

# 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.

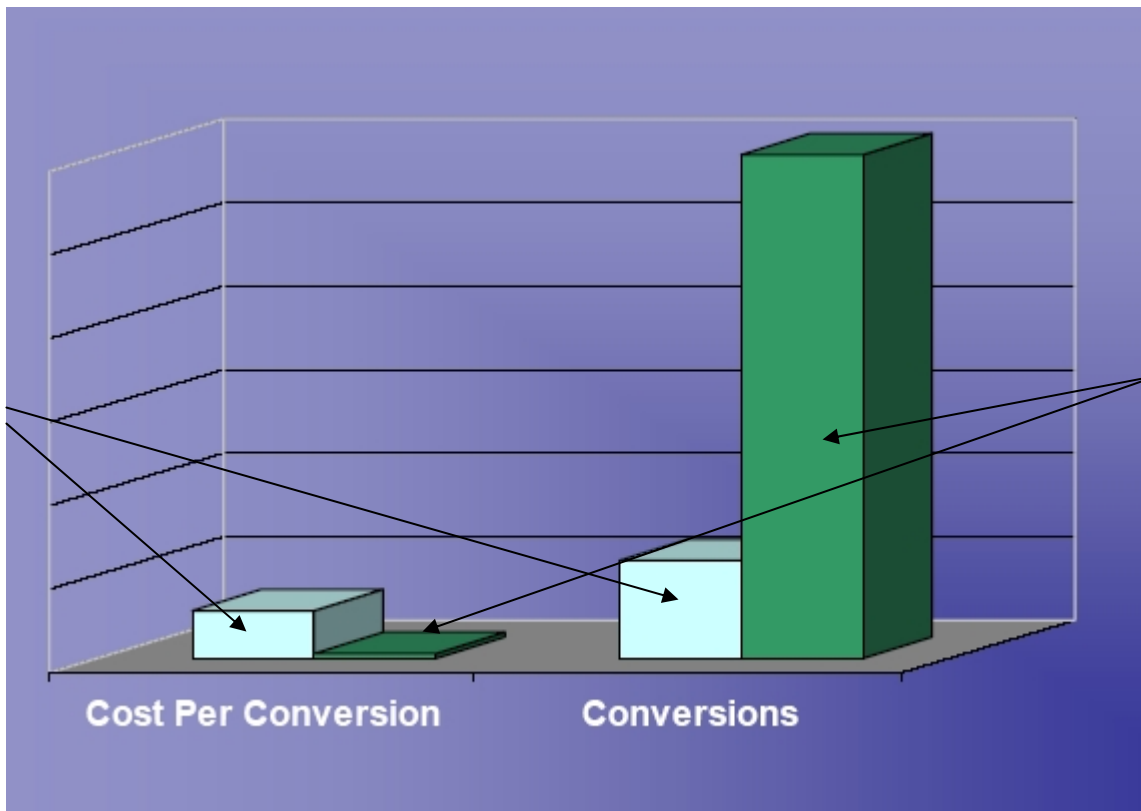
[alex@TheSEMexpert.com](mailto:alex@TheSEMexpert.com)



