

# SEO Presentation

# What is Search Engine Optimization?

## Search Engine Optimization (SEO) :

The means of achieving top search engine results without having to incur PPC charges.



Source: Iprospect April / may 2004 study on internet usage: 1,649 respondents in study.

## PPC and Organic Results

**Pay Per Click Ads**

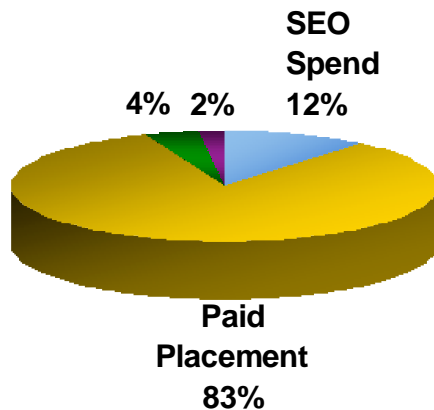
The screenshot shows a Google search for "cheap books". The top results are sponsored links (PPC) with titles like "Buy Books at Buy.com" and "Books - Up to 90% off". Below these are organic search results (SEO) such as "Get Cheap Books & Cheap Textbooks - Compare 4 million prices". Red boxes and arrows highlight the sponsored links and the first organic result, illustrating the distinction between the two.

**Organic Results :**  
Results that are attained by SEO

## What does this mean for your business?

### Search Market Spending 2006:

In 2005 only 12% of search market spending was dedicated to SEO.



Source: SEMPO, January 2006

### Clicks on PPC vs Editorial:

Only 40% of people searching for a particular keyword click on PPC ads, the majority 60% click on the editorial results.

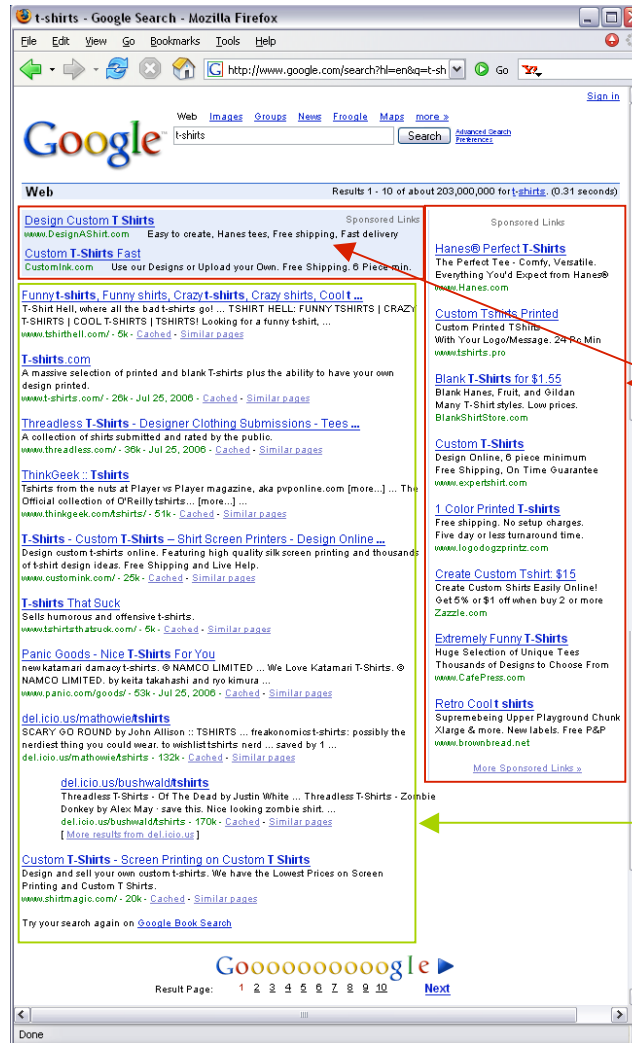


Source: Iprospect April / may 2004 study on internet usage: 1,649 respondents in study.

