

SEARCH ENGINE intelligence™

the journal of contextual internet marketing

Volume One • Number One

www.SearchEngineIntelligence.com

August/September 2003

IN BRIEF

FINDWHAT.COM AND ESPOTTING TO MERGE

FindWhat.com (NASDAQ: FWHT), a pay-per-click search engine based in Florida and founded in 1998, will merge with privately owned Espotting Media Inc., formed in the UK in 2000. According to the company, the combined operation will serve over 4,000 advertisers, and more than 2.25 billion queries per month in 11 countries, upon completion of the merger. ■

YAHOO! TO ACQUIRE OVERTURE Q4/2003

Once completed, Overture, the leading pay-per-click advertising network, will be a wholly owned subsidiary of Yahoo! and will continue to operate from its Pasadena, CA offices. Yahoo! will integrate the Overture advertising system into Yahoo!'s shopping, travel and yellow pages sections. The Content Match contextual product will allow advertisers to place context advertising in Yahoo!'s sports, real estate and auto channels, among others. With the acquisition, Yahoo! also gains the

recent acquisitions completed in May by Overture, including AltaVista, and FAST's Alltheweb search. As of this writing, Overture is expected to have made available a single-source solution for advertisers to place paid ads within the Overture, FAST/Alltheweb, and AltaVista networks from an existing Overture account log-in. ■

GOOGLE ENHANCES

ADSENSE ROLLOUT

Google, which began the rollout of their AdSense product in late July, allowing Web site owners to integrate contextual advertising content into their layouts automatically (and get paid for a portion of the clicks generated), has added new customization tools to set background, border, and textcolors of the AdWords box, including a random color option. (*Editor's note: our initial testing of the AdSense program showed some flaws with their blocking routine to limit competitor's ads from appearing on your site.*) A new Related Searches feature was temporarily pulled due to concerns from site owners. ■

IN THIS EDITION:

- Page 1 **In Brief**
- Page 1 **Optimizing – The Next Tag: SMBmeta**
by Christopher Simmons
- Page 2 **Publisher's Message and Masthead**
- Page 3 **Front Lines – Optimization and Copyright**
by Carly Zander
- Page 6 **The SEI Keyword / Engine Click Index**
- Page 8 **Contextual Company Focus: Invidia**
by Christopher Simmons
- Page 10 **Hands On – Clicks: Getting "Googled"**
with Google's AdWords
by Christopher Simmons

OPTIMIZING

The Next Tag: SMBmeta

by Christopher Laird Simmons

Just when you thought it was safe to write off the topic of META tags, along comes spreadsheet inventor Dan Bricklin and the SMBmeta Initiative (SMBmeta.org). The idea: embed a custom XML file on your Web site containing elements such as your company name, zip code, language(s) spoken, and NAICS code (the successor for SIC).

If you examine the example SMBmeta XML (see page 5) you can see the structure includes "tags" like *serviceRange* for where you offer services (such as local or international), and *hours* to specify when your business opens and closes for business, and the days of the week you're open; even your time zone.

The current specification for SMBmeta, version 0.9 was released on March 14, 2003. The structure includes a business/site description (comparable to the traditional META "description" tag) with ISO language code (i.e., "en" for English); *websiteCapabilities*, which can include whether the site includes e-commerce, has query capability (such as to request a bid/quote); a *refresh* tag and *generator* tag comparable to existing META tags.

› Continued on Page 4

Publisher's Message

Welcome to the premier issue of a new publication, *Search Engine Intelligence*, which is intended to provide several functions: 1) insight and opinion as to what *works* and what does not in the contextual marketing and Internet advertising industry, 2) provide valuable ongoing metrics to better understand where buyers/customers are actually clicking, in order to determine appropriate vehicles for "in context" advertising, and 3) get to know the people and organizations that serve the advertiser, from the search engine start-ups, to the agencies managing customer response campaigns.

Contextual marketing is a broad term which can cover everything from product placement in a TV show or movie, to search engine keyword buys, to pops (pop-ups/unders), to search engine optimizers (SEO) trying to place their clients in the top-ten, to opt-in email and multimedia messaging.

It's a big category, and is only getting bigger. In fact, it has led to the formation of a new kind of ad agency, called an *online agency*, which may work with traditional print/broadcast agencies, and/or handle companies which exist only within the ether of "cyberspace," to help buy and place marketing on the Internet.

We hope to cover all of these in a different fashion than many of the existing online-only journals. In fact, this publication is the outgrowth of various online e-newsletters and a popular "blog" (WebLog) on the subject of search engine marketing. Hopefully, you will find this publication of interest, and the information imparted of value to your business, whether you are a company looking to learn more about contextual marketing, or a professional agency or consultant providing these services.

As a 20-year advertising veteran, a working SEO/SEM expert since 1995, and a former contributing editor to numerous publications including *DigitalAuthor*, *Micro Publishing News*, *Print on Demand Business*, and *Digital Imaging*, I hope to bring my own expertise and experience to the mix.

Carly Zander, who has written for *CrossMedia*, and *DigitalAuthor*, joins us as an associate editor and will contribute articles on various topics.

I'd love to hear from you, too, with ideas and feedback.



