



<http://www.seoza.com/conference060831downloads.htm>

For my 250 page ebook **FREE** send me an email pondprof@gmail.com



or



Google is a Media company with thousands of low cost computers running very special OS. One application is SEARCH.

Google's profits depend totally upon relevant search results.

Interfere with Google relevancy and you're TOAST ...

Google does NOT search the web ... PAGES count not SITES

SEO: effectiveness declining

Unique content vitally important

SEM is on ascendency ... PPC

Track ... track ... track

Google is transforming the world of Advertising like NEVER before

1. How SE's work
2. How people use words in SE's
3. How SEO uses people
4. How SEO uses people's words
5. How SEO and SEM work together for Advertising Success
6. How Affiliate Schemes should work using SEO and SEM

NO FORMULAS

“Those of us who know SEO, are unconsciously competent. We don't know how to make a "bad" or unoptimized page. We've branded the basics so deep in our psyche that they come out automatically in every web page that we create.” Michael Campbell

<http://javelina.cet.middlebury.edu/lisa/out/tdm.htm>

Document Indexing Example

O'Neill Criticizes Europe on Grants

PITTSBURGH (AP)

Treasury Secretary Paul O'Neill expressed irritation Wednesday that European countries have refused to go along with a U.S. proposal to boost the amount of direct grants rich nations offer poor countries. The Bush administration is pushing a plan to increase the amount of direct grants the World Bank provides the poorest nations to 50 percent of assistance, reducing use of loans to these nations.

68 words, 450 characters

Remove Formatting First

o'neill criticizes europe on grants
treasury secretary paul o'neill expressed
irritation wednesday that european
countries have refused to go along with a
us proposal to boost the amount of direct
grants rich nations offer poor countries
the bush administration is pushing a plan
to increase the amount of direct grants the
world bank provides the poorest nations to
50 percent of assistance reducing use of
loans to these nations

68 words

Remove Stop & Common Words

o'neill criticizes europe on grants
treasury secretary paul o'neill expressed
irritation wednesday that european
countries have refused to go along with a
US proposal to boost the amount of direct
grants rich nations offer poor countries
the bush administration is pushing a plan
to increase the amount of direct grants the
world bank provides the poorest nations to
50 percent of assistance reducing use of
loans to these nations

Abbreviated Version

o'neill criticizes europe grants treasury
secretary paul o'neill expressed irritation
european countries refused US proposal
boost direct grants rich nations poor
countries bush administration pushing plan
increase amount direct grants world bank
poorest nations assistance loans nations

37 words, 280 characters

Apply Word Stemmer

```
information -> inform
presidency -> presid
presiding -> presid
happiness -> happi
happily -> happi
discouragement -> discourag
battles -> battl
```

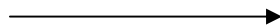
And here is our sample story as it appears to the stemmer:

```
o'neill criticizes europe grants treasury
secretary paul o'neill expressed irritation
european countries refused US proposal
boost direct grants rich nations poor
countries
bush administration pushing plan increase
amount direct grants world bank poorest
nations assistance loans nations
```

Flat List Of Words

```
administrat  
amount  
assist  
bank  
boost  
bush  
countri (2)  
direct  
europ  
express  
grant (2)  
increas  
irritat  
loan  
nation (3)  
o'neill  
paul  
plan  
poor (2)  
propos  
push  
refus  
rich  
secretar  
treasuri  
US  
world
```

68 words, 450 characters

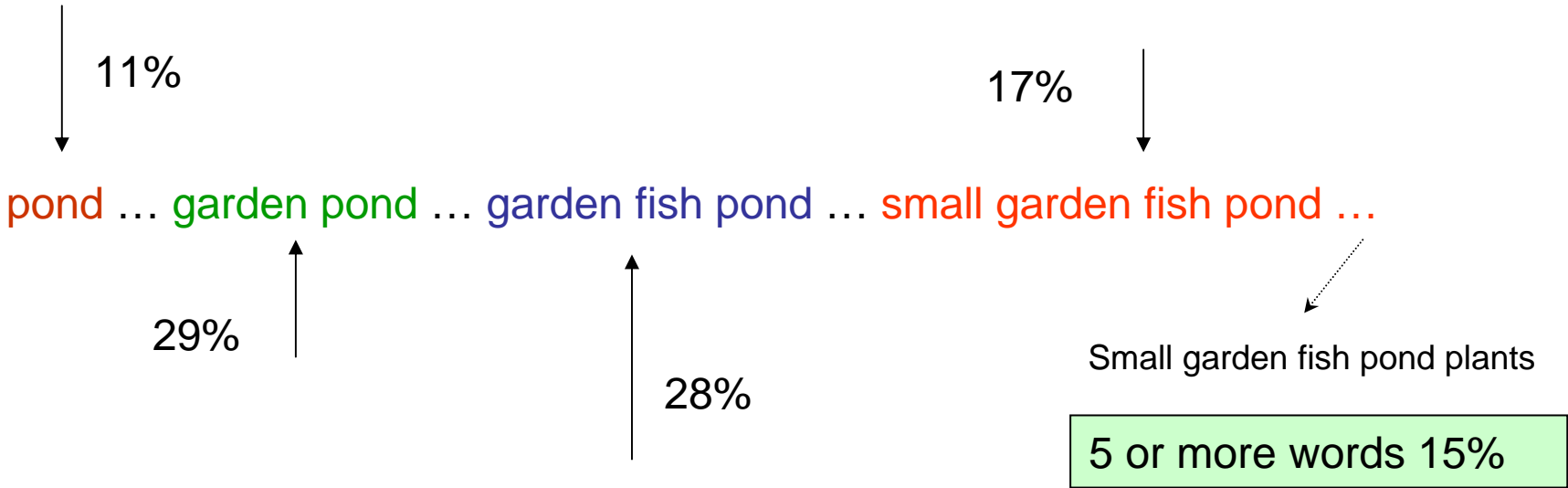


26 words 160 characters

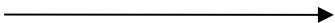
How PEOPLE use Search Engines ... WORDS

Start search for info ... Initial info ... refine info ... more info compare info ... check info ... decide next step

“11-29-28-17-15”



Obscure, far from buying



Knowledge of real need ... close to buying

Reference: OneStat.com July 2006 ...

