

New “Do It Yourself” Search Marketing & Technology

eInsurance Symposium Dallas Texas
September 2008



Leah Woolford
USDM.net Founder and CEO

usdm.net[®]
Interactive Agency and Media Company

Celebrating 15 years of Interactive Marketing
and Technology Success

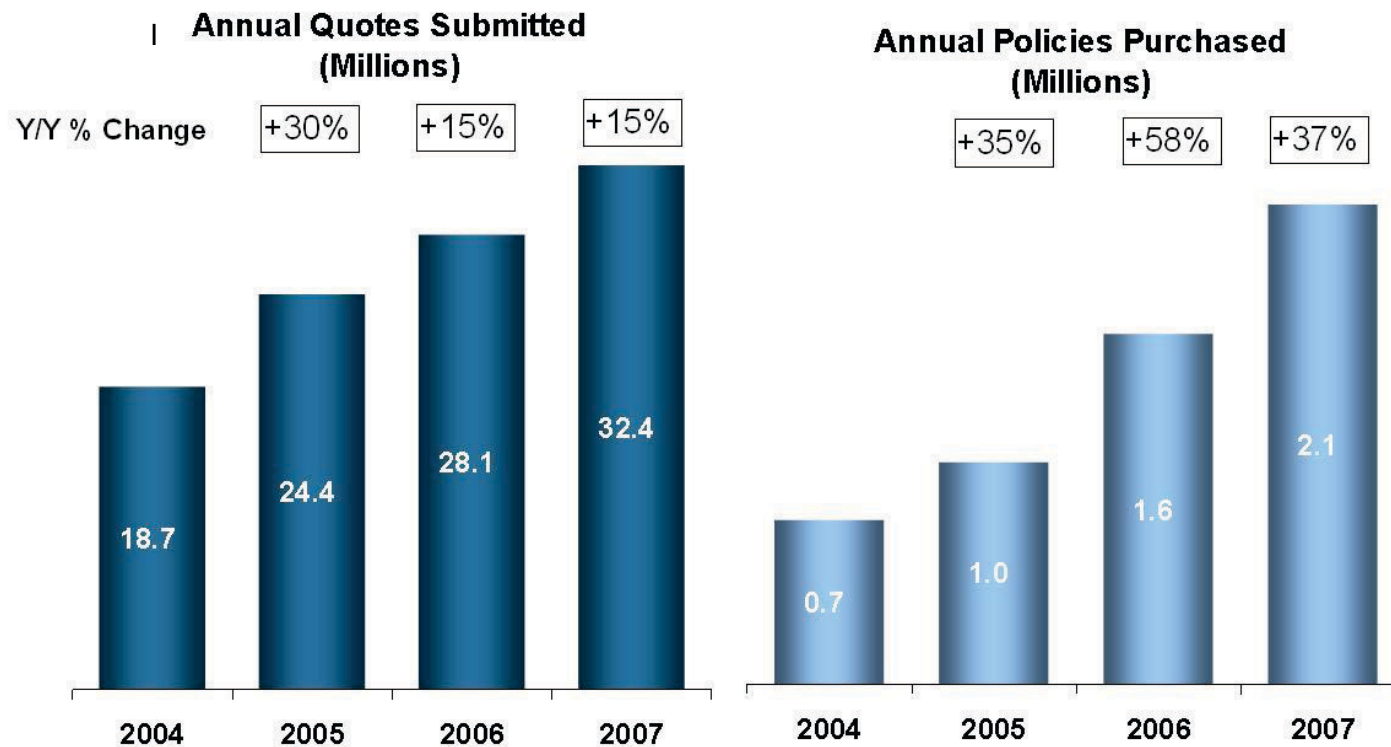
The Super Trends

Example: online auto insurance in 2007

Consumers requested over 32 million auto insurance quotes online and purchased over 2 million policies online.

