



## What Marketers Should Know About Search

(NAPSA)—You don't have to look far to know that search marketing can increase the visibility of a business.

Search marketing involves marketing a Web site, product, service or idea through search-engine distribution channels. By paying a fee, a business can make it more likely that its company will turn up in an online search.

According to eMarketer, businesses will spend \$27.5 billion this year on this type of search marketing. To get started, here are a few tips from Danny Sullivan, conference programmer for Search Marketing Expo—SMX West:

- **Realize that search marketing is no longer optional.** Whatever you sell, people will go online to look for you.

- **Choose the right keywords.** Locations, particular areas of specialty and qualifying words can help your targeted audience find your Web site more easily.

- **Optimize your site.** Understand how search engines read your site and make sure you take advantage of these hidden opportunities. Make sure you've got powerful keywords in areas that matter most.

- **Submit your site.** As a marketer with limited time, submitting your site to Google, Yahoo and MSN is your best bet. Some search engines have paid programs that let you jump the line to get your site reviewed in a shorter period of time.

- **Make sure your site is usable.** Having a clear navigation structure, solid landing pages and



**One of the best ways to get a crash course in the basics of search marketing is an industry conference.**

an on-site search are a few ways to help potential customers find what they need.

- **Get links.** Actively search for and create opportunities for others to link to your Web site but avoid automated link-exchange programs.

- **Monitor and measure.** Monitor ongoing campaigns to see which ones are performing and which ones need changes, but do give them enough time to work.

- **Get a crash course.** Industry conferences can be a great way to get a concentrated overview of search-marketing principles in a short amount of time. The cost of the conference will likely be offset by the money saved making smarter search-engine decisions. For more information, visit [www.smxwest.com](http://www.smxwest.com).

- **Stay up to date.** Forums, blogs and message boards are a great way to keep up with the latest changes in the world of search marketing.

Sullivan's blog, Search Engine Land ([www.searchengineland.com](http://www.searchengineland.com)), is read by nearly 300,000 people every month.