



The Quick Guide to Search Engine Advertising

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CHAPTER 1 - INTRODUCTION

What will I learn from this guide?

This short guide has two simple goals:

1) Introduce the two types of website listings displayed after conducting a search on Yahoo, Google, MSN, or other search engine. Namely:

- Natural Listings

Natural listings are based on merit. That is, the quality of material your website presents. The search engine will try to place the best websites at the top of the each respective search results listing based on each website's content.

- Artificial Listings (Pay-Per-Click or PPC)

Artificial listings are purchased on a pay-per-click basis through online services such as Overture (owned by Yahoo) and AdWords (owned by Google).



2) Detail several reasons why pay-per-click offers a better return-on-investment than natural placement:

Flexibility

People who search the Internet are using a wide variety of search keywords and phrases relating to your product or service. PPC lets you author a unique advertisement for each.

SAMPLE PPC AD

Quality Used **Golf Balls** by Brand/Model From \$9.99/dozen by model in stock: Titleist, Pro V1 and V1x, Top-Flite, Strata, Callaway, Dunlop, Maxfli, Nike, Pinnacle, Precept, Slazenger, Srixon, Taylormade, Wilson.
www.lostgolfballs.com

Control

PPC lets you control, on-the-fly, exactly where, and how frequently, each targeted advertisement appears. You can view reports detailing your return-on-investment at any time.

Low Starting Cost

PPC doesn't require you to optimize or submit your website (which can be a large cost savings).

Responsive

Your ads can appear within days of your site going live.

Coverage

The two PPC players, Overture (owned by Yahoo), and AdWords (owned by Google) insure your ads are displayed in 85%-90% of all search engines.

Regional

You can focus your PPC advertisements for a specific region. You don't have to pay the high cost of national advertising if you sell only locally.

Cost

Pay-per-click ads typically cost less than a direct mail postcard on a cost-per-lead basis.

What won't I learn from this guide?

This guide does not detail, for example:

- How to achieve a high natural search engine ranking
- How to select the best target keywords or phrases
- Pay-per-click advertisement design or bidding strategies
- The various pay-per-click and site submission services offered by Overture.
- Why you should use Stone Rose Design's search engine related services. This is an informational guide only, not an advertisement.

I would be happy to discuss your particular situation over the phone. Feel free to contact us by

phone, email, or fax for a free consultation.

Thank you,

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CHAPTER 2 - A few search engine facts

It's a very rare exception to find an Internet user who has not tried, for one reason or another, tried various search engines such as Yahoo, Google, or MSN. In fact it's so rare that the number of daily searches performed on the most popular search engines is staggering.

How Many Searches?

(Feb. 2003...several search engines did not provide info, such as AOL)

Google	250 million
Overture	167 million (Includes Yahoo and MSN)
LookSmart	45 million
FindWhat	33 million
Ask Jeeves	20 million

...Over 515 Million Per Day!

What are these people searching for?

One of the reasons for this large number of searches is simply that folks usually don't get it right the first time. Even veteran Internet users typically need more than one search attempt, trying a similar or more specific phrase, to find what they want.

For a simple example consider the person who wants to purchase a Philadelphia Eagles team hat. Here's one possible diary of the successive searches that person might pursue.

- 1) Search for "Eagles"...and find sites for the music group, endangered birds, and perhaps hundreds of teams with "eagle" in the name.
- 2) Search again, this time for "Philadelphia Eagles"...resulting in a wide variety of sites...links to news articles, the team's own website, the NFL's website perhaps, and maybe even articles about eagles in the philadelphia zoo.
- 3) Search again for "Philadelphia Eagles hats"...resulting in hundreds of online stores selling both NFL team hats and nature oriented hats.

In other words, most searches attempted are not unique but variations on a theme. As we'll detail later, pay-per-click ads let you write advertisements that focus on each one of the search term variations that people try en-route to their end result.

How many search engines are there?

Technically speaking, a search engine is any website that allows you to conduct a search for webpages or other online information. (There's actually much more than webpages out there.)

That said there are probably over one million search engines available on the net. Most you've never heard of, and probably few have used).

How Many Search Engines?

(Here's 50 you probably have never heard of offered by a nondescript search engine submission service.)

