

# SES

SESConference.com

June 2011

A ClickZ  
publication

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#### VIEW RANKINGS FOR BEST COMPANIES BY PRACTICE AREA:

##### SERVICES

- Search Engine Optimization
- Link Building
- Pay For Performance SEO
- Landing Page Optimization
- Affiliate Marketing
- Ecommerce SEO
- Pay Per Click Management
- Reputation Management
- Mobile Optimization
- Training Programs
- Site Audit
- Press Release Distribution
- Integrated Search (SEO & PPC)
- Conversion Enhancement
- Virtual Spokesperson
- PSD To HTML
- Hosting
- Content Creation
- Web Design
- Web Development
- Social Media Optimization
- Local Search
- Video SEO

##### SOFTWARE

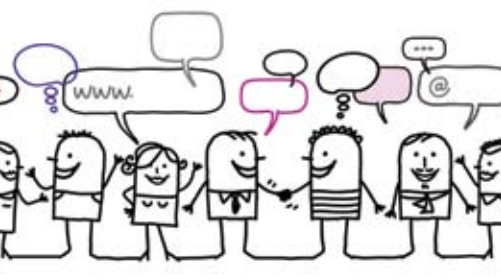
- SEO Software
- Integrated (SEO & PPC) Software
- SEO Shopping Cart
- Marketing Automation
- Email Marketing
- PPC Bid Management
- Link Building Software
- Web Analytics
- Call Tracking Software
- Performance Tools

**Best**

**TOP 50 SEARCH ENGINE OPTIMIZATION COMPANIES**

RANK	COMPANY NAME	YEAR FOUNDED	REVENUE	FULLTIME EMPLOYEES	ACTIVE CLIENTS	CLIENT RETENTION RATE	PRICING (L, M, H)	CLIENTS	Overall score	Needs Analysis	Keyword Analysis	On Page Optimization	Off Page Optimization	Reporting Methods
1	<b>Company Name</b> Location Company Contact 800-555-1212 <a href="#">GET</a> <a href="#">Visit Website</a>	2008	\$3 million - \$4,999,999	51-100	250	98%	M	Braun, Sam's Club, Barcelo Hotels, Liberty University	100%	20	20	20	20	20
2	<b>Company Name</b> Location Company Contact 800-555-1212 <a href="#">GET</a> <a href="#">Visit Website</a>	2007	\$3 million - \$4,999,999	26 - 50	400+	95%	M	Confidential (Available Upon Request)	96%	20	18	19	20	19
3	<b>Company Name</b> Location Company Contact 800-555-1212 <a href="#">GET</a> <a href="#">Visit Website</a>	2000	\$5 million - \$9,999,999	51-100	500+	96%	M	TVG, Siemens, Vibe	95%	19	19	19	19	19
4.	<b>Company Name</b> Location Company Contact 800-555-1212 <a href="#">GET</a> <a href="#">Visit Website</a>	2006	\$3 million - \$4,999,999	26 - 50	115	99%	M	Community Health Network, Webtrends, ChaCha	94%	19	19	18	19	18
5.	<b>Company Name</b> Location Company Contact 800-555-1212 <a href="#">GET</a> <a href="#">Visit Website</a>	1995	\$1 million - \$2,999,999	11 - 25	30	98%	M	SL Store Fixtures, Inc., Bullion Direct, All Star Directories	93%	19	18	19	19	18

18



steamed gyoza calories 8 pieces

About 27,000 results (0.65 seconds)

**22**

► [Calories in Gyoza - Calorie, Fat, Carb, Fiber, & Protein](#)  
Calories in Gyoza-8 Pieces. Serving Size: 1 serving .... Calories  
gyoza sauce 29 calories, 1g fat, 3g carbs, 2g protein, 0g fiber ...  
www.sparkpeople.com/calories-in.asp?food=gyoza - Cached

[How many calories are in 8 piece deep fried gyoza/po](#)  
13 Apr 2010 ... Get them steamed instead. 10 months ago; Report  
there are 36 calories, so if you have 8 pieces then that would be 2  
answers.yahoo.com > ... > Other - Food & Drink - Cached

Get more discussion results

[gyoza Nutrition Facts, gyoza Calories, Nutritional Inform](#)  
Serving Size: 8 pieces, Calories: 250, Fat: 8g, Carbs: 31g, Protein  
Vegetable Gyoza (Steamed) (Miyazaki). Serving Size: 1 package

**25**

<15 min  
4%

15-30 min  
7%



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30	<b>IMPROVING YOUR ADWORDS QUALITY SCORES WITH DKI</b> Avoid common mistakes in dynamic keyword insertion and start creating effective ads immediately.
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# about SES

**SES TORONTO**  
JUNE 13-15, 2011

Welcome to Incisive Media's SES Toronto and *SES Magazine*, your guide to Canada's largest search and social marketing event.

At SES, we look forward to hearing insights from Amber Mac, Canadian TV personality and social media consultant, and Tracy Smith, VP, performance marketing, at Yellow Pages Group.

And as always, you can count on our exceptional roster of interactive marketing practitioners to share best practices and tips as well as inspire you – whether you are just starting out or are seeking more advanced topics.

Long after the conference has wrapped up, you can stay up to date on what's happening in online marketing by checking out news, commentary, how to's, webcasts, white papers, and more at ClickZ.com and SearchEngineWatch.com, all part of the SES family. And if you would still like to learn more, check out ClickZ Academy, a hub of interactive marketing e-learning courses, and more.

We look forward to meeting up with you in person and online.



**Mike Grehan, Chair**  
SES ADVISORY BOARD CHAIR  
GLOBAL VP, CONTENT  
INCISIVE MEDIA



**Matt McGowan**  
MANAGING DIRECTOR,  
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INCISIVE MEDIA

## SES ADVISORY BOARD

Comprised of both industry thought leaders and real-world practitioners, the Search Engine Strategies advisory board brings together top players in the field of interactive media and search. The team works to deliver continually cutting-edge search techniques, more integrated and relevant content, and professional development resources to SES attendees.



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## Advertiser Index

For information about advertising in future issues, please contact sales at [sales@sesconference.com](mailto:sales@sesconference.com) or (212) 457-4993.

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# Optimize the Conversation...

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## Day 1: Monday, June 13

See pages 12–17 for details on the sessions.

	TRACK 1—REGENCY A	TRACK 2—REGENCY B	TRACK 3—REGENCY DE
7:00a–6:30p	Registration—Colonnade		
8:00a–9:00a	OMI Workshop: Social Integration: Creating Interactive Conversations across Channels—Regency DE		
8:00a–9:00a	Morning Coffee		
9:00a–10:00a	Conference Welcome & Opening Keynote: <b>Amber Mac</b> , Consultant, TV Host, Author, and Journalist—Regency ABC		
10:00a–10:30a	Grand Opening of the Expo Hall (open 10:00a–6:30p)		
10:30a–11:30a	The Basics of Link Building 9th sphere	Is Retargeting/Remarketing Right for You?	Content Marketing Optimization
11:30a–11:45a	Session Interval—Expo Hall		
11:45a–12:45p	Information Architecture for the Modern Website 9th sphere	Introduction to Information Retrieval on the Web	Enterprise Level SEO 9th sphere
12:45p–2:00p	Networking Lunch—Expo Hall		
2:00p–3:00p	SEO 101 9th sphere	Managing Your Online Reputation	Meaningful SEO Metrics: Going by the Numbers
3:00p–3:30p	Afternoon Break—Expo Hall		
3:30p–4:30p	Introduction to Analytics 9th sphere	Key Points in Launching a Global Website	Keyword Forensics
4:30p–5:30p	Meet the Experts: Roundtable Forum—Expo Hall		
5:30p–6:30p	Networking Reception—Expo Hall		

## Day 2: Tuesday, June 14

	TRACK 1—REGENCY A	TRACK 2—REGENCY B	TRACK 3—REGENCY DE	TRACK 4—REGENCY C
7:30a–4:00p	Registration—Colonnade			
8:00a–9:00a	OMI Workshop: Facebook: Beyond the Basics—Regency DE			
8:00a–9:00a	Morning Coffee			
9:00a–10:00a	Morning Keynote: Search Engine Solutions for Small and Medium-Sized Businesses—Regency ABC <b>Tracy Smith</b> , Vice-President, Performance Marketing & Go-To-Market, Yellow Pages Group			
10:00a–10:30a	Coffee Break—Expo Hall			
10:30a–11:30a	Competitive Analysis 9th sphere	Paid Search 101 Google	Social Media 101	Decoding Online Customer Behavior
11:30a–12:30p	Meet the Experts: Roundtable Forum—Expo Hall			
12:30a–1:30p	Networking Lunch—Expo Hall			
1:30p–2:30p	Smart Mobile Marketing 9th sphere	How to Win with Google and Bing Google	Social Media Solutions on a Budget	The Panda-pocalypse Survival Guide for Canadian SMBs
2:30p–3:00p	Afternoon Break—Expo Hall			
3:00p–4:00p	The Secret Formula to Boost Response 9th sphere	Advanced Paid Search Tactics Google	Killer Facebook Targeting Tactics	Local + Social: The Future of Promotion
4:00–4:15p	Session Interval—Expo Hall			
4:15p–5:15p	Next Gen YouTube Marketing 9th sphere	Display Network Ads and ROI Google	Unlocking the Power of User Generated Content	SEO Tough Love: Get Your Site Tuned Up!
5:15p–6:15p	Open Mic: SEW Black Hat White Hat Unconferenced Session—King Street Social			

See page 6 for the SES Training schedule on Wednesday, June 15.



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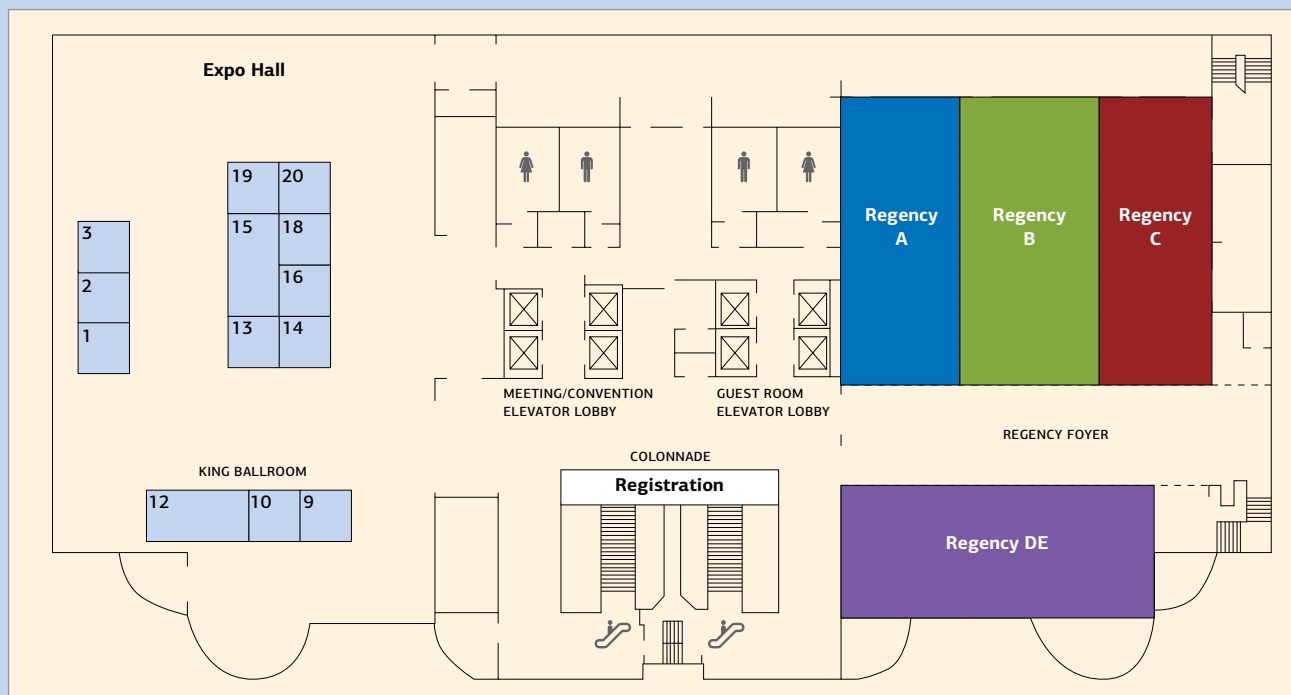
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## Hyatt Regency: Convention Level



### Exhibitor List: Booth Numbers

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### Theatre Presentations—Booth 12 (free to all SES attendees)

#### Day 1: Monday, June 13

10:10–10:30a	<b>NVI</b> Social Media for SEO <i>Max Lufer</i>
12:10–12:30p	<b>Acquisio</b> Facebook Marketing: Which Ads and Tools Are Right for You? <i>Noran El-Shinnawy, Internet Marketing Manager, Acquisio</i>
12:40–1:00p	<b>Brafton</b> Overcoming Content Marketing Challenges <i>James Dietrich</i>
1:10–1:30p	<b>Search Engine People</b> Techniques for Better Rankings in Less Than 15 Minutes/Day! <i>Jeff Quipp</i>
3:10–3:30p	<b>Outrider</b> The Benefits of Concurrent Display and Search <i>Katelyn Taylor, Account Manager, Outrider</i>

### Express Clinics—Booth 12 (free to all SES attendees)

#### Day 1: Monday, June 13

2:00–3:00p	The Conversion Optimizer's Toolbox <i>Bryan Eisenberg, SES Advisory Board @ New York Times Bestselling Author, bryaneisenberg.com</i>
4:00–5:00p	Express Search Usability Clinic <i>Shari Thurow, Founder @ SEO Director, Omni Marketing Interactive</i>

#### Day 2: Tuesday, June 14

11:00–12:00p	SEO Reviews and Q&A <i>Bruce Clay, President, Bruce Clay, Inc.</i>
1:30–2:30p	Taking Social Media to the Next Level <i>Krista Neher, CEO, Boot Camp Digital</i>

### SES Training—Studio B and Studio C

#### Day 3: Wednesday, June 15

7:30a–8:00a	Continental Breakfast	
8:00a–12:00p	PPC Basics and Implementing Your PPC Strategy	Public Relations and Optimized Copywriting
12:00p–1:00a	Lunch Break	
1:00p–5:00p	Mobile Marketing 101: Strategy, Tactics and Best Practices	Social Media Marketing for Your Business



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## Expo Hall Hours

For more information on how to find the following exhibitors, see the Floor Plan on page 6.

Tuesday, June 14—10:00am–6:30pm  
Wednesday, June 15—10:00am–3:00pm

**SES TORONTO**  
JUNE 13-15, 2011

## 9th sphere

### TRACK SPONSOR

[www.9thsphere.com](http://www.9thsphere.com)

9th sphere is a full-service web design and Internet marketing solutions provider, focused on delivering a strong ROI for their clients. Since 1997, they have put their award-winning expertise to work, earning recognition for effectiveness in design, development, and marketing results-driven websites. 9th sphere is proud to offer top industry experts, state-of-the-art technology, and exceptional customer care that produces smart and powerful website solutions and real results for a wide variety of businesses. This ultimately provides a solid service value from which clients prosper. Learn about the 9th sphere Advantage at <http://www.9thsphere.com>.

## Acquisio

### BOOTH 19

[www.acquisio.com](http://www.acquisio.com)

The world's leading Performance Media Platform, Acquisio helps marketers buy, track, manage, optimize, and report on media across all channels. The platform was designed for search marketing, and it has evolved to include Facebook ads and retargeted ads on all major RTB display networks. Acquisio provides the industry-leading technology for marketers buying ads on any online channel, allowing them to handle all tasks associated with performance advertising, from ad purchase through conversion tracking and beyond, within a single integrated platform.

With more than \$500MM in ad spend under its management, Acquisio is the multi-channel advertising solution preferred by advertising and marketing agencies. Acquisio clients include thought leaders aimClear, Clix Marketing, Find Me Faster, Page Zero Media, and Rocketeer, as well as some of the world's most recognized performance media companies such as Amaze, Bertelsmann, Cossette, DAC Group, Guava, iProspect, Isobar, Media Experts, Net-Booster, PhD, and Yellow Pages Group.

The company is based in Montreal, Quebec, with satellite offices in Seattle and London. For more information, visit [www.acquisio.com](http://www.acquisio.com).

## Brafton, Inc.

### BOOTH 20

[www.brafton.com](http://www.brafton.com)

Brafton CustomNews is the news agency specializing in providing tailored news feeds for websites. Newsroom journalists write news feed articles to an editorial brief and keyword strategy that is controlled by you. All articles are unique, search-engine friendly, and archived on your website. What are the key benefits? Keep your website fresh and updated with breaking news; increase organic listings with search engine-optimized articles; inspire confidence and portray your brand as a leading sector voice; drive revenue by directing traffic to revenue pages from articles; and increase dwell time and repeat visits with archived and related articles.

## product & service guide

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Twitter: @outridercanada  
[www.outridersearch.ca](http://www.outridersearch.ca)

As a division of GroupM Search, the world's largest search marketing specialist, Outrider has 40 offices serving more than 40 countries, providing in-market solutions for your national or global search marketing program.

Our clients benefit from working with experienced search marketers and strategists who specialize in integrating search with your overall marketing mix. Outrider offers advanced search engine marketing solutions, including:

**Paid Search:** Our talented and experienced search team uses the latest PPC tools to plan and execute paid search campaigns that deliver measurable results.

