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CH1- The Search Engine: Reflecting Cons and Connecting Commerce

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Introduction:

- Searching is important in our life. Now data and information are important.
- Search has become integrated into the fabric of our society.
- With more than **158 billion** searches performed worldwide each month as of August 2011 (according to **comScore**, <http://www.comscore.com>), approximately 5.2 billion web searches are performed every day.
- Search is a **global phenomenon**. As of March 2011, the worldwide population of Internet users numbered over 2 billion (<http://www.internetworldstats.com/stats.htm>)
- The **new channel of search**, people can also conduct many of their **shopping**, **banking**, and social **transactions** online.

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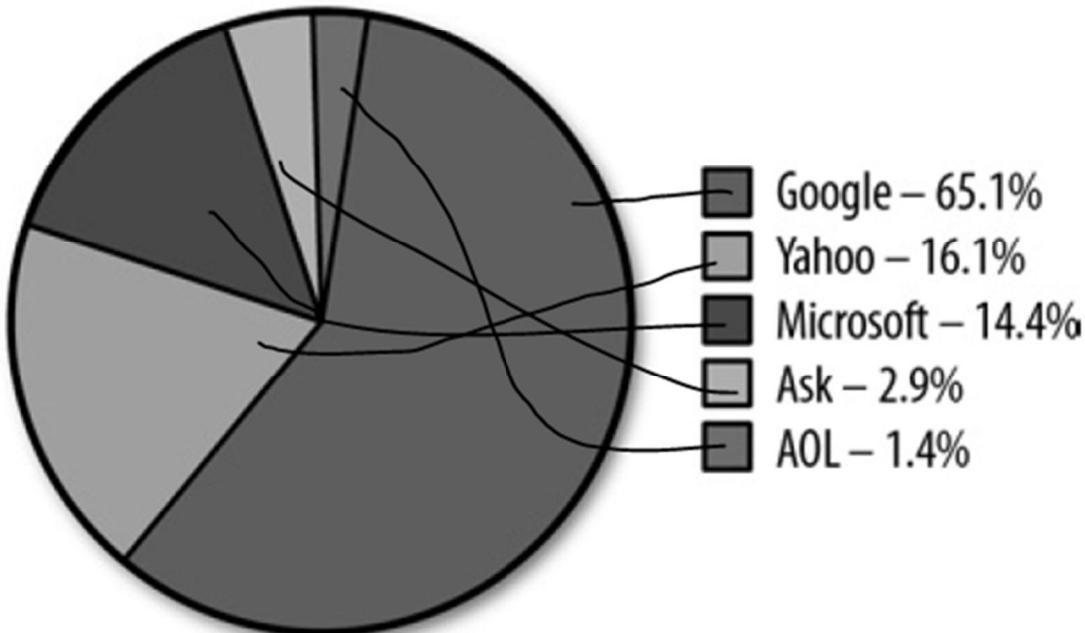
The Mission of Search Engines

- Web searchers are free to use any of the many available search engines on the Web
- For the most part, search engines accomplish this by being perceived as having the most relevant results.
- As a result, search engines invest a tremendous amount of time, energy, and capital in improving their relevance.
- Search engines generate revenue primarily through paid advertising. The great majority of this revenue comes from **a pay-per-click (or cost-per-click) model**
- search engine rankings that result in non relevant results (generally referred to as spam)



The Market Share of Search Engines

- Google search engine covers most of part
- However, in some markets Google is not dominant.
- In China, for instance, **Baidu** is the leading search engine.
- The result is that in most world markets, a heavy focus on SEO is a smart strategy for **Google**.
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➤ The Human Goals of Searching

- **The basic goal of a human searcher** is to obtain information relevant to an inquiry.
- However, searcher inquiries can take many different forms.
- User is developing the psychology of your target audience.
- Once you understand how the **average searcher**—and, more specifically, your target market—uses search engines, you can more effectively reach and keep those users.
- **Most search processes comprise the following steps:**
 1. Experience the need for an answer, solution, or piece of information.
 2. For example, the user may be
 - looking for a website (**navigational** query)
 - to buy something (**transactional** query) or
 - to learn something (**informational** query).
 3. Formulate that need in a string of words and phrases (**the query**).
 4. Most people **formulate** their queries in one to **three words**.
 5. **Execute** the query, **check the results**, see whether you got what you wanted, and if not, try a refined query.

