



Building stronger digital teams

Get set for search

Seven simple steps for getting started in search

The Search Academy

If you're new to search engine marketing, then its breadth and scale might feel daunting. Get search right and it can transform your business, that's why it accounts for more than 40% of all online advertising in many countries. Devised by Danny Meadows-Klue to help companies new to search get it right, these simple steps get you heading in the right direction. Search engine advertising and search engine marketing will become major tools for your brand; it's time to get started.

Getting the needle found in the haystack

The Digital Search Marketing Academy



Getting set for search...

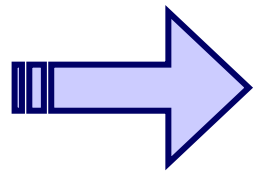
Seven simple steps
...for getting started in search

A training and development workshop
for marketers new to online

This academy covers

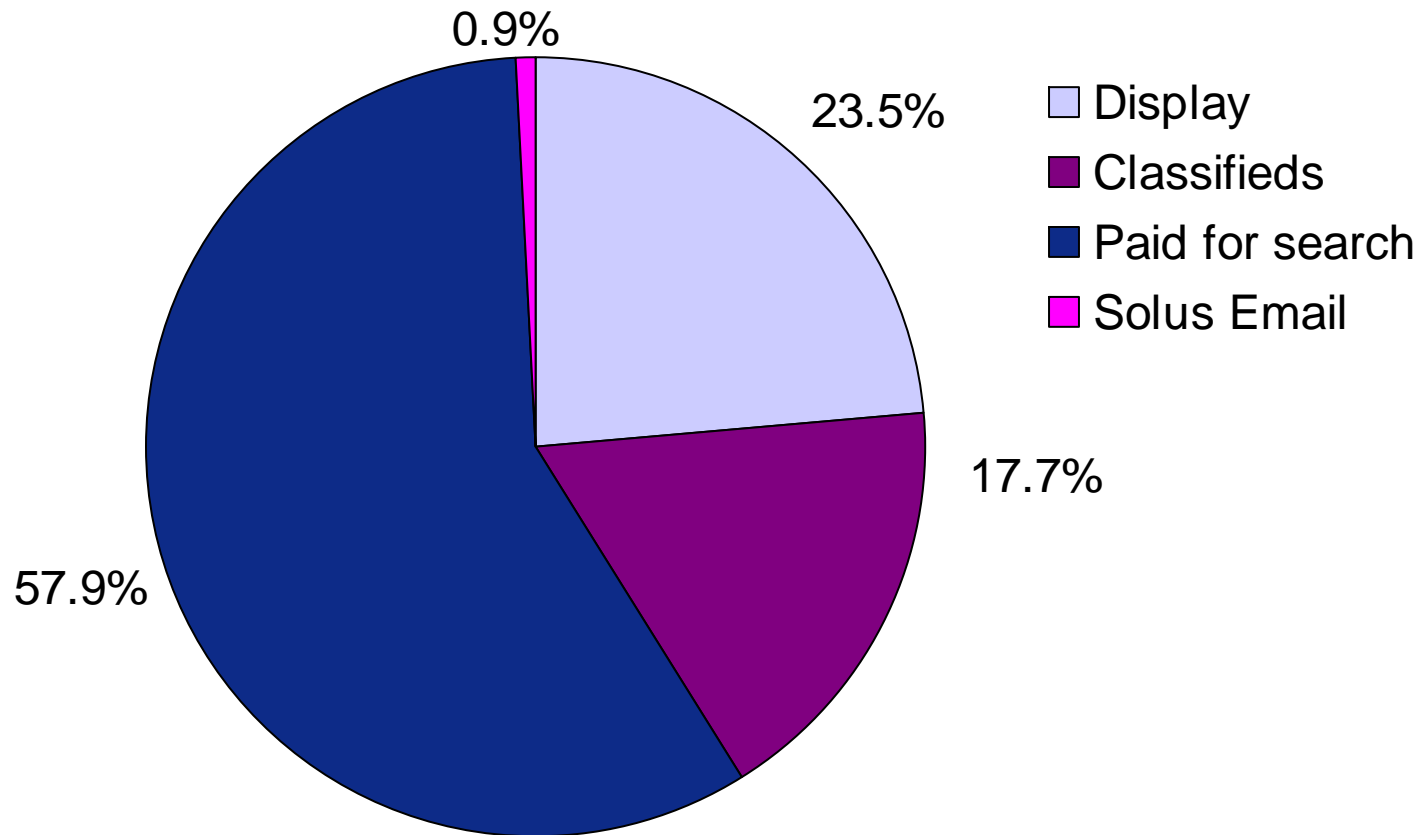
- The basics for search marketing
- How to approach it
- Why search is critical
- Simple search marketing tips