How SEO uses people ...

PRIORITY No. 1: Give them what they want.

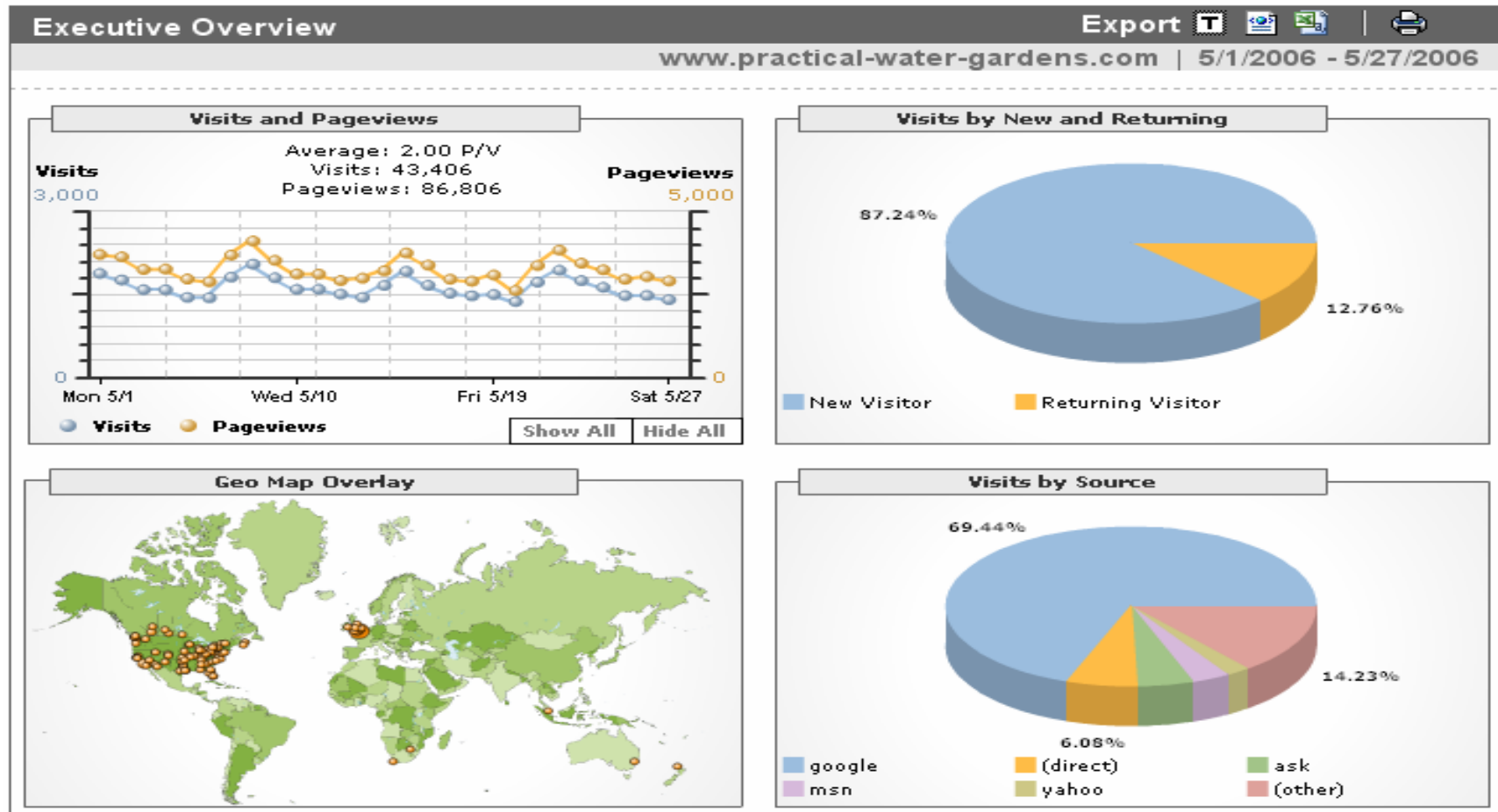
BUT **1st** DISCOVER what they want ...

