

Connecting Search to Web Analytics

How to drive measurable business results
from search engines?

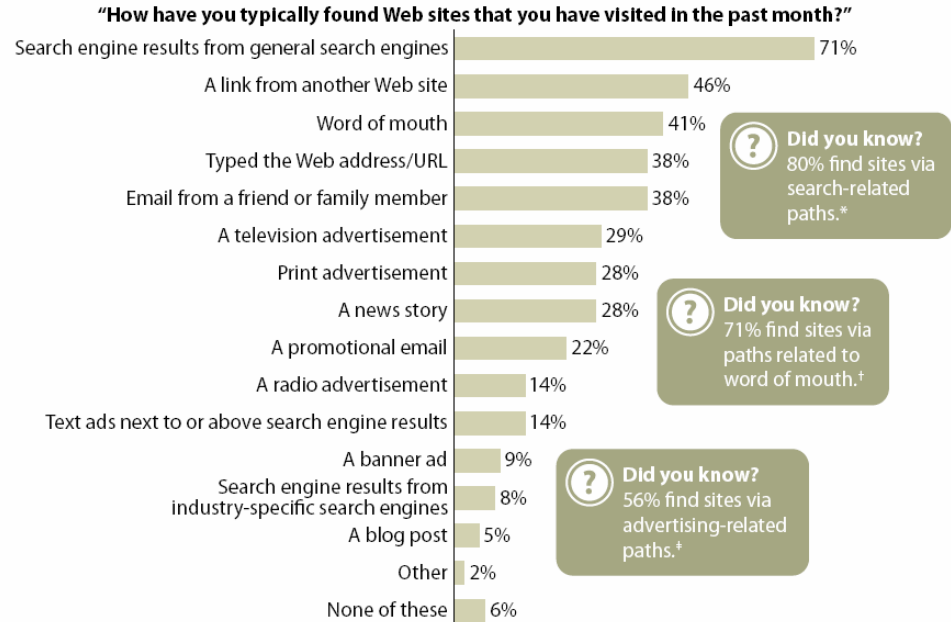
April 27, 2007

Leevi Kokko, Senior Consultant, Search Marketing and Web Analytics



- Business premise: why search engines?
- Search marketing = market research
 - How to feed ideation and concept creation process through search marketing tools?
- Secure your traffic!
 - Site redesign: possible pitfalls, and how to avoid them
- How to help Google do a better job?
 - It's easy – and you get a lot of quality data in return!

- Search engines are, by far, the **most important online channel** driving qualified leads to web sites.
- Algorithmic listings and sponsored results provide an **easy way to reach the target audience**.
- On top of providing a valuable source of quality traffic, visibility in search engines should also be used for **brand building purposes**: top spots in paid and organic listings are crucial in building awareness and trust today.



Base: North American online households
(multiple responses accepted)

*General search results, industry-specific search results, or direct linking

†Word of mouth, typing in URL, email from friend/family, news story, or blog post

‡TV ad, print ad, banner ad, promotional email, or text ad on search

Source: Forrester's NACTAS Q2 2006 Automotive, Customer Experience, And Government Online Survey