# Search Results

## Google Click probability (#1 = 100%)

1. 100%
2. 60%
3. 48%
4. 39%
5. 35%
6. 31%
7. 24%
8. 20%
9. 15%
10. 14%

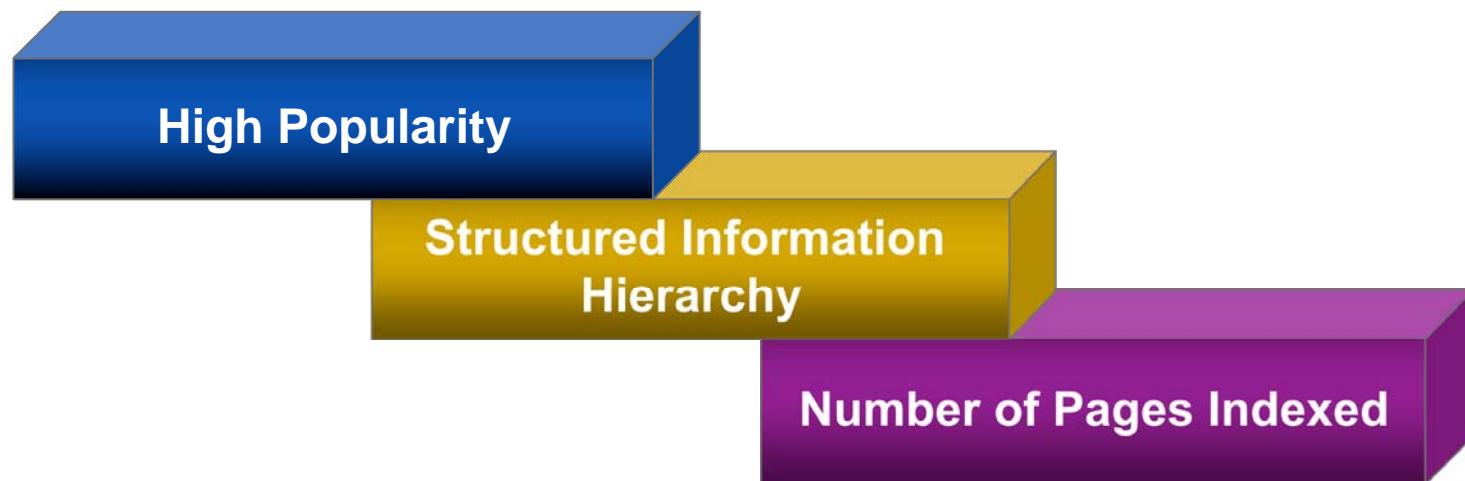


Sponsored Links

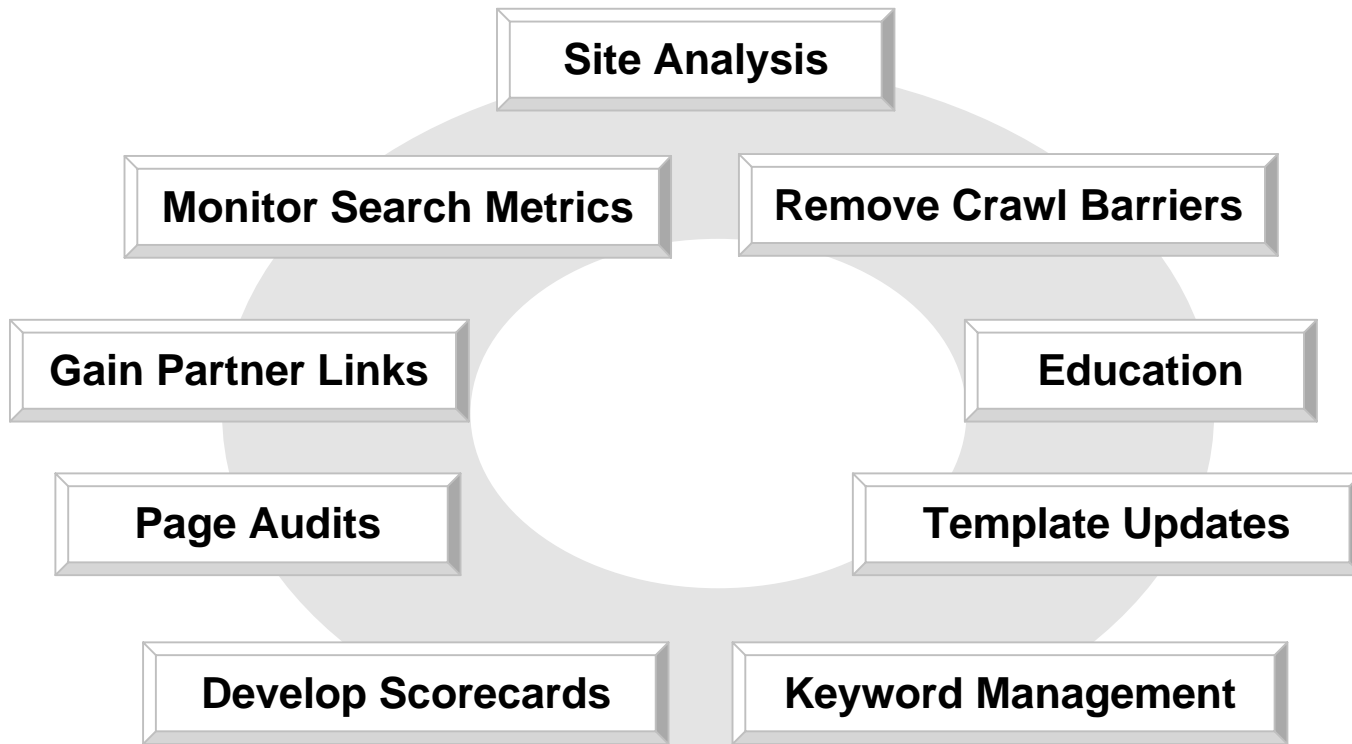
Search Results

Percentage represents click potential for users searching for the key phrase, ordered by rank (e.g. Rank 1 = 100% Click Potential). Click potential = Relative Click through / Relative Impressions. Shared without prior written approval.  
 Source: Search Marketing Benchmark Guide 2005-2006, SEO and PPC Tactics and Results Data  
 Atlas Rank Report: How Search Engine Rank Impacts Traffic, October 2004

## Three Blocks for SEO Success:




## SEO Methodology



## Search Engine Optimization Today is a highly analytical process.

Modern Search engines and optimization professionals both employ sophisticated algorithms to analyze terabytes of data to learn how to better structure, organize, and search the web. Modern SEO is no tricks, just good content and even better technology.

A few of the technologies that have had a big impact on modern SEO:

 **T**agging & web logs (more CMS systems, etc).

 **U**ser generated content.

 **R**SS and other syndication technologies.

 **S**ocial networking sites that involve user input.

## SEO Reporting Sample (not client specific, example only)

Select an engine

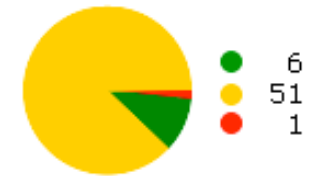
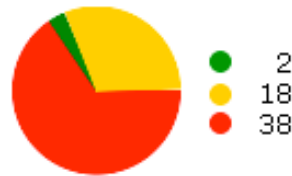
Select A Date

[Overall Trend](#) | [Manage Competit](#)

### Google Ranking Report

Keyword Ranking  
Summary: (58)

