

Research

Re-thinking
Search Strategy
Understanding Internet Advertising

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Re-thinking Search Marketing...

This report is based on the fundamentals of sales and marketing.

We read the same research you read. We just started reading it from a slightly different viewpoint. As Christopher Columbus would have agreed, view point can change the world.

- 1) The first clue was research report after research report that said buyers shopped the internet first.
- 2) The next was that fact that search engines were viewed as delivering traffic.
- 3) The next was that paid search was getting more agency attention than organic search.

We just started questioning the basics. Written by 33 year advertising consultant, Don Lokke Jr., Texas Tech Advertising graduate, co-owner of netPRpro, Inc., this report is based on over 15-years of digital advertising and marketing experience, observation, research, experimentation and implementation in real world markets.

If you don't do well with out-of-the-box concepts please pass this report on to someone in your organization that is open to re-thinking Internet Advertising. This is not a hard read, it's logical and fast. The 10 pages of this report turn Internet Advertising, as it is being practiced today, upside-down and shakes it like a cheap piggybank.

We hate being in this position. We hate saying, "The Emperor has no clothes." It would be so much easier to just go along with the industry standard dogma. We wouldn't even need this report.

We will present some ideas that will challenge the facts as you know them.

You have this report because we want to work with you. We know you have to understand what we are doing before you will consider our strategy. The basic principles we discovered follow.

Re-thinking Search Marketing...

Every ad dollar spent drives traffic to internet search, the new Yellow Pages.

Television, radio, print and billboards have traditionally sent buyers to the YellowPages. That's why businesses have purchased YellowPages advertising space. As the leading search engine, Google is the new YellowPages. It is the place where listeners, viewers and readers research a purchase decision after seeing, hearing or reading an ad. When every research study conducted for the last 14-years points to a majority of buyers searching the internet before they make a purchase, buyers are telling sellers something critical. You better have a strong presence in Google, Yahoo, Bing, Facebook and Twitter. If you don't, every advertising dollar you spend will go to the companies buyers find in those search results. **Your advertising budget is being hijacked.**

If you don't dominate the Top-10 Search you are losing your ad budget.

If you don't dominate the Top-10 Search, the companies that do will take your buyers. Your ad budget is sending buyers to search. It's like playing Hockey without a Goalie or Baseball without a Catcher. You have to make the internet connection at the search to reap the benefits from your advertising campaigns. **When 90% of buyers search you better be there.**

Search engines are sales engines not sources of traffic.

This is fundamental. **The most valuable contribution of search engines to business is not the traffic they generate but the search that they host.** Search engines pre-qualify, segment and deliver buyers to Search Engine Results Pages (SERPs). They distill raw traffic into streams of pre-qualified buyers that can be targeted at the end of their search more efficiently than any other media audience. The problem is that search engine business models promote selling advertisers "traffic" not "buyers". It makes the search engines more money. Huge traffic numbers are more attractive than small buyer numbers. Huge traffic numbers generate analytics, charts and pretty graphs you don't need if you are only counting a few hundred buyers. **Search Engines can't survive on buyers they thrive on gross traffic, so do agencies.**

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The search process naturally pre-qualifies buyers if you let it.

Most advertisers don't let search engines do their jobs. They target traffic before the search begins at the high-traffic search phrases. The search process is part of the sales process. Buyers use search engines to gather information. They search for solutions, products and services. They search for product providers and product reputations. At some point they start searching for a local provider. The fact is, buyers keep searching over time and across multiple sessions until they get their questions answered about service, product and the best possible supplier in their market or industry.

Buyers refine their search by adding words to the search phrase.

Every search is refined by adding another word to the search phrase. Those words add up to longer search phrases in fact over 50% of all searches consist of 4 or more words according to research reports. The searches don't end there. 4, 5, 6, 7, 8 words if it takes that to get to find the best solution.

The more specific the search, the closer the buyer is to a purchase decision.

Each additional word added to the search phrase brings the buyer closer to a "search close". It is the only way to satisfy the need for information. You have to type in the product or service, a sales hot button like "reputation" or "reliability" and you need a "dealer", "retailers" then you add the market, Dallas, LA or New York. When you have all the elements the buyer ends up searching for a "New LG Refrigerator Retailer in Dallas".

These phrases are called "long-tail" search phrases.

They call them "long-tail" because they are longer phrases than shorter less descriptive phrases. Long-tail phrases tend to have lower traffic numbers. Evidence suggests that's because the traffic they deliver is the distilled group of serious shoppers and buyers. This is where the real buyers are.

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Some search engines claim “Long-Tail” phrases are not “commercially viable”.

That’s right some search engines claim long-tail phrases are not “commercially viable”. They don’t even report the traffic numbers for those searches. They don’t recommend them for Paid Search campaigns. We have to ask, “For whom, are they ‘not commercially viable’?” **Because “Long-Tail” searches are where you find all the real buyers.**

“Long-Tail” SERPs are where gross traffic has been distilled to the real buyers.