**What would you like to learn about today?**

## Why you should care

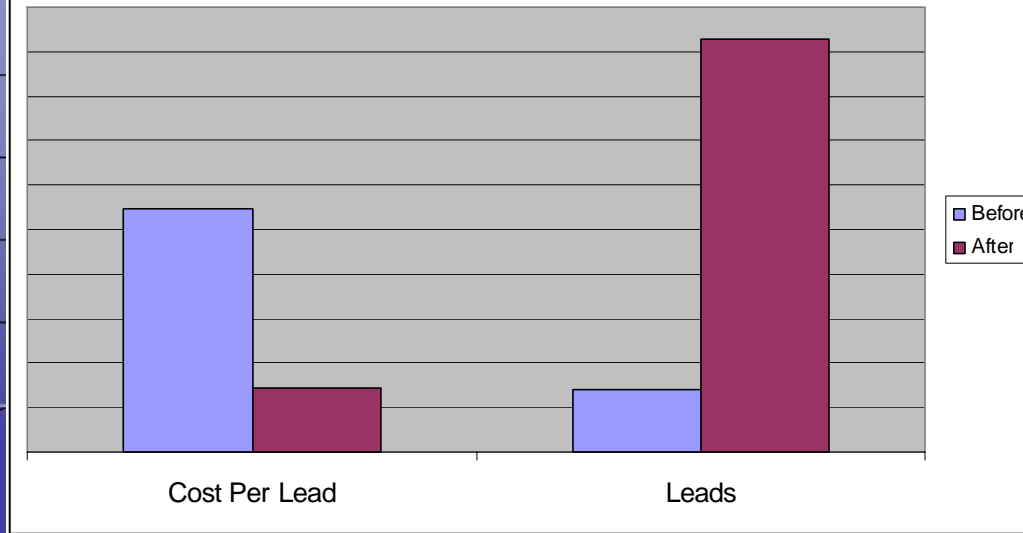
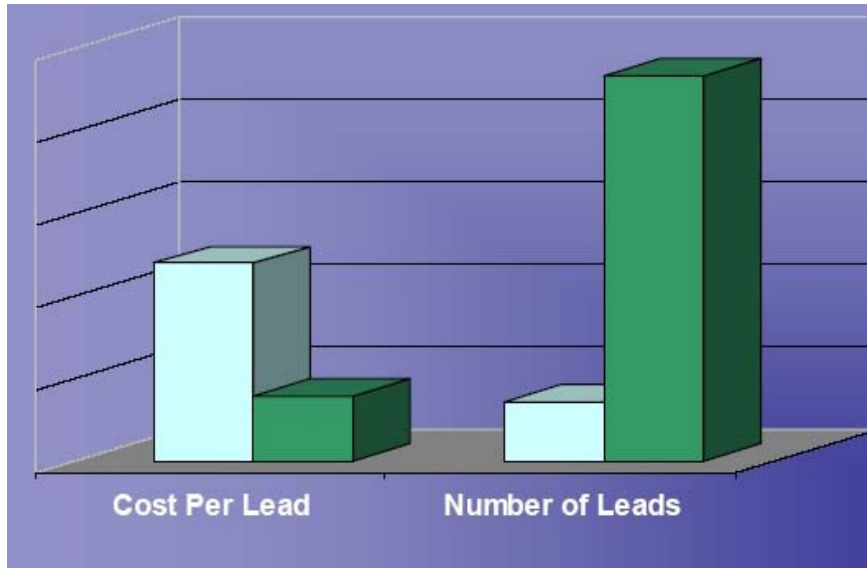
Before Optimization



After Optimization

**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.

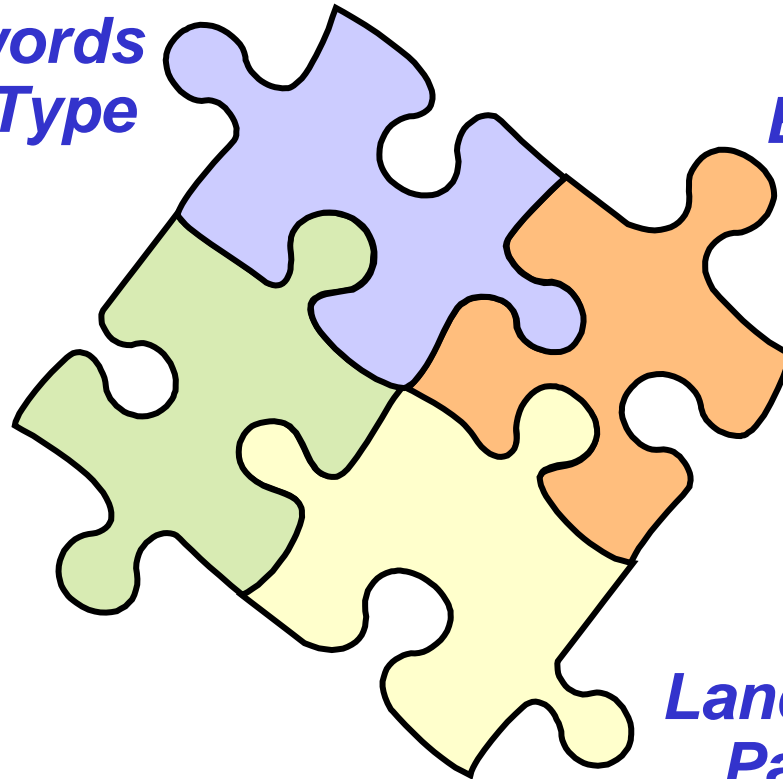
**Measure your conversion baseline before you start making any change!**