Words	Percent of searches
1	25.8%
2	22.8%
3	18.7%
4	13.2%
5+	19.5%

➤ Who Searches and What Do They Search For?

- comScore reported that the number of search queries performed worldwide on the Web was approximately 158 billion across all engines in August 2011.

US household income	Internet users
Less than \$15,000	22,581(10.5%)
\$15,000–\$24,999	11,999 (5.6%)
\$25,000–\$39,999	31,558 (14.6%)
\$40,000–\$59,999	49,651 (23%)
\$60,000–\$74,999	24,521 (11.4%)
\$75,000–\$99,999	29,698 (13.7%)
\$100,000 or more	45,998 (21.3%)

- **Some Facts**

1. • **Search is very, very popular. It reaches more than 88% of people in the US and billions of people around the world.**
2. • **Google is the dominant player in most world markets.**
3. • **Users tend to use short search phrases, but these are gradually getting longer.**
4. • **Search covers all types of markets.**

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Determining Searcher Intent: A Challenge for Both Marketers and Search Engines

- Smart SEO practitioners and the search engines have a **common goal of providing searchers** with results that are **relevant** to their queries.
- Once you **grasp** how your target market searches for your **service, product, or resource**, you can more **effectively** reach and keep those users.
- Search engine marketers need to be aware that **search engines are tools**—resources driven by intent.

- o **Different types of queries, their categories, characteristics, and processes.**

1. Navigational Queries

- Navigational searches are performed with the intent of surfing directly to a specific website.
- Some cases, the user may not know the **exact URL**.



Navigational

- Visiting a Pre-Determined Destination
- Sourcing the "Correct" Website URL



- **Opportunities:**

- Pull searcher away from **destination**;
- Get ancillary or **investigatory** traffic.

- **Average traffic value:**

- Very high when searches are for the publisher's own brand.
- These types of searches tend to lead to very high conversion rates.
- However, these searchers are already

2. Informational Queries

- Informational searches involve a **huge range of queries**.

- **For example**, local weather, maps and directions, details on the latest Hollywood awards ceremony, or just checking how long that trip to Mars really takes.
- Informational searches are primarily **non-transaction-oriented** (although they can include researching information about a product or service)

- The information itself is the goal and no interaction **beyond clicking** and reading is **required**.



- Opportunities:**

- Brand searchers with positive impressions of your site, information, company, and so on;
- Attract inbound links;
- Receive attention from journalists/researchers;
- Potentially convert to sign up or purchase.

- Average traffic value:**

- The searcher may not be ready to buy anything
- searcher may not even have a long-term intent to buy anything,

3. Transactional Queries

- Transactional searches don't necessarily involve a **credit card** or **wire transfer**.

- Example**

- Signing up for a free trial account at CooksIllustrated.com
- Creating a Gmail account,
- Paying a parking ticket,
- Finding the best local restaurant for dinner tonight are all transactional queries.

**Transactional**

- Identifying a Local Business
- Making a Purchase Online
- Completing a Task

Live Search**▪ Opportunities:**

- Achieve transaction (financial or other).

▪ Average traffic value:

- Very high.

