

# *The Guide to Search Engine Marketing*

*An informative review of an emerging industry from Oneupweb*



Oneupweb Named Best Search Engine Optimization Firm in The World by ClickZ



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## Introduction - Industry Overview

One of the most underrated online marketing efforts today is quickly gaining credibility among America's premiere companies as a vital component for brand awareness, traffic building and increased revenues. Search engine optimization (SEO) is the hottest buzz phrase since CRM and is yielding serious results among major online players.

Also known as search engine positioning among other names, SEO is a service that "optimizes" your Web site in order for it to be indexed and favorably positioned by the major search engines on the Internet. With nearly 90% of all Internet users accessing a search engine during any given online session, big businesses are realizing that if they are not positioned well within the engines, they may never be found. Companies must deal with the reality that they are losing customers to their competitors whether they are a business to business or business to consumer site.

As the Internet grew after the creation of its first search directory Yahoo, thousands of similar services developed allowing users to "search" the Internet on any imaginable topic. As key terms are entered and the results returned, a certain science determines just how the results are presented. Obviously, the closer your site was to the top of the listings, the more likely you were to receive a new visitor. This science or search algorithms as they are called are what SEO companies constantly try to predict, outsmart, and reverse engineer. With thousands of search engines currently online, there are more than twice as many SEO providers all claiming they know how to get the best results for your company. So what do you believe? Who really does have the best services for your company?

In the following pages, we'll examine the variety of services and techniques used by those companies who have had great success as well as by those who have had very little. Through these definitions you'll become a more educated consumer able to ask the right questions to help determine which company is worthy, or not worthy of your business.

Search engine optimization has many advantages and as we said before is showing great returns on investment. As a long-term commitment, you cannot beat SEO for its delivery of targeted traffic, level of exposure or ease of use for the consumer. We aim to provide you with all the information you may need to be a part of a great future on the Internet. Good luck!

## Service Differentiation

With the multitudes of optimization companies currently in business all vying for your attention, it can be a daunting task to try and sort them all out. Questions abound, what does each company do? How long have they been in business? Who are their clients? How does each compare? Are their techniques effective? Choosing the right company can become simply overwhelming.

In this section of the guide, we start with a wide-angled perspective of the industry, breaking down the different types of service categories that are available. Currently, the industry essentially offers three different styles of optimization services; the professionally managed firm, the smaller one-man band operations and the software system packages. There are also paid search options, direct listings and pay-per-click which we'll touch on later. Each of these options has advantages and disadvantages depending on the level of service you seek. So without further adieu, let's get started.

### Optimization Firms

The search engine marketing or optimization firm represents the smallest number of companies earning the largest share of business within the industry. These are companies that typically have been in business for several years and are staffed with industry veterans who have helped some of the largest names in retail, technology and the private sector.

These companies often carry an extensive menu of custom services that best suit your site's current status. Most of the services are created manually, from copy writing to site submission, you can count on a team of professionals working on your project. The firms often offer a comprehensive customer service program as well, allowing you to be a part of the process from start to finish. Whether they are helping you determine key terms or creating new content for the site, the company will keep you fully informed of each step it is taking with your project.

As you might imagine, these firms are not cheap. Typical annual programs can range anywhere from \$30,000 to well over \$100,000. Keep in mind that you get what you pay for, so while researching, pay attention to the company's current client list, number of years they have been in business and be sure to ask for a list of references you can contact.

You can also count on learning a variety of different names for essentially the same types of services. Companies will often try and present their own unique spin on technologies that have been around for several years. Although they may sound different to the ear, you can count on them being relatively similar with little or few exceptions. We'll touch on each of these specific technologies later in the guide.

### **One Man Band**

Just as the name says, usually just a single person or owner staffs these optimization companies. With enough knowledge about the industry parameters and the genius to market their services as larger than they really are, one-man band operations often come and go.

Services from these companies are typically priced in the range of \$1,000 to \$20,000 for an annual program. As smaller companies, these firms are often structured in a cookie cutter A, B, C package type delivery. Services may include minimal optimization and a series of either automated or manual submissions. A word of caution should also be raised as many of these firms have perfected systems that may initially create great results within the engines that later may cause your site to be banned from the engines. Be sure to ask specific questions about their tactics and then follow up by doing a little research on your own to be safe.

### **Software Systems**

Near the time that search engine optimization became a popular technique to help increase site traffic, a variety of companies decided they could automate the process. Reasonably priced, the software has proven to be popular among entrepreneurs and small business managers. It allows you to easily program your site data including individual page URL's. These systems allow you to create your own custom submission schedule that is automatically launched from your computer.

Software or automated systems does however have drawbacks. Many of those who initially purchased these systems are often those who have done little or no research into their options and believe that this is all they can do. (And because of its affordability and ease of use, maybe it is the best thing for the budget conscious businessman.) This lack of education often leads to overzealous submissions on the site owner's part. Unfortunately, this constant bombardment of submissions can be considered spam by the major search engines, leading to a possible banning of your site.

## Paid Inclusion

Paid inclusion refers to a fee-based listing available in some search engines and directories. Currently the primary paid-inclusion provider is Overture's SiteMatch, which provides results to Yahoo!, alltheweb, Overture, About, and eSpotting. Fees range from a "per URL" cost of \$10-\$49 for each page you want included, to a one time fee of \$299 for a directory listing in Yahoo! The search engines and directories realize just how important it is to be listed and just what businesses are willing to pay for it. Benefits include faster listing times, more frequent updates to accommodate updates, as well as reporting on "click-throughs" to your site.

When looking into paid inclusion programs, you'll always want to know some of the recent history with the search engine or directory. One of the latest trends includes several unannounced pricing and provider changes that have left participants in uncomfortable catch-22 situations. However, if you want to actively participate in search engine marketing, these are all essential engines to be a part of and so paid inclusion may be a necessity. When initially visiting these sites, keep an eye out for terms on the home page that say things like "submit your site" or "add your site". These links will provide you with all the information that you may need to get involved.

Remember, inclusion in no way means that your site receives any sort of positioning privileges within the engine. Those sites that purchase inclusion get just that, a listing within the database of sites and **optimization is still needed** to create an effective listing, so don't be fooled.

## Pay-Per-Click

Pay-per-click (PPC) advertising through Google and Overture is in some cases, a viable addition to natural (or organic) search engine optimization techniques. The system works by paying for a fixed position through a bidding system within the engine. You only pay if the user clicks on your ad. The price for the fixed position can range from mere pennies per click to well over \$40.00 per click, depending on the competition for specific keywords. The more competitive the market and keywords, the more you will pay to have that user visit your site.

Without daily attention to bids and budgets, pay-per-click campaigns may not last long when the site is in a competitive market. Funds can be eaten up quickly, and when the money is gone, so is your paid placement. Unlike natural search engine optimization, the length of a pay-per-click campaign is only as long as you can fund it.

One of the biggest problems with pay-per-click is the search engine's inability to prevent click fraud. Click fraud is the simple act of a competitor clicking away on your listing, running up your costs without return. All of the engines will tell you that they have prevention programs in place, but the sad reality is that there are several undetectable ways for your competitors to continue the fraud. What was designed to help companies attain a guaranteed top listing has become a debacle of competitors trying to put each other out of business.

## **Service Components**

Search engine marketing has developed into the hottest Internet marketing option available. What was once a simple process of choosing strong keywords and creating a set of well-designed meta tags, has now developed into a refined and strategic methodology for those seeking success in the engines. In the pursuit of creating the best campaign possible, there are several key elements that can make your site more appealing to the search engines.