- **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*

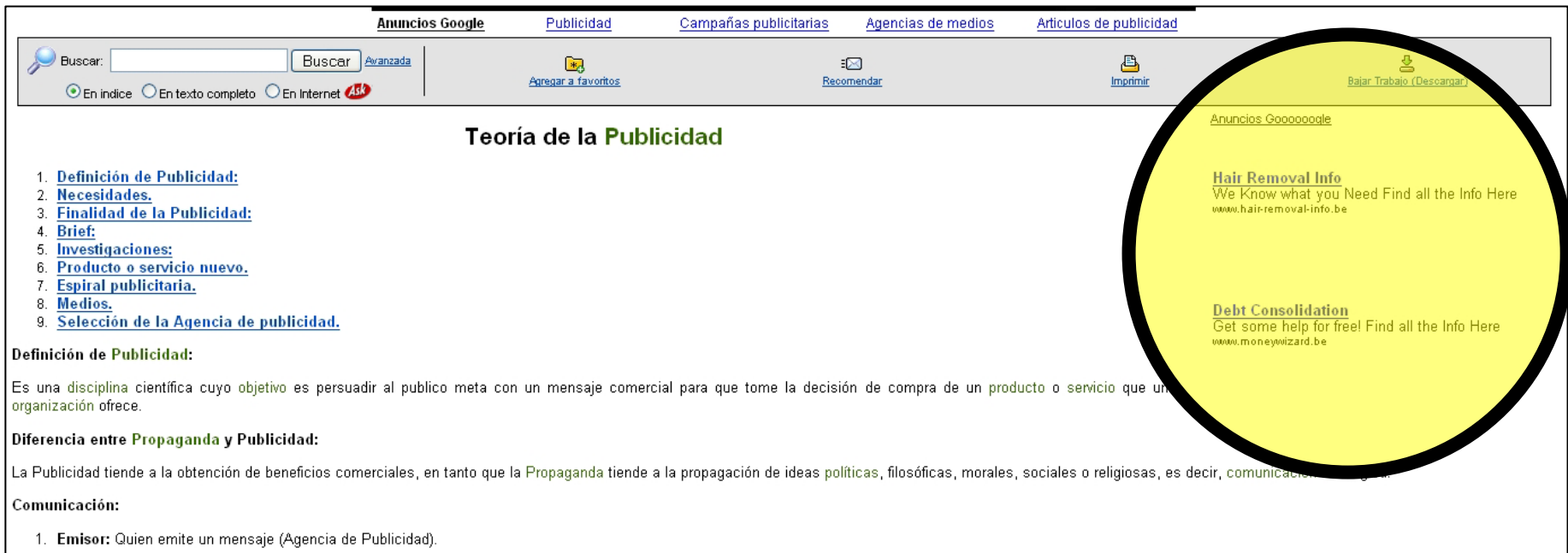


*Ad Text*

*Landing  
Pages*



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



The screenshot shows a Google AdWords interface. The search bar contains 'Teoría de la Publicidad'. The results list includes:

- Definición de Publicidad:**
- Necesidades.**
- Finalidad de la Publicidad:**
- Brief:**
- Investigaciones:**
- Producto o servicio nuevo.**
- Espiral publicitaria.**
- Medios.**
- Selección de la Agencia de publicidad.**

**Definición de Publicidad:**  
Es una disciplina científica cuyo objetivo es persuadir al público meta con un mensaje comercial para que tome la decisión de compra de un producto o servicio que una organización ofrece.

**Diferencia entre Propaganda y Publicidad:**  
La Publicidad tiende a la obtención de beneficios comerciales, en tanto que la Propaganda tiende a la propagación de ideas políticas, filosóficas, morales, sociales o religiosas, es decir, comunicación no comercial.

**Comunicación:**

- Emisor:** Quien emite un mensaje (Agencia de Publicidad).

The advertisement for 'Hair Removal Info' is highlighted in a yellow circle. It includes the text: 'Hair Removal Info', 'We Know what you Need Find all the Info Here', and 'www.hair-removal-info.be'. Below it, another ad for 'Debt Consolidation' is visible with the text: 'Debt Consolidation', 'Get some help for free! Find all the Info Here', and 'www.moneywizard.be'.

## 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!

Google Web Images Video News Maps Desktop more »  
advertising [Search] Advanced Search Preferences  
○ Search the Web ○ Search English and French and German and Spanish pages

Web Personalized Results 1 - 10 of about 375,000,000 English and French and German and Spanish pages for advertising [definition] (0.06 seconds)

[Welcome to Advertising.com](#)  
This screen will only appear once. The country you select will become the default page for your return visits to Advertising.com ...  
[www.advertising.com/](#) - 12k - [Cached](#) - [Similar pages](#)

[Advertising - Wikipedia, the free encyclopedia](#)  
For Wikipedia's policy on **advertising**, see Wikipedia:Advertisement. ... Wall or rock painting for commercial **advertising** is another manifestation of an ...  
[en.wikipedia.org/wiki/Advertising](#) - 94k - [Cached](#) - [Similar pages](#)

[Advertising Age](#)  
A definitive general collection of news and analysis regarding goings-on in the world of **advertising**.  
[www.adage.com/](#) - 34k - [Cached](#) - [Similar pages](#)

[Advertising](#)  
You've found the ultimate resource for everything **advertising**. Weekly feature articles, in-depth coverage of the latest **advertising** mediums and industry ...  
[advertising.about.com/](#) - 29k - [Cached](#) - [Similar pages](#)

[Bidvertiser - Pay Per Click Advertising On Sites Of Your Choice](#)  
Pay per click **advertising** - online **advertising** directly on sites of your choice, internet marketing solution for online advertisers  
[www.bidvertiser.com/](#) - 45k - [Cached](#) - [Similar pages](#)

[Business Week Online Advertising](#)  
Get **advertising** information on companies that have appeared in our directories. ... Click here to open a new window to our Special **Advertising** Section. ...