**Search Engine Optimization:** Our approach includes page optimization, quality assurance on site structure, and an overall focus on messaging consistency.

**Social Media Optimization:** We methodically measure, optimize, and analyze your social media presence so you're not only aware of the conversation, you're able to engage and see results.

**Local and Mobile Search:** We use mobile and local search to augment your campaigns, making sure that you're visible precisely when and where your customers are looking for you.

Outrider serves on the advisory boards of the three main search engines and maintains relationships with other vertical and international engines to provide you with the knowledge, resources and relationships you need to better target your audience and connect consumers with your brand.



### Google

#### TRACK SPONSOR

[www.google.com](http://www.google.com)

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program, which is the largest and fastest growing in the industry, provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout North America, Europe, and Asia.

### NVI

#### BOOTH 2

[www.nvisolutions.com](http://www.nvisolutions.com)

NVI is Canada's front-running web design and interactive strategy company. The company builds viable revenue models for customers by developing and marketing websites based on an innovative online approach to business. NVI not only adapts to a web in flux, but pioneers new interactive strategies. We get to know you and how your industry operates, helping you define, reach, and track your goals. Our results-driven attitude keeps you making money, supported by our core values of efficiency, knowledge, boldness, creativity, and transparency. With a strong core in organic search engine optimization (SEO) and analytics, we determine the ideal supporting services for your business: paid search marketing (PPC), online PR, and banner advertising management, plus affiliate marketing, email campaigns, and social media marketing? Whatever brings your web site the explosive launch (or re-launch) you need.

### Outrider

#### PHOTO BOOTH SPONSOR

[www.outridersearch.ca](http://www.outridersearch.ca)

Outrider, Canada's largest search engine marketing agency, helps clients experience relevance with their marketing through strategic planning and search campaign management that deliver insight, immediacy, and impact. Understanding the dynamic effect search and consumer driven media can have on a business, we enable clients to engage in dialogue with consumers, offering them meaningful content and delivering relevant experiences that build valuable relationships. Outrider provides measurable results through SEO and PPC Management by utilizing industry analysis, competitor research, and interactive media plans.

Outrider is a WPP group company and the designated search marketing agency of GroupM, WPP's media buying and planning arm.

### Search Engine People

#### BOOTH 3

[www.searchenginepeople.com](http://www.searchenginepeople.com)

Search Engine People Inc. is one of Canada's oldest and most respected search agencies. Since 2001, SEP has helped a wide range of clients (from fortune 500 to small and medium-size companies) secure business from the web. SEP is a Google AdWords Qualified

Company and Yahoo Search Marketing Ambassador, and is Microsoft adExcellence certified. The company was also named one of the "Top 25 Up-and-Coming Canadian IT Companies" by the Branham Group in 2006.

SEP's services include search engine optimization (SEO), paid search management (PPC), social media marketing (SMM), online reputation management, usability, and more. Whether you're looking to compete in an ultra competitive space, or to dramatically increase your local presence, SEP can help.

Stop by our booth and talk to our knowledgeable experts.

Get Found™!

### Sitecore

#### BOOTH 1

[www.sitecore.net](http://www.sitecore.net)

Sitecore is one of the world's most innovative developers of enterprise content management and portal software. Their award-winning solutions are currently used by thousands of public and private organizations, including websites for both national governments and Fortune 500 companies. As a Gold Certified Microsoft Partner, Sitecore works closely with Microsoft in the development and improvement of both products and services. Sitecore's architecture and dedication to the .NET framework and Service Oriented Architecture principals provide companies with virtually unlimited development and integration opportunities. In 2004, Microsoft named Sitecore ISV partner of the year, based on the impressive success of Sitecore's software for many significant mutual clients. Sitecore has offices and representatives in more than 50 countries around the world.

### Society of Internet Professionals (SIP)

#### BOOTH 18

[www.sipgroup.org](http://www.sipgroup.org)

The Society of Internet Professionals (SIP) is an international not-for-profit association based in Canada. Since 1997, SIP has upheld professional standards for Internet Professionals. Our ongoing activities include spearheading strategic partnerships, offering educational programs, and running networking events.

Becoming a Professional Member of SIP and abiding by our Professional Code of Ethics gives you instant credibility and competitive advantage in the marketplace. You gain access to exclusive members-only information, privileges, and offers, and you secure a place in a network of serious individuals and organizations focused on success through excellence.

Take the first step today by signing-up for a free SIP Associate Membership (no dues). Join 10,000 SIP Associates who benefit from Affinity Programs and stay informed of upcoming events and valuable offers via our monthly newsletter for FREE.

As part of our 14th anniversary celebrations, attendees of the SES Show who sign up at [www.sipgroup.org](http://www.sipgroup.org) will be eligible to receive a discount of 50% for the first year of Professional Membership dues.

For more information and to become a member, visit: [www.sipgroup.org](http://www.sipgroup.org). Contact: Max Haroon, President, Tel: (416) 891-4937 ([info@sipgroup.org](mailto:info@sipgroup.org)).

## TechWyse Internet Marketing

BOOTH 13

[www.techwyse.com](http://www.techwyse.com)

TechWyse Internet Marketing specializes in taking business to the next level by developing goal-oriented website brands, driving relevant traffic, and measuring results. The TechWyse three-step process empowers our 80+ strong team to identify opportunities and continually improve the results of your internet marketing campaigns. The TechWyse team is focused on internet marketing excellence (<http://www.techwyse.com/ourservices.php>) and is committed to building strong business relationships with its client base.

You can contact our solutions team today by calling (866) 410-7090 or emailing [marketing@techwyse.com](mailto:marketing@techwyse.com).

## topseos.com

BOOTH 14

[www.topseos.com](http://www.topseos.com)

The independent authority on search vendors, topsaos.com evaluates and ranks the top internet marketing companies. Categories ranked by topsaos include search engine optimization, pay per click management, affiliate marketing, social media optimization, and many more.

Since 2002, topsaos has been a trusted resource for businesses looking to launch or improve internet marketing campaigns. The pathfinder service allows topsaos to work directly with you to help find companies that best fit your business needs. Why waste time searching through thousands of sites with false promises? Go straight to the authority, gain insight into the industry, and work with the best.

## Visibility Magazine

BOOTH 16

[www.visibilitymagazine.com](http://www.visibilitymagazine.com)

*Visibility*, the print magazine, heralds a beginning in the world of Internet marketing. This is the first time an established digital presence, topsaos.com, is venturing into the traditional print media domain. With *Visibility*, the print world is all set to benefit from the success formula of the Internet, and vice versa. The print medium holds great promise for Internet marketing vendors who are constantly looking for more channels to promote their services. Additionally, *Visibility* will reach to many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. *Visibility* is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Our association with topsaos.com has meant that the hard work of proving our credibility is more than half done. Thanks to this backing, we are considered a force to reckon with, and a reliable source of information on all aspects of Internet marketing.

## WebPosition

LANYARD SPONSOR

[www.webposition.com](http://www.webposition.com)

Monitor the effectiveness of your search engine optimization efforts with WebPosition® Reporter, the innovative online SEO tool that provides key, in-depth reporting data on your search rankings. Quickly and easily track keyword performance, position changes, and trends in your search engine placement with customizable views and scheduled reporting. With more than 400 international search engine variants, full double-byte character support and secure online white label report sharing, WebPosition Reporter takes the work out of reporting your SEO results.

## Day 1: Monday, June 13

9:00–10:00A



### Conference Welcome & Opening Keynote

Keynote Speaker: **Amber Mac**, Consultant, TV Host, Author and Journalist, [AmberMac.com](http://AmberMac.com)

10:30–11:30A

#### TRACK 1 9th sphere

### The Basics of Link Building

Discover how search engines rely on link analysis as an important component for ranking web pages. You will also learn how to increase traffic to your site by building quality links in an appropriate manner.

#### SOLO PRESENTATION BY:

- Jeff Quipp, Founder and CEO, Search Engine People Inc.

#### TRACK 2

### Is Retargeting/Remarketing Right for You?

Remarketing, also known as retargeting, is a technology that allows marketers to show their ads to former site visitors while they surf elsewhere on the web. It sounds very simple; however, a lack of awareness around the technology has ruffled some feathers in the industry. In this session, industry experts will share their experiences with remarketing and the impact it has had on advertisers' overall ROI. The panelists will also address the lack of awareness and the issues that have arisen surrounding remarketing as a result.

#### TRACK 3

### Content Marketing Optimization

The core of any search or social media marketing program centers on content. Digital assets, rich media, web pages, MS Office, and PDF docs as well as content created and shared by consumers all offer opportunities for optimization. If it can be searched, it can be optimized.

Online marketing is increasingly competitive and brand marketers world-wide are seeking real advantages that will improve the efficiency and impact of their social media and SEO efforts. This presentation will provide unique insight into content based optimization strategies and processes as well as tactics for sourcing, creation, and promotion of optimized content on the social web.

#### SOLO PRESENTATION BY:

- Lee Odden, SES Advisory Board & CEO, TopRank Online Marketing

11:45–12:45P

#### TRACK 1 9th sphere

### Information Architecture for the Modern Website

We all know how to develop sites to be search friendly, but how do we architect sites for the rapidly evolving cross-media challenges of social media, real time, and user generated content? Come learn how to design and deploy a next-generation site architecture that

maximizes your chances of findability no matter where and how searchers look for you.

#### SOLO PRESENTATION BY:

- Shari Thurow, Founder & SEO Director, Omni Marketing Interactive

#### TRACK 2

### Introduction to Information Retrieval on the Web

Understanding how search engines gather information from billions of documents and index them is essential knowledge for search engine marketers. And having a much better understanding of how hyperlink-based ranking algorithms (such as Google's PageRank) work goes a long way towards helping you develop a solid linking strategy. Find out:

- How search engine crawlers work;
- How keywords are weighted and indexed;
- How hyperlink based ranking algorithms work;
- How end user behavior can affect ranking; and
- How to future-proof your search marketing strategy.

And it's all broken down into simple-to-understand terms and analogies.

#### SOLO PRESENTATION BY:

- Mike Grehan, Chair SES Advisory Board, Global VP Content, SES/Search Engine Watch/ClickZ

#### TRACK 3 9th sphere

### Enterprise Level SEO

The enterprise level SEO session is designed to meet the specific challenges of large enterprise organizations. Topics for discussion will include SEO tactics specific to large sites (sites with thousands, if not millions, of pages); the challenges of educating key stakeholders in the organization including budgeting issues; and implementation hurdles common to large organizations including CMS issues and IT team challenges. This session will also include a proven model of organization for your enterprise level SEO campaign as well as a summary of key metrics that you should be measuring to drive ongoing SEO strategy.

#### MODERATOR:

- Bill Hunt, SES Advisory Board & President, Back Azimuth Consulting

#### SPEAKERS:

- Guillaume Bouchard, Co-founder and CEO, NVI
- Xavier Mougeot, Ecommerce Sales Mgr., Rogers Communication
- Crispin Sheridan, SES Advisory Board & Senior Director of Search Marketing Strategy, SAP

2:00–3:00P

#### TRACK 1 9th sphere

### SEO 101

Search has one of the lowest customer acquisition rates, simply because it is a "pull" medium, allowing people to find you when they need you. Search engine optimization will help you position



your website properly to be found at the most critical points in the buying process. This SEO overview will help you understand what the search engines are looking for, and how the principle of building your site for your customers will also please the search engines. In clear, non-technical language, you'll learn the latest optimization trends along with the best practices necessary to make an immediate impact on your internet presence and website profitability.

**SOLO PRESENTATION BY:**

- Bruce Clay, President, Bruce Clay, Inc.

**TRACK 2**

**Managing Your Online Reputation**

Google's recent reviews patent and changes to the search results pages (especially local) demonstrate the importance of user-generated content in search. The question for business owners is how do these changes affect customers? And what can we do to respond to and manage reviews? What if those reviews aren't from legitimate customers? Is it possible to change Google's suggested search results? These questions and more will be answered in this session with real-world examples and solutions.

**MODERATOR:**

- Greg Jarboe, President & Co-founder, SEO-PR

**SPEAKERS:**

- Nick Pavlidis, Attorney, Arent Fox LLP
- Ezra Silverton, President & Founder, 9th sphere

**TRACK 3**

**Meaningful SEO Metrics:  
Going Beyond the Numbers**

The days when upper management was impressed by subtle changes in PageRank have been replaced by questions of LTV and ROI. As more resources are being dedicated to creating the perfectly optimized and keyword-rich landing page, C-level executives are demanding proof of the return they are receiving from these resources. This panel will discuss a myriad of ways to move beyond PageRank, indexed pages, or linked sites and into metrics that can make you a hero and, better still, get your budget increased to a respectable level.

**MODERATOR:**

- Richard Zwicky, Founder, eightfold logic, Enquisite

**SPEAKERS:**

- June Li, Founder & Managing Director, ClickInsight
- Chris Boggs, Director, SEO, Rosetta

**3:30-4:30P**

**TRACK 1 9th sphere**

**Introduction to Analytics**

Discover how search engines rely on link analysis as an important component for ranking web pages. You will also learn how to increase traffic to your site by building quality links in an appropriate manner.

**TRACK 1** Regency A

**TRACK 2** Regency B

**TRACK 3** Regency DE

**SOLO PRESENTATION BY:**

- Matthew Bailey, SES Advisory Board & President, Site Logic Marketing

**TRACK 2**

**Key Points in Launching a Global Website**

As the world becomes smaller and search marketing becomes more complex, the era of "ranking well in Google" is over. This is especially true for companies who are targeting multiple markets or countries. This opportunity also brings many complexities to be considered other than standard SEO. This session tackles issues critical to successfully developing, optimizing, and launching global websites that would meet those next generation marketing goals.

**MODERATOR:**

- Crispin Sheridan, SES Advisory Board & Senior Director of Search Marketing Strategy, SAP

**SPEAKERS:**

- Laura Callow, Senior Search Marketing Manager, Intuit Canada, Global Business Division
- Bill Hunt, SES Advisory Board & President, Back Azimuth Consulting

**TRACK 3**

**Keyword Forensics – Exploring the Hidden  
Keywords that Many SEOs Miss**

Not only will you discover the effective keyword phrases quickly, but in this session you will discover all of the variations of phrasing that 99% of webmasters often miss. Discover hidden behavioral trends and learn a variety of quick ways to reveal what your ideal buying audience would really appreciate finding in a search.

**SOLO PRESENTATION BY:**

- John Alexander, Director of Training and Education, Search Engine Workshops

**4:30-5:30P**

**Meet the Experts: Round Table Forum**

Join us at our ALL NEW "Meet the Experts Roundtable Forum," where you'll have a unique opportunity to learn, network, and share information with your peers and leading industry specialists. With a choice of several roundtable discussions, each focusing on different key topics and featuring two experts, this session is not to be missed. Simply choose the roundtable most pertinent to you and join the discussion! You can also move freely between different roundtables to make sure you get the most out of this session. After the forum, take your conversation and new contacts with you straight into the Expo Hall for our networking cocktail reception where you can continue the discussion over a few drinks.

Topics include link building; SEO, PPC, and SMO trends for 2011; customer engagement; Facebook ad formats; video optimization; local and social; conversion, testing, and analytics; and mobile, search, and social.

Location: Expo Hall

## Day 2: Tuesday, June 14

9:00–10:00A



### Morning Keynote: Search Engine Solutions for Small and Medium-Sized Businesses

Keynote Speaker: **Tracy Smith**, Vice-President,  
Performance Marketing & Go-To-Market,  
Yellow Pages Group

10:30–11:30A

### TRACK 1 9th sphere Competitive Analysis

An essential component of any search marketing plan is understanding the strengths and weaknesses of your competitors. This knowledge helps you to comprehend what links to gain, ad prices to pay, content to offer, and customers to seek. In this session, we take a close look at what tricks you can use with search engines to analyze your competitors' games and also what free and premium tools are available to deep dive into their strategies. Join us for a candid discussion as panelists reveal their secrets for monitoring competitive forces and threats while sharing tips that can be successfully applied to any business intelligence effort. After attending this session, you'll have the skills to easily discover what keywords your competitor is targeting, how much your competitor is spending on ads, and opportunities your competitor is missing.

### TRACK 2 Google Paid Search 101

Paid placement is a form of search advertising that provides a top ranking in return for payment. Every major search engine offers a paid placement program. Learn what's available in this session that is especially geared toward beginners, with details on programs from major providers and advice on how to succeed.

SOLO PRESENTATION BY:

- Barb Young, Founder, ppc-Strategies

### TRACK 3 Social Media 101

This session is designed to guide you through the complex landscape of social media and how it relates to your brand or web property. You'll learn about the leading sites, the functionality they provide, and best practices for interacting in these virtual places. You'll also come away with some valuable tips on how to effectively leverage your brand, services and products in different social media environments including Facebook, Twitter, LinkedIn, FourSquare, YouTube, Flickr, Wikipedia, Review Sites, Digg, and more. The session will also include suggestions on how to integrate social media with other channels of online marketing effectively.

SOLO PRESENTATION BY:

- Krista Neher, CEO, Boot Camp Digital

### TRACK 4

#### Decoding Online Customer Behavior

Over the years, businesses have invested enormous energy and effort into connecting with customers, and the ultimate measure of customer experience has been the face-to-face conversation. But what do you do when your customers are online? This presentation provides insight into human behavior online. Drawing from insights in neuroscience and social psychology, it helps uncover the myths and mistaken assumptions often brought to the online context, and provides insights for connecting with customers online.