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Search Engines Marketing**▪ Search Marketing encompasses:**

- **SEO:** Earning traffic through unpaid or free listings
- **SEM:** Buying traffic through paid search listings
 - Originally called "**search engine marketing**," the shorter phrase, "search marketing" is now often used as **the umbrella term over SEO and SEM.**
 - The longer phrase "search engine marketing" — or SEM — is now typically used to **describe paid search activities.**

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First Page SEO provides expert services for:

- **SEO** Implementation and Maintenance for your Website
- **Google Adsense Implementation**, Optimization and Maintenance
- **Google Adwords** Pay Per Click (PPC) Campaign Implementation, Optimization and Management
- **SEO** Integrated Website Design, Development and Implementation
- **SEO** Integrated Ecommerce Website Design, Development and Implementation

First Page SEO is committed to:

- Educating our clients as to the benefits of
 - **Advertising** in general and
 - **Internet** advertising in particular designing and
 - **Developing** a fully functional,
 - Search engine optimized **Ecommerce** website with a designated number of your product and
 - Services entered to the **database**.
- Designing and developing a fully functional, search engine optimized website to showcase your product and services.
- Search engine optimizing your website's **organic** search engines ranking pages (**SERP**) to be on or near the first page of the **Google**, **Bing** and **Yahoo** SERP's for **keyword** phrases that generate the most qualified buyer of your products and services.
- Managing your Google **Adwords**, **Bing** and **Yahoo Pay per Click** campaign budgets so that you spend less on click and generate more revenue, remain at or near the top paid position and get more clicks.

Google Search Engine Ranking Page (SERP's) Results after 1 year

- If you are considering a SEO expert to handle your Internet advertising;
 - you should ask the following **questions**:
 1. "Is that SEO company highly ranked in Google (SERP's) for keyword phrases that you choose to find an SEO expert, consultant or company in your local area?
 2. After all, if SEO is their business shouldn't they be highly ranked in Google for that keyword phrase?
- Please click on the above link and see our Google **SERP's** results after one year! You will be blown away by our progress to the top of the rankings for keyword phrases that are important to a SEO company! And now a word from the Founder and CEO of the company.

"SEO and Internet Marketing" - Corporate Strategy

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How People Search?

- Search engines **invest** significant resources into understanding how people use **search**, enabling them to **produce better** (i.e., **faster**, **fresher**, and **more relevant**) search engine results.
- For **website publishers**, the information regarding how people use search can be used to help improve the **usability** of a site as well as search engine **compatibility**.

- Data from **comScore** provides some great insight into the types of things that people tend to search for.

Parent category name	Total searches
Directories/Resources	2,789,625,911
Entertainment	1,750,928,801
Retail	1,686,123,715
Services	1,288,400,837
Conversational Media	837,067,182

Community	653,405,269
Travel	462,129,796
Health	435,860,663
News/Information	421,756,642
Sports	297,503,391

