

# Lost? Get Found!

## The Power of Search Engine Marketing

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Anduro Technologies Inc.

## Outline

- Anduro Technologies Inc.
- Search Engine Universe
- Case Study: Qualified Traffic
- Case Study: Response Rate
- Website Assessment
- Solutions

## Anduro Technologies Inc.

- Search Engine Marketing
    - Website Audit
    - Competitive Analysis
    - Instant Traffic Generation
    - eSignPost Marketing Pages
    - Search Engine Optimization
    - Monitoring and Reporting
  
  - Web Site Development
- 

## Search Engine Statistics

- 130 million Internet users in the U.S.  
(Internet News)
  - 85 percent have made some type of search request (Jupiter Media Matrix)
  - 450 million queries per day on the Internet (Jupiter Media Matrix)
-

## Search Engine Statistics

- Google does 250 million requested searches/day (Search Engine Watch)
- Google has indexed over 4 billion pages (Search Engine Watch)
- Marketers spend less than 1 percent of their budget on search engine optimization - even though this can increase site traffic 75 % (CyberAtlas)

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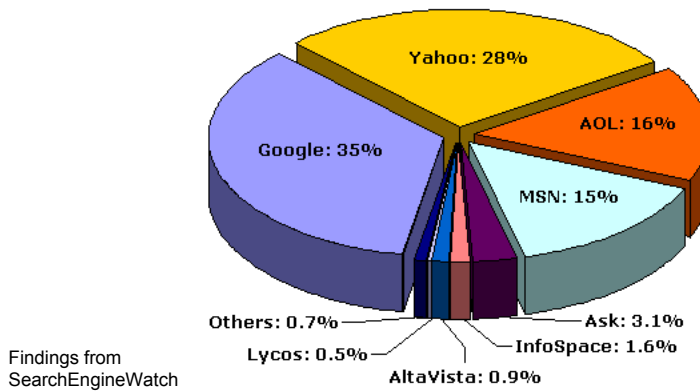
## Key Questions

- Can your customers find you online?
- Can they tell what you are offering?
- Were they impressed?
- Did they respond?



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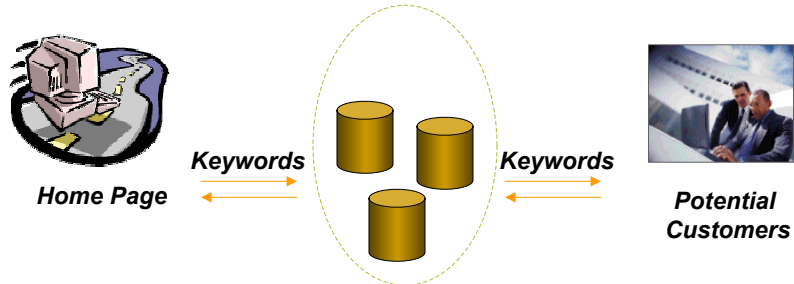
## Search Engine Market Share



## Search Engine Universe



## Generate Qualified Traffic



- *High Performance Keywords*
- *Search Engine friendly web site*
- *Submit URL to search engines*
- *Increase number of in-bound links*

## Problem Websites

- Dynamic Page Generation (ASP, JSP, PHP)
- Macromedia Flash
- Frames
- Splash Screen
- Dynamic ecommerce product pages

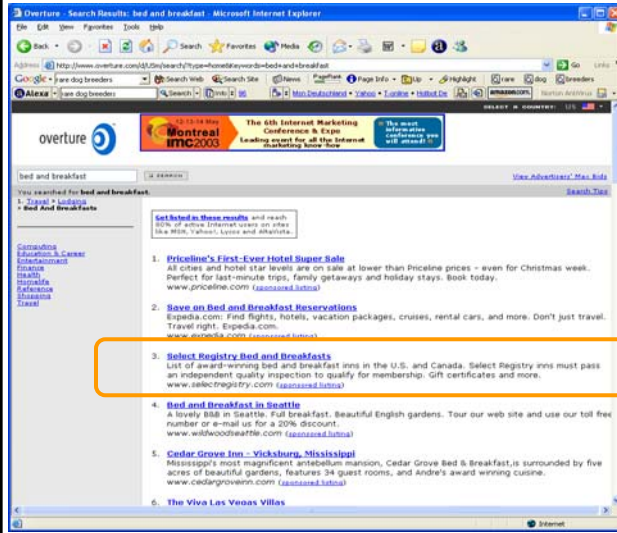
## Criteria for High Natural Listings

1. Static HTML pages with minimal code
  2. Lots of Pages and Internal Links
  3. Lots of Backlinks (popular sites are better)
  4. Keywords in content and source code
- 