It seems simple, even logical. People that reach a search engine results page (SERP) based on a “Long-Tail” search did so intentionally. They refined their search to find precisely what they are looking for. **This is the end of the search process.** They come to a point where all their concerns have been addressed, questions are answered, objections handled. What they find on this page results in action, not more search. **It is the “Search Close”.**

“Long-Tail” phrases are high conversion phrases.

Because “Long-Tail” search phrases are the **“Search Close”** conversion rates are high. Phone calls are made, recommendations are written, trips are taken to retailers and real buyers visit web sites. No one “Long-Tail” SERP delivers high traffic. **Combining high exposure on all the “Long-Tail” SERPS for a product in an industry for a market can deliver serious sales and market share.**

There are hundreds of “Long-Tail” phrases that need to be addressed.

Building massive exposure for “Long-Tail” phrases for a product involves exposure on hundreds of SERPS because buyers can search for dozens of features, multiple suppliers, in local, national or international markets. But for every product there is a point where **a company can gain enough positions for enough Long-Tail SERP’s that they begin to appear to be the dominant supplier, the safest, best choice in their industry.**

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High traffic phrases waste time and resources on un-qualified traffic.

Some of the search engines will hate to hear us say that most High-Traffic search phrases are a waste of resources and a distraction that can lead to a vicious cycle of useless traffic counting. We compare it to counting the fish in the lake, rather than counting the fish in your boat. The buyers being fish in the boat and everyone else being fish in the lake. There are many meanings for words. If you take a common search like “Fish” it could be related to “Fish Studies”, “Fishing Tackle”, “Fish in the Sea” or “Learning to Fish” because of the variety “Fish” is a “High-Traffic” search term. It is financially beneficial to search engines recommending high-traffic phrases for paid search campaigns. If you are a Sushi Bar in Los Angeles you would want to refine your target audience more closely but many don’t.

High traffic might be the right approach for some products but usually not.

National manufacturers can benefit from high traffic phrases. But for most local businesses, ranking nationally is a waste of resources. New York Dry Cleaning buyers don’t shop Los Angeles. The marketing stratigraphy can be very subtle. You need high-traffic phrases to build brand preferences nationwide but local car dealers are fighting over local buyers that already know which make and model they want. The only questions local buyers have, relate to dealer selection, price and reputation. Even industrial providers of pipe recognize and respect market segmentation... Water vs oil. Steel vs Iron or PVC within their shipping radius.

High-traffic strategies actually miss the real buyers.

In fact, mis-guided targeting of High-Traffic search phrases can cost a company exposure for the valuable high conversion rate “Long-Tail” SERP’s. If you focus on High-Traffic phrases you aren’t focused on domination where buyers come to a purchase decision. **You miss the buyers.**

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Target “long-tail” or lower funnel for a more efficient marketing strategy.

Why wouldn't a company target the highest concentration of buyers with the greatest exposure possible? Frequency is king in advertising you want to deliver the maximum targeted impressions against the greatest number of buyers with the limitation always being budget. Search engines and “Analytics” have led to a mis-guided pursuit of traffic over frequency against real buyers. In every other form of advertising you seek the greatest concentration of your target market, buyers. Companies that allow buyers to use the search function to pre-qualify themselves can focus on a high conversion rate “Long-Tail” SERP's and avoid massive unnecessary waste.

Why is the Internet different? It isn't. It's still just Advertising.

Agencies and advertisers wouldn't normally advise their budgets in television be targeted to pay premium dollars bidding on TV spots that air in the 1:00 am-5:00am time slot or mis-allocated to avoid their primary target markets. So why are they recommending positions for high traffic SERP's when the real buyers are clearly concentrated on low traffic, high conversion, Long-Tail SERP's? Who would advise advertisers to mis-target and then pay to “re-target”. It goes against common sense.

Re-targeting doesn't increase the buyer pool it just decreases ROI.

The fact that an industry has grown to re-target traffic is a clear indication that the pre-dominant Search Strategy (Paid Search) is massively wasteful and mis-targeted. Re-targeting tire-kickers, casual shoppers or curiosity traffic is a waste of resources. They still aren't buyers. Re-targeting and delivering additional frequency against a non-buyer is waste. The real buyers self-identify and comprise the traffic of the “Long-Tail” SERP's not the high traffic, low conversion SERP's . Re-targeting doesn't increase the buyer pool. It increases the impression frequency against a poorly targeted audience, increasing cost and decreasing Return On Investment (ROI).

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Doubt that High Traffic Phrases are poor targets?

Consider the thousands of searches that use the word “Lexus”. Just take one of hundreds of search paths. Let’s consider the searcher wants to rent a “Lexus”, not buy it. Sure they click on the Paid positions, visit a Lexus landing pages and get tagged for re-targeting over the next 2 months racking up a click cost and numbers that read in analytics like a potential buyer. Problem is thousands of clicks are renters, dreamers and kids that could never get a loan for \$60,000 ride in a lifetime.

Re-targeting is a frequency buy that frequently just re-initiates buyer search.

