



Studying the international way

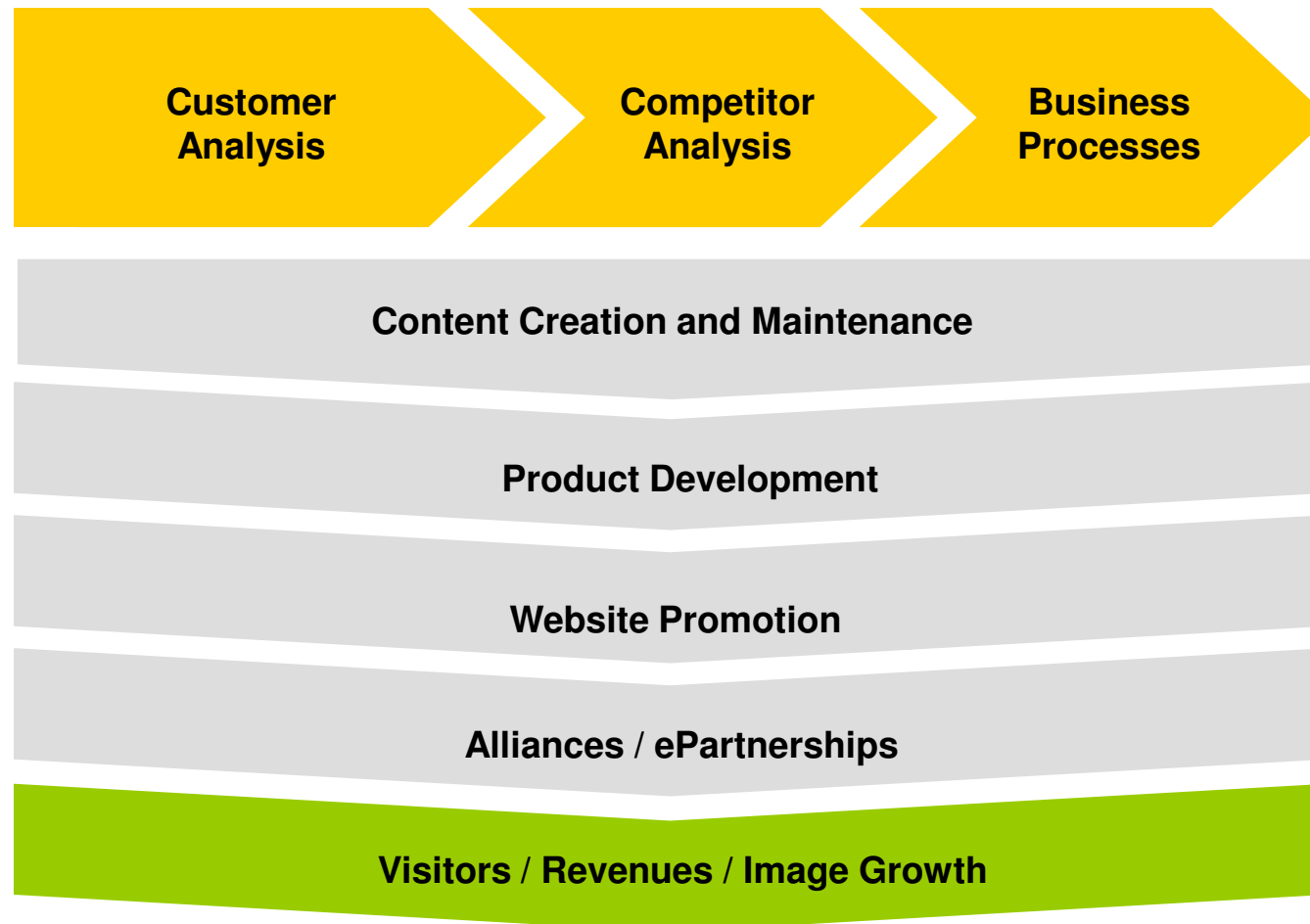
Search Engine Marketing in Practice

Professor (FH) Mag. Christian Maurer

IOETI Conference, El Gouna, Dec 2009