KEYWORD (market) RESEARCH

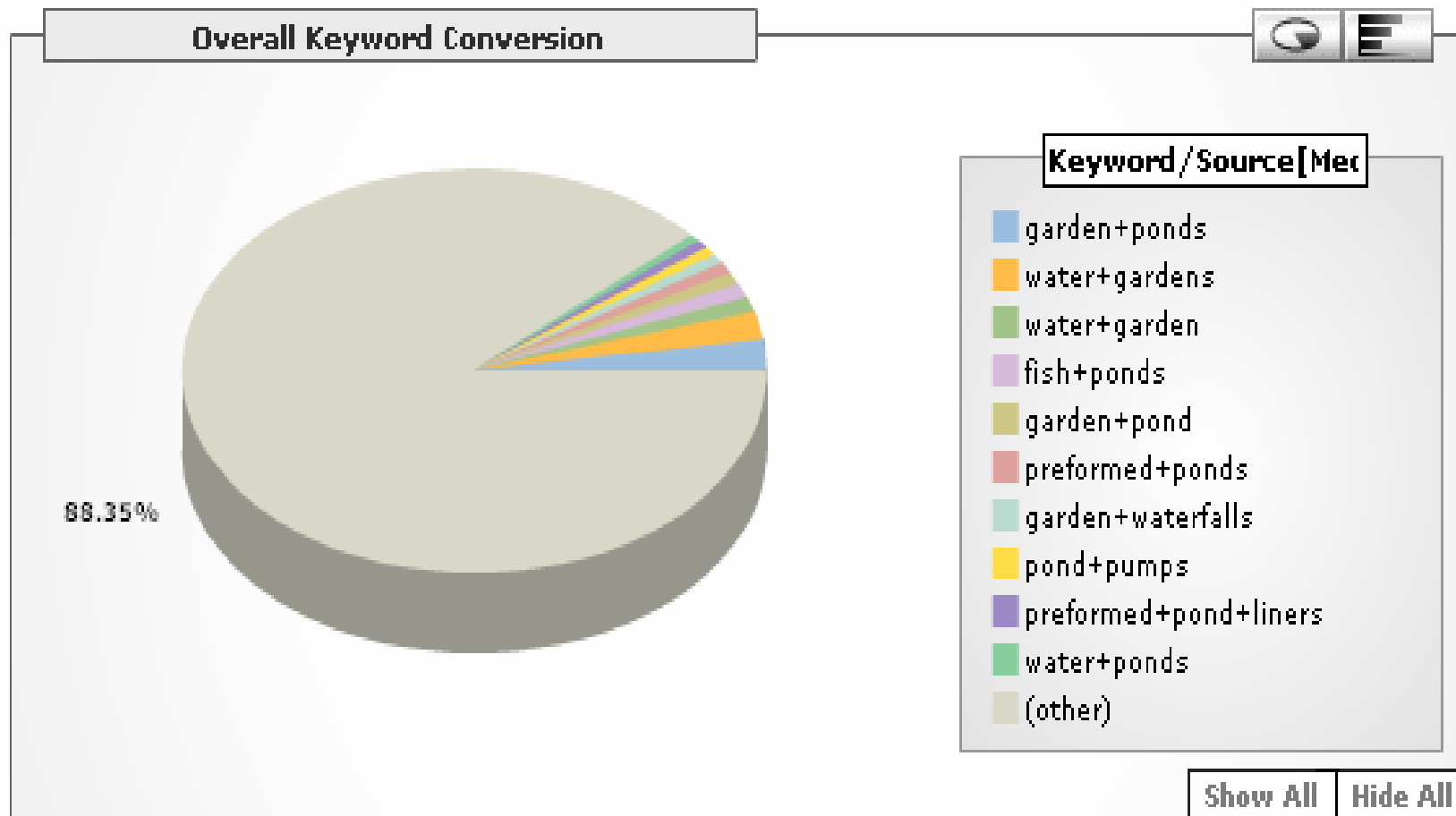
You WILL MAKE PROFITS

You Will BEAT THE COMPETITION

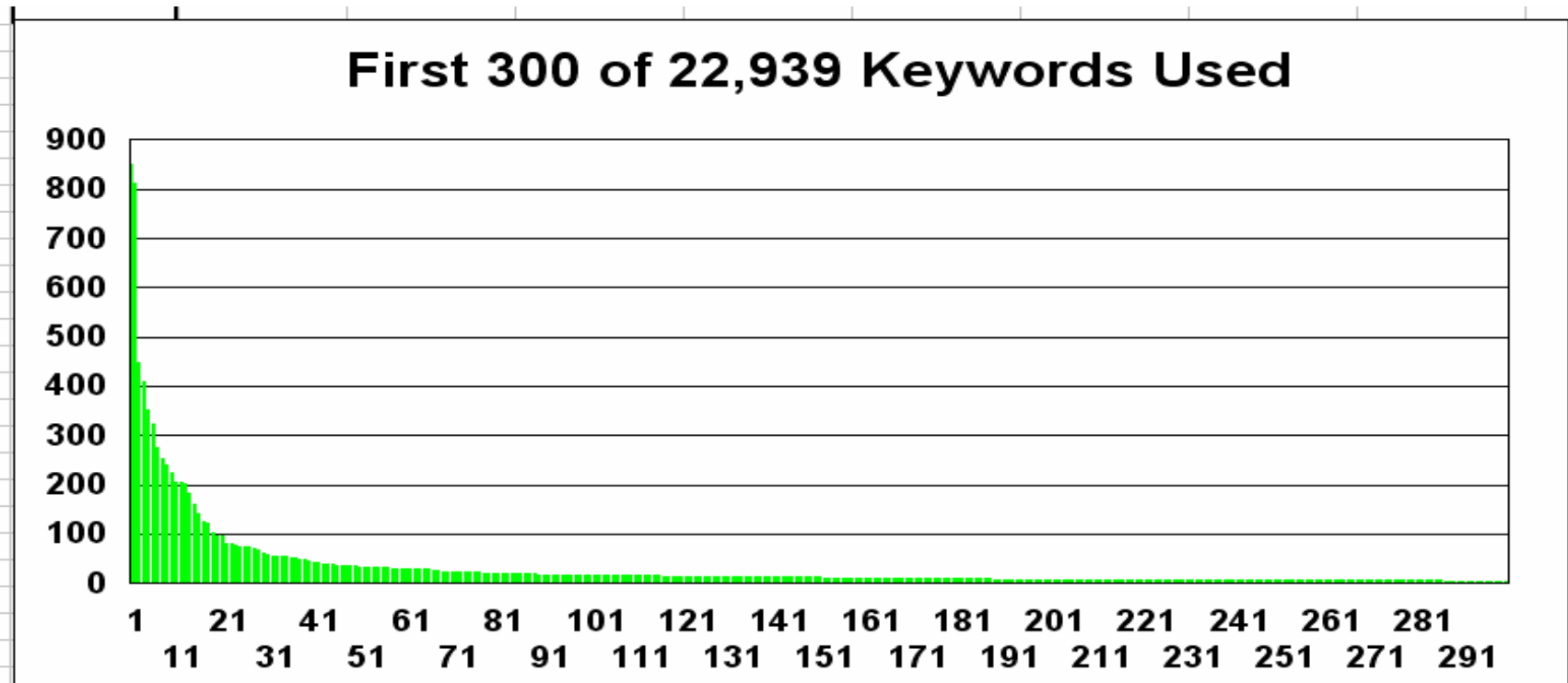
Where your profits come from ...