Sponsored Links

**Advertising**  
Las Vegas Based Creative Firm  
PR, Ads, Design, Web, Direct  
[www.branditd.com](#)  
Las Vegas, NV

**3D Direct Marketing**  
High impact intro to biz services  
Prospects respond!  
[motb.com](#)

**Advertising**  
Affiliates Earn Nice Weekly Checks  
Join Our Advertiser! Big Weekly Check  
[PartnersEdge.com/Weekly\\_Checks](#)  
Nevada

**D and B Marketing**  
Chicago area marketing firm  
**Advertising and Web Design**  
[www.ThinkDandB.com](#)

**Need Free Advertising**  
Drive traffic to your site today  
Explode your sales. Start now  
[bestfreeadvertising.com/](#)

# Spanish

# English

Google Web Images Video News Maps Desktop more »  
publicidad [Search] Advanced Search Preferences  
○ Search the Web ○ Search English and French and German and Spanish pages

Web Results 1 - 10 of about 13,100,000 English and French and German and Spanish pages for publicidad. (0.05 seconds)

[Publicidad - Wikipedia, la enciclopedia libre](#) [ Translate this page ]  
La **publicidad** es la rama de las ciencias de comunicación social cuyo objetivo ... Se ocupan profesionalmente de la ejecución de campañas de **publicidad**. ...  
[es.wikipedia.org/wiki/Publicidad](#) - 55k - [Cached](#) - [Similar pages](#)

[PM Publicidad Hispanic Advertising & Marketing Communications ...](#)  
A full-service advertising and marketing agency specialized in communications with Hispanic consumers  
[www.pmpublicidad.com/](#) - 4k - [Cached](#) - [Similar pages](#)

[LA PUBLICIDAD](#) [ Translate this page ]  
PUBLICIDAD EN CINE QUE FORMA LA PALABRA SEX... SULIMINAL NO? ... EL INICIADOR DE TANTO FOTOLOG DEDICADO A LA PUBLICIDAD!! EL NOMBRE LO DICE TODO! ...  
[www.fotolog.com/lapublicidad/](#) - 21k - [Cached](#) - [Similar pages](#)

[Noticias.info - Publicidad](#)  
Primer medio de comunicación en el Mundo que le permite publicar sus noticias sin intermediarios y en más de 1100 secciones.  
[www.noticias.info/publicidad/publicidad.shtm](#) - 26k - [Cached](#) - [Similar pages](#)

[ELPAIS.com - Mi datos](#)  
Si desea insertar **publicidad** en este web diríjase a nuestro departamento ... Si desea insertar **publicidad** en otros medios del grupo PRISA contacte con: ...  
[www.elpais.com/publicidad/](#) - 45k - [Cached](#) - [Similar pages](#)

[ad free blog "saying no to corporate advertising"](#)

Sponsored Links

[Marketing to Latinos](#)  
Llegue a latinos y angloparlantes  
Powerful PPC management tools  
[www.theseexpert.com/](#)


[Remolino Creative agency](#)  
online advertising  
digital agency (5411)4552 1236  
[www.remolino.org/](#)

## Spanish keywords can yield higher CTR and CR

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

## Poor Matching by Search Engines = Opportunity!

Buscar:   [Avanzada](#)

En índice  En texto completo  En Internet 

[Agregar a favoritos](#) [Recomendar](#) [Imprimir](#) [Bajar Trabajo \(Descargar\)](#)

### Teoría de la Publicidad

- [Definición de Publicidad:](#)
- [Necesidades.](#)
- [Finalidad de la Publicidad:](#)
- [Brief:](#)
- [Investigaciones:](#)
- [Producto o servicio nuevo.](#)
- [Espiral publicitaria.](#)
- [Medios.](#)
- [Selección de la Agencia de publicidad.](#)

**Definición de Publicidad:**

Es una disciplina científica cuyo objetivo es persuadir al público meta con un mensaje comercial para que tome la decisión de compra de un producto o servicio que una organización ofrece.

**Diferencia entre Propaganda y Publicidad:**

La Publicidad tiende a la obtención de beneficios comerciales, en tanto que la Propaganda tiende a la propagación de ideas políticas, filosóficas, morales, sociales o religiosas, es decir, comunicación ideológica.

**Comunicación:**

- Emisor:** Quien emite un mensaje (Agencia de Publicidad).