— Christopher Laird Simmons, Aug. 2003

SEARCH ENGINE intelligence™

the journal of contextual internet marketing

Editor & Publisher

Christopher Laird Simmons

Editor@SearchEngineIntelligence.com

Associate Editor

Carly Zander

CZ@SearchEngineIntelligence.com

Search Engine Intelligence™ is published bi-monthly by Neotrope, PMB 822 P.O. Box 7000, Redondo Beach, Calif. 90277-8710, USA. All articles and original material Copr. © 2003 Neotrope, all rights reserved. Neotrope is a trademark, registered trademark and service mark. The Neotrope guru "x" icon is a U.S. reg. trademark. Search Engine Intelligence™ is a trademark of Neotrope. All other trademarks and registered trademarks are acknowledged. Reproduction or redistribution of any kind, without written permission is forbidden.

SUBSCRIPTION INFORMATION

Annual subscription pricing for printed edition by mail to U.S. and Canada available on our Website. Electronic subscription for qualified individuals is available free of charge through a survey application found online at www.SearchEngineIntelligence.com/apply.

EDITORIAL SUGGESTIONS

If you have an idea for an article or have personal experience to share related to the keyword and contextual marketing industry, we would love to hear from you via e-mail.

Editorial/Advertising inquiries: +1-310-373-4856


Editorial fax: +1-509-355-3090

www.SearchEngineIntelligence.com

information herein believed accurate but is not guaranteed.
Use of any/all information is done solely at your own risk.

 **NEOTROPE®**

— Sponsors for this edition of Search Engine Intelligence —

 **Send2Press™**

Press Release Writing, Distribution & Media Relations since 1983

Affordable targeted news distribution, press release writing, monitoring, and media relations, since 1983. Guaranteed news placement on *Yahoo!*, *Dow Jones*, *LexisNexis*, *Reuters*, and more via PR Newswire®, plus headline keyword placement in Google.

www.Send2Press.com

DotComMojo™

the magic & science of search positioning™

A consultancy founded in March of 1995 to assist small to medium businesses in the optimization and marketing of Web properties using search engine keywords. Affordable, honest, effective. The #1 search result on Google under "keyword optimization."

www.DotComMojo.com

FRONT LINES

Optimization and Copyright

by Carly Zander

What happens when your hard work optimizing your website is "hijacked" by another company, seeking to duplicate your keyword positions?

A growing problem in the search engine marketing and keyword optimization business (variably referred to as SEM, or SEO) is the problem of overt theft of optimized content once you've achieved a highly-ranked set of pages.

Unscrupulous site owners, and even amateur SEO companies, have more often of late been caught copying entire site structures of competing companies in order to shortcut their own path to improved rankings.

Sharad Suthar, of New York-based S & R Network Consultants (SRNC) ran across this issue recently only because they use a PHP-based tracking application that logs accesses to their site content. Their Web site, located at sr-network.com was completely "cloned" by efsnetworks.com, a company offering similar services, right down to the copyright notices and even the optimization credit from their SEO company, DotComMojo.com (*editor's note: DotComMojo is owned by the company that publishes this magazine*). The content thief foolishly left this code in the cloned pages, and because it uses a full URL to the tracking script, the offending pages were being tracked by S & R's server tracking system!

"Having our Web site registered with the Copyright Office gave us some relief," says Suthar. "We sent a formal letter, which included our US copyright registration number, and a polite request to address the issue. He replied the same day, 'Everything has been taken down.'

"In doing further research, we found several other sites, including one out of business, which had copied

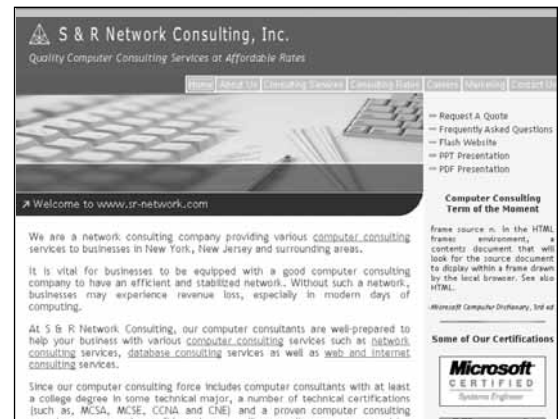
our textual content word-for-word, but not our graphic design. One site even had a copycat page named 'sernetwor.asp' and we sent them the same cease-and-desist letter, but all they did was change the name of the page. Ironically, the image they copied along with the text was still linked to our Web site!"

"To catch copycats, we now use certain phrases from our Web site, put quotes around it and give it to the search engine. This is how we found the third copycat for our content."

Another common way of finding if someone has "borrowed" your content is to do a search for unique file names used for your site graphics (like *movylogo_001.jpg*).

While it would take more than simply cloning a site's optimization to match its rankings, it's not inconceivable that with enough work one could obtain improved results since they are building on what worked for another site, and with search engine "spamming," could likely obtain temporary rankings which might steal potential customers looking for services or products in a search engine. (SEO veterans know there are numerous factors beyond optimization such as weight, popularity, cross-linking, site age, etc. that impact actual rankings.)

And this brings us back to the issue of copyrights and the value of actually registering your content with the US Copyright Office. What are the legal ramifications of simply posting a



ABOVE: at top is the original SRNC site, then the EFS copycat. When turning off images, the clone website still shows SRNC's name in the IMG "ALT" tags.

copyright notice, versus actually registering a site?

Because of the complex nature of optimization, it can be difficult to prove *actual* damages from somebody stealing your optimized content even with proof, and how would you know if you lost a customer due to somebody who stole your content also appearing in the top ten of Google, Yahoo!, et al?