SOLO PRESENTATION BY:

- Patrick Bultema, CEO, CodeBaby

11:30–12:30P

#### Meet the Experts: Round Table Forum

Join us at our ALL NEW "Meet the Experts Roundtable Forum" where you'll have a unique opportunity to learn, network, and share information with your peers and leading industry specialists. With a choice of several roundtable discussions, each focusing on different key topics and featuring two experts, this session is not to be missed. Simply choose the roundtable most pertinent to you and join the discussion! You can also move freely between different roundtables to make sure you get the most out of this session. After the forum, take your conversation and new contacts with you straight into the Expo Hall for our networking luncheon where you can continue the discussion!

Topics include link building; SEO, PPC, and SMO trends for 2011; customer engagement; Facebook ad formats; video optimization; local and social; conversion, testing, and analytics; and mobile, search, and social.

Location: Expo Hall

1:30–2:30P

### TRACK 1 9th sphere Smart Mobile Marketing

Learn smart mobile marketing strategies that are effective for converting mobile traffic today with mobile SEO, PPC, and applications. You will learn action items about what you need to know for developing, launching, and tracking an integrated mobile marketing strategy. This session will help you understand how mobile marketing fits into the traditional and online marketing mix and determine what marketing strategy is most appropriate for your business. It will provide tips for updating existing sites to work on a variety of mobile devices and will expose the major online marketing mistakes that are made by some of the top mobile marketing agencies.

MODERATOR:

- Lee Odden, SES Advisory Board & CEO, TopRank Online Marketing

SPEAKER:

- Steve Mast, President, Delvinia
- Michael J. O'Farrell, Founder, The Mobile Institute

## TRACK 2

### How to Win with Google and Bing

Google and Bing now power about 95% of all search engine traffic. To win big, successful paid search advertisers need to understand both Google AdWords and Microsoft adCenter inside and out. In this power-packed, one-hour session, we will cover best practices for porting campaigns from AdWords to adCenter, including the tools and tactics you'll need to manage and optimize your campaigns, keywords, match-types, ads, bids, targeting, landing pages, and quality scores across both networks. We will also cover the most important differences (that many advertisers still do not know about!) between the two networks so you can manage both to win big. Expect tactics galore and late-breaking developments from both Google and Microsoft!

#### MODERATOR:

- Andrew Goodman, SES Advisory Board & President, Page Zero Media

#### SPEAKERS:

- Matt Van Wagner, President, Find Me Faster
- Jeff Lancaster, Managing Director, Outrider

## TRACK 3

### Social Media Solutions on a Budget

Don't be frustrated by the overwhelming world of social media marketing! You don't have to be a Fortune 500 company to be social media-relevant. Getting your company or organization started with social media doesn't have to be a pricey proposition. There is a wealth of great free to low-cost tools and strategies that you can have up and running in no time. By leveraging these resources you can use social media to drive new business, create awareness, and get engaged with your target audience. You'll learn how to:

- Take advantage of great free and low-cost tools that cover managing conversations, measuring reach and engagement, and developing/publishing great content;
- Leverage lesser-known social media channels to increase exposure and reach; and
- Create great social media-friendly content to build trust and authority inexpensively.

#### MODERATOR:

- Greg Jarboe, President & Co-founder, SEO-PR

#### SPEAKERS:

- Lisa Buyer, President & CEO, The Buyer Group
- Jason Yormark, VP of Marketing and Social Media, Strategies 360

## TRACK 4

### The Panda-pocalypse Survival Guide for Canadian SMBs: A Search Engine Watch Round Table Special

We had considered calling this session "collateral damage" because that's been the phrase most frequently associated with the now infamous Google Panda (aka Farmer) update. Not since Google update Florida has there been such a huge furor around a Google algorithm change. Nobody is crying over the loss of some crappy content in

Google's index. But many are annoyed that they were playing by the rules and still got hit. Do you have any recourse with Google if you suddenly find yourself minus a ton of traffic with revenues plummeting? It begs the question: "Should you base the bulk of your potential business revenues around a mathematical equation that you have no control over?"

#### MODERATOR:

- Jonathan Allen, Director, SearchEngineWatch

#### SPEAKERS:

- Thom Craver, Web and Database Specialist, Saunders College (RIT)
- Dave Davies, CEO, Beanstalk SEO
- Garry Przyklenk, Founder, Eclipseo Online Marketing
- Terry Van Horne, Partner, Reliable SEO and SEO Training Dojo

3:00-4:00P

## TRACK 1

### The Secret Formula to Boost Response

Are your click-through rates flat? Does your conversion rate fall below your expectations? Perhaps there is a search marketer's insider secret that Google doesn't want you to know about. Plan on attending when *New York Times* bestselling author and Internet marketing pioneer Bryan Eisenberg reveals a critical three-step formula to boost your click-through rates and increase your conversion rates. Budget the time or bust your budget.

#### SPEAKER:

- Bryan Eisenberg, SES Advisory Board and *New York Times* Best-selling Author, bryaneisenberg.com

## TRACK 2

### Advanced Paid Search Tactics

Your campaigns are performing OK. How do you take them to the next level? Advanced PPC tactics can actually be more fun than basic ones, because you get to activate both left and right brain power, tapping into your own unique aptitudes as well as your customers' deepest desires. This session covers campaign expansion techniques, advanced ad testing, advanced auction theory, the proper use of relevant analytics reports, ideas for bid rules and campaign automation, techniques for acting on seemingly inconclusive data, and more.

#### MODERATOR:

- Richard Zwicky, Founder, eightfold logic, Enquisite

#### SPEAKERS:

- Matt Van Wagner, President, Find Me Faster
- Andrew Goodman, SES Advisory Board & President, Page Zero Media

## TRACK 3

### Killer Facebook Targeting Tactics

What can you do with a social network that has over 500 million members? Find out as accomplished Facebook marketing expert



## Day 2: Tuesday, June 14 (cont'd)

Marty Weintraub shares his killer tactics for harnessing the real marketing and ecommerce potential of advanced Facebook Advertising, Fan Pages, and Groups. Find out what some of the most successful Facebook marketing campaigns have in common and what tools can help make your social networking efforts pay off with killer results.

### SOLO PRESENTATION BY:

- Marty Weintraub, President, aimClear

### TRACK 4

#### Local + Social: The Future of Promotion

Clearly, two of the hottest categories in online marketing are local search and social. Find which data feed services work best for mass local listings online and on the mobile web, plus which social networking features have the most effect on local marketing. From Geo-location social media with FourSquare to local search marketing with Google Places, this session will offer tried and true strategies for maximizing visibility on the local search and social web.

### MODERATOR:

Jim Hedger, Writer & Broadcaster,

### SPEAKERS:

- Michael Mire, Co-founder, GetMeListed.net
- Robert Rock, Account Manager, Search Engine People

4:15-5:15P

### TRACK 1 9th sphere

#### Next Gen YouTube Marketing

The Internet's second most popular search engine can be a tough Tube to crack, but not with this advanced team of video SEOs and marketers. Do you really have to blend an iPhone or sit on a horse backwards pitching shower gel to have a successful video marketing campaign? This session will answer those questions and more by sharing successful video marketing case studies, specific advanced optimization tactics, and YouTube networking advice that can help boost your next video marketing projects to the next level.

### MODERATOR:

- Krista Neher, CEO, Boot Camp Digital

### SPEAKERS:

- Jonathan Allen, Director, SearchEngineWatch
- Greg Jarboe, President & Co-founder, SEO-PR

### Q&A SPEAKER:

- Terry Van Horne, Partner, Reliable SEO and SEO Training Dojo

### TRACK 2 Google

#### Display Network Ads and ROI

Not all online advertisers are willing to accept hard-to-measure "brand lift" metrics for their targeted display campaigns. A strong subset of advertisers rely on finely tuned campaigns through the display networks for direct cost-per-lead and even direct revenue

response goals, similar to the approach taken by search advertisers. What are they doing to maximize their results? This session will include case studies, tips and take-aways.

### MODERATOR:

- Matt McGowan, Managing Director, Americas, Incisive Media

### SPEAKERS:

- Andrew Goodman, SES Advisory Board & President, Page Zero Media
- Kerstin Baker-Ash, Head, Performics Canada

### TRACK 3

#### Unlocking the Power of User Generated Content

User Generated Content (UGC) is an extremely powerful asset in the online marketing arsenal. In this session, Michael DeHaven of Bazaarvoice will use case examples to uncover UGC best practices that will help improve the effectiveness of your SEO, PPC, e-mail, and on-site conversion efforts.

### SOLO PRESENTATION BY:

- Michael DeHaven, SEO Product Manager, Bazaarvoice

### TRACK 4

#### SEO Tough Love: Get Your Site Tuned Up!

This interactive session will take volunteers from the audience who would like to have their sites reviewed by two of the industry's top SEO experts. They may not be gentle but you will love the end results!

### MODERATOR:

- Matthew Bailey, SES Advisory Board & President, Site Logic Marketing

### SPEAKER:

- Jim Hedger, Writer & Broadcaster

5:15-6:15P

#### Open Mic: SEW Black Hat White Hat Unconferenced Session

Search engines provide guidelines to protect their algorithms and the integrity of their results. But these are not laws; they are what they are: guidelines. Do we really have to stick to them? What if we find a loophole or two and can get better results if we go under the wire? Of course, that would mean only some of us were playing by the perceived rules. And the likelihood is that the white hat practitioners may find a black hat standing on their head and pushing them down the charts. And with search and social being strongly tied together, there are so many more creative ways to circumnavigate the guidelines. Should anyone care anymore whether it's black hat or white hat to get results?

Join us for our unique unconferenced session. No formal presentations – and all with a glass of your favorite beverage in your hand, of course!

TRACK 1 Regency A

TRACK 2 Regency B

TRACK 3 Regency DE

TRACK 4 Regency C

# Training Workshops

## OMI MORNING WORKSHOPS: SOCIAL MEDIA



**MONDAY, JUNE 13, 8:00–9:20A**

### Social Integration: Creating Interactive Conversations Across Channels

Learn FIVE things you should be doing to help your business engage consumers and the THREE key channels you should leverage now to create personal, relevant, and interactive conversations with your consumer.

**INSTRUCTOR:**

- Sundeep Kapur, Evangelist, EmailYogi.com

**TUESDAY, JUNE 14, 8:00–9:20A**

### Facebook: Beyond the Basics

In this session we'll cover some of the details behind the platform that's quickly becoming the most powerful, important, and rapidly-evolving web presence in the world. We assume you know the basics, so we won't bother with them! If you need to understand Facebook more thoroughly for your business or pleasure, don't miss it.

**INSTRUCTOR:**

- Cappy Popp, Founder & Principal, Thought Labs

## SES TRAINING—WEDNESDAY, JUNE 15

- Continental Breakfast (7:30–8:00a)
- Lunch Break (12:00–1:00p)

These workshops provide the practices, applications, and hands-on exposure you need to become (and remain!) a top performer in your field. This in-depth training in a small class setting ensures that your instructor is accessible for informal one-on-one or small group discussions.

Participants may register for training in addition to the SES New York conference or independently, as workshops take place on the Wednesday after the event. For more information, visit [www.SESToronto.com](http://www.SESToronto.com).

**HALF-DAY WORKSHOP, 8:00–12:00P**

### PPC Basics and Implementing Your PPC Strategy

Whether you are setting up your campaign for the first time or you have an existing set of Google AdWords and Microsoft AdCenter campaigns, a lot can be gained by getting the fundamentals right.

This workshop covers target audience definition; metrics and KPI selection and definition; competitive research (free and paid tools); keyword ideation, research, and selection; keyword tool review (paid and free tools); AdGroup structure; ad copywriting; and ad setup.

**INSTRUCTOR:**

- Kevin Lee, Co-Founder & Executive Chairman, Diddit

**HALF-DAY WORKSHOP, 8:00–12:00P**

### Public Relations and Optimized Copywriting

Public relations can be one of the most influential SEO dynamics with the right mix of optimizing, publicizing, and socializing. In this workshop we will cover:

- The fundamentals of online PR and optimized copywriting;
- Best practices and how to apply them;
- Tips on how to maximize the online PR strategies;
- Tips on headline, subhead, and description writing;
- Where to find inspiration when you have online copy writer's block;
- Guidelines on how to write for search and social media;
- A checklist of what to optimize and how to do it;
- How to apply the optimized copywriting to social media;

- Real life examples of how to write for the journalist, social media, search engines and direct to your target;
- Discovering online PR and copywriting tools for writing, measuring, and tracking; and
- Measuring online PR for success and how to best report bottom line results to the executive team in the boardroom.

**INSTRUCTOR:**

- Lisa Buyer, President & CEO, The Buyer Group

**HALF-DAY WORKSHOP, 1:00–5:00P**

### Mobile Marketing 101: Strategy, Tactics and Best Practices

You will receive a solid foundation in mobile marketing fundamentals, immerse yourself in examples and best practices, and consider their direct application to your business. Sharing and collaboration among participants makes for a lively brainstorming atmosphere.

The course will provide an overview of the following topics and supply lots of examples from mobile marketers who are setting the bar for us all: trends, usage, and demographics; strategy and integration; SMS and MMS; mobile sites; apps; mobile payments; location based services; 2D barcodes; metrics; and resources.

**INSTRUCTOR:**

- Melinda Krueger, Senior Marketing Consultant, ExactTarget

**HALF-DAY WORKSHOP, 1:00–5:00P**

### Social Media Marketing for Your Business

If you aren't harnessing the power of social media you are missing out on a tremendous opportunity. Many businesses jump into social media without a clear path to success or an evaluation of all of the alternatives. In this session you will learn:

- The steps to building a successful social media marketing plan;
- An overview of over 20 social media tools that you can use for your business;
- A deep dive into the 5 power social media tools – Facebook, LinkedIn, Blogging, YouTube, and Twitter;
- How to judge success and measure results; and
- Best practices and examples of success.

**INSTRUCTOR:**

- Krista Neher, CEO, Boot Camp Digital



# Power friending with Amber Mac

A Q&A with Canadian TV host and social marketing consultant on working with Tony Robbins and more.

**"D**ear Facebook friends: Please make more hours in the day. I know you can do it. Yours truly," read a note on Facebook from Amber Mac to more than 10,000 people who "like" her on the social network. "Finding a margin of downtime in life is as important as the shoulder lane on the highway. Swerve a little," replied one of nearly two dozen who answered her plea.

"Packing gadgets for upcoming roadtrip #rvr <http://instagr.am/p/DTA-o/>," she tweeted to her 57,000 followers on Twitter, referring them to Instgr.am, a photo website.

So goes a typical day in the online life of Amber Mac, a prolific writer, TV host, social media consultant, and author of the book *Power Friending*. Mac, who will be delivering the opening keynote speech at Toronto SES, participated in an email question-and-answer session with Anna Maria Virzi, executive editor of ClickZ, which is part of the SES and SearchEngineWatch family of brands.

SES: You've worked in traditional and interactive media since the late 1990s. What are the two to three biggest changes you've seen since you've started your career – and how have they affected your approach to work?

Amber Mac: For me, the biggest challenge is finding time to pursue new opportunities. I've always loved having my hands in a few different projects. Ever since my early days at Razorfish in San Francisco in 1999, I've always had a couple of jobs on the go at the same time.

SES: How would you describe the interactive scene in Toronto? And how does the Toronto social media scene compare/contrast to San Francisco where you once worked?

AM: The Toronto social media scene is very active. There is a tight Twitter network here in the GTA, making local tweet-ups a success and late night tweets under the hashtag #sleeplessintoronto interesting indeed. When I was in San Francisco in the late 1990s, there was definitely a dot-com community there, but in some ways it was very insular. What I love about the social media scene here is that there is a broader group of people. In other words, there are accountants and actors, musicians and marketers, all part of the mix.

SES: What are the biggest challenges for businesses on social networks – and what advice do you have for them to overcome those challenges?

AM: The biggest challenge for most companies when they enter the social media space is that they complain about not having enough time to manage these online efforts. In some ways, this is ridiculous. Would you ever tell someone you didn't have time to market your products or services? Probably not, so social media should not be an afterthought.

SES: Some marketers say that traditional marketers – and not direct response marketers – have an easier time understanding the role of social media. Would you agree or disagree, and why?

AM: I think it really depends on the person. Some people are quite good at making connections online; they're just comfortable in the social media world. In other words, to be successful in this new arena it's a good idea to put someone in charge who enjoys making these connections.





The biggest challenge for most companies when they enter the social media space is that they complain about not having enough time to manage these online efforts. In some ways, this is ridiculous. Would you ever tell someone you didn't have time to market your products or services? Probably not, so social media should not be an afterthought.

SES: Do you think it's possible to quantify an investment in social media?

AM: I think it's possible to quantify an investment in social media, but you need to base this measurement on things like online reputation and brand awareness.

SES: Are there some businesses that should not participate on Facebook, Twitter, or other social networks?

AM: For most businesses, there is a social network that makes sense. For a B2B business, that might mean building your own community on Ning. For a pharmaceutical business, that might mean tweeting about topics that won't get you into legal trouble.

SES: What tool or tools do you use to monitor and track social conversations about you and your clients?

AM: At my company, MGImedia, we use Radian6 for many of our clients. This is a powerful platform to monitor social conversations

and it's never let us down. However, if you want a free solution, HootSuite or even Google Alerts can work just great.