Anuncios Gooooooooogle

[Hair Removal Info](#)  
We Know what you Need Find all the Info Here  
[www.hair-removal-info.be](http://www.hair-removal-info.be)

[Debt Consolidation](#)  
Get some help for free! Find all the Info Here  
[www.moneywizard.be](http://www.moneywizard.be)

**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 [?](#)

<a href="#">Keywords</a>	<a href="#">Advertiser Competition</a> <a href="#">?</a>	<a href="#">Search Volume</a> <a href="#">?</a>
carros	<input type="checkbox"/>	<input type="checkbox"/>
carros chevrolet	<input type="checkbox"/>	<input type="checkbox"/>
fotos carros	<input type="checkbox"/>	<input type="checkbox"/>
fotos de carros	<input type="checkbox"/>	<input type="checkbox"/>
comprar carros	<input type="checkbox"/>	<input type="checkbox"/>
carros lujosos	<input type="checkbox"/>	<input type="checkbox"/>
super carros	<input type="checkbox"/>	<input type="checkbox"/>
carros deportivos fotos	<input type="checkbox"/>	<input type="checkbox"/>
carros nuevos	<input type="checkbox"/>	<input type="checkbox"/>
venta carros	<input type="checkbox"/>	<input type="checkbox"/>
carros usado	<input type="checkbox"/>	<input type="checkbox"/>
carros usados	<input type="checkbox"/>	<input type="checkbox"/>
carros modificados	<input type="checkbox"/>	<input type="checkbox"/>
carros tuning	<input type="checkbox"/>	<input type="checkbox"/>
carros exóticos	<input type="checkbox"/>	<input type="checkbox"/>
videos de carros	<input type="checkbox"/>	<input type="checkbox"/>
alquiler carros	<input type="checkbox"/>	<input type="checkbox"/>
seguros de carros	<input type="checkbox"/>	<input type="checkbox"/>



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

Results are tailored to **English, United States** [Edit](#)

**Keyword Variations** | **Site-Related Keywords**

Enter one keyword or phrase per line:

chorizo  Use synonyms

[Get More Keywords](#)

Choose data to display: **Keywords only** [?](#)

**More specific keywords** - sorted by relevance [?](#)

[Keywords](#) Match Type: [?](#)

Broad

chorizo	<a href="#">Add »</a>
chorizo sausage	<a href="#">Add »</a>

[Add all 2 »](#)

Download all keywords: [.csv \(for excel\)](#), [.csv](#)

- 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!

Results are tailored to the languages and countries you choose below:

Spanish	All Countries and Territories
Swedish	United States
Tagalog	Australia
Thai	Austria
Turkish	Belgium
Ukrainian	

Keyword Variations | Site-Related Keywords

Enter one keyword or phrase per line:

chorizo

**Get More Keywords**

*We're sorry, but we're unable to make sure you have entered the box to see related keywords.*

Results are tailored to the languages and countries you choose below:

Spanish	Mauritania
Swedish	Mauritius
Tagalog	Mayotte
Thai	Mexico
Turkish	Micronesia
Ukrainian	Moldova

Keyword Variations | Site-Related Keywords

Enter one keyword or phrase per line:

chorizo

Use synonyms

**Get More Keywords**

*We're sorry, but we're unable to generate relevant keywords for this keyword. Please make sure you have entered the keyword correctly. Or, enter another keyword into the box to see related keywords.*

## Sample Overture Keyword Suggestions:

OBTÉN UNA COTIZACIÓN GRATUITA: 2006 FORD MUSTANG VOLVER A SELECCIÓN DEL VEHÍCULO

Describe a continuación el vehículo que deseas que coticemos. Obtendrás la cotización en las próximas 24 horas.

ELEGIR MODELO Y COLORES

Selecciona uno o más modelos:

- Coupe V6
- Coupe GT
- Convertible V6
- Convertible GT



EXTERIOR: Seleccionar uno o más

INTERIOR: Seleccionar uno o más

OBTÉN UN PRECIO DE INTERNET

Nombre: \* (Requerida\*)

Apellido: \*

Correo electrónico \*

Número de teléfono \*

ELIGE LAS PREFERENCIAS

PAQUETE:

- Estándar
- Deluxe
- Premium

**Keyword Selector Tool**

Not sure what search terms to bid on? Enter a term related to your site and we will show you:

- ◆ Related searches
- ◆ Estimated number searched on last month

Get suggestions for:

Note: All suggested search terms are subject to our standard editorial review process.


No suggestions for *cotizaci%C3%B3n%20de%20carro*.

**Herramienta de sugerencia de palabras**

¿No está seguro de las palabras para las cuales presentar una oferta? Introduzca una palabra relacionada con su sitio y le mostraremos:

- ◆ Búsquedas relacionadas que incluyen su palabra
- ◆ Número de veces que esa palabra ha sido buscada durante el último mes

Obtener sugerencias para: (puede tardar hasta 30 segundos)



Nota: Todas las palabras sugeridas están afectas a nuestro proceso de revisión editorial estándar.