Source of Traffic May 2006 ... 22,939 Keywords



The Tail ... top 20 results only responsible for 14% of traffic



Plotting number of visits per keyword in May 06

First 3000 received 10,600 visits

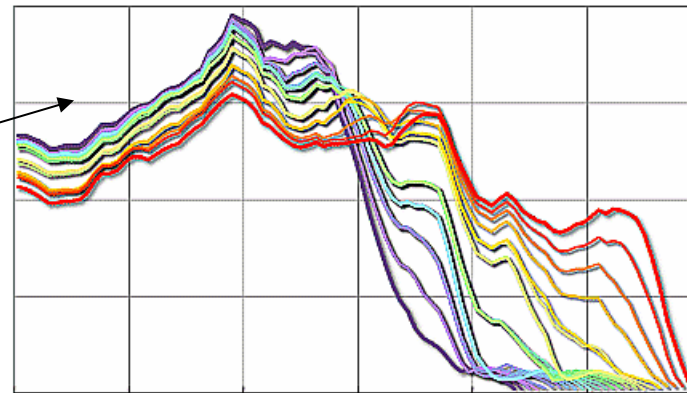
Total Visits were 35,000

Keyword Research Tools ... for prediction

DEMO??????

How SEO Uses Words ...

Start of SEO decline ... November 2004

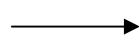


Fast feedback loops

GOOD OLD DAYS: SEO Success =

Key in Title x Key Meta Tags x Key Density x Lots pages x Testing

SANDBOX



REMOVES fast feedback loops

Bad Title

Most ecommerce sites



If you do NOTHING else.
Unique for each page

Good Title



About 1,000 get into short barrel

“small garden ponds” ... page

- In Title Tag ... **HIGHLY CRITICAL BECOMING LESS SO**
- In Anchor text of all Relevant links ... **CRITICAL & INCREASING**
- In well written & constructed page content ... **CRITICAL & INCREASING**
- In accessibility of document (eg Image Links, Flash, Java, Dynamic pages) ... **AVOID**
- In a themed sense (LSI) ... **BECOMING CRITICAL**
- In page content of site being used to send you a link (link relevance) ... **BECOMING CRITICAL**

Description Meta Tag ... **NO IMPORTANCE to SEO** but **CRITICAL to Success**

Meta keyword tags ... **NO IMPORTANCE TO Google** (is to Ananzi and others)

Glimpse of future success can be found on leading e-commerce websites like ... Cabelas

Informative, user-friendly website that allows customers to learn all the product or service details they would have traditionally learned from a salesperson. Don't expect tomorrow's customer to call you or come by your store "for more information."

They don't need to ...

Cabela's WORLD'S FOREMOST OUTFITTER.
HUNTING • FISHING • OUTDOOR GEAR

100% SATISFACTION GUARANTEED

View Cart | Checkout
My Account | Wish List

Online Store | Outdoor Info | Retail Stores | Customer Service | Cabela's CLUB Visa

1-800-237-4444 | Free Catalog | Trips-TAGS-Property | About Cabela's

Search: enter keyword [Go]

Catalog Quick Order: enter item # [Go]

For Example: CE-51-6068 or WBR-01-6203

Online Store

- Archery
- Automotive & ATV
- Boating
- Camping
- Electronics
- Fishing
- Fly Fishing
- Food & Food Prep
- Footwear
- Gifts & Hobbies
- Home & Pet
- Hunting
- Kids' Clothing
- Men's Casual Clothing
- Men's Hunting Clothing
- Optics
- Shooting & Reloading
- Women's Clothing
- Bargain Cave
- Gift Cards/Certificates

Outdoor Info

Retail Stores

Customer Service

Cabela's CLUB Visa

Trips-TAGS-Property

About Cabela's

NEWEST GEAR
LATEST INNOVATIONS
BEST SELLERS

FALL

- Hunting Clothing
- Hunting Footwear
- Archery Gear
- Hunting Accessories
- Optics

We've added new gear and made it even easier to find the biggest deals.

Bargain Cave

SAVE UP TO 60%

- See the Full Selection
- New this Week: Clothing/Footwear
- New this Week: Outdoor Gear

Sign Up for Our E-mail

SALES • NEWS • EVENTS • MORE
Sign Up Today!

Enter E-mail Address [Go]

▶ Men's Clothing
 ▶ Men's Footwear
 ▶ Fishing & Boating
 ▶ Camping Gear
 ▶ Archery Gear

summer SALE

▶ Women's Clothing
 ▶ Women's Footwear
 ▶ Watersports
 ▶ Optics
 ▶ Hunting Gear

RETAIL SHOWROOMS
MORE THAN JUST A STORE

Check out our great deals and special events at a retail showroom near you!

Choose a Location [Dropdown]

Don't Forget About...