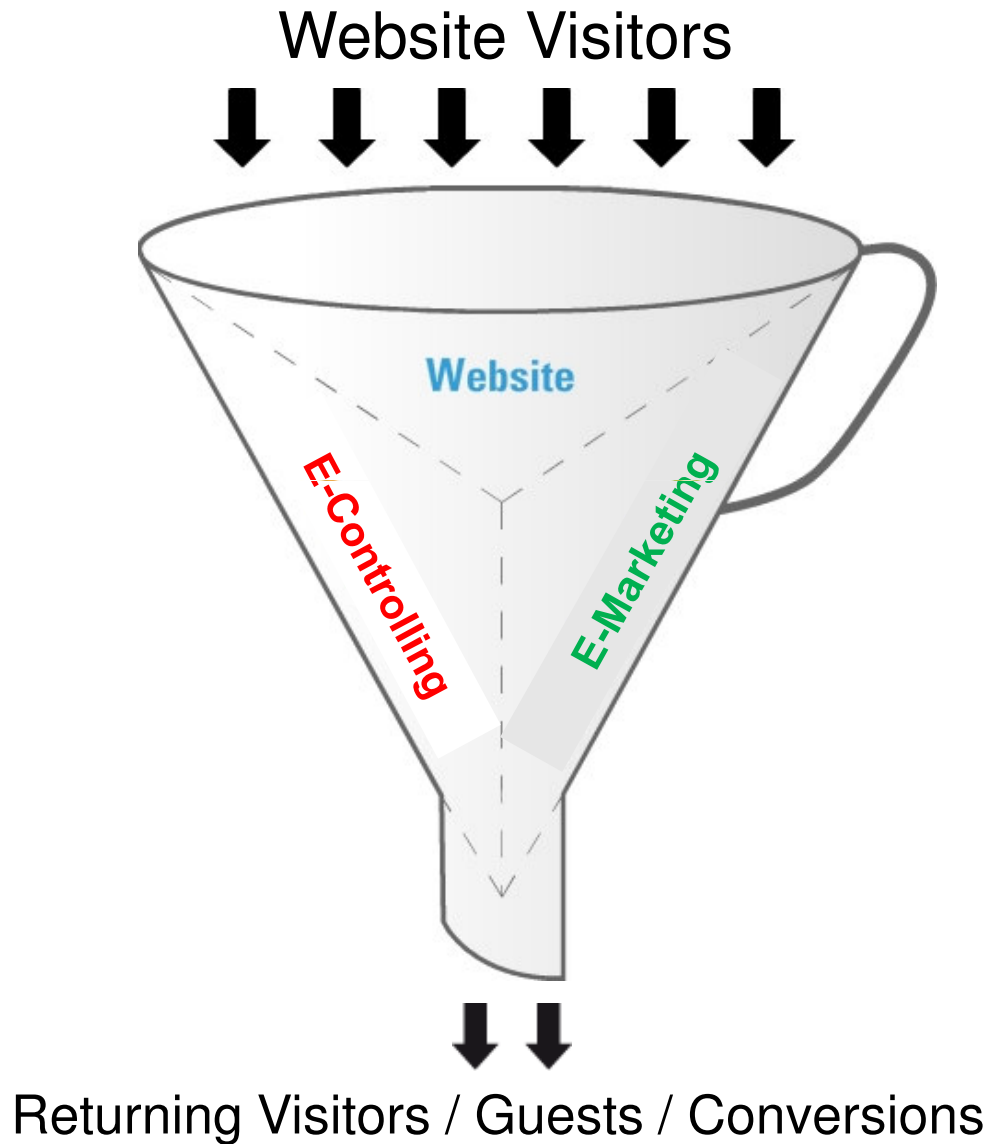
- SEM as part of the marketing mix
- How does SEM work
- Setting the goals
- Website content, keywords, ad text
- Campaign monitoring and optimisation
- Conclusions