Sites that are most popular with search engines are those with an enormous amount of relevant content. The more information you can provide a consumer seeking answers, the better. Spiders are the automated programs used by the search engines to crawl the Internet. They seek, find and add new pages to their massive databases everyday. The search spiders also identify with this relevant content, making it easier for them to find your site as well. (The more sites an engine can add, the more popular they will be with those seeking information.) Sites are found by the spider visiting submitted pages to its index, or by following links that are presented on sites throughout the Internet. Relevant content is what the spider is looking for.

In order to protect your investment of time in writing your site content, you should be aware of some of the things that can prevent the spider from correctly indexing your site. Site development with the use of Flash files and highly integrated or overwhelming graphics can pose large problems for the spider to access your site. Designing your site in frames is also a major deterrent to the search engine spiders.

Dynamically generated or database driven sites were once thought to cause problems for spiders, but now a handful of SEO companies use methods to allow the spiders to access this cataloged content. Oneupweb clients can use a proprietary technology and service package called BridgeWorx to make dynamic content visible to search engines. Be sure to ask your SEO candidates if this is something they can do if your site is set up in this way.

## **Key Terms**

Key term research is the first and truly most important step in the search optimization process. Key words or terms are the foundation of any successful search engine positioning campaign. Key terms are the queries that users enter into a given search engine in order to find the information they are looking for.

When looking into hiring an optimization company, you will want to identify that the company uses targeted research techniques to help identify your top level terms. Understanding user trends helps gain insight on just how people search the Internet and determine the path to either failure or success. It is important to understand that the key terms that are included in your search engine promotion campaign are relevant to the content on the Web site. Research should include naming the most and least searched terms, those that are highly competitive as well as those that should be used as secondary and tertiary terms.

## **Meta Tags**

Meta tags are the descriptive terms used within the HTML code of a web page. They act as a summary of the content a search engine spider might find on that page and were once one of the controlling factors behind great search engine positioning. Current algorithmic studies have shown that the meta tag is responsible for little or no part of a site's position and therefore is not as important as once thought. Although most engines don't use meta tags in their positioning algorithms, they do display them in the results which can help with click through's. Overall, the engines are unpredictable so keeping the meta descriptions strong, relevant and descriptive of the content it represents is too important to forego.

## **Title Tags**

The title tag is the most important overall component of search engine optimization since it is given great consideration by all the search engines. The title is also important because it is usually the hyperlinked sentence that leads to the site from the search engine results pages (SERPs), and users must be enticed to click on it. It is crucial to include your company's top key terms within the title tag. Be sure that you can work closely with your SEM firm in order to create the best title tag possible.

## **Body Text**

Body text is another key component in the optimization formula. The text includes the words, phrases and descriptive paragraphs that tell the story of your business and its products and services. When working with your SEO provider, be sure to have them examine your current body text for organization, keyword balance and relevancy, just three of the elements that the search engines are looking for. A great balance in key terms, meta's, your title tags and body text are as important as the submission itself. Without proper planning, you can count on less than desirable overall results within the engines.

## **Cloaking**

Cloaking is a spamming technique that uses specific software programs to send search engine spiders to alternative pages that are not seen by the user. These pages mislead the spider, encouraging it to deliver results based on these pages rather than the actual pages the public sees on the site. By doing this, companies look to gain positions through what search engines feel is deception or spamming. Spamming is a serious offense in the eyes of the search engines, likely resulting in permanent banning of your site because search engines feel it can discredit the results served.

## **Doorway/Gateway/Bridge Pages**

Doorway, gateway or bridge pages are low-quality pages used when companies want to position well for a specific key term at a specific search engine. They are created by inserting the key terms at specific positions within the HTML code and the text on the page. Often we see these pages built with repetitive key terms listed over and over, invisible text and other barred practices in addition to providing a poor user experience. In order for these pages to not be considered spam, they need to contain pertinent information that is relevant to the site.

## **Hidden Text**

Hidden text is an easily detectable spamming technique that incorporates your most popular key terms into the colored background of your web site's pages. By changing the font color to the same as the background, SEO companies can fill the pages with enormous amounts of key term text that some believe is appealing to the search engine spiders. Those in the industry longer than a week will tell you that this technique is nothing more than a low-end spamming campaign. Never allow your future SEO provider talk you into this trick unless you're interested in being blacklisted by the engines.

## **Promotional Domains/Mini Web Sites**

Promotional domains exist as an alternative domain and are often times located on the SEO provider's own server. The domain is used as a secondary, yet integrated domain location for the spiders to visit. If the primary domain has had past troubles with the engines or does not want to risk future problems, these promotional domains are built to take the hit. Unfortunately, if they exist on the provider's server, they control all the work they have done for your site, rather than you owning it. It is possible that an SEO could hold your work hostage. Additionally, these domains will not contribute to the position of your primary domain, which is one of the main goals of a good SEO program.

## Submission

The single most important piece of information that we can give you regarding submitting your site, is that the task be completed manually. Most automated submissions do not work at all. Premium SEO providers don't count on a software program to add your site to the major engines. You should also make sure that the company you work with provides you with a submission confirmation for each of the engines after your site has been submitted. It is always good to create a record of the steps you are taking to improve your search engine results positions should anything go wrong later down the line.

## Reporting

When you're investing your time, money and efforts into researching and eventually hiring a company to fulfill your optimization needs, you need to see results. Any respectable SEO firm will offer a comprehensive reporting service to show you your returns in an easy-to-read fashion. Typically, these reports can be provided to you at a variety of intervals, monthly, weekly and sometimes even daily as a real-time report. Ask your potential provider how often you can receive feedback and you'll understand how serious they are about your project.

## Conclusion

Overall, the SEO industry offers companies the opportunity to take advantage of a non-traditional form of Internet marketing that can deliver serious results. Many of today's Fortune 1000 companies are making SEO a priority to help increase exposure, popularity and revenues.

Although there are hundreds, if not thousands of companies with similar services, only a handful can prove years of success in helping their clients reach their positioning goals. These are the companies you want to find. They will offer a full menu of custom services that will be adaptable to any site whether it's database driven or serving as an e-commerce site. They will also have a good list of references. Choosing the best company for your needs won't be easy; it's going to take an investment in time to find the one with which you are comfortable.

We here at Oneupweb would certainly love to share our ideas with you and hope you would give us a call! You will see very quickly that our experience, knowledge and customer retention is superior.

## Glossary of Terms and Resource Sites

Below is a condensed glossary of terms along with a couple of resources that will further help in your decision to hire the best company for your search engine optimization needs.

*Search Engine Watch*                      [www.searchenginewatch.com](http://www.searchenginewatch.com)

*SEO Today*                                      [www.seotoday.com](http://www.seotoday.com)

### ***Analytics***

Used in search marketing to refer to software that helps analyze the performance of a Web site or online marketing campaign. Analytics often review Web site user behavior, site usability and search marketing campaign success.

### ***Bid Jamming***

An extremely aggressive approach to bidding in a pay-per-click campaign. Bid jamming forces competitors listing directly above you to pay their maximum bid amount for each click, regardless of the next closest bid. In other words, if the ad in position one is willing to pay \$2.00, and position three is set at \$0.50, position two would bid jam by setting their own maximum bid at \$1.99. By the rules of most search engines, actual pay out would be as follows: Position 1 pays \$2.00, position 2 - \$0.51, and position 3 - \$0.50.

### ***Broad Match Listing***

In pay-per-click campaigns, using a broad match listing means your ad appears whenever that keyword is used by a search engine user. For example, a broad match for the keyword shoes would deliver your ad when users search for the following: red shoes, tennis shoes, horse shoes, brake shoes, doll shoes. It's unlikely that an advertiser would want to appeal to both the customer seeking horse shoes (for horses or recreation) and automotive brake shoes.

### ***BridgeWorx™***

A package of technology and service offered by Oneupweb to aid in developing indexable static pages from dynamic content. See dynamic content for more information.