15% annual growth in online quotes

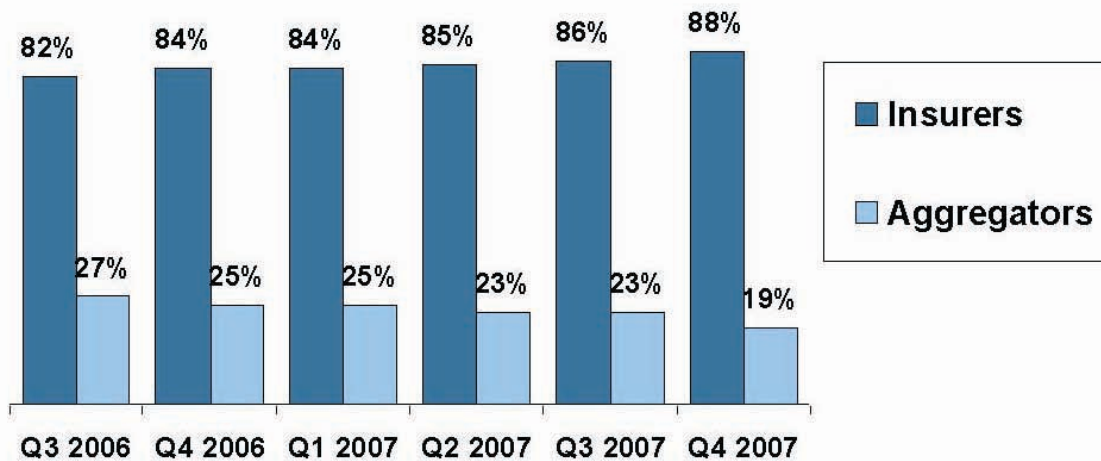
37% growth in online policy purchases



one of five shoppers uses
an aggregator site for
online auto insurance...



% of Quote Submitters Submitting at Insurers and Aggregators



Source: comScore. Auto Insurance Benchmarker

**Search Engine Optimization
and Marketing (SEOM) is a
Critical Component to
insurance eCommerce**

**Spending on search
accounts for half of all
dollars spent online**





Average Search CPC (cost per click) for Insurance is Rapidly Rising

Average Search Cost-per-Click (CPC) in the US, by Industry, December 2007-June 2008

	Dec 2007	Jan 2008	Feb 2008	Mar 2008	Apr 2008	May 2008	Jun 2008
Finance*	\$2.76	\$2.70	\$2.43	\$2.65	\$2.85	\$2.96	\$2.94
Credit	\$3.09	\$2.95	\$2.65	-	-	-	-
Mortgage	\$2.61	\$2.61	\$2.05	\$2.32	\$2.86	\$3.15	\$3.53
Auto finance	\$1.46	\$1.68	\$1.47	\$1.57	\$1.79	\$1.93	\$1.91
Travel	\$0.64	\$0.65	\$0.72	\$0.76	\$0.76	\$0.74	\$0.67
Automotive	\$0.59	\$0.57	\$0.50	\$0.50	\$0.49	\$0.49	\$0.50
Retail	\$0.43	\$0.36	\$0.37	\$0.39	\$0.40	\$0.45	\$0.47
Dating	\$0.38	\$0.40	\$0.37	\$0.38	\$0.38	\$0.40	\$0.41
Insurance	-	-	\$7.87	\$8.88	\$9.49	\$10.63	\$11.14

eMarketer Study

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Introduction
of Universal
“blended”
Search.

