

The INBOUND MARKETERS GUIDE to SEO and PPC



For years, the term
**SEARCH ENGINE
OPTIMIZATION (SEO)** has
been a highly controversial,
yet extremely web traffic-
centric buzzword in the
internet marketing industry.

There are dark and light forces, appropriately labeled
“**black and white hat**” SEO’s, fighting for higher and
greater placement in search engine results.

There are acceptable and punishable-by-banishment
software, tools, and techniques. And then there is
this ebook that details real facts around SEO, proven
techniques, and ethical thought-out strategies for
achieving results.



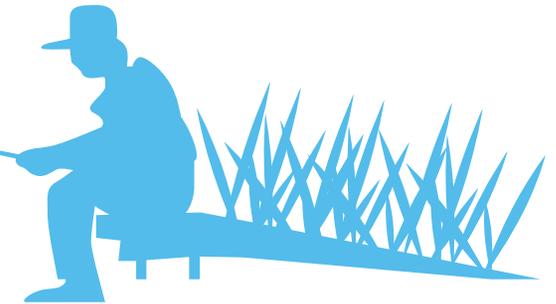
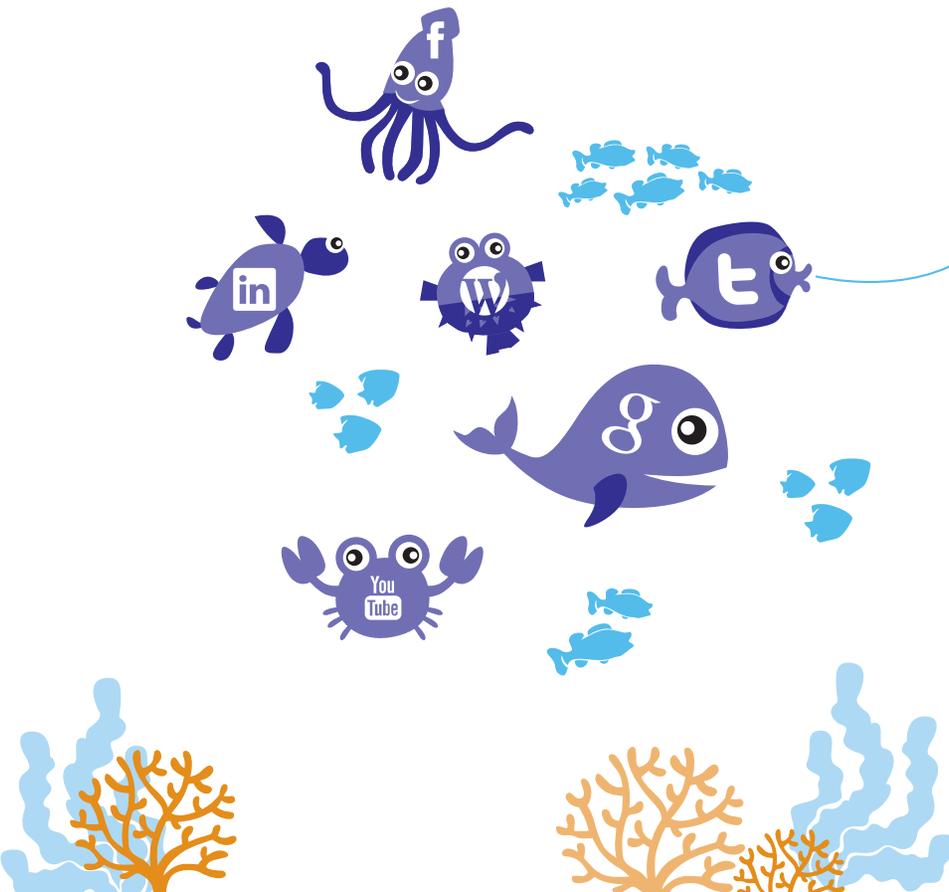


What does

have to do with SEO?

The Concept of Inbound Marketing

is the process of helping potential customers find your company—often before they are even looking to make a purchase—then turning that early awareness into brand affinity and ultimately leads and revenue. This happens through offering high value content, being active on social, and having a keen eye for SEO optimization.



Ethical inbound marketing can produce evergreen traffic with limited to no ongoing costs.

It's the idea of being the business owner who answers the question of **“how do you get so much business?”** with **“people just find me online”**.