According to intellectual property attorney Matt Booth, of Booth|Wright, "Under current US copyright law, an

The Next Tag: SMBmeta

› Continued from Page 1

The more interesting tags, *link type*, allow you to specify specific locations to pages such as “home” or “about” as well as “other” (used to point at things like a testimonials or client info page, etc.). This could easily be a more elegant way to implement a virtual “site map” to important content.

The *location* tag includes country, postal code, and whether the specific location is the “main” office. Multiple locations can be specified.

In some ways, it’s not unlike the Dublin Core META tag specifications for things like your international ISO country code, and GPS location, but it works more like a robots.txt file in practice, simply loaded into the root of your public Web directory (you don’t need to point a link at the file in your home page HTML).

Presumably a next-generation search engine could be built to use the data to find things like: *French*

Speaking graphic designer located in Orange County, open on Saturday, with a toll-free phone number.

The search results could show more than just a link to a random site page (or two “best guess” site pages as in Google’s current results) — perhaps even show links to contact information, driving directions, and the hours of operation as part of the results string shown to the searcher. This could be highly relevant, and be like your traditional print or online yellow pages on steroids.

Actually, the Verizon Superpages (superpages.com) have business listings along these lines right now, but they are not dynamic and certainly not loaded from an XML file living on your Web site, which could eventually be updated automatically when pressing “publish” in your CMS (content management system).

The official blurb for the SMBmeta Initiative reads like this: “The initiative was started by Interland to try to help small and medium-sized businesses

provide information to search engines and directories in an open and distributed way so that customers can do more complete searching.” (Interland, by the way, is a mega hosting provider who has swallowed up many smaller companies in recent years, like Communitel, Innerhost, Dialtone, Trellix, etc.).

On the SMBmeta.org Web site one can peruse more in-depth treatise on how the issue of SMBmeta and “search engine spam” will be addressed, and the proposed SMBmeta “Ecosystem.”

The ecosystem is comprised of a “SMBmeta Registry” which will keep track of sites and return a list of domains so that applications can find SMBmeta data without having to spider the entire Web. The “SMBmeta Proxy” provides the data normally found in a site’s XML file, and could be used even if an existing site doesn’t have its own XML file. The “SMBmeta Affirmation Authority” will, on request, return a value associated with a particular domain, which can help to authenticate the “truth” of the data. So, you would have a “good” list, and a “bad” list of sites and related data.

Additionally, a couple of tools exist now to experiment with building your own SMBmeta tags. These include a tag builder application you launch in your Web browser, and a submission tool which verifies the file, and adds it to a test system (www.overall.com) for future use. The database file is offered to developers who wish to build business search solutions from the submitted site data. I did notice that the SMBmeta file I submitted for Send2Press.com (my site) was not included in the database after seven days, so presumably there is either a delay in addition to go on the “good” list, or the demonstration database is not updated automatically after each “test” submission.

If you follow Web services technology at an above average reading level,

BELOW: SMBmeta XML File Creating Utility found at www.SMBmeta.org

SMBmeta.org File Creating Utility v1.1a - Netscape

http://smbmeta.org/cgi-bin/smbmeta.pl#top

SMBmeta.org File Creating Utility
Version 1.1a
For SMBmeta version 0.9 files
From: SMBmeta.org (restart)

Instructions:
Fill out the fields below with the information you would like to put in the SMBmeta file. Press a "Replace" button to save all the changes you've made so far. When there are no more red warning messages, scroll to the bottom for instructions for saving the resulting XML in a file.
Please read the descriptions of the type of information needed for each element carefully.

Business element
One and only one of these is required for each smbmeta.xml file. It has a single required attribute "domain" that specifies the top-level domain associated with this business that will hold this file.
For most TLDs (Top Level Domains), such as .com, .org, and .net, there would be only two domain name components as part of the domain attribute value, the company's part and the TLD (e.g., concordeggplant.com). With many Country Code TLDs, such as .uk; you will need an additional domain name part, so that you would have "concordeggplant.co.uk", or "concordeggplant.com.br". For others, like .tv, you do not need the extra part.
An example value would be mydomain.com (not www.mydomain.com).

<business> </business>
*** The required domain attribute is missing. Please provide it.

Domain attribute: Replace

Name element
Provides the name of the business. It is how people refer to the business. This can be a corporate name, a DBA name, or a nickname. The <description> tag is used for more specific information. There must be one, and only one, of these.
The <description> element is used for more specific information. Do not include in the <name> element tag-lines, like "Home of the mega veggie roast". Just use the business name. It is assumed that these will not be unique. While they may be tradenames and trademarks, they may just be common names. They should not, though, be purposely misleading (which purposeful misuse of another's trademark would be). They would be the name used on correspondence, when answering the phone, on signage and advertising, etc.

<name> </name>
*** There must be a non-empty name. Please provide it.

Text: Replace

Document: Done (2.76 secs)

› Continued Next Page

> Continued from Previous Page

you may also be aware of the UDDI (Universal Description, Discovery and Integration) protocol, which is designed to “enable companies and applications to quickly, easily, and dynamically find and use Web services over the Internet.” The idea is similar, allowing a company to publicly list basic information about their company and offerings, and the option to list a catalog of products, services and guidelines for engagement. UDDI has been around awhile (I think I registered my own company a couple of years ago), and you can search for businesses through nodes like <http://uddi.microsoft.com>. With Web services, UDDI can help your enterprise determine which technologies you might need to implement in order to do business electronically with another company.

