros deportivos fotos		
carros nuevos		
venta carros		
carros usado		
carros usados		
carros modificados		
carros tuning		
carros exoticos		
videos de carros		
alquiler carros		
seguros de carros		

Overture and Google tools limited on Spanish terms. Sometimes, no terms at all are suggested.

- **Only 1 suggestion by Google KW Tool for "chorizo"**
- **Tailored to English-US**

Second attempt: Google Keyword Tool for "chorizo"

- **When results tailored to Spanish-US and Spanish-Mexico – *zero* search results!**

Sample Overture Keyword Suggestions:

- *Inventory.overture.com* **ineffective for Spanish keyword generation**
- **"cotización gratuita de carro" (free car quote) returned no results – even in Spanish version**

Google and Overture keyword tools measure relevance to keywords, not to your website

KeywordDiscovery Tool by Trellian (Paid)

- **8 European languages**
- **21 billion keywords in database – uses dictionary approach**
- **Constrained by Overture's matching rules**
  - **Suggestions are depluralized**
  - **Results *must contain KW from original query;* ignores all queries that don't (e.g. hipoteca)**
- **Subscription starts at $49.95/mo.**
- **Dictionary-based tools (e.g. database driven) not as dynamic, but use for volume if needed**

Search Term: Préstamos   Results: 10

Select Database: Spain

Exclude Terms:

☐ Phrase Match

Note: Overture results are provided as a separate option for completeness They are **NOT** included in the Global KeywordDiscovery database.

Results: 100

Query	Searches
☐ prestamo	271,007
☐ prestamo personales	10,233
☐ prestamo coche	5,952
☐ prestamo hipotecarios	5,684
☐ prestamo rapido	4,993
☐ prestamo credito	4,905
☐ prestamo urgentes	4,253
☐ prestamo on line	3,965
☐ solicitud prestamo	3,908
☐ informacion sobre prestamo personal	3,894

WebConfs Website Keyword Sugg. Tool (Free)

- **Reads metatags, then delivers kw suggestions that contain metatag keywords using Overture inventory tool**
- **Limited by that tool; results are only in English**

Enter Website URL / Domain

http://www.chevrolet.com/es/

[submit]

Donate $5 and get listed in our Donations Page

Keyword Suggestion	Searches / month
make and model	3,592
leupold tactical model make it a hit	1,384
model make up	990
how to make a model volcano	949
make and model magazine	490
how to make a dna model	481
make a virtual model of yourself	464
car make and model	391
how to make a model of the solar system	369
automobile make model	325
how to make a model of the heart	217
how to make a model clay volcano	200
make your own model	195
model prefer make up	175
how to make airplane model	174
how to make a model of an atom	171
how to make model rocket	165
model without make up	152
how to make a model castle	145
eye make up model	142

http://www.webconfs.com/website-keyword-suggestions.php

WordTracker Metasearch Tool (paid)

- **Compiles keywords from meta search engines, not just Overture**
- **322MM keywords in database**
- **Tool takes learning; must drill in for related keywords**

http://keywordfinder.adapt.com

Adapt's KeywordFinder Tool (free)

- **Interprets all content of page, delivers suggestions based on real-time analysis of original & similar sites**
- **Evaluates relevance to *marketer's website***
- **Works for all languages**

Keyword:	Relevance to URL:
Compra venta de autos usados	17%
automoviles	17%
Precios de autos	16%
De carros nuevos	12%
Coches nuevos	11%
Compra venta de autos	11%
Autos nuevos mexico	11%
Clasificados de autos	11%
Nuevos y	11%
Compra de autos usados	11%
Carros nuevos	11%
Ofertas de autos	11%
Fotos de autos	10%
De coches	10%
Coches en	10%
Precios de autos nuevos	10%
De autos nuevos	10%
Venta de coches	10%
Venta autos nuevos	10%
Venta de carros nuevos	6%
Venta de autos	6%
autos nuevos o usados	6%
Los carros nuevos	6%
Usados en	6%
compra y venta de autos	6%
Autos usados venta	6%
Venta de carros usados	6%
venta de autos usados	6%

The Jacksonville Jaguars don't belong in the Zoo!

Keyword Discovery must be Continuous

- **Keyword list gen is ongoing, not a one-time event**
  - Constantly expand lists to find relevant words based on performers, prune non-performers

- **Find technologies that don't require you to think of keywords!**
  - Search engines don't ask for help matching organic

- **Search Engines select ads according to CTR, not profits for you.**
- **After you have a statistically significant difference in performance, select the most profitable ads & discard the rest**
- **Do not act too soon.**
- **Do not wait too much.**
- **Use tools to evaluate statistical significance of differences in performance.**

Bids

- **Enable content bids in campaign settings.**
- **Estimate the conversion rate (CR) for the group whose bid you want to set (keyword, adgroup, content, search, etc.).**
- **If you have had no conversions to date for that group, estimate CR as 1/(clicks x 2).**
- **Compute the average click value (ACV). For example, one way to compute this is: AVC = Conversion rate x Monthly gross profits / monthly number of conversions**
- **Set each bid to no higher than your ACV for the corresponding group. Start at your ACV, and lower if you find that the loss in conversion volume is more than offset by the cost savings.**
- **For campaigns which don't have many clicks yet and thus no good conversion rate estimate, use the account aggregate numbers.**
- **Limit spend with bids, not with budget.**

Match type

- **Starting with broad match type gives you the most data fastest.**

- **Once you start getting enough clicks, bidding differentially for each match type will allow you to bid more accurately the value of each keyword: replicate all your keywords from broad to phrase ("first_keyword second_keyword") and exact ([keywords]), and start bidding each individually.**