### ***Click Through***

Officially, activating a hyperlink on a pay-per-click ad, online banner or any link whether paid or not can be a “click.” The term refers to the sound your mouse makes when you do it. In search marketing, people refer to click throughs as a signal that someone is interested in the content of the message, again, whether it’s an ad or an article. See click-through-rate (CTR) for more information.

### ***Click-through Rate (CTR)***

A click-through rate is the number of people who activate a hyperlink divided by the number of impressions (or appearances) of that message. Often expressed as a percentage, it is the percentage of your total audience that found your message enticing enough to click on the ad and find out more. This figure is used to evaluate the success or failure of any online marketing campaign including pay-per-click ads, email and banner ads.

### ***Cloaking***

Cloaking is often referred to as a spamming technique. Cloaking uses specific techniques to send search engine spiders to alternative pages that are not seen by the end user. These pages are designed to mislead spiders and return results based on these alternative pages rather than the pages actually seen by the public. Some SEO companies implement this practice as a way to obtain better positions. Cloaking is considered to be a deceptive technique. Spamming is a serious offense in the eyes of the search engines and can result in a permanent ban from their index.

### ***Contextual Ads***

Contextual ads are pay-per-click ads that appear alongside material that is relevant to the topic of the ad, as determined by the search engine. For example, a florist’s ad might appear next to an article on flower arranging or gardening. A report on high pollen counts might generate an ad on over the counter allergy remedies. Recently Google announced that its Gmail product would deliver contextual ads based on the content of user emails, sparking debates over privacy issues.

**Conversion**

Usually referred to as a sales conversion, conversion refers to the action of turning a Web site user or visitor into a Web site buyer. On business to business sites, a conversion may refer to many actions that qualify the visitor as a prospect, e.g. downloading a white paper, signing up for a newsletter subscription, requesting a follow-up call, registering for webinars, asking questions via email.

**CPA—Cost Per Action or Cost Per Acquisition**

The total marketing cost associated with attracting a Web site visitor and getting them to do something, like download an article, sign up for a webinar or newsletter, apply for a job or request more information.

**CPO—Cost Per Order (also CPL—Cost per lead)**

The total marketing cost associated with attracting a Web site visitor and getting them to order a product or service. In the case of cost per lead, Web site visitors need to qualify themselves as a lead by requesting a company contact them, subscribing to a newsletter, or otherwise identifying themselves as interested in the company's product or service.

**Daily Burn Rate**

How much of your pay-per-click budget is used in a day, expressed as dollars per day in the U.S.

**Directory**

A server or a collection of servers dedicated to indexing Internet web pages and returning lists of pages, which match particular queries. Directories (also known as Indexes) are normally compiled manually, by user submission and often involve an editorial selection and/or categorization process (directories include LookSmart and Yahoo).

### ***Doorway/Gateway/Bridge Pages***

Doorway, gateway or bridge pages are low quality pages used to help increase rankings on specific key terms. These pages are often engine specific and are created by inserting the key terms in specific positions within the HTML code and text. These pages often contain repetitive key terms listed over and over, invisible text and other barred practices. Through the use of these practices a poor user experience is created.

### ***Drop Back Position (also Drop Back Rank)***

In pay-per-click advertising, the position a campaign retreats to when a keyword bid price has become too expensive or when using a day-parting strategy, usually these positions are defined by a well-thought out strategy based on a defined return on investment.

### ***Dynamic Content***

Information on web pages that change or are changed automatically, e.g. based on database content or user information. Sometimes it's possible to spot that this technique is being used, e.g. if the URL ends with .asp, .cfm, .cgi or .shtml. It is possible to serve dynamic content using standard (normally static) .htm or .html type pages, though.

### ***Gap Surfing***

The practice of finding the largest gap between bids within a desired rank range. For example, it may be acceptable to display an ad anywhere from position number one to four. When gap surfing is employed, PPC managers will find the largest gap in prices between bidders and bid one penny higher than the lower bid. For example, if there is a difference of three cents between ad one and two, and a five cent gap between two and three, gap surfing would bid into position three at one cent above the current third position (thus creating a four cent gap).

### ***Hand Submission***

The manual delivery of a site to the major search engines to help increase site position. The submission process is handled by a project technician rather than through an automated software system.

***Hidden Text***

Hidden text provides a way for pages to be filled with enormous amounts of key term text. Words are hidden by putting the text in the same color as the background or other methods. This easily detectable spamming technique is considered by some to be appealing to the search engine spiders. When discovered, hidden text can cause major problems for both the company and the search engine optimization provider, including penalties or even banning.

***Hit***

In the context of visitors to web pages, a hit (or site hit) is a single access request made to the server for either a text file or a graphic. If, for example, a web page contains ten buttons constructed from separate images, a single visit from someone using a web browser with graphics switched on (a "page view") will involve eleven hits on the server. In the context of a search engine query, a hit is a measure of the number of web pages matching a query returned by a search engine or directory.

***Index***

Refers to the database of web pages maintained by a search engine or directory.

***International Search***

The practice of search engine marketing targeting international audiences on foreign search engines including (but not limited to): Aardvark-Africa, Canada-Canada, EuroSeek-Europe, Fireball-Germany, Freeserve.com-England, Globe-China, Anzwers-Australia, Matilda-Australia, QuePasa-Latin Americas, Sing-Seek-Singapore, Sina-China, Skali-Malaysia, Swiss Search-Switzerland, Voila-France, and foreign bureaus of Alta Vista, Lycos, Yahoo, Excite and Google.

***Internet Marketing***

Internet marketing will mean different things to different people depending on their situation. Internet marketing is a conduit that enables customers to interact with your business from any computer connected to the web. In terms of search engine optimization, Internet marketing involves any and all steps taken to increase the rankings and positions of your site for returned queries. The reach of Internet marketing, also known as site promotion, web site promotion and search engine marketing provides ample opportunities for companies to increase their market share.

***Internet Marketing Consultant***

An Internet marketing consultant is an individual who assesses a site and using their knowledge of the search engines develops a plan of action to help optimize the site. In addition to consulting, many Internet marketing consultants also provide search engine optimization services. An Internet marketing consultant may also be referred to as an SEO professional or SEO specialist.

***Internet Promotion***

Internet promotion relates to any steps taken by a company or individual to promote their site on the Internet. The scope of Internet promotion includes everything from television and radio spots to billboard and magazine advertisements. Internet promotion, as it relates to search engine optimization, consists of any and all measures taken to help increase the rankings of a particular site. Internet promotion techniques will vary depending on the SEO firm you choose. Search engine optimization services, web site promotion and web site marketing are a few of the other names for Internet promotion.

***Invisible Text—See Hidden Text******Invisible Web***

Part of the Web that spiders cannot or will not index that is invisible to users using search engines to locate information. Some sites are intentionally blocked for privacy, others have structural challenges that discourage spiders. See dynamic content and BridgeWorx for more information.

***Key Term or Keyword***

Typically consists of a 2-3-word phrase that forms (part of) a search engine query.

***Keyword Marketing***

Keyword marketing is simply finding a way to put your message in front of the people who are searching on the Internet using particular keywords and keyword phrases. Keyword marketing is an important element of search engine optimization. Without proper keyword marketing, a great deal of the effectiveness of a marketing strategy can be lost.

### ***Keyword and Competitive Analysis***

A comprehensive report that helps determine specific targeted keywords that are most important and help describe your business and its products. The analysis also shows how competitive each keyword is throughout the Internet. (Who is using them and how they are used.)

### ***Keyword Density***

A property of the text in a web page that indicates how often a keyword appears. Some search engines use this property for positioning. Pages can then be produced with the similar keyword densities to those found in highly positioned pages.

### ***Keyword Phrase***

A word or series of words relevant to a site's content describing products, services or information found on that site.

### ***Keyword Purchasing***

The purchase of search keywords from search engines, usually to control pay-per-click ad placement.