- | | | |
|-----------------------|------------------------|---------------------------|
| 1. 1001 Searches | 18. AllDeal | 35. Dazzo |
| 2. 2look4it | 19. AA Search | 36. Debriefing |
| 3. 2trom.com | 20. ArachnoSearch | 37. deja.com |
| 4. 37.com | 21. AskJones | 38. Densitron |
| 5. 3Apes.com | 22. AT&T WorldNet | 39. Dictionary.com |
| 6. 4TopWeb.com | 23. BeGuide.com | 40. Dog.Com |
| 7. Abacho.com | 24. BetterBrain | 41. DogPile |
| 8. Abacus Search | 25. BitPile | 42. DynamicDirectory |
| 9. Absica.com | 26. Bomis.com | 43. Elavation Online |
| 10. Accessible Online | 27. BuyersIndex | 44. EuroSeek |
| 11. ActionSearch | 28. ByteSearch | 45. Excite (Japan) |
| 12. AdmCity | 29. Chubba | 46. ExpertsAvenue |
| 13. Aeiwi | 30. crg.net | 47. Fansites.com |
| 14. Airplanes.com | 31. CuteDoggy.com | 48. Find Help With |
| 15. Algebra.help | 32. CyberBritain.co.uk | 49. FindLink |
| 16. All Sites Now | 33. DarkStation | 50. FindMissingPeople.com |
| 17. All The Web | 34. Data Hit | |

What are the top search engines?

Despite the large number of search engines out there (and seemingly as many email offers to submit your website to all of them for \$19.95) Yahoo and Google continue to account for over 70% of search engine searches:

What are the Top Search Engines?

(Jan. 2003)

Google	38.40%	} 70.2%
Yahoo	31.80%	
MSN	11.25%	
AOL	5.20%	
Ask Jeeves	2.10%	
Overture	2.00%	
InfoSpace	1.75%	
Netscape	1.65%	
AltaVista	1.50%	
Lycos	1.25%	
EarthLink.com	1.20%	
LookSmart	1.20%	

Which search results listings get clicked the most?

If you're in the market for golf balls you're in luck...Yahoo lists over one and one quarter million websites for "golf balls" which are displayed twenty on a page.

YAHOO LISTS OVER ONE MILLION "GOLF BALLS" WEB PAGES



According to several “web watch” groups, the chances of any ad being clicked on the second search results page is one-tenth of those on the first page. The third page is one-tenth of that, etc, etc.

This is why it's very important to understand that the cost to achieve a high natural placement can be far more than a pay-per-click advertisement on the first page of search results.

CHAPTER 3 - Natural Search Engine Placement

Each search engine has its own proprietary set of criteria for evaluating and ranking webpages. **If the search engine offers a paid advertising program, such as Yahoo and Google, this criteria is regularly changed to thwart third-party businesses from being able to manipulate site rankings.**

But regardless of the methods used, each search engine's goal is to determine two things:

- 1) How well does the webpage detail what it's about?
- 2) Do others think it's a good page? (That is, how many other sites that link to that page. This is called “link popularity”.)

Search engines rank pages by evaluating both the information presented to the site visitor as well as the behind-the-scenes HTML programming used to control the display the text and graphics that the visitor sees. This process is call “natural placement” because it relies solely on the webpage's content.

YAHOO! SEARCH [golf] Search

SPONSOR RESULTS

- Free VW Golf Quotes Fill out our free online form and save thousands. No sales pressure. Your low cost quotes. It's fast and easy. www.newcar.com

THESE ARE PAY-PER-CLICK ADS

Golf Sports Page - Tours - Groups - Shop for Gear
Yahoo! Shortcut - About

1. **golf.com**
providing tournament information, golf news, travel information, and more.
Category: Golf > News and Media
www.golf.com

10. **ESPN Golf**
tournament coverage, statistics, player profiles, and recent news.
Category: Golf > News and Media
sports.espn.go.com/golf/index - 82k - Cached - More from this site

