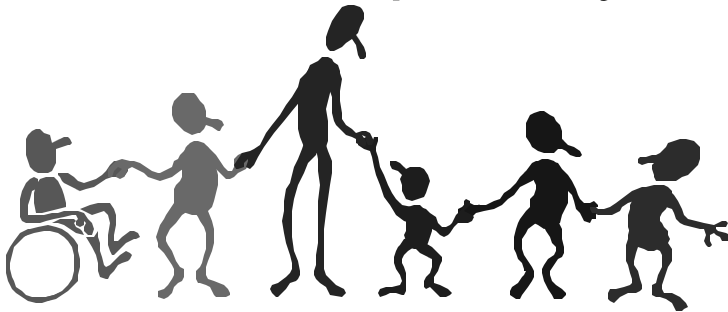


# Rankings & Referrals

Importance of Ranking & How to improve your sales through referrals.



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# The “Long Tail” Concept

- The Internet opens up new markets.
- Understanding the phenomenon can be worth money to businesses.
- There are things you can do to take advantage of your understanding to increase your sales.



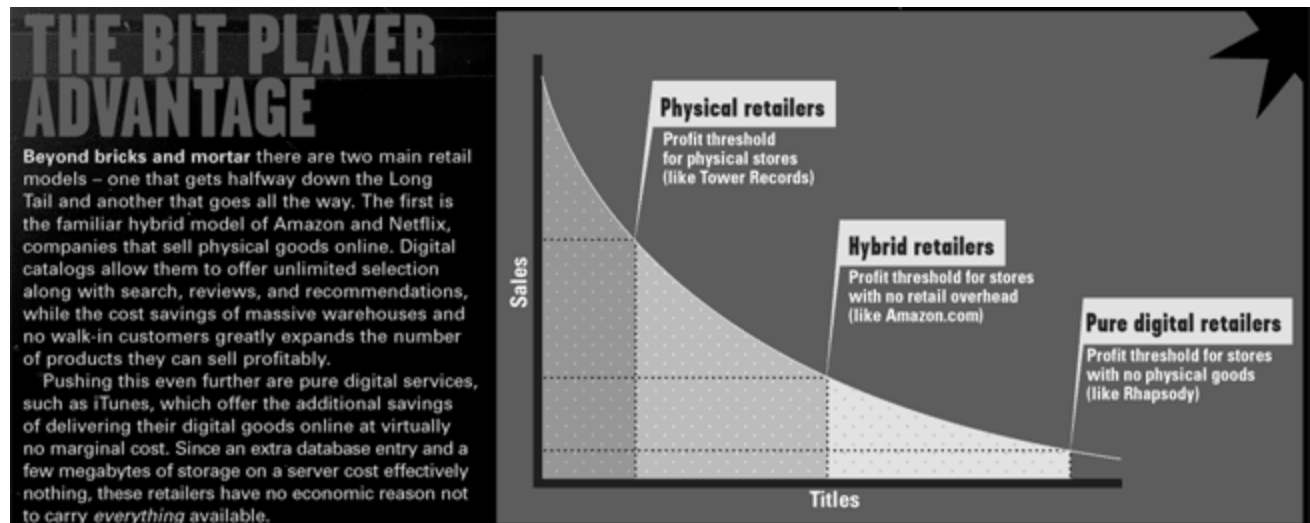
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{Ranking\_Referrals }

The Long Tail, Wired Magazine, Issue 12.10, October 2005, Chris Anderson,  
[http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=)

# What is “The Long Tail”?

- Can be seen in a graph.
- Size of market represented by the area under the curve.



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The Long Tail, Wired Magazine, Issue 12.10, October 2005, Chris Anderson,  
[http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=)

# How do you capitalize on it?

- **Awareness of the viability of products & services in a different environment.**
- **Communicate availability of product or service.**
- **Understand “community of interests” of your prospects.**
- **Proactive techniques to inform possibly interested parties.**