### ***Keyword Submission***

Keyword submission is most notably associated with pay-per-click advertising. Keyword submission provides immediate short-term results. With a pay-per-click agreement, the advertiser will only pay for qualifying clicks to the site based on a per-click rate. Keyword submission does not require any changes to be made to an existing site.

### ***Landing Page***

The page a Web user finds when activating a hyperlink. In natural, organic or free search engine listings, it is the page linked to a search engine result listing and is most often a site's home page. In pay-per-click or other online marketing methods, a landing page is often a separate Web page created to communicate details on promotions or deliver information (white papers, case studies, etc.) touted in the ad.

### ***Link Popularity/ Page Rank***

A measure of the number, quality and relevance of inbound links to a particular site. Many search engines are increasingly using this number as part of their positioning algorithm. The number and quality of inbound links is becoming as important as the optimization of page content.

### ***Meta Tags***

Meta tags are the descriptive terms used within the HTML code of a web page that provides a summary of the page's content for a search engine spider. In the early days of the Internet, web masters often stuffed their Meta tags with popular keywords unrelated to their sites in order to gain traffic. The practice of abusing Meta tags in order to gain traffic on keywords unrelated to your site is considered Spam. Most search engines no longer use Meta tags in their ranking algorithms because of the past abuses of web masters. Often however, Meta tags may be used by search engines to display information about a web page in the search results pages.

### ***Natural Optimization (also Organic Optimization)***

Often referred to as optimization that helps with free listings in search engines, natural optimization includes any activities which improve your site's ability to be indexed by spiders; your site's relevancy for topics referred to by keywords or otherwise improve your position in search engine listings.

### ***Optimization***

Changes made to a web page that improves the positioning of that page with one or more search engines. Optimization may involve design/layout changes, new text for the title-tags, meta-tags, alt-attributes, headings, and changes to the body text.

### ***Optimization Services***

Optimization services consist of any services that a search engine optimization company offers designed to improve the positioning of a site with one or more of the search engines. Optimization services provide a platform from which potential clients may be introduced to a new site. Optimization services encompass a variety of services and techniques including site redesign, optimization of meta and alt tags and more. The term optimization services are also referred to as: Site Optimization, Internet Promotion and Search Engine Placement Service

### ***Organic Optimization—See Natural Optimization***

### ***Page-Jacking***

The criminal act of stealing highly-trafficked content from one site and placing/hiding it on another site for the benefit of increased visitors.

### ***Page View***

Used in site statistics as a measure of pages viewed rather than server hits.

### ***Paid Inclusion***

Paid inclusion refers to a fee-based listing that occurs with several of the major search engines and directories including Yahoo, LookSmart, Teoma, Ask Jeeves, Alta Vista, Lycos, Inktomi and FAST. The fees for paid inclusion range from a "per URL" cost for each page to a one-time fee for a directory listing. In addition to paying for inclusion within their listings, the engines and directories are instituting additional opportunities for companies to receive better placement within listing results. By paying an even higher sum of money to these engines and directories, you can increase the position of your site among the rankings. These listings are typically served at the top of a results page giving companies the opportunity to be in a premium spot above the rest of the "basic" paid listings. These are normally marked as "premium sites" (or another similar designation). The benefits of paid inclusion include faster listing times, more access to your listing when changes needed to be made as well as better overall reporting on those who click through to your site. Remember, paid inclusion in no way means that your site receives any sort of ranking privileges within the engine. Those sites that purchase paid inclusion get just that, a listing within the database of site results and optimization is still needed to create an effective listing, so don't be fooled.

### ***Pay-Per-Click (PPC)***

The pay-per-click system works on the premise of paying for a fixed position through a bidding system within the engine. The cost of maintaining this fixed position can range from mere pennies per click to well over \$10.00 (and in some cases more than \$70.00) depending on the amount of competition for that specific keyword. The more competitive the market and keywords, the more you will pay to have that user visit your site. Pay-per-click campaigns are typically short-term solutions. Funds can be eaten up quickly, and when you run out of funds, your paid placement is over. Unlike traditional search engine optimization, the longevity of a pay-per-click campaign is only as long as you can fund it. Pay-per-click also carries the risk of click fraud. Click fraud is the act of a competitor clicking your listing, running up your costs without return.

### ***Placement / Positioning***

The process of ordering web sites or web pages by a search engine or a directory so that the most relevant sites appear first in the search results for a particular query.

### ***Preferred Content File / Information Page***

The Preferred Content File, or PCF are files that add content, depth and staying power to your search engine listings without changing the look or feel of your site. The PCF's are a series of files designed around each of your primary key terms. Included in these files are optimally organized content along with a variety of other important positioning criteria. PCF's are created by hand after careful research is conducted about your business, competitors and primary key terms. Once completed, the files are delivered to you to reside on your server. These should not be confused with a Doorway or Gateway page.

### ***Professional Search Engine Optimization***

Professional search engine optimization is optimization that has been done by an individual or company in the search engine optimization field. The main goal of professional search engine optimization is to increase the traffic and placement of a site. Professional search engine optimization should be in accord with current search engine optimization techniques and work to help create better rankings through the implementation of these techniques.

### ***Promotional Domains***

Promotional domains exist as alternative domains that are often times located on the SEO provider's own server. These promotional domains are secondary domains, but are integrated with the main domain so the spiders visit them. Promotional domains are often built if the primary domain has had past problems with the engines, or does not wish to risk future problems. One of the major drawbacks relating to promotional domains is the fact that these promotional domains will not brand your primary domain, which is one of the main goals of a good search engine optimization program.

### ***Query***

A word, phrase or group of words, possibly combined with other syntax used to pass instructions to a search engine or a directory in order to locate web pages.

### ***ROAS—Return on advertising spend***

How much in revenue or profit (depending on preference) is generated from an advertising activity. In natural optimization campaigns this figure is typically the incremental sales generated less the cost of the annual campaign. In paid search marketing the figure is often calculated for an individual ad over the course of a campaign, using a sales tracking service like Oneupweb's ROI trax™.

### ***ROI—Return on investment***

In search engine marketing, ROI refers to how much in revenue or profit is generated from either a natural or paid search marketing campaign less the cost of that campaign. Returns can range from 100 percent to 2,000 percent, underscoring the value of successful search marketing strategies.

### ***ROI trax™***

A proprietary technology and service package provided by Oneupweb that allows marketing professionals to track and evaluate any online marketing activity including search optimization, pay-per-click ads, banner ads, email campaigns and newsletter sponsorships.

### ***Relevancy Algorithm***

The method a search engine or directory uses to match the keywords in a query with the content of each web page, so that the web pages found can be ordered suitably in the query results. Each search engine or directory is likely to use a different algorithm, and to change or improve its algorithm from time to time.

### ***Search Engine Marketing***

Search engine marketing ventures are endeavors taken to help increase the rankings and visibility of a site. The scope of search engine marketing is vast in its applications and implementations. Also known as web site marketing, Internet marketing and web site promotion; search engine marketing can help create a solid Internet foundation on which a business can build.

### ***Search Engine Optimization***

The process of choosing targeted and relevant keywords and keyword phrases related to a site and driving traffic to that site based upon those keywords and keyword phrases is known as search engine optimization. Search engine optimization methods provide a conduit through which businesses and potential clients are able to become aware of each other. Search engine optimization involves making the pages of a site more easily accessible to search engines spiders and emphasizing the key topics relating to a specific site. Search engine optimization is also often referred to as SEO, search engine positioning, search engine placement and search engine promotion.

### ***Search Engine Optimization Company or Firm***

A search engine optimization company is a company that provides services associated with search engine optimization. The main job of a search engine optimization company is to generate traffic and rankings for their clients. These optimization services will vary in style, technique and delivery depending on the company.