Integrated eTourism Strategy Development

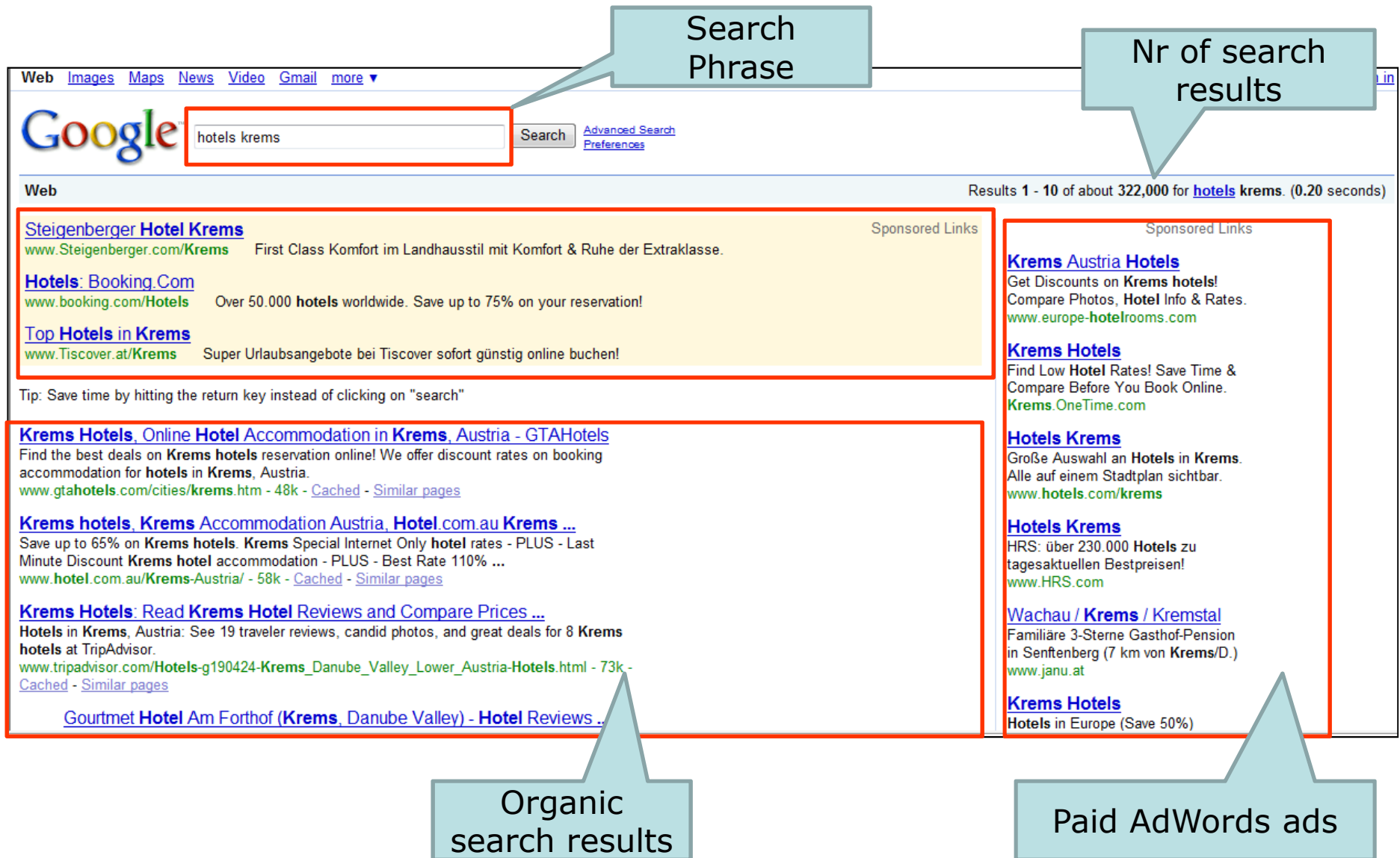


(Source: Maurer, C., In: Tourism Review online, Feb 2007, p. 42)

Website Conversion



SEO versus SEM



The image shows a Google search interface for the query "hotels krems". A callout box labeled "Search Phrase" points to the search input field. Another callout box labeled "Nr of search results" points to the text "Results 1 - 10 of about 322,000 for hotels krems. (0.20 seconds)". The search results are divided into two sections: "Organic search results" and "Paid AdWords ads".