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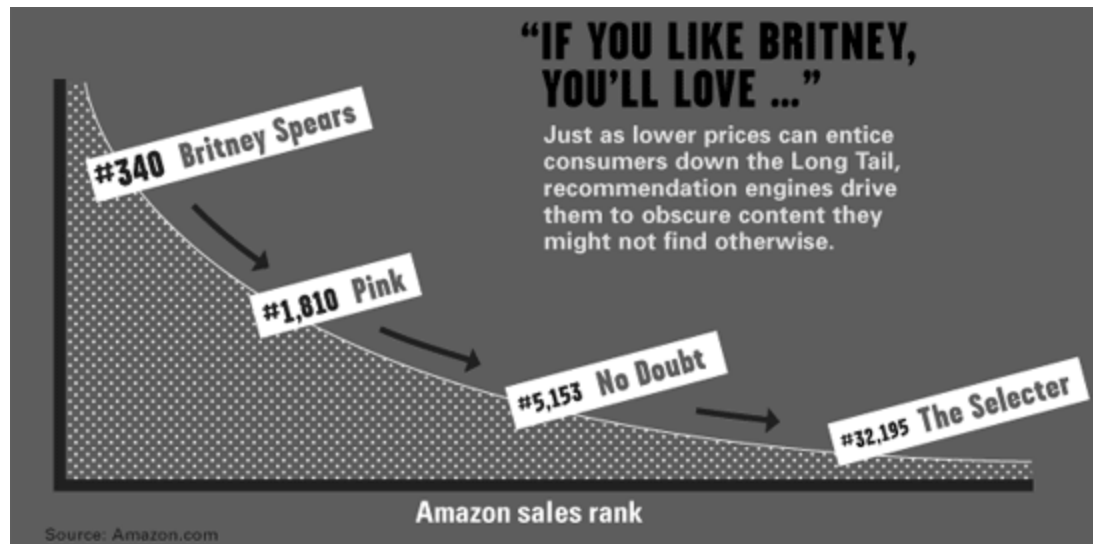
{Ranking\_Referrals }

The Long Tail, Wired Magazine, Issue 12.10, October 2005, Chris Anderson,  
[http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=)



# Proactive Techniques

- Drive your prospects to their interests by association.



# Referral Example

- **1988, a British mountain climber wrote a book called "Touching the Void".**
  - good reviews but, only modest success, was soon forgotten.
- **1998, Jon Krakauer wrote Into Thin Air.**
  - became a publishing sensation
  - Suddenly Touching the Void started to sell again.
  - Random House rushed out a new edition to keep up with demand.
  - Booksellers began to promote it next to their Into Thin Air displays, and sales rose further.
  - A revised paperback edition, which came out in January, spent 14 weeks on the New York Times bestseller list.
  - That same month, IFC Films released a docudrama of the story to critical acclaim. Now Touching the Void outsells Into Thin Air more than two to one.



# What happened?

- **Amazon.com recommendations.**
  - The online bookseller's software noted patterns in buying behavior and suggested that readers who liked *Into Thin Air* would also like *Touching the Void*.
  - People took the suggestion, agreed wholeheartedly, wrote rhapsodic reviews.
  - More sales, more algorithm-fueled recommendations, and the positive feedback loop kicked in.
  - Particularly notable is that when Krakauer's book hit shelves, Simpson's was nearly out of print.



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The Long Tail, Wired Magazine, Issue 12.10, October 2005, Chris Anderson,  
[http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=)

# Another Illustration

- **"What percentage of the top 10,000 titles in any online media store (Netflix, iTunes, Amazon, or any other) will rent or sell at least once a month?"**
  - Most people guess 20 percent.
  - The 80-20 rule, Pareto's principle
  - Only 20 percent of major studio films will be hits. Same for TV shows, games, and mass-market books - 20 percent all.
- **The right answer is 99 percent.**
  - There is demand for nearly every one of those top 10,000 tracks.
  - Online jukebox statistics; each month, thousands of people put in their dollars for songs that no traditional jukebox anywhere has ever carried.



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# How do they find it?

- collaborative filters
- What's really amazing about the Long Tail is the sheer size of it.
- Combine enough nonhits on the Long Tail and you've got a market bigger than the hits.
  - Take books: The average Barnes & Noble carries 130,000 titles.
  - Yet more than half of Amazon's book sales come from outside its top 130,000 titles.
  - Consider the implication: If the Amazon statistics are any guide, the market for books that are not even sold in the average bookstore is larger than the market for those that are.
  - In other words, the potential book market may be twice as big as it appears to be, if only we can get over the economics of scarcity.
  - Venture capitalist and former music industry consultant Kevin Laws puts it this way: "The biggest money is in the smallest sales."