### ***Search Engine Optimization Consultants***

Search engine optimization consultants are individuals or companies who analyze the strengths and weaknesses of a site as it pertains to the various search engines. Search Engine Optimization Consultants use their knowledge to suggest possible solutions to help increase the rankings of a particular site. Many search engine optimization consultants also perform SEO services as well. Search engine optimization consultants may also be referred to as SEO professionals or SEO specialists.

### ***Search Engine Optimization Strategy***

A search engine optimization strategy is an approach or methodology used to help increase the positions of a specific site. A search engine optimization strategy should be specific and individualized to a site depending on the needs of the site. Often referred to as site promotion or web site optimization, a search engine optimization strategy provides a sturdy platform from which to start the optimization process.

### ***Search Engine Placement—See Search Engine Optimization***

#### ***Search Engine Placement Services***

Search engine placement services are those methods implemented by SEO companies to help clients achieve rankings on one or more of the search engines. These search engine placement services are designed to help guide search engine users to sites relevant to their searching criteria. Search Engine Placement Service is also referred to as Internet promotion, search engine optimization services, web site promotion and web site marketing.

#### ***Search Engine Positioning***

Search engine positioning is the process by which rankings are achieved through either search engine optimization, pay-per-click or a number of other methods. Search engine positioning also refers to the ordering process that search engines and directories use to produce relevant results to queries. Search engine positioning is also known as search engine optimization, search engine promotion, and SEO optimization.

### ***Search Engine Promotion***

Search engine promotion is a term that can be used to describe the different techniques that are often employed by SEO companies to help sites achieve high rankings. Search engine promotion provides a cost-effective manner for sites to reach potential clientele. Search engine promotion is often equated with search engine positioning, search engine placement and search engine optimization.

### ***Search Engine Ranking Report***

A search engine ranking report is a documented report of the rankings of your top keywords in the major search engines. This search engine ranking report will give you a way to track the progress of your search engine optimization campaign and provide you with valuable information about future steps that may need to be taken. Most SEO companies will be able to provide you with some type of search engine ranking report. These reports will be updated at a variety of intervals depending on your SEO firm. A search engine ranking report is updated monthly, weekly or even daily depending on the SEO firm you choose.

### ***Search Engine Registration***

Search engine registration is the process by which search engines and directories alike are informed that a new site or page needs to be indexed. Search engine registration is also known as search engine submission, web site submission, url submission and keyword submission.

### ***Self-funding Strategy***

A self-funding strategy or campaign is one that brings in more revenue than it costs to produce. Spending a dollar to make two dollars would be a self-funding strategy.

***SEO—Search Engine Optimization — See Search Engine Optimization***

***SEO Companies—Search Engine Optimization Companies—See Search Engine Optimization Company or Firm***

**SEO Firms—Search Engine Optimization Firm—See Search Engine Optimization Company or Firm**

### **SEO Optimization**

SEO optimization (search engine optimization optimization) is a redundant expression often used to describe the work done by SEO companies. This work often consists of in-depth analysis of a site in addition to redesign and/or suggestions to improve the site. Many companies use SEO optimization as a way to help drive targeted traffic to their site. Search engine optimization, SEO and search engine placement are other phrases often substituted for SEO optimization.

### **SEO Professionals or Specialists**

SEO professionals are those individuals who work in the search engine optimization field. These individuals possess the knowledge and ability to carry out search engine optimization techniques, also referred to as an Internet marketing consultant or an SEO specialist.

### **SEO Services**

SEO Services is a term used to describe the many different outputs offered by SEO companies. SEO services can range from the very basic meta tags to the extremely in-depth strategic marketing counsel. SEO services are also referred to as SEO optimization, site promotion, keyword marketing and web site promotion services.

**SEO Specialists—See SEO Professionals**

### **Search Engine Optimization Software Systems**

Search engine optimization software systems are reasonably priced software systems that allow you to easily generate your site data including individual page URL's. These software systems have proven to be popular among entrepreneurs and small business managers. These systems also allow you to create your own custom submission schedule that is automatically launched from your computer. Search engine optimization software systems can be a valuable tool when properly used, however, can actually cause more harm than good when used improperly.

### ***SEO Strategies***

SEO Strategies or search engine optimization strategies are the techniques and plans used by SEO firms to gain higher rankings in the search engines. Search engine optimization firms and companies will use one technique or a set of techniques in their SEO strategies. Some of the techniques include optimizing HTML code, cloaking, paid inclusion, doorway pages and more.

### ***SERP—Search Engine Results Page***

When a Web user types in a query on the search bar of a search engine, the engine presents a list of indexed Web pages in its database or results. This list may show 10 items or millions, typically 10 items is considered a page.

### ***Site Optimization***

Site optimization services include the many different techniques used by search engine optimization companies to help clients achieve rankings on the different search engines. Site optimization is used as a way to introduce potential business to a site. Site optimization strategies vary from one SEO firm to the next and can include both accepted and unaccepted optimization strategies. The term site optimization is also referred to as: Optimization Services, Internet Promotion and Search Engine Placement Service.

### ***Site Promotion***

Site promotion includes all of the steps that a web site takes to help increase traffic, name recognition and business. Site promotion includes, but is not limited to, search engine optimization. Also referred to as Internet marketing, web site optimization and a variety of other terms, site promotion provides a platform to introduce potential customers to new businesses.

### ***Spamdexing***

The creation, or manipulation, of a document with intent to deceive an electronic catalog or filing system. Any technique that increases the potential position of a site at the expense of the quality of the search engine's database can also be regarded as spamdexing - also known as spamming or spoofing.

### **Spamming**

Spamming is the term used to refer to the manipulation of the search engine submission and indexing process in order to maliciously control the outcome of a query entry.

### **Specialty Search**

Similar to trade publications in the news world, specialty sites on the Internet are those Web sites that together make up the niche target market for search marketing, for example Business.com or Chemdex.org. Specialty search engine marketing is the practice of improving your brand's position on these engines using natural or paid search methods.

### **Spider**

That part of a search engine which surfs the web, storing the URLs and indexing the keywords and text of each page it finds.

### **Spider Food—See Hidden Text**

### **Submissions**

Submissions to search engines are a key part of search engine optimization. Submissions are done when you, your web master, or your SEO firm submit your site to a search engine in order to be included in the index or directory. The submission process should be done carefully and by someone who is very familiar with the current rules of each search engine. Stay away from automated submissions as they often cause more harm than good to an SEO campaign.

### **Title**

The text contained between the start and end HTML tags of the same name. This text is associated with (but not displayed in) the web page containing these tags, and is displayed in a special position (usually at the top of the window) by the web browser. Don't confuse this text with heading text within the web page, which often looks like the title. Usually this will be rendered either using the HTML heading tags or just rendered with a large font size.

### ***Title Tags***

The title tag is the most important overall component of search engine optimization. In addition to the fact that title tags are given great consideration by all the search engines, title tags are also important because they are usually the hyperlinked sentences that lead to the site from the search engine results pages (SERPs). Because of this, in addition to being optimized, title tags must also be appealing so users will click on them.

### ***Unique Visitor***

A metric meant to track individual visitors to a Web site. Web servers record the IP addresses of each visitor, and this is used to help determine the number of individuals who have visited a web site. If for example, someone visits twenty pages within a web site, the server will count only one unique visitor (because the page accesses are all associated with the same IP address).

### ***Web Site Marketing***

Web site marketing encompasses everything that is done in the attempt to promote a site. As it pertains to search engine optimization, web site marketing includes any measures taken to help increase the positioning and ranking of a site within search engines or directories. Web site marketing is also often referred to as web site optimization and Internet marketing.

