

Mastering the Secrets of search engine

Lecture 9(chapter 7)

How People arrive at Web sites ??

- 1) by using search engines,
- 2) clicking links from other pages, or
- 3) typing in a URL after hearing about it or seeing it elsewhere.

According to the DalmoWorks (2006) survey, here's how people find Web sites:

- 88% followed a link from another site
- *85% used a search engine*
- 65% got a suggestion from a friend
- 63% found a site in printed material
- 58% found a site in a Web directory
- 36% found a site in a signature file
- 32% saw the address on television
- 28% used a link from a book
- 29% located sites in other ways

When it comes to online retail, search engines may be necessary, but they certainly are not sufficient. As eMarketer (www.emarketer.com) reported from a September 2007 survey, U.S. online buyers reach retail Web sites differently (users may report more than one method):

- 62% responded to an email promotion
- 38% had a link from the merchant
- 24% entered the URL directly
- 20% had a bookmark
- 13% used search engines

Which Search Engines Do You Need?

- You can see that only four sites — Google, dmoz, Yahoo!, and MSN — generate the results seen on all primary search engines.
- You need to submit only to those four. Go to each of these URLs to start the submission process by hand.
- **Google** feeds six other engines:
“www.google.com/addurl/?continue=/addurl”
- **Yahoo!** feeds three other engines:
“<http://search.yahoo.com/info/submit.html>”
- **dmoz** (Open Directory Project) feeds six other engines, as well as thousands of small, specialty search engines:
“www.dmoz.org/add.html”
- **MSN** receives PPC results from Yahoo!, but feeds no one:
“<http://search.msn.com/docs/submit.aspx?FORM=WSDD2>”

Building a Search-Engine-Friendly Site

Search engine jargon


It helps to master the terminology you'll see on search engine resource sites or in articles:

- ✓ **Spiders, crawlers, or robots (bots)** are automated programs used by search engines to visit Web sites and index their content.
- ✓ **Search engine optimization (SEO)** is the process of adjusting Web sites and pages to gain higher placement in search engine results.
- ✓ **Natural or organic search** refers to search results produced by a search engine's

algorithm (rules) when indexing unpaid submissions.

- ✓ **Paid search** results are determined by the amount a company pays to appear in sponsorship banners at the top of a page, in pay per click (PPC) ads in the right margin, or in some cases, at the top of the list of search results. Chapter 11 covers such paid techniques.
- ✓ **Search engine marketing (SEM)** combines both natural and paid search activities.

Paid Search – (i) PPC ads, (ii) Sponsored



[All](#) [Shopping](#) [Images](#) [News](#) [Maps](#) [More](#) [Settings](#) [Tools](#)


About 79,20,00,000 results (0.75 seconds)

HP Laptops for Home and Business | HP Online Store

<https://www.hpshopping.in/laptops-tablets.html>

Items 1 - 12 of 180 - HP ENVY x360 - 13-ag0035au. ... 8th Generation Intel® Core™ i5 processor. ... 8th Generation Intel® Core™ i7 processor.

[Laptop Offers](#) · [HP Spectre x360 Laptop](#) · [HP ProBook 440 Laptop](#) · [Clear All](#)









Hours Visit history Sort by

A HP World
120.0 m · Kapurthala, Punjab · 093572 52982
Open · Closes 8PM

[WEBSITE](#) [DIRECTIONS](#)

See laptop hp

Sponsored ⓘ

 <p>HP 15 BW531AU 2018 15.6-inch... ₹ 23,490 Amazon India</p>	 <p>QuickBooks - Business... ₹ 125 quickbooks.in</p>	 <p>HP 15 Intel Core- i3 7th Gen (8G... ₹ 35,990 Amazon India</p>
 <p>HP Pavilion 15.6" HD Touchscre... ₹ 91,993</p>	 <p>Microsoft Surface Go (Intel Penti... ₹ 47,141</p>	 <p>HP 15 Core i3 7th gen 15.6-in... ₹ 31,490</p>

As you can see from the screen shot on the previous slide, the paid search results are in the carousel at the right top, marked with the term “**Sponsored**”.

These are Product Listing Ads(PLAs), more commonly called Google Shopping ads (though other comparison services do appear in these spots, too) – *they are a type of PPC* ad that is displayed when a user searches for a product on Google.

It will likely cost **Amazon** more than the other listed companies if the user clicks on the first product and heads to their website, but it's not just bid price that determines Ad Rank. There are so many other factors as well that affect Ad Rank. They include –

- the quality of your ad,
- any ad extensions you have used, and
- the context of the user search.

Optimizing for Yahoo!, MSN, and Other Engines with Meta Tags

- *Meta tags are snippets of text that describe a page's content; the meta tags don't appear on the page itself, but only in the page's code. We all know tags from blog culture, and meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about.*
- Meta tags appear at the beginning <head> of the code on each Webpage to provide information to browsers and search engines.
- Most meta tags are no longer necessary, but they retain some value: the title, page description, and keyword tags.

