



Googling for Profit ...
How to Use Search Engines
for High-Impact Marketing

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Googling For Profit

❖ One Way...



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❖ Another way: Investing in the Google IPO...

❖ The 'real' way is also about COMICS...

Google is everywhere...

- ❖ Since 1998, Google has become the #1 Search Engine on the web
- ❖ 8 billion documents in 12 different formats indexed
- ❖ 200 million searches per day (Oct. 2002) with 59 million unique visitors
- ❖ Now also covers email & the desktop
- ❖ 'To Google' has become a verb...
- ❖ Googling For Profit = Using Google to profitably grow your business
- ❖ Another term: Search (Engine) Marketing

Googling For Profit

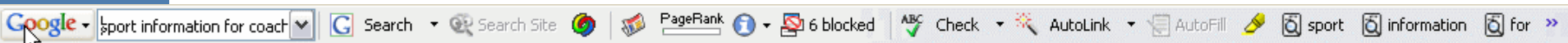
- ❖ 4 Interrelated Activities
 - ❖ (1) Smart Searching
 - ❖ (2) Search Engine Optimization (SEO)
 - ❖ (3) Search Engine Advertising with Google AdWords (PPC)
 - ❖ (4) Using Google as a publisher – Google AdSense

- ❖ Leading to
 - ❖ Higher targeted traffic to your site
 - ❖ Higher sales

- ❖ The Good News:
 - ❖ It's Not Rocket Science
 - ❖ All it takes: COMICS

(1) Smart Searching

- ❖ Use Google to find just about anything
- ❖ Know the Google Syntax
- ❖ Use The Google Toolbar



- ❖ Start your search from any web site
- ❖ Limit your search to the site you're on
- ❖ Find out more about the site
- ❖ Block Pop-ups
- ❖ Navigate large documents and more...

(2) Search Engine Optimization

The screenshot shows a Microsoft Internet Explorer browser window with the following details:

- Title Bar:** Google Search: sport information for coaches - Microsoft Internet Explorer
- Menu Bar:** File, Edit, View, Favorites, Tools, Help
- Address Bar:** http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2005-16,GGLD:en&q=sport+information+for+coaches
- Search Bar:** Contains the text "sport information for coach" and a "Search" button. Links for "Advanced Search" and "Preferences" are visible.
- Navigation Bar:** Includes icons for Back, Forward, Stop, Home, Search, Favorites, and other browser functions.
- Search Results:**
 - Web** Results: 1 - 10 of about 9,790,000 for **sport information for coaches**. (0.55 seconds)
 - 4 results stored on your computer - Hide - About
 - Company Information | Abo...** - as a resource for **coaches**, athletes - Apr 25
 - SIRC update** - a world leading source for academic and medical **sport** - Aug 18
 - Sport Science - Sport coach information**
The **Coaches Information Service** provides the latest **sports science information** for **coaches** and athletes to use in their quest to improve performance.
www.coachesinfo.com/ - 15k - [Cached](#) - [Similar pages](#)
 - Australian Sports Commission Information for coaches on this site**
... **sports** events, conferences, NSO Online **information** for NSOs ... **Sport**, Coach, Official, Clubs, **Information** / Research, Policies / Issues, Visit & Shop ...
www.ausport.gov.au/coaches.asp - 44k - 10 May 2005 - [Cached](#) - [Similar pages](#)
 - Australian Sports Commission - Playing Fair - Ethics in Sport**
... Australian **Sports** Commission - Ethics in **Sport - Coaches** and officials ...
This site provides **information** that will help **coaches** and officials to ...
www.ausport.gov.au/ethics/coachofficial.asp - 41k - [Cached](#) - [Similar pages](#)
[[More results from www.ausport.gov.au](#)]
 - Sportlink - The directory for athletes, trainers and coaches**
Focuses on providing athletes, **coaches**, trainers, competitive specialists, **sports** federations and associations with a central directory and bibliography for ...
www.sportlink.org/ - 101k - 10 May 2005 - [Cached](#) - [Similar pages](#)
 - USC Sports**
... FAQs, facility **information**, spirit page, multimedia, broadcast **information**, ... of South Carolina, member of the Official College **Sports** Network.

