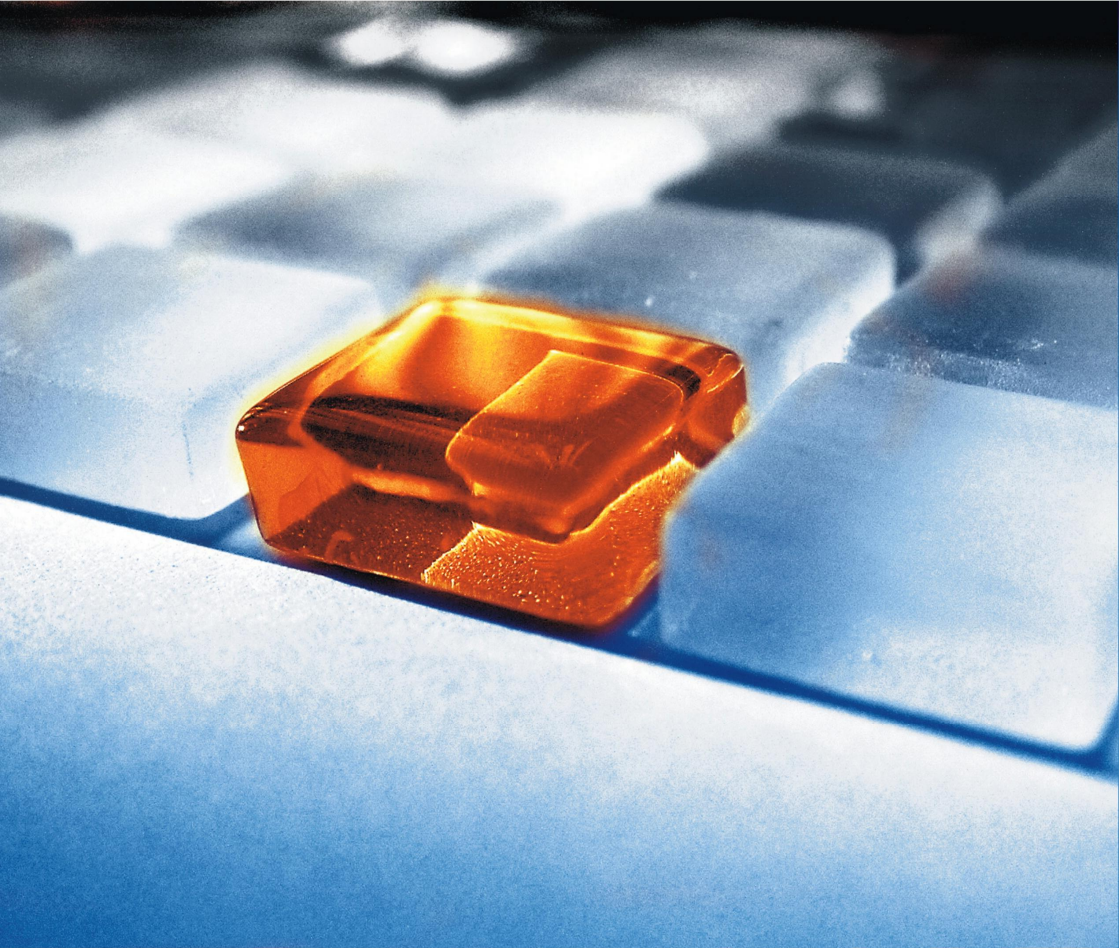


# Search Engine Marketing for Decision Makers

Andreas Mueller  
Markus Hoeverner



**Bloofusion**

# Search Engine Marketing for Decision Makers

Andreas Mueller (Bloofusion, Inc.)

Markus Hoevener (Bloofusion Germany GmbH)

The information in this book has been assembled with the greatest care. However, neither Bloofusion nor the authors shall have either liability or responsibility to any person or entity with respect to any loss or damage caused, or alleged to have been caused, directly or indirectly, by the information contained in this book. The authors disclaim any implied warranties of merchantability or fitness for any particular purpose and shall in no event be liable for any loss of profit or any other commercial damage, including but not limited to special, incidental, consequential or other damages.