Changing
SEOM
strategy

consumers
love it

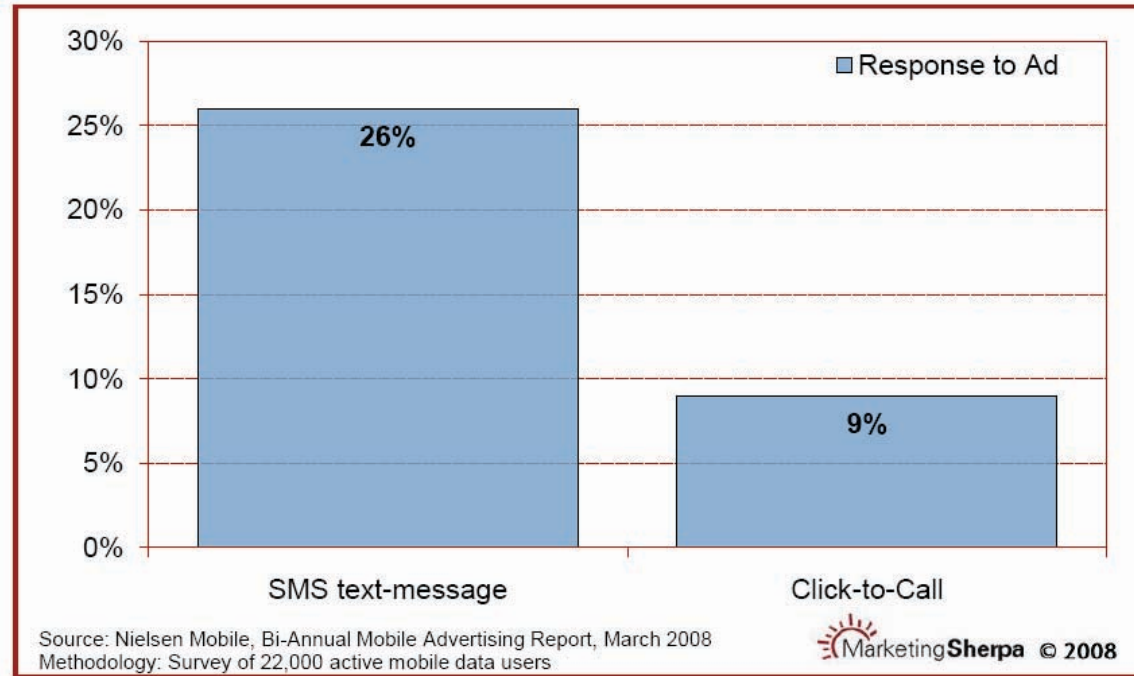


Source: iProspect, Blended Search Results Study, April 2008

Mobile Search

19% of all U.S. mobile customers already use their phones for mobile search

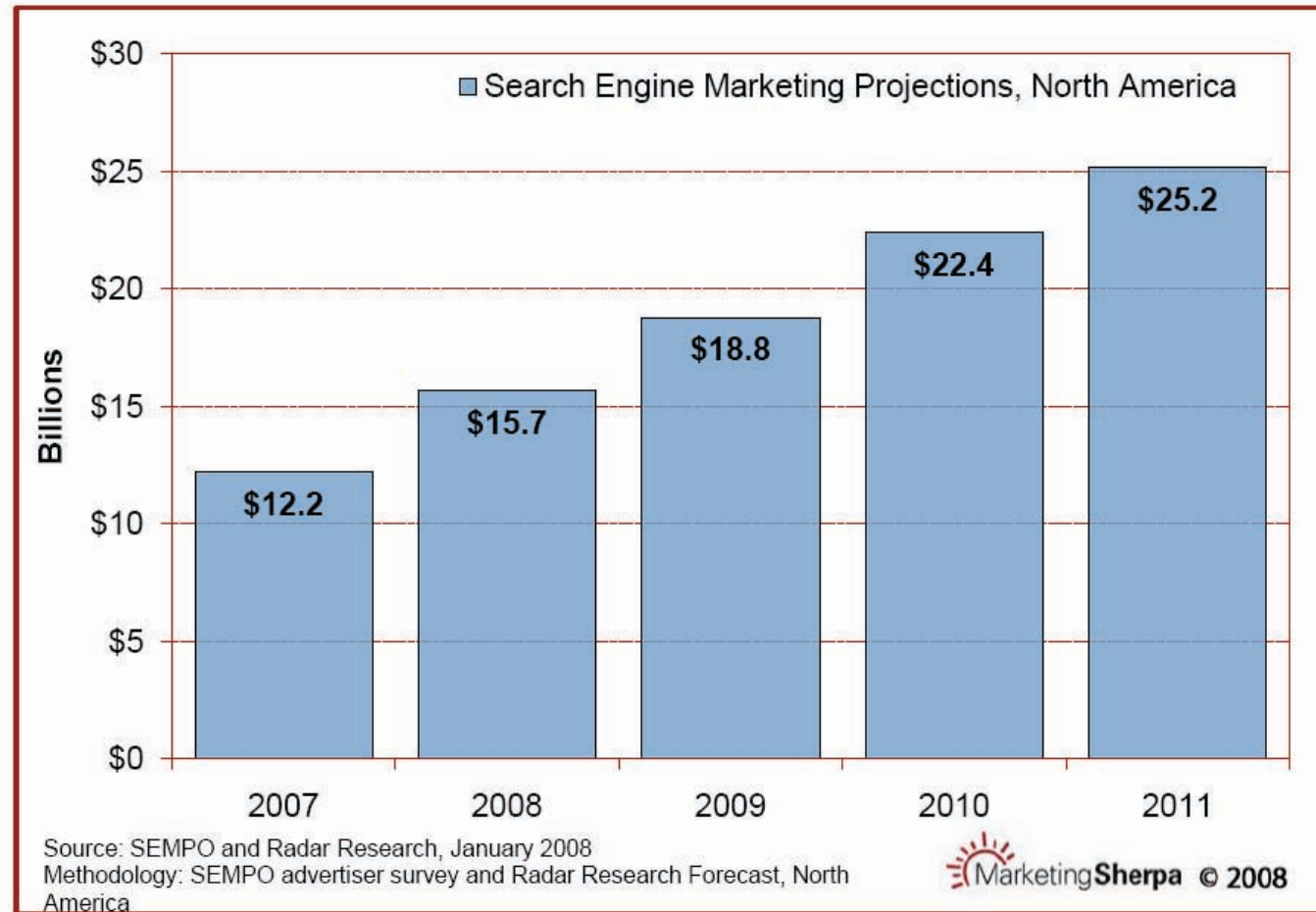
- Google's new open-source mobile OS, Android, is designed to work on any phone
- Google has opened the source code to developers, offering \$10 million prize for the best new applications
- mobile phones will become much more like your computer



Response to Mobile Ads

Search Spending Predictions

2007-2011





How Are Consumers Using Search Engines Today?