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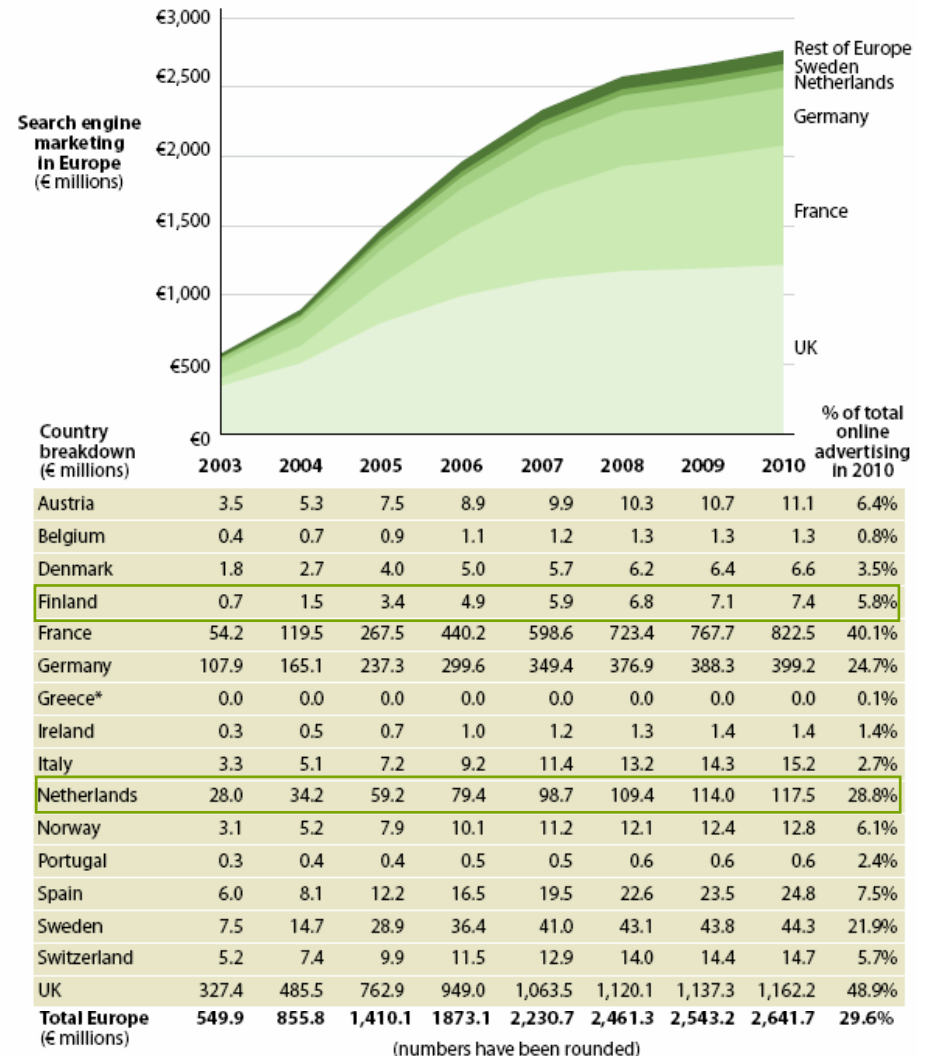
Source: Forrester Research, Inc.

- Today, **search marketing data granularity** can be taken to levels unheard of in the world of traditional marketing.
- Two examples why, for example, **B2B budgets are shifting** from trade shows, PR and print ads to search marketing:
 - Increasingly, marketers are **really looking for ROI** of their marketing spend.
 - More and more online marketers also have targets based on web analytics data in their **personal scorecards and bonus models**.
- A recent case study done by Get It Right, a Finnish search marketing agency, revealed that a B2B client of theirs got 50% of their deals in online through search marketing with average CPA of ~52 EUR – **close to one tenth** compared to other channels.

- Search market value was **1.4 billion EUR** in Europe in 2005.
- Forrester estimate for year 2010 is **2.6 billion EUR**.
- **Search consultancy grows** with advertising spend – at same speed.
- Search market **will double** in Finland and the Netherlands in 2005-2008.
- Google reported **70% global growth** during 2006, and is recruiting **500 new employees** in Europe as we speak.

Figure 2 Forecast: Europe's Search Engine Marketing, 2004 To 2010

The spreadsheet detailing this forecast is available online.



*Search engine marketing spend in Greece will remain insignificant.

- According to recent eMarketer study, Google, Yahoo, MSN & AOL took **57.4% share of all US Internet advertising money** in 2006.
- This year they're going to raise their **aggregate share to 66.7%**
 - Google 32.1%
 - Yahoo 18.7%
 - AOL 9.1%
 - MSN 6.8%


...out of 19.5 billion USD.
- The study also predicts that Internet advertising spend will reach
 - 23.8 billion USD by 2008 and
 - 36.5 billion USD by 2011.