All brand names used in this book are trademarks, registered trademarks or trade names of their respective holders.

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical without permission in writing from the authors.

Please address inquiries and questions to:



Bloofusion, Inc.

7960 B Soquel Drive, Suite 219

Aptos, CA 95003

[info@bloofusion.com](mailto:info@bloofusion.com)

1-877-BLOOFUSION

This book is dedicated to our families. We are grateful for their unending daily support and love.

## Introduction

Let's keep it focused and to the point. That will be the mantra of our booklet on Search Engine Marketing.

There are numerous myths and buzzwords that surround Search Engine Marketing: meta tags, PageRank, keyword density, etc. Many of you will have heard of these terms before. But the vital question you will be asking yourself remains: How do I get my web site into the top positions?

We hope reading the following pages will be both enjoyable and profitable for you. Any questions? Don't hesitate to ask. That's why we're here!

Andreas Mueller

(Bloofusion USA)

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

[andreas@bloofusion.com](mailto:andreas@bloofusion.com)

Markus Hoevener

(Bloofusion Germany)

[www.bloofusion.de](http://www.bloofusion.de)

[markus@bloofusion.de](mailto:markus@bloofusion.de)

# Contents

Here's what this booklet will be covering:

Introduction.....	3
Contents .....	4
Search Engine Marketing: Definitions and Incentives.....	5
Search Engine Marketing: Let the Numbers Speak for Themselves.....	7
What is Search Engine Optimization?.....	9
What Professional Search Engine Marketing is Not.....	11
Indirect Search Engine Optimization .....	14
Link Popularity and PageRank .....	16
What is Paid Search Engine Marketing? .....	17
Search Engine Optimization vs. Paid Search Engine Marketing .....	19
The Top Five Mistakes: Why Can't Anybody Find Our Site?.....	21
Search Engine Marketing for E-commerce Sites .....	23
Build vs. Buy: Five Reasons to Work With an Agency.....	25
What Does the Relationship With an Agency Look Like? .....	28
How to Select an Agency .....	30
The Foundation of Every Campaign: Tracking, Tracking, Tracking. ....	32
About Bloofusion .....	34
Conclusion.....	35
Glossary.....	36

## Search Engine Marketing: Definitions and Incentives

The term Search Engine Marketing is fairly self-explanatory: using search engines as a marketing tool. This sounds easy enough but in reality this process can be extremely complex.

Basically, there are two distinct flavors of search engine marketing:

1. Search Engine Optimization
2. Paid Search Engine Marketing

With **Search Engine Optimization**, or SEO, a web site is modified and enhanced so that it will be viewed as exceptionally relevant by search engines and will be awarded a top ranking (generally among the top 10 results).

With **Paid Search Engine Marketing** ads appear next to, above, or below the main search results. When an ad is clicked, the advertising company gets charged on a click-through basis. Hence the description Pay Per Click or PPC.

You will be seeing more discussion on Search Engine Optimization and Paid Search Engine Marketing on the pages that follow.

The incentive for Search Engine Marketing is obvious: being able to approach clients precisely in that moment when they are actively searching for a product or service. Here you reap all the benefits of pull marketing vs. push marketing. And Search Engine Marketing is able to achieve this at a reasonable price level.

An additional benefit of Search Engine Marketing is its inherent transparency. By using various tracking tools you can see first-hand where your customers are coming from, what they typed into the search engines, how much you have paid per click and how many visitors, on average, you will need to attract to yield one paying customer. Ineffective sections of a campaign can simply be turned off, effective areas should be expanded.

The influence of search engines is growing rapidly and they own a major slice of the current online market. Ask yourself this: When you are searching for a solution to a problem, do you open up the Yellow Pages first or do you go to Google and type in a search term to get a better overview of your options?

## Search Engine Marketing: Let the Numbers Speak for Themselves

If you are still not convinced that search engines ought to represent a vital building block in your marketing mix, take a moment to consider the following statistics.

“Search engine marketing will grow by 33 percent in 2005, reaching \$11.6 billion by 2010. Display advertising, which includes traditional banners and sponsorships, will grow at the average rate of 11 percent over the next five years to \$8 billion by 2010. Total US online advertising and marketing spending will reach \$14.7 billion in 2005, a 23 percent increase over 2004.”