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[http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=)

# New rules for the new economy.

- Rule 1: Make everything available
- Rule 2: Cut the price in half. Now lower it.
- Rule 3: Help me find it



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The Long Tail, Wired Magazine, Issue 12.10, October 2005, Chris Anderson,  
[http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic\\_set=](http://www.wired.com/wired/archive/12.10/tail.html?pg=1&topic=tail&topic_set=)

# Importance of Ranking Organic Search Results Viewed:

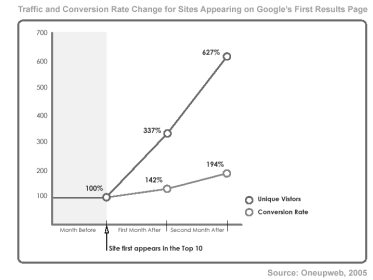
- Rank 1 - 100%
- Rank 2 - 100%
- Rank 3 - 100%
- Rank 4 - 85%
- Rank 5 - 60%
- Rank 6 - 50%
- Rank 7 - 50%
- Rank 8 - 30%
- Rank 9 - 30%
- Rank 10 - 20%



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A New F-Word for Google Search Results, By Chris Sherman, SearchDay  
#1002, Reports available (registration required. ) from Enquiro at  
<http://www.enquiro.com/Downloads/Register/Register.aspx> ,



# Googling the Bottom Line

- First month a site appeared on the second or third page of Google results, traffic increased five times from the previous month
- In the second month, traffic was nine times greater
- The number of unique visitors tripled when a company moved up from page two to page one
- In the second month doubled again to more than six times the traffic it received before it broke the top 10
- Correlating impact on sales: 42 percent more the first month, and nearly double the second month



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"Googling the Bottom Line", By Adam L. Penenberg  
<http://www.wired.com/news/culture/0,1284,66485,00.html>

# How do searchers use engines?

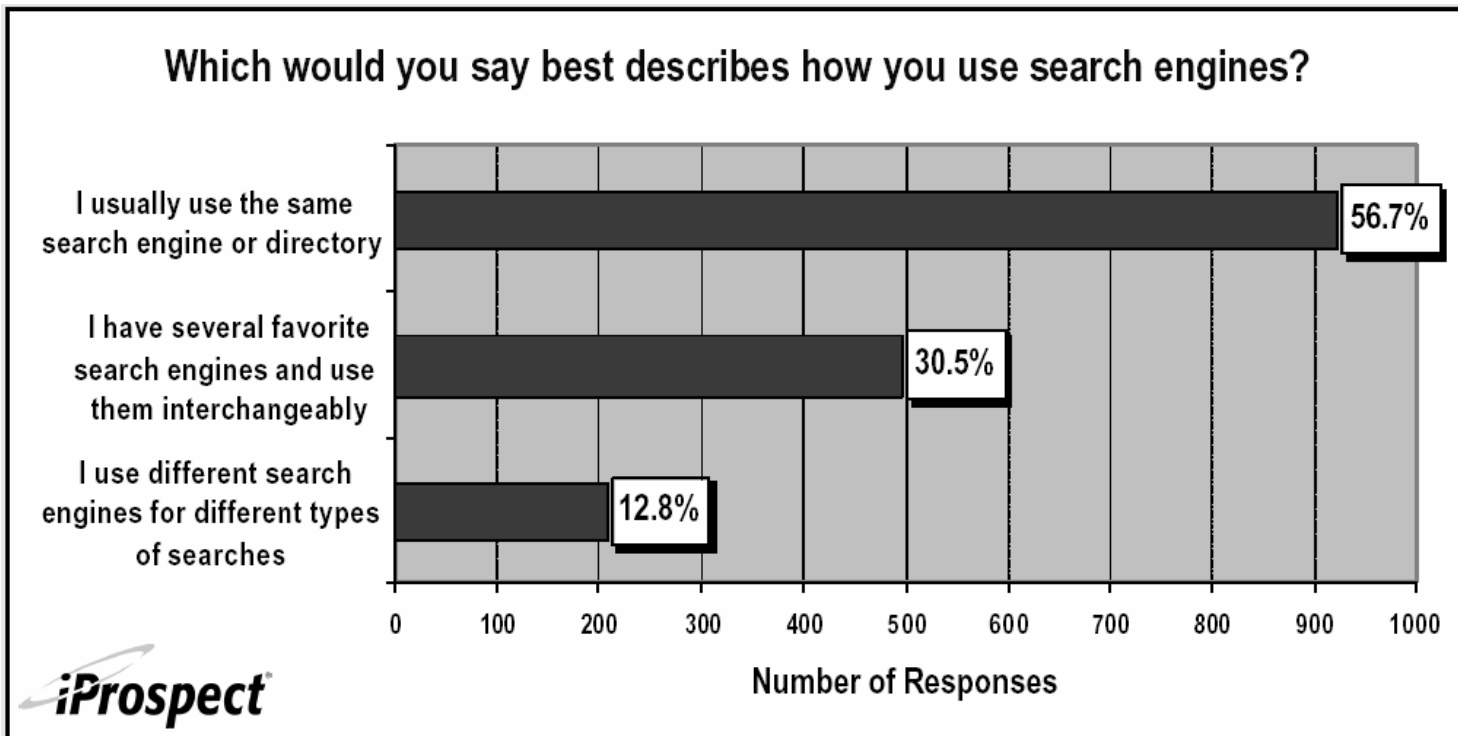
- They have favorites.
- Different groups have different favorites.
- Some users look deeper than others.
- Your strategy can vary based on your target audience.
- Short attention spans are the rule.
- You need to get your message across quickly.