- Gun Library**
fine sporting arms and collectors guns
- FREE Catalog**
pick up a free copy of our latest catalog
- Trophy Properties**
the finest recreational properties available
- Outdoor Adventures**
hunting and fishing trips of a lifetime
- Boat Shops**
new and used boats, service and accessories

Need Help?
click here for our customer service

Investor Relations | About Cabela's | Careers

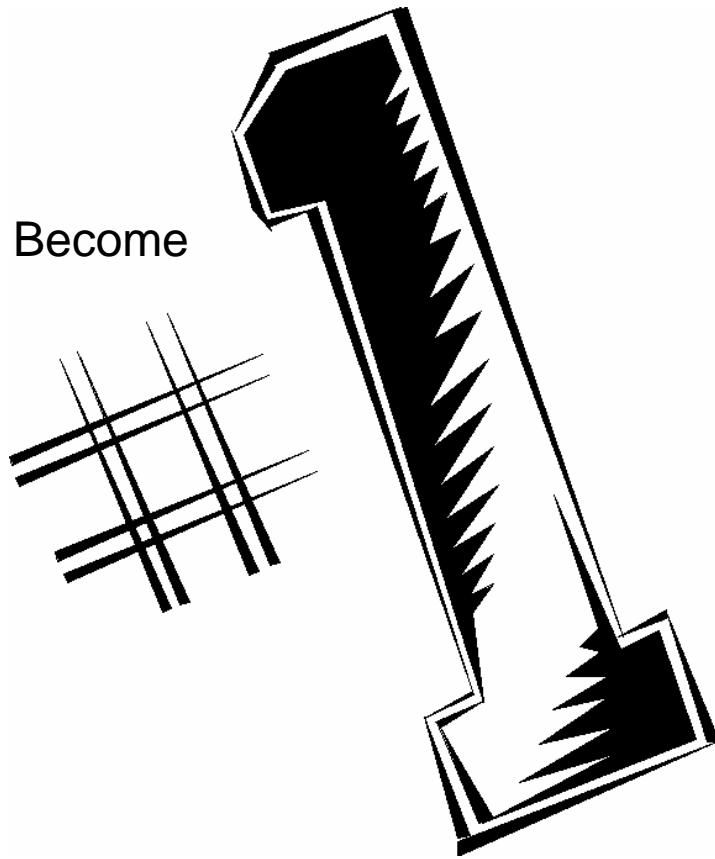


“For Some INSANE reason Advertisers want their Ads to look like Ads. Why?”

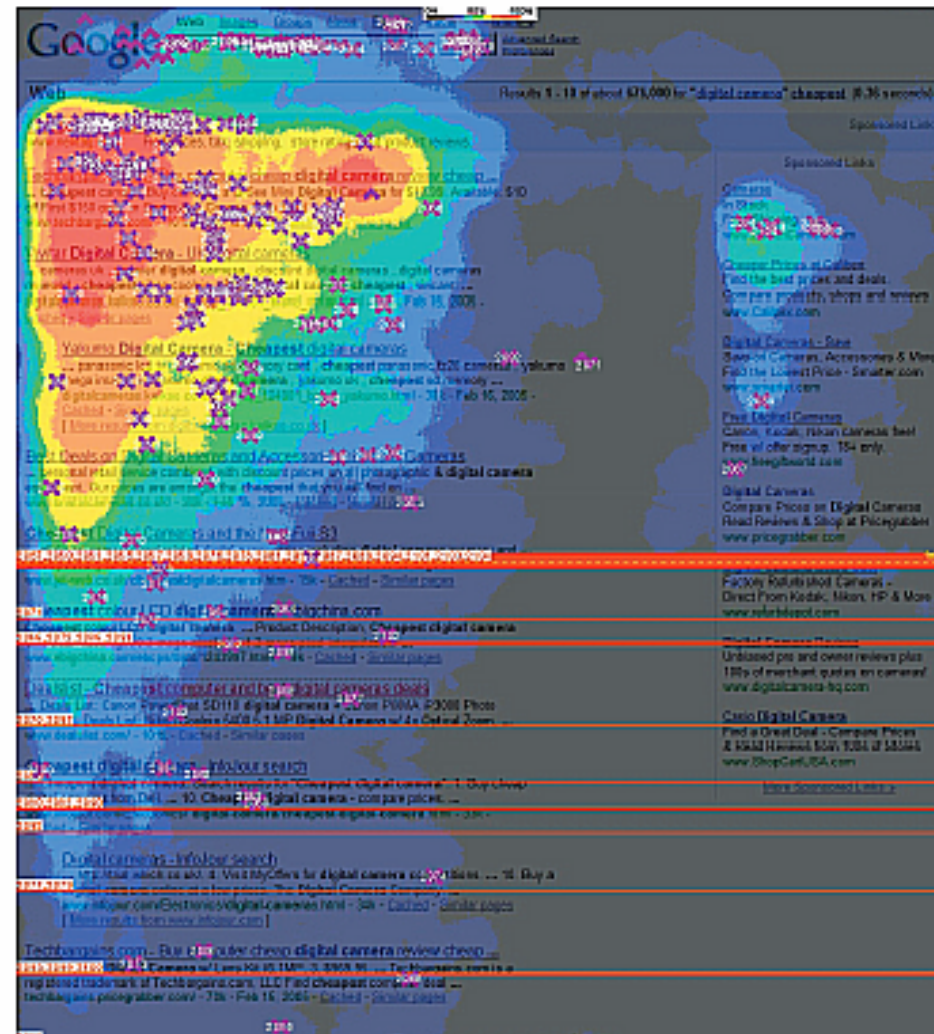
Roy H Williams, “Wizard of Ads”

In fact people are happy with relevant ads ... they hate ads that sound like ads and are intrusive.