Search Phrase: hotels krems

Nr of search results: Results 1 - 10 of about 322,000 for hotels krems. (0.20 seconds)

Organic search results:

- Steigenberger Hotel Krems**
www.Steigenberger.com/Krems First Class Komfort im Landhausstil mit Komfort & Ruhe der Extraklasse.
- Hotels: Booking.Com**
www.booking.com/Hotels Over 50.000 hotels worldwide. Save up to 75% on your reservation!
- Top Hotels in Krems**
www.Tiscover.at/Krems Super Urlaubsangebote bei Tiscover sofort günstig online buchen!

Tip: Save time by hitting the return key instead of clicking on "search"

Krems Hotels, Online Hotel Accommodation in Krems, Austria - GTAHotels
Find the best deals on Krems hotels reservation online! We offer discount rates on booking accommodation for hotels in Krems, Austria.
www.gta-hotels.com/cities/krems.htm - 48k - [Cached](#) - [Similar pages](#)

Krems hotels, Krems Accommodation Austria, Hotel.com.au Krems ...
Save up to 65% on Krems hotels. Krems Special Internet Only hotel rates - PLUS - Last Minute Discount Krems hotel accommodation - PLUS - Best Rate 110% ...
www.hotel.com.au/Krems-Austria/ - 58k - [Cached](#) - [Similar pages](#)

Krems Hotels: Read Krems Hotel Reviews and Compare Prices ...
Hotels in Krems, Austria: See 19 traveler reviews, candid photos, and great deals for 8 Krems hotels at TripAdvisor.
www.tripadvisor.com/Hotels-g190424-Krems_Danube_Valley_Lower_Austria-Hotels.html - 73k - [Cached](#) - [Similar pages](#)

[Gourmet Hotel Am Forthof \(Krems, Danube Valley\) - Hotel Reviews ...](#)

Paid AdWords ads:

- Krems Austria Hotels**
Get Discounts on Krems hotels!
Compare Photos, Hotel Info & Rates.
www.europe-hotelrooms.com
- Krems Hotels**
Find Low Hotel Rates! Save Time & Compare Before You Book Online.
Krems.OneTime.com
- Hotels Krems**
Große Auswahl an Hotels in Krems. Alle auf einem Stadtplan sichtbar.
www.hotels.com/krems
- Hotels Krems**
HRS: über 230.000 Hotels zu tagesaktuellen Bestpreisen!
www.HRS.com
- Wachau / Krems / Kremstal**
Familiäre 3-Sterne Gasthof-Pension in Senftenberg (7 km von Krems/D.)
www.janu.at
- Krems Hotels**
Hotels in Europe (Save 50%)

- Improving the volume and quality of **traffic** to a website from search engines via „**natural**“ (organic, algorithmic) search results
- Requires an understanding of:
 - search **algorithms**
 - Search **behaviour** of users

- **No technical know-how** required to ensure placement on the search engine
- Pay per Click (PPC) is a **purely commercial** process
- Popular SEM tools
 - Google AdWords
 - Yahoo Search Marketing
 - Microsoft adCenter
 - Local / regional search engines

Structure of AdWords ads

Sponsored Links

[Krems Austria Hotels](#)

Get Discounts on **Krems hotels!**

Compare Photos, **Hotel Info & Rates.**

www.europe-hotelrooms.com

[Hotel Krems](#)

HRS: über 230.000 **Hotels** zu
tagesaktuellen Bestpreisen!

www.HRS.com

[Krems Hotels](#)

Find the lowest price on
Krems hotels.