90% of all new website visitors find a web site through a search engine

81% consult the Internet before making any purchase

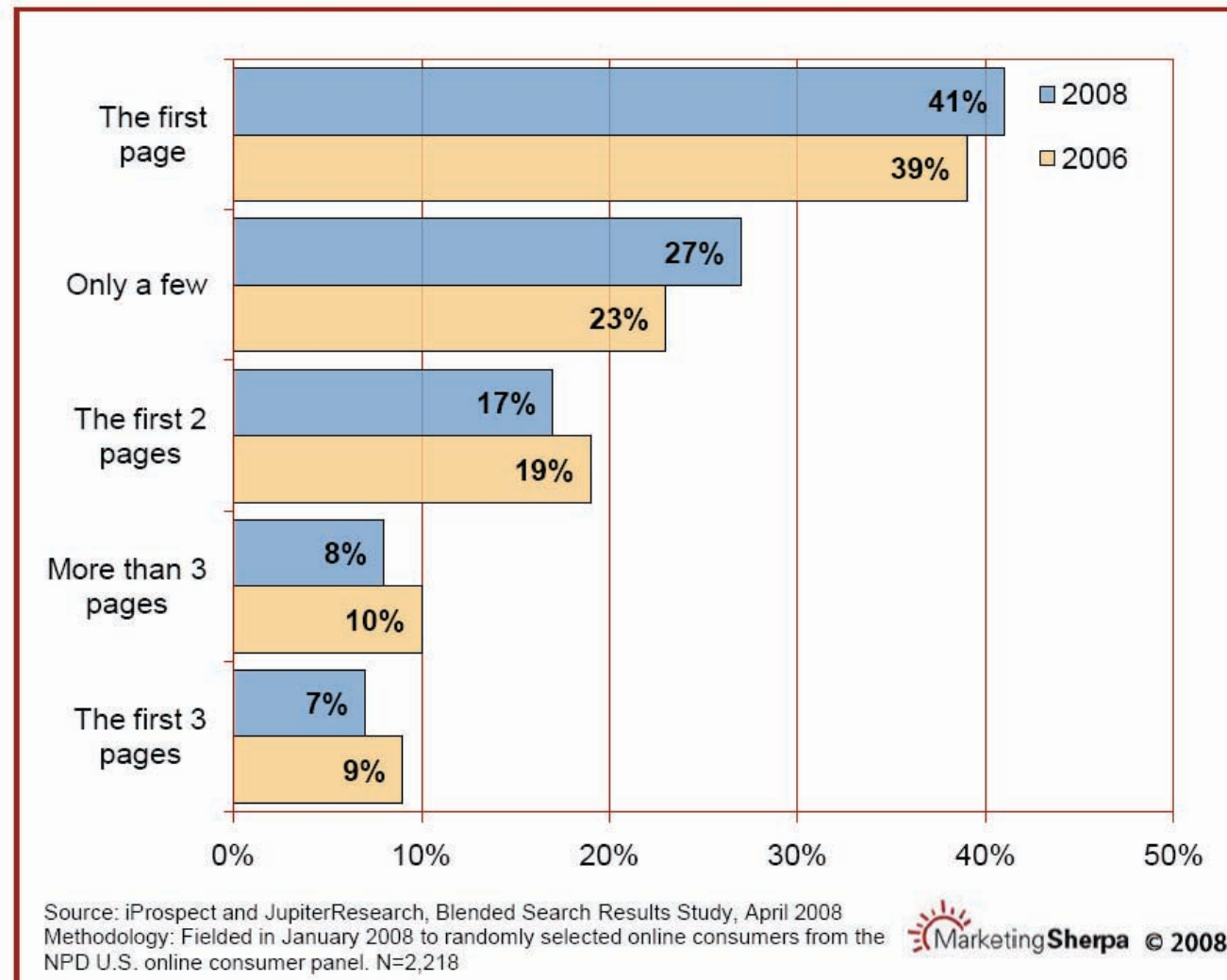


More than half of
all consumers
online use a search
engine DAILY



Consumers are most likely to look at only the first search results page...

or the first few listings above the fold



Consumers Prefer “Natural” or “Organic” results 6 to 1 Over Paid Listings

77% of consumers chose a *natural* listing over a *paid* keyword when Researching products

67% of consumers choose a *natural* listing over a paid one during purchase scenario