SMBmeta is different from UDDI in that it seems to be a lower entry-point concept, meaning that it simplifies the data provisions to streamline what information is included and transmitted (or searched for), and it doesn't assume you're a Fortune 1000 entity needing to define what format your electronic parts catalog is in. SMBmeta serves all Web properties, large or small. UDDI is way outside of what the local independent pizza shop would use, but SMBmeta tags could help the business be found through search engines on localized city-based sites, or even dining-out guides.

Several tech authors who have written about the concept have pointed out that by combining SMBmeta data with an RSS-based publishing mechanism, unique business information marketplaces could be built. For example, unlike the DMOZ project that requires volunteer “editors” to review submissions and simply populate link pages, a B2B portal (granted, somewhat out of the limelight as a concept) could be instantly built of only clothing manufacturers and suppliers in

```
<?xml version="1.0" encoding="UTF-8"?>
<smbmeta version="0.9" xmlns="http://www.smbmeta.org/name-
space/v0.9">
  <business domain="send2press.com">
    <name>Send2Press, a unit of Neotrope</name>
    <description language="en">Targeted Press Release
Distribution since 1983 - Send2Press offers affordable,
proven press release services that fit any budget, includ-
ing targeted news distribution, writing, and media monitor-
ing. As a professional media relations company since 1983,
we have the expertise and experience to get the word out to
the media.</description>
    <type naics="541820">Public relations services</type>
    <websiteDomain>www.send2press.com</websiteDomain>
    <websiteCapabilities
type="query"></websiteCapabilities>
    <lastUpdated>Fri, 8 Aug 2003 16:41:22
EST</lastUpdated>
    <refreshDays>5</refreshDays>
    <link type="home"
href="http://www.send2press.com">Home Page</link>
    <link type="about"
href="http://www.send2press.com/about/index.shtml">About
Send2Press</link>
    <link type="other"
href="http://www.send2press.com/PRservices/pricing.shtml">Ne
ws Distribution Services and Pricing</link>
    <link type="contact"
href="http://www.send2press.com/about/contact.shtml">How to
Contact Us</link>
    <link type="other"
href="http://www.send2press.com/clients/testimonials.shtml">
Client Testimonials</link>
    <generator>SMBmeta.org File Creation Utility
v1.1a</generator>
    <docs>http://www.smbmeta.org/docs</docs>
    <location country="us" postalCode="90505" main="yes">
    <serviceRange area="international">Serving clients
worldwide</serviceRange>
    <languageSpoken language="en">English Speaking
Only</languageSpoken>
    <hours day="weekday" open="0800" close="1800"
timezone="PT" href="http://www.send2press.com/about/con-
tact.shtml"></hours>
```

ABOVE: Example SMBmeta XML file which lives in the web root

California, and this rich info could be syndicated widely to those sites wishing to publish such listings on their Web site(s). Since both SMBmeta and RSS are open-source, there are numerous potential crossover applications.

Of course, the barrier to any such concept is the critical mass acceptance necessary to make its use wide-spread. Google's technical crew is aware of the SMBmeta tag but does not currently support it.

Still, adding the tags to a site at this

time is easy and painless, and certainly couldn't hurt. The potential is there for SMBmeta to be the basis for interesting solutions that make searching for businesses, products, and content online a better and more accurate endeavor for end users. It may also evolve into an essential part of any Website development project and contextual marketing effort. ■

RESOURCES:
www.smbmeta.org
www.uddi.or

SEI The SEI Keyword/Engine Click Index

Our exclusive ongoing analysis of selected sites, engines, and keywords; tracking where qualified clicks and traffic actually come from.

1. THE PERCENTAGE OF ALL SEARCH ENGINE RESPONSE INDEX – July 2003

CATEGORY	HITS	Unique	Google	Yahoo!	MSN	AOL	ASK	Netscape	AltaVista	HotBot	AlltheWeb	MetaCr
Semiconductor Industry	338801	4955	63%	20%	4%	1%	0%	0%	1%	0%	0%	0%
News Portal/Marketing	306302	1654	55%	22%	9%	6%	1%	1%	1%	0%	0%	0%
Retail/Ecom/Photo	204918	3106	1%	68%	28%	0%	0%	0%	0%	0%	0%	0%
Software/Education	185001	1569	66%	14%	11%	1%	1%	0%	0%	0%	1%	0%
Retail/Appliances	165850	4567	31%	20%	14%	4%	1%	1%	1%	0%	0%	0%
Retail/Fashion/Lingerie	161906	5566	21%	30%	28%	5%	2%	1%	0%	1%	1%	0%
Family Svcs./Childcare	159308	2911	44%	19%	9%	4%	4%	2%	1%	0%	0%	0%
Retail/Sport/Toys	66955	1541	45%	15%	23%	7%	1%	1%	3%	1%	0%	0%
Advertising Agency	52485	1692	67%	20%	4%	2%	2%	1%	1%	0%	0%	0%
Search Engine Mktg.	39256	987	70%	15%	5%	4%	1%	0%	0%	1%	0%	0%
Wireless Products Mfg.	26968	3131	69%	17%	7%	1%	1%	1%	2%	0%	0%	0%
Web Hosting/Design	8432	494	74%	15%	4%	3%	0%	0%	0%	0%	0%	0%
AVERAGE PCNT. ALL ENGINE CLICKS			50%	23%	12%	3%	1%	1%	1%	0%	0%	0%

