

Search Marketing in 2010 and Beyond

SMEI Hawaii

RPA

RPA

- Full-service agency – digital work since 1993
- Advertising on search engines since 1995
 - Internal team for strategy & campaign management
 - Portfolio-based search marketing analytics - Efficient Frontier
- Automotive, Retail, Travel and Finance clients
- Advisory board of top three providers
 - Google Agency Council
 - Yahoo! Digital Advisory Council
 - Microsoft Search Agency Council

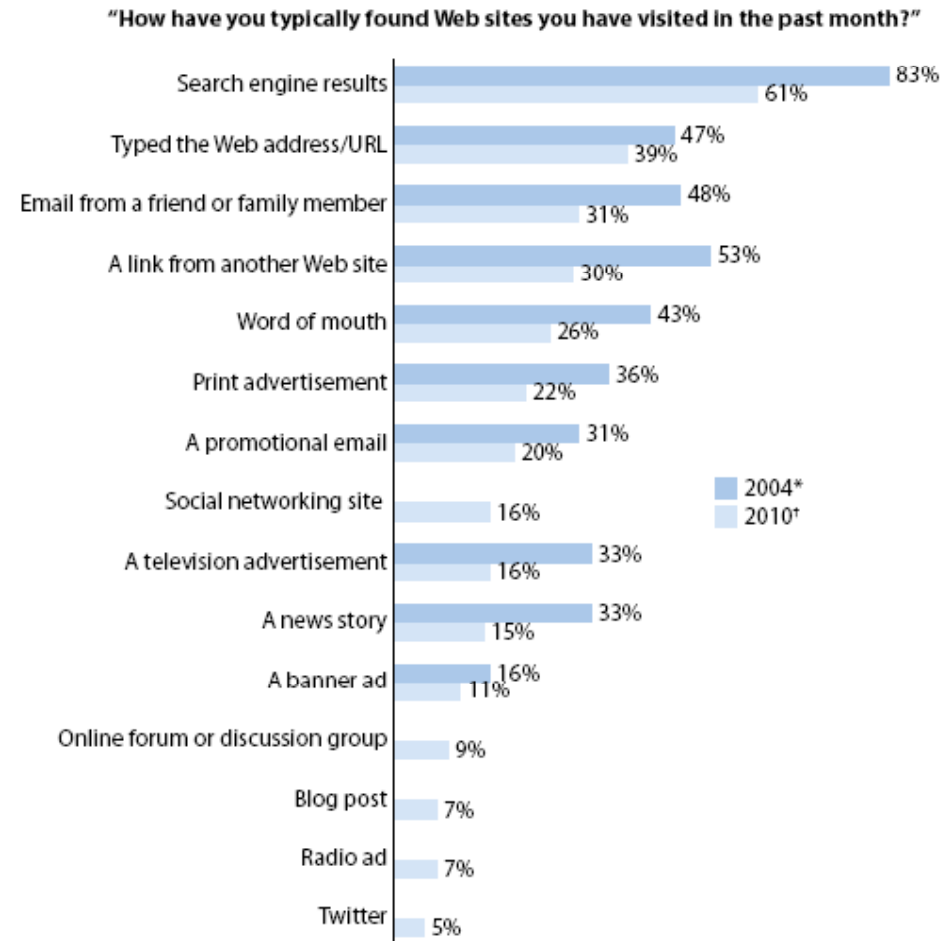


PRODUCED BY:  Interactive Advertising Bureau



Why is Search Significant? Because Consumers Rely on It

Figure 1 Users Rely On Different Tools To Find Search Engines Today



Base: US online adults
(multiple responses accepted)

*Source: Forrester's Consumer Technographics® August 2004 North American Devices, Media, And Marketing Online Study

†Source: North American Technographics Interactive Marketing Online Benchmark Recontact Survey, Q2 2010 (US)

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Source: Forrester Research, Inc.

People Search – A Lot

- #1 method for finding product & service information
- Around 16 billion searches per month in the US*
- About 70 searches per user per month in US*

*comScore, July 2010

Google Dominant (But Not Exclusive)

- Vast Majority of Internet users search on Google
- Yahoo still important
- Microsoft has gained ground with Bing
- But little loyalty among users

Share of Online Searches in the US, by Search Engine, August & September 2010

% of total

	Aug 2010	Sep 2010
Google sites	60.5%	62.9%
Yahoo! sites	21.0%	19.2%
Microsoft sites	12.8%	12.5%
Ask Network	3.5%	3.4%
AOL Network	2.2%	2.0%

Note: home, work and university users; includes partner searches, cross-channel searches and contextual searches for each property
Source: comScore qSearch as cited in press release, October 13, 2010

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www.eMarketer.com

Frequency of Using a Search Engine Other Than Their Primary One, June 2010

% of US search engine users

Bing users



Yahoo! users



Google users



■ Frequently ■ Occasionally ■ Rarely ■ Never

Note: Google n=376; Yahoo! n=91; Bing n=33
Source: Performics and ROI Research, "Search Engine Results Page Insights Study," provided to eMarketer, Sep 28, 2010

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Top Categories Searched

- Importance of search varies on the category
- Health and travel search both very big businesses
- Sports – a different story

CATEGORY	PERCENT OF TRAFFIC (VISITS) FROM SEARCH ENGINES
Education	44.64%
Health and medical	44.43
Food and beverage	39.74
Music	39.16
Community	34.73
Travel	32.51
Government	31.78
Shopping and classifieds	25.55
Aviation	24.85
Automotive	23.75
Lifestyle	23.19
News and media	20.89
Entertainment	20.81
Gambling	20.63
Business and finance	17.00
Computers and internet	13.90
Sports	9.84
All categories	24.45

Source: Hitwise, Sep 07

Searchers Now Use More Complex Keyword Combinations

Search terms containing cashmere sweater

2006 – 47 Variations

cashmere white sweater dresses
mens silk cashmere short sleeve sweater
cashmere sweater vest
armani cashmere sweater black
autumn cashmere brit sweater
mens black armani cashmere sweater
cashmere sweater sale



2008 – 73 Variations

v-neck cashmere sweater
black half zippered raffi linea uomo cashmere sweater
black 1/2 zippered raffi linea uomo cashmere sweater
cashmere dog sweater
ak anne klein cashmere ribbed raglan-sleeve sweater
bobby jones cashmere sweater
joseph & lyman men's cashmere sweater
raffi line como cashmere sweater
100 percent pure cashmere raffi men's sweater
h3r1266 raffi cashmere sweater

Source: Hitwise, Search Term Variations Report for 'cashmere sweater.' Searches conducted on search engines for the 4 weeks ending 5/20/06 and 5/23/09.

Google Confidential and Proprietary

Why Marketers Value Search Marketing

- High quality conversions
- Reaches people throughout the decision-making process
- Marketers can set the price and control their spend
 - Pay-per-click pricing; only pay when people click your listings
- Can rapidly respond to market conditions



*Note: top two answers based on usage in the past year
Source: MarketingSherpa, September 2006*

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waikiki hotels X Search

About 1,060,000 results (0.15 seconds)

[Advanced search](#)

Instant Is on ▼
Sponsored Search Listings

- Everything
- Images
- Videos
- Maps
- News
- Books
- More

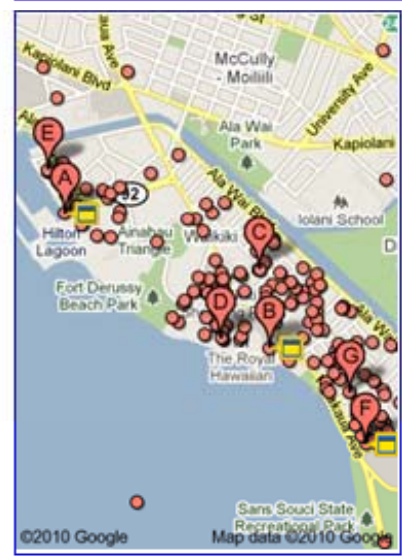
- Any time
- Latest
- ▼ More search tools

Waikiki Hotels
EmbassySuites.Hilton.com/Waikiki Get Comp Breakfast & More. Embassy Suites® Waikiki. Book now!

Waikiki Hotels
www.Outrigger.com/Waikiki Hotels in Waikiki HI. Rates as Low as \$75 Per Night!

