UNIVERSITY *of* HOUSTON
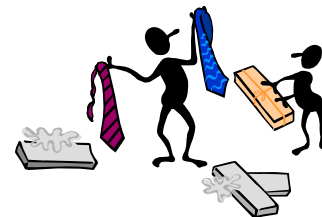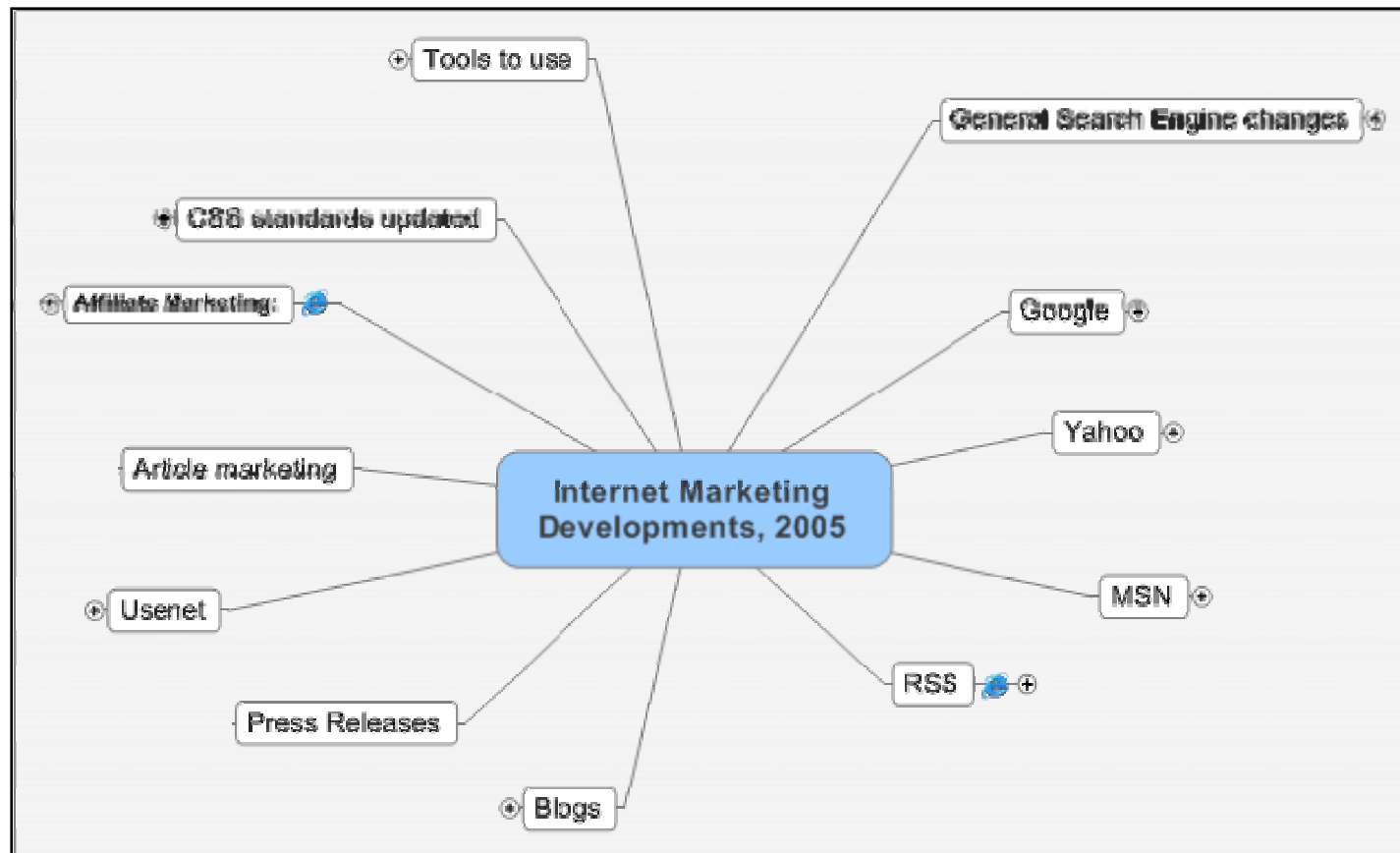SMALL BUSINESS DEVELOPMENT CENTER

Internet Marketing Developments, 2005

A review of materials covered in our classes throughout the year.