**Key to Success:
Make a Shift in
Your SEOM
Strategy.**

**Balance
Organic SEOM
Tactics with
Paid Keywords**

Recognize that monumental changes are taking place online

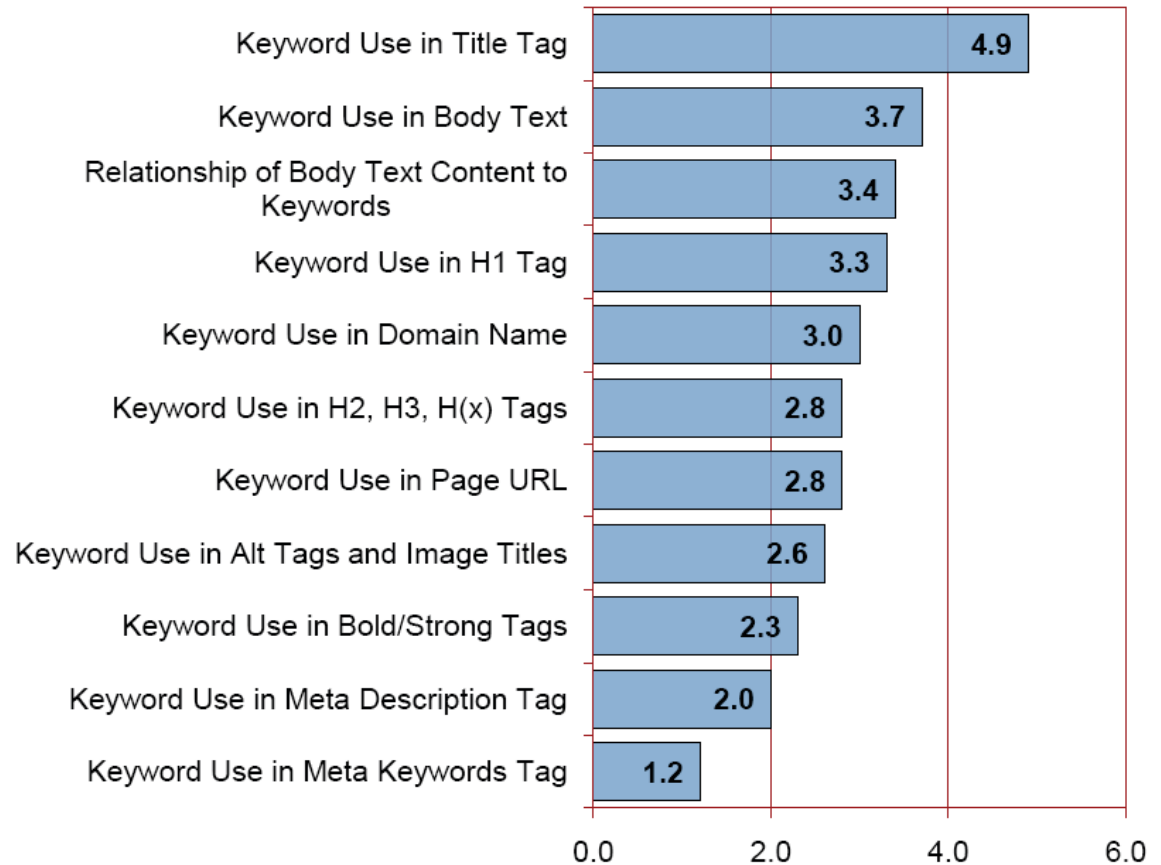
- Have a third party expert analyze your site for SEOM compliance and effectiveness; perform necessary optimization
- Develop an SEO Strategy & Detailed Marketing Plan
- Balance the budget between Organic SEOM and Pay Per Click Keywords
- Measure and Expect results within 60 - 90 Days of Implementation
- Commit to reasonable budget and ongoing education
- Consider technology to cost-effectively manage the process

Organic or Natural SEOM is fundamental and effects Paid Keyword Ranking as well...

1. Clicks on your organic listing affects your paid and organic rankings
2. Listing and Linking Popularity is a key element to ranking
3. SEO-rich page content is a driver of high rankings
4. Web 2.0 content is critical for blended search results
5. Web site programming code, tags, titles, descriptions, image tags, etc. must be compliant
6. PUSH Technology is necessary in distribution of content
7. PULL Technology is necessary to "call" the search crawlers daily