Hotels - Up to 80% Off
www.Travelzoo.com Find the Cheapest Hotel Rooms Now Compare Rates up to 80% Off!

Local business results for hotels near Waikiki, Honolulu, HI



- A Ilikei Hotel**
www.ilikeihotel.com - (808) 949-3811 - 422 reviews
Visit our website Sponsored
 - B Waikiki Beach Services**
www.waikikibeachservices.com - (808) 542-0608 - 1051 reviews
Visit our website Sponsored
 - C Ohana Hotels & Resorts: Ohana Waikiki Malia**
maps.google.com - (808) 923-7621 - 177 reviews
 - D Sheraton Waikiki**
www.sheraton-waikiki.com - (808) 922-4422 - 796 reviews
 - E Hawaii Prince Hotel**
www.princeresortshawaii.com - (808) 956-1111 - 7 reviews
 - F Park Shore Hotel**
www.parkshorewaikiki.com - (808) 923-0411 - 535 reviews
Visit our website Sponsored
 - G Pacific Beach Hotel**
www.pacificbeachhotel.com - (808) 922-1233 - 452 reviews
- [More results near Waikiki, Honolulu, HI »](#)

Outrigger® Luana Waikiki
Newly Renovated Waikiki Hotel. Rates From \$89/Night. Book Now!
www.OutriggerLuanaWaikikiHotel.com Hawaii

Waikiki Hotels
Incredible Hotel on Waikiki Beach Save Up To 82% Off Sale Ends Soon!
OutriggerReef-OnTheBeach.com
2189 Kalia Rd., Honolulu, HI

Waikiki Hotels
Hotels in Waikiki Hawaii Rates as Low as \$75 Per Night!
www.OhanaHotels.com Hawaii

Waikiki Hotels & Resorts
Enjoy Deluxe Accommodations In Hawaii. Book Online Now & Save.
www.AquaResorts.com

Waikiki Hotels
Save 55% Off Upscale Beachfront! 99 Hr Sale, Book Hawaii Now & Save
BookIt.com/Hawaii

Waikiki Marriott Hotel
Waikiki Marriott Resort. Stay 3 Nights Get 4th Free. Book Now!
MarriottWaikiki.com
2552 Kalakaua Avenue, Honolulu - Oahu

Waikiki Hotels
Great Hotel Near Waikiki Beach. Book Your Hawaiian Vacation Today!
www.HolidayInn.com

Waikiki Hotels
Hotels on Waikiki Beach. Rates as Low as \$179 Per Night!
www.OutriggerWaikikiHotel.com Hawaii

[See your ad here »](#)

Natural/ Algorithmic Search Listings

Waikiki Hotels near Oahu Island - Book Waikiki Hotels in Oahu ...
Need a hotel in Waikiki, Oahu Island? Choose from over 82 hotels in Oahu Island with great savings.
www.expedia.com > ... > Hawaii > Oahu Island Hotels - Cached - Similar

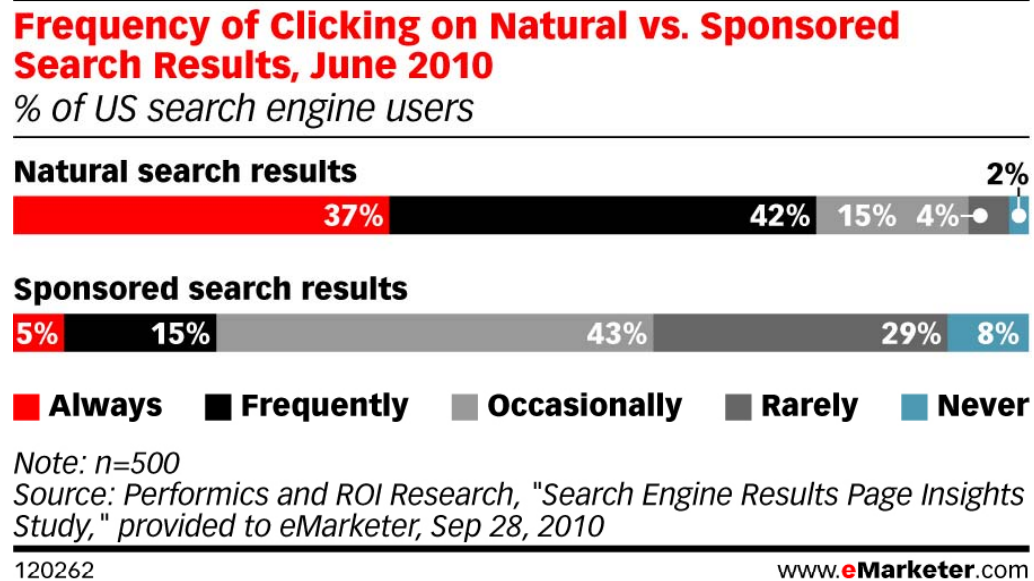
Outrigger Hotels & Resorts - Hotels & Resorts in Hawaii, Australia ...
Outrigger Hotels & Resorts Logo. Search this site. Search. Home · Hotels/Resorts ...
Outrigger Luana Waikiki Special Rates from \$99. Special rate offers. ...
www.outrigger.com/ - Cached - Similar

Waikiki Hotels-Hilton Hawaiian Village- Honolulu Hawaii Hotels ...
Hilton Hawaiian Village Beach Resort & Spa - official site. Immerse yourself in the 22 oceanfront acres of this stunning Waikiki hotel.
www.hiltonhawaiianvillage.com/ - Cached - Similar

Two Major Types of Search Engine Marketing (SEM)

	Description	It's Great Because...	...But It Has Its Challenges
Search Engine Optimization (SEO)	<p>Design, build and code a website so search engines easily find content</p> <p>Generate popularity of the site by increasing quality inbound links</p> <p>Listing displayed in the natural search results area</p>	<p>Site referrals (clicks) from natural search results are free of charge</p> <p>Good long-term strategy – effects often last for years</p>	<p>Competitive, hard to predict</p> <p>Requires understanding of wide-ranging best practices</p> <p>Can require significant Web site coding, copywriting and design commitment</p>
Paid Search (Pay-per-Click Search)	<p>Bid on placement in sponsored areas of search engine listings</p> <p>Select keyword phrases and set maximum bid amounts</p> <p>Listing displayed in the sponsored results area</p>	<p>Allows for best control of listing placement, copy</p> <p>Control what you pay (and budget)</p> <p>Requires little Web site modification</p>	<p>Some keywords can be competitive; bidding wars can result in high costs</p> <p>Expertise and bid management tools are critical</p>

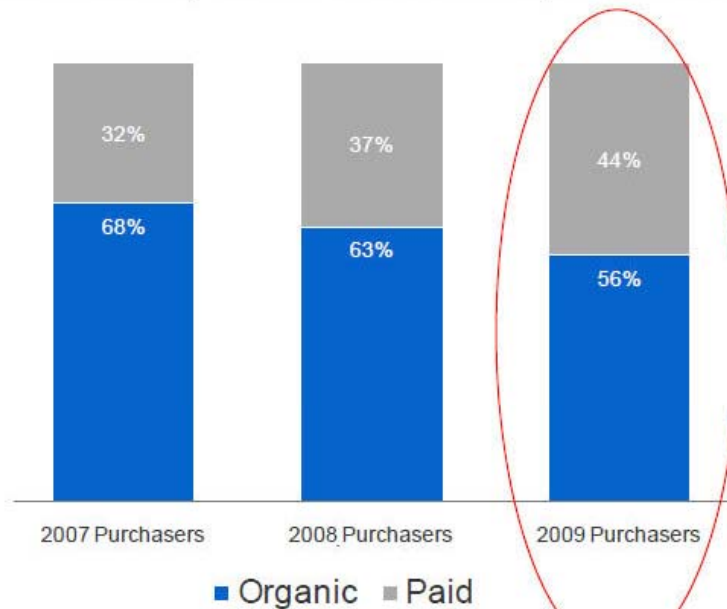
Both Paid Search and SEO Matter



Sponsored Listings = Commercial Intent

Almost half of all search referrals to OEM sites from 2009 purchasers came through paid search

Organic vs. Paid Search Referrals to Automotive Sites
(Clickstream data; Share of New Vehicle Buyer Search Referrals)