2. THE PERCENTAGE OF ALL TRAFFIC RESPONSE AND ACTUAL CLICKS INDEX – July 2003

CATEGORY	HITS	Unique	Google	Yahoo!	MSN	AOL	ASK	Netscape	AltaVista	HotBot	AlltheWeb	MetaCr
Semiconductor Industry	338801	4955	1124	362	72	20	6	4	12	5	0	1
News Portal / Marketing	306302	1654	3916	1551	602	400	93	80	60	30	21	10
Retail/Ecom/Photo	204918	3106	28	2456	1009	0	1	0	12	3	1	0
Software/Education	185001	1569	755	135	92	12	7	14	38	0	2	0
Retail/Appliances	165850	4567	735	483	328	93	28	25	29	2	3	2
Retail/Fashion/Lingerie	161906	5566	174	246	234	42	19	12	1	6	5	4
Family Svcs./Childcare	159308	2911	470	200	91	46	38	23	13	2	3	5
Retail/Sport/Toys	66955	1541	225	75	114	35	9	3	15	3	1	0
Advertising Agency	52485	1692	567	168	36	20	13	11	6	2	1	1
Search Engine Mktg.	39256	987	340	73	23	17	6	2	2	7	2	0
Wireless Products Mfg.	26968	3131	1149	283	121	16	10	9	26	4	4	7
Web Hosting/Design	8432	494	181	36	9	7	1	1	0	1	0	0
TOTAL VISITORS	1716182	32173	9664	6068	2731	708	231	184	214	65	43	30
PERCENTAGE OF ALL SITE VISITORS			30%	18.9%	8.5%	2.2%	0.7%	0.5%	0.66%	0.2%	0.13%	0.09%

NOTES: In future issues we will show how the response changes over time (such as response shifts in the Google, Yahoo!, MSN, and AOL universe). This index can be used as a "rough guide" to determine responsiveness by industry, and/or by search engine. Compare MSN and AOL for retail photo response, for example, or lingerie and fashion where Google has a lower response. Admittedly, the overall traffic is small, but can be used as a potential planning reference.

HOW TO READ THE SEI INDEX

The SEI index is designed to track a series of sites in different industries and where actual search engine traffic comes from. The first index shows a site by category and the *percentage of traffic from all engines* (meaning, all search engine traffic equals 100%, and different engines are a percentage of that number, *not* total site traffic). The second index shows the actual number of *unique visitors* to each site, by engine, and the percentage of actual visitors which came from specific search engines.

awler	Excite	Lycos	InfoSpace	GO	WebCrawler	Looksmart	Teoma	Mamma	DMOZ	WiseNut	Overture	Other
	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	3%
	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%
	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	5%
	1%	0%	3%	2%	0%	0%	0%	0%	1%	0%	3%	5%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	4%

NOTE: "Other" sites are those that do not provide a referrer when sending search traffic, and thus cannot be tracked correctly. Only sites with measurable traffic have been included. Only English language engines are included, although some other engines provided minor traffic numbers. These are included in the annual SEI Index Report.

awler	Excite	Lycos	InfoSpace	GO	WebCrawler	Looksmart	Teoma	Mamma	DMOZ	WiseNut	Overture	Other
	94	1	0	0	0	2	1	0	0	0	1	80
	49	6	5	4	3	3	3	2	1	1	11	193
	87	1	0	0	0	0	0	0	0	0	4	3
	1	1	0	1	1	0	0	2	8	0	0	16
	3	9	1	0	3	7	2	7	0	0	12	476
	4	5	2	2	1	5	3	1	0	0	7	44
	6	4	32	25	1	0	1	1	7	0	27	56
	0	2	1	0	0	1	0	2	0	0	3	10
	2	2	0	1	0	0	1	4	0	0	0	14
	1	0	0	0	0	2	2	0	0	0	0	8
	4	5	1	1	0	0	0	0	0	0	1	22
	0	0	0	0	0	0	0	0	0	0	1	3
	251	36	42	34	9	20	13	19	16	1	67	925
%	0.78%	0.11%	0.13%	0.10%	0.02%	0.062%	0.04%	0.05%	0.04%	0%	0.2%	2.875%

If you have a Web site which has more than 250,000 hits per month and would like to participate in this SEI traffic index project, please contact the editor. The identity of all sites participating in this project are kept strictly confidential.

CONTEXTUAL COMPANY FOCUS

FOCUS ON: Invidia

by Christopher Simmons

Each month we profile a specific company in the contextual marketing and internet advertising industry in order to gain insight as to what tools companies are actually using to build their client's brands online.

This issue we're speaking with Richard H. Braun, CEO of Seattle-based Invidia.



INVIDIA

Tell us a little bit about your background and where you came from; how you got involved in the business of contextual marketing.

I started my career in the industry back in 1998 while studying (kind of) at San Diego State University. My first experience in the interactive media "industry" was selling/brokering banners, skyscrapers and popups to casino clients out of my apartment. I did not even have a Web presence at the time.

I would get up at 4:00 AM in order to set-up contracts or speak with clients in remote locations; from Cypress, Lebanon, and Israel, to off-shore casinos in Thailand and the Philippines. It was my first experience dealing with people in such far away lands. It was a great experience and made me excited for the future of all online marketing.

I moved from San Diego to Seattle in March 2001 to start my own firm, what is now known as Invidia.

It started as a two man shop with revenues barely keeping us afloat, to a 17 employee firm today, studded as an industry leader in the interactive marketing arena.

Tell us, briefly, what your company does for its clients.

Invidia is primarily a media buying and campaign planning firm. Our main focuses are media placements, search engine marketing, email marketing, and lead generation for online properties and financial institutions.

What are the common concerns that companies you work with have in pursuing contextual marketing?

Many companies have hesitations with doing any type of online marketing these days.