(2) Search Engine Optimization (SEO)

Activities to ensure that your site shows up on the first (two) pages of the Google results

- ❖ Your Ranking, determined by...
- ❖ Content
 - ❖ Optimize your content pages for specific keyword combinations
 - ❖ Avoid Flash, Splash pages, Graphics instead of text
- ❖ Links
 - ❖ Meaningful links from other sites to your content rich pages
 - ❖ Crosslinks, from within your site to other pages of your site.
- ❖ Tags
 - ❖ Some are more important than others

(2 a) SEO - Content

- ❖ What are your prospects searching for?
- ❖ Your first task: identify 'your' keywords
 - ❖ Referrer log files
 - ❖ Customers
 - ❖ Competing sites
 - ❖ Tools
- ❖ Are those keywords the right ones?
 - ❖ How often do people search for these terms?
 - ❖ What are the related concepts?
- ❖ Look for keyword combinations
- ❖ Create keyword-rich, relatively short pages
- ❖ Short sentences better than long

(2 b) SEO – Incoming Links, Internal Links

- ❖ One of the main influencers of your PageRank
- ❖ Link Quantity
- ❖ Link Quality & Relevance
- ❖ Link Content
 - ❖ “Visit us for more [sport information for coaches](#)”
 - ❖ NOT! “For more sport information for coaches, [click here](#)”
 - ❖ Text links are better than graphic links
- ❖ Link Sources
 - ❖ Directories, Newswire Services & Publications, 3rd parties
 - ❖ NOT! Generic link exchanges
 - ❖ Investigate the competition

(2 c) SEO – <Codes> that matter

- ❖ Keyword-rich URL
- ❖ <Title>
- ❖ <H1>, , <I>
- ❖ Link Content & Title
- ❖ NOT Most other Meta Tags, such as 'keyword', although 'description' is still useful.

(3) Search Engine Advertising

The screenshot shows a web browser window displaying Google search results for the query "sports management". The browser's address bar shows the search URL. The search results are categorized under "Web" and show 1-10 of approximately 48,000,000 results. The results include several sponsored links on the right side and organic search results on the left. The organic results include links to "Public Relations Agencies", "Sports-Management.com", "Sports Management Club", "NASSM.COM", "Universities", "Haggerty's Sport Management Centre", and "Flynn Sports Management FSM". The sponsored links include "Sports - Master Degree", "Sports Management", "Sports Mgmt Online Degree", "Online Sports Courses", "Sports Jobs", and "Sports Management".

File Edit View Favorites Tools Help

Address <http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGLD,GGLD:2005-16,GGLD:en&q=sports+management> Go Links >>

Google sports management Search Advanced Search Preferences

Web Results 1 - 10 of about 48,000,000 for **sports management**. (0.40 seconds)

[85 results stored on your computer](#) - Hide - About

[Public Relations Agencies](#) - community, event **management**, financial - May 11
[IABC Ottawa -> About IABC](#) - in two different **sports**. She has - May 11

Sports-Management.com - Sports... Make it Your Business
Sports-Management.com addresses the **Sports** Agent Business for agents and athletes. Distance learning/online education emphasizing the business of **sports** and ...
www.sports-management.com/ - 29k - 10 May 2005 - [Cached](#) - [Similar pages](#)

Sports Management Club
An online membership club for university students interested in the industry of **sport** business. Features include current events, interviews with senior ...
www.sportmanagementclub.com/ - 4k - [Cached](#) - [Similar pages](#)

NASSM.COM
www.nassm.com/ - 2k - [Cached](#) - [Similar pages](#)

[Universities](#)
... The following **sport management** programs are ordered alphabetically by country ... The programs that have been reviewed by the **Sport Management** Program ...
www.nassm.com/universities.htm - 243k - [Cached](#) - [Similar pages](#)