-
- It's the way most people navigate the whole web
 - It's key to unlocking value from investment in the rest of your web
 - It's a foundation building block of web marketing

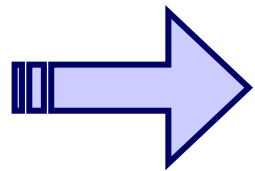


Online advertising: The big switchover

Search is over half all online advertising in some countries (UK)



IAB estimates for actual ad spend by format are based on samples of categorised revenue from key IAB members provided by PwC. Data excludes unclassified figures. Source: PricewaterhouseCoopers / Internet Advertising Bureau UK / WARC



The two sides to search engine marketing

The two sides to Search

Google Web Images Groups News more »
marketing online Search
Search: the web pages from the UK

We search using a key word or phrase

Results 1 - 10 of about 7,260,000 for **marketing online**. (0.42 seconds)

Web

News results for **marketing online** - View today's top stories
[Web.de expands online marketing partnerships to 18 countries](#) - Telecom Paper (subscription) - 19 Nov 2004

Brand Republic
... New 50,000 circulation. Easier to pick up, harder to put down **Marketing's online** news feed is now available on Brand Republic, Britain's biggest portal for ...
[www.brandrepublic.com/magazines/marketing/index.cfm](#) - 44k - 20 Nov 2004 - [Cached](#) - [Similar pages](#)

Internet marketing training UK >> E-marketing training UK >> ...
Marketing Online is a knowledge source about Internet **marketing** and e-**marketing** for **marketing** professionals and students. Internet ...
[www.marketing-online.co.uk/](#) - 18k - [Cached](#) - [Similar pages](#)

All the latest content from Marketing Week plus a searchable ...
... Cussons restructures in brand innovation push. PZ Cussons has restructured its business into two separate divisions, with independent **marketing** operations, in ...
[www.mad.co.uk/publication/mw/](#) - 20k - 20 Nov 2004 - [Cached](#) - [Similar pages](#)

Internet Marketing - Search Engine Promotion and Optimisation ...
MediaCo provides internet **marketing online** services, UK and worldwide. Services ... more. Delivering UK **marketing online** solutions since 1999. ...
[www.media.co.uk/](#) - 35k - 20 Nov 2004 - [Cached](#) - [Similar pages](#)

Internet Marketing - UK Marketing Online - MediaCo
MediaCo provides a range of internet **marketing online** services, UK and worldwide. ... MediaCo has been delivering UK **marketing online** solutions since 1999. ...
[www.media.co.uk/internet-marketing/](#) - 34k - 20 Nov 2004 - [Cached](#) - [Similar pages](#)
[\[More results from www.media.co.uk \]](#)

Butterworth Heinemann
... **Marketing** Knowledge is global provider of **online marketing** and management qualifications. ... Professional services from **MARKETING Online**. ...
[www.marketingonline.co.uk/](#) - 17k - 20 Nov 2004 - [Cached](#) - [Similar pages](#)

\$1 Billion In Sales Leads
This is how much we have generated for our clients through 24x7 PPC
[www.NaturalSearch.co.uk](#)

Proven Online Marketing
Innovative web **marketing** solutions seo, email and **online marketing**
[www.webpage-marketing.com](#)

Lead Generation
Need Qualified UK Leads? We Can Provide Them
[www.clicksplus.co.uk](#)

CIM emarketing award
Sign up now for a 2 day course in Central London 24-25 November
[www.profacademy.com](#)

Online Marketing
Request a free review of your **online marketing** activity
[www.webmarketingworkshop.co.uk](#)

Marketing Agency in Kent
Branding & Design, PR, Web Sites, SEO, **Online Marketing** & Exhibitions
[www.adamscreative.co.uk](#)

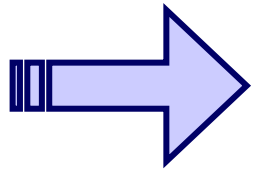
Need 'e-marketing' help?
We create bespoke **online marketing** packages - e-mail, viral & websites
[www.e-creation.co.uk](#)