Source: Forrester Research, Inc.

Although the term *spending* might well be replaced by *investment*, this statement is very true: The importance of Search Engine Marketing has been increasing exponentially every year since its inception and growing numbers of companies are willing to increase their level of activity in this sector.

The following research examines how search engines are vital to business to business (B2B) transactions:

“We asked participants to indicate an upcoming business to business purchase they might be considering. We then asked them to indicate the methods they would use to research this purchase. A full 93.2% indicated they would go online to research the purchase.”

Source: “The Role of Search in Business to Business Buying Decisions“, Enquiro/MarketingSherpa

What is important to B2B is just as essential for the consumer sector:

“In roughly half of all cases, consumers conducted searches related to the category of their purchase some time in the preceding 12 weeks [...]. That is, one out of every two online purchases is preceded by research on a search engine. In the case of the travel purchases [...] nearly three out of four travel buyers consulted search engines before making a purchase.”

Source: “Search Before the Purchase“, DoubleClick, Inc.

As these excerpts show, and as you probably already knew, search engines play a major role when it comes to making purchasing decisions.

Today this importance is only increasing, as is the need to invest in professional Search Engine Marketing for your web site.



## What is Search Engine Optimization?

Search Engine Optimization primarily means modifying and enhancing a web site in such a way that it is recognized as being relevant by the search engines. This is important for the ranking since search results are sorted by relevance.

Unfortunately, the search engines' criteria to measure relevance may vary considerably among the search engines. A web site could hold number one position with Google, but may only be listed on the third page of results on MSN. The opposite can happen as well. Professional Search Engine Optimization incorporates universal principles that are honored equally by all search engines.

In order to optimize a page, you must first **research all of the relevant keywords**. In other words: What does a potential client type into a search engine in order to find your products or services? Keyword databases can help shed light on this question and they also will offer an estimate of the monthly search volumes that can be expected per search term.

The next step is to **optimize the web site according to these keywords**. If you are planning on being listed by the search engines for search terms such as “gaming headsets” or

“used rv accessories” you must incorporate these specific terms into the content of your site. Invisible modifications or tweaks on your site will *not* achieve this goal. The content must be optimized and possibly even enhanced with additional material.

The third component of optimization is **solid linking within your industry**. A site that doesn’t have numerous other web sites linked back to it will be ignored, especially by Google. You will learn more on this topic in the “Linking and PageRank” chapter.

Lastly, it is important to realize that Search Engine Optimization cannot be considered as a one-time activity. Search results must be checked on an ongoing basis for you to be able to intervene promptly when necessary. Don’t forget: your competition isn’t asleep at the job either. Search Engine Optimization isn’t simply a race to keep up with the search algorithms, but also with other web sites within your vertical industry.

## What Professional Search Engine Marketing is Not

As different as our clients may be, our first meeting with them will always reveal similarities. Many companies who are looking to work with us have also been under contract with other agencies that made many promises without ever achieving them.

For a professional online agency the challenge is twice as hard: On the one hand, companies assume that their negative experience with one vendor applies to the entire industry. On the other hand, potential clients have a completely skewed picture of necessary budgets since they have been offered optimization packages at unrealistic, rock-bottom pricing by their previous agencies.

Let's start by dispelling a few myths. Forget what you learned about meta tags, search engine submissions and PageRank. Meta tags aren't taken into consideration by most search engines anyway and submissions are virtually ineffective. If you decide to embark on a Search Engine Optimization campaign that actually means that your company's web site might need to undergo content enhancements as well as structural modifications. Invisible changes to the HTML code will not achieve your goals. Search

Engine Optimization has little to do with smoke and mirrors, but rather with high quality workmanship applied to your web site content by knowledgeable teams.

If you decide to opt for tricks or spamming in your quest to get to the top (i.e. white text on white background) you will need to face the consequences. In fact, many SEO companies cover up this specific risk. If these so-called “black hat” practices are discovered, your web site could be well on its way to be expelled completely from the indexes, meaning no more rankings. This is clearly incompatible with your company’s long-term goal.