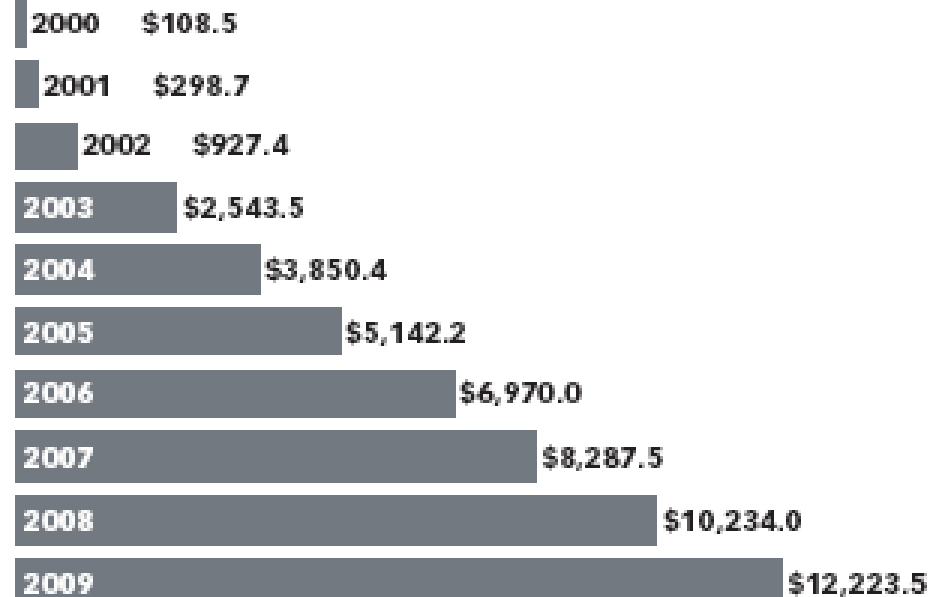


Major Paid Search Networks



Incredible Growth in First 10 Years

US Paid Search Advertising Spending, 2000-2011 (millions)



Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2006; paid search includes contextual text links
Source: eMarketer, April 2007

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www.eMarketer.com

Search Marketing Still Booming

US Paid Search Metrics, 2009-2014

	2009	2010	2011	2012	2013	2014
Total Web searches (millions)	168,896	181,586	204,753	230,127	257,242	287,309
% of total Web searches with paid ads	34.9%	35.2%	34.9%	34.4%	33.8%	33.4%
Searches with paid ads (millions)	58,919	63,979	71,420	79,107	87,004	96,046
Click-through rate	29.0%	30.0%	29.6%	29.3%	29.0%	28.6%
Paid clicks (millions)	17,057	19,162	21,160	23,180	25,239	27,444
Revenue per click	\$0.62	\$0.66	\$0.68	\$0.70	\$0.72	\$0.74
Revenues (millions)	\$10,651	\$12,624	\$14,359	\$16,202	\$18,170	\$20,350

Source: Credit Suisse, "US Advertising Forecast: 2010-2011," provided to eMarketer, May 17, 2010

Cost per Click Trending

Average Search Cost per Click (CPC) in the US, by Industry, May-Jun 2009 & May-Jun 2010

	May 2009	Jun 2009	% change*	May 2010	Jun 2010	% change*
Automotive	\$0.47	\$0.49	4%	\$0.52	\$0.59	13%
Finance	\$1.52	\$1.55	2%	\$1.71	\$1.82	6%
Retail	\$0.40	\$0.40	0%	\$0.46	\$0.49	7%
Travel	\$0.56	\$0.56	0%	\$0.60	\$0.59	-2%

Note: *vs. prior month

Source: Efficient Frontier as cited in company blog, Jul 8, 2010

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Tools

- Keyword Tool
- Traffic Estimator

All Categories

- Apparel
- Beauty & Personal Care
- Computers
- Consumer Electronics
- Family & Community
- Finance
- Food
- Gifts & Occasions
- Health
- Hobbies & Leisure
- Home & Garden
- Law & Government Products
- Media & Events

Contains

- All
- bay
- best golf courses
- big island
- club
- country club
- golf
- golf course
- golf course hawaii
- golf course maui
- golf courses

Match Types

- Broad
- [Exact]
- "Phrase"

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

hawaii golf

Website

Only show ideas containing my search terms [?](#)

[Advanced options](#) Locations: United States Languages: English

Search

[Sign in with your AdWords login information to see the full set of ideas for this search.](#)











[About this data](#) [?](#)

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Sorted by

Relevance ▾

Columns

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends	Estimated Avg. CPC
<input type="checkbox"/> hawaii golf  	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	33,100	27,100		\$1.52
<input type="checkbox"/> hawaii golf courses 	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	6,600	6,600	 Feb 2010	\$1.18
<input type="checkbox"/> hawaii golf packages 	<div style="width: 75%; background-color: #ccc; height: 10px;"></div>	1,000	880		\$2.43
<input type="checkbox"/> hawaii golf resorts 	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	3,600	3,600		\$2.84
<input type="checkbox"/> hawaii golf vacations 	<div style="width: 75%; background-color: #ccc; height: 10px;"></div>	2,400	2,400		\$2.38
<input type="checkbox"/> hawaii golf deals 	<div style="width: 75%; background-color: #ccc; height: 10px;"></div>	390	320		\$2.17
<input type="checkbox"/> big island hawaii golf courses 	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	320	280		\$1.05
<input type="checkbox"/> golf hawaii 	<div style="width: 50%; background-color: #ccc; height: 10px;"></div>	33,100	27,100		\$0.00
<input type="checkbox"/> hawaii golf vacation packages 	<div style="width: 75%; background-color: #ccc; height: 10px;"></div>	170	170		\$0.05

Go to page: 1 Show rows: 50 14 1 - 50 of 100

Google Instant

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- Everything
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Show search tools

oahu tours Search

- oahu tours
- oahu toyota
- oahu to do
- oahu tourist attractions
- oahu to

About 636,000 results (0.27 seconds)

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[Oahu Sightseeing Tours](#)

[DiscoverHawaiiTours.com/OahuTours](#) Book **Oahu** Sightseeing **Tours** Here. Professional **Tours** w/Expert Guides

[Hawaii Activities & Tours](#)

[www.hawaiidiscout.com](#) Discounted Hawaii Activities, **Tours** and Attractions. Save Online.

[#1 Oahu Sightseeing Tour](#)

[www.viptrans.com](#) 120 Mile **Oahu** Tour Around the Whole Island. You'll see it all. Book Now!

Local business results for **tours** near **Oahu, Pearl City, HI 96782**



- A** [Roberts Hawaii Tours: Maintenance](#)
[hawaiitourismassociation.com](#) - (808) 523-7750 - 9 reviews
 - B** [Iolani Palace](#)
[www.iolanipalace.org](#) - (808) 522-0822 - 102 reviews
 - C** [Polynesian Adventure Tours Inc](#)
[www.polyad.com](#) - (808) 833-3000 - 18 reviews
 - D** [USS Arizona Memorial](#)
[www.nps.gov](#) - (808) 422-3300 - 224 reviews
 - E** [Paradise Cove Luau](#)
[www.paradisecovehawaii.com](#) - (808) 679-0033 - 96 reviews
 - F** [Kualoa Ranch](#)
[kualoa.com](#) - (808) 237-7321 - 79 reviews
 - G** [sea life park hawaii](#)
[www.sealifeparkhawaii.com](#) - (866) 393-5158 - 271 reviews
- [More results near Oahu, Pearl City, HI 96782 »](#)

[Oahu Tours - Sightseeing Attractions and Activities](#)

Take a sightseeing **tour** in **Oahu**. Reserve tickets online and save on all sightseeing activities

Instant is on ▼

Sponsored links

[Oahu Tours](#)

5-Star **Oahu** **Tours**. We Sell All the # 1 Hawaii Things to Do. Low Prices
[allhawaiitours.com/oahu](#)

[Oahu Pearl Harbor Tour](#)

Reserve Pearl Harbor **Tours** Here! All **Tours** Certified By US Navy.
[www.PearlHarborOahu.com/](#)

[Oahu Tours](#)