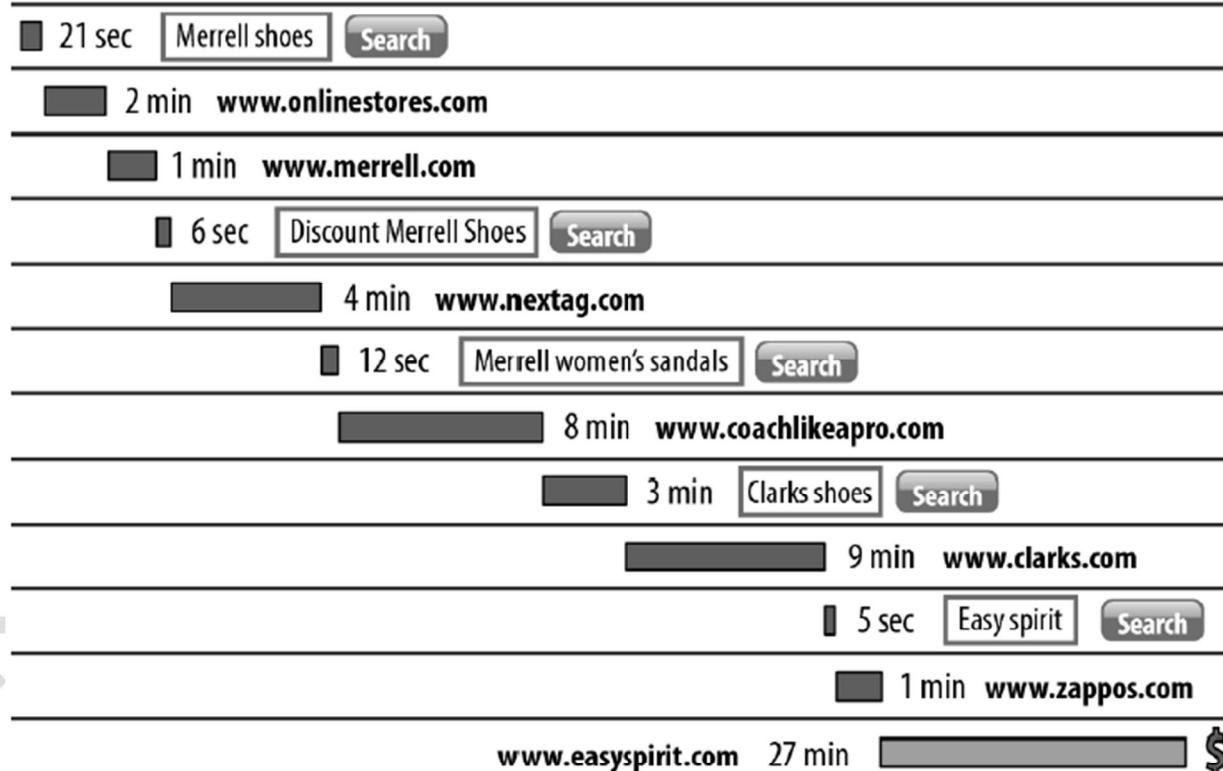
- **Search engines are used to find information in nearly every area of our lives.**

Inside a real query “session”

Example decision: Which shoes to buy?

Total task time: 55 minutes and 44 seconds

Dwell time



- In this sequence, the user performs five searches over a **55+** minute period before making a **final selection**.
- The user is clearly **trying to solve a problem** and works at it in a **persistent fashion until** the task is done.

- However, it is **increasingly common** for search sessions of this type to take place over the course of more than one day.
 - A **2007 study** of ecommerce sites by **ScanAlert** showed that 30% of online transactions occurred more than **24 hours** after the **initial** search
 - (<http://searchenginewatch.com/3626363>).

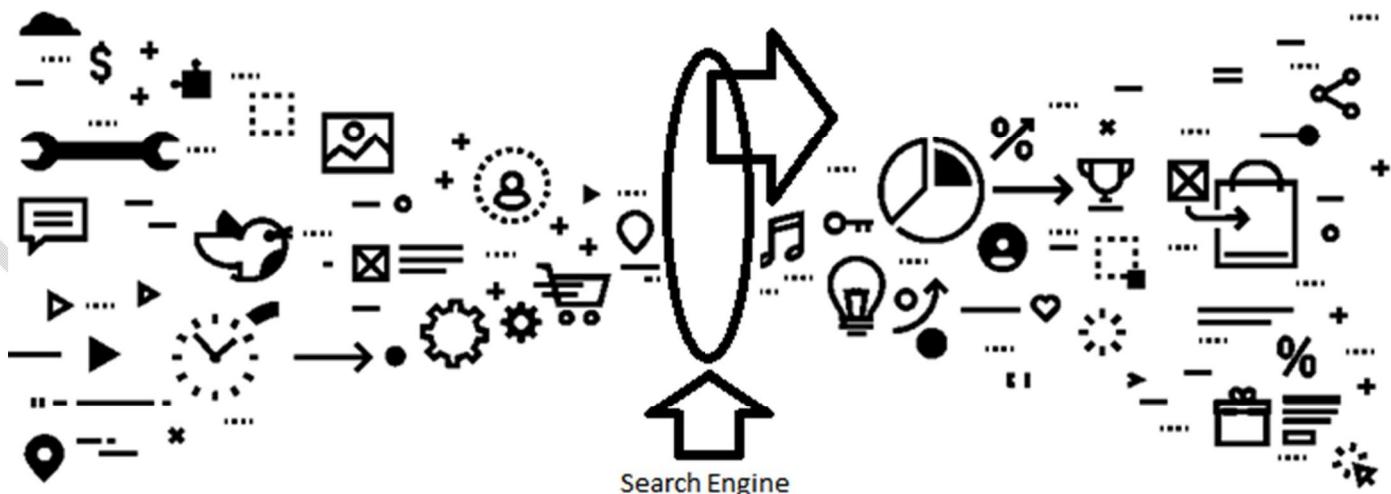
Delay between first click and purchases	Percentage of users
Same day	50%
2 to 7 days	9%
8 to 30 days	12%
31 to 90 days	26%
More than 90 days	3%