For further clarification of search engine spamming, take a look at the “Webmaster Guidelines” published by Google:

“Make pages for users, not for search engines.  
Avoid tricks intended to improve search engine rankings. [...]

- Avoid hidden text or hidden links.
- Don't employ cloaking or sneaky redirects. [...]
- Don't load pages with irrelevant words.
- Don't create multiple pages, subdomains, or domains with substantially duplicate content.

- Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches [...].”

<http://www.google.com/webmasters/guidelines.html>

The difference between good optimizing and spamming is often borderline and not always easy to spot. When in doubt it is best to avoid any strategy that even remotely bears the traces of trickery.

## Indirect Search Engine Optimization

The theory behind indirect Search Engine Optimization or *portal marketing* is simple: If you are not able to get your site into the results “above the fold” or in the top ten, then it is time to take advantage of piggybacking with sites that have achieved this ranking already.

Among your own targeted search results you will often note industry portal links that offer much content and that are linked well within your vertical market. Content and linking are fundamental requirements for good search engine positions. Compared to some of the muscle power a top portal can amass it may be virtually impossible to compete at that level.

Our advice here is, “If you can’t beat them - join them.” Work *with* the portals. Get listed in their directories, buy advertising space or contribute to their editorial content with articles or white papers. This will also give your site a boost since you will receive incoming links from these portals.

If you have the staff and the required budget, you might also consider becoming active in this area by creating your own online portal within your industry. The basic

requirements are a solid know-how of your industry (after all, you are building an expert site) and a fundamental understanding of portals in general. In terms of a long-term strategy for your web site, this is one of the most beneficial steps you can take.

## Link Popularity and PageRank

These days the terms *link popularity* and *PageRank* get thrown around interchangeably, but what do they actually mean? Google's PageRank is a metric that indicates how well a web site is interlinked. If no web site is linked to your company site, then Google would assign you a PageRank of 0. The maximum possible PageRank is 10, however sites that possess this rank usually have millions of backlinks. An "average" site usually has a PageRank of 5 or better.

Reducing the subject of link popularity to a single common denominator would be much too simplistic. Within the internal algorithms, search engines access much more comprehensive data than they share externally. It is important to remember that it is insufficient to simply have a large number of sites link back to your site - make sure that these links also coincide with your web site content on a thematic level.

PageRank is only one of many factors that determine your search engine ranking. If your web site isn't optimized according to the right search terms, a high PageRank won't help you at all. By the same token, if your site is very well optimized but has a PageRank of 0, you won't be able to achieve any rankings at all. It is best to concentrate on the right mix.



## What is Paid Search Engine Marketing?

Paid Search Engine Marketing offers an enterprise the opportunity to directly purchase and bid on keywords. As soon as one of these keywords is searched for within a search engine, a specified ad will appear. Usually these ads are text-based, rather than banners. The fee is assessed according to the success of the ad, i.e. for each click-through received to the target web site. Thus, the designation Pay Per Click or *PPC* for this level of online marketing is logical.

In this scenario you also determine the maximum price you are willing to pay for each click, this is also known as Cost Per Click (*CPC*). This will also determine the position your ad has among the other ads in the mix. If there are other companies bidding on the same keyword, the ranking of your ad is determined by the Cost Per Click. Whoever is willing to bid the highest will be at the very top.

The main two PPC networks that let you purchase and bid on keywords are:

- Google AdWords - *adwords.google.com*
- Yahoo! - *searchmarketing.yahoo.com*  
(formerly Overture)

These services vary in terms of their reach, the look-and-feel of their ads, their pricing per keyword and other minor features, such as monthly minimum fees, the waiting period to get your new ads released, etc.

The screenshot shows a Google search for "forklift". The search bar at the top contains "forklift" and the search button is labeled "Search". Below the search bar, the results are categorized under "Web". The first result is a sponsored advertisement for "Better than New Forklifts" from "www.bornanforklift.com", which is circled in blue. Below it are organic search results for "Forklift Truck Suppliers" and "Free Training - Forklift Operation & Safety Course Menu". On the right side of the page, there are "Sponsored Links" for "Need a Forklift?", "Used Forklifts", "Forklift Parts", "Forklifts for Sale", "Ninbo Ruyi (China Xilin)", "Forklifts", and "American Forklift Scales", all of which are also circled in blue.