THESE ARE NATURAL LISTINGS

SPONSOR RESULTS

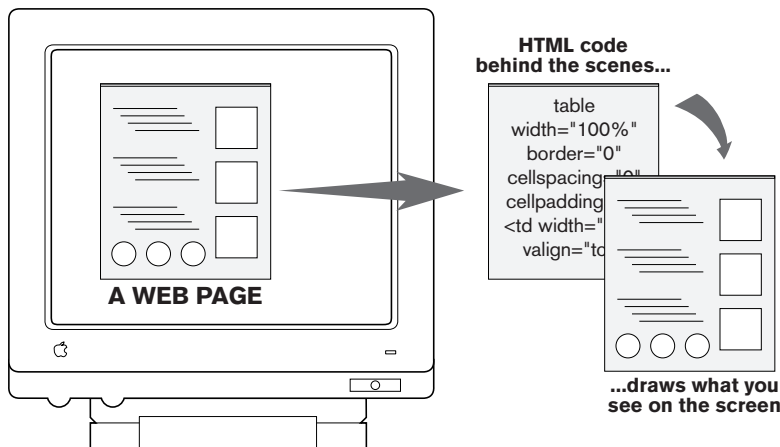
- Your Golf Tournament at a Country Club Planning a Golf Tournament? We will plan your golf event from the point of contact until the end. Search from over 120 private clubs nationwide. www.aprivateevent.com
- BMW Golf Sheer Golfing Pleasure Find all the information about the BMW Golf Cup International. Visit... www.bmw-sports.com
- Cutting Edge Mental Training for Golfers Play relaxed, self-confident and in the "zone" every time. Our CD program teaches you the mental game of golf via hypnotic conditioning. Used by thousands of golfers world-wide. Guaranteed. www.hypnosis4golf.com

PPC as well..

SPONSOR RESULTS

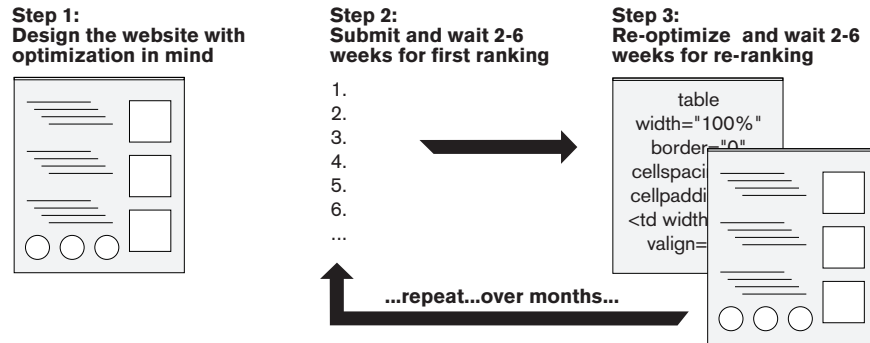
- Your Golf Tournament at a Country Club Planning a Golf Tournament? We will plan your golf event from the point of contact until the end. Search from over 120 private clubs nationwide. www.aprivateevent.com
- BMW Golf Sheer Golfing Pleasure Find all the information about the BMW Golf Cup International. Visit... www.bmw-sports.com
- Cutting Edge Mental Training for Golfers Play relaxed, self-confident and in the "zone" every time. Our CD program teaches you the mental game of golf via hypnotic conditioning. Used by thousands of golfers world-wide. Guaranteed. www.hypnosis4golf.com
- Every Golf Training Aid Made On Sale D. W. Quail Golf - 4700 items. All golf training aids. In... www.dwquailgolf.com
- Golf Bag Shipping and Delivery Ship and deliver your golf bag and clubs door-to-door on your next... golfbagshipping.com

PPC too..



Achieving a high natural ranking is typically a recursive process taking numerous iterations of optimization and re-evaluation to achieve a high natural ranking. Depending on the number of target keywords and phrases this can become a costly process.

How Natural Placement Works...



How do search engines find your website?

There are two ways a search engine learns about your website.

• Automatic Submission

When you purchased your websites domain name....whatever-dot-com or dot-net, etc, it gets added to a list of all websites which, eventually, get evaluated by the major search engines. To speed up the process use manual submission.

• Manual Submission

Once your site is complete you can manually submit it to each search engine's "submit your site here" page or purchasing a service* that can perform that service for you.

* Be very wary of search engine submission services. The far majority over services you really don't need or can be performed far more affordably.

Get Listed on 700,000 Search Engines \$12
Have your site listed on over 700,000 **search engines** and directories all over the world. We also analyze your Web site for optimization and keywords before it's listed. All for only \$12.

Top Rank on Yahoo! or Google
\$39.95/Week
We guarantee we can quickly position your Web site in top 3 **rank** on the major **search...**

A few weeks, on average, after you submit your website, the search engine's special software visits your website and reads, or to be technically exact, "crawls" your website using "spidering software".

How does each search engine rank your website?

Most search engines use a very sophisticated scoring algorithm to evaluate what each webpage is trying to say and if it does it better or worse than other pages detailing the same topic. In Google's own words, "Create a useful, information-rich site and write pages that clearly and accurately describe your content."