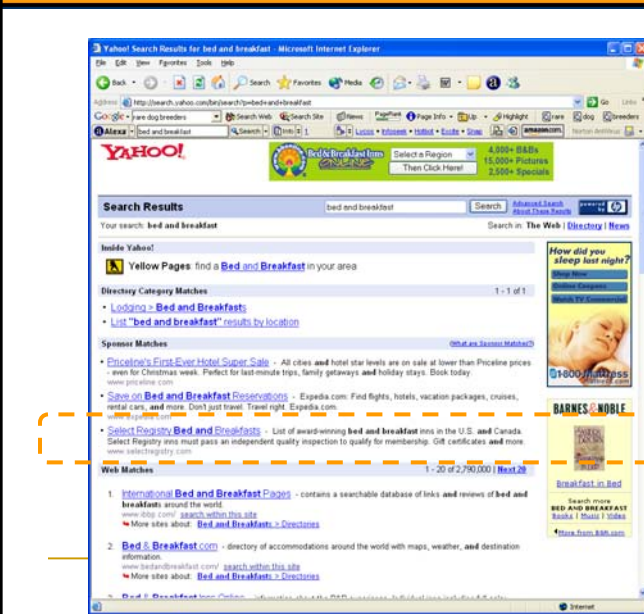
## Solutions

- Phase I: **Baseline**
    - 20 Point Inspection
    - Website Audit
    - Competitor Analysis
  - Phase II: **Instant Traffic**
    - Pay-per-Click (Case Study #1)
    - Increase Link Popularity
  - Phase III: **Natural Traffic**
    - Optimize Website
    - eSignPost Marketing Pages (Case Study #2)
  - Phase IV: **Sustained Traffic**
    - Performance Reports
    - Maintain and Improve
-

# Case Study #1: Pay-per-Click



Position # 3 is our client

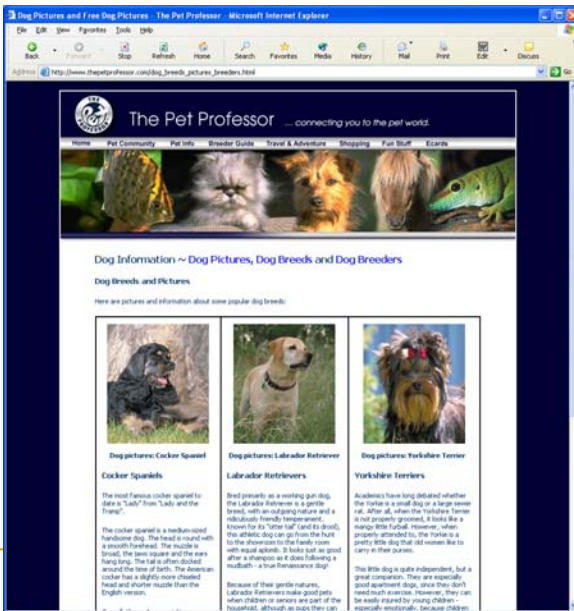


Position #3 is our client on Yahoo!

## Case Study #2: The Pet Professor



Home Page



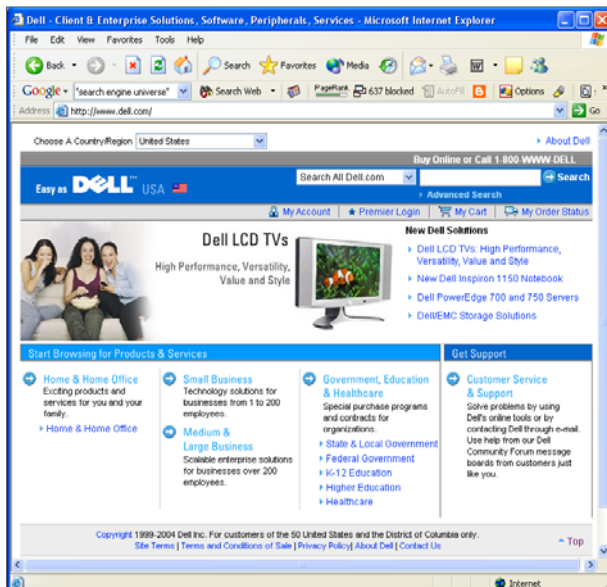
eSignPost Marketing Page





## Increase Response Rate

- Target Markets (\*[dell.com](#)\*)
- Position products - urgency (\*[deakin.com](#)\*)
- Readiness Survey (\*[ventureguiding.com](#)\*)
- Simple Navigation (\*[evoco.com](#)\*)
- Contact Us Form - generate leads (\*[anduro.com](#)\*)
- Request Newsletter (\*[anduro.com](#)\*)
- Case Study #3

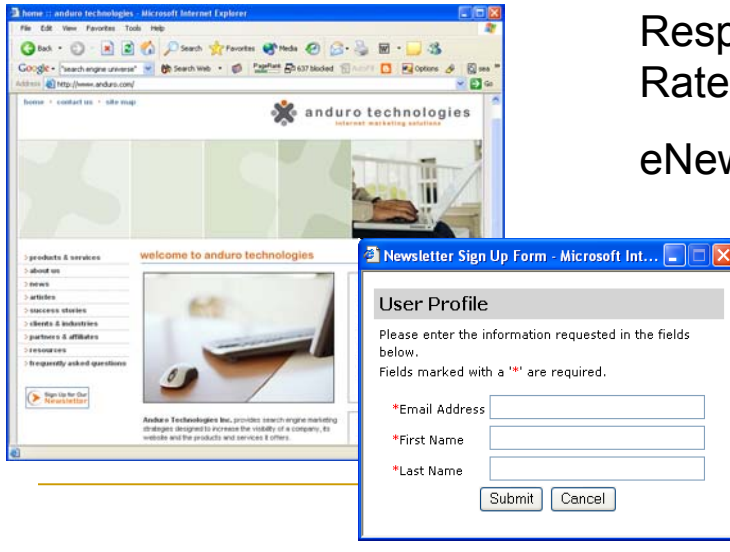


Increase Response Rates:

Target Markets - notice the links to product lines AND for each target market



# Increase Response Rates: eNewsletter



## Case Study #3: S.i. Systems Old Home Page



- NEW CONTRACT OPPORTUNITIES
- CONSULTANT RESOURCES
- CLIENT RESOURCES
- ABOUT S.I. SYSTEMS

- CURRENT OPPORTUNITIES
- PREFERRED RESUME FORMAT
- WHO WE HIRE
- WE PAY YOU \$1000
- STUDENTS AND NEW GRADS
- S.I. OFFICE LOCATIONS
- OTHER RESOURCES
- S.I. SYSTEMS ON PRIVACY
- WEBSITE TERMS OF USE
- CONTACT WEBMASTER

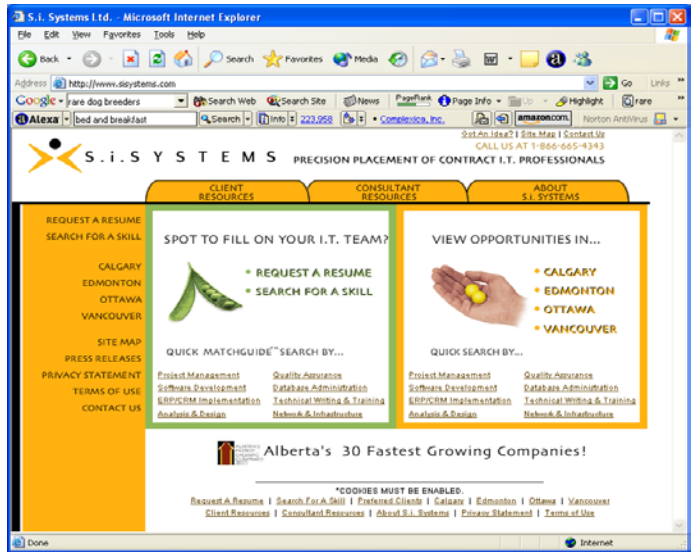
### VIEW OPPORTUNITIES IN...

- CALGARY
  - VIEW BY RATE
  - VIEW BY TECHNOLOGY
  - VIEW BY DATE POSTED
- EDMONTON
  - VIEW BY RATE
  - VIEW BY TECHNOLOGY
  - VIEW BY DATE POSTED
- VANCOUVER
  - VIEW BY RATE
  - VIEW BY TECHNOLOGY
  - VIEW BY DATE POSTED



**WE MAKE THE MATCH!™**

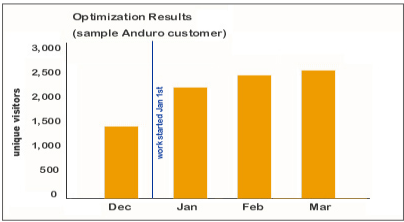
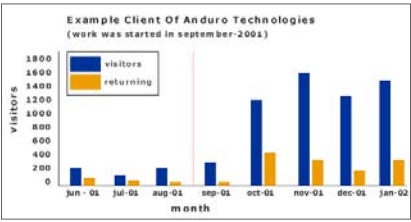
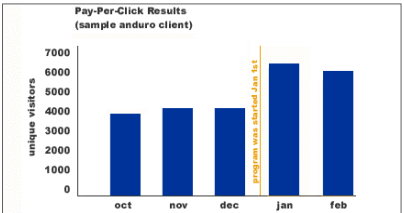
High Performance IT Consultants. Guaranteed!



New Home Page

## Key Performance Metrics

- Increase qualified traffic
- Increase response rate
- Increase sales & ROI



## Website Assessment

- Pages on Google
  - Backlinks on Google
  - Alexa Traffic Rank
  - Google PageRank
- 

## Keywords and Ranking

- Searches per month:  
<http://inventory.overture.com>
  - Suggestions:  
<http://inventory.overture.com>
  - Position Check:  
[www.marketleap.com](http://www.marketleap.com)
  - Link Popularity  
[www.marketleap.com](http://www.marketleap.com)
  - Check lots of Search Engines:  
[www.queryster.com](http://www.queryster.com)
-

## Answers to Key Questions

- Can your customers find you on-line?
  - Can they tell what you are offering?
  - Were they impressed?
  - Did they respond?
  
  - Prospects and customers should be:
    - Able to find you on-line
    - Able to tell what you are offering
    - Impressed
    - Respond
- 

**Thank You**

**Please visit us @**

**[www.anduro.com](http://www.anduro.com)**

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