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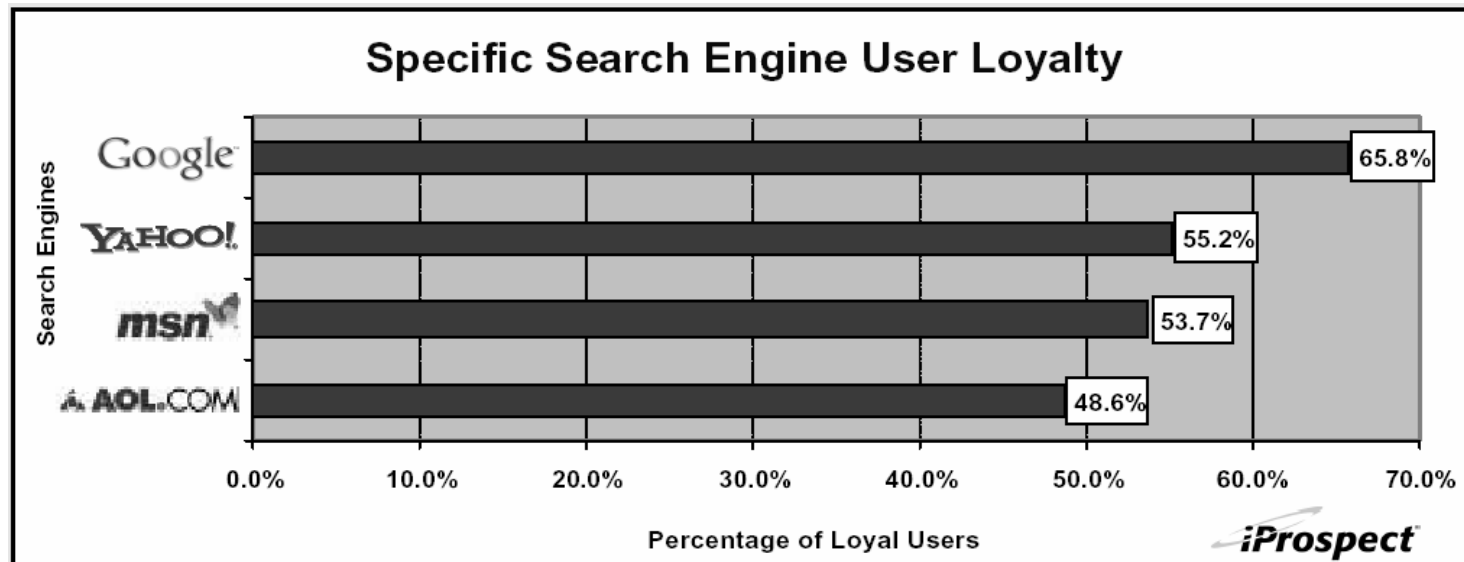
# Searcher Attitudes - 2