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{2005 Overview}

Tools to use

General Search Engine changes

CSS standards updated

Affiliate Marketing:

Google

Article marketing

Internet Marketing Developments, 2005

Yahoo

Usenet

MSN

Press Releases

RSS

Blogs

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General Search Engine changes

- Search engines are becoming more sophisticated in terms of the types of files they can index and the type of results displayed depending on what users are searching for.

- MSN search has a "Near Me" button which provides local results

- Google also has a "Local" search feature

- Satellite Images on Google

- Searching for a product on Yahoo produces a link at the top to Yahoo! Shopping. Clicking this link produces a list of products related to your search which are available at various prices and locations.

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{2005 Overview}

General Search Engine changes

- **Advanced search features on Google, Yahoo and MSN enable users to refine their searches based on specific criteria such as file type, domain type, country, language and more**

- **the integration of search marketing with more and more companies' overall marketing strategies to be one of the most exciting trends in the industry**

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{2005 Overview}

Google - Ranking changes

- **Link relevance**
  - Google which has recently switched its focus to contextually relevant
- **Sandbox effect**
  - a *filter* placed on new websites
  - starting in March, 2004
  - appears much more frequently for new websites seeking rankings for highly competitive keyword phrases
  - Sites targeting non-competitive keywords and phrases are often left out of the Sandbox as there is little point in applying the filter
  - The only real escape from the Sandbox is time
  - Don't add links too quickly or all from one or two sources -- Google wants a "natural" linking pattern.

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{2005 Overview}

Google Introduces Sitemaps

- **an easy way for you to submit all your URLs to the Google index and**

- **get detailed reports about the visibility of your pages on Google**

Google "Crawl Stats"

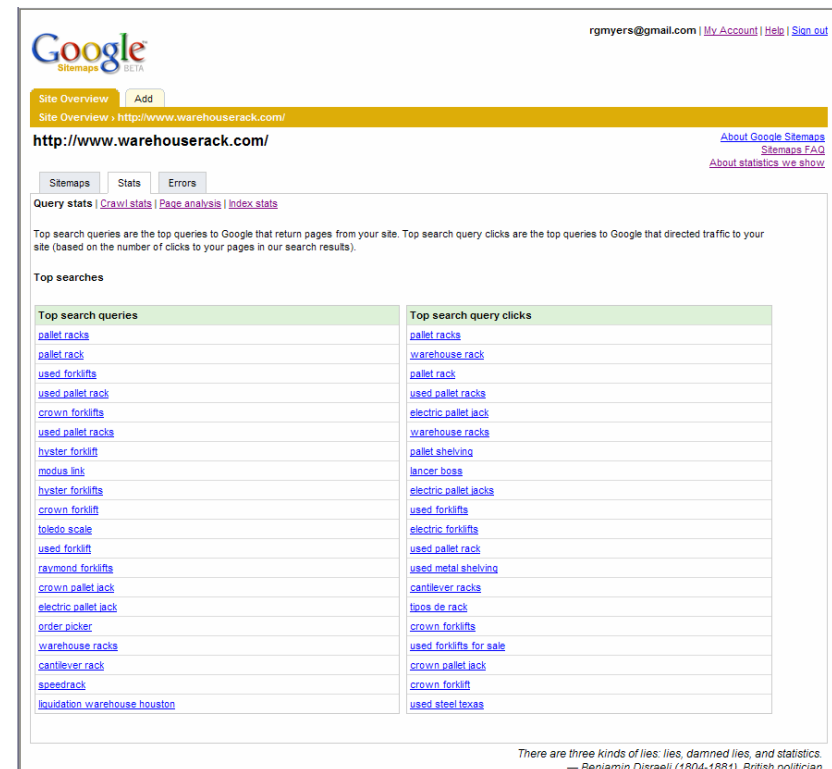- **Provides a Google analysis of your site**
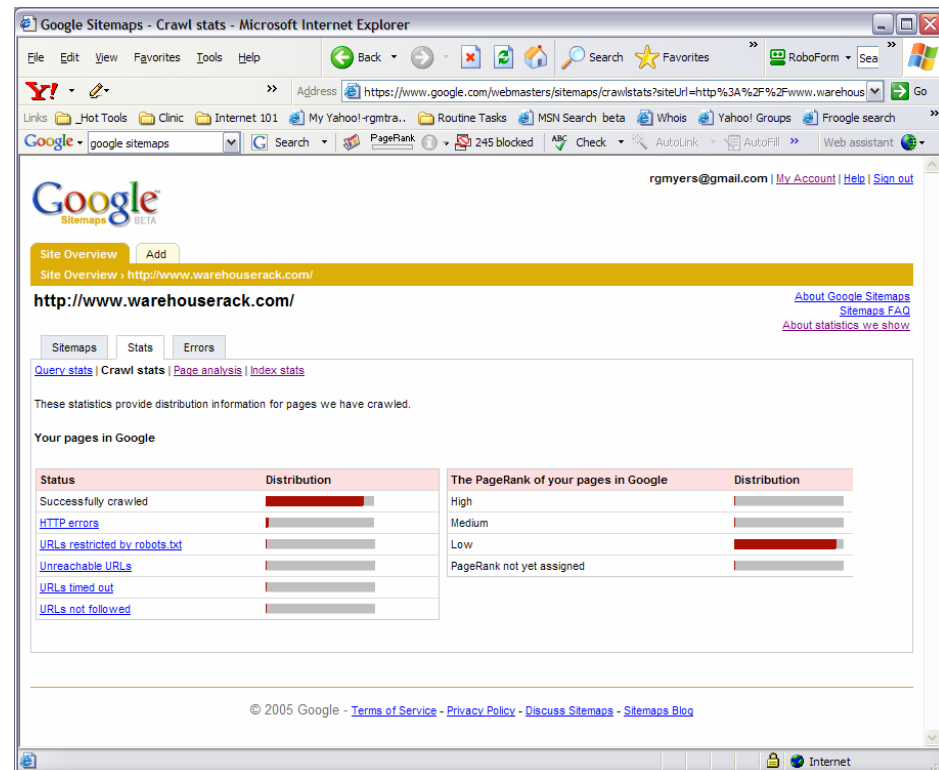
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{2005 Overview}