- Gained Ranking
- Flat
- Lost Ranking



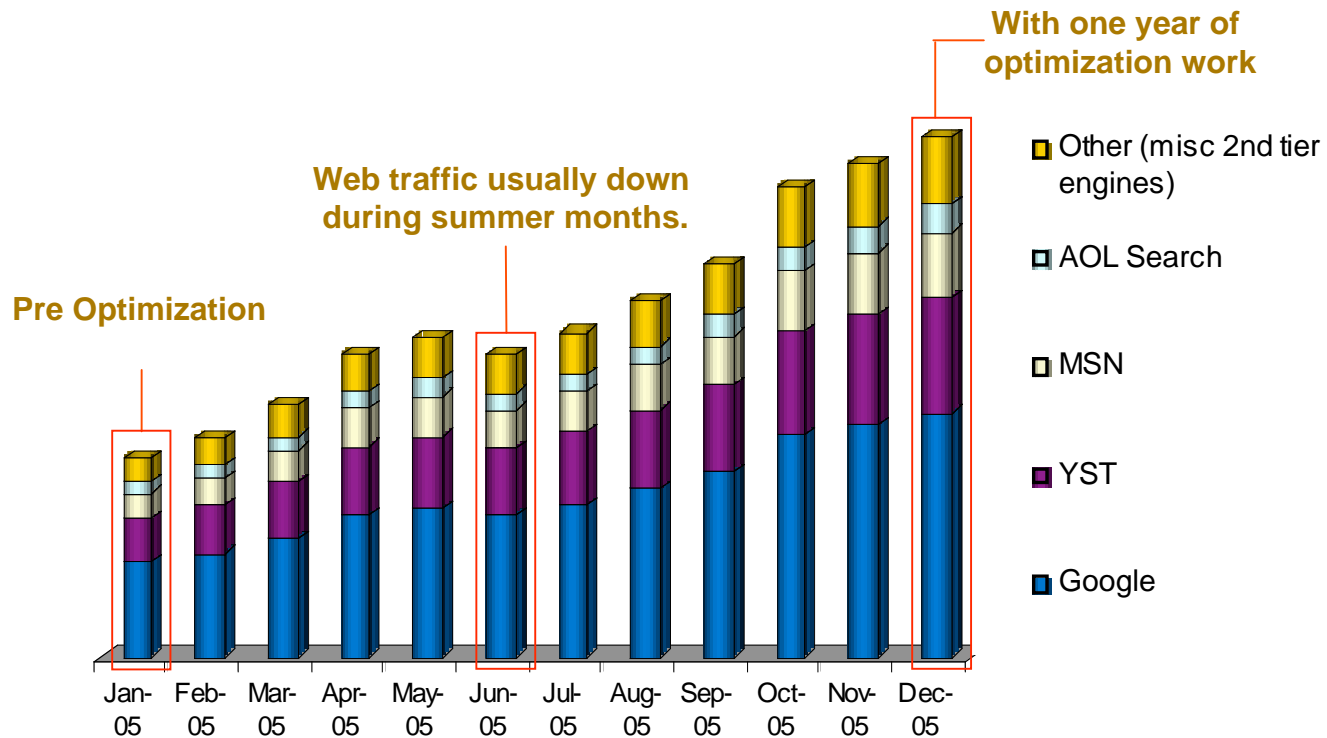
[Hide Base Rank](#)

<b>Keyword</b> (50)	answers.com			answers.yahoo.com		
	<u>Base Rank</u> 02/21/2007	<u>Current Rank</u> 10/04/2007	<u>Change From BR</u>	<u>Base Rank</u> 02/21/2007	<u>Current Rank</u> 10/04/2007	<u>Change From BR</u>
<a href="#">blanket loan</a>	5	51	-46	51	51	0
<a href="#">blanket loan info</a>	1	1	0	51	51	0
<a href="#">blanket mortgage info</a>	1	1	0	51	51	0
<a href="#">blood plasma</a>	3	12	-9	51	51	0
<a href="#">bobby kennedy</a>	47	51	-4	51	51	0
<a href="#">bolero definition</a>	2	7	-5	51	51	0
<a href="#">boones farm wine</a>	7	51	-44	51	15	36
<a href="#">boone speedway</a>	8	51	-43	51	51	0
<a href="#">boxing greats</a>	1	1	0	51	51	0