Meet sharks in their natural environment on north shore of **Oahu**
[www.hawaiisharkencounters.com](#)

[Top Oahu Tours](#)

Dolphin Swim, Sea Life Park, Luau. Pearl Harbor, Dinner Cruise & More!
[AdventureInHawaii.com](#)

[Oahu Tours](#)

400+ **tours** and activities. Serving visitors since 2001. Book online!
[www.HawaiiActivities.com](#)

[Guided Trike Tours Of HI](#)

Guided **Tours** Of Hawaii. See Whole Island On Trikes! Call 866-465-0404
[MotorCycleRentalshHonolulu.com](#)

[Oahu Discount Activities](#)

Fall Specials On All **Oahu** Activities & **Tours**. Why Pay More!
[www.ActivitySaversOahu.com](#)

[Oahu Grand Circle Island](#)

Up to 50% Off on Hawaii **Tours**. No One Beats Us on Price & Service.
[www.Fun-Hawaii.com](#)

Search & Social



Mobile by the Numbers

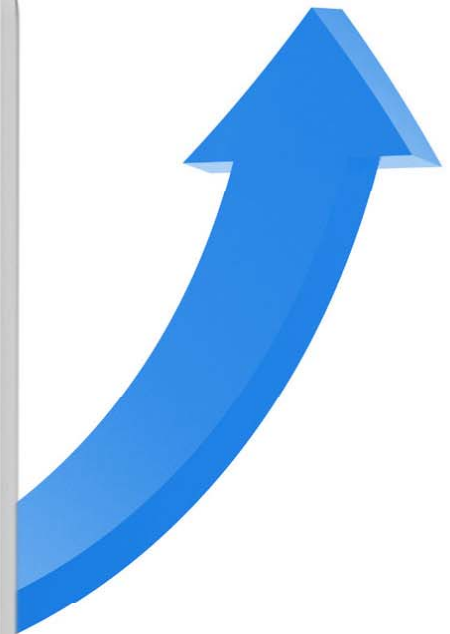
50% of web traffic will come through mobile devices within 3 years

2011 The year smartphones will surpass feature phones in US

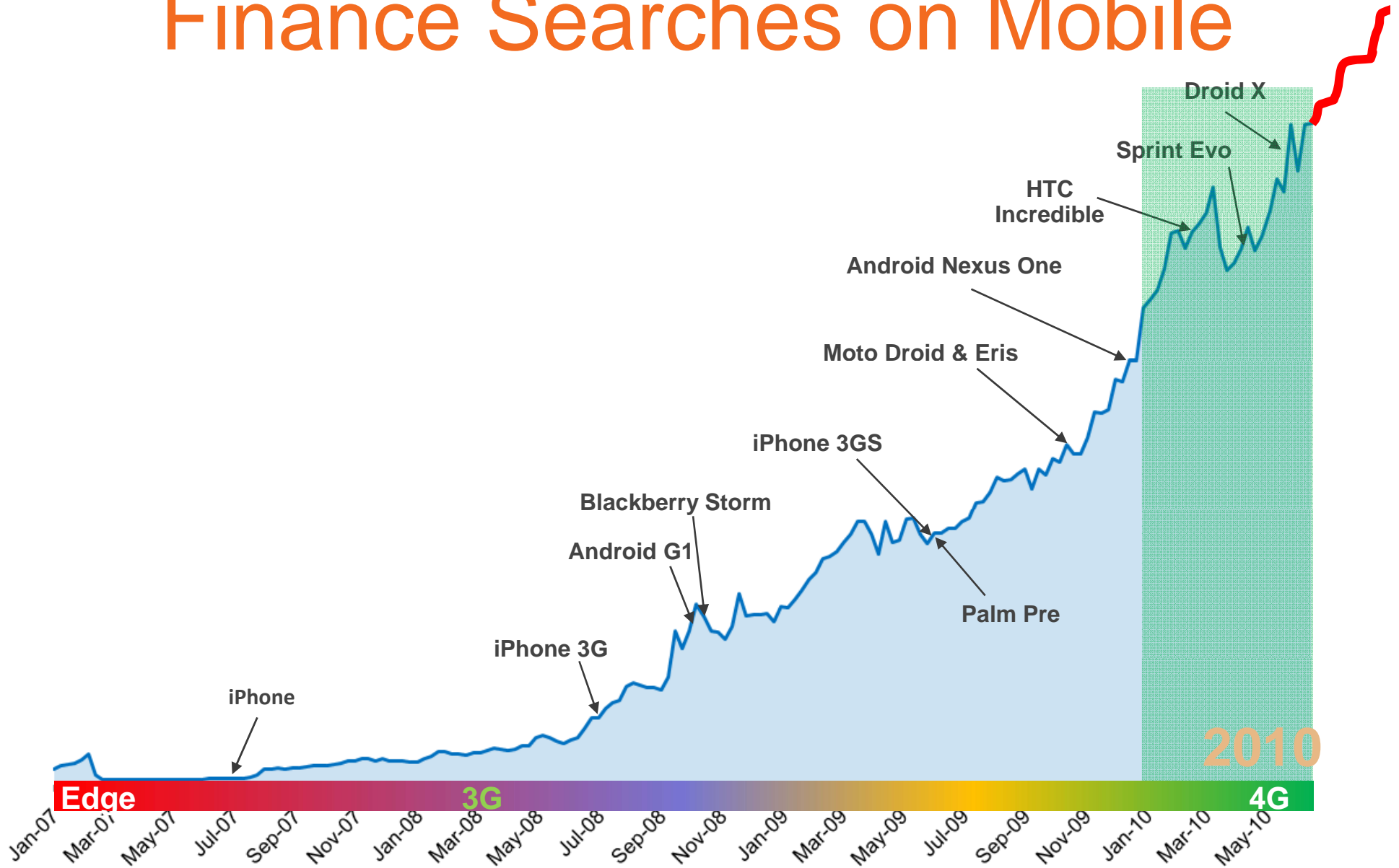
500%

growth

in mobile search
from 2008 to 2010



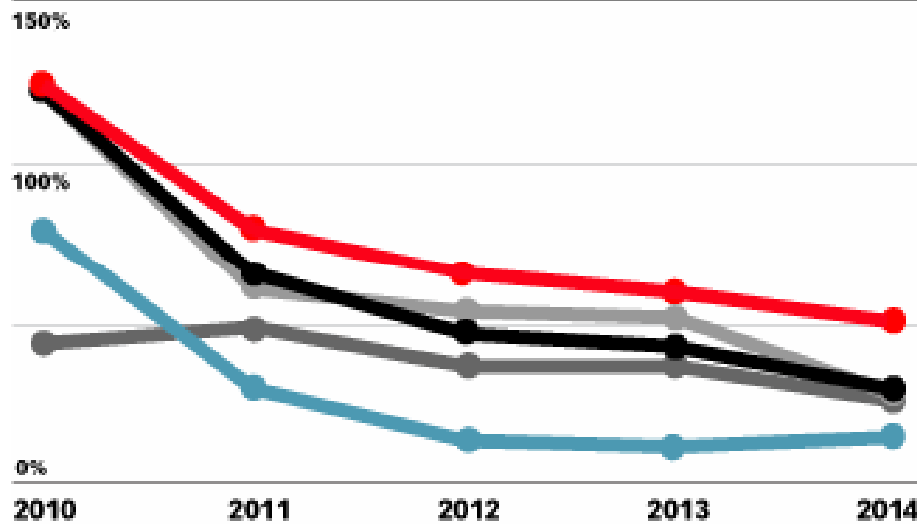
Finance Searches on Mobile



Mobile Search Spending Forecast

US Mobile Ad Spending Growth, by Format, 2010-2014

% change



Video

124% 79% 65% 59% 50%

Display

122% 65% 46% 42% 28%

Search

122% 60% 53% 51% 26%

Messaging

79% 29% 13% 11% 14%

Total

43% 48% 36% 36% 25%

Source: eMarketer, Sep 2010

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www.eMarketer.com

Honda Certified Used Cars

CASE STUDY

Setting the Stage – Slumping 2006 Sales

- **Flat auto sales market**, increased product and incentives **reduced dealer profit on new** vehicles

(Source: 2007 NADA Data, *Economic Impact of America's New-Car and New-Truck Dealers*)

- **Certified Used became important** to dealers as **vehicles bought on 3-4 year leases** had built up
 - An area of both dealer profit and consumer interest
- **Honda lagged behind in certified used sales & needed a lift**
 - Sales had dropped 5.9% from 2005 to 2006

	First 8 months of 2006	% Change from 2005	First 8 months of 2005
HONDA	125,349	-5.9%	133,180
GEN MKT	1,118,501	1.4%	1,102,674

Source: Automotive News Data Center

A Major Media Redistribution Was In Order

- For 2007, the limited ***TV-only advertising budget*** for Honda Certified Used was ***moved to targeted network radio*** and a new, ***custom online search program***
 - Used network radio to gain cost-efficient reach and frequency to drive program awareness
 - Developed Honda Certified ***custom microsites*** as extensions of Google and Yahoo search engines to ***show local inventory*** and capture leads
 - ***Invested heavily in sponsored search***, content-targeted ads and behaviorally-targeted ads on Yahoo
 - Marketed to dealers and dealer networks to ***merchandise program and increase certifications***

[Advanced Search](#)
[Preferences](#)

Web

Results 1

[Used Honda in LA](#)

www.honda.com/certified

Everything you expect from **Honda**. See local **Honda** inventory & prices.