On the other hand, Outbound Marketing

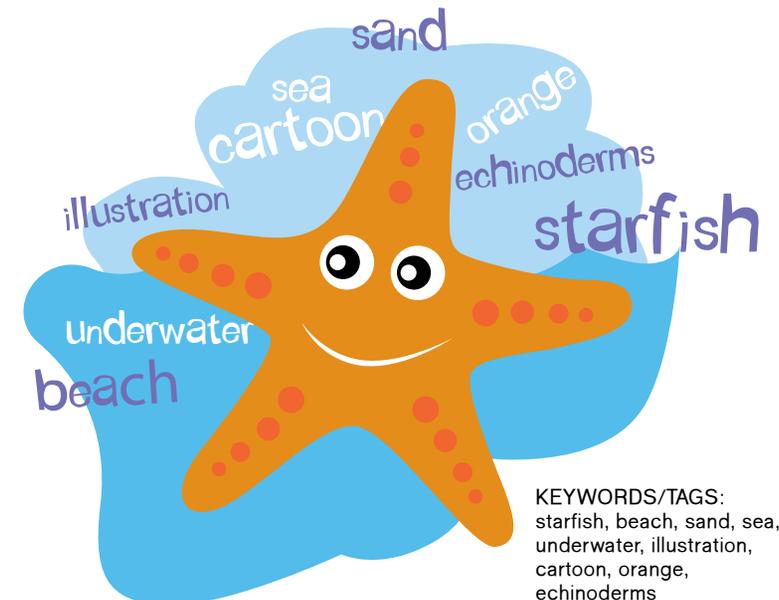
requires ongoing ad and promotion costs. It also requires being actively involved in the process of driving new visitors to a webpage.

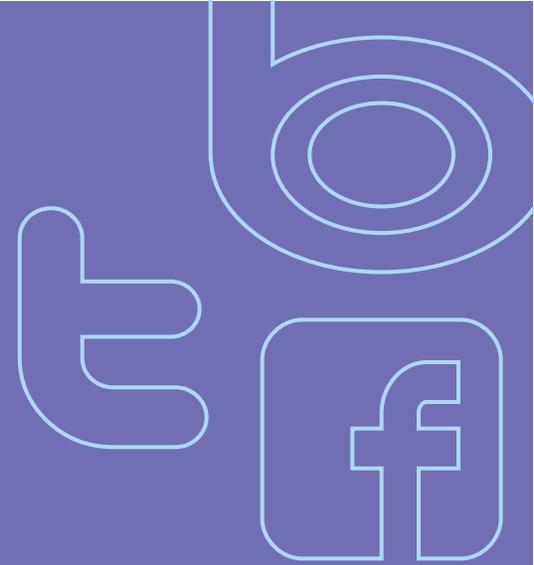
Do you want to run your business or spend all day promoting it?

That's the fundamental question business owners have to ask themselves. To sum it up, **inbound marketing** means having your brand appear whenever a search is performed online, be it a paid advertisement or natural search engine listing.



Showing top results for [starfish image](#)





Where Does Inbound Marketing Live?

