Annual Teleconference:
Top 10 Search Marketing Research Results

Research drawn from

Anne Holland, Publisher
Stefan Tornquist, Research Director
Facts not Opinion: MarketingSherpa Methodology

✓ Primary Research from MarketingSherpa
  ▪ Survey of 3,271 SEM marketers and agencies.
  ▪ Survey of 776 affiliate marketers and merchants.
  ▪ 7 eyetracking tests of major search engines and shopping comparison sites.

✓ Exclusive Data
  ▪ Unique data produced for the Guide from 16 research sources, including Nielsen/Netratings, Hitwise and comScore.

✓ ‘Best of’ Secondary Research
  ▪ Data and analysis from 49 studies, surveys & research projects from research organizations and search marketing experts.
#1 The U.S. Search Market

SEO spending grew by more than 277%.

Research drawn from:

- The U.S. Search Market
- Paid Search Spending (in 000s)

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#2 Cost per Click – 2004/2005

Growth in Shopping engine CPC outpaces growth in usage.

Research drawn from:

- MarketingSherpa, Search Marketing Benchmark Survey, August 2005
- MarketingSherpa, Search Marketing Metrics Survey, June 2004


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Keyword volume growth slowing, but holidays will tell for sure.

#3 Keyword Buying – Growth 2004/2005

Marketer feedback isn’t the best route to identifying keywords.

Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005
#5 Eyetracking - How we view search

Proof of the importance of rank, and the uniqueness of search engines.

Research drawn from:

Source: MarketingSherpa & Eyetools Inc Lab Study August 2005
You knew rank was important – but especially so in paid ads.

Research drawn from:

#6 B-to-B Search - Impact of Rank

Impact of Rank on Organic and Paid Search

- Rank 1: Paid - 51.0%, Organic - 27.4%
- Rank 2: Paid - 19.5%, Organic - 12.8%
- Rank 3: Paid - 9.8%, Organic - 9.5%
- Rank 4: Paid - 8.6%, Organic - 6.7%
- Rank 5: Paid - 5.3%, Organic - 5.3%
- Rank 6: Paid - 5.2%, Organic - 4.6%
- Rank 7: Paid - 2.6%, Organic - 1.3%
- Rank 8: Paid - 3.9%
- Rank 9: Paid - 3.7%
- Rank 10: Paid - 0%

Source: Enquiro with MarketingSherpa, The Role of Search in B-to-B Buying Decisions, October 2004

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We essentially outsource our search engine marketing to our affiliates, and we give them free reign with TMs and branded terms. We don't allow our affiliates to use our TMs/branded terms in the search engine marketing.

Source: MarketingSherpa Affiliate and Merchant Survey, August 2005
#8 The Impact of SEO – Six Months On

34% of SEM marketers use an agency for SEO.

Research drawn from: MarketingSherpa, Search Marketing Benchmark Survey, August 2005
SEO is a huge driver of ‘latent’ conversions.

Research drawn from:

#9 PPC/SEO Conversion Rates

Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005
#10  SEO and Public Relations

Press releases are for customers, not journalists.

Research drawn from:

Source: Shawn Collins Consulting, December 2004

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