Sponsored Links

[Used Honda Accord](#)

www.Cars.com

View **Used Honda** Listings. Contact Local Sellers Today!

[Honda Accord For Sale - Used Honda Accord Classified Listings at ...](#)

Find and buy **used Honda Accord** cars for sale at InternetAutoGuide.com; compare **used Accord** for sale, car prices, pictures, specs, options and features, ...

www.internetautoguide.com/usedcars/11-int/honda/accord/index.html - 112k -

[Cached](#) - [Similar pages](#) - [Note this](#)

[Find a New or Used Honda Accord](#)

You can then narrow your new or **used** car search by choosing a model, year, price or location nearest to you. Home › Browse › **Honda Accord** ...

www.automart.com/browse-cars/h/honda/accord/ - 238k - [Cached](#) - [Similar pages](#) - [Note this](#)



Google

Google Search

Learn more about Honda Certified Used Cars

DEPENDABILITY

INSPECTION

WARRANTY

Find a used car you can trust - Honda makes it easy

We've taken the headache out of used car research by doing the homework for you. So when you choose a Honda Certified Used Vehicle, rest easy knowing it passes more than just a 150-point inspection. It passes our strict standards as well.

Search by

ZIP Code:
 Range:
 Model:
 Transmission: Any Automatic Manual
 Year: All to All
 Price Limit:

Results: 25 matches for Accord Sedan, any transmission, all years, any price

Honda Certified Vehicle Search Results

Year	Model	Color	Price	Mileage	Distance
2005	Accord Sedan LX Automatic	Graphite Pearl	\$14,500	23,362 miles	2.7mi
2008	Accord Sedan LX Automatic	Graphite Pearl	\$17,995	37,449 miles	6.2mi
2005	Accord Sedan LX Manual	Satin Silver Metallic	\$18,995	41,999 miles	6.2mi
2007	Accord Sedan Special Edition Automatic	Nighthawk Black Pearl	\$21,995	14,956 miles	6.2mi
2004	Accord Sedan LX Manual	Satin Silver Metallic	\$15,995	48,654 miles	6.2mi
2008	Accord Sedan LX Special Edition Automatic	Alabaster Silver Metallic	\$19,995	44,732 miles	6.2mi
2005	Accord Sedan LX Manual	Graphite Pearl	\$16,995	24,502 miles	6.2mi
2006	Accord Sedan LX Special Edition Automatic	Taffeta White	\$19,788	43,743 miles	8.7mi
2006	Accord Sedan LX Automatic	Taffeta White	\$20,830	10,864 miles	8.7mi
2007	Accord Sedan EX Automatic	Graphite Pearl	\$23,788	16,094 miles	8.7mi
2006	Accord Sedan EX-L Automatic	Redondo Red Pearl	\$22,588	18,890 miles	8.7mi
2005	Accord Sedan LX Automatic	Satin Silver Metallic	\$18,925	35,061 miles	8.7mi
2006	Accord Sedan EX Automatic	Graphite Pearl	\$19,988	52,765 miles	8.7mi
2006	Accord Sedan EX Automatic	Graphite Pearl	\$21,799	39,007 miles	8.7mi
2004	Accord Sedan LX Automatic	Desert Mist Metallic	\$17,825	49,987 miles	8.7mi
2005	Accord Sedan EX Automatic	Desert Mist Metallic	\$19,988	51,846 miles	8.7mi
2005	Accord Sedan EX Automatic	Satin Silver Metallic	\$21,335	8,575 miles	8.7mi
2006	Accord Sedan LX Automatic	Alabaster Silver Metallic	\$17,995	45,213 miles	10.7mi
2006	Accord Sedan LX Special Edition Automatic	Alabaster Silver Metallic	\$18,995	24,565 miles	12.5mi
2005	Accord Sedan LX Automatic	Nighthawk Black Pearl	\$16,995	27,433 miles	12.5mi
2005	Accord Sedan LX Automatic	Graphite Pearl	\$16,995	41,216 miles	12.5mi

Map | Satellite | Hybrid

Honda Of Downtown Los Angeles
(888) 268-3032

2005 Accord Sedan LX
Automatic
Graphite Pearl
\$14,500
23,362 miles
[View vehicle details](#)
[View similar models at this dealer](#)

Current Leasing / Financing Offers from Honda




Special A.P.R. Finance Rate Starting At 2.9% For 24-36 Months: On Honda Certified Pilot And Ridgeline Models
[Show details](#)





Special A.P.R. Finance Rate Starting At 2.9% For 24-36 Months: On Honda Certified Pilot And Ridgeline Models
[Show details](#)

Vehicle Detail Pages Optimized for Response


- Tested layout and content of vehicle detail page
- Carfax report
- Lead form, 1-800 call tracking
- Similar vehicles listed encouraged comparison shopping







The vehicle shown may be a representation and not the actual vehicle.



Free CARFAX report

The extended manufacturer warranties that come with every Honda Certified Used Car is a tremendous benefit, and really take the worry out of used-car buying. [Learn more](#) about the Honda Certified coverage, including our 7-year/100,000-mile limited powertrain warranty.

2003 Element 2WD EX Automatic

Price \$16,995

Mileage 63,528 miles

Transmission Automatic

Exterior Color Sunset Orange Pearl

Interior Color Black

VIN 5J6YH18503L021722

Distance From You 6.3 miles

Dealer Stock 465120A

Contact a Honda dealer about this vehicle.

Miller Honda-Culver City
 9055 Washington Blvd
 Culver City, CA 90232
(888) 659-8722

Internet Manager:
Art Manjarrez

OR
Send An Inquiry
*Please fill out all fields and an e-mail will be sent to the above dealer.

First Name* Last Name*

Address*


City* State* ZIP Code*

Preferred Method of Contact? E-mail Phone


Similar Vehicles

Year	Model	Color	Price	Mileage	Distance
2003	Element 2WD EX with Front Side Airbags Automatic	Galapagos Green Metallic	\$16,995	40,702 miles	14.2mi
2003	Element 2WD EX Automatic	Sunset Orange Pearl	\$16,990	49,907 miles	19.6mi
2004	Element 2WD EX Automatic	Galapagos Green Metallic	\$14,995	63,074 miles	12.6mi
2005	Element 2WD EX Automatic	Magnesium Metallic	\$17,995	27,261 miles	12.6mi
2005	Element 2WD EX Automatic	Nighthawk Black Pearl	\$18,990	34,347 miles	19.6mi
2005	Element 2WD EX Manual	Magnesium Metallic	\$17,988	36,710 miles	23.8mi
2005	Element 4WD EX Automatic	Magnesium Metallic	\$19,995	42,623 miles	24.3mi
2005	Element 2WD EX Automatic	Sunset Orange Pearl	\$17,995	44,746 miles	24.8mi
2005	Element 2WD LX			33,021	


Current Leasing / Financing Offers from Honda



Special A.p.r. On Certified Used Vehicles: Certified Used Odyssey, Pilot And S2000 Models
[Show details](#)



Special A.p.r. On Certified Used Vehicles: Certified Used Odyssey, Pilot And S2000 Models
[Show details](#)



Special A.p.r. On Certified Used Vehicles: Certified Used Odyssey, Pilot And S2000 Models
[Show details](#)

HP

Search Campaigns Highly Tailored

- Instead of one national campaign, we set up 40 campaigns targeted to Honda's top sales DMAs
 - Allows for adjusting bids to compete with local marketers (individual auto dealers, etc.)
 - Half a million keywords
 - Search ads customized to cities to increase relevance

[Used Hondas in Denver on Yahoo!](#)

www.honda.com/yahoo - So reliable, they're certifiable. See local **Honda** inventory near you.