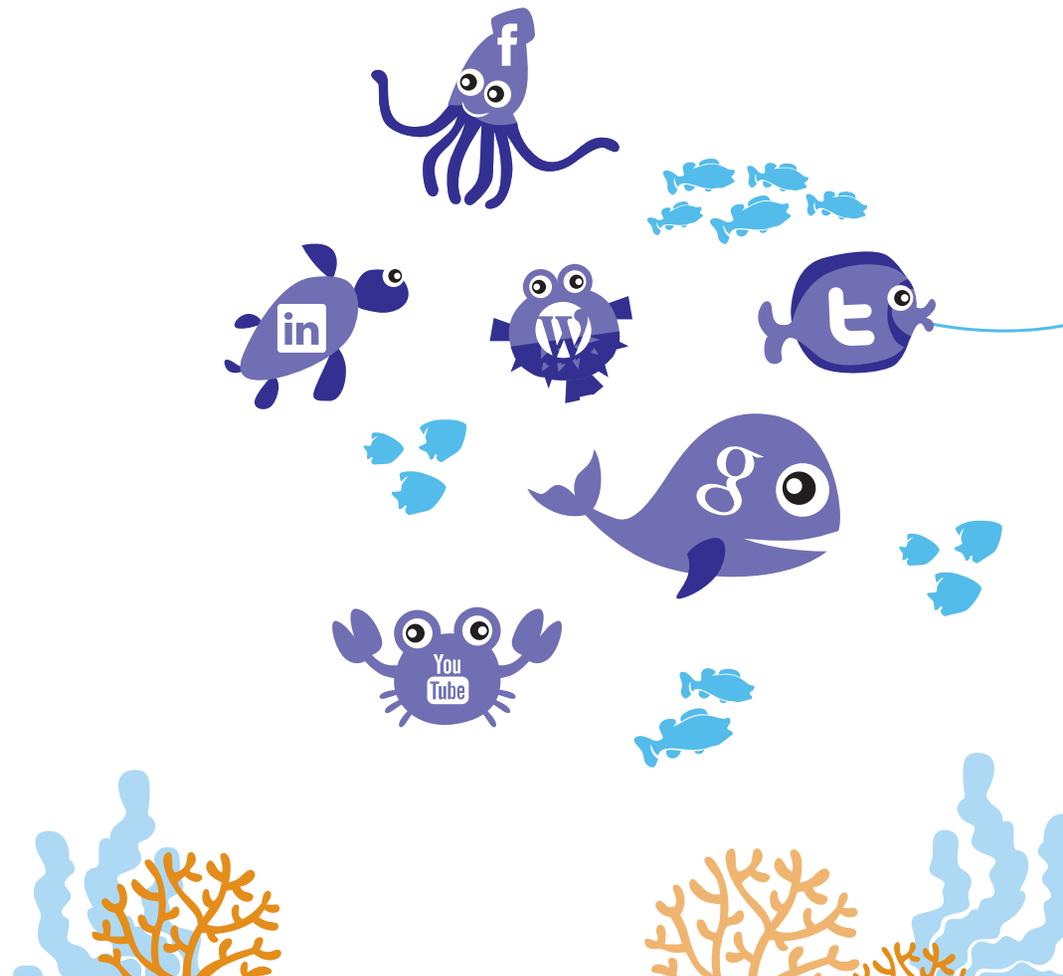


SEARCH

You'll find opportunities to acquire inbound marketing traffic from any website, directory or search engine that offers search functionality.

This means **Google, Bing, Amazon, eBay, YouTube, Facebook, LinkedIn**, blogs with a Google search appliance, and anywhere else someone might search for content and stumble on your business information.

Most search engines (social, video, web, or other) now offer the ability to earn placement in their natural, or organic results, along with paid advertising based on selected categories, topics or keywords.



Obviously, free traffic is ideal for most advertisers. This is where search engine optimization comes in.

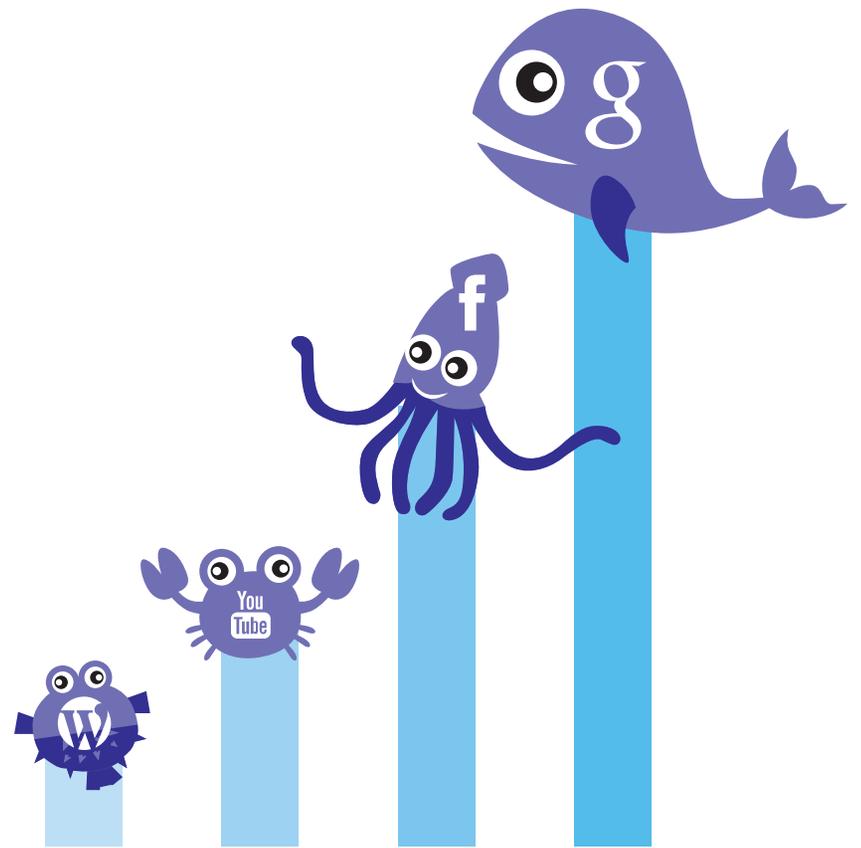


Engine Optimization

Achieving higher placement within search engines requires a hybrid of math, art, science, and creativity.