With Google AdWords your ads will appear at the very top in the highlighted area as well as in the right margins.

# Search Engine Optimization vs. Paid Search Engine Marketing

The question whether a company should opt for Search Engine Optimization or Paid Search Engine Marketing is a complex one. The following criteria will affect decision:

## **1. Reach**

Since a smaller percentage of all potential visitors clicks on the paid search engine ads, you can generally reach more online customers via Search Engine Optimization.

## **2. Speed**

Search Engine Optimization can take six months or longer for results to show up. Paid Search Engine Marketing can be turned on and off immediately.

## **3. Security**

With Paid Search Engine Marketing your rankings are secure, as long as you are willing to pay the required cost per click. With Search Engine Optimization there is no guarantee for success: Much of your rankings will depend on the search engines themselves.

In practice it is usually best to consider a combination of both approaches. Paid Search Engine Marketing represents a

good entry point into Search Engine Marketing since your company will be able to invest a reasonable budget and test the waters to determine how effectively your site will convert visitors to sales.

Paid Search Engine Marketing is often used to buffer the ramp-up period: since it might take months for the first signs of success to manifest in a Search Engine Optimization campaign, you can use Paid Search Engine Marketing to bridge the waiting period and attract qualified visitors to your site without delay.

In addition to that, Paid Search Engine Marketing can help resolve one of the main challenges of Search Engine Optimization: The more general a keyword is, the more difficult it is to achieve a top ranking. The solution here is to take advantage of Paid Search for wider keywords, such as “cheap airfare.” For more specific, granular keywords, such as “cheap airfare Hawaii,” definitely focus on a Search Engine Optimization campaign for your site.

## The Top Five Mistakes: Why Can't Anybody Find Our Site?

Here is popular question our customers ask all the time: “Why do our competitors appear ahead of our site?” Even if there is no standard reply, there are various mistakes that lead to this situation.

### **Mistake #1: Your site isn't optimized for the keywords**

Search engines are dumb. If you query a search engine for “cheap airfare Hawaii” then you will get web pages where exactly these three terms appear. The following two assumptions are clear:

1. You must understand which keywords and keyword combinations people are searching for
2. These keywords must be utilized within the content of your web site

### **Mistake #2: Your site is badly linked**

Web sites must be thematically well linked within their industry, especially for Google. Only if you have numerous external industry-relevant sites linked to your own company site will your site show well in the search engine results.

**Mistake #3: Technical problems**

Not infrequently, problematic technology and architectures are utilized that prevent search engines from indexing a web site. Some of these examples are frames, dynamic URLs (used with content management and e-commerce systems) and Flash navigation. Important: A pretty web site isn't necessarily designed with search engines in mind.

**Mistake #4: Unrealistic goals**

Companies often set unrealistic goals. A top ranking for a search term such as "cheap airfare" will be impossible to accomplish within a reasonable budget, even for the most experienced agencies. The more competition there is for a keyword, the tougher it is to rise to the top and appear among the top 10 results.

**Mistake #5: Too little content**

Content is king, especially for Google. Your site needs to offer informative text that reads naturally. If your site only focuses on a home page, an "about us" and a "contact" section, you definitely need more content. Start by taking a look at your competitor sites that seem to have better rankings than yours.

## Search Engine Marketing for E-commerce Sites

Search Engine Marketing very important to retailers and wholesalers. Many online services, such as Ebay and Amazon, sell books, CDs, videos and electronic goods over the Internet. Search engines handle the majority of searches for these products.

The process of Search Engine Marketing begins with the **selection of your e-commerce software**: Many systems are not search engine friendly and use dynamic URLs or frames. To protect the long-term investment of your web site it is vital to make the right decisions during this stage of development.

For e-commerce sites it is of utmost importance to **optimize your content according to the search terms**. If a potential client searches Google for a “rubber duck” but your site is selling a product called “bathtime duck” your item will not be found. The previously mentioned principles of Search Engine Optimization apply here as well: Your site must be optimized according to your focus keywords and it must be well linked.