The email industry shot itself in the foot, while banner and popup/under networks have overstayed their welcome. A lot of company's concerns with contextual marketing lie in the fact that it is an *intrusive* medium.

It is something that, whether the user likes it or not, they will be exposed to some sort of promotional offering or ad, when in reality this is the most relevant or targeted form of interactive advertising today.

Contextual marketing focuses on the interests of the user and not just a wide generalization of a certain demographic (ie. age, gender). It really hones in on the fact that the user is searching for a similar product, service, or offering.

What have you found does not work but may be overly "hyped" as being effective.

I don't think anything is really "overly hyped" in the Internet marketing industry. All interactive ad mediums are relevant, some more than others. One form of advertising may work for xyz company and another won't. If anything seems "over hyped," it is because someone or some company is excited about it! I encourage that form of expression. If nobody in the industry was excited we would not be here. Hype is a good thing, it keeps people thinking and helps companies move forward.

What has been the most effective for your clients?

Anything that is targeted. Contextual marketing including targeted keyword pops, and other targeted mediums like SEO, Google AdWords, and interest-specific direct email, etcetera.

Do you have anything you wish to share as to the effectiveness of any advertising method for your clients?

Well, there are so many but one comes to mind. Just last week we ran a targeted direct email campaign for Cheaptickets.com. We sent the targeted ad out to 300,000 opt-in email users who stipulated they were individuals who travel often and would like to receive information on discount airline trips, specials on travel packages, etc. The campaign received a 24% open ratio, and 14% click-through rate.

What is the value of "lead generation" versus "qualified traffic" and how do you categorize and/or define these two ways of thinking?

To clear things up, "lead generation," is an actual converted lead or user on a particular Web property that converts into a member, subscriber, or buyer. Qualified traffic is simply that: qualified, targeted, interest specific, user traffic to a certain Web property. Qualified traffic is not always a lead, but a lead is *always* qualified traffic.

How do you think the consolidation/acquisition of the players in the search engine portals will affect Internet advertising?

I think it will create more competition within the interactive advertising

› Continued Next Page

› Continued from Previous Page

industry. A consolidation of the major players will weed out the firms with no industry contacts or reach within the Search engine marketing space. I think the medium will become a lot more cut-throat because of the limited amount of media available and the decrease in profit margins for the agencies.

Which search engines have been most responsive for your clients?

The most responsive search engine marketing we have done to date has been working with search engines such as MSN, Lycos, Terra lycos (Spanish / Latino reach), AltaVista, and Google AdWords.

They all produce great results for our Internet marketing clients.

How do you define “contextual marketing”?

I would say Contextual Marketing is: “An Internet Marketing method designed to extend relevance to the end user. The technology enables an advertiser to send their real-time targeted advertisements to consumers while they are surfing the Web, based on the contextual relevance of the content they are currently interacting with.”

How do you see contextual advertising evolving over the next few years, and impacting traditional forms of advertising?

I think in the next five years contextual advertising will be at the forefront of the interactive marketing industry or variations thereof.

I think online marketing will

become truly interactive with more streaming media. I am excited about the *next generation* of online marketing: where existing mediums will go and what new formats will come into play.

Any other thoughts you would like to share?

We as an industry need to maintain integrity while teaching or leading the way into the next generation.

We must convince clients that interactive marketing is a true and *proven* form of promotion, and we must work together to make this industry better. ■

RESOURCES:
www.invedia.com

Optimization & Copyright

› Continued from Page 3

owner of website has the full protection of the copyright statute by the mere act of creating the content for the site and then putting it on the Internet.

“Under the Berne Convention (and US copyright law), an author/owner of the Website need not do anything else to have an enforceable copyright.

“However, Congress, in its infinite wisdom, created some powerful incentives to authors/owners to go beyond the bare minimums as provided by the Berne Convention, to encourage authors to both a) provide notice of the copyright interest, and b) to register the copyright with the Copyright Office. These incentives come into play when or if a copyright needs to be enforced due to infringement. In most cases, the use of these incentives will determine whether it is economically feasible to sue someone for copyright infringement.

“Putting the copyright notice on a site, (i.e., Copyright © 2003 Your

Company), completely eliminates the innocent infringer defense (‘Gee, I didn’t know it was copyrighted material!’). Thus, use of the notice is really cheap insurance.

“Registering the copyright gives the owner/author the ability to get attorneys fees and also get statutory damages. This is pretty simple: *no registration, no attorneys fees.*

“Thus, an owner/author of a copyright will pay their attorneys out of pocket for enforcing the copyright. This by itself will make most enforcement actions uneconomical. A registration also allows the owner/author of the copyright to elect *statutory damages* instead of actual damages.

“Actual damages basically means how much money did the author of the work actually lose as a result of the copyright infringement.

“Using the ‘hijacked’ S & R site as an example, if the owner/author of the Web site can show that they lost \$1 million dollars as a result of the infringement, then their actual damages are \$1 million. On the other hand,

if the owner can’t show that they lost any money on the hijacking, then their actual damages are \$0. (And, if this is the case, then it is not economical to sue for infringement).

“Statutory damages, however, dispenses with a showing of actual damages. Basically, the owner/author has to show infringement (the easy part) and then asks the judge or jury for relief, which is a dollar amount that can go up to \$30,000 per count for innocent infringement (remember the copyright notice above) or go up to \$150,000 per count for willful infringement. The ‘count’ in most cases means how many times the infringed work was bought or used.”