Search marketing = market research

How to feed ideation and concept creation process
through search marketing tools?

"Search for us is this incredible focus group, and we want to use that as one of our diagnostic tools to learn about consumers and their behavior."

- Paid search tools provide marketers with robust market research capabilities → Google is **the largest consumer panel in the world**.
- For example, even though Google does not give out precise numbers on keyword search volumes, **you can always buy that information** – by running a paid search campaign with the keywords of interest.
- Other sources that provide search/traffic data include:
 - Your web analytics system
 - Google webmaster tools
 - Google Trends
 - Overture (Yahoo)
 - Alexa, comScore, Hitwise
 - WebPosition by WebTrends
 - WebCEO
 - Wordtracker
 - ...

SATAMA	Urban Traveller
	<ul style="list-style-type: none">• A tech savvy global citizen who travels frequently to major cities for business and leisure.• Wants the most value out of the short time and hates to waste time in finding the way to sights, restaurants and entertainment.<ul style="list-style-type: none">• Asking is not always an option due to language barriers.• Doesn't want to take a laptop everywhere, but appreciates the benefit of email and Internet access, without having to use computers at Internet cafe.• Travels sometimes alone and PDA serves as companion at times when there is nothing else to do, e.g. at airport waiting for a flight.• Good categories for search engine marketing: city guides (e.g. Lonely planet), budget flights etc.
	
	<small>#4. Copyright March 20, 2007 Satama. All rights reserved.</small>

Secure your traffic!

Site redesign: possible pitfalls, and how to avoid them

From a recent RIA functional specification document:

...

3.4 Accessibility requirements

The <censored> tool will be designed with the understanding of the accessibility requirements.

...

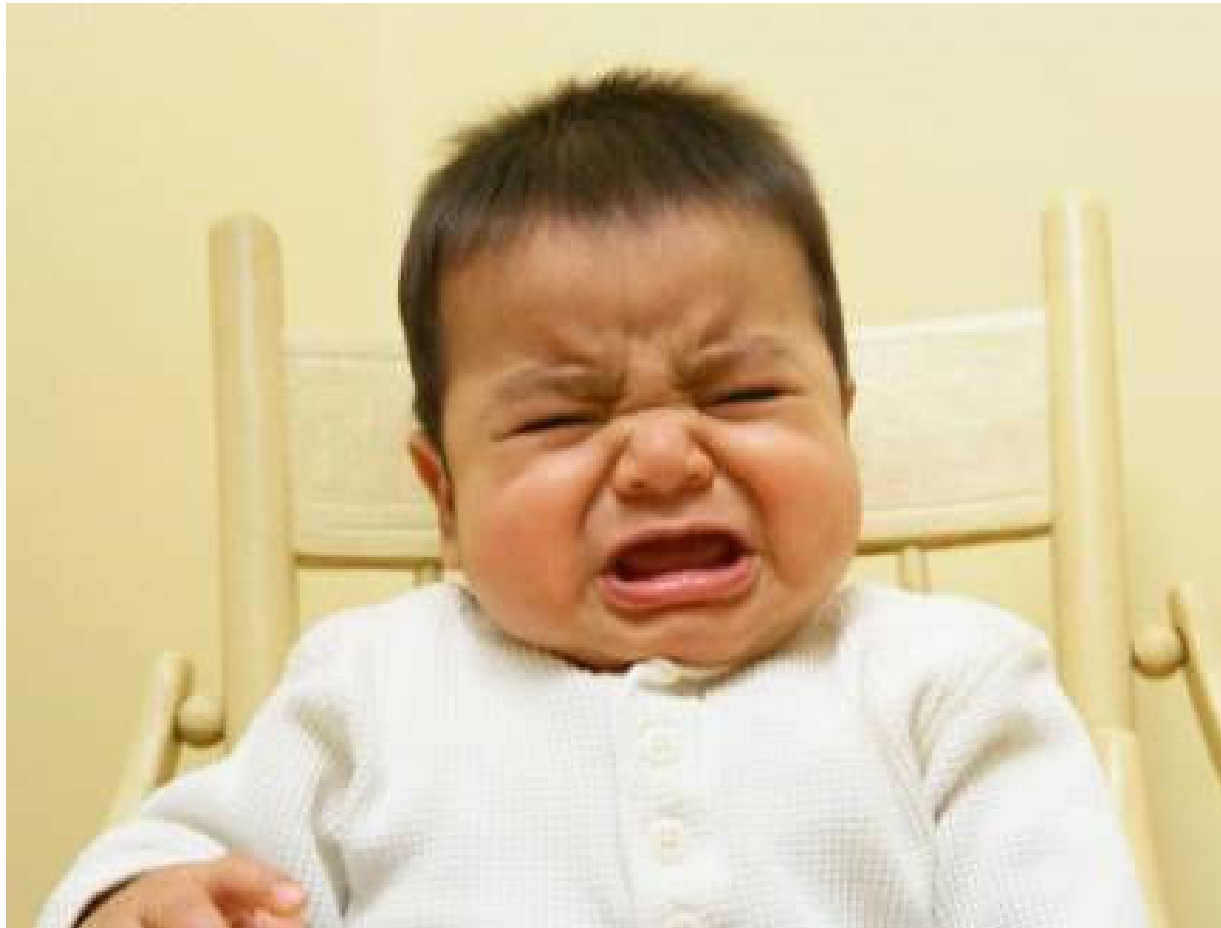
3.8 Browser with no Flash player installed