High Importance Factors in Search Engine Optimization

this list is
a good starting
checklist for
Search
Analysis and
optimization

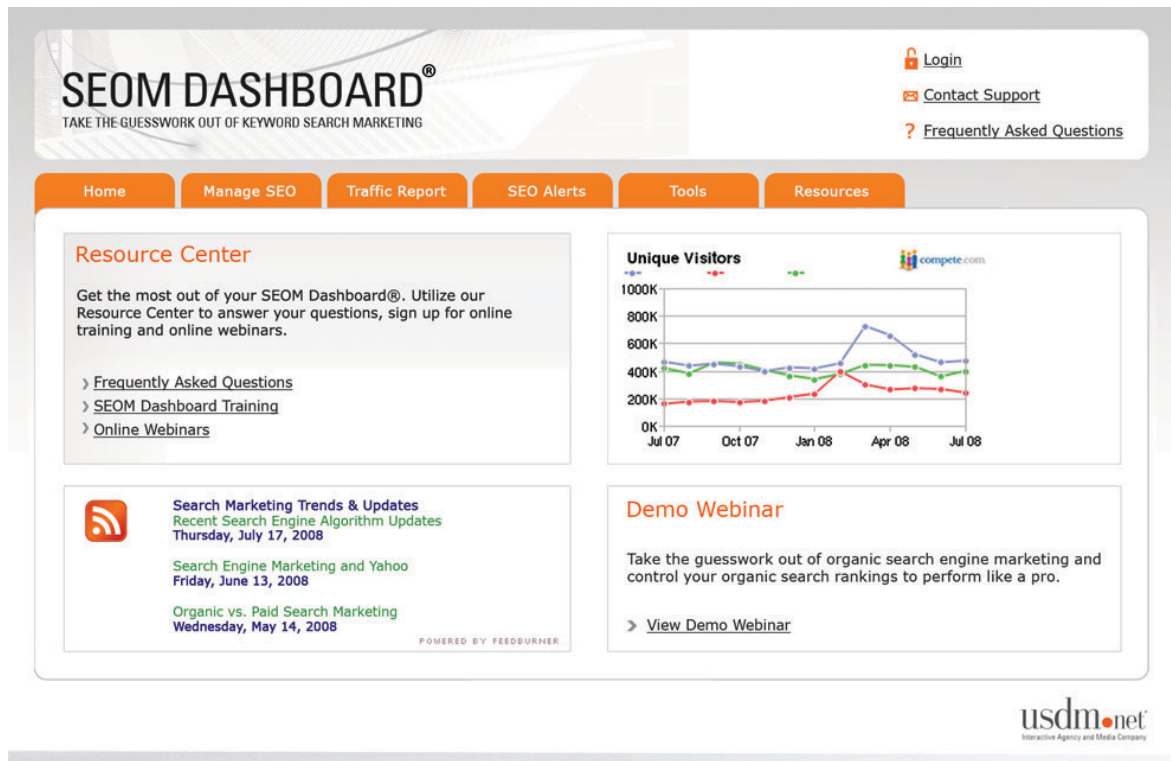


Elements that Negatively Affect a Search Crawler's Ability & Ranking

1. Server is inaccessible to Bots or Crawlers; Slow server response
2. Duplicate content or "mirrored content"
3. Site code is non-compliant or too heavy
4. External links to low quality or Spam sites or directories
5. Keyword stuffing/spamming
6. Visitor levels to the site very low in comparison to other like sites
7. Web site is missing technology necessary for today's algorithms

SEOM Dashboard®

Technology Solution + Ongoing Education and Support



SEOM Dashboard®

One Stop Shop for SEOM Process: Links to Your Web Site to Provide Easy SEOM Technology and Content Maintenance and Feeds

- Easy-to-use web interface for research, delivery and maintenance of web site SEOM
- No technical or program requirements
- Increases search engine exposure and rankings
- Target and drive better quality traffic, even SEO dynamic content

Receive SEO fundamentals Training

- o Search Engine Optimization (Images, Content, Code, Title, Tags and other Relevant Components)
- o Web site Navigational Structure
- o Link Structure and Popularity
- o Performance Tracking and Reporting

Stay Current With Ongoing Education and Support from SEOM experts

- o Quarterly Search Trends & Analysis
- o Monthly Webinar for Updates and Trending; Algorithm Changes and Signals

In House Marketers Use the SEOM Dashboard as their Control Panel for daily SEOM Activities, Reporting and Educational Support

SEOM DASHBOARD®

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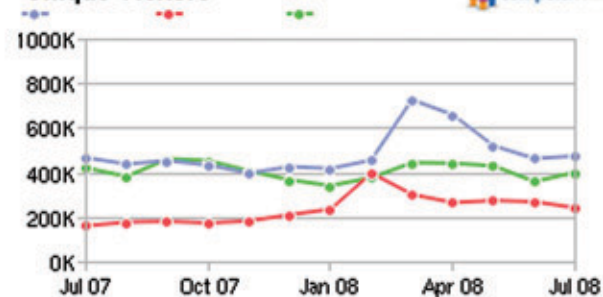
[Resources](#)

Resource Center

Get the most out of your SEOM Dashboard®. Utilize our Resource Center to answer your questions, sign up for online training and online webinars.

- › [Frequently Asked Questions](#)
- › [SEOM Dashboard Training](#)
- › [Online Webinars](#)

Unique Visitors



Search Marketing Trends & Updates
Recent Search Engine Algorithm Updates
Thursday, July 17, 2008

Search Engine Marketing and Yahoo
Friday, June 13, 2008

Organic vs. Paid Search Marketing
Wednesday, May 14, 2008

POWERED BY FEEDBURNER

Demo Webinar

Take the guesswork out of organic search engine marketing and control your organic search rankings to perform like a pro.

› [View Demo Webinar](#)

Manage all SEOM
(organic and PPC)
from one Control
Panel.

Quickly and easily add
keywords to content
using global search
and replace or by
page or by section.

View daily traffic
reports and other third
party technologies,
such as comparison
tools, research, etc.
from the dashboard.

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Manage SEO

Modify the SEO properties of all pages for your site here....

