

SEARCH MARKETING

IN A NUTSHELL

METHOD

No discipline in digital marketing has evolved over the years quite as dramatically as search marketing. Today, search engines like Google consider hundreds of factors in deciding which web page to display for a search. In the current search marketing landscape, the best web pages usually win.

Much like bloodhounds on a hunt, people often search the web until they find what they are looking for. To compete for search traffic, a marketer simply needs to create a web page or asset that satisfies the searcher's query. That web page or asset could be anything from a blog post or podcast to a product demonstration video or map to a brick and mortar store.

A sound search marketing program will anticipate the intent of potential and existing customers and build optimized assets on the web that satisfy that intent. For example, a Software as a Service company like Quickbooks might anticipate that its potential customers often go to the web with the *intent* of finding out how Quickbooks compares to a competitor like Freshbooks. As a result, the marketing team at Quickbooks should build an optimized web page that can be easily found if a potential customer searches Google with a query like 'quickbooks vs freshbooks'.



quickbooks vs freshbooks

When determining the intent that will be targeted and the asset that will be created to satisfy that intent, it must also be determined on what channel that asset will "live."

Search marketing today isn't limited to big search engines like Google and Bing. Social media sites such as Facebook and Pinterest also have search capabilities. Also, Amazon, iTunes, TripAdvisor, and thousands of other sites provide search to their users. Depending on your business, it can be more valuable to understand how search operates on channels like YouTube or Amazon than on Google or Bing. Taking time to learn how each of these search engines structures their ranking algorithm is critical to success in today's search marketing landscape.

RELEVANT ROLES

Search marketing should be studied by members of the following departments:



CONTENT & EDITORIAL

Team members that are producing text, image, audio or video content should be trained in optimizing those assets to be found and understood by humans and search engines.



IT/TECH/WEB DEVELOPMENT

Those that are creating web pages, site design and redesign and managing server configurations should understand the technical side of search marketing.



PUBLIC RELATIONS

PR professionals often create and facilitate the creation of content about personal and company brands. As a result, PR professionals should understand how their role can positively affect traffic from search marketing.

IMPORTANT METRICS

Traffic by Channel - It's important to measure where your traffic is coming from including traffic from organic search channels.	Keyword Ranking - How does your website rank for keywords that drive traffic and ultimately conversions.	# of Backlinks - The number and quality of other pages on the Internet that are pointing traffic to your website is an important search marketing factor.	Conversions from Search - The percentage of visits from search that take the action you want them to take on a web page.
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IMPORTANT LINGO

Technical SEO - Optimizing the structure and code of a website so that search engines can find, understand and send traffic to that website.	Feedback Loop - The relevant goals of your ideal customer that lead to queries on the web. The intent of a hungry New Yorker might be typed into Google as, <i>'thai food near central park.'</i>	Asset - Content produced to satisfy the intent of a customer or prospect including blog posts, product pages, social media profiles, podcasts, videos and more.	Conversions from Search - The percentage of visits from search that take the action you want them to take on a web page.
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www.emediatech.com

info@eMediaTech.com

866.295.0854