SES: Inspirational speaker Tony Robbins is one of your clients. Why does someone like Tony Robbins – who already has a high profile and works in many channels – need a social media strategy?

AM: Tony Robbins entered the social media space a few years ago. I was lucky enough to work with him at the beginning of his foray into Twitter and other platforms. Basically, Tony is a marketer. When infomercials were all the rage, he was there. Today, he's embraced social media in a positive way to build his brand.

SES: Have you always been a social person?

AM: I've always been a social person. I love meeting new people and making new connections. With social media, I'm now able to build relationships with people all over the world, and whether I'm on stage tweeting to the audience or at home at midnight friending on Facebook, I embrace working and living in this new borderless society.

### **Want to learn more?**

Amber Mac will share her social media secrets at 9 a.m. on Monday, June 13, at SES Toronto 2011.

Visit [www.SESToronto.com](http://www.SESToronto.com).

# A guide to the new and improved Search Engine Watch

Streamlined categorization, a more robust search engine, and live and trending apps vastly improve user experience.

by Jonathan Allen

At the time of this writing, we are preparing the relaunch of SearchEngineWatch.com. Stay tuned to the site to see the latest phase in our evolution and meet the new generation of marketing experts.

## NEW LOOK AND FEEL

Our new logo imparts a fresher and more authoritative appearance to Search Engine Watch. The color-code device to the right of the thin black line is a theme that runs through the entire site and represents the spectrum of new content and contributors.

The new home page has a more broad-sheet look and feel and simplified categorization. We have significantly reduced clutter by dropping the left-hand navigation and providing one main multi-colored content navigation bar. The home page is now a single stream of news, with the latest story in the top left corner and the rest following in reverse date order. All headlines are now featured on the main site, their placement giving you a sense of how recently the stories were posted. There is also a smaller navigation bar that highlights specific site functionality and resources.

Article pages are now bigger and can incorporate more illustrations. Finally, the right-hand column has several new apps to help you discover trending content according to website and social metrics. They're very cool!

## BETTER CONTENT CATEGORIES

Many of you told us that the old site design was confusing. It was very difficult to find content from earlier in the week or on specific topics or disciplines. Categories were poorly labeled, and there were too many different sections to the site that were not effectively connected.

To address these problems, we've massively simplified the content categorization of every article. Looking at the range of topics covered, we set up a taxonomy that is intended to create content dashboards and fit into the online marketer's workflow. Each

member of a team can follow certain categories to stay current on news, strategies, and tactics for his or her specialty. You don't all have to be reading the same content to get value out of Search Engine Watch.

## BETTER SEARCH ENGINE, WITH SEARCH SUGGESTIONS

Another persistent complaint was that the site search functionality was particularly poor. With 14 years of writing behind us, we knew that migrating over 20,000 articles into a newer, more robust CMS was still likely to cause a problem for search. It made sense to look at the new site in terms of a vast searchable archive of content. After all, search engines and content discovery is what we are all about. So we took the CMS and mashed it into a search engine. The new Search Engine Watch sits on an entirely new technology stack.

The result is that the search engine analyzes all of the content and creates an index of interrelated pages and topic themes. When you start searching, keyword suggestions pop up to help you quickly jump to what you are looking for. Or, if you are looking to dig deep into a topic, you can enter your keywords, and more suggestions will appear in a drilldown box to help refine your search query.

## FOLLOWING TOPICS

We've built the new Search Engine Watch on a search engine, which means that we can interlink articles at a granular level and bring up related content. All coverage on a particular company, tool, product, or campaign can easily be sourced under one topic. You can subscribe to the topic RSS feed, and in the weeks after the launch you will be able to follow the tag; SEW will automatically suggest articles based on the topics you are reading.

To get an A-Z of all the topics sorted by company, technology, people, products, or industry discipline, simply visit the "explore all topics" section.

## LIVE AND TRENDING SOCIAL LAYERS

The goal of Search Engine Watch is to bring together the entire community of search marketing professionals to share knowledge, insight, and perspectives in order to generate successful businesses. We have integrated Twitter and Facebook sharing so that you can connect with users in those networks – and build your own tribe. You will see "live" and "trending" apps in the right-hand sidebar.

These apps take the social concept a step further by enabling social networks to filter content. You can see what is trending right now via your friends' recommendations on Facebook and what is most tweeted about on Twitter. Even cooler are the popularity filters – what we like to call statistically based navigation – that show the most-viewed and most-discussed articles on the site.

In every category you can see what topics are trending by views and comments. Trending topics show what topics are being covered right now in that category. By drilling down into the topic you can get further information on a trend as it breaks.

Trending content is at the core of the site's architecture. The footer on Search Engine Watch has a unique dynamic navigation that reorders the 10 latest companies according to what has most recently been discussed.

As we build up data in the months following launch, expect to see more features that filter and prioritize content on a personal and site-wide level.

## MORE TO COME

The central concept behind the design of the new Search Engine Watch is that you should be able to find whatever tactical or strategic information you need to successfully create online marketing campaigns, with minimal fuss. The entire site is organized to give you an instant impression of what the community thinks is important content right now via trending content, trending topics, and the color-coded navigation, all collated under a dashboard view.

Even more powerful social features are on the way to enable you to connect with our expert contributors directly on the site and also create more ways to filter content through the expertise of our authors and readers. A fully mobilized version will be released this year. You can expect to see much more video content in the coming months.

Our intention is to make the site as easy to use as a search engine. We want all team members involved in executing your campaign to be able to use the site as a resource

to improve their skills and take their careers sky-high.

We welcome your feedback on the new Search Engine Watch. Send comments to [jonathan.allen@searchenginewatch.com](mailto:jonathan.allen@searchenginewatch.com).



Jonathan Allen is director of Search Engine Watch with Incisive Media. Before joining Search Engine Watch, Jonathan worked as a search marketing specialist for Incisive Media on leading B2B print/

online publications and job boards in the legal, tech, and finance sectors (websites such as Legal Week, TheInquirer.net, V3.co.uk, Accountancy Age Jobs, and Computing Careers). Before Incisive Media, Jonathan worked as an SEO consultant and also co-founded Moblog:tech, an award-winning mobile social networking software provider. In 2008, Moblog:tech's build of Channel 4's The Big Art Mob won the community engagement award at MediaGuardian Awards for Innovation (MEGAS) and The Royal Television Society's "On The Move" award, and received 3 BAFTA nominations.

## Who's who of video sites

Ranking the most popular U.S. providers of video content.

by Jonathan Allen; art by Neil Tweddle

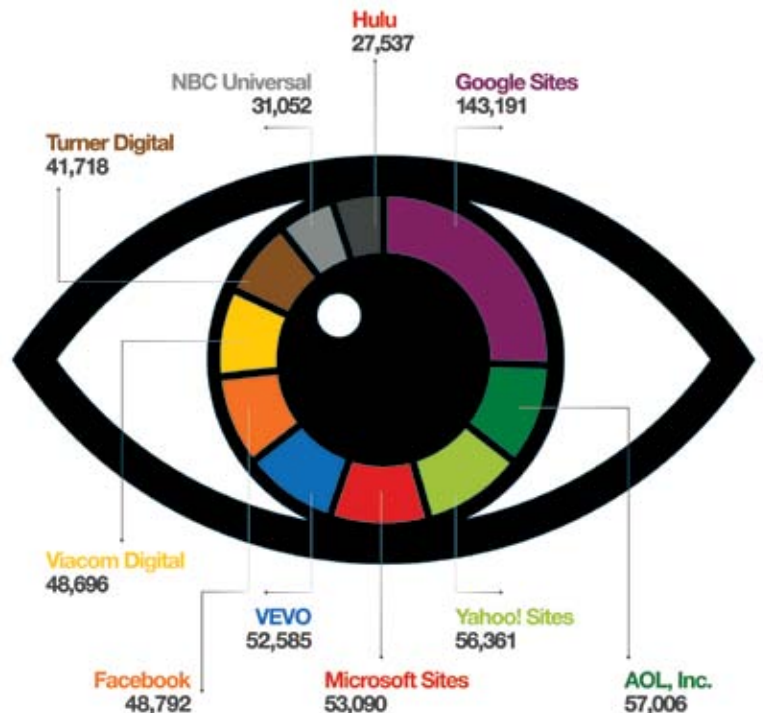
Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property in March with 143.2 million unique viewers, followed by AOL, Inc. with 57.0 million viewers and Yahoo! Sites with 56.4 million viewers. Microsoft Sites came in fourth with 53.1 million viewers, while VEVO ranked fifth with 52.6 million viewers.

### US Online Video Usage

March 2011

### Total Unique Viewers (000)

Total Internet : Total Audience 174,315



Total US - Home/Work/University Locations  
This report is based on results from a comScore Video Metric

# The convergence of search and social

The lines between social media and search engines are rapidly blurring. Have you adapted your digital marketing strategy – and your career – to the new reality?

by Julie Batten

There used to be social media and search engines. They represented two different destinations (social networks versus search engines), two different digital marketing tactics (social media marketing versus search engine marketing), and two different areas of specialization. But today you will find them looking more and more like each other: search engines are becoming like social networks and vice versa.

There has been a lot of talk about the “convergence of search and social.” But what does this actually mean? How is it changing our experiences, and what does it entail for marketers?

## HOW SEARCH IS BECOMING SOCIABLE

Several trends related to the socialization of search have emerged:

- **Personalized search results.** Based on our observed searching, viewing, and clicking behavior, Google has been customizing search results for some time. It started with simple geo-targeting of results, and now takes into account extensive browsing history when users are signed in to their Google accounts.
- **Social media feed integration.** Google and Bing have integrated Twitter feeds into their search results. Being very fresh and content-rich, Twitter

streams have consistently placed high in the rankings. Bing has focused on integrating Facebook likes as well.

- **Social media signals.** Google has incorporated Twitter feeds and social ratings as signals into its algorithm, giving priority to those sites that have strong (and positive) social links and mentions. Social context is an increasingly important ranking factor.
- **Sidewiki.** Google created Sidewiki to enable users to make comments on others’ websites via a sidebar. That said, uptake to date appears to be quite low.

Additionally, the “get more discussion results” link represents an exciting development in search. I have recently taken up a health regimen that involves tracking my caloric intake. A few weeks ago, after a lunch of gyoza and miso soup at my local sushi shop, I turned to Google to determine the calories in what I ate. Below the second search result, I saw a neat little link with voice bubbles that said, “Get more discussion results.” When I clicked on this link, I was led to a search results page with *only* discussion forums and social results.

The +1 function, Google’s newly launched quasi-equivalent to Facebook’s like, is poised to further transform the search engine as a social entity. The +1 button enables users to click to recommend a sponsored search ad to

those in their network. Soon, however, this functionality will be rolled out to websites so that users can +1 the site without having to go back to find the search ad that got them there.

## HOW SOCIAL IS BECOMING SEARCHABLE

Search engines are implementing social functionality; at the same time, social networks are bolstering their search functionality:

- Recognizing that more than ever, searches are taking place on destinations other than search engines, comScore now includes “expanded search rankings” in its monthly ranking reports.
- Facebook is among the top 10 destinations in terms of search volume, according to comScore.
- Facebook struck a partnership with Bing to show Bing’s web results within the Facebook internal search function.

## THE IMPLICATIONS FOR MARKETERS

The convergence of social networks and search engines will mean different things to you depending on your role and industry, but here are a few considerations.

If you fancy yourself a search marketing specialist or a social media expert, you may want to diversify. The bottom line is that deep skills in just one of these tactics





will no longer be relevant: you need to look more holistically at how to ensure online visibility and authority. You need to become, in essence, a “findability specialist” – a term I’ve heard recently.

Search marketing and social media cannot be considered, planned, or executed in silos. As a business, you should no longer seek out just a search marketing company or a social media company, but rather find a company that can integrate both functions and do both well.

Traditional SEO strategies that focus on integration of keywords into on-page content and archaic link-building approaches are no longer going to cut it. Social media is becoming more and more a part of the algorithm that needs to be considered. Therefore, SEO strategies need to incorporate social media content optimization from both an on-site and off-site perspective. And if you don’t yet

have a footprint in social media, start thinking about how your business can leverage entities like Facebook, Twitter, Flickr, and the rest.

If you swear by paid search and have yet to explore advertising opportunities within social networks, you should probably get moving. Not that search engines are likely to disappear anytime soon, but as users spend more time in social environments, they will proportionately spend less time in search engines. Think about it: if I can perform a search on Bing when I’m on Facebook, why would I go directly to Bing to search? I can chat with my friends, post pictures, and search for a restaurant for dinner all in one interface.

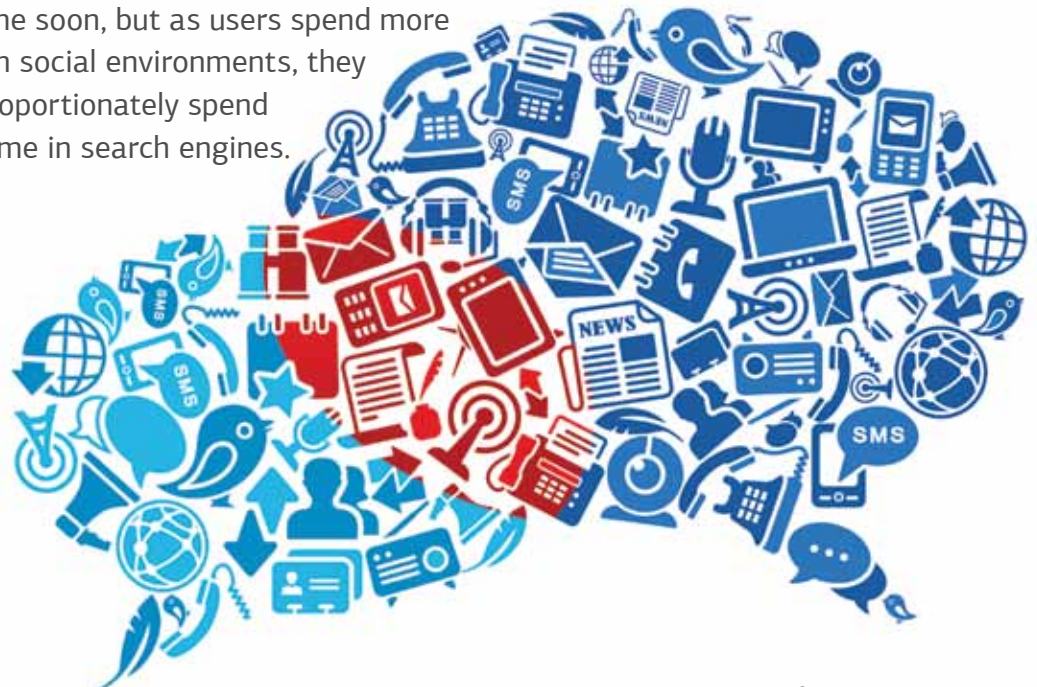
There are likely many more issues to be considered, but I hope that the points outlined here will get you thinking about what the convergence of these two digital

marketing tactics means for you and your business.



Julie Batten, vice president, media strategy, at Klick Communications, is responsible for developing and managing online marketing campaigns for world-class brands. With a strong emphasis on search marketing activities, Julie conceptualizes digital marketing strategies to enhance clients’ online presences. She previously headed up the SEM practice at Non-linear Creations, where she managed the search marketing team to deliver exceptional results by means of both organic and paid search campaigns. Having written several whitepapers and articles, instructed online courses, and spoken at various seminars on the topic, Julie is well versed in all things search.

If you swear by paid search and have yet to explore advertising opportunities within social networks, you should probably get moving. Not that search engines are likely to disappear anytime soon, but as users spend more time in social environments, they will proportionately spend less time in search engines.



# Surviving and thriving after Google's Panda update

Six best practices to protect your site when Google eliminates low-quality content.

by Jeff Quipp

This year saw a major new update to the Google algorithm. The update was originally called the Farmer update, but was later renamed the Panda update by Google itself. Google estimates suggested that as much as 12 percent of search queries would be impacted by the change. Google tested and tweaked the algorithm over a couple of months, then rolled out the update to Google.ca in early April 2011. Subsequent improvements on the update have now been made, impacting an additional 2 percent of search queries.

## WHY DID GOOGLE MAKE THE UPDATE?

According to Google, "This update is designed to reduce rankings for low-quality sites – sites which are low-value add for users, copy content from other websites or sites that are just not very useful."

The key to success for any search engine is in its ability to deliver to searchers the information they seek, faster and more consistently than any other available options. Spam and low-quality content are an impediment to this objective, as they increase the noise ratio within the search results. Anyone having spent any time searching via Google (or any search engine for that matter) will almost certainly have noticed the search results peppered with pages from sites offering little or no value at all. Many of the sites offer "thin content" or content scraped and assembled from other sites. In a nutshell, they offer no real value-added content.

## SO WHAT REALLY CHANGED?

These "low value" pages are thus the target of Google's Panda update. We can never be 100 percent certain, but a few tell-tale signs associated with poor-quality content are elements such as excessive ads, too little content on pages, little or no links to pages, duplicate content, and user behavior data such as refined searches and block site requests. Google even admits that it cross-referenced its initial findings (i.e., those sites identified as providing low-quality content) with

the results of the newly launched Chrome Site Blocker, and that it's now using a little-known new feature that permits searchers to block all results from certain sites.