### ***Web Site Optimization***

Web site optimization services include the many different techniques used by search engine optimization companies to help clients achieve rankings on the different search engines. Web site optimization is used as a way to introduce potential business to a site. The strategies used to implement web site optimization will vary from one SEO firm to the next and can include both accepted and unaccepted optimization strategies.

### ***Web Site Promotion***

Web site promotion includes anything that is done to help promote a site. As it pertains to search engine optimization, web site promotion includes any measures taken to help increase the positioning or ranking of a site within search engines or directories. Web site promotion relating to search engine optimization has many facets including keyword marketing, keyword submission and site promotion among others.

***Web Site Promotion Services***

As it relates to search engine optimization, web site promotion services are those services designed to help increase the visibility of a site through search engine optimization. Web site promotion services may also be conveyed as a search engine optimization strategy, as search engine marketing or Web site optimization.

***Web Site Submission***

Web site submission is the act of supplying a search engine or directory with a URL in an attempt to make the search engine or directory aware of a site or page. Web site submissions are a search engine optimization technique that can help guide search engines and directories to more quickly find and index important pages within a site.

***Weighting***

Usually referring to the terms, the process of giving emphasis to the parameters for more important terms.

## Comparing Search Engine Optimization (SEO) to Traditional Marketing

### ***Name Recognition. Logo Identification. Brand Awareness. Message Retention.***

All are very important elements in the constant cycle of advertising by today's top companies. We see ads on television and cable, in newspapers, magazines, listen to them on the radio, see them on billboards and even "experience" them in the theatres. With the constant bombardment of traditional advertising messages, many companies are often underestimating the power that alternative methods like search engine marketing can have.

As it stands, search engine marketing is quite possibly the most affordable and dependable form of marketing a company could put in place. Below is a closer look into cost, reach and effectiveness of traditional marketing methods in comparison with search engine marketing.

- Approximately 90% of Internet users will use one or more of the major search engines during any online session. Herein lay potential clients who are looking for what your company has to offer.
- Time and time again, great positioning means having a healthy site. In order to get recognized by the engines, your site needs to be properly tuned and consistently maintained to achieve optimum success.
- Independent reports have proven that proper search engine marketing provides longer lasting business increases than most other forms of online advertising. More and more major companies are relying on proper natural optimization and paid search services to increase awareness for new product launches and existing product sales and service offerings.

## Marketing Comparison Sheet

MEDIUM	COST	CAMPAIGN TERM	AUDIENCE REACH
Local Television	A 30-second commercial on a local station in a top 10 market ranges from \$4,000 to \$45,000+ during top rated shows.	Airtime can be purchased throughout the year but is often scheduled in flights that center on sales, and product introductions.	As a broadcast medium, television reaches a large number of consumers. It is extraordinarily expensive to use to reach smaller target audiences. Targeting is difficult.
Network Television	A 30-second commercial in prime time ranges from \$80,000 to \$600,000, depending on ratings, averaging from \$120,000 to \$140,000.	Network spots are also purchased in flights but can be much smaller than local and cable flights due to the high cost.	As a higher-cost solution, one can determine the best possible time and show for a spot to run in order to capture the most targeted audience for the product. Even so, the return on investment is still very low.
Cable Television	A 30-second spot in prime time runs between \$5,000 and \$8,000 depending on the network.	As a more affordable solution, the dynamic of cable television offers themed channels as an outlet for advertisers to approach target audiences.	With a larger number of channels to choose from, companies can more effectively target audience demographics in hopes of higher returns.
Radio	Commercials range from \$200 to \$1,000 for a 60-second spot and all depends on the time of day that it runs and each program's ratings.	Radio is also purchased in flights that center around specific events.	Many factors affect the effectiveness of radio advertising. Stronger stations charge premium rates to get your message to a large audience. While listeners are a captive audience, typically listening in their cars or at work, it is difficult for them to respond to an ad.
Magazines	Ads in regional editions of national magazines cost an average of \$50 per 1,000 issues in circulation. The average cost of an ad in a local magazine is about \$120 per 1,000.	Magazine ad sales can be sold as annuals, specific months of publication or special issues.	Magazine editorial allows advertisers the ability to target audiences more effectively than broadcast and allows for delivery of more information.
Direct Mail	The most common forms include promotional info in letter-sized envelopes costing \$15 to \$20 per 1,000. Single sheet newspaper inserts cost between \$25 and \$40 per 1,000 issues circulated.	Direct mail is limitless in its development style and delivery frequency.	From postcards to free samples, direct mail can deliver anything. Unfortunately, demographic research into neighborhoods only goes so far, often delivering your message to more people who won't respond than to those who do.
<b>Search Engine Optimization (SEO)</b>	As a custom marketing option, search engine optimization can vary in price for specific needs and goals. Typical programs can range from \$30,000 to \$100,000 per year.	Oneupweb search engine optimization programs run for 12 months.	As a narrowcast medium, SEM services target those who are already seeking information about products or services in your industry. Return on investment numbers are exceptionally high as visitors to your Web site become regular customers. For the cost of a single component in other traditional marketing efforts like a Spring radio flight, companies can increase their site traffic, sales and online branding image.

## The Changing Face of Overture's PPC – Where's the Profit?

The underlying principle of the online business is no different than that of the traditional brick and mortar establishment. To be successful it needs to get a product or service into the hands of the consumer. To accomplish this, the online business needs to establish and maintain a presence on the Web.

Today, many businesses have turned to pay-per-click (PPC) marketing. The basics of PPC are straightforward. Advertisers bid against one another in an auction format to position text advertisements that are displayed on search engine result pages. Most often, these ads are placed in an area separate from the natural search results. When PPC advertisements are clicked on, the advertiser will pay the fee associated with their bid. For many, PPC provides an alternative to other traditional forms of search engine marketing.

### ***The Underlying Issues of PPC***

On the surface PPC seems like the ideal marketing strategy with the ability to decide who you market to, and how much you are willing to spend. This control has made PPC a very advantageous form of marketing, producing great expansion opportunities and rewards for PPC distributors. But what about the advertisers that drive these PPC systems? What impact does this expansion have on them?

### ***Diminishing PPC Returns***

In tough economic times, online advertising needs to be highly relevant and cost-effective. As PPC search engines such as Overture continue to expand their networks to remain ahead of their competition, PPC becomes more about expanding the network market share and less about the advertisers gaining targeted traffic.

### ***Where are Your Ads Being Displayed?***

Overture boasts “tens of thousands” of affiliates. But who are these affiliates and how effective are they at bringing targeted traffic to your site? If you are interested in knowing the “tens of thousands of Web sites” that are displaying your advertisements, check out the Pakistani chat room sites or those annoying pop-ups that are always showing up on your screen. In a feverish attempt to expand its network as quickly as possible, Overture has seemingly turned a deaf ear to the old adage “quality over quantity”.

As an advertiser, quantity is usually a good thing. The more people you can expose to your product or service the better, right? But what happens when the audience is not interested? What happens when the market for a product or service is not applicable?

If you sell premium meat, you probably would not direct your advertising towards vegetarian organizations. Your product is being exposed to a large number of people, but if there is no interest in the product, you are wasting money. It appears that Overture has forgotten this.

### ***Where to Find Your Ads***

First of all, let me preface this following list by saying that Overture does supply results on reputable sites such as Yahoo and MSN, but the list of reputable sites that supply results are far and few between when compared with the total number of Overture affiliates.

If you've seen one, you've seen them all. Below is a small sample of Overture's network. The varying names and occasional shuffling of placement on the homepage does not help these sites establish any characteristic that could be considered their own.