In addition to Paid Search Engine Marketing you also have the option of marketing your products via shopping search engines (price comparison sites). Some of the larger shopping search engines are:

- > Shopping.com ([www.shopping.com](http://www.shopping.com))
- > Yahoo!Shopping ([shopping.yahoo.com](http://shopping.yahoo.com))
- > Froogle ([www.froogle.com](http://www.froogle.com))
- > PriceGrabber ([www.pricegrabber.com](http://www.pricegrabber.com))
- > Shopzilla ([www.shopzilla.com](http://www.shopzilla.com))

Most of these services will charge you a click rate per visitor that gets sent to your own site. You end up paying for traffic, but not every visit will lead to a purchase. Make sure you carefully monitor your statistics regularly to make sure that your cost per order (CPO) stays within an established budget and doesn't exceed the margins you have set.

The screenshot shows the Shopping.com homepage. At the top, there is a blue header with the Shopping.com logo and a navigation menu with categories: Home, Clothing, Computers, Electronics, Home & Garden, Jewelry, Kids, and More... Below the header is an orange search bar with the text "What are you shopping for?" and a "Find" button. A green banner below the search bar says "Thank you for using Shopping.com!".

The main content area is divided into three columns. The left column is titled "Shopping.com™ Categories" and lists various product categories such as Books, Cars, Clothing, Computers and Software, Electronics, Gifts, and Health and Beauty. The middle column is titled "Shopping.com™ Top 6" and displays a list of car seats. The right column contains a "Join Shopping.com!" link with the text "Already a member? Sign in".

Shopping.com™ Top 6		Car Seats
1		<b>Britax Roundabout</b> Product rating: ★★★★★ Price range: \$199 - \$200 <a href="#">Read 214 reviews</a> <a href="#">Compare prices from 12 stores</a>
2		<b>Britax Marathon</b> Product rating: ★★★★★ Price: \$250 <a href="#">Read 56 reviews</a> <a href="#">Compare prices from 13 stores</a>
3		<b>Graco TurboBooster 8496</b> Product rating: ★★★★★ Price range: \$40 - \$64 <a href="#">Read 41 reviews</a> <a href="#">Compare prices from 6 stores</a>

The Shopping.com home page ([www.shopping.com](http://www.shopping.com)): A proper shopping search engine strategy will boost your product visibility.



## Build vs. Buy: Five Reasons to Work With an Agency

Companies of all sizes initially try to approach Search Engine Marketing using the John Wayne approach: “We can do it on our own”. This unfortunately frequently results in lost time and money.

The following are the top reasons to outsource your Search Engine Marketing and work with a professional agency:

### **1. Experience**

When you opt for an agency you aren’t merely buying outside help but you are also tapping into their experience and knowledge base. One agency that optimizes a hundred web sites per year has a level of experience at its disposal that a single company could never achieve. Which optimization techniques are acceptable according to Google? Which ones will be rejected? For which keywords can a top 10 ranking be achieved? These questions are all part a professional agency’s daily routine. In the long run this will protect you from painful mistakes and dangerous miscalculations.

## **2. Research and development**

Search engines modify and update their ranking criteria at regular intervals. Which techniques work well currently? Which ones should be avoided at all cost? What will be changing in the future? Professional agencies can cover these issues because they perform fundamental and ongoing research in these areas in order to offer their clients proven strategies.

## **3. Tools**

A respectable agency will have access to a multitude of tools, such as software that analyzes web site traffic or verifies search engine rankings at regular intervals. By using these tools effectively, an agency can fundamentally enhance the efficiency and profitability of a Search Engine Marketing campaign.

## **4. On top of trends**

There are numerous agencies, enterprises, and consultancies worldwide that deal with Search Engine Marketing. Ideas are exchanged in hundreds of forums and mailing lists. A good agency participates in these discussions, evaluates the contributions and, through this process develops a solid approach based on the experience of many authorities.