A page needs to be displayed in the event that the consumers does not have Flash player installed on their browser. The primary aim of these pages is to explain the benefits of the <censored> tool and encourage the consumers to install the Flash player on their browser.

...

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Yeah – Googlebot doesn't like full-flash solutions either

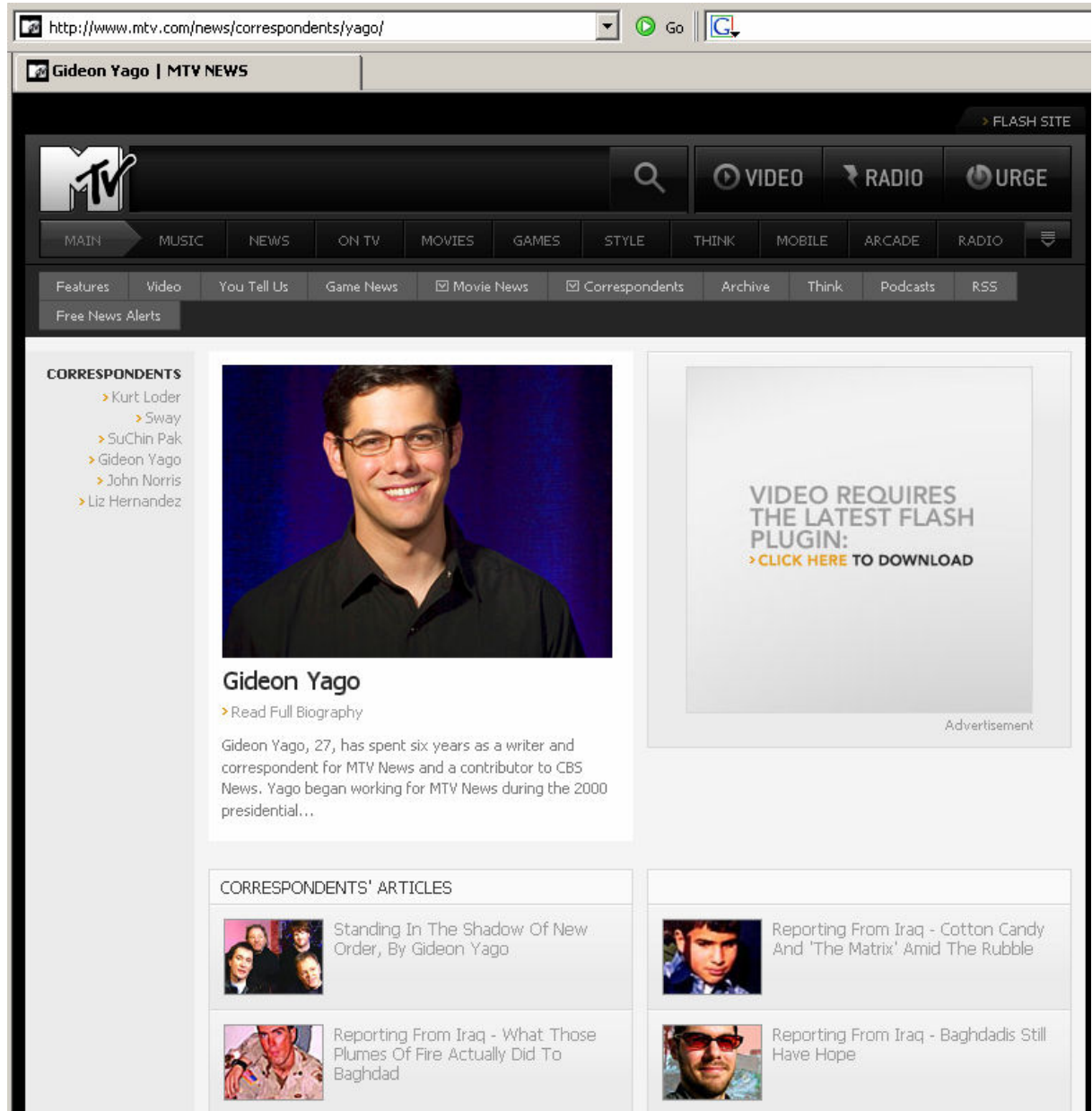


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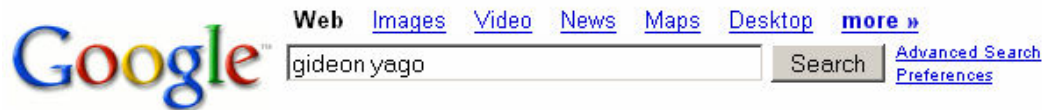
Flash site – rich user experience for an average end-user

The screenshot shows a web browser window displaying the MTV News website for Gideon Yago. The address bar shows the URL <http://www.mtv.com/news/correspondents/yago/>. The page features a dark navigation bar with the MTV logo, a search bar, and a menu with options: MAIN, NEWS, Features, Video, You Tell Us, Game News, Movie News, Correspondents, and Archive. On the left, there is a video player for 'OVERDRIVE' with a copyright notice: 'COPYRIGHTS RESTRICT US FROM PLAYING THIS VIDEO OUTSIDE THE U.S.' Below the video player are 'CHANNELS' and 'MUSIC VIDEOS' tabs. A