- Keyword bids managed Wall Street-portfolio style
 - Optimized to maximize both leads & inventory searches

Results

- Case study for media redistribution, potential effect on sales
 - **1.2 billion impressions** of search, content and behaviorally-targeted ads drove awareness
 - **4.4 million inventory search** results served on HCUC microsites
 - **Sales increase of 13.9%** (8% above target)
 - For first 8 months of 2007, nearly a 17,500 vehicle increase (hundreds of millions of dollars in sales)

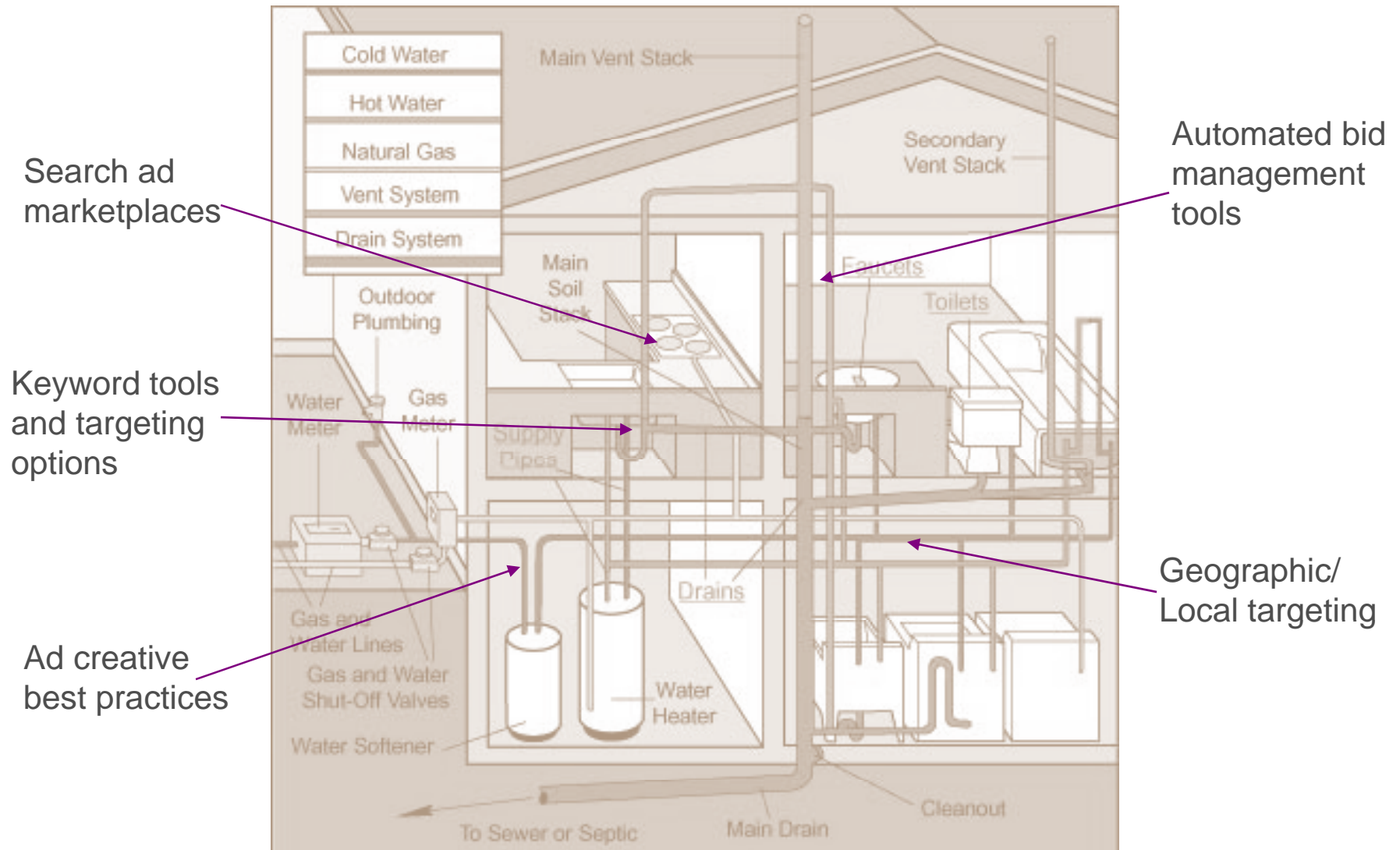
	First 8 months of 2007	% Change from 2006	First 8 months of 2006	% Change from 2005	First 8 months of 2005
HONDA	142,826	13.9%	125,349	-5.9%	133,180
GEN MKT	1,152,634	3.1%	1,118,501	1.4%	1,102,674

Source: Automotive News Data Center

- Double-digit % increases in leads each successive year
- New growth fueled by mobile shoppers

**OPPORTUNITIES FOR SMEI HAWAII
MEMBERS**

1st Decade – Creating the Ad System



2nd Decade – Allow Marketers to Sell

Relevance

Compelling offers

Convenience

Familiarity and confidence

General Opportunities

- Practice good SEO - make sure your website content is visible to searchers
- Advertise with Google and Microsoft
- Regularly test new offers (20% off? Free X?)
- See campaigns through your customers' eyes
 1. Search on your target keywords
 2. Do all your ads respond to searcher's needs?
 3. Do you stand out from competition by showing off unique attributes (e.g., 'sleeps 5', 'best view', ratings)?
 4. Do you show compelling offers?
 5. Google Instant results as users type your top keywords

Continental US Searchers

- Match offers to keywords - and to landing pages

[Branson Inns](#)

Great properties like Angel Inn
Of Branson from \$49. Sleeps 5+.

www.condosforless.com/Branson

[Best Cruise to Mexico - \\$149](#)

Cruise to Mexico from San Diego.
3 nights from \$149. Book today.

www.bestcruise.com/Mexico

- Geographic targeting: Are some areas of the continental US more profitable than others?
 - If so, segment your campaign, targeting most profitable areas with custom, specific ads
 - Different markets respond best to different types of messaging

Local Searchers

- Geographically target campaigns to local areas that you service
 - [Hardware Supplies Honolulu](http://IslandHomeHI.net/Hardware_Supplies)
Large Selection of Hardware. Hinges To Cabinet Knobs! Call 888-367-0667
IslandHomeHI.net/Hardware_Supplies
1622 Kanakanui St, Honolulu, HI
- Use Google Places, new Google Tags
- Participate in mobile paid search
 - Make sure mobile visitors have a good experience
- Understand the language your customers use to find what you are offering
 - Important for keyword targeting
 - Also to write compelling ads, selecting offers

- Everything
- Images
- Videos
- Maps
- News
- Books
- More

- Any time
- Latest
- More search tools

Waikiki Hotels Sponsored links

EmbassySuites.Hilton.com/Waikiki Get Comp Breakfast & More. Embassy Suites® Waikiki. Book now!

Waikiki Hotels

www.Outrigger.com/Waikiki Hotels in Waikiki HI. Rates as Low as \$75 Per Night!

Hotels - Up to 80% Off

www.Travelzoo.com Find the Cheapest Hotel Rooms Now Compare Rates up to 80% Off!