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How Search Engines Drive Commerce on the Web?

- People make use of search engines for **a wide variety of purposes, with some of the most popular being to research, locate, and buy products.**
 - **There are two type of market**
 - 1) Online
 - 2) Offline
 - It is **important** to note that search and **offline behavior** have a heavy degree of interaction.
 - A Google study from 2011 showed that each \$1 of online ad spend drives anywhere from \$4 to \$15 in offline sales).
 - **Online : Offline > 1 : 6**

DIFFERENT FREE/ORGANIC METHODS OF DRIVING TRAFFIC TO YOUR ECOMMERCE SITE



- According to a **March 2010** report from **Forrester** Research, over \$155 billion worth of consumer goods were **purchased online in the US in 2009**.
- While that seems like a **big number**, the influence on **offline** sales was far greater.
- Forrester estimated that \$917 billion worth of retail sales in 2009 were “web-influenced”.
- Further, **online and web-influenced offline sales combined accounted** for 42% of total retail sales.
- Local search is an increasingly important component of SEO

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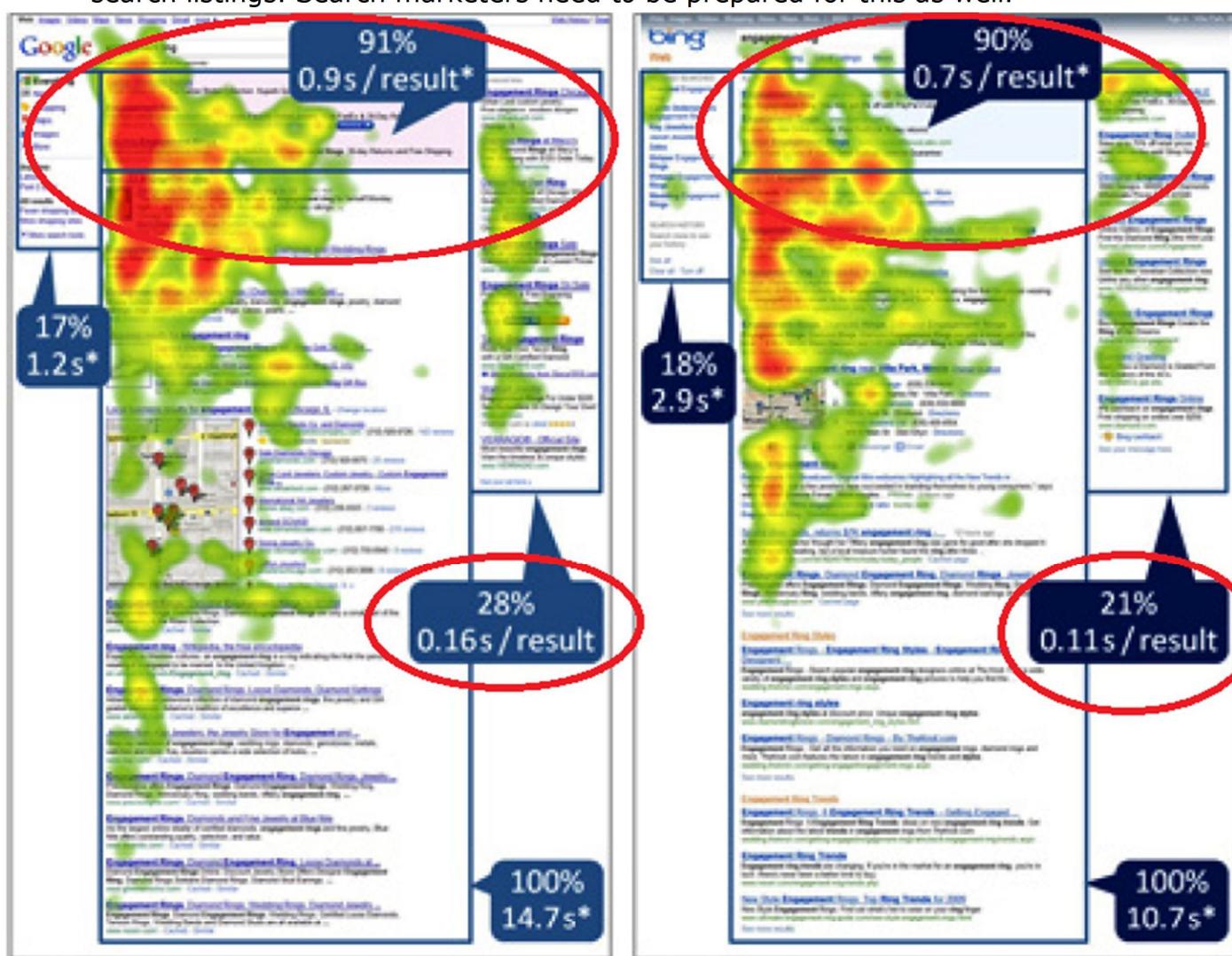
Eye Tracking: How Users Scan Results Pages?

- Research firms **Enquiro**, **Eyetools**, and **Didit** conducted **heat-map** testing with search engine users (<http://www.enquiro.com/research/eyetrackingreport.asp>) that produced **fascinating results** related to what users see and focus on when engaged in **search activity**.