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# Searcher Attitudes - 3



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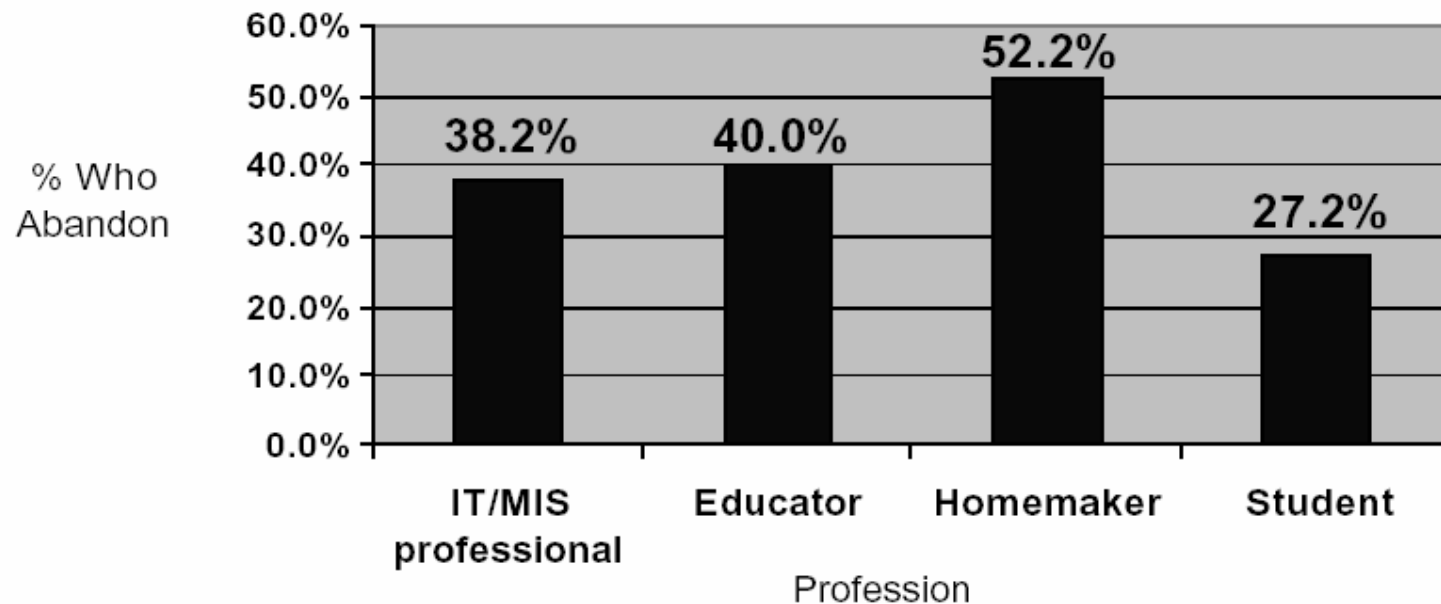
{Ranking\_Referrals}

iProspect Search Engine User Attitude Survey, April-May 2004,  
<http://www.iprospect.com/premiumPDFs/iProspectSurveyComplete.pdf>