## HOW TO RECOVER IF YOU WERE IMPACTED

If you've been affected by this Panda update, you'll have noticed a drop in organic traffic from Google, and possibly even a more disturbing drop in rankings for most all terms you were previously ranking for. The question then becomes, is there any way to recover these rankings?

The reality is, there have been very few reported cases of sites recovering from the impacts of this update, and none can be specifically attributed to efforts they've undertaken to recover. Google, however, has suggested that companies affected can take the following actions:

1. Add quality unique content.
2. Move questionable content to another domain or prevent that content from being indexed by search engines.

## HOW TO PROTECT YOURSELF GOING FORWARD

With this update, Google has made it known that it's going to continue detecting and eliminating low-quality content from its search results ... and it's only going to get better at it. This has implications for all going forward, resulting in some best practices to protect your site in the future:

1. Build high-quality, unique content that actually adds value. If you're a reseller, then add information beyond what the manufacturer provides. Get really good at soliciting client user-generated content.
2. Do not try to generate large volumes of content that is low quality, as this will jeopardize the rankings of the good quality content.

3. Get good links to each of your pages of content, as this is a signal to Google that content is quality.
4. Ensure that content is social media-optimized, meaning that sharing buttons are prominently displayed on each page to encourage sharing of the content, to increase the likelihood of submission to social media sites.
5. Be wary of too many ads (e.g., Google AdSense) on your pages – again, a signal of poor-quality content.
6. Make sure users extract some value from each page and won't wish to "block" the site from appearing in future search results.

## CONCLUSION

Automated content is not the issue ... so long as it's of sufficient quality to satisfy users. The issue is low-quality content that does not provide users with the information they're searching for. The message from Google is clear: if you're going to add content to your site, make sure it's quality content that will help searchers find answers to their questions as quickly as possible. Those who ignore this message will likely perish from the search results. Those who heed the message have the best chance of succeeding long term. The key takeaway then becomes "how can businesses produce quality content as efficiently as possible?"... but of course this is the subject of another article.



Jeff Quipp is the founder and CEO of Search Engine People Inc. (SEP), Canada's largest search marketing firm. SEP received *Profit Magazine's* 100 Fastest Growing Companies in Canada Award in both 2009 and 2010, a feat that Jeff claims is the result of practicing what they preach. Jeff is an online marketing strategist, and leads a team of experts responsible for the incredibly successful search and social media marketing strategies and campaigns of many of the who's who of Canadian business.

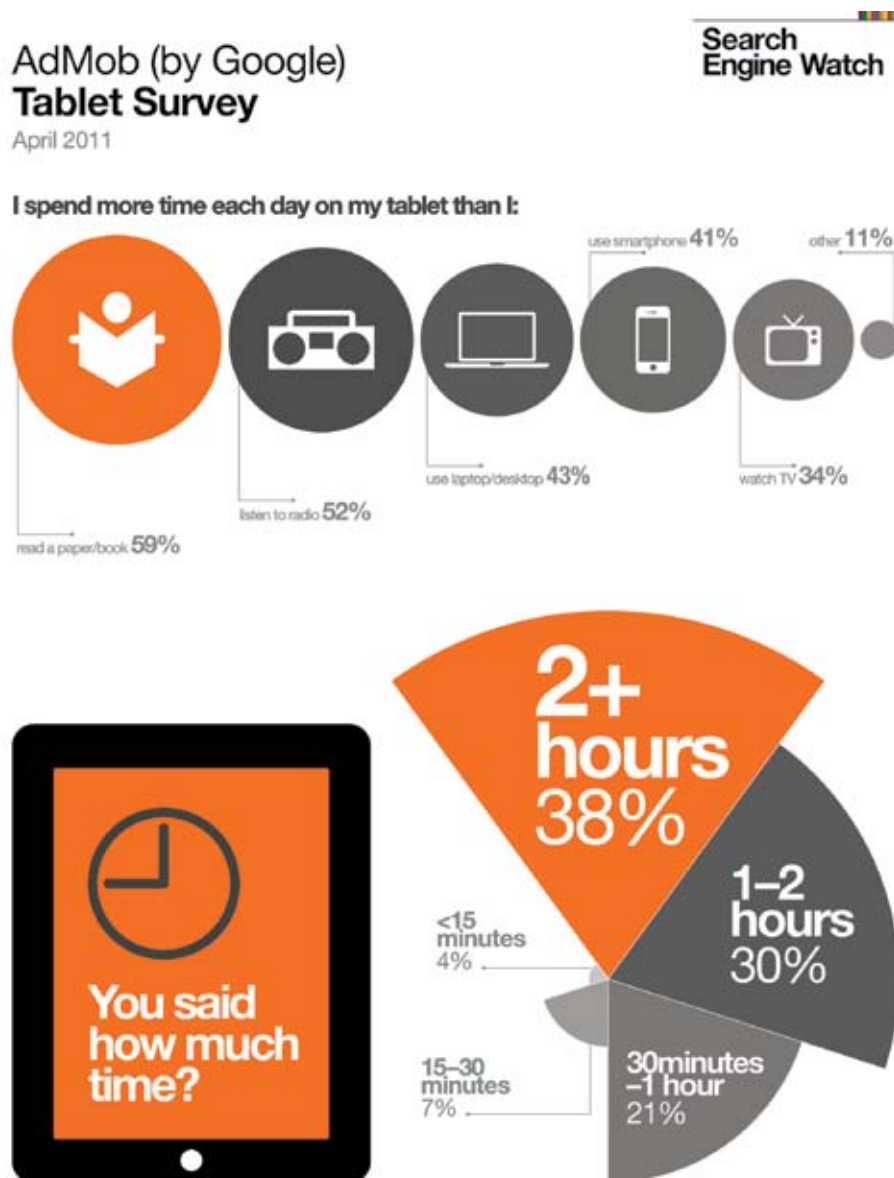
# Finding a purpose: tablets

Results of the Google AdMob survey on tablet usage.

by Jonathan Allen; art by Neil Tweddle

How are people using their tablets? Google's AdMob, in a survey, found that people are using their devices to play games (84 percent), search for information (78 percent), email (74 percent), and read the news (61 percent). The ad network's survey also found that people primarily use their tablets at home (82 percent) rather than when they are on the go or at work. And nearly two in three said that they use their tablet more frequently during the night instead of the day.

Here are other trends the survey found:



This report is based on results from an AdMob (by Google) Tablet Survey that was run in the US in March 2011. The survey had 1,430 respondents. <http://services.google.com/fh/files/blogs/AdMob%20-%20Tablets%20Survey.pdf>

Images courtesy of the iStockphoto. Other tablets and smartphones are available.

## Canada sets a new standard in the fight against spam

Ensure compliance and avoid liability from lawsuits by government and private citizens by reviewing FISA's requirements and your existing policies before FISA goes into effect.

by Nick Pavlidis

Splogs and spammy links are the scourge of legitimate search marketers. The search marketing sector might be better-served if it took a cue from Canada in its fight against spam. As of April 20, 2011, Canada trails only six other countries in The Spamhaus Project's list of "The 10 Worst Spam Countries," with 224 live spam issues. The United States leads the way with almost 2,300 live spam issues, followed by China, the Russian Federation, the United Kingdom, Brazil, and Japan rounding out the top six. On December 15, 2010, the Government of Canada took an aggressive step in its fight against spam when it passed powerful anti-spam legislation.

Officially entitled Bill C-28, Canada's anti-spam legislation is known by the acronym FISA, which is based on its previous title, the "Fighting Internet and Wireless Spam Act." Although the exact date of when it will go into effect has not been fixed by order of the Governor in Counsel, as of early April 2011, it is expected that FISA will come into force by September 2011.

FISA is designed "to deter the most damaging and deceptive forms of spam from occurring in Canada, creating a more secure online environment" (according to Industry Canada). Analysis of the bill suggests that Canada has succeeded in developing a broad set of consumer-protection rules. One of the most significant components of FISA is the creation of additional consumer consent requirements. FISA is powerful, going further than many other anti-spam regulations, including the United States' counterpart, the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003, or CAN-SPAM, which took effect in 2004. FISA is viewed as setting a new standard for anti-spam legislation. (Both Canada and the U.S. have other laws and systems in place to protect consumers from unwanted marketing communications, including the U.S. Junk Fax Prevention Act of 2005 and Canada's Personal Information Protection and Electronic Documents Act, Competition Act, and

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Although many of FISA's provisions are addressed by other international regulations, FISA's specific requirements differ significantly from many others in ways that may have a dramatic effect on how your company engages in sending commercial electronic messages in its marketing efforts.

Taking the time to review FISA's requirements and revise your existing policies, if necessary, is essential to ensure compliance and avoid liability from lawsuits by government and private citizens.

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Telecommunications Act, each of which FISA amends to varying extents.)

The American anti-spam law had a simple purpose: to protect consumers against unsolicited email. At the time, it was considered broad in scope, proscribing several compliance requirements and prohibitions. CAN-SPAM essentially allows the transmittal of commercial emails, but requires the sender to include simple opt-out procedures that are honored within 10 days. It also requires that the emails include a physical address of the publisher or advertiser and restricts the content of the from and subject lines to ensure that they are accurate and relevant.

Under FISA's more stringent requirements, companies and individuals who send commercial electronic messages to, through, or from Canada will need to be prepared for significant additional regulations. To be compliant, you need to understand its provisions and develop a detailed compliance policy that is communicated to all relevant personnel who are also educated on the company's policy and FISA's provisions.

The first step in understanding how FISA will affect your existing and future marketing efforts and compliance programs is understanding the general provisions of FISA and how it differs from CAN-SPAM.

For example, in addition to spam, FISA's regulations apply to a range of electronic activities such as spyware, phishing, and

malware, when used in connection with commercial activities. FISA also does not distinguish among the particular means of electronic transmission that are used to engage in offending activities, applying to all forms of commercial electronic messages, including text messages and instant messages.

Perhaps the most dramatic and important distinction between CAN-SPAM and FISA, and the provision that is likely to require the most change at the company level, concerns FISA's treatment of consent in the communications process.

Unlike CAN-SPAM, FISA shifts the consent system from an opt-out system to an opt-in system, requiring consent prior to sending commercial messages. Although this seems daunting at first, it is important to note that it is not a true opt-in system, because express consent is not required. A consumer can be deemed to have provided implied consent.

Most frequently, implied consent will be found when there is an existing business relationship between the sender and recipient of the messages. An existing business relationship will exist when a company has done business with a consumer within two years of the message or if a consumer makes certain inquiries to a company within six months of the message. Implied consent can

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# Steps to building a social media plan that gets results

Approach social media marketing strategically and build a real plan.

by Krista Neher

I've worked with hundreds of businesses and trained thousands of individuals in social media marketing, and one of the biggest mistakes that I see from companies of all sizes is a failure to plan.

Many businesses hear about Facebook and Twitter and jump in, without spending time up front identifying their strategy or creating compelling content. The key to success in social media is building a solid plan. Since social media is "free," most businesses don't spend the appropriate time planning or working out a creative execution.

The reality is that success in social media marketing is more difficult now than it was in the past. An average person on Facebook is connected to 130 people and 60 pages, groups, and events. That means that you have to break through the noise of 190 other connections in order to get noticed. The reality is that most businesses don't break through and most of their posts go completely unnoticed by their fans.

After training companies for many years, I created a social media planning method to help businesses approach social media strategically and avoid major pitfalls. By following this strategic planning method, you will create a social media plan that really gets results. I've seen this system work again and again for my consulting and training clients.

## 1. LISTENING

Listen to what people are saying about your company, industry, and competitors. Many of my social media students say that this stage was the most insightful stage of their plan building. Take time to follow some of the people in your target audience and learn what they talk about and how your product or service plays a role in their lives. Conversations can be monitored across social media sites (Facebook, LinkedIn, Twitter, discussion forums, etc.) using free tools.

## 2. MARKETING STRATEGIES

Before you dive in, spend some time to clearly understand what it is that you really

want to achieve. If you don't know your goals, you will have trouble proving the ROI of your social media marketing. Also, be sure to link your goals to a potential call to action. A call to action is an action that someone can take to bring them into a funnel that ultimately leads to a sale. A call to action may be to sign up for a newsletter or call for a consultation.

## 3. TARGET AUDIENCE

Know in detail your target audience and whom you are trying to reach. Be as specific as possible, as this will help you develop more meaningful content. Many businesses fail to specifically define their audience. If you try to reach everyone, you will end up reaching nobody.

## 4. CONTENT

Content is one of the most important areas of your social media marketing plan. What will you talk about that will engage and inspire your target audience? What is it that will entice people to connect with you on social networks? The content is probably the most important part of your social media plan,

since it is what you will actually talk about and post on social networks. Many people just join social media sites and start posting, without spending time up front to develop their content plan. I recently read a blog post titled "Content is the Most Important Part of Social Media Marketing." This would be like saying that the commercial is the most important part of television advertising. It should be obvious, but sometimes it isn't.

## 5. TOOLS

What are the right social media tools for your business? LinkedIn, Twitter, Facebook? Which tools best match your strategy, audience, and content? Many businesses start with the tools (i.e., "I want to get on Facebook") without understanding what they want to achieve and whom they want to reach. The key to success in social media is to look at what you want to achieve, whom you want to reach, and which social media sites provide the biggest and best opportunity for your content.



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# Five-step model for a killer B2B content marketing strategy

Persuading the right people in your organization to make marketing changes requires education.

by Lee Odden

Content marketing has become a hot topic among search and social media marketers over the past year. According to the Junta42 2010 Content Marketing Spending Survey, content marketing now represents 33 percent of total marketing budgets, with social media, e-newsletters, and blogs topping the list of tactics. In fact, Forrester Research reports that spending on B2B social media alone will approach \$54 million by 2014.

The problem is that many of those marketers are not incorporating SEO, social media, and content marketing channels. While content is the common denominator with effective SEO and social media marketing, many online marketers don't have support or the resources for integration.

Persuading the right people in your organization to make marketing changes requires education. To that end, here is a five-step model for a killer B2B content marketing strategy that effectively incorporates SEO and social media best practices.

## STEP 1: BUYER PERSONAS

Content marketing is essentially connecting customers with relevant information in a way that provides mutual value for both customers and brands. While content informs, it also influences readers to the logical conclusion to buy – directly or indirectly.

The most effective content marketing efforts are thoughtful about understanding the people the brand is trying to engage. To do that, there are a few key questions that should be answered:

- What are your customers' content preferences?
- How do they discover, consume, and share content?
- What types of information do they need during the buying cycle?
- What are they looking for on search engines and discussing on the social web?

The answers to questions like these can help B2B marketers make important decisions about their content marketing strategy, social media channels of focus, and measurement via social monitoring and web analytics.

Creating personas or profiles of the brand's target customer groups helps guide editorial decisions, keyword research, promotion, social engagement, and, of course, goals and measurement.

Many companies segment their email or direct marketing lists according to key characteristics. Developing a search and social persona is not that different. Documenting ideal customer archetypes involves collecting data, aggregating it, and analyzing it into profiles.

The first step is to collect data you already have on existing customers that exemplify ideal characteristics such as profitability, low support costs, referrals, and retention. Additional internal sources include web analytics data from brand websites to identify KPIs that lead to ideal customer acquisition. Social media monitoring and analytics data can also provide insight into ideal customer behaviors.

Additional tools include competitive search and social media research services, social media monitoring tools, and keyword research tools. You can also survey your customers to identify what social media and content sites they prefer.

## STEP 2: SEARCH AND SOCIAL KEYWORDS

Driven by a desire to connect customers with the information they need to make B2B buying decisions, content marketers dedicate substantial resources to creating information and media that engage. Understanding target customers' interests and the language they use to think about the problem/solution involved with your offering is the first step in content optimization.

Like consumers, B2B buyers discover new services through search engines. They also look for recommendations and discuss what they find via search on social networks,

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forums, and blogs. Search engine optimization best practices call for keyword research so that content can be optimized for what's relevant to customers and the language they actually use when searching for solutions.

Because B2B buyers are active and influenced by social content, it's important for B2B marketers to understand social keywords or topics as well as search keywords. What buyers search for on Google and what they discuss on social networking or Q/A sites like Quora are not always the same.

SEO-focused keywords help inspire creation and optimization of content for discovery via search engines. Social media-focused keywords help guide the content and messaging approach on relevant social channels. This way, when B2B buyers search a category for solutions, they see "Brand 123" in a prominent position. When that buyer looks at social content like blogs, Twitter, LinkedIn, or video for the topic, Brand 123 appears there as well. This approach also intersects with online PR efforts to gain editorial coverage according to keywords or topics of focus.

### STEP 3: EDITORIAL PLAN AND CONTENT MAPPING

Content strategy, personas, and search/social keywords are implemented through the editorial plan. Brands are increasingly adopting best practices used by publishers to create engaging information and media for a specific type of audience.

The editorial plan covers any kind of content that tells the brand story to the customer segments being targeted. Such content plans factor in original website and blog content, curated content from other sources, repurposed content from inside the organization, and content published on other websites or other brand web properties.

The editorial plan also influences the content created for social media-specific purposes such as blog posts, tweets, Facebook status updates, LinkedIn forum posts, and YouTube videos.

In order to coordinate the connection between the buyer persona-guided editorial plan and the actual content, it should be mapped. SEO practitioners already do this with keywords and associate target keyword phrases with specific web pages or categories of pages. This is useful for making sure all target concepts are accounted for with on-page optimization and can be modified as content or target keywords change. If there is no content for a target keyword to be mapped to, then it's added to the content creation plan.