Title Tag Contains...
Keyword Tag Contains...
Description Tag Contains...
☐ SEO Page ☐ HTML Site Map Page ☐ XML Site Map Page

Select a Sort
☐ None
☒ SEOPageName
☐ TitleTag
☐ SiteMap1Category

[Go](#)
[Clear](#)
[Add New Page](#)

SEO Info		ID
SEOPageName:	restaurants_search.asp	
DynamicPageName:		
TitleTag:	Florida Restaurants - Beaches of South Walton, Florida Dining Guide	
KeywordTag:	florida restaurants, florida dining, florida restaurants guide	
DescriptionTag:	Experience the many Florida dining possibilities with this comprehensive Florida restaurants guide. Use our online guide to discover unique Florida restaurants the whole family will love in the Beaches of South Walton upscale beach communities.	
RobotTag:	index, follow	
AuthorTag:	USDM.net	
AltAttributeLogoImage:	Enjoy a Florida Beach Vacation in Beaches of South Walton - Northwest Florida's Gulf Coast	
AltAttributeMainImage:		
AltAttribute1:	Florida Restaurants - Beaches of South Walton, Florida Dining Guide	
AltAttribute2:		
AltAttribute3:		
SEOContentPage:	False	
SEOPageContent1:		
SiteMap1Display:	True	
SiteMap1AnchorText:	Dining	
SiteMap1Category:	Dining	
SiteMap2Display:	False	
SiteMap2AnchorText:		
SiteMap2Category:		
SiteMapXMLDisplay:	True	
SiteMapXMLAnchorText:		
SiteMapXMLCategory:		

[Edit](#) [Delete](#)
[Alt Tags](#) [View Page](#)

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Dashboard includes tools for Link Popularity, Keyword Research and more

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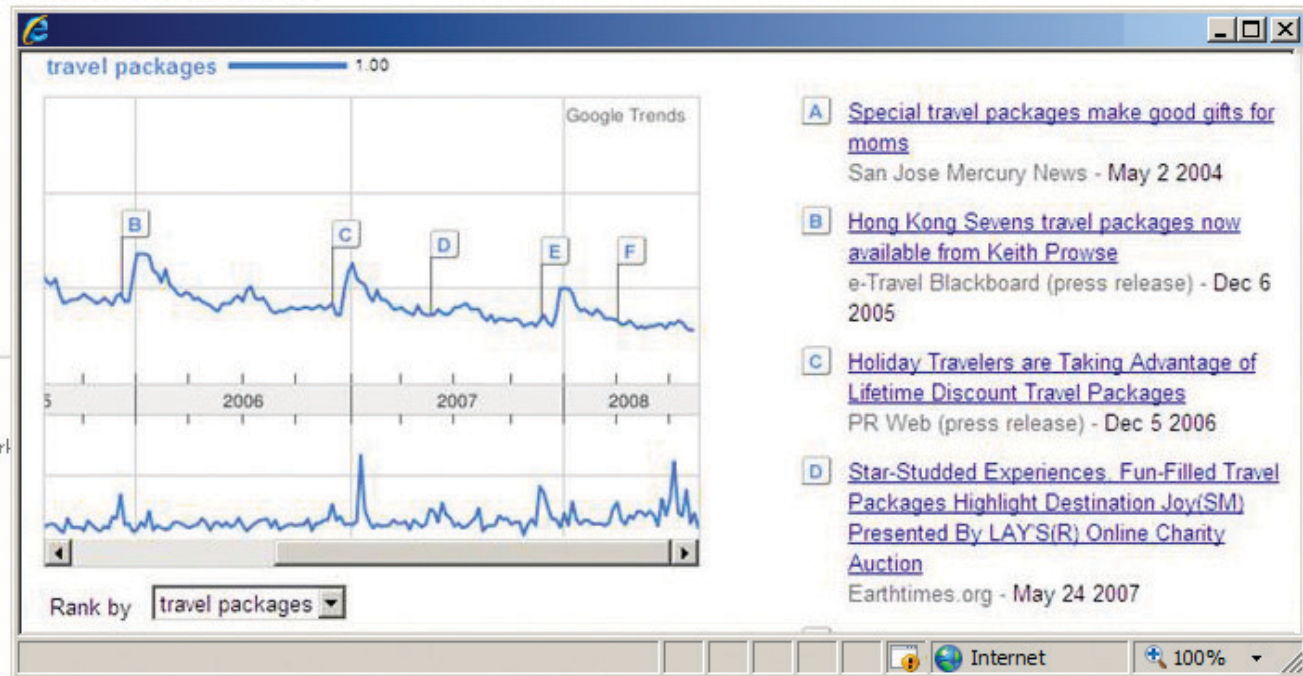
[Google Trends >](#)