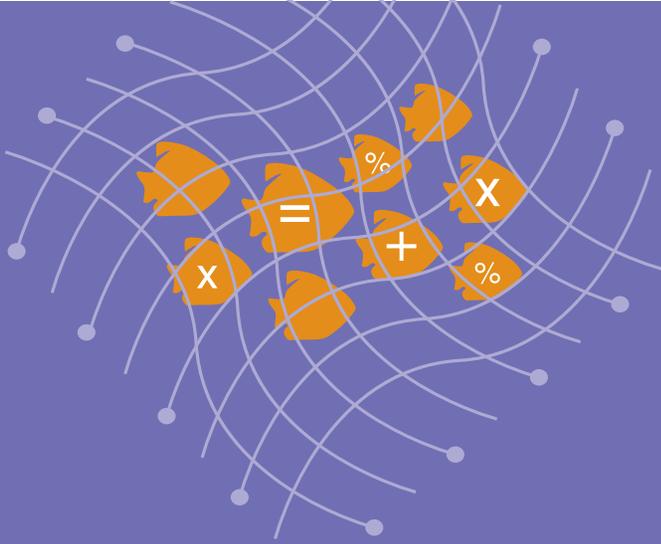
If search engine optimization were simple, everyone would rank at the top of the search results, which obviously isn't realistic.

Based on Google's dominance, most SEO's focus their overall optimization strategy around Google rankings, which is based primarily on a calculation of incoming hyperlinks and brand visibility (see [How Search Works](#) for more information).

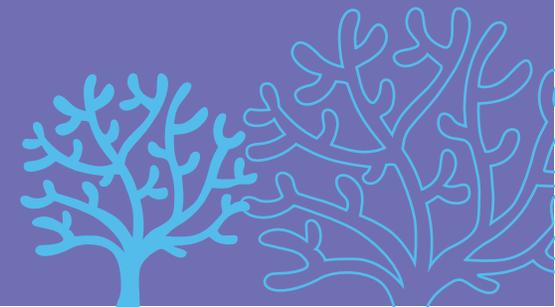


The search engine with the highest market share in search remains to be Google.com, with a whopping

67%



The Math Involved in SEO

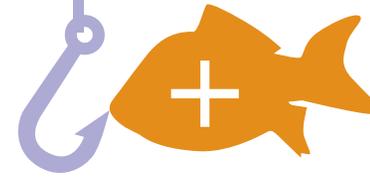


Anyone can jump into a chess game without knowing much about how the competition plays.

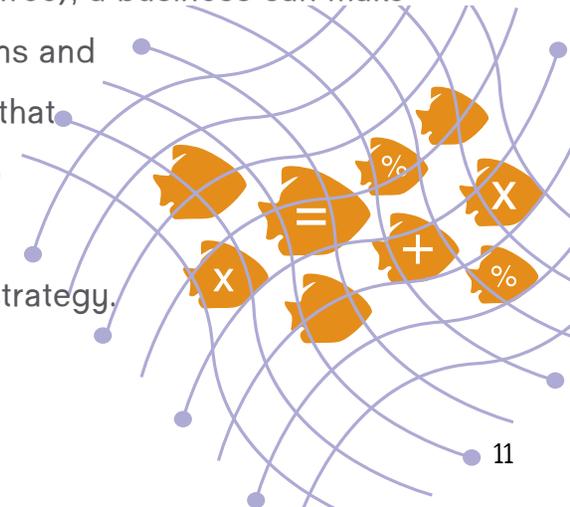
However, the player who takes the time to understand strategy options, and then draws out a series of winning attack and defense plans is more likely to win the game.

Optimizing for search engine placement isn't much different from chess in that sense. Research SEO experts perform prior to starting an inbound marketing campaign include analyzing available competitor data, such as keyword predictions, linking patterns (how other websites link and mention the brand), and paid search engine data, such as ad copy used, keyword bidding estimates and other useful data.