No hay sugerencias para *cotizaci%C3%B3n%20de%20carro*.

- *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

Results are tailored to **English, United States** [Edit](#)

**Keyword Variations** | **Site-Related Keywords**

Enter a webpage URL to find keywords related to the content of this page.  
  
Example: <http://www.example.com/catalog/product?id=718>

Include other pages on my site linked from this URL

► [Or, enter your own text in the box below. \(optional\)](#)

Showing keywords grouped by these terms:  
[jacksonville jaguars](#) (6), [animal](#) (13), [rain forest](#) (5), [jaguar](#) (4)

Keywords related to **jacksonville jaguars** - sorted by relevance

Keywords
jacksonville jaguars
jacksonville jaguars memorabilia
jacksonville jaguars jersey
jacksonville jaguars gifts
jacksonville jaguars apparel

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search:  [Go!](#)

[Visit](#) | [Calendar](#) | [Animals & Plants](#) | [Kids](#) | [Education](#) | [Membership](#) | [Get Involved](#) | [Donate](#)

[Zoo Home](#) | [Park Home](#) | [Tickets & Hotels](#) | [Corporate Sales](#) | [Group Events & Catering](#)

# SAN DIEGO ZOO.org

[animal bytes home](#) | [reptiles](#) | [birds](#) | [insects](#) | [mammals](#) | [amphibians](#)

## Quick facts

**Video Byte:** Jaguar



**Photo Bytes**

**Class:** Mammalia (Mammals)  
**Order:** Carnivora  
**Family:** Felidae  
**Genus:** *Panthera*  
**Species:** *onca*  
**Length:** 3.8 to 6 feet (1.1 to 1.8 meters); tail length 18 to 30 inches (45 to 75 centimeters)  
**Weight:** males—average 121 pounds (55 kilograms), although some have been documented at up to 300 pounds (136 kilograms) in the Pantanal region of Brazil; females—79 pounds (36 kilograms)  
**Life span:** 12 to 15 years in the wild, up to 20 years in zoos  
**Gestation:** 3 to 3.5 months  
Number of young at birth: 1 to 4

## Mammals: Jaguar



**Range:** North, Central, and South America  
**Habitat:** rain forests, swampy areas, grasslands, woodlands, dry forests, and even deserts

### Is that a jaguar I'm looking at?

While jaguars and leopards look a lot alike, there are ways to tell them apart. Jaguars are stockier and heavier, with shorter, thicker tails. They have dark spots on their backs, called rosettes, with an irregular broken border and often a spot in the center. Leopards (from Africa and Asia) also have dark rosettes on a tawny coat, but if you look closely at each rosette, you'll see that there is no spot inside, and the rosette edge is unbroken.

### A roaring good time

There are four big cats in the biological grouping called *Panthera*: jaguars, lions, tigers, and leopards. These are the only big cats that can roar. They roar to scare off other animals and defend their territory.

### What's a black panther?

Most jaguars have tawny-colored fur with black rosettes, but some have black-on-black, or melanistic, coloration. (Click [here to Spot the Cat Coats.](#)) Usually jaguars that are found in darker rain forest areas are black. So, are they black panthers? No, there is no such animal! "Panther" is just an old general term that comes from the *Panthera* animal grouping name, and is sometimes used to describe leopards, jaguars, and pumas.



### Dinner on the run

Jaguars stalk and ambush their ground-dwelling prey at night, instead of chasing it like cheetahs and lions do. They can run pretty quickly, but this is not an important skill for them. Their large jaw muscles allow them to kill their prey by piercing the skull with their sharp teeth. This allows them to eat spectacled caimans and hard-shelled reptiles like turtles and tortoises. Researchers have counted over 85

## 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:  Results:

Select Database:

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
<input type="checkbox"/>	prestamo	271,007
<input type="checkbox"/>	prestamo personales	10,233
<input type="checkbox"/>	prestamo coche	5,952
<input type="checkbox"/>	prestamo hipotecarios	5,684
<input type="checkbox"/>	prestamo rapido	4,993
<input type="checkbox"/>	prestamo credito	4,905
<input type="checkbox"/>	prestamo urgentes	4,253
<input type="checkbox"/>	prestamo on line	3,965
<input type="checkbox"/>	solicitud prestamo	3,908
<input type="checkbox"/>	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



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

**Related keywords for cotizacion gratuita de carro**

Why do I need related keywords?  
[Click here](#)

1. [cotizacion gratuita de carro](#)
2. [compras](#)
3. [buscadores](#)
4. [precio coche](#)
5. [posicionamiento](#)
6. [webs](#)
7. [paginas web](#)
8. [foro](#)
9. [vehiculos](#)
10. [paginas](#)
11. [Pocket PC](#)
12. [las mas vistas](#)
13. [premiadas](#)
14. [home hotel bueno aire](#)
15. [en](#)