## Will your site be a Typical SEO Growth Case Study?

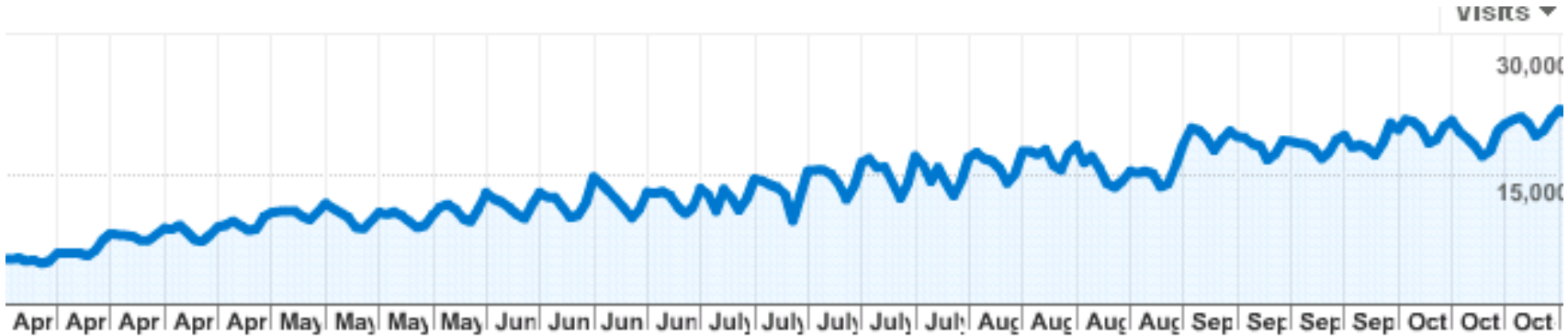
Typical SEO Growth Case Study



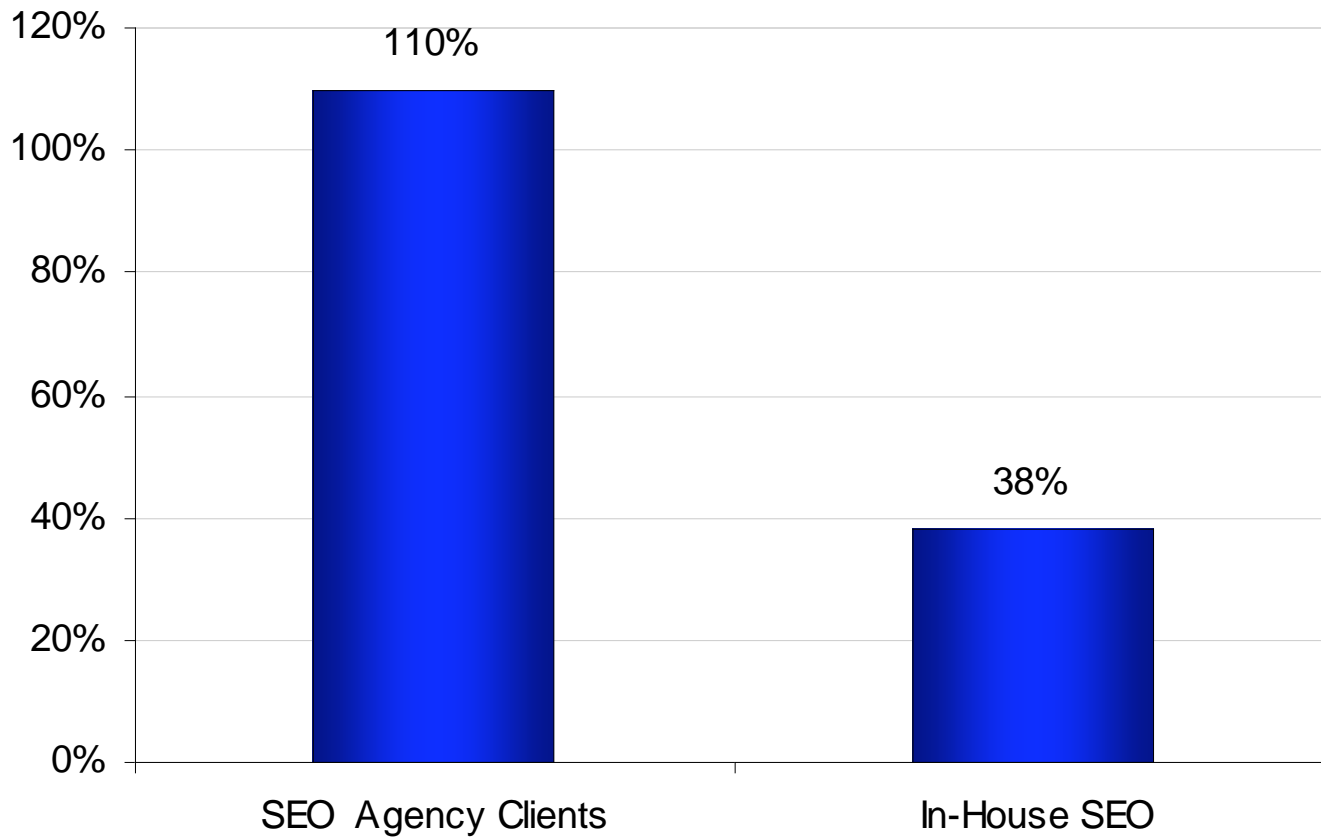
\*Anonymous client data used with permission, and market share stats used to show search engines by channel is based on October, 2005 search engine market share data.