Mapping content according to buyer personas is very similar. Existing content is audited for ability to address the information needs of target customers across the buying cycle. If there are gaps, then new content is created to address those needs. In a coordinated social SEO effort, the editorial plan and content mapping process occurs first, then the SEO audit.

### STEP 4: CONTENT PROMOTION

"Build it and they will come." It's a well-known and often overused quote used to describe the fallacy of great content as a

marketing tool. Content isn't great until someone shares it. And they share it, and so on and so on.

With content marketing, great content is the beginning not the end objective. An effective content marketing strategy includes information about target buyer personas, search keywords and social topics, an editorial plan, and a plan for promoting all the high-quality content being created. Today's Internet and social web are full of information overload. Buyers can easily be distracted and so it's important to stand out and stay connected.

There are three basic reasons for promoting great content:

1. Many B2B buyers rely on information to be pushed to them because finding and trusting new sources on an ongoing basis isn't practical.
2. Promoting content through channels where a social network has been developed can lead to exposure, traffic, and links.
3. Content promotion can inspire syndication and citations from other blogs and online media.

A particularly effective model for coordinated social SEO and content promotion is a hub and spoke. Depending on your content strategy and target audience, the hub might be a resource center, blog, Facebook fan page, YouTube channel, or website. The spokes are distribution and promotion channels leading to offsite networks or communities.

Understanding the communities and involving them in both content development and promotion keeps topics fresh and relevant as well as interesting for the community to promote to others.

### STEP 5: MINING WEB AND SOCIAL ANALYTICS

As B2B marketers implement a coordinated social SEO and content marketing program, there's a cyclical publishing, promotion,

analysis, and improvement process that can boost effectiveness.

It starts by creating keyword-optimized content and promoting it to relevant channels. As the brand's content gets noticed, it is shared and voted on and awareness of the brand as a source of useful information on the desired topics grows. At the same time, a persistent effort is made to grow social network connections. Increased exposure of brand-authored content will attract more subscribers, fans, friends, followers, and links. Increased links and social exposure will attract even more search, link, and social traffic. Increased web traffic and community engagement actions will help the brand research, develop, and further grow social networks for content and SEO. With the information gained from community data, editorial optimization plans can be refined for more effective content creation, optimization, and promotion.

Hopefully, this five-step model will provide you inspiration or fuel to start incorporating social media and SEO in your B2B content marketing. You'll reach more customers where they're looking across the customer lifecycle and inspire more effective engagement, revenue, and retention outcomes.



Lee Odden is the CEO of Top-Rank Online Marketing, a digital marketing and public relations firm specializing in strategic Internet marketing consulting, training, and implementation services, including online PR, SEM, and social media marketing. A veteran Internet marketer, Odden has consulted for clients such as HP, McKesson, Northwest Airlines, PRWeb, and the national PRSA. Odden conducts seminars for companies and regularly presents at Search Engine Strategies, WebmasterWorld Pubcon, OMMA, and the Media Relations Summit.

# Improving your AdWords Quality Scores with DKI

Avoid common mistakes in dynamic keyword insertion and start creating effective ads immediately.

by Matt Van Wagner

As the search advertising marketplace becomes ever more competitive, advertisers are on the prowl for the newest magic trick that will instantly raise their AdWords Quality Score (QS) and give them the chance to show their ads in the top ad positions without paying through the nose.

Interestingly, one of the most effective tricks is neither new nor magic. Dynamic keyword insertion (DKI) has been around for almost as long as AdWords itself and, when implemented properly, can result in higher Quality Scores.

Over the years, industry pundits have lauded DKI as a secret sauce that gives them a real competitive advantage and higher click-through rates (CTRs), while others have derided DKI as ineffective and the leading cause of spammy-looking ads. In fact, both of these statements are true. When done incorrectly, DKI ads look foolish and perform worse than regular static text ads. In contrast, well-executed DKI ads are a powerful tool that can dramatically improve your campaign performance.

## HOW DOES DKI WORK?

Dynamic keyword insertion does just what its name implies: it dynamically inserts a keyword from your ad group into a DKI text ad when a search query on Google matches that keyword. With DKI, you can insert your keyword into your ad headline, description lines, or even display URL – or all three!

Dynamic keyword insertion is triggered by the syntax in your AdWords ads:

World's Top {Keyword:Widgets}  
Hundreds of {keyword:widgets} in stock.  
Made in Canada. Free Shipping!  
Greatstores.com

Assuming that your ad group contains the keyword *blue widgets*, when someone searches for blue widgets, AdWords dynamically inserts your keyword into the ad seen by users:

## World's Top **Blue Widgets**

Hundreds of **blue widgets** in stock.  
Made in Canada. Free Shipping!  
Greatstores.com

This DKI ad is very relevant to the user's search query, and your keywords are displayed in bold text because they match the search query. Higher relevance and a greater number of bold words in your ad usually translate into higher CTRs. Best of all, if you sell 100 differently colored widgets, and all of these colored widgets are keywords in your ad group (red widgets, green widgets, orange widgets, etc.), this single DKI ad essentially becomes 100 perfectly customized and highly relevant ads!

## DOES DKI AUTOMATICALLY AFFECT QUALITY SCORE?

Absolutely. As my good friend and AdWords authority Brad Geddes points out in his blog at CertifiedKnowledge.org, Google calculates Quality Scores for keyword-ad combinations in real time, which means that DKI has an immediate impact on QS. Google states in its online help that "each keyword's Quality Score is determined after the keyword is triggered and inserted into the ad seen by the user."

This impact on QS is relatively minor, however, compared to the impact of higher CTRs. When your properly constructed DKI ads achieve higher and higher CTRs, the QS of your ads and keywords improves, too.

## COMMON DKI ERRORS

Implementing DKI ads is quite simple, and Google offers plenty of documentation to

help you get started. In the years we have been studying DKI, we have identified three very common mistakes that prevent advertisers from creating effective DKI ad campaigns.

First, advertisers often assume that the DKI ad inserts the user query, a common misunderstanding. AdWords inserts keywords from your ad group. This means that the words in your ad groups need to be listed in your ad group in the way in which you want them to appear online. For example, the broad-match keyword *widgets blue* will trigger on a search query for blue widgets. However, in your ad the headline will read:

## World's Top **Widgets Blue**

Not the most sensible looking ad headline, is it? Also, be sure to avoid misspellings in your DKI ad group. Since AdWords inserts the closest match from your ad group, if you provide the keyword *blue wigidits*, for example, your ad headline will be:

## World's Top **Blue Wigdits**

Second, many advertisers either don't know about the syntax options for controlling the casing of words, or don't fully understand them. AdWords offers six ways to determine the casing of text in your ads through the use of upper and lower case letters in the word *keyword* (see table below).

The syntax you select will have a big impact on how your ads display and perform. Get it right and you'll see your best CTRs.

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### Ad Headline DKI Syntax

World's Top {Keyword:Widgets}  
World's Top {KEYWord:Widgets}  
World's Top {keyword:Widgets}  
World's Top {KeyWORD:Widgets}  
World's Top {KeyWord:Widgets}  
World's Top {KEYWORD:Widgets}



### How Ad Displays Inserted Keyword

World's Top **Blue widgets**  
World's Top **BLUE Widgets**  
World's Top **blue widgets**  
World's Top **Blue WIDGETS**  
World's Top **Blue Widgets**  
World's Top **Blue Widgets**



# Display ads for ROI: Hardest-working ads online?

Too often, display advertising has been coddled, while paid search ads will do anything to make paying customers happy.

by Andrew Goodman

While search marketing has often been lauded for its killer ROI and – especially on the paid search side – its incredible capacity for fine-tuning and testing, its cousin on the display side hasn't always attained the same standard. Perhaps because of past miserable failures, some advocates for the display side simply issued it a different rulebook. Why should it be expected to “perform,” when it clearly can't?

But what if it can? What if there's a good chunk of the display world that needs to be tested, optimized, iterated, and forced to run the same gauntlet as “performance media” like search advertising and affiliate marketing?

Too often, display advertising has been coddled like a supermodel: allowed to swan in late to the shoot, paid exorbitant sums for lackadaisical performance. As long as it looks good, someone will go to bat for it and it will get a repeat engagement somewhere.

Paid search ads, meanwhile, have been like James Brown, the “hardest-working man in show business.” Singing, dancing, sweating – there isn't anything paid search ads won't do to make the paying customers happy.

Chalk it up to the guilty consciences of publishers and their trade group partners who secretly don't think their display advertising is capable of performing. As a result, they overcompensate with elaborate measures of brand lift and other indirect metrics. Spokespersons like comScore's executive chairman, Gian Fulgoni, are congenitally squirmy about true performance measures. Keynoting recently at an IAB Canada industry event, Fulgoni thundered that it's time we stopped counting the click as a meaningful measure of ad performance.

The click! Call us crazy for still believing that a click may be the first step in getting someone to, you know, visit your website.

Ironically, speakers following Fulgoni earnestly reported not only impressive CTRs (click-through rates), but on-target CPAs (cost per acquisitions) on recent campaign

efforts. Recalling the keynote, they'd hasten to add “with all due respect to Gian Fulgoni's point ... in a lot of ways we agree that performance measurement needs to get beyond the click.” Sure. But there has to be some reason you brought your CTRs to the table.

For avid search marketers, the most comfortable place to start in a renewed quest to expand out to display advertising is often the Google AdWords Display Network (formerly called the content network). The principles (and the cookies served to those who visit your site after the click) have much in common with your search campaigns in AdWords.

Two types of advertisers today are paying particular attention to display ads as an additional means of customer acquisition.

## 1. TRADITIONAL E-COMMERCE PLAYERS

These advertisers are steeped in the measurement of ROAS (return on ad spend) on all segments of their search keyword marketing.

It's amazing that a significant amount of content has evolved on the web that appears well-aligned with the vast universe of e-commerce sellers. It's not as easy to find high-intent prospects reading content as it is when they search directly for your products. The ecosystem has been self-optimizing to a degree because relevant publishers are increasingly incentivized through improving AdSense revenues, and irrelevant ones' earnings are dropping.

These websites have to build their audiences somehow. It doesn't come out of thin air. Well, because they offer large amounts of relevant – and often practical and action-oriented – content, many of them do pretty well in organic search results. The fact that they can “monetize” the traffic keeps them in business, and allows advertisers to continue facilitating that monetization.

In other words, these aren't just random matching algorithms going bump in the night; this is an increasingly organized and predictable ecosystem involving symbiotic relationships. Advertisers hope that the “go-to” conversion-driving publishers in

the Display Network continue to succeed in building their audiences.

A fascinating development – completely overlooked by the SEO community and the journalistic outsiders commenting on Google's harsh treatment of some content sites in its recent Panda update – is that websites like Suite101.com, About.com, Squidoo, eHow.com, Answers.com, and many others continue to drive strong conversion volumes in AdWords Display Network stats. These sites were supposedly “hammered” by the Panda update, and that supposedly happened because they offer too much useless, regurgitated, rapidly-written content. Well, they certainly haven't dropped off the map as far as our e-commerce clients are concerned. They may not be the highest-quality publishers in the world, but in a world short on quality content across many subject areas, they are often “good enough.” Indeed, their visitors appear to be more transactionally oriented than they would be on high-minded “quality” websites.

For all intents and purposes – although the user behavior dynamic is significantly different – the way that e-commerce publishers use Display Network is often similar to the way they use search. You can tweak bids on segments like publishers, exclude publishers and pages you don't like, try additional targeting refinements such as demographic-based bidding, and more. And the key metrics (CTR, CPA, and average order size; by ad, source, ad group, etc.) look or can be made to look more or less identical to the metrics you're tracking on the search side. Sure, if you've got fancy attribution models, you might give the display ads additional credit beyond directly attributable performance. But the point is, you can compare apples to apples. For many advertisers, that's very reassuring.

Such advertisers simply aren't listening to all of the exhortations about how you're supposed to treat display radically different

*continues on page 39*



### John Alexander

**DIRECTOR OF TRAINING & EDUCATION  
SEARCH ENGINE WORKSHOPS**

John Alexander is director of training and education for SearchEngineWorkshops.com and is also Director of the Search Engine Academy. John, together with his partner Robin Nobles, has created a network of Search Engine Academy Associates to deliver live, hands-on SEO Mastery Workshops, which are located in local communities in Canada, the United States, Singapore, Hong Kong, Malaysia, Indonesia, the Philippines, and Australia. Each participant gets personalized instruction in the scope of search engine marketing skills. Students completing the live workshop certification exam also receive a free six-month mentoring program after their workshop. John's expertise is primarily in keyword forensics and behaviorally related keyword research, SEO skills, and lateral thinking strategies. John has taught hundreds of groups of students and business owners from over 80 different countries worldwide since January 2002.



### Jonathan Allen

**DIRECTOR  
SEARCHENGINEWATCH**

Jonathan Allen is director of Search Engine Watch with Incisive Media. Before joining Search Engine Watch, Jonathan worked as a search marketing specialist for Incisive Media on leading B2B print/online publications and job boards in the legal, tech, and finance sectors (websites such as Legal Week, TheInquirer.net, V3.co.uk, Accountancy Age Jobs, and Computing Careers). Before Incisive Media, Jonathan worked as an SEO consultant and also co-founded Moblog:tech, an award-winning mobile social networking software provider. In 2008, Moblog:tech's build of Channel 4's The Big Art Mob won the community engagement award at Media-Guardian Awards for Innovation (MEGAS) and The Royal Television Society's "On The Move" award, and received 3 BAFTA nominations.



### Matthew Bailey

**SES ADVISORY BOARD & PRESIDENT  
SITE LOGIC MARKETING**

Matt Bailey is the president and founder of SiteLogic, a website marketing consultancy, and has been training businesses about website marketing since 1997. He is in demand worldwide as a speaker for the Search Engine Strategies conferences, the Direct Marketing Association (DMA), and the American Advertising Federation. He speaks at over 30 international conferences, seminars, and training sessions each year. Seminar attendees consistently rave about Matt's conversational, entertaining speaking style and his ability to explain high-level search marketing concepts in a way that even "non-techies" understand. Matt is the primary trainer and developer for the DMA's search engine optimization certification program, and the trainer for its two-day website marketing seminar. This year, Matt was selected as the DMA's emissary to France because of his expertise in search marketing.



### Kerstin Baker-Ash

**HEAD  
PERFORMICS CANADA**

Kerstin Baker-Ash has been working in search for eight years in both Europe and North America. Working with large clients on multi-market campaigns, she has honed her expertise in creating holistic search engine marketing strategies that connect the dots between all media – traditional and new. Currently the head of Performics Canada (a division of ZenithOptimedia), she's been fortunate to work with some outstanding global clients on exciting projects, slowly chipping away at the deeply ingrained mindset that search is an ancillary product in a client's overall advertising strategy. She's been a member of SEMPO and the IAB in the UK and Canada, holds advanced exams in AdWords (Search Advertising, Display and Analytics), and regularly speaks at industry conferences in North America and Europe.



### Chris Boggs

**DIRECTOR, SEO  
ROSETTA**

Chris Boggs of Rosetta is a specialist in search engine optimization and paid search advertising. He joined Brulant from Avenue A | Razorfish in 2007 as manager of the SEO team, and Rosetta acquired Brulant in 2008. Chris has worked in search engine marketing since 2000, starting in-house and moving into a consulting role in 2002. He's worked with organizations ranging from small businesses to Fortune 100, within all major industries, including health care, financial services, consumer products, and retail. He is experienced in performing and directing hands-on SEO, from keyword research to content and link development, as well as guiding technical implementations with e-commerce platforms. Chris is actively involved in the SEM community. He is a regular speaker at major search marketing conferences, a moderator and expert columnist for SearchEngineWatch.com, an associate editor for the Search Engine Roundtable blog, and a member of the board for SEMPO since 2006.



### Guillaume Bouchard

**CO-FOUNDER & CEO  
NVI**

Guillaume Bouchard is co-founder and president of NVI, a Montreal-based company specializing in interactive strategies. Founded in 2004, NVI has become the largest web agency specializing in SEO and social media in Canada, with more than 50 employees. NVI's mission is to build viable revenue models on the Internet for its customers by developing and marketing web platforms. Guillaume forged his entrepreneurial character with nine years of experience as a consultant, blogger, and public speaker at major international events. He is recognized by his peers as a leader in the industry and is a highly sought-after conference speaker at North American events, including SES Toronto, PubCon, and Infopresse. Guillaume develops long-term partnerships with his customers,

offering them a clear perspective of the web in terms of return on investment. He knows how to surprise the market, maximizing websites that don't usually get the attention they deserve.



### **Patrick Bultema**

**CEO  
CODEBABY**

Patrick Bultema is recognized as an industry and company maker. He has served as an executive, investor, board member, and advisor to many venture-financed startups. He was most recently a venture partner with vSpring Capital. He was previously CEO of XAware and of FrontRange Solutions, a global CRM software company. He was founder and executive chairman of Knowlix and chairman/general Manager of the Help Desk Institute, then a Ziff-Davis company.