Just like other forms of advertising that deliver display ads, re-targeting campaigns send buyers back to the search process. Internet banners, display ads, like TV and radio spots, print and billboards are delivering frequency against a still largely un-targeted audience. Un-targeted because they have not completed the search process. They are being tagged on a high-traffic SERP in the earliest stages of their search. Your local business could be paying to target, track and serve out of market buyers, a total waste of resources.

Paid Search never reaches the 75% of buyers that never click on ads

With companies focused so strongly on paid search campaigns specifically because they have “solid analytics” they seem to ignore the fact that buyers avoid “ads”. In fact, research shows that 75% will never click on a paid ad. They search and respond in the Top-10 positions not among the paid search positions. That means paid search advertisers have abandon 75% of the buyers by targeting Paid Search. **What kind of advertising strategy abandons 75% of the buyers to it’s competition?**

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SEO too little, so late.

Many companies point to their #3 position achieved with a massive SEO effort. Imagine paying thousands every month to have an SEO company optimize your web site with the objective of achieving one or two positions in the Top-10 for a handful of critical product phrases. But even after achieving two positions the reality is that you are still leaving 80% of the Top-10 positions to your competition.

You have to dominate the Top-10 Search Positions.

To carry marketing clout you have to dominate the Top-10 on hundreds of SERP's for Long-Tail searches. That means get 5-10 of the Top-10 positions and you can convince buyers that you are the undisputed market leader. You are the safest supplier, the company that can offer the best deal, the best service and the best selection.

Dominate the Top-10 Search positions and you push your competition out.

Most companies that have been involved in paid search are unaware they can dominate the Top-10 Search Positions. netPRpro, Inc. does that for their clients. Legally, ethically, sustainably using every resource available. When you dominate the Top-10 you eliminate your competitors. There are only ten positions. **If your content holds all 10 positions there is no room for your competition.** netPRpro, Inc. pushes the world's largest companies out of critical positions every day and hands those positions over to their clients.

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Top-10 Search positions can stabilize your internet advertising budget.

Top-10 Search positions are not bid on by competitors, they are earned. You don't keep paying based on traffic or clicks. You earn those positions with smart content, hold them with content and accumulate more with more content. If you use the content to target Long-Tail Search you are targeting the buyers at the point when they are about to make a purchase decision. Every month the ROI increases and the content barrier for your competitors increase.

More expensive Paid Search should be used to supplement organic exposure.

It's true. Organic Top-10 Search delivers 75% of the buyers, high-conversion Long-Tail phrases deliver 100% of the buyers and paid search is more expensive. Use paid search to fill in where you don't have solid Top-10 strength. Only use paid to when you have no other choice.

What We Do...

We only work for one company in a market, no competitors.

We can't work for competitors because our job is to eliminate our clients' competition.

We won't work against our clients or our own best interest.

We Guarantee MORE Calls, Leads and Sales.

We ask that our clients keep track of their incoming calls, the new leads and watch their sales. Our clients are our ultimate judges. Either they like what they see or they don't. To date we haven't lost a customer for under performance. Ever.

We deliver High-Traffic phrases too.

We really don't target high-traffic phrases for all the reasons mentioned. But our clients rank for high-traffic phrases because they become the industry leaders. The fact that we are actively placing content in the Top-10 Search for more relevant Long-Tail phrases results in what we call "Splash" related but un-targeted Top-10 positions in sometimes high-traffic SERP's.

We target and deliver high conversion Long-Tail phrases.

Ultimately you need thousands of Top-10 positions for product and market specific Long-Tail search phrases to establish dominance in the market. Our strategies do that. We work to deliver maximum exposure where traffic is distilled into buyers. That means dominating the Top-10 Search for hundreds of sales phrases. The more the better.

Yes initially we guarantee 150 new Top-10 positions each month.

But there comes a point where we have saturated the critical phrases. Adding more is less important than defending the ones you already have. It takes constant content production and submissions to defend a position from changes in search ranking algorithms, competitor content and aging. That's why we have our own brand of analytics.

We drive your competition out of Top-10 Search positions.

It's unavoidable. If we are generating Top-10 Search positions for your company, we are pushing your competition out. There are only ten Top-10 Search positions on each SERP. It's valuable real estate.

We target buyers where they make their buying decision.

Because we are targeting buyers at the search close, we see increases in phone calls, store traffic and leads. We also see an increase in search engine traffic but unlike paid search it's hard to track and the numbers are small as a share of total traffic we increase the number of buyers. We take them from your competitors and give them to you.

We out perform all other advertising programs.

Because we are highly targeted and our content just keeps building your ROI just keeps improving. Unlike TV, Radio or print our content works 24/7 for weeks and months before aging or obsolescence. By constantly replacing content we keep top rankings. In fact we deliver more Top-5 positions than below the fold positions.

We complete Paid Search Marketing Programs.

Even if you continue to use paid search advertising we give you solid Top-10 Search positions that you can supplement with more expensive paid search buys.



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