Meta tags

General

SEO

Editors

Members

My Apps

Blog

SEO

Site Description

Amazing Life with Amazing Products

Appears in search engine results

Meta Keywords

Online Shopping, online shopping india, india shopping online, amazon india, amazn, buy online, buy mobiles online, buy books online, buy movie dvd&am

Separate each keyword with a comma

```
<head>
<meta http-equiv="content-type" content="text/html; charset=utf-8"/>
<meta name="viewport" content="width=device-width, initial-scale=1"/>
<link rel="canonical" href="http://www.lpu.in/">
<title>India's Largest Best Private University in Punjab - LPU</title>
<meta name="description" content="LPU - Ranked as India's Best and Largest Private university by ASSOCHAM in 2017 offering diploma, undergraduate, postgraduate and doctorate (Ph.D) courses in Management (BBA/MBA), Engineering (B.Tech/M.Tech), Pharma, Science, Agriculture, Fashion, Law, Journalism, Hotel Management and Computer Application (BCA/MCA)."/>
<meta name="keywords" content="Best Private University Punjab, top Private University India, Private University, top Private University Jalandhar, LPU, Lovely Professional University,top universities in India,best universities in India,top private universities in India ,India best university ,best university for MBA in India ,largest university in India ,top universities in Punjab ,best b tech university in India,UGC recognized university,India' top university,lovely professional university."/>
```

Using the Open Directory (dmoz)

- The Open Directory Project (called *dmoz*, which stands for *directory.mozilla.org*) began in 1998 in reaction to difficulties in getting listed in the Yahoo! Directory.
- It is an attempt to maintain a comprehensive, human-reviewed directory of the Web.
- Volunteer editors at dmoz assess Web sites for quality and content and confirm or deny their assignment to a category.
- A dmoz entry can result in getting picked up by many, smaller search engines and might contribute to a higher Google PageRank.

Suggest URL link

Figure 10-8:
Start a dmoz submission by drilling down until you find the best subcategory for your site. Then click Suggest URL in the top navigation.



Submitting to Specialty Search Engines and Directories

- It's time to locate specialty search engines and directories that your target audience uses.
- If your Web site uses any of the elements in the bulleted list that follows, submit to the appropriate directories:
 1. Blog, chat, message board, or social network directories.
 2. International search engines.
 3. Public calendars and live event directories.
 4. Shopping search engines.
 5. Directories of technology-based sites for vlogs, podcasts, and messaging.

Dealing with the Google sandbox

- Call it a timeout. Call it isolation. Call it a *sandbox*, as developers do.
- Whatever you call it, Google usually doesn't index sites with new domain names for up to six months after the site goes live.
- The delay allows time for development and avoids wasting search resources on fly-by-night sites, but it can be very frustrating if you have a site that needs to be active by a certain deadline.
- Type your URL into the search box at www.google.com; if your site appearing the results, Google has indexed it.
- If not — and it's been more than a few months since you originally submitted — resubmit your URL at www.google.com/addurl/?continue=/addurl.

- Buying ads from Google AdWords (PPC) can provide a presence on Google until your site is indexed.
- However, there's an inexpensive solution to start the Google clock ticking.
- Have your developer post a two-page Web site fairly quickly after you buy the name.
- Write several paragraphs about your products or services for the home page and prepare a second page with contact information and a little bit about the company.
- Add some search terms and a good page title. Then submit your preliminary site to Google at www.google.com/addurl/?continue=/addurl.

Google's PageRank appears to be affected by the following criteria, among others:

- Links from related sites with high Google PageRank appear to generate extra value.
- Links from .edu, .gov, and .org Web sites appear to generate extra value.
- Links from blogs and press releases appear to generate extra value.
- Text surrounding inbound links is preferred; this favors annotated or contextual links and pages with fewer than 60 links per page.
- Links from link farms and other poor, inbound link sources diminish PageRank.
- Outbound links to other high-ranked, relevant sites — that is, sites that share at least one other search term — generate extra value.

- The size and complexity of your site seems to affect PageRank.
- Information-intensive sites seem to do better, although Google doesn't index the “deep Web” (information in databases) contents of academic or trade journals, phone books, or other databases.
- A Google sitemap generates extra value, while badly structured sites might diminish PageRank.
- Sites that use **black-hat techniques** (unethical) might not only be diminished in rank, but banished.
- Older sites tend to have higher rankings than newer ones, so be patient.
- Sites with newer content tend to have higher rankings.

- Visible title and ALT tags with search terms have more influence than other meta tags.
- Contents of surrounding pages generate extra value if related.
- Using search terms in subheads, navigation, and links is valued, because Google analyzes the difference in font size, style, color, and placement.
- Site traffic, both visitors and page views, can be rated for quantity and quality.