And this applies to other search engines as well. They are all interested in providing the most relevant search results for any given search attempt. **This is not as good as it sounds because if each search engine uses a unique ranking method than trying to optimize your website for one search engine, say Yahoo, might actually compromise your ranking in another search engine, say Google.**

But regardless of the specific ranking algorithm, here's a quick overview of the website traits a search engine likes to see.

DEDICATED PAGES

Each webpage should focus on a single topic, keyword, or phrase. Webpages that attempt to present information about multiple subjects "dilute" the value of each and have a lower ranking than those that detail a single subject.

This is one of the reasons pay-per-click (PPC) advertising is so much more cost effective than natural placement. With natural placement the more you try to optimize the return for a particular keyword or phrase the more you'll compromise the ranking for other related terms (which in total may have much more advertising value than the most popular search term).

With PPC you can enjoy a top ranking, often at a low cost-per-click, for each and every keyword or phrase you'd like to target.

One of the ways a search spider figures this out is by reading your webpages is to read each one just as a visitor would...sentence by sentence. If it can easily figure out what product or service the page is detailing and that it does so in good-faith then it receives a good score for content.

If on the other hand the search engine determines there is some possibility that the webpage author is trying to unfairly earn a higher ranking by, for example, often repeating the target keyword– called "keyword spamming" – a penalty is assessed. How many times is too many? 25?...for sure...10?...probably...5?...maybe/maybe not because search engines aren't telling.

Which golf ball copy would search engines prefer?

Golf balls? You want golf balls? We got golf balls! White golf balls? Sure! Ladies golf balls? Yep? If you're a golfer you sure gotta have golf balls and when it comes to golf balls we're the #1 supplier of new and used golf balls!

...not likely

Titleist, Maxfli, Callaway, Wilson, Taylor Made, Nike and many more. Only Golf Balls features the widest variety of used golf balls online.

Our used golfballs are quality tested to ensure they meet our high grading standards. The golf balls are graded into two catagories Our main catagories are MINT and Grade "A". The MINT used golf balls are in mint condition, virtually indiguishable from new. The Grade "A" are in perfect condition apart from a slight blemish or mark. These used golf balls are ideal and are the BEST VALUE.

With Only Golf Balls, you always receive top quality used golf balls.

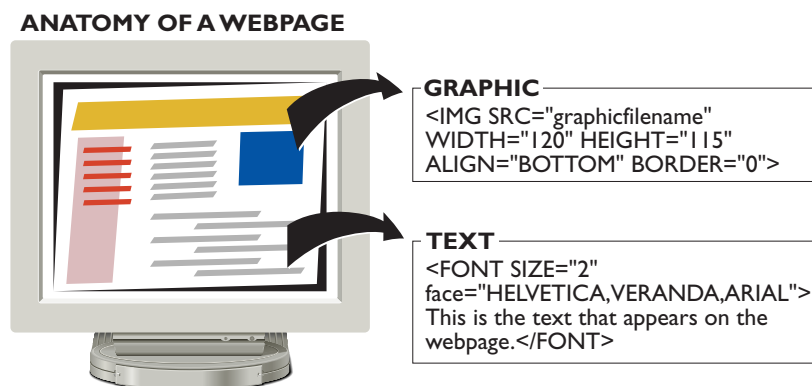
...very likely...it's from the top site for "golf balls"!

CLEAN HTML

Website design software (and web designers if they're good) use the webpage formatting language HTML (Hypertext Markup Language) to dictate a webpage's text and graphic elements. HTML works by using "tags", which really are just separators, which tell the web browser the details of each text or graphic element.

For example, if your webpage needed to display a string of text, like "Dimples help make a golf ball fly straight." the actual HTML code might look like this (HTML shown in bold):

****Dimples help make a golf ball fly straight.****



Many HTML tags also have provisions to insert comments about the respective webpage element and search engines evaluate those as well.

META TAGS

Meta tags contain website information not displayed to a visitor (except for the title meta tag which displays the webpage title).

Two of these meta tags provide search engine specific information, namely, a list of keywords and

a description of the page's contents. In other words the meta tags let you sleeve additional comments for the search engines to read.