<a href="http://www.dogstop50.com/">http://www.dogstop50.com/</a>	<a href="http://www.gamekrazy.com/">http://www.gamekrazy.com/</a>
<a href="http://www.bluefishonline.com/">http://www.bluefishonline.com/</a>	<a href="http://www.joaodedeus.net/">http://www.joaodedeus.net/</a>
<a href="http://www.coeliac.com/">http://www.coeliac.com/</a>	<a href="http://www.psychocorp.net/">http://www.psychocorp.net/</a>
<a href="http://www.waterwiseonline.com/">http://www.waterwiseonline.com/</a>	<a href="http://www.portugal-travel.net/">http://www.portugal-travel.net/</a>
<a href="http://www.ringrunner.com/">http://www.ringrunner.com/</a>	<a href="http://www.search-engine-ranking.org/">http://www.search-engine-ranking.org/</a>
<a href="http://www.4devs.com/">http://www.4devs.com/</a>	<a href="http://www.dodaddy.com">http://www.dodaddy.com</a>

Although this next list of Overture affiliates does not bear the same "striking" resemblance as the previous list, they are still the same fox in different clothes.

<a href="http://search2.top10sites.com/">http://search2.top10sites.com/</a>	<a href="http://www.linkster.com/">http://www.linkster.com/</a>
<a href="http://www.100hot.com/">http://www.100hot.com/</a>	<a href="http://www.presence.com/">http://www.presence.com/</a>
<a href="http://www.metaiq.com">http://www.metaiq.com</a>	<a href="http://www.411web.com/">http://www.411web.com/</a>
<a href="http://www.megaspider.com">http://www.megaspider.com</a>	<a href="http://www.theuseful.com/">http://www.theuseful.com/</a>
<a href="http://www.bonzi.com">http://www.bonzi.com</a>	<a href="http://www.lawyer.com">http://www.lawyer.com</a>
<a href="http://www.igetnet.com">http://www.igetnet.com</a>	

This is only a small sample of sites that either feature or are solely dedicated to displaying Overture PPC ads. However, Web sites are not the only place you might find your Overture ads.

### ***Pop-up Windows - The Pushy Salesmen***

They clutter your screen, proclaiming that you're a "winner", and promise fantastic gifts and offers just for clicking on the flashing box. They are the "pushy salesmen" of the Internet, known as pop-ups and pop-unders. It seems like these annoying advertisements are showing up everywhere. Where do they come from and what type of business would want to subject their potential clients to this rudimentary and insulting form of marketing?

Overture, in their quest to expand their search results distribution and profit margin, has gone beyond searching for Web sites to display their results and resorted to forcing their paid listings on Internet users.

Overture recently signed a three-year deal with the controversial and often-despised adware company "Gator" to provide paid listings on its Search Scout service. Search Scout works by creating a pop-up window when search engine visitors perform a search. The goal of this annoyance is to force Overture's paid listing results onto users, visiting sites that do not carry Overture results. For example, if someone were searching for "painting supplies" on Google, Search Scout would produce a pop-up that displayed Overture's paid listings for that term. What impact does this have on your bottom line? You may never know.

### ***Overture Content Match***

This program was designed to be a source for generating targeted leads by displaying Overture listings to Internet users searching for and viewing related content on the pages of Overture partners.

Is Overture Content Match driving visitors or customers to your site? Let's look at the example Overture provides on their site to promote this product, "if you have listings for the search term "Norah Jones", your listing might appear on an entertainment page about her." Well, this sounds great, if you happen to be selling Norah Jones CD's right? If someone is searching for "Norah Jones" and they go to an entertainment page about her they will see your listing. However, the real problem does not lie in the relevancy of the site you are listed on, it lies in the likelihood that this site will produce a conversion. If a perfectly targeted advertisement attracts a click-through but does not result in a conversion, what good does this click-through do for you? In the most basic terms, in an attempt to increase click-throughs of

any kind, Overture has ignored the fact that those with a “search mode” mindset are more likely to buy than those with a “surf mode” mindset. Conversely, by placing your advertisement on this new array of related pages, Overture is able to generate more clicks and hence, more money.

### ***Taking Your Control Away***

Your business has just paid a million dollars for an extensive TV advertising campaign with a well-known network. They have agreed to run your ad twice a day for the next month during a show that closely relates to your product. Half way through the month, you tune in to see when your ad is being run only to find that your ad is no longer being run. You call the network to complain only to hear that their side of the agreement has been filled. They explain that instead of running your ad twice a day on their major network during the related show, they ran your ad twice on thirty of their affiliates on the first day of the month, hence fulfilling their end of the agreement. No business would stand for this, right? Wrong. Every month thousands of online advertisers are forced to deal with this situation. Many businesses turned to PPC because it provided the unique opportunity to control the amount you spend and who you market to. Imagine if that control was taken away. Unfortunately, that is what many PPC engines are doing. As the Overture site states, “Overture's affiliate partners number in the tens of thousands of Web sites”. Although this may sound impressive, what does this actually mean to advertisers? Can there really be “tens of thousands of Web sites” where your ads appear and produce relevant click-throughs?

### ***Pay-Per-Click Fraud***

Does anyone really know who's clicking who? How much are you willing to pay to have your top online competitor look at your site? PPC fraud occurs when an advertiser receives invalid clicks on their paid listings by individuals who have no intention of purchasing.

If one of your competitors were to visit your site just once a day, every day, for the keywords you are bidding on, you could end up paying hundreds of dollars for nothing. What's worse, with the large number of affiliates most PPC distributors have, they are making it even easier for click fraud to occur. By displaying your PPC ads on “tens of thousands” of sites, PPC distributors have created a network where tracking click-throughs is next to impossible.

If the goal of pay-per-click search engines is to bring lucrative, targeted traffic to your site, what are these PPC search engines doing to prevent abuse that needlessly drives up your costs and reduces your ROI? Unfortunately, as many companies have found, little or nothing. The horror stories of PPC fraud are almost as prevalent on the Web as the stories touting the great advances PPC companies have made in preventing PPC fraud (I'll let you speculate for yourself which articles the advertisers are writing and which ones PPC distributors are promoting).

Despite the ominous stories of uncontrolled click fraud and abuse, many companies do not consider the possibility of PPC fraud until it happens to them. Unfortunately, as many businesses can attest to, this can be a very costly oversight.

### ***Increased Competition***

As more and more online businesses turn to PPC marketing, the actuality of market saturation becomes a distinct and looming probability. With this increased competition, advertisers are being forced to spend more and more money to remain competitive on the PPC engines.

Now instead of competing with 2 or 3 companies and paying .30 or .40 cents for a competitive listing, advertisers are competing with 20 or 30 companies and paying 3.00 or 4.00 for a competitive listing. For many companies, this increased competition, increased cost and consequential diminishing returns have forced them to look to other advertising opportunities to remain competitive in the online market.

### ***Reducing Your ROI***

Pay-per-click fraud, pop-ups, increased competition, what does all this mean? As PPC engines scratch and claw, jockeying for position, something is lost. It's not integrity; for PPC engines, *that* went out of style faster than the Macarena. What has been lost is the once prevalent ROI for the advertisers.

### ***If Overture Jumped off a Bridge Would You?***

If there is one thing the flawed logic of my youth taught me, it is that you can never argue with, "If so-and-so jumped off a bridge would you?" This is the one parenting defense no kid can outwit, or overcome. It is perfect in its ability to show how following the crowd is not always the best thing to do. Unfortunately, this childhood lesson has been ignored in the world of PPC advertising.

When asked, “If Overture jumped off a bridge, would you?” Most PPC distributors said, “Yes!” with authority and conviction. Ah-Ha, Sprinks, FindWhat, Kandoodle and a host of other PPC distributors have thrown their hats into this race for PPC affiliate domination. In addition, other sites such as Business.com and CNet.com are also making a splash in the PPC marketing pool.

As PPC distributors continue to jockey for position and revenue, the PPC industry continues to barrel forward like a runaway train. No one is quite sure where it’s going, but when it gets there, there is going to be a big mess. What will the future of PPC hold? It all depends. As Overture states in their annual report issued February 28 2003, “We are completely dependent on online advertising and consumer search services. The failure of the Internet to continue to develop as a commercial and business medium would have a material adverse effect on our business, operating results and financial condition.”