### Google SEO Success: April 1<sup>st</sup>, 2007 through October 23<sup>rd</sup>, 2007



### Lift in SEO Over Six Months for Agency VS In-House SEO

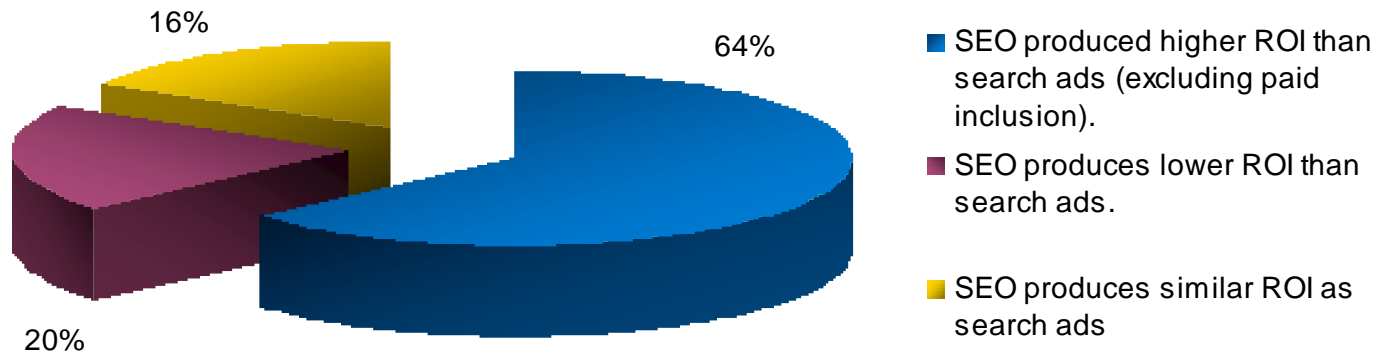


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2006

## 80% of Agency SEO clients get better ROI from SEO than SEM

More than 470 marketers who measure & track ROI on Paid Search & SEO and outsource their SEO to an agency replied to a survey on search marketing.




The results are clear: 80% of the time, SEO is as good or better ROI than search ads (excluding paid inclusion).



August, 2005, JupiterResearch surveyed search marketers and agencies. 636 search marketers and 224 qualified search agencies completed the survey.

## Thanks for your time

### Three reasons you'd hire & recommend Asenyo Inc. to clients, friends and relatives... (you get the idea).

-  Service – we are committed to your success and your satisfaction with our efforts.
-  Value – we pride ourselves on delivering you an ROI that will exceed your business goals.
-  Expertise – our team maintains cutting edge techniques and strategies through ongoing testing and analysis of major search engines, continuously updating our knowledge base of algorithms.

**Questions or Comments?**