# Searcher Attitudes - 5

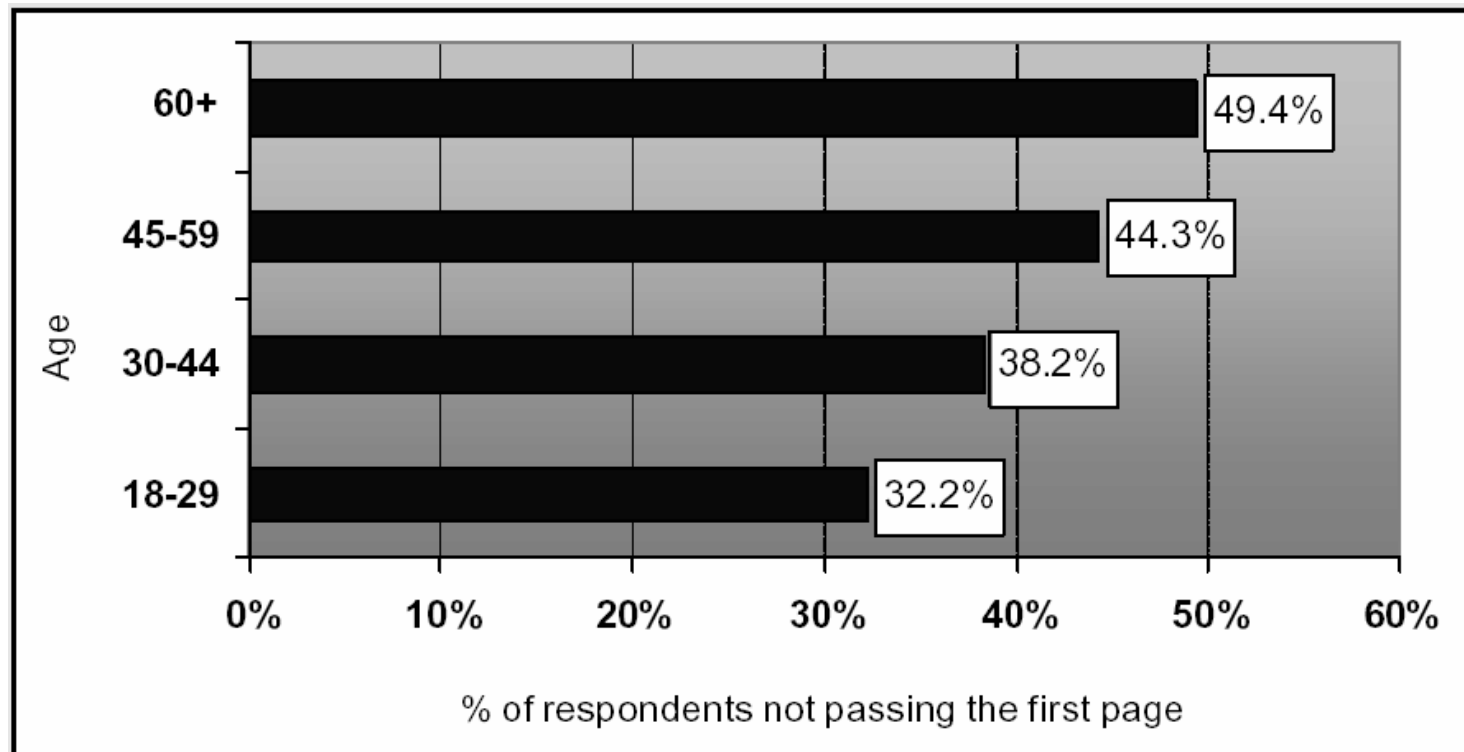
## Abandon Review After 1st Page of Results