- The **graphic indicates** that users spent the most amount of time focusing their eyes in the top-left area, where shading is the darkest.
- Search Engine Result Page is attracting Image on results.**



- In 2010, **Enquiro** investigated the impact of Google Instant on search usage and attention
 - Percent of query typed decreased in 25% of the tasks, with no change in the others
 - Query length increased in 17% of the tasks, with no change in the others
 - Time to click decreased in 33% of the tasks and increased in 8% of the tasks
- Eye-tracking research** demonstrates, “rich” or “personalized” search,

- It evolves, will alter users' search patterns even more: there will be more items on the page for them to focus on, and more ways for them to remember and access the search listings. Search marketers need to be prepared for this as well.



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Click Tracking: How Users Click on Results? Natural Versus Paid

- Click Tracking is second process after eye tracking.
- Data shows that you may not want to be #1 in the paid search results, because the resulting cost to gain the **#1 position** in a **PPC** campaign can reduce the total net margin on your campaign.

A study released by AdGooroo in June 2008

1. Bidding for top positions usually makes

- financial sense only for high-budget,
- brand-name
- advertisers.

2. Most other advertisers will find the optimal position for the majority of their keywords to lie between positions 5–7.

- For example, if they have a really solid backend on their website and are able to make money when they are in the **#1 position**, they may well choose to pursue it.