travel packages

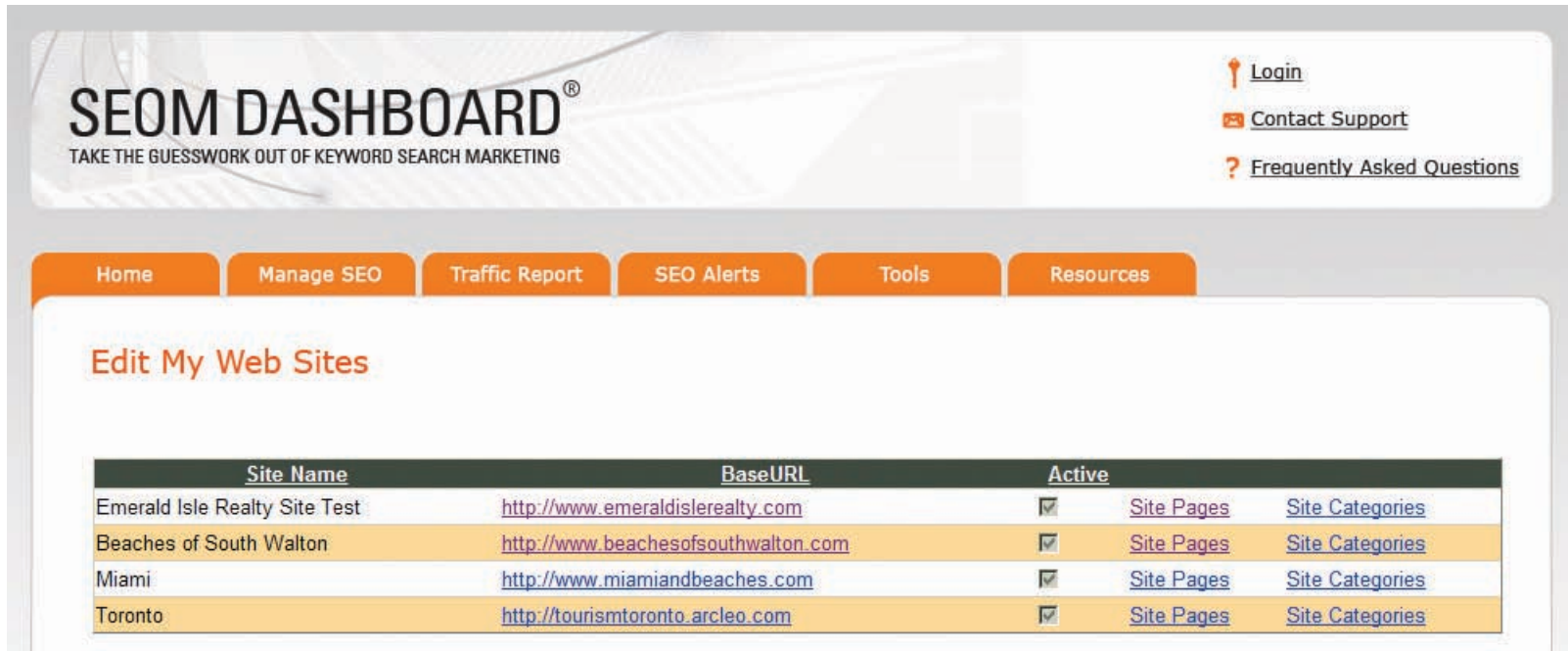
go!

[Google Traffic Estimator >](#)

go!



Edit Multiple Sites or Micro Sites Through the Dashboard



The screenshot displays the SEOM Dashboard interface. At the top, the logo 'SEOM DASHBOARD®' is accompanied by the tagline 'TAKE THE GUESSWORK OUT OF KEYWORD SEARCH MARKETING'. Navigation links for 'Login', 'Contact Support', and 'Frequently Asked Questions' are in the top right. A menu bar contains 'Home', 'Manage SEO', 'Traffic Report', 'SEO Alerts', 'Tools', and 'Resources'. The 'Edit My Web Sites' section features a table with the following data:

Site Name	BaseURL	Active		
Emerald Isle Realty Site Test	http://www.emeraldislerealty.com	<input checked="" type="checkbox"/>	Site Pages	Site Categories
Beaches of South Walton	http://www.beachesofsouthwalton.com	<input checked="" type="checkbox"/>	Site Pages	Site Categories
Miami	http://www.miamiandbeaches.com	<input checked="" type="checkbox"/>	Site Pages	Site Categories
Toronto	http://tourismtoronto.arcleo.com	<input checked="" type="checkbox"/>	Site Pages	Site Categories

SEOM Dashboard®

Visit the USDM.net booth for more information

Summary

- Make a Shift in Online Marketing Strategy Now:
Balance Organic SEOM with Paid Keywords
- Have a third party analyze your web site for SEOM Compliance
- Set a reasonable budget for results
- Consider taking more control of SEOM in house
- Invest in the right tools and education or outsource to a credible SEOM Agency

Discussion

Q & A

Consulting or information on SEOM Dashboard:
Visit us at the USDM.net booth