## 5. Statistics

The following are figures published by the research firm MarketingSherpa that underline the effectiveness of outsourcing your Search Engine Marketing needs versus trying to cover them in-house:

“[...] Everyone started at roughly the same level.... agencies said their clients' site traffic prior to SEO was about 74,000 monthly visitors. In-house marketers said their pre-SEO traffic was about 71,000 visitors per month. However overall site traffic lift six months after optimization was:  
Agency optimized 110% increase  
In-house optimized 38% increase”

Source: MarketingSherpa Study Results: 3,271 Marketers Reveal Search Marketing Costs, Clicks, & Conversions

## What Does the Relationship With an Agency Look Like?

Your relationship with an agency will depend mostly on the following factors:

1. Your company
2. Your web site
3. The required marketing mix

If you are planning on achieving better search engine rankings via **Search Engine Optimization** your staff needs to understand that the content of your site will need to be modified. Invisible changes, such as meta tags help as little as sprinkling holy water on your web server. Moreover, existing web text will need to be optimized according to the most profitable search terms, and additional content will likely have to be created. In any case, your ongoing cooperation is fundamental to success.

In some instances, when the web site has “sacred cow” status and cannot be modified easily or quickly, it will make more sense to put together a completely separate site that will be the focus of optimization instead. This approach might be more labor intensive but because the new site is truly client-focused and uncluttered by internal messaging

and branding, it can be easier to achieve a professional portal that will attract good traffic in the future.

**Paid Search Engine Marketing** is less complex since the current web site remains relatively untouched. Here, the agency will start by researching keywords as well as developing the right ads in cooperation with you. Such a campaign is never static since decisions must be made on an ongoing basis: Should a campaign section be turned off because the click rate is low? Which keywords will yield more requests for quote or product purchases? Which ones don't seem to convert?

These decisions need to be made by an agency that has your buy-in. Monthly strategy meetings as well as concise, actionable analyses of traffic patterns are the starting point of what you should expect from an agency.

Regardless which marketing measures you select, a solid level of communication between the agency and you is imperative. An agency that will work with your long-term needs to:

1. Inform you of realistic opportunities and risks
2. Understand your company's organizational structure
3. Put together a custom approach that works for you
4. Be able to speak your language

## How to Select an Agency

It's not always easy to separate the wheat from the chaff. In the relatively young Search Engine Marketing industry, where there are few control mechanisms and certifications, it is especially imperative to look closely when selecting a professional provider. Observing the following criteria will help you locate a competent agency that will yield long-term success and profitability.

### **1. What is their policy on tricks?**

A professional organization will dissuade you from trying to implement search engine tricks. Unsavory tactics may seem appealing at first, but long-term they could result in your site being completely excluded from search engines once these tricks are discovered.

### **2. Do they offer guarantees?**

An important indicator of a professional agency is that the staff will *not* guarantee success. As understandable as it is to strive for a success-based fee structure, it is impossible for any entity to make such warranties. After all, success ultimately depends on the search engines as well as the competition: If eleven companies want to be among the top 10 results, not all of them will be able reach their goal.

### **3. Are their strategies up-to-date?**

It is just as vital to verify if the agency is employing up-to-date strategies. Often this can be difficult to judge for people who are new to online marketing. Even though it has been obvious for many years that meta tags have no impact on Google's ranking, there are still countless Search Engine Marketing services that view this activity as important and cheerfully charge their clients for it.

### **4. What is their main focus?**

In addition, make sure that your potential agency is fully focused on Search Engine Optimization or Marketing instead of offering this service as a secondary product. Web designers and ad agencies often offer Search Engine Optimization, even though these services have little in common with their key competencies.

## The Foundation of Every Campaign: Tracking, Tracking, Tracking.

One of the principal benefits of online marketing, compared to traditional offline marketing, is that you can track and analyze data on a daily basis: visitor spikes and slumps, page views, exit rates, conversion rates, etc.

Painstaking tracking is paramount to success in Search Engine Marketing. You will only be able to make and keep campaigns cost-effective and profitable if you analyze them on a continuous basis. You will soon realize that various keywords can convert at different rates: certain keywords will have a much lower cost per order (CPO) than others.