Neutrogena advertisement for 'Oil-Free Acne Wash Daily Scrub' is positioned below the video player. The main content area is titled 'Gideon Yago' and includes a large portrait of him. Below the portrait is a short biography: 'Gideon Yago, 27, has spent six years as a writer and correspondent for MTV News and a contributor to CBS News. Yago began working for MTV...' and a link to 'Read Full Biography'. To the right of the main content is a 'VIEW ALL SHOWS' section with a list of 'Correspondents' Articles' including 'Standing In The Shadow Of New Order, By Gideon Yago', 'Reporting From Iraq - Cotton Candy And 'The Matrix' Amid The Rubble', 'Reporting From Iraq - What Those Plumes Of Fire Actually Did To Baghdad', and 'Reporting From Iraq - Baghdadis Still Have Hope'. At the bottom right, there is a 'SMOKIN' ACES' movie trailer advertisement with the text 'THE HIT GOES DOWN JAN 26'. The footer contains copyright information: '© 2007 MTV NETWORKS. © AND TM MTV NETWORKS. ALL RIGHTS RESERVED. TERMS OF USE AND PRIVACY STATEMENT/YOUR CA PRIVACY RIGHTS, ADVERTISING OPPORTUNITIES. E-COMMERCE ON THIS WEBSITE BROUGHT TO YOU BY MTVN DIRECT INC. HTML SITE'.