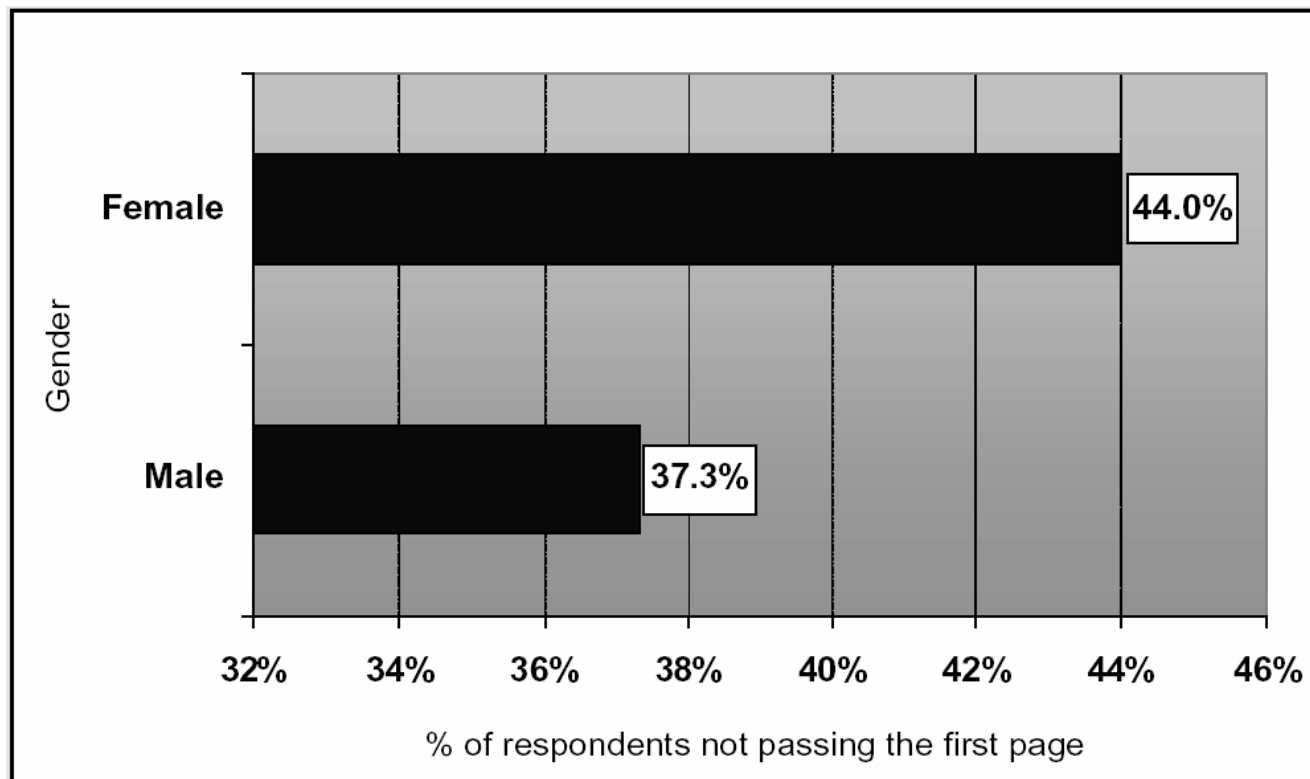
# Searcher Attitudes - 6





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# Searcher Attitudes - 7



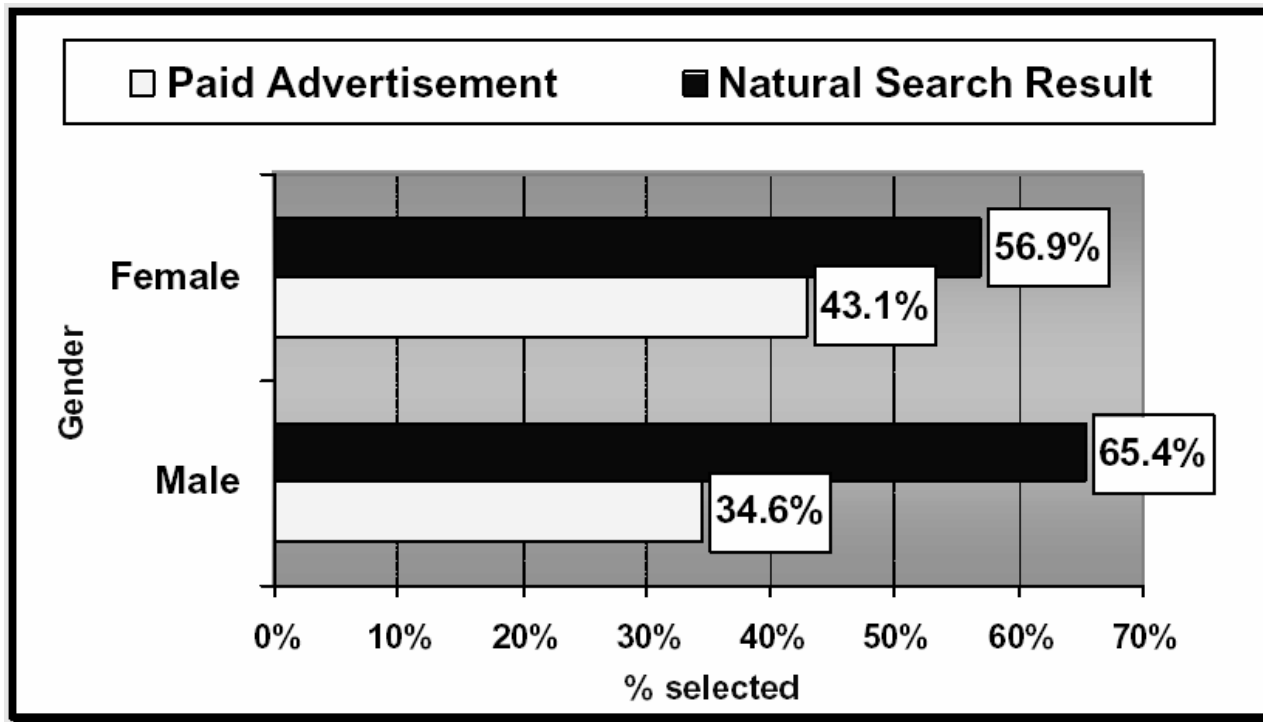
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iProspect Search Engine User Attitude Survey, April-May 2004,  
<http://www.iprospect.com/premiumPDFs/iProspectSurveyComplete.pdf>