Natural/Organic Search

Pay Per Click Advertising

Seven steps to starting search

The Digital Search Marketing Academy



Scale

Get your focus in the right place

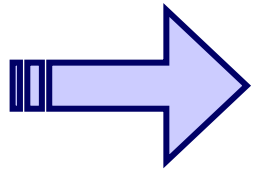
Scale

Get your focus in the right place

- **Consider your real marketing mix today**
- **Websites are the starting point in most customer journeys**
- **Search engines are the start of most web sessions**
- **Pay-per-click is over half all online adspend**
- **Search engine optimisation is vast**

Question

**Does your
marketing
mix reflect
the scale of
search?**



Sales

Get your business ready for sales

Sales

Get your business ready for sales

- **Think through how the website can build sales**
- **Set marcoms objectives for the site**
- **Funnel customers into action**
- **Focus on sales, lead qualification, lead generation**

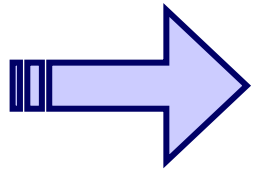
Sales

Get your site right; convert the leads

- **Learn about your conversions**
- **Understand what happens when customers visit**
- **Look for the simplest route to purchase or leads**
- **Link deep into the site**
- **Monitor those leads; follow them through the business**

Question

**Do you
analyse the
conversion
process?**



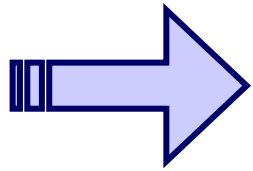
Support

Find the right partners for you

Support

Find your partners

- **Get help**
 - Friends?
 - Ad agencies?
 - Web agencies?
 - Search engines?
 - Search specialists?
- **Look for trust, expertise, independence, history, and a freshness in knowledge**



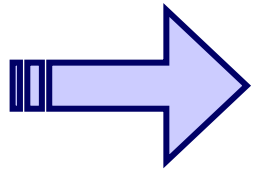
Seduce

***Select the right keyphrases that
will bring customers to you***

Seduce

Select the right keyphrases that will bring customers to you

- **Start understanding the language of search**
- **Question: how do your customers describe you?**
- **Shift your mindset; become your customer**
- **Explore the language**
- **Explore groups of terms**
- **Start harnessing them on your site and in your advertising**



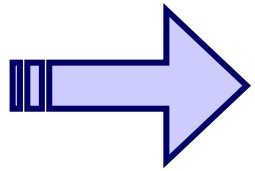
Start

Get your feet wet, start the test

Start

Get your feet wet, start the test

- **Start small**
- **Run a simple test with a credit card to see the effect**
- **Analyze and track**
- **Consider the implications for your team**



See

See the results; investigate

See

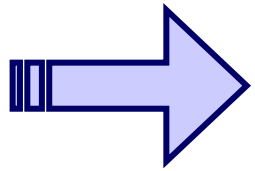
See the results; investigate

- Watch what happens
- Measure the results within the process as well as final outputs
- Look into the data
- Learn about your customers' buying behaviour

See

Measure performance with split-run tests

- Set up more advanced metrics
- Set up the test
- Pre and post?
- Exposed and control?
- Market A vs market B?



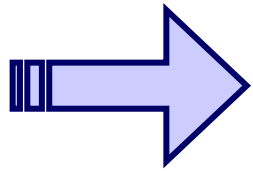
Serious

***Then get serious about weaving
search into your business***

Serious

Then get serious about weaving search into your business

- **This is boardroom stuff**
- **Give ownership to the right people**
- **Give it the right scale of attention**
- **Give it the right support**
- **Give it the right analysis**
- **Give it the chance to change the rest of your marketing mix, leading other above and below the line marcoms activity**



Takeouts

***Danny Meadows-Klue's
Seven Simple Steps
for Starting Search***

This academy covered

- The basics for search marketing
- How to approach it
- Why search is critical
- Simple search marketing tips

-
- It's the way most people navigate the whole web
 - It's key to unlocking value from investment in the rest of your web
 - It's a foundation building block of web marketing

Get set for search

Seven simple steps for getting started in search

1. Scale

Get your focus in the right place

2. Sales

Get your business ready for sales
Get your site right convert the leads

3. Support

Find the right partners for you

4. Seduce

Select the right keyphrases that will
bring customers to you

5. Start

Get your feet wet, start the test

6. See

See the results; investigate

7. Serious

Then get serious about weaving search
into your business

Get in touch!

Danny's Seven simple steps for
getting started in search

Mail me more of your questions

Danny Meadows-Klue
CEO, Digital Strategy Consulting
& Digital Training Academy

Trainer | Commentator | Strategist | Coach

Danny@DigitalStrategyConsulting.com
+44 (0) 20 7244 9661



Getting the needle found in the haystack

The Digital Training Academy