- In terms of content, very similar user experience is delivered – regardless of plugins or scripts.
- This page is totally accessible by search engines:
 - text readable,
 - navigation OK,
 - logical & persistent URL structure in place,
 - `<title> + <H1>` used properly
- And best of all – it uses the same content source as the flash does.



The screenshot shows a web browser window displaying the MTV News website. The address bar shows the URL `http://www.mtv.com/news/correspondents/yago/`. The page title is "Gideon Yago | MTV NEWS". The navigation menu includes "MAIN", "MUSIC", "NEWS", "ON TV", "MOVIES", "GAMES", "STYLE", "THINK", "MOBILE", "ARCADE", and "RADIO". A secondary menu includes "Features", "Video", "You Tell Us", "Game News", "Movie News", "Correspondents", "Archive", "Think", "Podcasts", and "RSS". The main content area features a "CORRESPONDENTS" list with links to Kurt Loder, Sway, SuChin Pak, Gideon Yago, John Norris, and Liz Hernandez. A large portrait of Gideon Yago is shown, with his name "Gideon Yago" and a link to "Read Full Biography". Below this is a short bio: "Gideon Yago, 27, has spent six years as a writer and correspondent for MTV News and a contributor to CBS News. Yago began working for MTV News during the 2000 presidential...". To the right of the bio is an advertisement that reads "VIDEO REQUIRES THE LATEST FLASH PLUGIN: > CLICK HERE TO DOWNLOAD". Below the bio is a section titled "CORRESPONDENTS' ARTICLES" with three article thumbnails: "Standing In The Shadow Of New Order, By Gideon Yago", "Reporting From Iraq - Cotton Candy And 'The Matrix' Amid The Rubble", and "Reporting From Iraq - What Those Plumes Of Fire Actually Did To Baghdad".



Web

Image results for [gideon yago](#)



[Gideon Yago](#) | MTV NEWS - Jan 23

Gideon Yago, 27, has spent six years as a writer and correspondent for MTV News and a contributor to CBS News.

www.mtv.com/news/correspondents/yago/ - 16k - [Cached](#) - [Similar pages](#)

[MTV.com | News - Topics - A - Aftershock Pakistan](#)

MTV is the ultimate destination for music and pop culture. We have the latest music videos, band info, entertainment news, photos, album previews, ...

www.mtv.com/news/topics/a/aftershock_pakistan/ - 5k - [Cached](#) - [Similar pages](#)

[Gideon Yago](#) - Wikipedia, the free encyclopedia

Yago started on MTV as a contestant on the now defunct game show *Idiot Savants* in the mid ... **Gideon Yago** Bio at Greater Talent Network (Speakers Bureau) ...

en.wikipedia.org/wiki/Gideon_Yago - 20k - [Cached](#) - [Similar pages](#)

[Gideon Yago](#)