- if your **natural ranking is #1**, you can still increase the ranking page's click rate by having a sponsored ad above it or in the right-hand column.
- The **AdGooroo** survey showed that having a prominent paid ad on the same search results page makes **your #1 natural ranking receive 20% more clicks.**

➤ Distribution of Search Results and Traffic

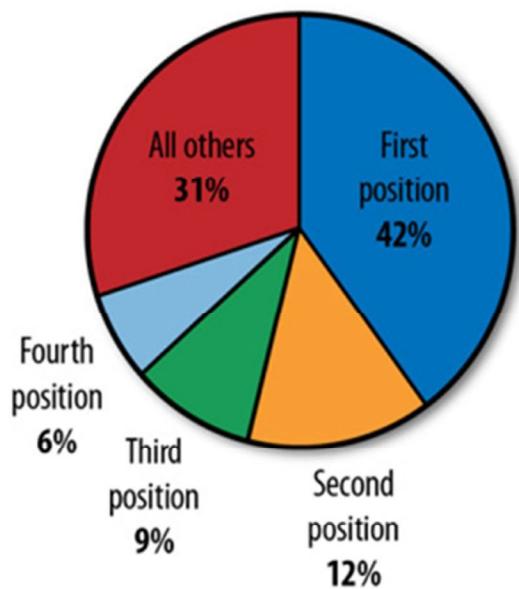
product development

About 135,000,000 results (0.17 seconds)

Category	Link	Description	Status
PAID	Product Development Help Davison.com	www.davison.com Award Winning, New Product / Idea Development. We Do It all.	
	New Product Development manufactureoverseas.com	www.manufactureoverseas.com Mfg in Asia; Managed in California. Tier 1 facilities. (916) 966-6099	
	Technology Roadmapping Sopheon.com	www.sopheon.com Increase new product success rates with technology roadmap tools.	
NATURAL	New product development - Wikipedia, the free encyclopedia	en.wikipedia.org/wiki/New_product_development In business and engineering, new product development (NPD) is the term used to describe the complete process of bringing a new product to market. A product ... Fuzzy Front End - NPD organizations - NPD strategies - Related fields	
	Images for product development	- Report images	
	Product Engineering Firm	www.indesign-ilc.com/Product 1 (888) 463 0587 Turnkey Electronic Product Designs Communications, Medical, Consumer	
	Product Development Firm	www.creativeengineering.com Expert Product Development Advice. Schedule Your 2 Hour Meeting Today!	
	Product Development	www.concurrentdesign.com/ Industrial and Commercial Products Manufacturing Equipment and Tools	
Product Development & Mfg	www.artisanind.com 75 Years High Quality Manufacturing Mechanical Engineering Design		
Product Development	www.omnica.com Medical products are our specialty Engineering, Design, Everything		

According to the **Cornell** study, 72% of searchers **click** on the **first link of interest**, whereas 25.5% read all listings on the first page and then decide which one to click.

