



Search Engine Marketing Part 1 Basic Concepts

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Basic Concepts

- Using The Internet to Market Your Business
- Search Engines Basics

Using The Internet To Market Your Business

- Internet marketing is the selling of products or services on the internet.
- Internet marketing is NOT your business plan.
- Your web site is NOT your marketing plan.
- You must have a business plan and a marketing plan first.

Internet Business Models -or-

How do companies make money on the internet?
(Yes, there will be a quiz & a prize.)

- Attract customers to your “brick & mortar” business
- Sell a product or service online
 - Amazon, EBay
 - Customers buys the product or service online, No “brick & mortar” storefront is needed
- Build an audience, then sell advertising
 - FaceBook, Yahoo
 - Same business model as broadcast television & radio

Internet Business Models

(How do companies make money on the internet?)

- Sell information about your customers
 - Nielsen, Doubleclick
- Sell subscription to access your product or service
 - Wall Street Journal.com
 - Difficult model to make work
- Give basic service away for free & sell premium service (also called freemium)
 - Flickr, LinkedIn
 - This model is becoming more common

Internet Business Models

(How do companies make money on the internet?)

- Build a service & sell the company
 - YouTube, MySpace
 - YouTube sold to Google for \$1.65B
 - MySpace sold to News Corp for \$580M
- Combination of above
 - Lands End, Borders, etc.

➤ Quiz:

What business model do search engines use?

How Do People Use The Internet?

- People use the internet to find products, services & businesses
 - People do comparison shopping (price, features, value) on the internet
 - People get recommendations for products, services & businesses on the internet
- You must consider each of these when you market on the internet.

How Do Search Engines Attract Viewers?

- Search engines try to find the “best” online information for their viewers.
- Best?
 - Most pertinent
 - Most authoritative
 - Unique



How Do Search Engines Find The Best Information?

- They collect information from all across the world wide web.
- They evaluate the information.
 - Topic, Importance, Currency, Uniqueness
- They store the info in their database.

What does this mean for you?

- Search engines must be able to find your web site.
- Search engines must be able to read your web site.
- Search engines must be able to determine what your web site is about & what each page is about
- Search engines must believe that your web site has useful information

How Do Search Engines Find Your Web Site?

- You tell them
 - Submit your web site to the search engines
 - Google: <http://www.google.com/addurl/>
 - Yahoo: <http://search.yahoo.com/info/submit.html>
 - Bing: <http://www.bing.com/docs/submit.aspx>
- They locate your site
 - Spidering / Crawling: moving from web site to web site by links
- How long does this take?
 - Longer than you think

How Do Search Engines Read Your Web Site?

- Indexing: the process of extracting & saving information from a web page
- Most search engines only read text
- Most search engines can not read:
 - images
 - videos
 - audio
 - flash
 - java script
 - (Search engines can read descriptions of these things.)

How Do Search Engines Know What Your Web Site Is About?

- You tell them
 - URL
 - Meta-tags
 - Header tags
- They analyze the words on your web site
 - Keyword density analysis



How Do Search Engines Rank Web Sites?

- The evaluation rules are not disclosed & they change constantly
- Content is king
 - Expert content
 - Amount of content
 - Rich content (with labels) helps
- Popularity
 - Number of viewers
 - Back-links
 - Page rank

Are you ready to learn
how to attract viewers?

(But first let's do an exercise.)

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