### **Lisa Buyer**

**PRESIDENT & CEO  
THE BUYER GROUP**

When it comes to relationships, Lisa Buyer believes that the connection between social media, search, and public relations is exponential. As the founder of three media companies and CEO of The Buyer Group, Lisa is ambitious about the influence of public relations on social media, SEO, and SEM, and she continues to share her innovative approach with clients, peers, and associates. The Buyer Group is an interactive PR, social media and branding agency in South Florida that also consults to agencies transitioning from traditional media to today's best digital strategies. Clients include public and private companies in the technology, real estate, and health/beauty industries. Lisa is the editor of several blogs and teaches online courses on applying social media to business networks. She is a regular speaker and moderator on topics of online PR, social media, and search at national conferences, including Search Engine Strategies and PubCon. Lisa is a certified Google AdWords professional and is a SEMPO and SFIMA member. She served on the executive board of the American Lung Association of Florida and is past-president of International Association of Business Communications' South Florida chapter.



### **Laura Callow**

**SENIOR SEARCH MARKETING MANAGER  
INTUIT CANADA, GLOBAL BUSINESS DIVISION**

Laura Callow has been involved in web marketing since 1998 and has extensive in-house and agency experience with SEO and PPC. She is currently the senior search marketing manager for Intuit's global small business division. Laura's previous clients through various agencies include Microsoft Partners, Rolex, Mercedes Benz, Hyatt hotels, Moen, Pampers, and Dell. In her current role, she oversees all global small business SEO and PPC initiatives, from planning through implementation, coordinates cross-discipline production, facilitates communication, and achievement of organic and paid search-related KPIs; she also handles vendor selection and management.



### **Bruce Clay**

**PRESIDENT  
BRUCE CLAY, INC.**

Bruce Clay has been a recognized leader in the search marketing arena since 1996, when he launched one of the first consulting firms devoted to SEO. His pioneering efforts continue to lead the search industry by providing award-winning SEO training and certification courses, the SEO Code of Ethics, and the full-featured SEOToolSet®. Bruce hosts SEM Synergy ([www.semsynergy.com](http://www.semsynergy.com)), a weekly half-hour show on WebmasterRadio.fm covering all aspects of Internet marketing. He is the co-author of *Search Engine Optimization All-in-One For Dummies*, a comprehensive desk reference, and is a principal editor and speaker for SEMJ.org, a scholarly research journal for search engine marketing.



### **Thom Craver**

**WEB & DATABASE SPECIALIST  
SAUNDERS COLLEGE (RIT)**

Thom Craver is a web and database specialist for the Saunders College of Business at Rochester Institute of Technology, where he runs all web and social presences. He has been coding HTML since 1993 and has been involved in search marketing since 1999. Thom is a serial entrepreneur who piloted one of Rochester's first web marketing firms for eight years until it successfully merged with an interactive agency. He consults to businesses on search marketing, carrying lessons learned into his guest lectures at RIT. Thom is a regular contributor to Search Engine Watch, writes a monthly column for ComputerLink Magazine, and has authored training manuals published by SVI Training Products and Technical Learning Resources.



### **Dave Davies**

**CEO  
BEANSTALK SEO**

Dave Davies is the CEO of Beanstalk Search Engine Optimization, Inc. He is a well-published writer who has been optimizing websites since 2001. He co-hosts a weekly radio show on Webmaster Radio with Jim Hedger. Dave has also written the latest version of SitePoint's SEM Kit and has spoken at a number of SES events.



### **Michael DeHaven**

**SEO PRODUCT MANAGER  
BAZAARVOICE**

Michael DeHaven serves as the SEO Product Manager at Bazaarvoice, the market and technology leader in hosted social commerce applications that drive sales. With over 14 years of experience in the online marketing industry, Michael has developed and implemented holistic SEO strategies for leading websites such as CareerBuilder.com, Travelocity.com, and Hotels.com. His expertise lies in the developing synergies between SEO and the various other components of solid strategic online marketing plans.



### Bryan Eisenberg

**SES ADVISORY BOARD &  
NEW YORK TIMES BESTSELLING AUTHOR  
BRYANEISENBERG.COM**

Bryan Eisenberg is the co-author of the *Wall Street Journal*, *Amazon*, and *New York Times* bestselling books *Call to Action*, *Waiting For Your Cat to Bark?* and *Always Be Testing*. Bryan has been a keynote speaker for Search Engine Strategies, Shop.org, Direct Marketing Association, MarketingSherpa, E-consultancy, Webcom, SEM Konferansen Norway, and the Canadian Marketing Association. He is also the co-founder and chairman emeritus of the Web Analytics Association. Bryan serves as an advisory board member of Search Engine Strategies, the eMetrics Marketing Optimization Summit, and several venture capital-backed startup companies. He is the recognized authority and pioneer in improving online conversion rates, Persuasion Architecture, and persona marketing. Bryan was recently recognized by eConsultancy members as one of the top 10 User Experience Gurus.



### Andrew Goodman

**SES ADVISORY BOARD & PRESIDENT  
PAGE ZERO MEDIA**

Andrew Goodman is founder and president of Toronto-based Page Zero Media, a full-service marketing agency founded in 2000. Page Zero focuses on paid search campaigns as well as a variety of custom digital marketing programs. Clients include Direct Energy, Canon, MIT, BLR, and a host of others. He is also co-founder of Traf-fick.com, an award-winning industry commentary site and author of *Winning Results with Google AdWords*. Frequently quoted in the business press, he has acted as program chair for the SES Toronto conference in recent years and, all told, has spoken or moderated at countless SES events since 2002.



### Mike Grehan

**CHAIR, SES ADVISORY BOARD  
GLOBAL VP CONTENT  
SES/SEARCH ENGINE WATCH/CLICKZ**

Mike Grehan is global VP, content, at Incisive Media, publisher of Search Engine Watch and ClickZ, and producer of the SES international conference series. Previously, he worked as a search marketing consultant with a number of international agencies, handling global clients such as SAP and Motorola. Recognized as a leading search marketing expert, Mike came online in 1995 and is the author of numerous books and white papers on the subject. He is chair of the SES advisory board. In March 2010, he was elected to SEMPO's board of directors.



### Jim Hedger

**WRITER & BROADCASTER**

Jim Hedger is a writer and broadcaster specializing in organic SEO and search marketing. Jim works with partner Alan K'necht as a content-focused SEO and search marketing consultant. He is also

a writer, WebmasterRadio.FM show host, and interviewer. Jim has been involved in the SEO field since the days of the dinosaurs. He felt like he lost a personal friend the day Disney went "ol' Yeller" on Infoseek. Over the course of his career, Jim has shared drinks with Jeeves the Butler, tossed sticks to that sock-puppet dog from Pets.com, and walked away from a staring contest with Googlebot confidently declaring a tie.



### Bill Hunt

**SES ADVISORY BOARD & PRESIDENT  
BACK AZIMUTH CONSULTING**

Bill Hunt is the president of Back Azimuth Consulting, which focuses on helping companies understand the voice of their customer by aggregating various digital signals into actionable insights and messages. Bill is considered the top thought leader on global search engine marketing and social media and has been an internationally recognized search marketing speaker at conferences in over 30 countries. Bill has previously been the CEO of two of the largest global search marketing firms, Global Strategies and Outrider, both of which were acquired by WPP. Bill is the co-author of the bestselling book *Search Engine Marketing, Inc: Driving Traffic to Your Company's Web Site*. He is on the SES Advisory Board and also writes a popular blog on search and social media marketing at <http://www.whunt.com> and a column for Search Engine Watch on international search marketing.



### Greg Jarboe

**PRESIDENT & CO-FOUNDER  
SEO-PR**

Greg Jarboe is president and co-founder of SEO-PR, which provides search engine optimization, online public relations, online video marketing, and social media marketing services. He is author of *YouTube and Video Marketing: An Hour a Day* and is profiled in Michael Miller's *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus*. Jarboe is a faculty member for several Rutgers Mini-MBA programs and Market Motive. He is a correspondent for Search Engine Watch and SES Conference Expo's channel on YouTube, as well as a frequent speaker at the SES Conference & Expo event series. He has been interviewed on a variety of search and social marketing topics by The Brinkwire Blog, Bruce Clay Blog, DishyMix, Online Marketing Blog, Proactive Report, ReelSEO, Revenue Journal, SEO Book.com, Social Media Portal, State of Search, Stone Temple, Web Analytics World Blog, Web Marketing Today, WebmasterRadio.fm, WebMetricsGuru, and WebProNews.



### Melinda Krueger

**SENIOR MARKETING CONSULTANT  
EXACTTARGET**

Melinda Krueger is a senior marketing consultant with ExactTarget and a digitalmarketing veteran – starting with direct, moving to interactive, specializing in e-mail, and now charting a course



for mobile marketing. Working with the best agencies in the business, she has helped Harley-Davidson, Miller Brewing, Sears/Kmart, CDW, and many others build their interactive marketing programs. As the Email Diva, she answered questions on all aspects of the practice and now writes a monthly column on mobile marketing for ClickZ.



**Jeff Lancaster**  
MANAGING DIRECTOR  
OUTRIDER

Jeff Lancaster is the managing director of Canada's largest search engine marketing agency, Outrider Canada. Outrider is a WPP group company and the designated search marketing agency of GroupM, WPP's media buying and planning arm. He leads a team of seasoned search marketing professionals that provide best-of-breed paid search, organic search (SEO), and social media solutions to a roster of top clients including TD Canada Trust, Dell, Microsoft, Procter & Gamble, Wal-Mart, Ontario Tourism, and Ford of Canada. Jeff's involvement in the Canadian digital marketing community is extensive and he currently sits on the IAB Canada's Board of Directors and is also the chair of the IAB Canada Search Marketing committee. Jeff also sits on Google's North American SEM agency advisory council. Prior to joining Outrider in 2008, Jeff was most recently VP, sales and business development, for 24/7 Real Media. In this role he managed the Canadian operations of 24/7 and its display media sales, email, technology, and search marketing divisions. He regularly speaks about digital marketing at events including Search Engine Strategies, SMX Toronto, IAB Canada MIXX, and Ad-Tech.



**Kevin Lee**  
CO-FOUNDER & EXECUTIVE CHAIRMAN  
DIDIT

Kevin Lee has been an acknowledged search engine marketing expert since 1995. He translates his years of SEM expertise into Didit's proprietary Maestro search campaign technology. Didit's unparalleled results, custom strategies, and client growth have earned Didit recognition in the 2007 Inc. 500 (No. 137), as well as the No. 3 position on Deloitte's "Fast 50" (NY region). Kevin's column for ClickZ, "Paid Search Strategies," is read by thousands. He is a founding board member of SEMPO and its first elected chairman, and a member of the DMA search engine marketing council and the IAB search committee. The *Wall Street Journal*, *Business Week*, the *New York Times*, CNET, *USA Today*, *San Jose Mercury News*, and other press quote Kevin regularly. He lectures at leading industry conferences, and NYU, Columbia, Fordham, and Pace Universities.



**June Li**  
FOUNDER & MANAGING DIRECTOR  
CLICKINSIGHT

June Li is managing director of ClickInsight, which helps maximize the success of online initiatives by helping customers define

website goals and measure key metrics. June has more than 20 years of e-business, marketing, manufacturing, logistics, and sales experience, and specializes in developing continuous improvement strategies that realize measurable results. She has spoken repeatedly at SES and Emetrics Marketing Optimization Summit, recently co-chairing of Emetrics Toronto. A member of the Web Analytics Association, June currently teaches two web analytics courses at the University of Toronto, and is on the Canadian Marketing Association's marketing technology and database intelligence council.



**Amber Mac**  
CONSULTANT, TV HOST,  
AUTHOR & JOURNALIST  
AMBERMAC.COM

Amber Mac is a consultant, TV host, author and journalist who has championed, chronicled and even helped to enable the gargantuan growth of social media as a force for improving business and community. Enthusiastic and deeply authoritative, she is a leading voice of the web generation. Amber pens a regular column for both Yahoo! and *The Globe and Mail*. She is also the author of *Power Friending*, an accessible and comprehensive guide for utilizing social media to spark business growth. On TV, she co-hosted and produced, with tech guru Leo Laporte, more than 500 episodes of a popular G4TechTV call in show. She now hosts *Webnation*, a live show on Toronto's number one news station. A pioneer in the online space, she has spearheaded two wildly successful podcasts: *net@night* on the TWiT.tv network and *commandN.tv*. Both shows have been featured in *Wired* and have won numerous awards; still in production, they reach approximately 100,000 viewers and listeners a week. She is the co-founder of MGI Media, whose clients include Tony Robbins, Rogers, Discovery Channel, Microsoft, and Canada Goose. Previously, she was a key strategist for the world-famous Razorfish in San Francisco, and has worked on projects for HP, Adobe, and Bell. In 2010, Canadian Business called her "Canada's top social-media expert on how to build a brand."



**Steve Mast**  
PRESIDENT  
DELVINIA

As president of Delvinia, Steve oversees the interactive design and digital marketing business. He is responsible for developing and maintaining client relationships at all levels of the organization with the aim of understanding the client's core business and how digital marketing and technology can meet their business objectives. Steve's keen eye for creativity and design and his understanding of technology stem from a uniquely diverse background. Often referred to as the "Digital Architect," Steve was educated as an architect; however, he began his career as a video game designer and producer in the early '90s. Steve joined Delvinia in 2000 to build its interactive design and digital marketing practice. His focus on creating an environment where his team and clients can play, learn, and grow together has been pivotal in creating Delvinia's list of distinguished clientele, including RBC Royal Bank, Manulife, Microsoft, and Rogers, to name a few.



**Matt McGowan**  
MANAGING DIRECTOR, AMERICAS  
INCISIVE MEDIA

Matt McGowan joined Incisive Media in 2006 and is responsible for the North American business and the oversight of all marketing, sales, editorial, and operations for ClickZ.com, ClickZ.asia, Search-EngineWatch.com, and the multinational SES Conference and Exposition series. Prior to joining Incisive, Matt was VP at PropertyRoom.com, where he oversaw all sales, marketing, and operations for the US-based auction services company. Earlier in his career in San Francisco, Matt developed a go-to-market online strategy for the multinational publishing house Pearson Plc, and before that, he worked on the institutional desk for Schwab Capital Markets and Trading, a division of Charles Schwab Inc., in New York and San Francisco.



**Michael Mire**  
CO-FOUNDER  
GETMELISTED.NET

Michael is a serial entrepreneur and a local SEO and SEM specialist, and has nearly 10 years of experience of successful online ventures. He has worn many different hats: consultant, marketer, business owner, entrepreneur, and agency co-founder. He earned his SEO stripes working in the trenches of Google Places and local SEO. Currently, Michael is hard at work building Get Me Listed, a local marketing and analytics platform for agencies, SEOs, and businesses. Get Me Listed is an enterprise-grade, local SEO solution that enables SEOs to centrally optimize and manage large volumes of online local SEO campaigns on Google places, Yahoo! Local, and Bing local, in real time.

**Xavier Mougeot**  
ECOMMERCE SALES MANAGER  
ROGERS COMMUNICATION

Xavier Mougeot is the ecommerce sales manager for Rogers Communications in Toronto, where he is responsible for the alignment of all online channels for lead generation and sales. He has over 12 years of experience in the digital marketing space from SEM/SEO, ecommerce strategy, web analytics, business intelligence, usability, user experience, and information architecture. He came from one of the largest DRTV companies operating worldwide, where he was the senior ecommerce manager responsible for 14 websites (localized) across North, Central, and South America, Europe, and Australia. Xavier has also worked in various environments and industries from client side to agency and consulting.



**Krista Neher**  
CEO  
BOOT CAMP DIGITAL

Krista Neher is the CEO of Marketess, a marketing consultancy that emphasizes the creative use of technology and social media to

grow brands online. Marketess has provided marketing solutions for Fortune 500 companies as well as startups and small businesses. Marketess brings a unique combination of traditional marketing skills and experience, technical knowledge, and creative new marketing approaches with an emphasis on online and social media marketing. Krista worked at Procter and Gamble for over five years in sales, finance, and marketing. While there, she worked on some of the biggest brands and on some of the largest and most successful product launches.



**Lee Odden**  
SES ADVISORY BOARD & CEO  
TOPRANK ONLINE MARKETING

Lee Odden is the CEO of TopRank Online Marketing, a digital marketing and public relations firm specializing in strategic Internet marketing consulting, training, and implementation services, including online PR, SEM, and social media marketing. A veteran Internet marketer, Odden has consulted for clients such as HP, McKesson, Northwest Airlines, PRWeb, and the national PRSA. Odden is one of 25 online marketing experts featured in *Online Marketing Heroes: Interviews with 25 Successful Online Marketing Gurus*, and has been cited for his search and social media marketing expertise by the *Economist*, *US News*, and *Fortune*. As an active thought leader in the search marketing industry, he contributes to top industry publications such as Mashable, iMedia Connection, and MediaPost.



**Michael J. O'Farrell**  
FOUNDER  
THE MOBILE INSTITUTE

As a global subject matter expert on mobile industry initiatives, Michael O'Farrell has been a featured speaker and published author. He is considered a leading mobile industry futurist. In addition to shaping the early marketing practices of the Open Mobile Alliance, he was a co-founder of the dotMobi Advisory Group & Policy Advisory Board, the initiative for Open Authentication (OATH), the Wireless Advertising Industry Association (now the Mobile Marketing Association), and the WAP Forum's Developers Expert Group (now the Open Mobile Alliance). Over the last 15 years, Michael has played a key strategic role in the launch of innovative products and services globally by Nokia, Motorola, Ericsson, TD Waterhouse, National Bank of Canada, RBC Financial, Carlson Marketing, Whirlpool, Ford, VeriSign, RSA Security, Yellow Pages Group, and the dotMobi company.