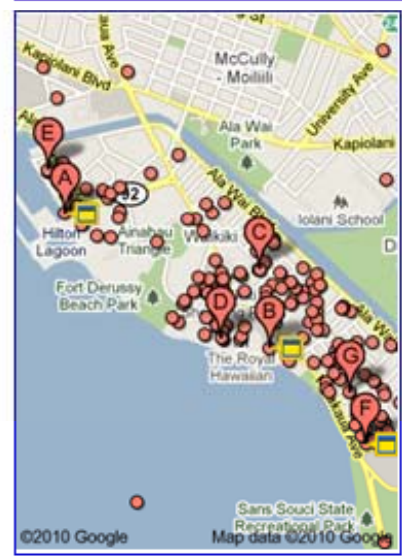
Sponsored links

Outrigger® Luana Waikiki

Newly Renovated Waikiki Hotel. Rates From \$89/Night. Book Now!

www.OutriggerLuanaWaikikiHotel.com Hawaii

Local business results for hotels near Waikiki, Honolulu, HI



- A Ilikei Hotel**
www.ilikeihotel.com - (808) 949-3811 - 422 reviews
 Visit our website Sponsored
 - B Waikiki Beach Services**
www.waikikibeachservices.com - (808) 542-0608 - 1051 reviews
 Visit our website Sponsored
 - C Ohana Hotels & Resorts: Ohana Waikiki Malia**
maps.google.com - (808) 923-7621 - 177 reviews
 - D Sheraton Waikiki**
www.sheraton-waikiki.com - (808) 922-4422 - 796 reviews
 - E Hawaii Prince Hotel**
www.princeresortshawaii.com - (808) 956-1111 - 7 reviews
 - F Park Shore Hotel**
www.parkshorewaikiki.com - (808) 923-0411 - 535 reviews
 Visit our website Sponsored
 - G Pacific Beach Hotel**
www.pacificbeachhotel.com - (808) 922-1233 - 452 reviews
- [More results near Waikiki, Honolulu, HI »](#)

Waikiki Hotels

Incredible Hotel on Waikiki Beach Save Up To 82% Off Sale Ends Soon!

OutriggerReef-OnTheBeach.com
2189 Kalia Rd., Honolulu, HI

Waikiki Hotels

Hotels in Waikiki Hawaii Rates as Low as \$75 Per Night!

www.OhanaHotels.com Hawaii

Waikiki Hotels & Resorts

Enjoy Deluxe Accommodations In Hawaii. Book Online Now & Save.

www.AquaResorts.com

Waikiki Hotels

Save 55% Off Upscale Beachfront! 99 Hr Sale, Book Hawaii Now & Save

BookIt.com/Hawaii

Waikiki Marriott Hotel

Waikiki Marriott Resort. Stay 3 Nights Get 4th Free. Book Now!

MarriottWaikiki.com
2552 Kalakaua Avenue, Honolulu - Oahu

Waikiki Hotels near Oahu Island - Book Waikiki Hotels in Oahu ...

Need a hotel in Waikiki, Oahu Island? Choose from over 82 hotels in Oahu Island with great savings.

www.expedia.com > ... > Hawaii > Oahu Island Hotels - Cached - Similar

Outrigger Hotels & Resorts - Hotels & Resorts in Hawaii, Australia ...

Outrigger Hotels & Resorts Logo. Search this site. Search. Home · Hotels/Resorts ...

Outrigger Luana Waikiki Special Rates from \$99. Special rate offers. ...

www.outrigger.com/ - Cached - Similar

Waikiki Hotels-Hilton Hawaiian Village- Honolulu Hawaii Hotels ...

Hilton Hawaiian Village Beach Resort & Spa - official site. Immerse yourself in the 22 oceanfront acres of this stunning Waikiki hotel.

www.hiltonhawaiianvillage.com/ - Cached - Similar

Waikiki Hotels

Great Hotel Near Waikiki Beach. Book Your Hawaiian Vacation Today!

www.HolidayInn.com

Waikiki Hotels

Hotels on Waikiki Beach. Rates as Low as \$179 Per Night!

www.OutriggerWaikikiHotel.com Hawaii

[See your ad here »](#)



waikiki

Search

SafeSearch moderate ▼

About 1,500,000 results (0.30 seconds)

Advanced search

Everything

Images

More

Any size

- Large
- Medium
- Icon
- Larger than...
- Exactly...

Any type

- Face
- Photo
- Clip art
- Line drawing

Any color

- Full color
 - Black and white
- 

Standard view

Show sizes

Related searches: [waikiki at night](#) [waikiki surf](#) [waikiki map](#) [waikiki beach](#) [waikiki oahu](#)



Hawaiian Posters

Choose from over 500,000 Prints at the World's Largest Print Store! www.AllPosters.com

Sponsored link



See your ad here

Place your ad on Google Images. Reach more customers today. adwords.google.com

Sponsored link



Stay Current

- Advertising opportunities change regularly
 - New targeting methods
 - New ad formats
 - Major investments in local & mobile search
- Good resources:
 - ClickZ Search Experts columns
 - MediaPost SearchMarketingDaily newsletter
 - Google AdWords blog
 - SEMPO

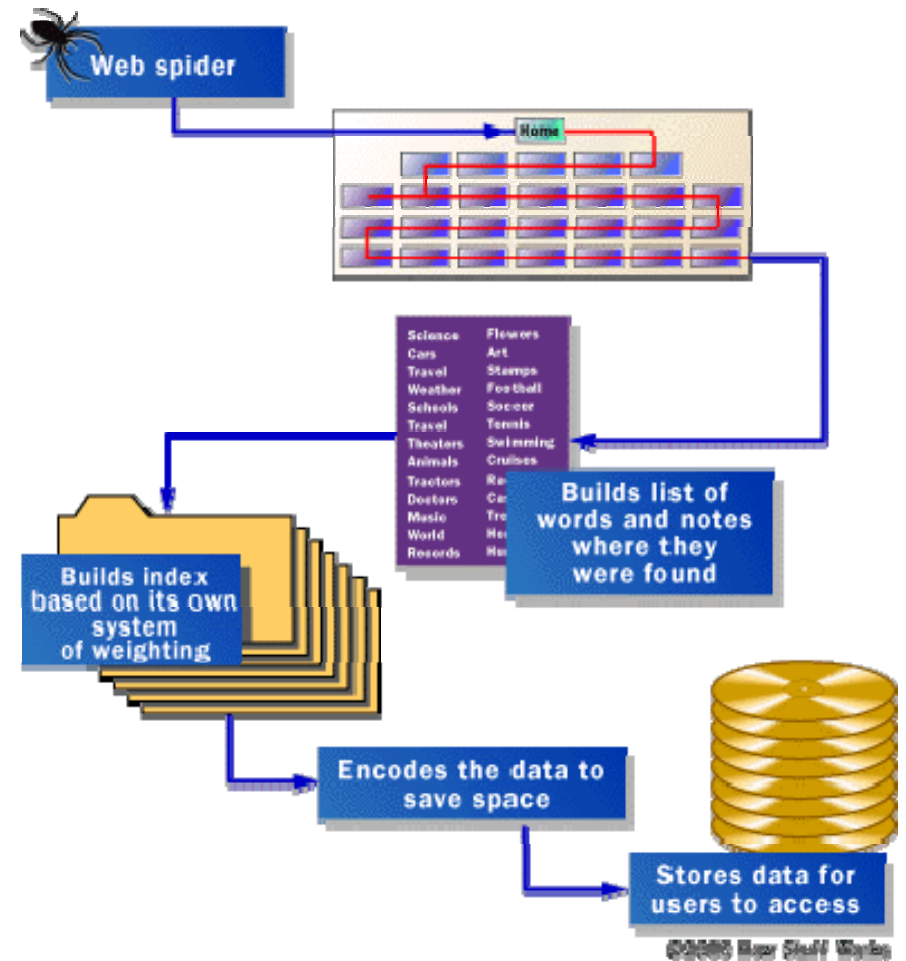
Mahalo

APPENDIX

Search Engine Optimization (SEO)