Krems.OneTime.com

- **Headline:** max 25 characters
- **Description:** 2 lines of text, each with max 35 characters
- **Display URL**
(click on ad leads to a defined landing page depending on keyphrase)

- **Keyword-targeted campaigns**
 - Ads appear on Google and Google search network
 - Pricing model: cost-per-click (CPC)
- **Site-targeted campaigns**
 - Ads appear on selected sites of the Google content network
 - Pricing model: cost-per-thousand impressions (CPM)

Google AdWords

Home Campaigns Opportunities Reporting Billing My Account

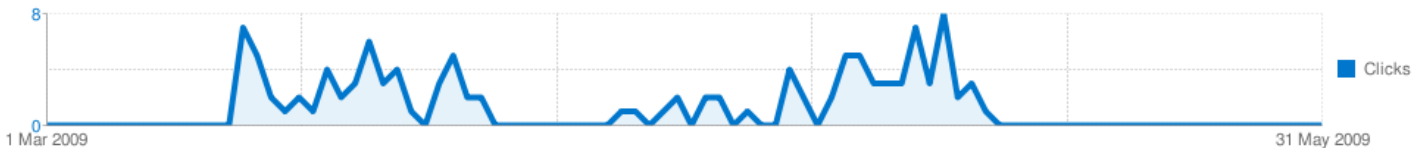
All online campaigns <<

Ghostwriter
Medientraining

All online campaigns 01/03/2009 - 31/05/2009 Go

Campaigns Ad Groups Settings Ads Keywords Networks Filter and views

Change Graph Options



1 Mar 2009 31 May 2009 Clicks

+ New campaign Change status... More actions... Search Display: All | All enabled | All but deleted

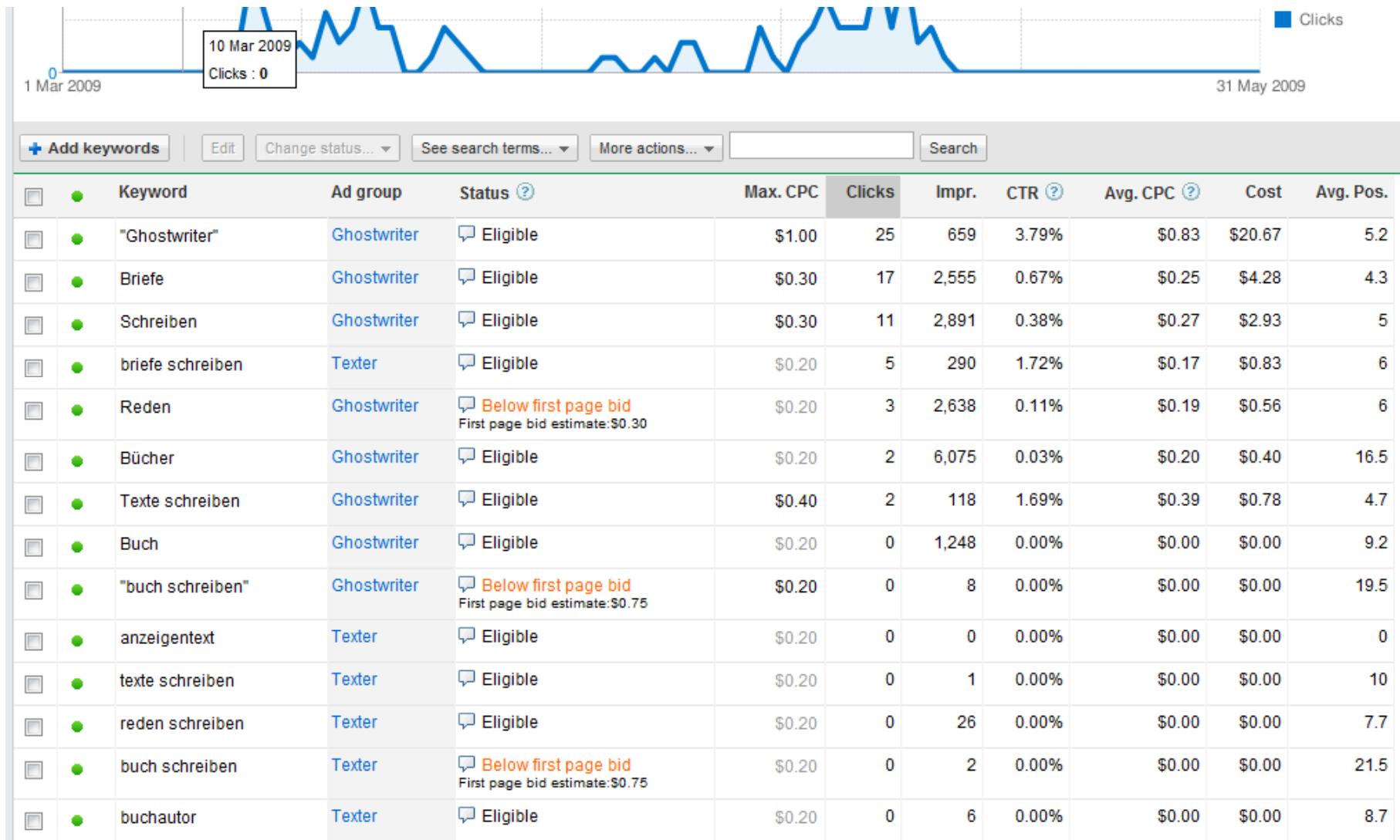
<input type="checkbox"/>	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	Ghostwriter	\$7.00/day	Eligible	97	62,210	0.16%	\$0.38	\$36.43	6
<input type="checkbox"/>	Medientraining	\$7.00/day	Eligible	17	18,030	0.09%	\$0.29	\$5.00	5.8
	Total - all but deleted campaigns			114	80,240	0.14%	\$0.36	\$41.43	6
	Total - Search			80	25,818	0.31%	\$0.44	\$34.81	8.4
	Total - Content			34	54,422	0.06%	\$0.19	\$6.62	4.8
	Total - all campaigns		\$14.00/day	114	80,240	0.14%	\$0.36	\$41.43	6