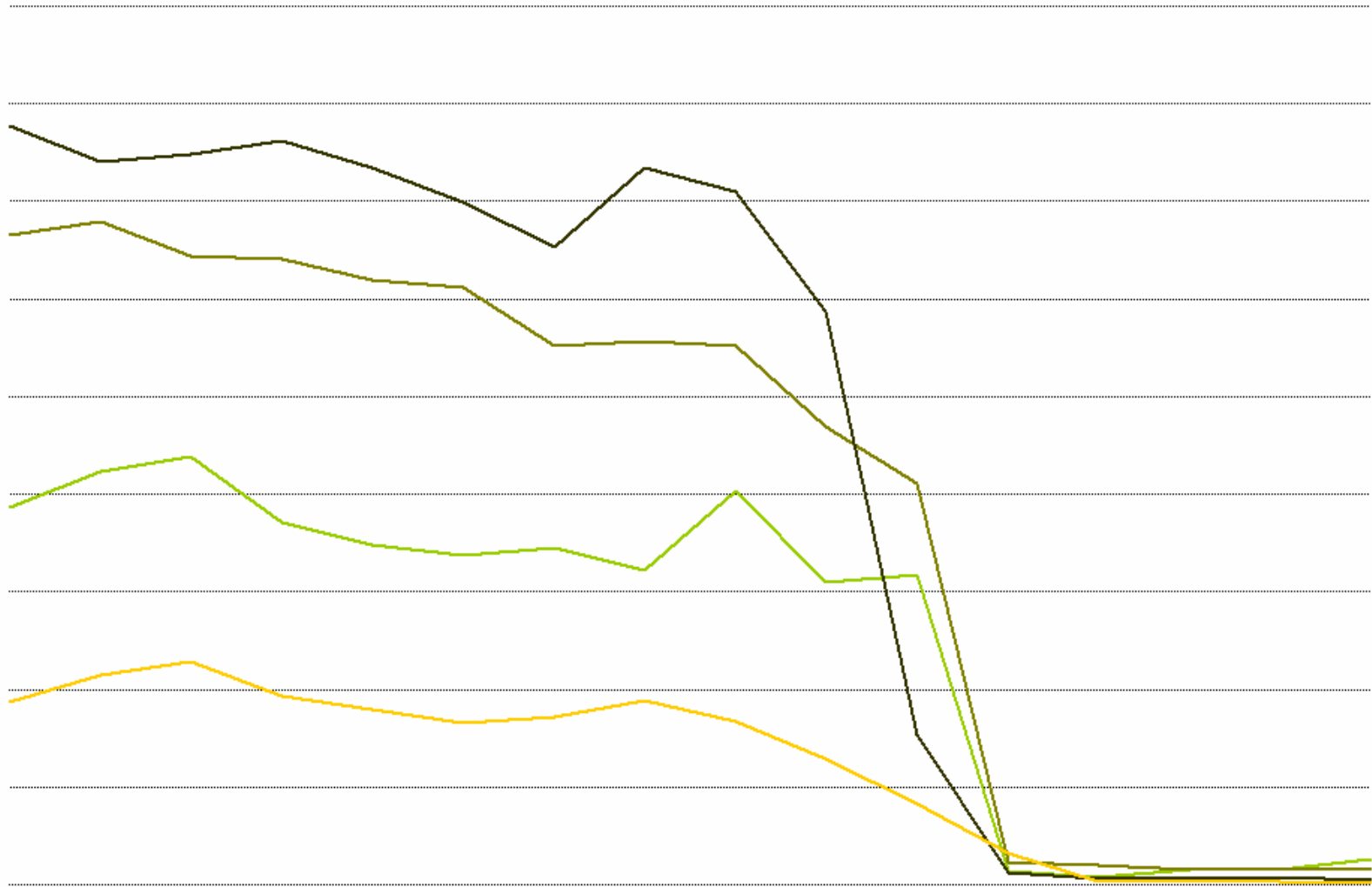
Gideon Yago on IMDb: Movies, TV, Celebs, and more...

www.imdb.com/name/nm1123621/ - 26k - [Cached](#) - [Similar pages](#)

[village voice > news > Joy Press talks with MTV's Gideon Yago by ...](#)

Nobody notices **Gideon Yago** as he walks out of the MTV building and through Times Square. With his close-cropped hair, khaki sweater, and manicured stubble, ...

www.villagevoice.com/issues/0415/press.php - 17k - [Cached](#) - [Similar pages](#)



- Your automated email report – or your custom dashboard – will tell you immediately something is wrong.
- In the examples on previous slides, nobody noticed what had happened, and why.
- While you can literally drown yourself into the web metrics and search data with today's tools, you don't need to. Instead you should
 - ..set high-level KPIs in order to follow your most crucial business metrics,
 - ..set flag thresholds for your KPIs (search traffic down 5%), and
 - ..whenever a flag is raised, start asking the why-questions.