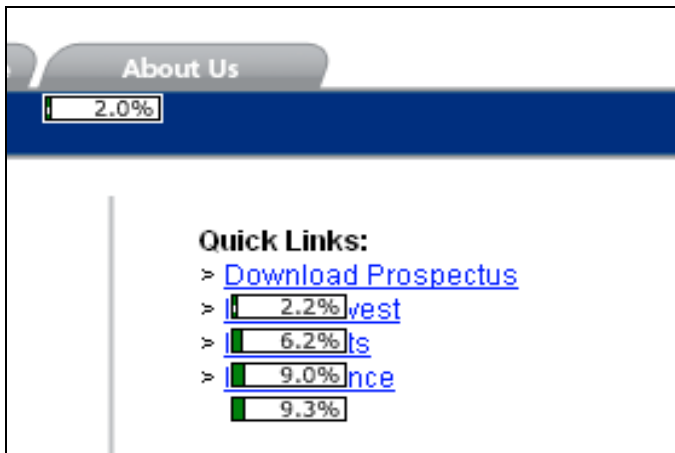
The implications of this can vary: Either you delete the expensive search terms or you can choose to go deeper and analyze why these terms don't convert well into sales. Visitors often just don't find the information they were looking for or what has been promised to them in an online ad. These inefficiencies need to be avoided, since they can become costly.

When trying to maximize your visitor count, it is just as vital to determine where your natural or organic traffic is coming from, i.e. traffic that comes directly from the search



engines. Again, good tracking habits will always lead to success. Take into account the weaknesses of your site that the statistics reveal, and repair leaks before wasting precious business time (and money).

There is no perfect web traffic analyzer. Everything depends on which requirements you need to meet. In some cases the statistics you will get from Google AdWords or Yahoo! might even be sufficient to start you moving in the right direction. But as you begin to search for a more complete solution, there are many tools available, ranging from free log file analyzers (often part of your ISP's package) to professional tracking services, such as WebTrends or Clicktracks.



Web traffic analyzers should offer a convenient user interface that shows you how often visitors click on which links.

## About Bloofusion

Bloofusion is an Online Marketing Agency that enables companies to take advantage of Search Engines, turning web sites into effective sales and marketing channels. By focusing on Search Engine Marketing as a long-term strategy we will help your company attract potential clients.

If you are searching for an agency to support your move into Search Engine Marketing either through consulting or through a direct hands-on working relationship, please consider Bloofusion.

Our teams in the US and Europe work for clients of all sizes, from small, innovative startups to public companies. Regardless of their size, our customers all have one thing in common: They are able to harness the full business potential of the Internet, giving them a competitive edge and therefore boosting revenue.

Find out how to bring your company to the top by visiting:  
[www.bloofusion.com](http://www.bloofusion.com)

## Conclusion

We hope this booklet helped give you some insights into professional Search Engine Marketing.

One of the reasons for authoring it was our daily despair with the Search Engine Marketing providers who are eager to make promises but are not able deliver satisfactory results in the end. If you understand the concepts and building blocks our hope is that you will no longer have to waste time with unprofessional providers.

To become the market leader it is important to lead your market space on an ongoing basis. For us this means educating our clients and prospects with relevant articles, white papers and our monthly newsletter, and with this booklet. Beyond a doubt, Search Engine Marketing can be one of the most effective components in your marketing mix - as long as you make the right decisions.

Thank you for your time.

Andreas Mueller

Markus Hoeverer

## Glossary

**CPC:** The *Cost Per Click* indicates how much you will pay for each click in a Paid Search Engine Marketing campaign.

**CPO:** The *Cost Per Order* is the average amount you will end up investing to get one paying customer through a Paid Search Engine Marketing campaign.

**Meta tags:** Meta tags are invisible data hidden in the HTML source code of a web site. The myth that these tags are vital to search engine rankings still persists today.

**PageRank:** Google PageRank is a proprietary system that measures the link popularity of a web site. The values are between 0 (no external sites are linked to the site) and 10 (the site has millions of in-bound links).

**PPC:** *Pay Per Click* means Paid Search Engine Marketing: Directly bidding on search terms with search engines such as Google and Yahoo!. Once a visitor clicks on an ad linked to your site, you get charged for the click.

**SEO:** *Search Engine Optimization* involves modifying or enhancing a web site directly according to the most effective search terms to achieve a higher organic (natural) ranking.