Help Help Centre

Search Help Centre Go

Show rows 50 1 - 2 of 2

Keyword Management



- Decision which ads are shown is based on an **auction**
- Selection criteria: **cost & quality**
 - **Cost**: Google considers advertiser's max. CPC bid for the keyword entered
 - **Relevance**: which ads match a user's search query as closely as possible
- Relevance measured through **Quality Score**:
 - Keyword's click-through rate (CTR)
 - Ad text relevance (e.g. keyword included in ad)
 - Overall historical keyword performance in Google

Choosing the Right Keywords

1. Expand
2. Match
3. Scrub
4. Group
5. Refine



1. Expand

- List as many relevant keywords as possible
- Brainstorming
 - Ask yourself / your team
 - Ask your client
 - Ask experts / consumers / users
- Use online tools:
 - www.google.com/adwords/keywordtool
 - www.keyworddiscovery.com
 - www.davechaffey.com/seo-keyword-tools

2. Match

- **Broad match:**
 - All searches using that word (in any order or combination) will display the ad
- **Phrase match:**
 - Requires the words to appear in order
- **Exact match:**
 - Shows ads when the exact phrase is used in the search
- **Negative match:**
 - Eliminates phrases for which an advertiser does not want an ad to appear

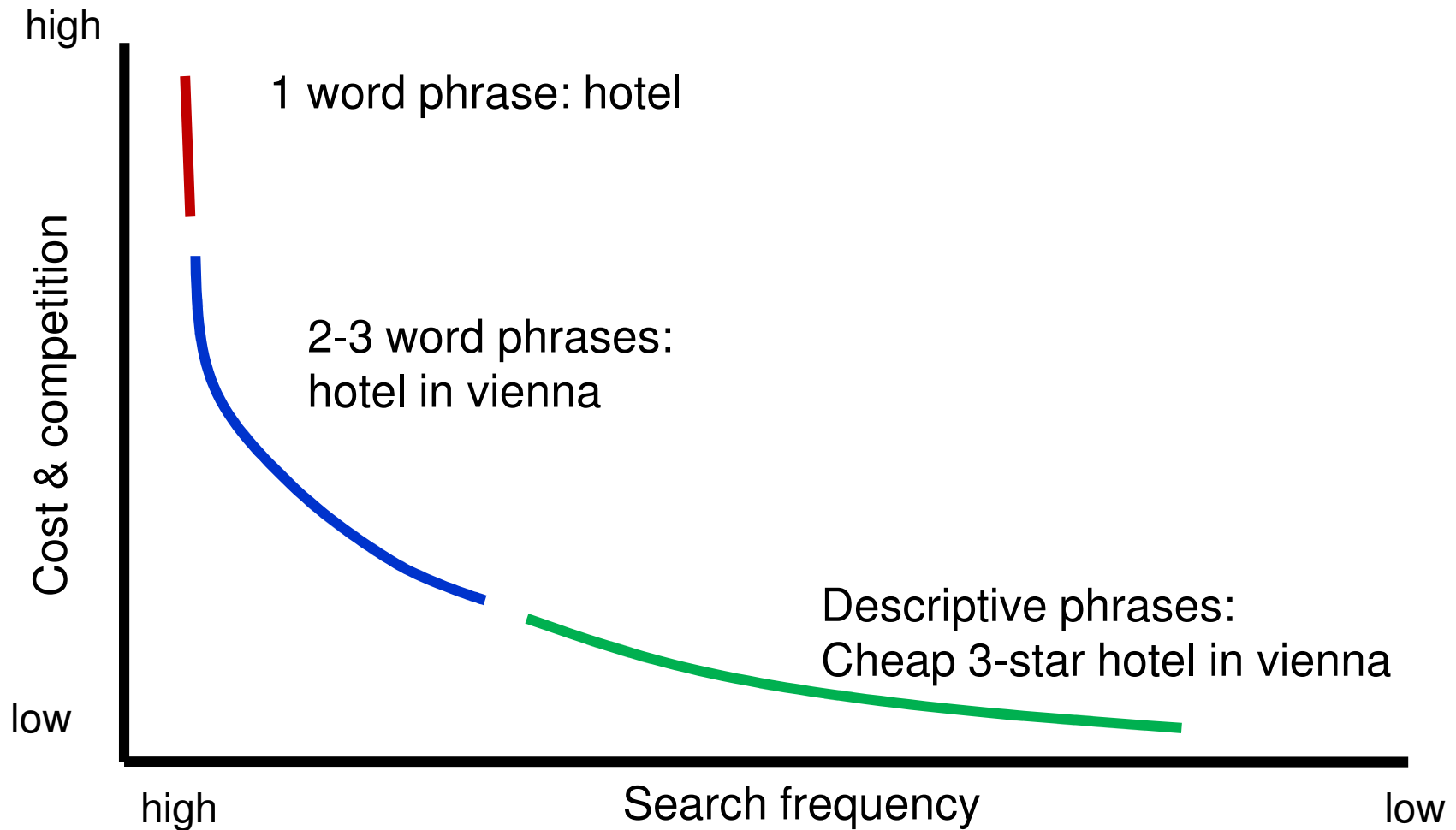


3. Scrub

- Remove irrelevant keywords from the list
- 2- to 3-word phrases work usually best



Long tail of keywords



(based on Charlesworth, A. (2009), p. 188)

4. Group

- Keywords should be organised into similar themes or products in separate ad groups
 - E.g. sports

Water sports	Golf
Swimming Kite surfing Wind surfing Sailing Diving snorkeling	Green Green fee 9 hole 18 hole Golf course

5. Test & refine

- Build on keywords that work
- Delete keywords that do not work
- Monitor keywords and performance



- Text should be clear and well-written,
- Refer to the characteristics of the product or service
- Include keywords in the ad title
- Include prices and promotions
- Include a call to action (buy, order, book)
- Choose a URL that points the visitor to a quality landing page relevant to the keyword entered

- SEM is relatively easy and cost effective
- SEM allows very specific targeting
- SEM gives you control over your campaign & budget
- Focus lies on website content, keywords, ad text
- Campaign performance can be monitored and optimised instantly
- SEM allows detailed reporting
- SEM can be linked with web statistic tools and used for increasing marketing intelligence
- SEM requires investment of time and endurance
→ learning curve!

Shokran! / Thank you!

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