Landing Pages

- **When possible, make landing pages specific for each keyword.**

- **Make sure your landing pages have a clear and salient call to action to your desired conversion event and are as few links removed from the ultimate conversion event as possible.**

- **Invest in a professional website design.**

- **Use tools to increase your conversion rate on ebay (ask me if you don't know any).**

- **Make sure key words are found in HTML text, not images.**
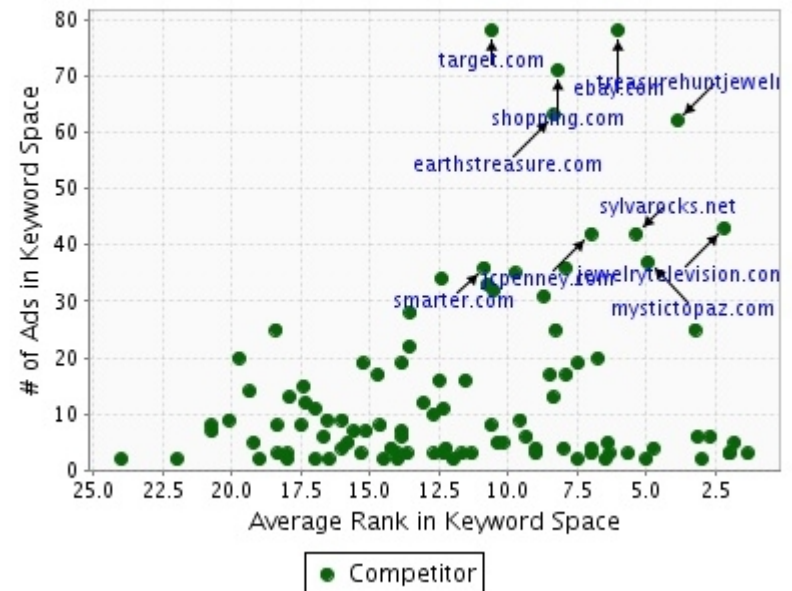
Multiple networks

- **Google**
- **Yahoo**
- **MSN**
- **Ask**

- **Manage each separately, or get a tool with a dashboard for multiple networks.**
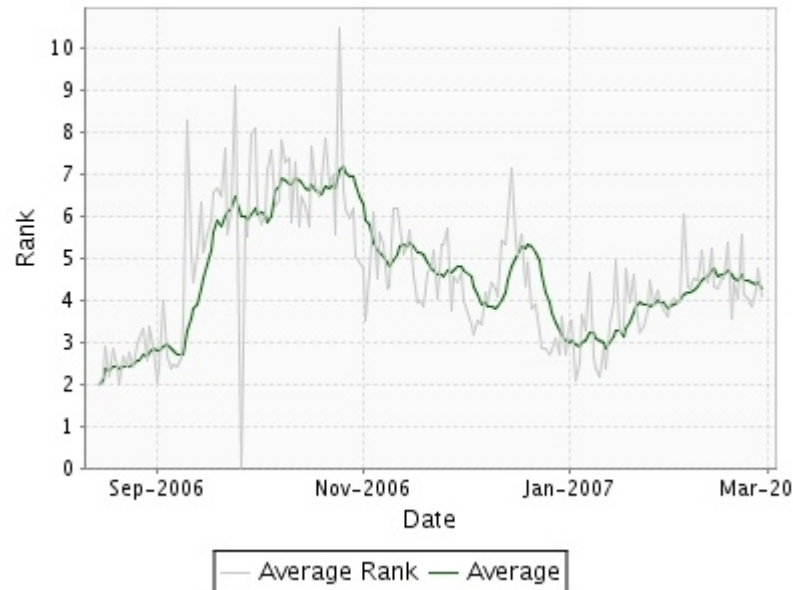- **Campaign replication tool!**

Keeping tabs on your competition
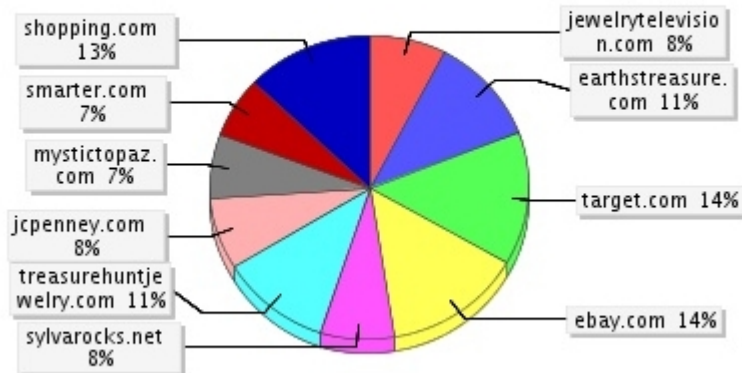
Tracking historical performance

Your Average Rank Over Time

Summary

- **Translate your website and campaign to Spanish.**
- **Use keyword tools to mine the long tail.**
- **Deploy conversion tracking and analytics.**
- **Bid each keyword to your CPA goals.**
- **Optimize your landing pages.**
- **Make tight adgroups and landing pages.**
- **Test ads for CTR and CR for statistically significant differences.**
- **If you have better things to do w/your time, outsource SEM or get an SEM tool.**

The SEM Expert

Thank You!

Email me or hand me your business card for a copy of this presentation.

alex@TheSEMexpert.com

www.TheSEMExpert.com