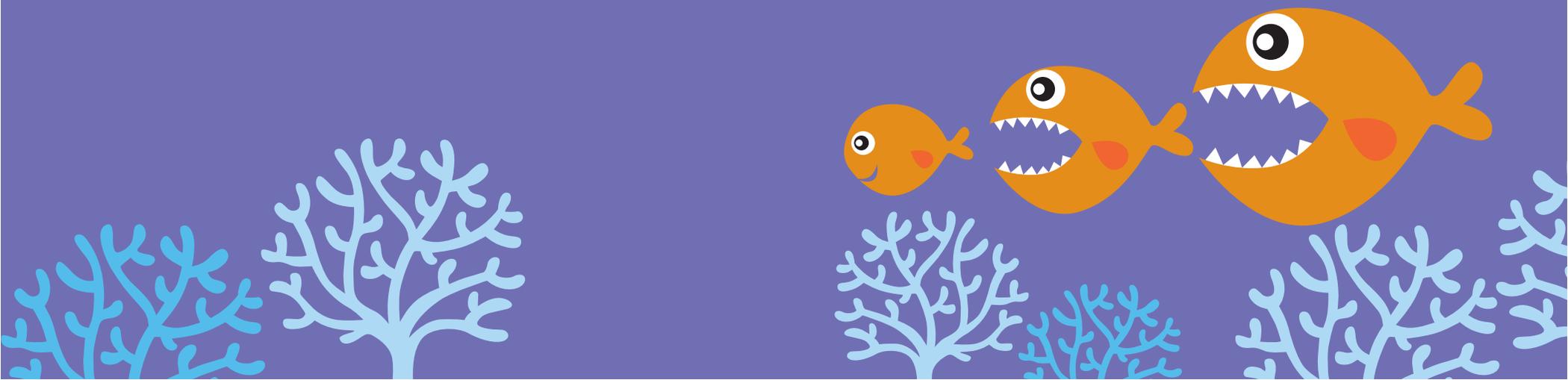
The above data helps a marketer understand the competitive playing field; however, it's the data from the target domain that really justifies any SEO investment.



For example, a quick look at the last six months of data in Google Analytics (or other web analytics) can reveal keywords that perform extremely well as it pertains to sales and leads. Coupled with click-through and “average position” data from Google and Bing Webmaster Tools (both free), a business can make some simple observations and plot of course of action that leads plenty of free web traffic from well-thought out inbound marketing strategy.



The Art and Science of Inbound Marketing



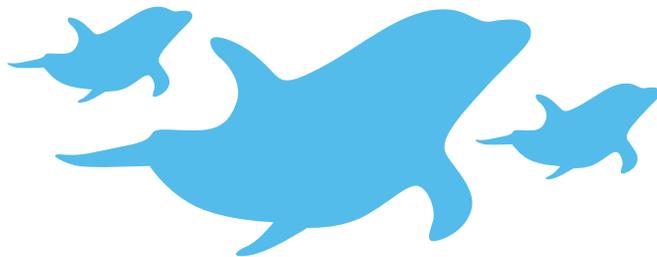


For maximum ranking and saturation, the person in charge of SEO should begin by insuring that the business website is both search engine-friendly and includes specific content optimized for search placement.

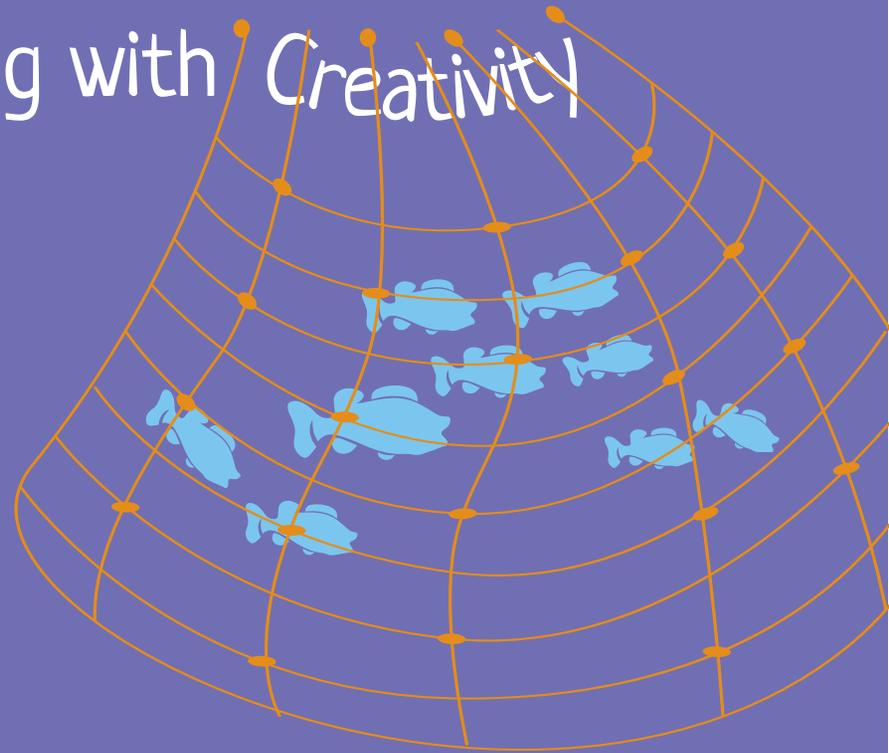
Link-building efforts are a science all of their own. To earn visibility is indisputably a strong signal that a brand is growing online. **Any attempt to fake or “game” the system to appear important and relevant is never long-lived.**

Search engine algorithms monitor patterns of behavior and store that behavior to include in their scoring when looking at the life of a domain and its respective history.

