



So You Want To Be a Search Marketer?

Search Engine Strategies - San Jose 2007

**Presented by David Wallace
CEO, SearchRank**



Is There Money To Be Made?

SEMPO's "State of Search Engine Marketing" report revealed the following:

- North American Advertisers spent \$9.4 billion on SEM in 2006.
- 63 percent increase over the \$5.75 billion spent on search in 2005.
- Spending is projected to grow to \$18.6 billion by 2011 in North America.



Is There Money To Be Made?

Breaking 2006 spending down into categories we find:

- \$8 billion, or 86 percent went to paid search.
- \$1.1 billion, or 12 percent went to SEO.
- Spending on SEM technologies, including leasing, agency solutions and in-house development, accounts for 1.3 percent of overall spending, or \$122 million.
- Paid inclusion accounted for 1.0 percent of spending, or \$94 million.



Birth of a Search Marketer

I stumbled into the field of search marketing.

- Bought my first computer in later part of 1996.
- Became affiliate of web design company in April, 1997.
- **Launched “niche” web site to attract customers.**
- Ended relationship with web design company, taught myself to design.
- Began to offer “search engine submission” services to clients.



Birth of a Search Marketer

Arizona Builders' Zone
Arizona's Largest Directory of Contractors Online



Quick Launch
Select and Go!

[About Us](#) | [Legal Disclaimer](#) | [Contractor License FAQs](#) | [Advertise With Us](#) | [Add Your Link](#) | [Home](#)

Features

- ▶ [Builder Directory](#)
- ▶ [Locate A Realtor](#)
- ▶ [Home Search](#)
- ▶ [Do-It-Yourself](#)
- ▶ [Classified Ads](#)
- ▶ [Industry Links](#)
- ▶ [Industry News](#)
- ▶ [ABZ Bookstore](#)
- ▶ [License Services](#)
- ▶ [License FAQs](#)

Specials

This Month's Feature Article

Saving With Energy Star

When we spend money on new appliances, office equipment, heating and cooling equipment, or a new home, we want to get the most for our investment. A smart way to make a good investment is to think about energy efficiency. Considerable savings can be achieved by using energy-efficient products.

[Click here](#) to read more.

ARIZONA'S LARGEST BUILDER DIRECTORY!

We have the largest directory of Arizona based builders and construction related companies online. Why comb through thousands of misleading search engine queries when we have all that you are looking for right here? Our directory is extremely easy to use and contains more links to construction related web sites that any other site of it's kind! [Click here](#) to enter.

The Arizona Builders' Zone (www.builderszone.com)



Gaining Hands-on Experience

Today we have many ways to learn about search marketing:

- **Free Resources** – SEOmoz’s “Beginner’s Guide To SEO,” multiple blogs and forums
- **eBooks** – SEOBook.com, Small Business Guide to Search Marketing
- **Online Courses** – SEMPO, Search Engine College, Bruce Clay
- **Conferences and Seminars** - SES, PubCon, SMX

However, in my opinion, nothing replaces a “hands on” experience one obtains when doing SEM for their own site(s).



Gaining Hands-on Experience

Establishing a Site To Learn From

- **Choose Your Niche**

Something that interests you but not highly competitive;
Something that may help establish your business.

- **Secure a Domain Name**

If new, you then have the hurdle of “establishing” the domain;
Old domain is better but can require some work and money to obtain.

- **Establish Web Site**

Three options – Design yourself, hire a designer or use automated solution (i.e. blog – Wordpress, e-commerce – MonsterCommerce, etc.).



Gaining Hands-on Experience

Applying a Search Marketing Strategy

- **Conduct Keyword Research**

This lays the foundation for your search marketing effort.

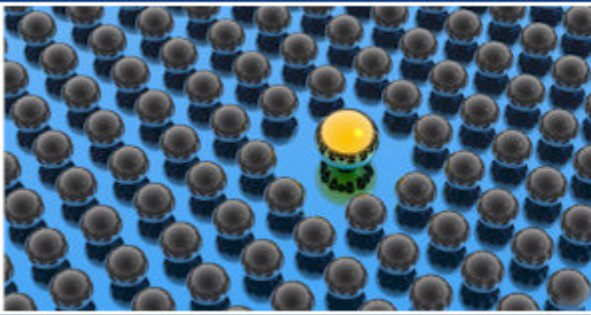
- **Apply Organic Search Techniques**

Involves applying what you have learned to date which should at least be basic SEO and link building techniques.

- **Set up Paid Search Campaign (if applicable)**

- **Track Progress**

Analyze visibility, traffic, even conversions where applicable. Most of all learn from successes and mistakes.



Networking / Branding

Networking With Others

Whether working for an agency or establishing your own SEM firm, it is important to network not only with partners but other search marketers.

- **Develop Business Partnerships**

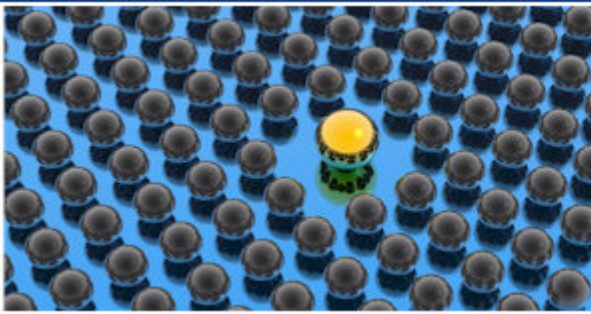
Traditional ad agencies, web design firms, etc.

- **Network Online With Search Marketers**

Forums, blogs, social media, etc.

- **Network in “Real Life” With Everyone**

This can include this conference for example but even things like local business organizations or trade shows.



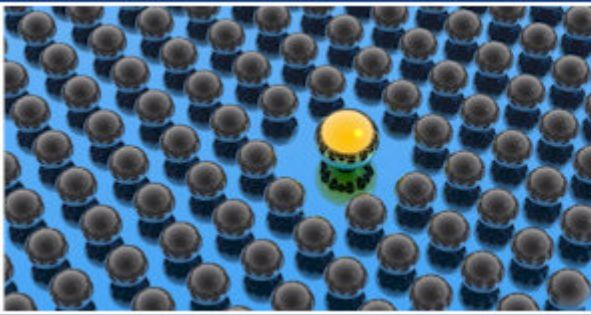
Networking / Branding

Branding Yourself as an Expert

There are many search marketers, there are few that really stand out.

- **Write Informative Articles**
- **Participate in Forums**
- **Participate in Social Media**
- **Start an Informative Blog**

Word of caution: In doing all these things, make sure you have something unique and of value to offer.



Networking / Branding

Things NOT To Do

- Don't spam forums and/or blog comments
- Don't steal other's content or sales copy
- Don't come off as a know-it-all
- Don't promise what you can't deliver



Staying On The Cutting Edge

The world of search engine marketing is fast-paced and always changing.

How does one keep on top of this exciting industry?

- **Stay Active in Forums**
- **Subscribe to Quality Blogs (Bloglines, Google Reader, etc)**
- **Never Be Afraid To Experiment**
- **Buy Savvy Search Marketers Drinks at SES!**



Key Takeaways

- **Take advantage of the vast amount of resources available today to learn about search marketing.**
- **Apply techniques you learn to your own sites before paying clients' sites.**
- **Network with others (marketers and businesses) and brand yourself effectively.**
- **Keep yourself abreast of all the latest that is happening in the world of search marketing. Live and breath search marketing.**



That's All Folks!

Thank you and I wish you the best of success as a search marketer!

David Wallace - CEO, SearchRank

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