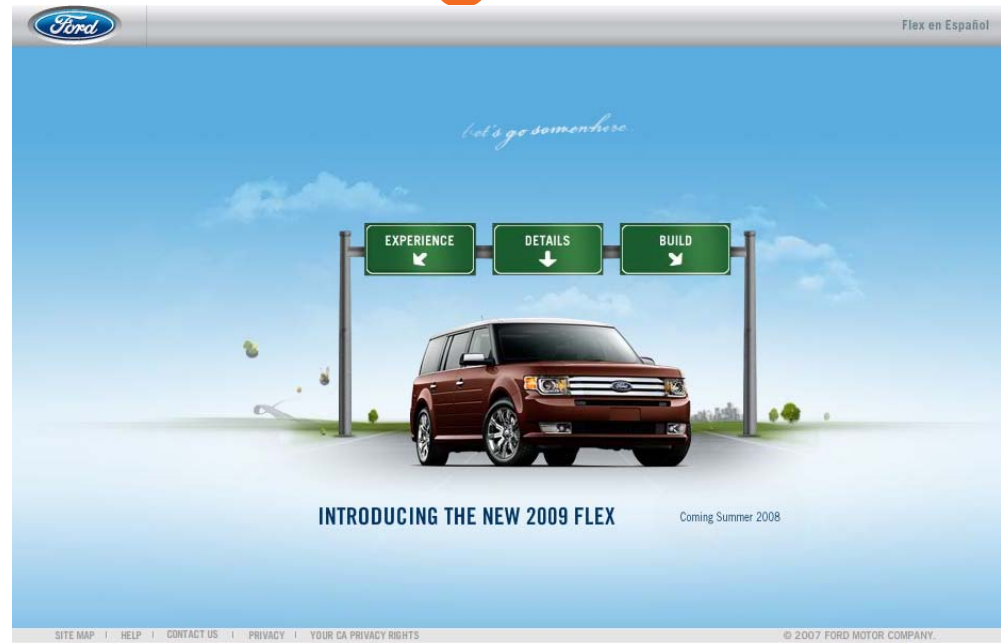
How Search Engines Work

- Search engines run automated programs (aka “bots”, “spiders”) that crawl through billions of web pages, following links between those pages
- As pages are crawled, data is collected about what content each contains
- Bots return to search engine and add massive amounts of data to the index
- Search engines analyze on-page data (to associate keywords) and quality of “back links” pointing to each page (to gauge page popularity and authority)
- Searchers use keywords to look for information – search engines match up the keywords with indexed data and deliver the most relevant results



Users vs. Search Engine Bots

- What a site visitor sees at a typical Flash-heavy site:
 - Visitors can click the “Experience”, “Details” or “Build” links and get a lot of content about the Ford Flex



- What a bot sees:
 - Just image names (.jpg) for items in the Ford Vehicles Web site footer and links to those pages
 - No links into the actual Ford Flex content

```
-----|
[1][fordlogo_off.jpg] [2][en_espanol.jpg]
[3][sitemap.jpg] [4][help.jpg] [5][contactus.jpg] [6][privacy.jpg]
[7][cali_rights.jpg] [filler.jpg] [8][copyright_fmc.jpg]

IFRAME:
[9]https://fls.doubleclick.net/activityi;src=690333;type=fvflup;cat=rhp;ul=Ford Flex;ord=1?

References

1. http://www.fordvehicles.com/
2. http://fordenespanol.com/flex/
3. http://www.fordvehicles.com/help/sitemap/
4. http://www.fordvehicles.com/help/
5. http://www.fordvehicles.com/help/contact/
6. http://www.fordvehicles.com/help/privacy/
7. http://www.fordvehicles.com/help/privacy/california/
8. http://www.ford.com/
9. https://fls.doubleclick.net/activityi;src=690333;type=fvflup;cat=rhp;ul=Ford Flex;ord=1?
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Go It Alone or Get Help?

SEO best practices not a secret, but this *is* a very specialized area

- Lots of great resources available online for free, but will take time and attention
- Agencies and consultants who specialize in SEO
 - White hat SEO firms: Intrapromote, Marketleap, iProspect are among better firms
 - White hat consultants: <http://www.sempo.org/services>
 - Hiring an SEO firm: <http://searchenginewatch.com/3633648>
 - Black hat firms and consultants: companies which use methods to trick search engines to find content
 - Warning: May get your website removed from Google's index

Keyword Research

- Understand which keyword searches are most important to your business
 - Leverage Web tracking/analytics software, learnings from paid search campaigns, competitor information
- Use various tools to learn which keywords are closely related to your top keywords
 - Google Keyword Tool, Keyword Discovery
 - Build a target keyword list and segment into categories
- Determine which pages apply to each group of keywords
 - Each page should be optimized to no more than 3-4 related keyword phrases

Developing for Both Users & Bots

- Eliminate Flash Web site intros that redirect into site
 - Or only serve these to visitors identified as having Flash capabilities
- Flash Web content should sit on distinct HTML pages
 - Make your Flash content visible to search engines as HTML
- Restrict the use of frames
 - Should only be used for content that doesn't need to be seen by search engines
- Limit heavy reliance on Javascript for key site content (especially links)
- Avoid pages with duplicate content; search engines often use the wrong signals to determine which is the best page
 - Can result in significant dilution of inbound link value
 - Use permanent redirects to point content across multiple domains to a single location (e.g. www.Website.com and Website.com)

Google Webmaster Guidelines

- Every Web developer needs to be familiar with them
 - <http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35769>
- Covers how to get Web site content crawled correctly
- General guidelines on communicating to Google what content on each page relates to
- Set up an XML Sitemaps feed and submit your Web page to Google, Yahoo!, MSN
 - An excellent way of getting your site consistently crawled and for reports that can help identify other SEO opportunities
 - XML-SiteMaps.com a good resource

Web Information Architecture

- A straightforward URL structure helps searchers know your content is relevant to their search
 - Good URL format: www.WebSite.com/Product/
 - Bad URL format: www.WebSite.com/Folder1/Folder2/Content=ProductCode&Color=1&Size=A
 - Leverage keywords in URLs where possible/appropriate
- Consistent user-focused site structure and navigation is also valued by search engines
 - Global navigation menu leveraging keyword-rich text links

Products	Services
Honda Automobiles	Honda Financial Services
Acura Automobiles	Acura Financial Services
ATVs	Honda Owner Link
Engines	My Acura

- Bread crumb navigation

- e.g., “[Category](#) > [Product](#) > Color”

[Home](#) > [Reviews](#) > [Digital cameras](#) > [Nikon Digital cameras](#)

- Site map with keyword-rich text links to key pages

Link-Building

- Popularity and trustworthiness of Web pages that link to your Web site has a major impact on your Web pages' ability to rank for related searches
 - PageRank is Google's scoring of your site's general value/popularity
 - TrustRank is Google's secret rating of a site's trustworthiness in linking
- Submit site to the major directories: Yahoo, Best of the Web, Business.com & DMOZ
 - Aside from these, avoid paying for links; may get your site penalized by Google
- Request links from sites within your industry
 - Business partners and sister companies
 - Association and industry Web sites
 - Research who links to your competitor sites via Yahoo Site Explorer (*siteexplorer.search.yahoo.com*) and request the same for your site
- Social media optimization (e.g., links from blogs, Digg)
- Publish keyword-rich press releases linking to your site
 - Submit your press releases to services such as PR Leap
- Links within your own site are critical (e.g. cross-linking)
 - Leverage keyword-focused linking text where possible

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partner sites: [Expedia](#) | [Gifts](#) | [Hotels](#) | [Hotwire](#) | [Service Magic](#)

Natural Search Listing Creative

- Create unique page titles and meta descriptions for each page on your Web sites
 - For less-important pages, use page copy to automate process
- Recognize character limits
 - Titles: 65 character max
 - Descriptions: ~150 characters will be displayed (200-250 indexed)
- Leverage keywords relevant to each Web page
 - But don't stuff them into titles and descriptions unnaturally
- Write titles and descriptions to convince users to choose your listings
 - Leverage your site's key benefits; "Official Site", "outstanding selection", etc.
 - Consider your competition and what their listings communicate
 - Why should people choose your listing over the other options?

SEO Tracking Resources

- Your Web analytics platform (e.g., WebTrends, Omniture, Google Analytics, etc.)
 - Understand which keywords are your top referrers
 - See which keywords are underperforming and address them
- Google WebMaster Tools (available if you have Google XML sitemaps)
- Search Google for your site using the “info:” operator (e.g., info:www.apple.com):

[Apple](#)

Official site, with details of products and services.

www.apple.com/

Google can show you the following information for this URL:

- Show [Google's cache](#) of www.apple.com
- Find web pages that are [similar to](#) www.apple.com
- Find web pages that [link to](#) www.apple.com
- Find web pages [from the site](#) www.apple.com
- Find web pages that [contain the term](#) "www.apple.com"