Google Query Stats

- **Shows Top Search Terms that return pages from your site, &**

- **Top Terms Clicked on for your site**

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{2005 Overview}

Google Error Report

- **Shows pages that returned errors from your site**

Yahoo

- **Acquisition of Overture**
- **Yahoo Directory lists by popularity.**
- **Major update done this summer**
  - More weight to freshness
  - Possible word density ratio change?
- **Experimenting with lots of alternatives**
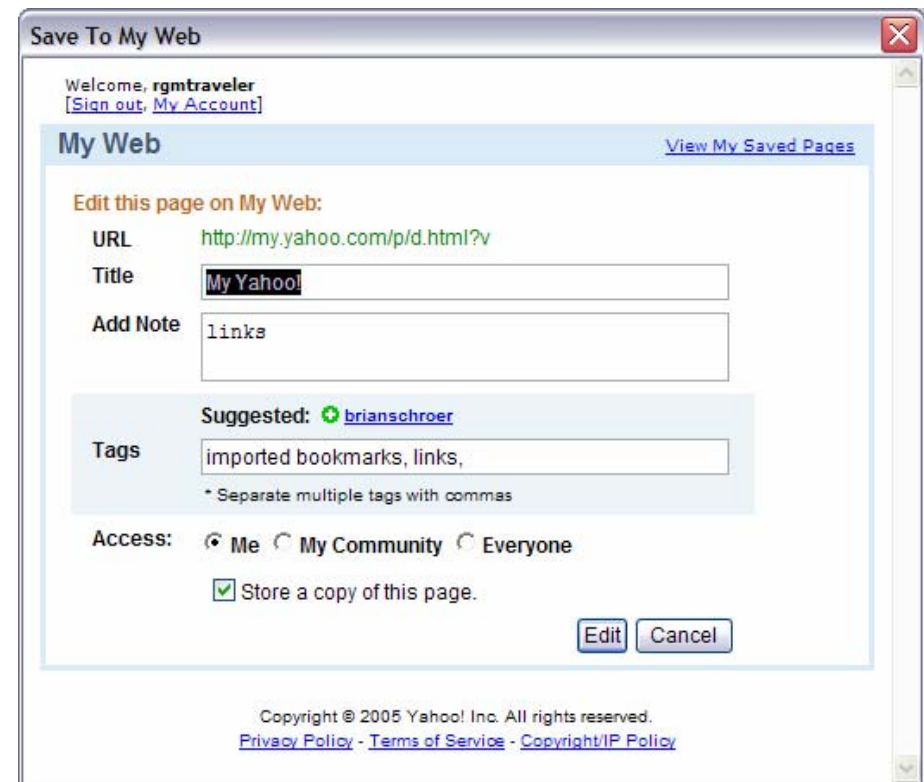 - Mindset
  - Tagging (next slide)

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Yahoo "Tagging"

- **A feature of MyWeb**
- **Enables some "categorization" of pages found on the web**
- **Can be referred to later, or by others**
- **Hard to say, at this point, what the relevance is to marketers.**

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{2005 Overview}

MSN

- will use word context as the primary search technique

- will use text on page consideration in place of back links and off page factors

- is in the process of rolling out a new paid search product all its own.