**Nick Pavlidis**  
ATTORNEY  
ARENT FOX LLP

Nick Pavlidis is an attorney in Arent Fox LLP's complex commercial litigation group, concentrating on corporate and intellectual property litigation. He also regularly represents clients in connection with bankruptcy and financial restructuring matters. In

addition to that work, Nick advises corporations and individuals on a variety of matters including Internet law and social media, constitutional law, labor and employment law, commercial bribery and the Foreign Corrupt Practices act, and general corporate transactional matters such as corporate formation and planning.



### **Garry Przyklenk**

**FOUNDER**

**ECLIPSEO ONLINE MARKETING**

Garry Przyklenk is an expert in lead generation, search engine marketing, web analytics, and social media marketing. He has successfully championed creative marketing campaigns and executed on actionable insights in several vertical markets including media, insurance, technology, and telecommunications. As senior web analyst at TD Bank Financial Group, Garry is responsible for implementing online measurement solutions that yield actionable insights for key business stakeholders. Garry also runs a successful online marketing blog and a web analytics blog.



### **Jeff Quipp**

**FOUNDER & CEO**

**SEARCH ENGINE PEOPLE**

Jeff Quipp is founder and CEO of Search Engine People Inc. He has been engaged in the search industry for more than a decade, and was one of the first people in Canada to recognize the Internet as an emerging marketing channel. Before launching Search Engine People, Jeff spent time within the Bell group of companies managing and launching North America's first speech recognition enabled portal. A speaker at numerous search marketing and social media conferences, he has a passion for understanding the impact of various types of content on social media, SEO, and visitor behavior. Very active in most social media circles, Jeff blogs frequently at [SearchEnginePeople.com/blog](http://SearchEnginePeople.com/blog), writes for Search Engine Watch and the Search Marketing Standard, moderates for the search industry's social media site Sphinn.com, and sits on the Search Committee of the IAB Canada.



### **Robert Rock**

**ACCOUNT MANAGER**

**SEARCH ENGINE PEOPLE**

Robert Rock has been a presenter and public speaker for more than two decades. With a background in business development, relationship management, and marketing, he has been focused on speaking to small to mid-sized businesses over the last year on how they can use various social media tools as part of their overall marketing. He is a regular contributor to Rogers TV's *Daytime* show for Durham, covering many topics. Other speaking engagements have included presentations to various Boards of Trade and Chambers of Commerce, for the City of Ajax, and to small business networking groups. He has also written blogs, contributed to podcasts, and even helped senior citizens get on Facebook. He has a passion for all things social and for public speaking.



### **Crispin Sheridan**

**SES ADVISORY BOARD & SR DIRECTOR  
OF SEARCH MARKETING STRATEGY  
SAP**

Crispin Sheridan is the senior director of search marketing at SAP in New York. As part of the Global Demand Generation team, he established and runs the search practice at SAP for the shared goals of awareness, lead generation, and sales. He is responsible for paid and organic search and has driven SAP's strategy to harness the power of the channel to drive efficiency in lead generation across SAP's ecosystem. Crispin manages the centralized and globally funded search practice at SAP with both in-house and agency support. He has proven that keyword driven social media marketing can effectively augment search to drive B2B lead generation. Successes include integration with SAP's primary Facebook page and the deployment of "AddThis" across SAP.com globally.



### **Ezra Silverton**

**PRESIDENT & FOUNDER  
9TH SPHERE**

Ezra Silverton became involved with the World Wide Web in the early 1990s. He later founded 9th sphere, a web design and SEO company in Toronto, Canada, that's dedicated to building websites using crucial marketing tactics. Ezra has been featured on Toronto's AM 640 Radio. He frequently contributes to publications such as *The Mark*, *Visibility Magazine*, *SES Magazine*, and Evan Carmichael. He answers questions related to the web on AllExperts and has been interviewed by CTV, iWorld Canada, Backbone Magazine, ITBusiness and Web Host Industry Review about website best practices. Ezra also writes related website and internet marketing best practices regularly.



### **Tracy Smith**

**VICE-PRESIDENT, PERFORMANCE MARKETING  
& GO-TO-MARKET  
YELLOW PAGES GROUP**

Tracy Smith was appointed vice president, performance marketing, at Yellow Pages Group in May 2010. In this role, Mr. Smith has built an in-house performance marketing team and led the strategic development and launch of a performance-based solutions line, including services such as Search Engine Marketing (SEM) and Search Engine Optimization (SEO). He also implemented enhanced customer reporting and introduced a new web analytics solution. In addition, he leads the ongoing development of new performance-based service solutions including Website Solutions for SMEs. Prior to joining Yellow Pages Group, Tracy was co-founder of IDEO Consulting, a firm specializing in the telecommunications and media sectors. He also served as senior manager, strategy, at Deloitte Consulting (Braxton) in France, and has expertise in the fields of business strategy, new product and technology implementation, and web strategy development. In these roles, he worked with some of the largest companies in Canada and Western Europe, including Orange, France Telecom, Telenor, Bell Canada, and Rogers. Tracy currently serves on Acquisio's board of directors.



### Shari Thurow

**FOUNDER & SEO DIRECTOR**  
**OMNI MARKETING INTERACTIVE**

Shari Thurow is the founder and SEO director at Omni Marketing Interactive, a full-service SEO, web site usability, information architecture (IA), and web design firm. Shari has designed and promoted web sites since 1995, and is outsourced to many firms worldwide. Clients include Yahoo!, Microsoft, America Online, ABC News, HSBC, Expedia, Deloitte and Touche, National Cancer Institute, and WebMD. As a pioneer in the area of search engine-friendly website design, she has a 100 percent success rate for getting client sites ranked at the top of search engines. She is the author of *Search Engine Visibility* and *When Search Meets Web Usability*.



### Terry Van Horne

**PARTNER**  
**RELIABLE SEO & SEO TRAINING DOJO**

Terry Van Horne has been developing and marketing websites since the early 1990s in various marketing and development positions. In 2007 he developed a YouTube Marketing Strategy, and to date those 300+ videos have been downloaded over 18,000,000 times. He is currently a partner with David Harry in Reliable SEO, a search and social media marketing agency; the award-winning SEO Training Dojo, a learning community; and three other marketing and industry news sites. He is director of SEO for Dojo Radio and co-hosts hour-long two podcasts: "Search Geeks Speak" and "The Regulators." Terry founded SeoPros.org, the first consumer advocacy organization for purchasers of SEO, and is currently a director of the NFP organization OSEOP that grew out of it.



### Matt Van Wagner

**PRESIDENT**  
**FIND ME FASTER**

An award-winning speaker whose presentations are usually as entertaining as they are informative, Matt is the president and founder of Find Me Faster, a paid search engine marketing agency in Nashua, NH. He is a member of SEMNE and SEMPO, and contributing courseware developer for the SEMPO Institute. Matt has served as technical editor/advisor for three leading books on paid search: Andrew Goodman's *Winning Results with Google AdWords*, Mona Ellesseily's *Yahoo! Search Marketing Handbook*, and most recently, *Pay-Per-Click Search Engine Marketing: An Hour a Day* by David Szetela and Joe Kerschbaum.



### Marty Weintraub

**PRESIDENT**  
**AIMCLEAR**

Marty Weintraub is president of aimClear, an Internet-focused Advertising Agency that provides traditional and social PPC management, natural SEO, SMO, and ORM services to national clients. aimClear offers training and audits in all service categories. An

avid search marketing blogger, Marty has written extensively for SearchEngineWatch, SearchEngineLand, SEORoundTable, and others. His popular "home" publication, aimClear Blog, is an AdAge Power 150 blog (aimClearBlog). aimClear's clients have included *Washington Post* properties, MarthaStewart.com, SecondLife, MerchantCircle, Blue Cross Blue Shield, and CBS.



### Jason Yormark

**VP OF MARKETING & SOCIAL MEDIA**  
**STRATEGIES 360**

Jason Yormark is VP of marketing and social media at Strategies 360. He leverages his extensive community building, digital marketing, and social media experience to create and drive the execution of compelling social media initiatives for S360 clients. Prior to S360, Jason spent five years at Microsoft, building marketing and social media programs for Microsoft Advertising, Mac Office, and Microsoft Office products. Prior to that, Jason directed a full-service firm providing web design, marketing, and PR solutions. At Strategies 360, Jason works closely with the communications team to build strategies for clients that incorporate cutting-edge social media strategies and online marketing tactics.



### Barb Young

**FOUNDER**  
**PPC-STRATEGIES**

Barb Young is the founder of ppc-Strategies, a paid search consulting firm in Nashua, NH. With over 20 years of sales and marketing experience, Barb provides strategic, ROI-driven PPC management and on-site training for ecommerce and service industry clients. She is a Google AdWords Certified Partner and is Google Analytics Qualified. Barb has spoken on the topic of paid search fundamentals at SES-NY and advanced Google Innovations at SEMNE. She is currently writing an e-book entitled *Google AdWords Tips and Traps: A Guide for PPC Beginners*. She formerly rode the dot-com wave in affiliate marketing from 1999-2002, was an early PPC warrior, and honed her skills with Matt Van Wagner at Find Me Faster from 2005 to 2007.



### Richard Zwicky

**FOUNDER, EIGHTFOLD LOGIC**  
**ENQUISITE**

Richard Zwicky has been involved in search marketing for 10 years. He began in the industry by managing the online campaigns for his own successful e-tail operation, which quickly led to developing Metamend, a leading search engine optimization firm that he co-founded in 2000. As CEO for Metamend, he managed and led the optimization campaigns for web properties ranging from SOHOs to Fortune 500 sites. He split Metamend and Enquisite into separate companies in 2006, as Enquisite's services are designed for use by any SEO and SEM. Today, he is leading Enquisite, which recently released its first products. Richard focuses on helping search marketers manage campaigns more easily and with greater success.



## Display ads for ROI: Hardest-working ads online?

*continued from page 31*

from search, and maintain different expectations for it. Perhaps they didn't get the memo. Or perhaps they're onto something.

### 2. AGGRESSIVE CPA-FOCUSED ADVERTISERS

These advertisers have been mainly rewarding performance in their interactions with publishers and marketing tacticians. Rather than being willing to pay for clicks, they generally "pay out" on a CPA basis to affiliates, websites, and networks. Yet some of the tactics (like aggressive pop-ups, spyware, etc.) employed by publisher sites in the past are drying up because users are rebelling. So now, they are looking into compromise solutions that tap into more mainstream forms of display advertising. Because a number of channels now subject display ads to Quality Score algorithms analogous to those employed on paid search platforms, advertisers may be able to increase delivery and

lower costs by optimizing for relevancy to get ahead of less diligent competitors.

For CPA-obsessed performance marketers, the inventory and methodology used by traditional e-commerce players may not apply as well. Instead of hoping that Google's probabilistic matching technology will find them high-intent matches across many good-quality content sites of all stripes, they may be dialed into a vertical such as gaming, targeted mainly at males in the 15-29 demographic. Here, the campaign deployment may be quite different. A traditional "Automated Placements" campaign, corresponding with keyword terms that are literally being searched for, may not be the way to go. The secret is that because the demographic is so large and there is so much relevant content to sort through, the potential is huge but the process of sorting out high-intent (and deep-pocketed) customers from low-intent audience members is going to be more daunting and more meticulous – and yes,

it will definitely involve new channels like YouTube. Large effort, but great rewards to the companies that can crack that nut.

Here's my wish for your ROI-focused display ads in the latter half of 2011. You'll add profitable volume to your campaigns, and – like the hardest working man in show business – be moved to exclaim "so good, so good, I got you ... HEY!!!"



Andrew Goodman is founder and president of Toronto-based Page Zero Media, a full-service marketing agency founded in 2000. Page Zero focuses on paid search campaigns as well as a variety of custom digital marketing programs. Clients include Direct Energy, Canon, MIT, BLR, and a host of others. He is also co-founder of Traffick.com, an award-winning industry commentary site, and author of *Winning Results with Google AdWords*. He is frequently quoted in the business press.

## Canada sets a new standard in the fight against spam

*continued from page 26*

also be found when the electronic address of the recipient is conspicuously published or disclosed, without a statement that the person does not wish to receive unsolicited commercial electronic messages, as long as the message is relevant to their business, role, function, or duties.

As with CAN-SPAM, best FISA practices call for each message to also contain a simple and effective opt-out mechanism, even if the consumer has consented.

Finally, FISA provides private citizens with broader remedies than CAN-SPAM, permitting any person to bring a lawsuit for FISA violations. CAN-SPAM's private rights

of action, on the other hand, are limited to Internet service providers. Penalties for violation of FISA are also significant and can range up to a fine of C\$10 million for companies and C\$1 million for individuals. Individual officers, directors, and agents can also be held personally liable under FISA.

In summary, although many of FISA's provisions are addressed by other international anti-spam regulations, FISA's specific requirements differ significantly from many others in ways that may have a dramatic effect on how your company engages in sending commercial electronic messages in its marketing efforts. Taking the time to review FISA's requirements and your existing policies, and revise them if necessary,

before FISA goes into effect is essential to ensure compliance and avoid liability from lawsuits by government and private citizens.



Nick Pavlidis is an attorney in the New York City office of Arant Fox LLP in its complex commercial litigation group, concentrating his practice on corporate and intellectual property litigation. In addition, Nick advises corporations and individuals in a variety of transactional and litigation matters including Internet law and social media, labor and employment law, commercial bribery, and the Foreign Corrupt Practices Act.



## Steps to building a social media plan that gets results

*continued from page 27*

### 6. IMPLEMENT AND EXECUTE

Execute with excellence. When you start actually executing your social media marketing plan, be sure that you are adopting best practices in the creation and management of your accounts. Don't just start posting – take some time to familiarize yourself with the audience and the social network to be sure that your postings make sense for the medium.

### 7. TRACK AND MEASURE

Tracking is vital to the long-term success of your social media marketing program. Not only will it help you prove ROI, but it will show you what is and isn't working. Be sure to spend time tracking your efforts and measuring your success so that you can justify

the use of time/money/resources. This will help you determine what is and isn't working in your strategy.

### 8. ADJUST

Refine your strategies and tactics based on what you learn. Social media is an art and science, so it is important to plan to track and adjust up front. Test posting different types of content or posting your content in different ways. For example, do photos drive more interactions than text posts? Can you get better results posting a question versus a comment? Successful social media efforts should constantly be improved and enhanced.

### WRAPPING IT UP

The reality is that most businesses fail to plan for social media marketing because it is free and easy to get started. The problem

is that success and business results are more difficult to achieve. Using this system will help you approach social media marketing strategically and build a real plan that gets results.



Krista Neher is the bestselling author of *The Social Media Field Guide*, an international speaker, and the CEO of Boot Camp Digital ([www.bootcampdigital.com](http://www.bootcampdigital.com)), a leading provider of social media marketing training and consulting. Krista is a social media pioneer, creating one of the first successful corporate Twitter strategies and corporate blogs. Krista has over 10 years of marketing experience and is the managing director of the Social Media Marketing Certification Program at Cincinnati State, and is also currently working on a textbook on social media.

## Improving your AdWords Quality Scores with DKI

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Those experienced with DKI syntax will notice that Google has changed the way in which the syntax for **KEYWORD** works. This syntax no longer capitalizes all the letters, but rather functions in the same manner as *KeyWord*. Google found that too many advertisers were violating ad editorial policies with excessive capitalization.

The third most common mistake that advertisers make is putting DKI ads into an ad group where the keywords have too many characters to be inserted dynamically. For example, the keyword *yellow-purple widgets* takes up 22 characters and will not fit into either the headline or the description lines. In this case, the ad will use the default text:

**World's Top Widgets**  
Hundreds of **widgets** in stock.  
Made in Canada. Free Shipping!  
[Greatstores.com](http://Greatstores.com)

This isn't a bad ad, but it is not as specific as it could be if it had the actual keyword. In some ad groups we've audited, we've seen as many as 90 percent of ads presenting the default text. When this happens, the ad group CTR suffers, because it is the default text, not the dynamic keyword inserts, that drives the CTR performance.

### GET A FREE DKI AD AUDIT

One of the best ways to learn how DKI really works is to audit your own campaigns to see if they are optimized for DKI. Find Me Faster is offering a free DKI audit to all SES Toronto attendees so that you can see how your own DKI ads are actually displaying on Google. The audit will include your DKI ad efficiency rating, a list of which keywords fail to insert dynamically and which are causing your ads to display sub-optimally, and a set of expert optimization recommendations.

To get your free DKI audit report, send an email to [audit@dkl-ads.com](mailto:audit@dkl-ads.com), and attach the

keywords and ads from one or two of your DKI ad groups. You'll receive a complete report and optimization recommendations back via email.



An award-winning speaker whose presentations are usually as entertaining as they are informative, Matt is the president and founder of Find Me Faster, a paid search engine marketing agency in Nashua, NH. He is a member of SEMNE (Search Engine Marketing New England) and SEMPO (Search Engine Marketing Professionals Organization), and contributing courseware developer for the SEMPO Institute. Matt has served as technical editor/advisor for three leading books on paid search: Andrew Goodman's *Winning Results with Google AdWords*, Mona Elesseily's *Yahoo! Search Marketing Handbook*, and most recently, *Pay-Per-Click Search Engine Marketing: An Hour a Day* by David Szetela and Joe Kerschbaum.

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