CTR by SERP position



➤ **Different Intents and Effects of Listings in Paid Versus Natural Results**

TABLE 1-6. Visibility of natural search results

Rank	Visibility
1	100%
2	100%
3	100%
4	85%
5	60%
6	50%
7	50%
8	30%
9	30%
10	20%

TABLE 1-7. Visibility of paid search results

Rank	Visibility
1	50%
2	40%
3	30%
4	20%
5	10%
6	10%
7	10%
8	10%

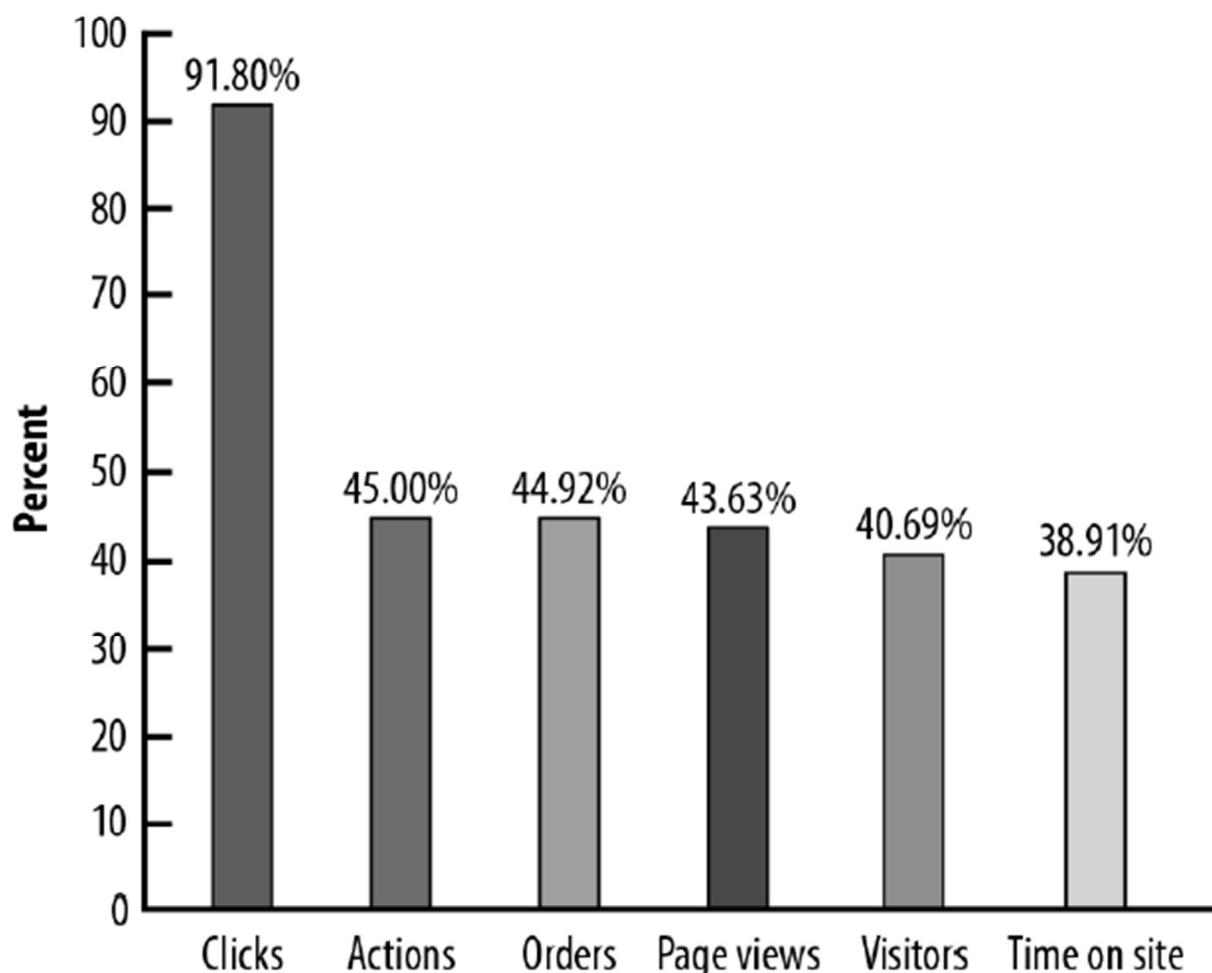
- The AOL data demonstrated that natural results get **the lion's share of clicks**.
- Further data from the **Enquiero, Didit**, and **Eyetools** eye-tracking study shows which **organic** results users notice when **looking** at a search results page.

➤ Some additional things to take away from the **Enquiero** et al. study:

- 85% of searchers click on **natural results**.
- The top four **sponsored slots** are equivalent in views to being ranked at 7–10 in natural search in terms of visibility and click-through.

- This means if you need to make a business case **for natural search, assuming you can attain at least the #3 rank in natural search** for the same keywords you bid on, natural search could be worth two to three times your PPC results.

Online performance percentage change when integrating natural search and paid search



Best Of Luck