There three most relevant search engine related meta tags detail the title, name, and description. Here's a very simple set of meta tags:

```
<title>Golf Balls. Buy Golf Balls Online</title>
```

```
<meta name="keywords" content="golf, balls, online, used, golfball">
```

```
<meta name="description" content="The Best Used Golf Balls Around. All brands. Best pricing.">
```



Meta-tags are not the most important contributor to a high ranking. In fact some search engines, at one time or another, practically ignore the meta tags there is so much rampant abuse in order to gain an unfair edge.

LINK POPULARITY

If you have a good webpage, and it's been on the web a while, it's likely others would link to it to share your great information. This is the theory behind "link popularity", a method many search engines use in the ranking process.

Google, for example, creates what is calls a "PageRank Index" based on this popularity, from 0 to 10, which rates each page's popularity. Any web browser with a Google search bar utility installed can display the PageRank Index. (<http://toolbar.google.com/>)

But here's the rub about "link popularity"...they have to be the right kind of "quality" links. Simply trading links with another site doesn't count, in fact it might count against you, as the act of trading is simply a strategy to unfairly increase rankings.

Search engines are very sensitive to this issue, in fact any issue, when it comes to trying to achieve a high ranking by mis-portraying your website.

CHAPTER 3 - Artificial Search Engine Placement (Pay-Per-Click, PPC)

Chapters 3 describes the natural method of designing and optimizing a webpage for maximum ranking the the recursive process necessary to earn and maintain a high ranking.

This chapter focuses on purchasing search engine advertising through service such as Overture and AdWords. Pay-Per-Click (PPC) advertising can be done concurrent to optimizing your

website for natural placement and offers a variety of cost, time, and quality advantages.

How does pay-per-click compare to natural placement?

	PPC	NATURAL
Quality	<p>Excellent</p> <p>Each advertisement can be customized for each keyword/phrase</p> <p>On-the-fly bidding system lets you control where each advertisement appears on search results page.</p>	<p>Poor</p> <p>Each search engine (or group of search engines) creates a single advertisement per webpage based on the page content and meta tags.</p> <p>That is, the advertisement displayed is representative of the webpage itself and not customized to the keyword.</p>
Scope	<p>Focused</p> <p>Ads placed through Overture are automatically placed in several top engines including Yahoo, MSN, Alta Vista, LookSmart, and InfoSpace.</p>	<p>Blurry</p> <p>Each search engine employs its own ranking criteria making it difficult to achieve a consistently high ranking across all top search engines.</p>
Setup Cost	<p>Fixed/Low</p> <p>\$100 to open an account. Provides comprehensive controls to set monthly budgets and manage expenditures.</p> <p>Advertisement ranking is based on a bidding system and start at 10 cents per click.</p> <p>PPC ad content and placement is independent of any optimization efforts.</p>	<p>Variable/High</p> <p>As search engines do not make available their specific ranking criteria available. As such the number of optimization cycles necessary to achieve an acceptable ranking, per each search engine, is unknown.</p>
Maintenance Cost	<p>Fixed/Low</p> <p>There are no maintenance fees and ads can be added, removed, or updated on-the-fly allowing for a high quality of control on targeted campaigns.</p>	<p>Variable/High</p> <p>Changes in webpage content will affect rankings. As there is no regular schedule for ranking updates.</p> <p>*Overture's SiteMatch service can help overcome this lag time as it offers 48 hr. updating.</p>
Speed	<p>Fast</p> <p>PPC ads are submitted for editorial review and appear in 24-48 hours. Once approved their ranking can be controlled on the fly allowing one to quickly surmise which ads, at which positions, offer the best value.</p>	<p>Slow</p> <p>On average Google updates its ranking index every 1-2 months.</p>
	PPC	NATURAL

Where do pay-per-click ads appear?

After you perform a website search the search results page lists the relevant websites. The pay-per-click advertisements are displayed in the sections typically labeled SPONSORED LINKS or SPONSORED RESULTS.

SAMPLE PPC AD

Quality **Used Golf Ball Leader Worldwide** From \$5.95/dozen first quality 200+ models in stock, all look and play like-new: Titleist Pro V1, V1x, Callaway, Nike, Top-Flite Strata, Maxfli, Pinnacle, Precept, Srixon, Wilson. www.lostgolfballs.com



How do I purchase pay-per-click ads?

There are two major players in the PPC world: Overture, owned by Yahoo, and AdWords, owned by Google. It would take a much larger guide than this just to explain all the differences between them, but for most small businesses that is probably moot at both are inexpensive enough to try for at least a three to six month trial period.