In short, an effective SEO strategy should be well-balanced between improving keyword-focused content and earning visibility (links and mentions) from external sources. When either of those two elements changes, rank or placement may be impacted.



Effective Inbound Marketing with *Creativity*



Imagine you're back in woodshop sitting at bench with two other students. You have the same tools, the same amount of time, and the same education, but only one of you will get first place on an important project.



Now you're an SEO specialist with 2 other similar SEO specialists, you have the same tools, the same amount of time and the same knowledge of search. Your closest competitor has earned every mention and link you've earned. They have optimized their website and individual content to be the same in quality as your website. Who will rank higher in Google?



Creativity is the single most important element

that will make your campaign stand out in the crowd when you and a competitor are equal in product quality and common SEO techniques applied.

We're not saying to memorize Seth Godin literature here (though it's definitely worth the read), but it is important to think about that unique selling proposition that can spawn viral marketing and mass sharing of your website content.

Offering something useful and free is the easiest way to leverage creative SEO strategy.



Below are a few examples of creativity that resulted in a continuum of linking behavior that requires absolutely no outreach or management:

[David Mihm's Local Search Ranking Factors](#)

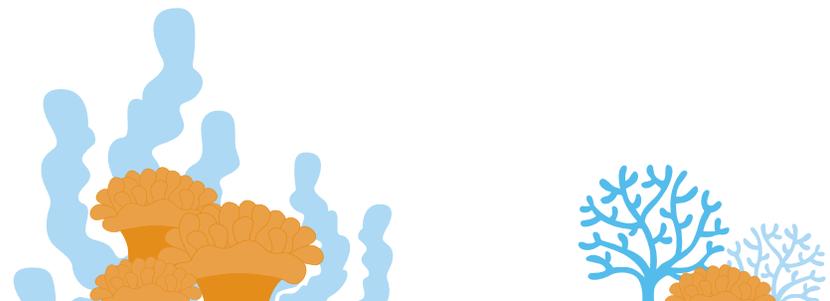
Research, "Ego-Bait", and Contribution

[Progressive Insurance's Dress Like Flo Campaign](#)

Social, Engagement, Humor, Community

[Office Max's Elf Yourself](#)

Viral Marketing, Sharing, Humor





The Anatomy of a Paid Search Campaign

includes a structured campaign architecture, highly focused groups of ads and keywords, labeled ad groups, and well-optimized landing pages referred to as destination URLs. In other words:

Campaign

Ad Group

- Ad (with text that matches the landing page)
- Keywords (that are represented in the landing page content and ads)

Extensions

- Pay per call
- Locations
- Social (Google+)
- Site Links (those small links that appear under a listing)
- Other extensions



Unfortunately, PPC is no longer a bidding war like it was during its heyday. Instead, rank is determined by a combination of budget, bid, and relevancy, which all tie into a Quality Score, or Quality Index on the important search engines (Google & Bing). Click-through rate (CTR) is also said to influence quality; it's simply the number of clicks on ad divided by the number of times the ad was displayed.

A STRONG CAMPAIGN ARCHITECTURE MIGHT LOOK LIKE THE FOLLOWING:

CAMPAIGN	BUDGET ALLOCATION	GOAL CTR	GOAL COST PER SALE	GOAL CONVERSION %
Brand Name	As much as possible	20%	\$9	15%
Product Name (Ad Groups by Model #)	As much as possible	20%	\$12	12%
Product Type	20%	8%	\$30	6%
Product Benefit	10%	4%	\$45	3%
Competitor Names	5%	2%	\$50	2%

When optimizing a paid search campaign, advertisers typically create one or more business rules, often based on cost per action goals, and simply adjust bids respective to that magic number.

A business with a \$100 product and 50% margin might be willing to spend \$35 to get the sale, knowing that they'll be able sell direct going forward.