Become



TODAY



Source: EyeTools, Inc

Google Adwords PPC



Earnings per 1000 impressions = Cost per click x clicks/impressions x 1000 **OR**

$$eCPM = CPC \times CTR\% \times 10$$

Google's sole objective is to **MAXIMISE eCPM**



Web Results 1 - 10 of about 1,030,000,000 for insurance [definition] (0.10 sec)

Sponsored Links

- [4 Insurance Quotes](#)
www.premiumsearch.co.za Instant **insurance** quote. No broker. Save on your **insurance** premiums
- [Dial Direct Car Insurance](#)
www.dialdirectonline.co.za Low Cost Car **Insurance** Online Reduce Your Car **Insurance** by 25%
- [Car Insurance Quotes](#)
www.insurance-sa.net Save 30% By Insuring Online Try Dial Direct **Insurance** Today !

Insurance Information Institute (III)
Attempts to improve public understanding of **insurance** -- what it does and how it works. The site is subdivided into sections for "Individuals" (consumer ...
www.iii.org/ - 44k - [Cached](#) - [Similar pages](#)

Insure.com Car Insurance Quotes, Term Life Insurance Quotes, Auto ...
Insure.com provides instant online car **insurance** quotes, term life **insurance** quotes, auto **insurance** quotes, health **insurance** quotes, home **insurance** quotes, ...
www.insure.com/ - [Similar pages](#)

Compare Auto Insurance Quotes from Top Auto Insurance Companies
America's #1 online **insurance** agency. Compare instant auto **insurance** quotes, car **insurance** quotes, life **insurance** quotes, home **insurance** quotes, ...
www.insurance.com/ - 42k - [Cached](#) - [Similar pages](#)

Allstate Insurance Company
Offers **insurance** for autos, homes, property, life, mortgage protection, and business. Site includes many useful calculators and tools, an agent locator, ...
www.allstate.com/ - 49k - 23 Aug 2006 - [Cached](#) - [Similar pages](#)

California Department of Insurance
Works to foster an **insurance** market that is fair, competitive and accessible to all Californians. Site designed to assist consumers, aid in the licensing of ...
www.insurance.ca.gov/ - 29k - [Cached](#) - [Similar pages](#)

Sponsored Links

- [Car Insurance SouthAfrica](#)
Dial Direct Low Cost Car **Insurance**
Get A Free Online Quote and 25% Off
www.insurance-guide.co.za
- [Life Insurance](#)
Get a online quote or call 0860 10 52 71 and save!
www.lifedirect.co.za
- [Insurance South Africa](#)
Save up to 25% on your **Insurance**
Get a Free **Insurance** Quote Today!
www.Dialdirect-Quote.co.za
- [Dial Direct Insurance](#)
Super low car **insurance** premiums
Get a fast quote online
www.sabest-dialdirect.co.za
- [Dial Direct Insurance](#)
Cut your **insurance** premium by up to 25%. Quick and easy today!
www.dialdirect.co.za
- [Car Insurance Dial Direct](#)
Dial Direct Low Cost Car **Insurance**
Get 25% Off Your Car **Insurance** Now
www.dial-direct-insurance.com

Sponsored Links



Full Color Magazine Ad
Cost for 1: R17,000. ROI unknown excl production costs. Cannot be stopped or changed

Kruger Park Accommodation
Hotel, Guesthouse, B&B **Kruger Park**
Search, find and book accommodation
www.RoomsForAfrica.com

Kruger National Park
Kruger National Park South Africa
Affordable safaris, expert advice.
www.wild-wings.co.za

South African Books
Wide range delivered in 24hr
24 Hour and Free Shipping option
www.kalahari.net

Free Kruger Park Guide
Kruger Accommodation Directory
Lodges Guesthouse B&B Self Catering
www.internetads.co.za/

Kruger National Park
Plan a vacation- Save time & money
Great hotel rates, reviews. Aff
www.tripadvisor.com

Kruger National Park
Book 3, 6, or 12 hour safaris
of **Kruger Park** on Viator.
www.viator.com

Isibindi Africa Lodges
Luxury safari lodges South Africa
Big 5 Safari, Beaches, Scuba
www.zulunet.co.za



FREE unless clicked
then about R0.50.
ROI known exactly

"Little Hinges Swing Very Big Doors" ...
Perry Marshall



R17,000 buys 34,000 direct
known measurable
responses.
No production costs
Can be stopped (changed)
within 1 minute

How to Prepare for SEM and PPC

Decide upon ROI wanted ... in this case 100%

ie If Profit = R100 and Cost = R50 then ROI = 100%

1. Use estimate of final sales conversion rate ... ie if 100 people click the ads and only 1 person buys this is 1%
2. To make R50 profit you could only afford to pay R0.50 per click ie
CPC max = R0.50 (100x R0.50 = R50)
3. If CTR goes to 2% you can afford R1.00 per click ... ie 2% of cost
4. Affordable CPC = maximum cost per sale x CTR

Lifetime Customer Value ... VERY IMPORTANT



I buy once



I buy 4 times



Adspend & ROI Single Purchase?

- Product margin [M] = R100 per product sale
- Required ROI = 25% (ie prepared to pay R80 in advertising to get a sale that makes a R20 profit)
- If Click Conversion Rate = 5%
- Maximum CPC for 25% ROI = R80 x Conversion
- In this case Conversion = 5%
- Maximum CPC affordable = R4.00 (80 x 5/100)

Challenge: Increase onsite conversion rates while simultaneously increasing impression volume and CTR (click through rate)



Value of a Lifetime Customer?
How much would you pay for a click to get such a customer?
Pay per Lead!!!



Lifetime Customer Value ...