- 1) Web standards
- 2) Web standards
- 3) Web standards

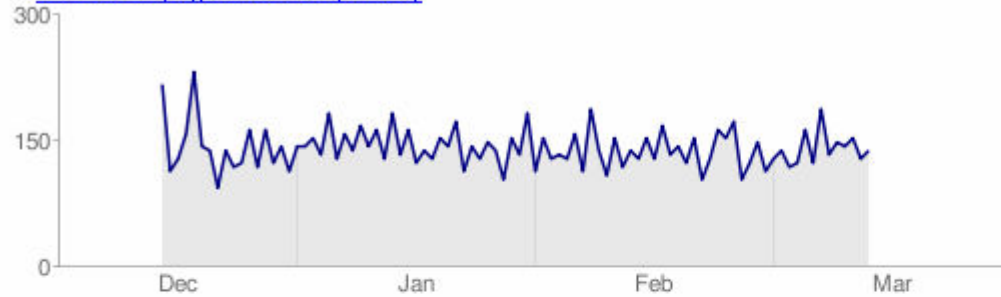
How to help Google do a better job?

It's easy – and you get a lot of quality data in return!

Ask not, what
search engines can
do for you – ask
what you can do for
the search engines!

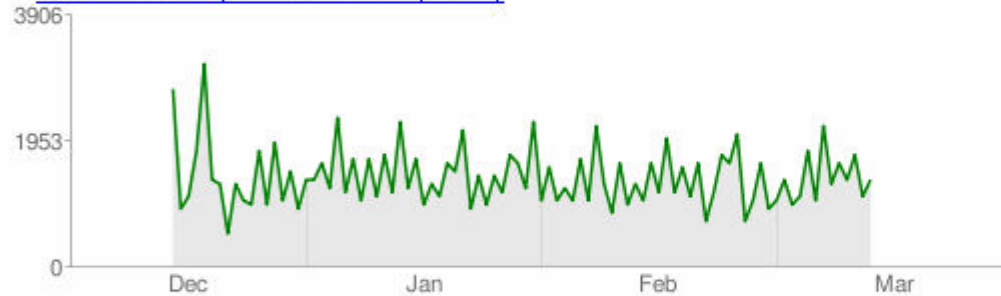
Maximum Average Minimum

▼ [Number of pages crawled per day](#)



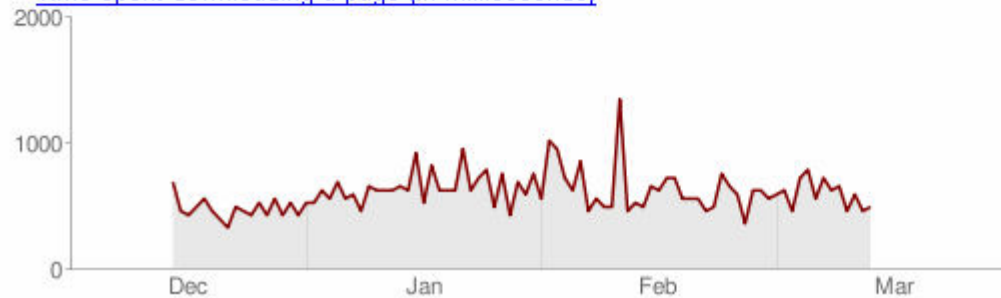
234 143 98

▼ [Number of kilobytes downloaded per day](#)



3150 1416 572

▼ [Time spent downloading a page \(in milliseconds\)](#)



1368 618 341

In external links to your site

http://www.conversionchronicles.com

conversion chronicles

In your site's content

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Average top position

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7

Thank You!

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