With that in mind, below is a weekly method the business might use to identify lower-performing keywords, which may require lowering cost-per-click bids, or removing the term from the account altogether:

1. **Keywords with no history of conversions**
2. **+ Keywords with greater than 300 impressions**
3. **+ Keywords with less than a 1% click-through rate**
4. **+ Keywords with a Quality Score/Index below 5 out of 10**

The business may repeat this exercise with ads as well. Once the account has matured, typically 3-6 months, every ad and keyword remaining should have conversion history, leaving the SEO specialist with the task of further optimizing bids around the CPA goals in addition to coming up with better ads and landing pages.



How to Become an

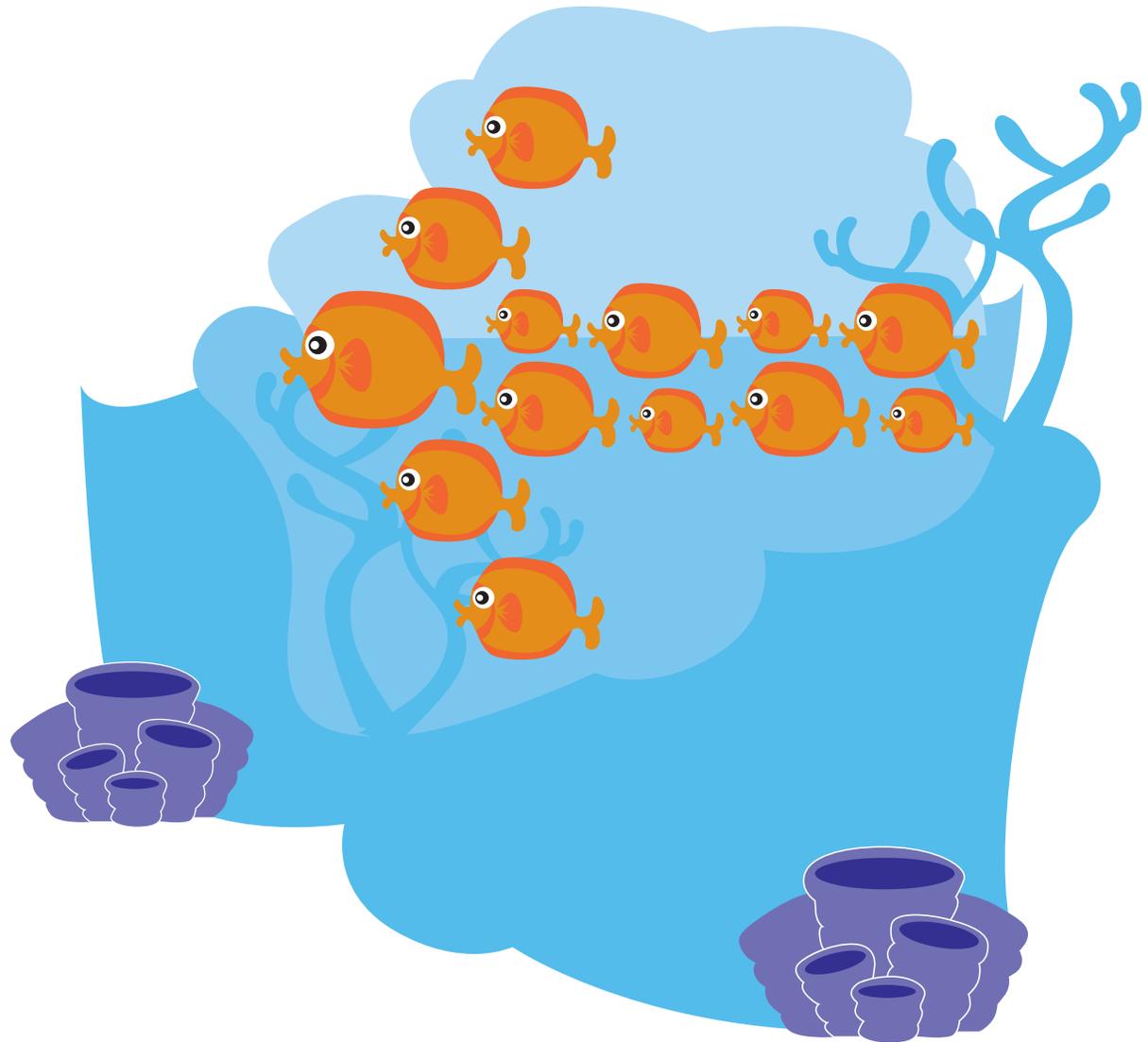


SEO Expert

With a limited amount of daily repetition and the tips below, anyone can become an inbound marketing specialist.