Searching...115 row(s) returned  
Taken from all Dogpile & Metacrawler queries over the last 90 days.  
[Click here to add all keywords to your basket](#)

Keyword (?)	Count (?)	Predict (?)	Dig (?)
<a href="#">vehiculos industriales ocasion</a>	129	167	
<a href="#">vehiculos industriales</a>	110	142	
<a href="#">vehiculos usados</a>	62	80	
<a href="#">vehiculo electrico</a>	47	61	
<a href="#">vehiculos</a>	42	54	
<a href="#">alquiler coche vehiculo</a>	29	37	
<a href="#">alquiler coches vehiculos</a>	29	37	
<a href="#">alquiler de vehiculos industriales</a>	29	37	
<a href="#">alquiler vehiculos santander cantabria</a>	29	37	
<a href="#">maquinas lavado vehiculos</a>	27	35	
<a href="#">vehiculos industriales usados</a>	26	34	

<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



carros nuevos  
 www.chevrolet.com/es/  
   [Help!](#)

KW to analyze  
 URL to analyze

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!



www.sandiegozoo.org/animalbytes/t-jaguar.html

Clear Get Status Submit Help!

Scoring is ON

---

Expansion results for:

kw: None

url: www.sandiegozoo.org/animalbytes/t-jaguar.html

---

endangered species ::: 6.0  
 san diego zoo ::: 4.0  
 panthera onca ::: 4.0  
 san diego ::: 4.0  
 black jaguar ::: 3.0  
 jaguar skins ::: 2.0  
 tapetum lucidum ::: 2.0  
 big cats ::: 2.0  
 jaguar skins ::: 2.0  
 tapetum lucidum ::: 2.0  
 big cats ::: 2.0

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search:  Go!

Visit Calendar Animals & Plants Kids Education Membership Get Involved Donate

Zoo Home | Park Home | Tickets & Hotels | Corporate Sales | Group Events & Catering

### SAN DIEGO ZOO.org

| animal bytes home | reptiles | birds | insects | mammals | amphibians |

---

#### Quick facts

**Video Byte: Jaguar**



**Photo Bytes**

**Class:** Mammalia (Mammals)  
**Order:** Carnivora  
**Family:** Felidae  
**Genus:** *Panthera*  
**Species:** *onca*  
**Length:** 3.8 to 6 feet (1.1 to 1.8 meters); tail length 18 to 30 inches (45 to 75 centimeters)  
**Weight:** males—average 121 pounds (55 kilograms), although some have been documented at up to 300 pounds (136 kilograms) in the Pantanal region of Brazil; females—79 pounds (36 kilograms)  
**Life span:** 12 to 15 years in the wild, up to 20 years in zoos  
**Gestation:** 3 to 3.5 months  
**Number of young at birth:** 1 to 4, average is 2

### Mammals: Jaguar



**Range:** North, Central, and South America  
**Habitat:** rain forests, swampy areas, grasslands, woodlands, dry forests, and even deserts

#### Is that a jaguar I'm looking at?

While jaguars and leopards look a lot alike, there are ways to tell them apart. Jaguars are stockier and heavier, with shorter, thicker tails. They have dark spots on their backs, called rosettes, with an irregular broken border and often a spot in the center. Leopards (from Africa and Asia) also have dark rosettes on a tawny coat, but if you look closely at each rosette, you'll see that there is no spot inside, and the rosette edge is unbroken.

#### A roaring good time

There are four big cats in the biological grouping called *Panthera*: jaguars, lions, tigers, and leopards. These are the only big cats that can roar. They roar to scare off other animals and defend their territory.

#### What's a black panther?

Most jaguars have tawny-colored fur with black rosettes, but some have black-on-black, or melanistic, coloration. (Click here to Spot the Cat Coats.) Usually jaguars that are found in darker rain forest areas are black. So, are they black panthers? No, there is no such animal "Panther" is just an old general term that comes from the *Panthera* animal grouping name, and is sometimes used to describe leopards, jaguars, and pumas.