Mr. Booth’s main conclusion is thus, “*Both* notice and registration gives the author/owner of a copyright the ability to enforce the copyright should it ever be infringed.” ■

RESOURCES:
Booth/Wright is an intellectual property law firm dealing with copyright, patent and trademark filings. www.boothlaw.com

HANDS ON

CLICKS: Getting “Googled” with Google’s AdWords

by Christopher Simmons

Starting your own online advertising program can be as simple as learning to use Google’s contextual classified ads.

Getting started with your own contextual marketing campaign is as simple as spending a few minutes on Google, choosing your desired keywords (where you would like to be found) and deciding how much you want to spend per month to test the waters.

Google’s AdWords was not the first pay-for-performance (or “pay per click”) Internet advertising solution, but due to the enormous popularity of the search engine, and Google’s partnerships with everybody from Amazon.com to Yahoo!, there is a very high likelihood you can start generating targeted traffic to your site the same day.

What makes these pay-per-click (PPC) programs so attractive is they bypass the complexities of SEO/SEM programs and immediately put your ad(s) in top positions where potential customers are searching, albeit at a hefty price for some of the more popular search terms.

Here’s how it works: if you go to Google.com, and do a search for a topic like “toy robots” you will see the normal search engine results vertically, and on the far right of the page you will see a bunch of small boxes with text in them. These are the Google AdWords ads which we will be covering in this hands-on column this issue. By placing your own ad in the system you can have your ad appear in one of those little boxes every time somebody does a search for “toy robots” or whatever keywords and phrases you choose.

The original AdWords program charged based on impressions, and a fixed amount per month. This made it easy to run an ad under “toy robots” and thousands of people might see your ad, and you could choose to only pay \$25 per month. When the program was revamped, it became a PPC service like Overture, FindWhat, and others. This means thousands of people see your ad, and you pay nothing unless people “click” on your ad. The amount you are charged “per click” will vary based on popularity, so a highly popular phrase might cost you \$5, while a less popular term might cost you 15-cents. The system is smart enough to give you a projected cost when you put words into your campaign.

The “gotcha” comes about when you choose some of the options like multiple languages, multiple countries, and serving your ad on content sites like Amazon.com, or the many Websites participating in Google’s AdSense program (more on that in a moment). So, if you’re a typical U.S.-based business and want to start with a small budget, there are definitely a few things you’ll want to watch for during the campaign

Figure 1: Step one in campaign is choosing languages and countries.

set-up process to avoid over-spending. Of course, if you want to avoid all the nitty-gritty you can hire an interactive agency that handles this kind of service, but it’s easy enough to try out yourself in order to better understand what’s involved. In fact, once you learn how AdWords works, it’s a short hop to starting similar campaigns in other PPC or cost-per-click (CPC) engines which function in much the same way.

Up and Running

To get started, point your web browser at google.com, and look for the text link (blue, underlined text) at the bottom left “Advertise with Us.” Click that link and it will take you to the Google Advertising page; a blue box at lower left will say Google AdWords, click the name or “get the details” link.

The first step entails setting up an account, and you will see a button “Click to Begin.” This process is where you setup a username (an e-mail address), password, and a credit card you will use to pay for your campaign(s). Your first campaign can simply be called “Campaign #1.” There are some ancillary links on the intro page with a FAQ (frequent questions), quick tour, and other info, but assume you know you want to use the program, and complete the sign-up process.

Next, use the Customer Login box to enter your e-mail and password. Once you’re logged in, this is the point where you create the first “Ad Group” in your first ad “campaign,” choose keywords, and decide how much you want to spend.

At the top of the AdWords management screen, you’ll see several tabs, starting with Campaign Management. Your very

> Continued from Previous Page

first step is to click on My Account and double check your info is correct. Then, return to Campaign Management and find the text link "Create New Campaign" on the page.

You should now be on "Step 1 of 3 - Target languages and countries." (See Figure 1.) To start with, if your company primarily serves the US, you would choose only English in the first box, and only United States in the second box. Of course, if you do a lot of business in other countries and languages, you might choose additional options. This first option often trips up folks their first time out, as it can greatly inflate the amount you spend each month.

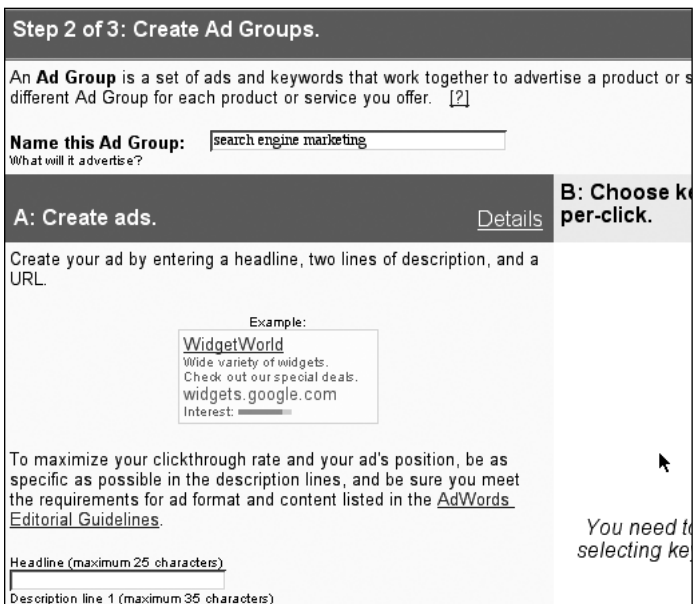
After you've chosen who will see your ads when doing searches, click "Save and Continue."