Owned By	Yahoo (purchased in 2003)	Google
Minimum CPC (cost per click)	\$0.10	\$0.10
Cost to Start	\$50	\$5
Monthly Min.	\$20	\$0 (zero)
Web Reach	40-50%	40-50%
Ad Cost Set By	Bidding...starting at \$0.10 per ad. You bid for a position and pay one cent more than the ad below yours. Cost is always known.	Mathematically derived based on consumer driven relevancy. Each AdWords price is a function of cost per click x ad relevancy (based on click through rate) and daily budget per ad.
Ads Appear	Yahoo, MSN Alta Vista, Look Smart, others.	Earthlink, America Online, Ask Jeeves, and others
Editorial Review	Reviews ads before approval	Google has automatic approval of all ads as long as they follow the guidelines.
Services	Four: Fast-Track; Premium service with a one-time \$199 fee Self-Serve; (described in this column) Local Match; for retail establishments, includes a generated webpage with map and hours of operation Site Match - Posts auto-generated ads in areas not typically assigned as pay-per-click with fixed price per click; updates every 48 hours.	Two: AdWords; (described in this column) AdSense: Allows any website to display relevant, unobtrusive Google ads on their content pages and earn money.
Smart (Broad) Matching	Yes (both Overture and AdWords) With broad match the search terms do not need to exactly match the keyword you are bidding on for your ad to show up.	
Online Management and Reporting Tools	Yes	Yes

When should you use pay-per-click?

The instant your website goes live.

As the monthly budget for a PPC campaign can be less than one or two hours of web design time it should be used concurrently with a natural optimization (Chapters 2 and 3) strategy to provide the maximum return on investment.

What about all the “tire-kickers” that click my ad who really don’t want what I’m selling?

If your ad is too generic you’ll get many clicks from folks who are visiting your site to find out more. Simply creating a very specific ad, especially in the ad title, greatly reduces the tire-kicker effect.



Looking for a sign from above?



About Stone Rose Design

Founded in 1989, Stone Rose Design creates compelling, attractive and affordable websites and marketing communications to accommodate any small business budget.

Randy M. Zeitman is the founder of Stone Rose Design and brings forward a diverse background as a graphic designer, small business consultant, marketing director, author, software trainer, programmer, magazine columnist, copywriter, and technical editor.

The credo of the Stone Rose Design is *We Give Small Business A Big Voice!* (sm)

Clients

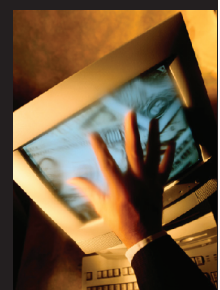
The bulk of Stone Rose Design's clients are Delaware Valley small businesses. In addition Stone Rose Design has authored works for national and international companies including Yahoo, Nike, America Online eBay, Home Depot, Staples, and Dell Computer.

Recent News

- November 2004; Staples selects Stone Rose Design to conduct a series of small business marketing and Internet-related seminars in select Philadelphia Staples stores.
- October 2004; Stone Rose Design completes it's 250th website design for Boenning & Scattergood, Inc., a Conshohocken, PA based investment banking institution.
- December 2003; The Food Network features a Stone Rose Design client, Rick's Steaks, on its popular Roker on the Road series. Mr. Roker detailed that Rick's was selected because "The website was just so much better than the rest. You really get that they care about the product and they took the time to explain the who, what, where, etc."
- July 2003; Stone Rose Design invents a method to provide online slide shows without special software or hardware requirements. Each slide can include an audio or video narration. We are in the process of completing a United States patent application.
- August 2002; Stone Rose Design invents LessLink - a free World Wide Web utility that allows a visitor to instantly translate a long or cryptic website address into a shorter, more descriptive, link. We are in the process of completing a United States patent application. Visit LessLink at <http://www.LessLink.com>.
- August 2002; Stone Rose Design creates a proprietary 27-step search engine optimization strategy which provides a 90+% certainly of first page ranking.

Design Philosophy

Stone Rose Design's core design philosophy is "less is more". Simple and elegant designs are more persuasive, easier on the eye, and cost less.



Online Success Just Out of Reach?

While we're very proud of our web and print work for international companies...



...most of our world-class, low-cost, services are enjoyed by small businesses.

Here's just a sampling of the clients responsible for our recent success.



STONE ROSE DESIGN...WE GIVE SMALL BUSINESS A BIG VOICE!