#### Dinner on the run

Jaguars stalk and ambush their ground-dwelling prey at night, instead of chasing it like cheetahs and lions do. They can run pretty quickly, but this is not an important skill for them. Their large jaw muscles allow them to kill their prey by piercing the skull with their sharp teeth. This allows them to eat spectacled caimans and hard-shelled reptiles like turtles and tortoises. Researchers have counted over 85

## 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  $1/(\text{clicks} \times 2)$ .
- Compute the average click value (ACV). For example, one way to compute this is:  $\text{AVC} = \text{Conversion rate} \times \text{Monthly gross profits} / \text{monthly number of conversions}$
- 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

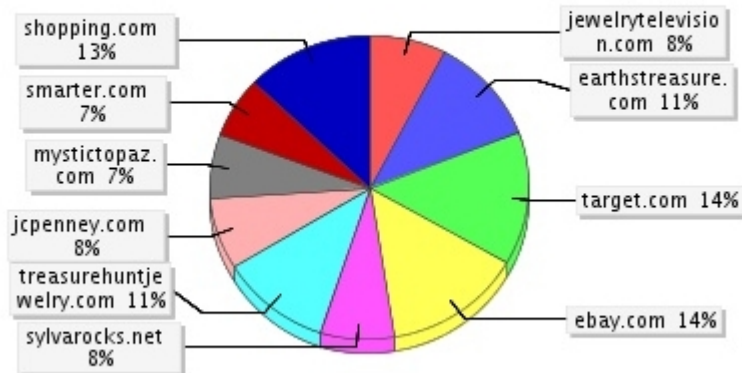
- When possible, make landing pages specific for each keyword.
- Make sure your landing pages have a clear and salient call to action to your desired conversion event and are as few links removed from the ultimate conversion event as possible.
- Invest in a professional website design.
- Use tools to 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

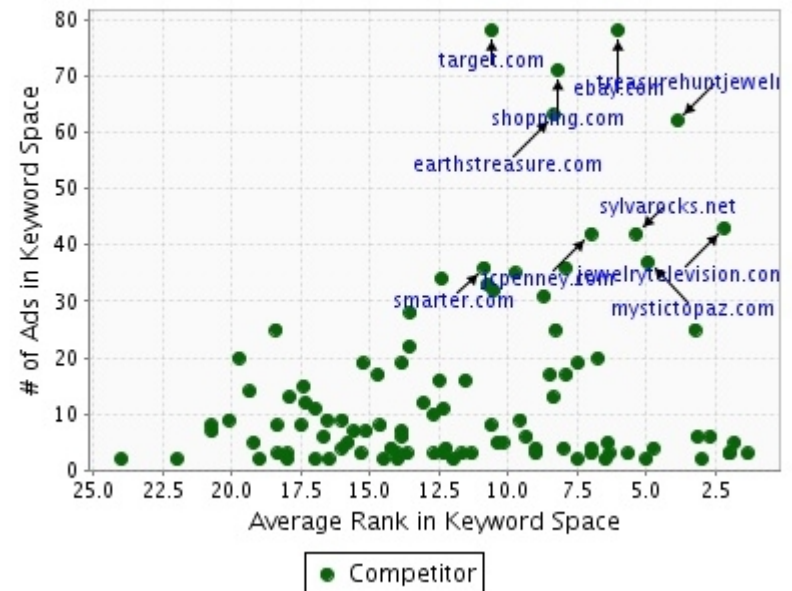
- **Google**
- **Yahoo**
- **MSN**
- **Ask**
  
- **Manage each separately, or get a tool with a dashboard for multiple networks.**
- **Campaign replication tool!**

## Keeping tabs on your competition

Share of Search Coverage



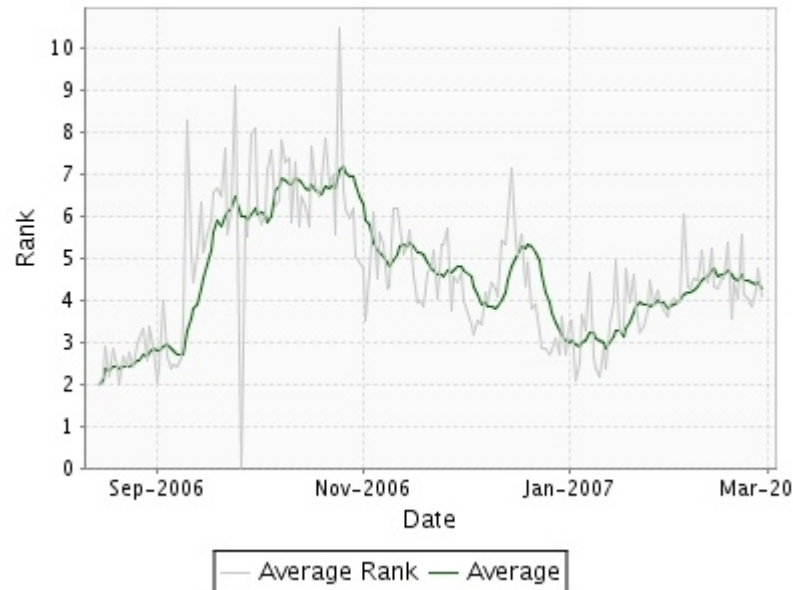
Keyword Competitors and Position





# 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](mailto:alex@TheSEMexpert.com)

[www.TheSEMExpert.com](http://www.TheSEMExpert.com)