The next screen will show "Step 2 of 3 - Create Ad Groups." (See Figure 2.) Here is where you choose a name for the first campaign group. The tip here is to start out simple, and later get more creative. For example, to begin with you might lump all your ads together; later, you might put your most important keywords in one group, and lesser ads in a different group, and/or campaign. It's important to remember that each "group" has a shared budget range in the campaign, so if you want to spend a lot on one keyword or batch of phrases, and less on others, the two kinds of ads should be in different groups. You could further separate groups of campaigns by different Websites altogether. But, to start simple, choose a name in the first box such as your primary focus, like "toy robots."

Creating Ads and Choosing Keywords

The second part of this screen "A: Create ads" is a neat little interactive tool to build your first AdWords text box ad. Try it: type a headline in the first box, and watch the example

Figure 2: The second step is the first campaign, is creating an ad group.



Choose currency and maximum cost-per-click					
USD \$ 0.15 Recalculate Estimates					
Traffic Estimator					
Keyword	Clicks / Day	Average Cost-Per-Click	Cost / Day	Average Position	
internet advertising	< 0.1	\$0.14	\$0.01	29.4	suggest keywords / delete
search engine marketing	0.2	\$0.15	\$0.04	14.5	suggest keywords / delete
search engine optimization	17.0	\$0.11	\$1.75	7.5	suggest keywords / delete
Overall	17.2	\$0.11	\$1.79	7.6	
Change Keywords					
Save & Continue »»					

Figure 3: The second part of "step two" is choosing keywords and CPC.

ad box change once you click into the next box. Avoid exclamation points, which are not allowed. There are some other tricks here, but it's best to try it out, save it, and let the editorial staff contact you if something is amiss.

One neat feature is that you can display a URL like mysiteXYZ.com, but have the link go to another URL like mysiteXYZ.com/google.shtml if you want to use a tracking tool of some kind. You can even link directly to a specific page like "/tintoyrobots.html" if you have varied product or service categories on your Website.

Once you get the first ad created, click the "Create Ad and Continue" button. The page will reload and the right side will now have the "B: Choose keywords..." section visible, and this will be where you set-up your initial phrases.

This is where you may wish to experiment a little to see what the campaign estimates will look like. You will find that more specific phrases like "toy robots" – which has less than 200,000 hits (search results when typed in as a search phrase) – will be less expensive "per click" than more general phrases like "toys" – which has over 20-million hits. By choosing a general term like "toys" your ad will also appear under searches like "adult toys," and "preschool toys."

Try entering your desired phrase, and set your maximum cost-per-click (CPC) to \$0.15 to start. Press "Recalculate..." and the chart should now show your keyword, typical clicks per day, the average CPC, the cost per day, and average position. (See Figure 3.) If your position number is higher than 10 (i.e., 23), you should increase your maximum CPC, or choose a different phrase. Type in another, slightly different phrase, press the Recalculate button, and see the difference.

You can mentally guesstimate the potential cost per month by looking at the cost per day estimate, and multiplying that by 30 days. The confusing trick here, is that in the next step, you will choose your maximum budget "per day," for the "campaign" which can contain multiple ad groups, and which allows you to set a limit of, say, \$3.00 per day, which would translate into a \$90/month maximum budget.

> Continued on Page 12

IN THIS EDITION

Volume One • Number One
August/September 2003

Page 1 › **In Brief**

Page 1 › **Optimizing –
The Next Tag: SMBmeta**
by Christopher Simmons

Page 2 › **Publisher's
Message & Masthead**

Page 2 › **How to Subscribe**

Page 3 › **Front Lines –
Optimization & Copyright**
by Carly Zander

Page 6 › **The SEI Keyword
/ Engine Click Index**

Page 8 › **Contextual
Company Focus: Invidia**
by Christopher Simmons

Page 10 › **Hands On –
Clicks: Getting “Googled”
with Google’s AdWords**
by Christopher Simmons

Getting “Googled”

› Continued from Page 11

By mixing these limits, you might be able to improve your position, but limit the number of clicks per day. The downside is that if you use up your daily budget, your ad(s) might disappear. So, it's often better to shoot for a middle position, but have more viewings, versus having the top spot.

Assuming that is a bit advanced to start out with, choose one or two phrases where your maximum CPC gets you a position better than 10 (i.e., 4), and then “Save...”

You should now have one “Ad Group” in your first campaign (“Campaign #1”). If your screen shows your ad group name, click on the Campaign #1 link.

Under your “Campaign #1” settings, you can pause the campaign, delete it, or set the budget. Click the “Edit...” settings now to review your campaign settings.

One very important option is “Where to

show my ads.” This allows you to choose whether your ads will run on sites other than Google (i.e., Yahoo!, or AdSense sites, that serve Google ads and get a share of the CPC), and content sites. To learn more, click the “more info” link for up-to-date specifics as to where these ads are shown. To start with, you may wish to uncheck these boxes to conserve your initial budget for the first month, and only pay for CPCs on Google. Click “Save.” Within an hour should be able to do a search on Google and see your ad.

After a couple of days, return to your account, and view the click summary. After one week you'll have a better idea of whether to increase your daily budget and/or CPC amount. If you've made it this far, you've taken the first step in managing your own contextual marketing campaign. ■

RESOURCES:

Christopher Simmons is the founder of keyword marketing firm DotComMojo; established 1995.

SEARCH ENGINE intelligence™

the journal of contextual internet marketing

PMB 822 P.O. Box 7000
Redondo Beach, CA 90277-8710
www.NeotropePress.com