Follow the Experts

There are several ways to earn that extra edge over the competition. For example, consider following the authority figures listed here (<http://www.mckremie.com/blog/2012/06/101-must-follow-internet-marketers-on-twitter-google/>) on Twitter using a free tool like **TweetDeck** (www.tweetdeck.com), and consider following them on Google+ or wherever you see them sharing their knowledge of search.



Attend Search Conferences

EVENT	DATE OF TOUR	URL
Search Exchange Conference	July	http://www.searchexchange.org
MozCon2013	July	http://www.seomoz.org/mozcon
Search Engine Strategies (SES)	Tour	http://www.sesconference.com
eTail East	August	http://www.wbresearch.com/etailusaeast/
Mobile Insider Summit	August	http://www.mediapost.com/mobileinsidersummit/
Social Media Insider Summit	August	http://www.mediapost.com/socialmediainsidersummit/
Search Marketing Expo (SMX)	Tour	http://www.searchmarketingexpo.com
Affiliate Summit	Tour	http://www.affiliatesummit.com
Ad:Tech	April & November	http://www.ad-tech.com
PubCon	October	http://www.pubcon.com
LeadsCon	February	http://www.leadscon.com
BlogWorld & New Media Expo	February	http://www.blogworldexpo.com/
Social Media Conference	February	http://www.socialmediaconference.com/
Search Bash	August	http://www.searchbash.com
South by South West (SXSW)	March	http://www.sxsw.com
BIA Kelsey Local SEO Conferences	Tour	http://www.biakelsey.com/Events/Conferences/

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Graywolf's SEO Blog	http://www.wolf-howl.com/feed/
Matt Cutts of Google	http://www.mattcutts.com/blog/feed/
MediaWhiz	http://feeds.feedburner.com/LinkBuildingBlog
Online Marketing Blog	http://feeds.feedburner.com/OnlineMarketingSEOBlog
Pronet Advertising	http://feeds.feedburner.com/PronetAdvertising
Search Engine Guide	http://feeds.feedburner.com/searchengineguide
Search Engine Journal	http://feeds.feedburner.com/SearchEngineJournal
Search Engine Land	http://feeds.searchengineland.com/searchengineland
Search Engine Roundtable	http://www.seroundtable.com/index.rdf
Search Engine Watch	http://blog.searchenginewatch.com/rss
SEO Blog by Dave Naylor	http://www.davidnaylor.co.uk/feed
SEOBook.com Blog	http://www.seobook.com/rss.xml
SEO by the Sea	http://www.seobythesea.com/feed/
SEO.com Blog	http://www.seo.com/feed/
SEOMoz Daily SEO Blog	http://feeds.feedburner.com/seomoz
Small Business Search Marketing	http://www.smallbusinesssem.com/feed/
The Official Google Blog	http://googleblog.blogspot.com/atom.xml
Bing Webmaster Central Blog	http://www.bing.com/community/Site_Blogs/b/webmaster/rss.aspx
Yahoo! Search Blog	http://www.ysearchblog.com/feed
Yoast Blog	http://feeds2.feedburner.com/joostdevalk
John Battelle's Search Blog	http://battellemedia.com/site-feed
SEO Theory	http://www.seo-theory.com/feed/
Conversation Marketing	http://feeds.feedburner.com/conversationmarketing/mrji
Social Media Examiner	http://www.socialmediaexaminer.com/feed/

Suggested Reading

RECOMMENDED BOOKS	URL
Art of SEO	http://www.amazon.com/Art-SEO-Eric-Enge/dp/1449304214/
Search Engine Marketing Inc.	http://www.amazon.com/Search-Engine-Marketing-Inc-Companys/dp/0136068685/
SEO for Dummies	http://www.amazon.com/Search-Optimization-Dummies-Edition-Computer/dp/B001U3YQSS/
SEO an Hour a Day	http://www.amazon.com/Search-Engine-Optimization-SEO-Hour/dp/0470902590/

There are also many cheat sheets available online. With a little creativity, you might find several of them in PDF format just waiting for you to download: <http://bit.ly/MCwATU>. Of course, we recommend sending your favorite to an SEO expert before pinning it to your desk as the “end-all reference” for inbound marketing.



About Marketo

Marketing Software. Easy, Powerful, Complete.

Marketo, (NASDAQ: MKTO) uniquely provides an easy-to-use, powerful and complete marketing software platform that propels fast-growing small companies and global enterprises alike. Marketo® marketing automation and sales effectiveness software streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

About SEOperks

SEOperks is a digital marketing agency that specializes in high-impact, future-proof search engine optimization (SEO) consulting and services. SEOperks has driven revenue improvement campaigns for companies large and small by attracting the right web traffic through compelling, engaging, “smart” SEO strategies that deliver.



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