Devising a Pay Per Click (PPC) Strategy

- Under pay per click (PPC) programs, you bid competitively on specific keywords, setting the maximum amount you'll pay each time a viewer clicks through to your site.
- Except on Google, the ad provided by the highest bidder usually appears at the top of the list of sponsored searches, with other ads appearing in descending order of bid amounts.
- Premium sponsored positions appear above the natural results.
- You can't pay to appear there on Google; appearance rotates and is derived from bid prices.
- Yahoo! offers those ads through a separate advertising program at varying monthly rates.

- Spending on PPC ads, which now generates more than \$2 billion in advertising revenue annually, is expected to grow to around \$8 billion by 2008, according to *Forbes* magazine.
- In September 2005, *The Economist* magazine found that “PPC advertising is the fastest growing sector of the advertising industry,” accounting for more than 40 percent of all online advertising in the U.S.
- The growing popularity of PPC carries downsides as well.
- As with natural search engine results, your ad usually needs to appear above the fold (on the portion of the page the user sees without scrolling) or in the top five listings to have a reasonable chance of being viewed and receiving a click-through.

Carrying out a pay per click plan- Budget

- After you've decided to carry out a PPC campaign, you need to decide where you'll spend your PPC budget.
- Given that Google provided about 50 percent of all searches in September 2006 (according to Nielsen||NetRatings) and Yahoo! controlled another 23 percent, your campaign will undoubtedly include one or both of them.
- Watch your own traffic statistics and the results of your search engine optimization (SEO) campaign.
- The source of visitors and the terms they use for natural search is invaluable information about the best sites for your PPC campaign.
- Keep in mind that PPC features change often, so check both Google AdWords and Yahoo! Search Marketing on a regular basis.
- When you put together your PPC budget, work your numbers backward to set up a budget within your overall marketing plan.
- Think about how much you can afford to spend and whether you want to spend it all at once or spread it out over a month or year.
- Each PPC provider has a somewhat different format for estimating bids and results on search terms

Key Tips

- **Don't bid to win the top position.**
- **Improve your natural search engine ranking.**
- **Set geographic limits.**
- **Use your traffic statistics to see which days of the week and times of day your buyers are active. Constrain your ads to run during those times.**
- **If you're selling online or have a specific way to monitor viewer activity, set up conversion tracking.**
- **Get ruthless about dropping keywords that don't convert!** This is especially true if you're selling.
- **If you're using PPC for sales purposes, don't bid more than an average sale (not single item) is worth.** As a rule of thumb, spend no more than 10 percent of your average sales amount on advertising.

Yahoo! Search marketing specifics

If you decide to use Yahoo! for paid search, you might want to take advantage of several of the following alternatives to PPC:

- **Yahoo! Express Submission** is a cross between paid inclusion and PPC. For \$49 per year for the first URL, you can submit your Web site to Yahoo!'s natural search engine.
- **The Yahoo! Directory** offers paid inclusion for directory placement, which is separate from Yahoo!'s search results.
- **Yahoo! premium sponsors** pay to appear at the top of a specific search results page.
- **Yahoo! Local** is an option for Yahoo! PPC advertisers.
- **Yahoo! Shopping** and **Yahoo! Travel** are fixed-rate CPC programs, rather than bid programs, with the CPC depending on product category.

Google Ad-words specifics

- Google AdWords differs from all other PPC companies in one, very important way: The position of your PPC is not totally dependent on what you bid. Instead, it's multiplied by what Google calls its Quality Score, which it uses to measure the quality of your keywords and establish your minimum bids for them.
- According to Google, "Quality Score is determined by your keyword's click through rate on Google, relevance of your ad text, historical keyword performance on Google, the quality of your ad's landing page, and other relevancy factors."
- Google offers flexibility not always available with other PPC programs.
- As part of your campaign setup process, you select for such factors as language, location, delivery (evenly over time or accelerated), position preference, and choice of ad distribution, and whether you want a different bid for clicks from Google's content network.

Here are some Google options to consider:

- CPM or site-targeted ads run only on Google AdSense partners, but you can select which partners to use by topic, demographics, or name.
- Google offers free local marketing for companies that sign up through Google maps.
- Google AdWords (now Google Ads) can now incorporate a symbol that indicates you'll allow purchase through Google's integrated checkout system.
- Your ads can designate participation in a new feature, *Click-to-Call*, that lets users dial directly to your sales office through Voice Over Internet Protocol (VOIP) or enter their phone number to get a call back.

Working with shopping search engines.

- Every product seller should consider shopping search engines.
- Many users research product features, vendor history, and prices on the Web before making a purchases offline or online.
- Some shopping search engines operate primarily as directories of vendors, and others offer sophisticated comparison features.
- For example, if you target the price-conscious consumer, comparison shopping sites are excellent PPC locations.

Considering paid search directories

- Treat placements on specialty search engines much as you would a banner ad placement.
- Ask about page views, visitors, and demographics to decide whether these sites have potential for you.
- Some of these smaller venues accept PPC bids as low as one cent or offer free consultation to get started.
- You might use one of them as a trial site before rolling out your PPC campaign on Yahoo! or Google.
- Just remember that user behavior varies among search engines.