- Product margin [M] = R100 per product sale and customer buys 4 times per year ie R400 in margin per year
- Required ROI = 25% (ie prepared to pay R320 in advertising to get annual sales that make R80 profit)
- If Click Conversion Rate = 5%
- Maximum CPC for 25% ROI = R320 x Conversion
- In this case Conversion = 5%
- Maximum CPC affordable = R16.00 (320 x 5/100)

Google PPC ... Adwords

- It's an auction
- Google Network
- Ranking ... price and quality count
- Text, Image, Video, Mobile, Local formats
- Country specific (even local specific)
- Language specific
- Maximum CPC
- Maximum adspend
- Dayparting (Ad scheduling)
- Keyword targeting
- Site targeting
- Keyword suggestions
- General, phrase and exact keywords
- Ad rotation
- Seasonal reviews
- ROI tracking

The challenge ... maximum targeted traffic conversion consistent with minimum spend to achieve required ROI at highest possible volume

The secret ... intense preparation, monitoring and modification

Go for JV's ... to compensate for SEO/SEM in-house work load. How to make your affiliate scheme really work ...

Find the best Internet Marketer SEO'er in your market niche ... Contact them with great first time offer. Enter JV agreement

Reward well and fairly ... they know all about incremental sales, margins and lifetime customer value so no room for bluff. Try the bluff and you will lose them.

For example ...

You pay "normal" affiliates 10% ... pay the Super Affiliate 30%. The Super Affiliates will make your program work for you at their cost.

Don't restrict use of Brand Names for your Super Affiliates





PPC and Arbitrage ... Google killed the Fun

Internet Marketing (SEO and SEM) does not need to be Mumbo Jumbo, & Gobbledygook.

Some RSA ONLINE truths AS I SEE it ...

Banner Ads are in most cases a waste of money for most ... because there is a better way. Text ads almost always work better than image ads

All ads should be ROI measurable but few are

Great website Analytics programs are free.

Internet Marketing is for the most senior managers not the IT department

Telkom are not to blame for all wrongs on RSA Web

Customers online care about themselves only. Top SA retailers are getting it badly wrong. Few people come to the web to buy

It's easy and cheap to create web pages that work

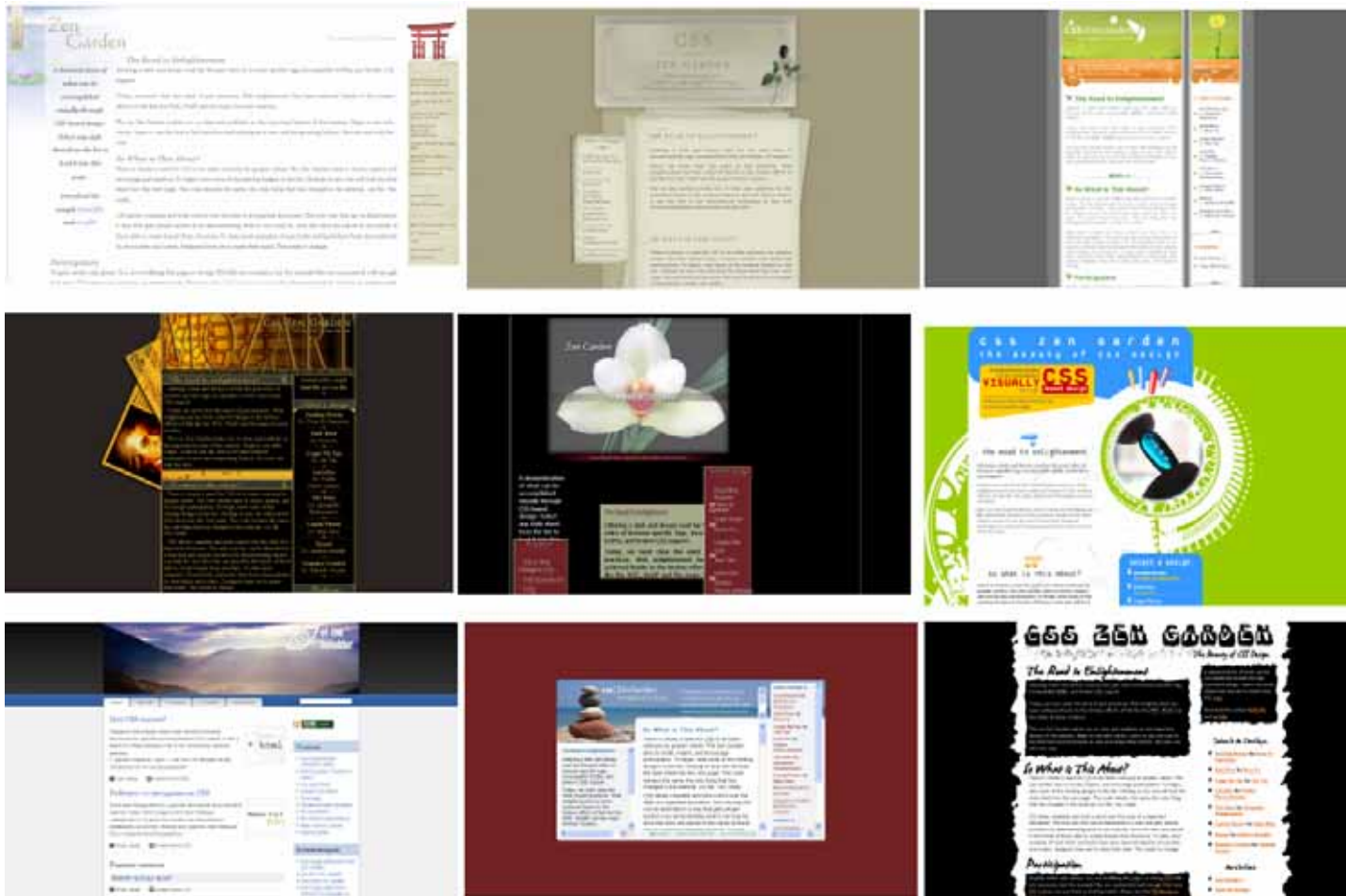
Excellent web hosting MAXIMUM costs \$72 per year (R43 pm). Domains cost \$9 per year.