{2005 Overview}

RSS

- **Submit rss feeds:**
  - <http://feeds.feedburner.com/>
  - <http://www.rss-specifications.com/rss-submission.htm>
- **it seems important to find some way for Yahoo's spider to find your site "on its own." That "way" is with RSS.**
- **add your RSS file into your MyYahoo content.**
- **Your site will be indexed within 24 hours and will show up on search results within 72 hours.**
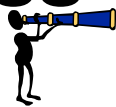- **Blog Software: Owned By Google.**

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RSS

- **Google also gives more weight to sites with an RSS Feed**

- **<http://www.blogger.com/>**

- **RSS Feed generator software**

- **RSS specifications**

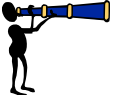- **See link on small-business-consultants**

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{2005 Overview}

Blogs

- **Many blog sites available**
- **Google owns blogger.com**
 – Use on their site or on yours
- **Places to "ping" your blog**

{2005 Overview}

Press Releases

- **Excellent way to get visibility for your site**
- **Can acquire links from other locations**
- **Once posted, continues to work**
- **Can spread across the net if interesting**
- **Description of press releases**
- **One experience with press releases**

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{2005 Overview}

Usenet

- a "worldwide distributed discussion system."

- Free Agent, free newsreader to post and read Usenet feed.

- List Of Commercial News Groups & Links To Submit Your RSS Feeds:

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{2005 Overview}

Article marketing

- **Another source of traffic & links**

- **Places to submit your articles**
  - See "Resources for placing articles" in the linksfile spreadsheet

Affiliate Marketing:

- leveraging similar websites
- See link on small-business-consultants

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{2005 Overview}

CSS standards updated

- **Pages using CSS load faster**

- **Content can be managed to provide more emphasis on text you want prominent**

- **CSS pages are not indexed, only used by browsers when page is loaded**

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{2005 Overview}

Tools: Keyword analysis

- **Wordtracker**
- **Goodkeywords**
- **Google**
- **Overture**
  - KW suggestion

Tools: Site analysis

- **Netmechanic**

- **Site Analyzer tools from seomoz.org**
  - Site Analysis & Comparison
  - Keyword Difficulty
  - Sandbox Detection
  - Rank Check
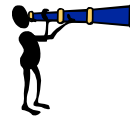 - Related Terms
  - Backlink Analysis

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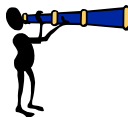
{2005 Overview}

Tools: Ranking evaluation

- **Web Position Gold**
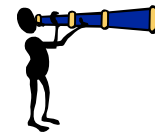
- **Googleranking**

- **Thumbshots**

Tools: Backward links checker

- **Good tool for lots of information about your site links**

END OF PRESENTATION

- **Time for your questions?**

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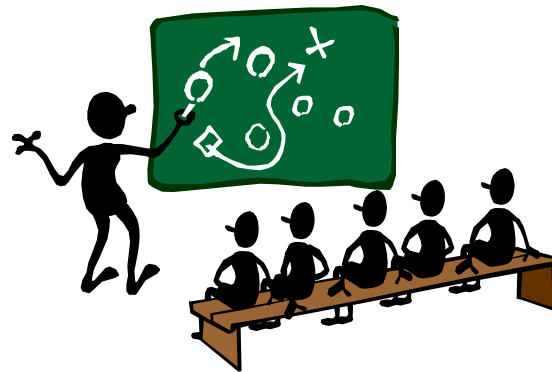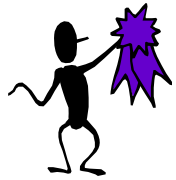
Don't forget to complete your class evaluation form and turn it in at the back of the class!

We need to clear the room promptly at 9:00 p.m. so the staff can go home. Thanks for your cooperation.

Happy Holidays to All!

Next class: January 11, 2006

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