Haggerty's Sport Management Centre
www.unb.ca/web/SportManagement/ - 4k - [Cached](#) - [Similar pages](#)

Flynn Sports Management FSM
Flynn **Sports** Management. ... Flynn **Sports Management**. Enter Website. FSM 2004 Olympic Medalists. Debbie Ferguson: 200m Bronze; Lauryrn Williams: 100m Silver ...
www.flynnsports.com/ - 2k - [Cached](#) - [Similar pages](#)

Sponsored Links

Sports - Master Degree
FIFA/CIES Postgraduate course - Law **Management** & Humanities of Sport
www.cies.ch/master/

Sports Management
Senior & Executive level positions
Thos Most Fresh Monthly Job Leads
www.TheLadders.com

Sports Mgmt Online Degree
Get a degree in **sports management** online. Classes anywhere, anytime.
www.apus.edu

Online Sports Courses:
3 College Credits for 8 week class
NFL, MLB, NBA, NCAA job training
SportsManagementWorldwide.com

Sports Jobs
Leading online **sports** career center
Apply for Jobs. Resume Writing.
www.SportingGoodsJobs.com

Sports Management
Only Requirement is a Strong Desire
Authentic \$250K+ First Year pot!

(3) Search Engine Advertising

- ❖ The fastest way to get found when prospects search for what you have to sell
- ❖ Pay-per-Click system (PPC)
- ❖ No upfront \$ commitment
- ❖ Bid on keywords & keyword combinations
- ❖ Auction system determines price
- ❖ Popularity and bid determines position
- ❖ Click-through traffic gets delivered to unique URL
- ❖ Can deliver outstanding ROI
- ❖ Can be used to reinforce & tune your SEO work

(3 a) The Basics

- ❖ How are people searching for what I have to sell?
 - ❖ Back to SEO...
- ❖ Keywords...
 - ❖ Specific vs. generic...
 - ❖ Matching options
 - ❖ Negative keywords
- ❖ How much should I pay?
- ❖ To syndicate or not to syndicate...
- ❖ Keep the landing page in mind

(3 a) The Landing Page – An Example

Sports Management Online Degree Program - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print View Source

Address <http://www.apu.apus.edu/sports-management?source=google> Go Links >>

Google sports management Search Search Site PageRank 6 blocked Check AutoLink SnagIt

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This is a booming multi-billion dollar industry with thousands of people working in various facets of the field. Students earning this degree are prepared to enter or advance into careers in Sports Medicine, Coaching, Recreation and Fitness Management, Sports Industry Management, Health Administration, Public Health and many more! → [What Alumni and Students are Saying](#)

→ Two Distinguished Sports Management Faculty
Dr. Larry Flegle was a marketing representative at Atlanta Motor Speedway from 1997-98 and was also part of the marketing group at Team Cheever, an IRL Racing Team (winners of the 1998-99 Indy 500). → [More](#)

Dr. Bud Hollowell played on the 1964 Olympic Baseball Team in Tokyo, Japan; was MVP at the College Worlds Series in 1963 and a college All American catcher at University of Southern California. → [More](#)

(3 b) The Details – (At least some...)

- ❖ Some ad design tips
- ❖ One landing page per keyword group
 - ❖ Optimize content for your prospect
 - ❖ Simplifies tracking & measurement
- ❖ Ongoing Monitoring
 - ❖ 0.5% CTR cut-off
 - ❖ Adjust bid prices as required
- ❖ Outsource or DIY

Googling For Profit Is About COMICS

- Content & Links
- Ongoing Optimization
- Monitoring & Measurement, Money
- Improvement, Intuition & A healthy dose of...
- Common
- Sense

Googling for Profit – Additional info

- ❖ Email me for a copy of this presentation
- ❖ Email: chris.biber@searchingworks.com
- ❖ Phone #: (613) 769-5598
- ❖ Remember: When you're looking for online marketing results: SearchingWorks...
www.searchingworks.com