If you're international do NOT use a .co.za

SEO success cannot be guaranteed by anybody ... and certainly NOT ME

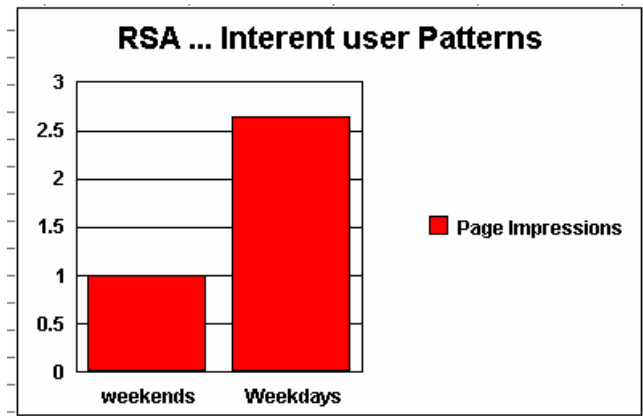
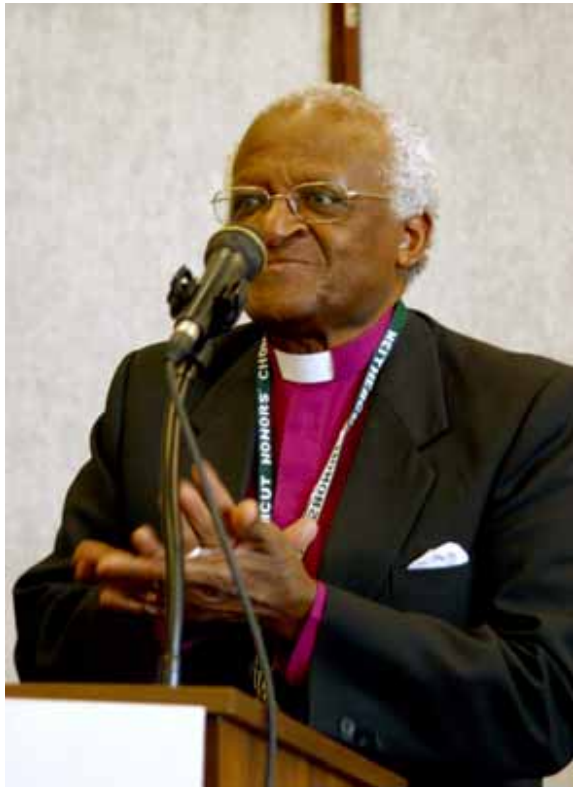
Bill Bernbach, the legendary ad writer said, "I've got a great gimmick ... Let's tell the truth." Telling the truth is powerful. Telling the truth is scary. Telling the truth will always cause complaints. Don't let it bother you. Small people complain. Let them stand in the dark of your shadow." ... Roy H. Williams III, *The Wizard of Ads* July 2006

Give Me Information & I Will Make It Look Good



Everybody will not be rushing to the web with credit cards ready. They never have and never will BUT ...

The TRUTH is ...



Analysis 40 RSA web sites

They will use **home and company** Internet resources to search for and compare suppliers for what **they want**.

87% of consumers research products online before buying them in person or in a store, according to BIGresearch's June Consumer Intentions and Actions Survey.

Weddings & Woolworths

The screenshot shows the Woolworths website interface. At the top, there is a navigation bar with the Woolworths logo, a phone number (0860 100 987), and links for Register, Login, YOUR DETAILS, SHOPPING BAG, CHECKOUT, Contact Us, and Help. Below this is a category menu with options like health & wellbeing, gifts, baby, for the home, working solutions, food & wine, clothing & accessories, financial services, cellular, and about us. The main content area features a banner with the text "something special" and three promotional boxes: "gift vouchers the gift of choice", "send flowers a nice surprise", and "beauty and skincare products". To the right, there is a "Product Search" section with an input field and a "Go" button. Below the search bar is a "Login to shop" section with fields for "Your e-mail address" and "Password", and a "Go" button. At the bottom right, there is a "Your Bag" section showing "Items : 0" and "Total : R 0.00". A red arrow points from the text below to the search bar.

Woolworths
CALL US 0860 100 987

Discover
> Gift Vouchers

Shop for Delivery
Johannesburg
> Check for your suburb
> Fast shop catalogue
> Returns

Shop from Menu
Beauty & Skincare >
Fragrance Gifts for Men >
Fragrance Gifts for Women >
Gift Vouchers

home > gifts

something special

gift vouchers
the gift of choice

send flowers
a nice surprise

beauty and skincare products

fragrance gifts for women

fragrance gifts for men

Product Search
 Go

Login to shop
① Your e-mail address

② Password

(Forgotten your password)
③ Go

Your Bag
Items : 0
Total : R 0.00
View Your Bag Details
Checkout

Health & Wellbeing | Gifts | Baby | For The Home | Working Solutions
Food & Wine | Clothing & Accessories | Financial services | Cellular | About us
Register | Login | Shopping Bag | Your Details | Your Lists | Checkout | Help | FAQ's
Contact Us | Our Policies | Terms & Conditions

Using Woolworths' product search for wedding = no results