If advertisers continue to allow distributors to dictate to them and take advantage of them, they will. At what point do the advertisers say enough is enough? How many advertisers need to fall victim to PPC fraud or find their advertisements littering the Internet as pop-ups and pop-unders before something is done?

### ***A Return to Natural SEO***

As PPC marketing continues to degenerate, many companies find themselves trapped on this runaway train that they cannot escape. Their profit margins are dwindling but they have no other online marketing program in place. Many companies are now finding the best solution to their online marketing woes resides in the implementation of natural search engine optimization (SEO). Through the implementation of natural SEO, many companies have been able reduce their astronomical PPC costs and increase their conversions.

Oneupweb, like a handful of other top-tier SEO firms, specializes in making sites appear prominently in the search engine results for targeted keywords. Properly optimized Web sites will increase your targeted site traffic and conversion rates; generate more leads and new customers; expand your market share and strengthen your brand. In addition, natural SEO will save companies thousands of dollars by increasing listings in the free search results, allowing a reduction of monthly spends on Google and Overture sponsored (PPC) advertising.

Oneupweb.com is a privately held company located in Suttons Bay, Michigan. Oneupweb provides top tier natural search engine optimization and marketing solutions for some of today's top companies including Unisys, Motorola, Equifax, Broyhill, Quaker, Verizon, Schwan's and Kimberly Clark among others. Since 1995, Oneupweb has developed groundbreaking methods to maximize client visibility and traffic acquisition from the top search engines.

To talk with a Oneupweb search engine marketing specialist or request a proposal, please visit our web site at [Oneupweb.com](http://Oneupweb.com) or call toll-free 877-568-7477

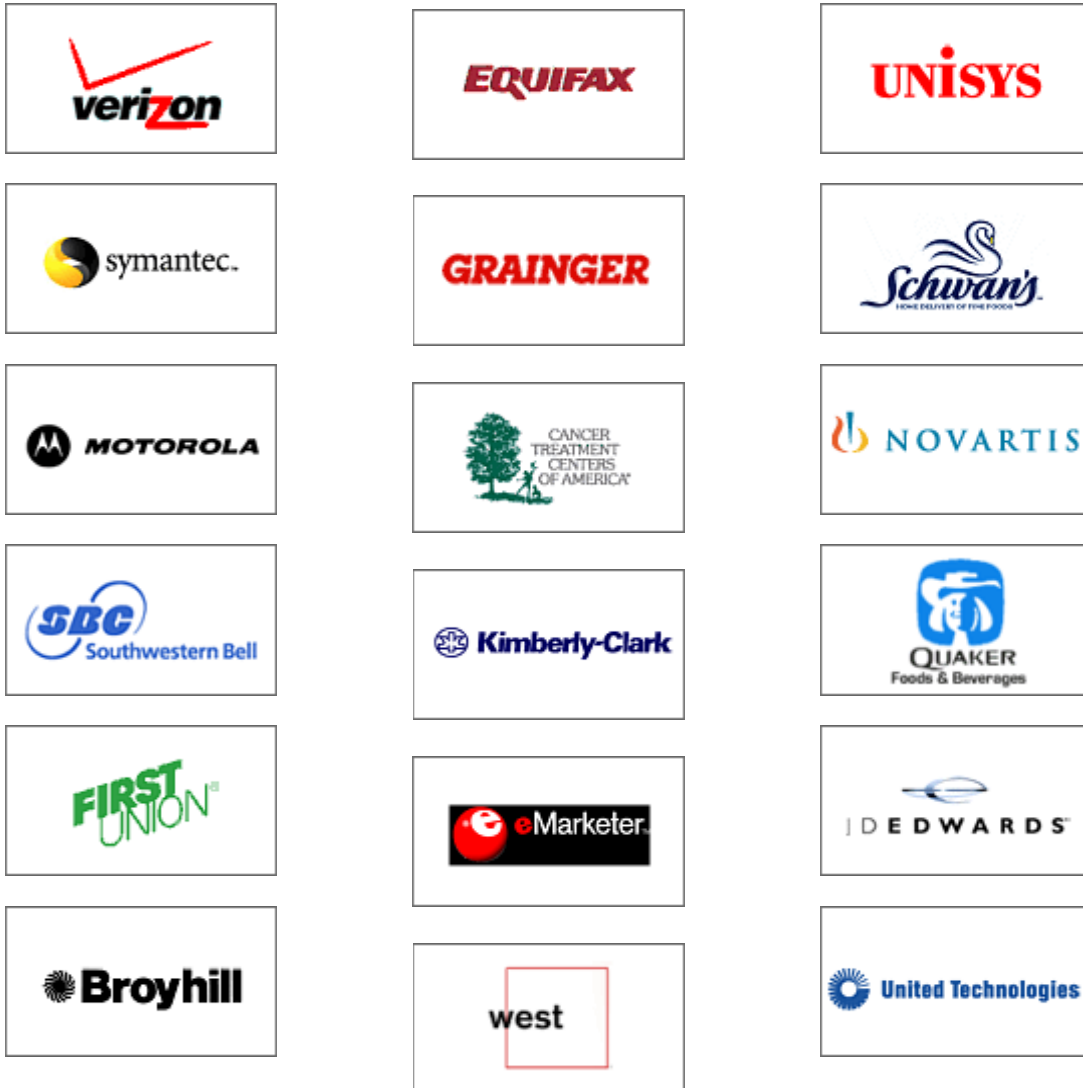
## About Oneupweb

Based in Suttons Bay, Michigan on the shores of Lake Michigan, Oneupweb has become one of the leading search engine optimization firms worldwide. Founded in 1995 by company President Lisa Wehr, the Oneupweb team of technical and marketing professionals have built the company on very simple principles; be humble, be honest and be professional. This has become our company motto. In February 2003, Oneupweb was voted "Best Search Engine Marketing Firm" in the world by Clickz/JupiterMedia's readership of marketing professionals.

As leaders in the Search Engine Marketing industry, we use our wealth of experience to help you create an online advantage over your competitors. Our proven strategies help maximize brand awareness, increase customer loyalty and generate higher profit margins. When compared to traditional media, new customer acquisition and improved customer retention costs less with the help of Oneupweb

In an industry full of hype and one-size-fits-all solutions, the Oneupweb professional team will seek to understand your business objectives. We'll continually monitor the position and traffic gains your Web site attains with the help of our sophisticated statistical monitoring system. As a dedicated part of your team, we will actively manage your presence, working diligently to fortify and refine your site visibility.

## Oneupweb Partial Client List



## Company Summary

Legal Name: So Do It, LLC / D.B.A. Oneupweb

Address: 7322 E Duck Lake Rd  
Lake Leelanau, MI 49653

Contact: Phone: 231.256.9811  
Fax: 231.256.9877

Purpose: Oneupweb is recognized as an industry leader in search engine optimization and marketing. We specialize in helping companies increase their online visibility resulting in customer loyalty, brand awareness and increased revenues.

Staff: Comprised of a growing staff of full-time team members who are expertly trained in our proprietary techniques and highly specialized in his/her field.

Status: So Do It, LLC / Oneupweb is a privately held company with its roots founded in 1996 by company President, Lisa Wehr.

Clients: Oneupweb has helped more than 1000 companies achieve greater search engine visibility since 1995 including: Quaker, First Union National Bank, Equifax, Symantec, Kimberly-Clark, Unisys., Schwan's, W.W. Grainger, Motorola, Novartis Pharmaceuticals, Sandia National Laboratories, Priceline.com, Universal Motown Recording Group, United Technologies and Southwestern Bell Corp.

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