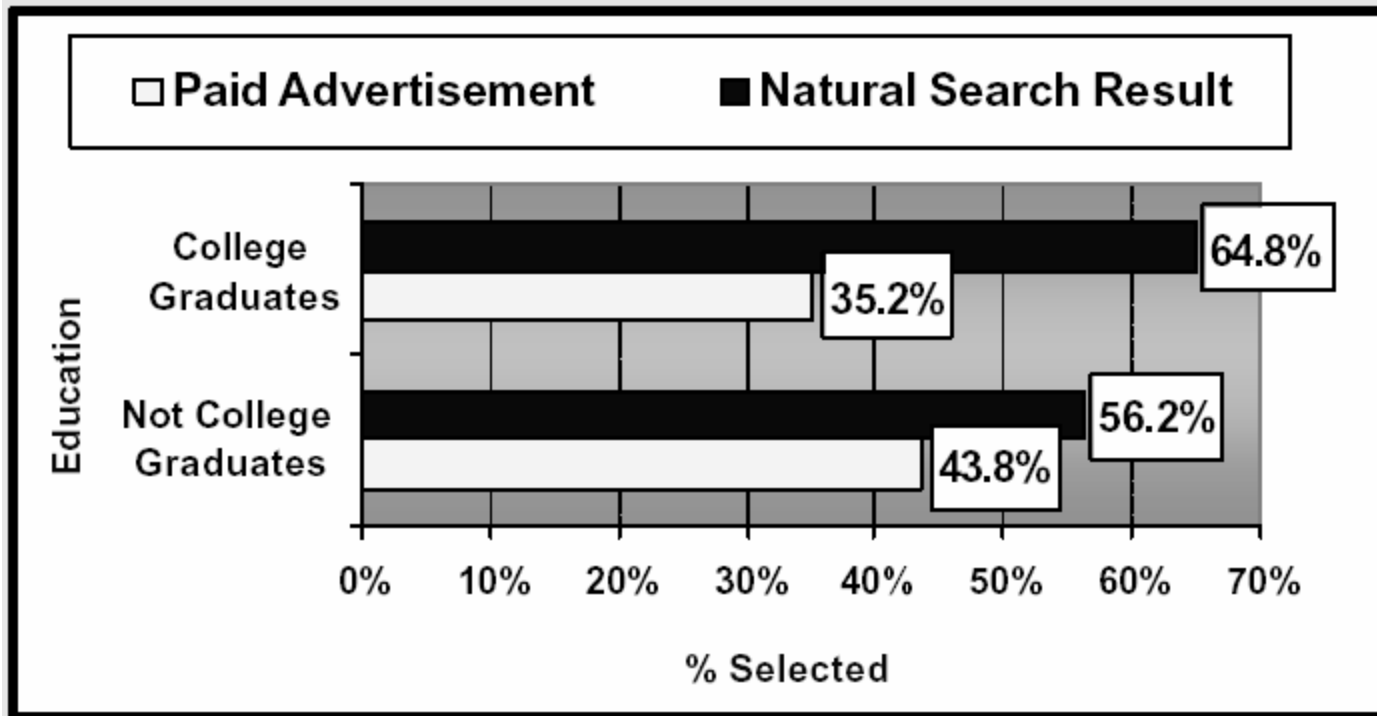


# Searcher Attitudes - 12



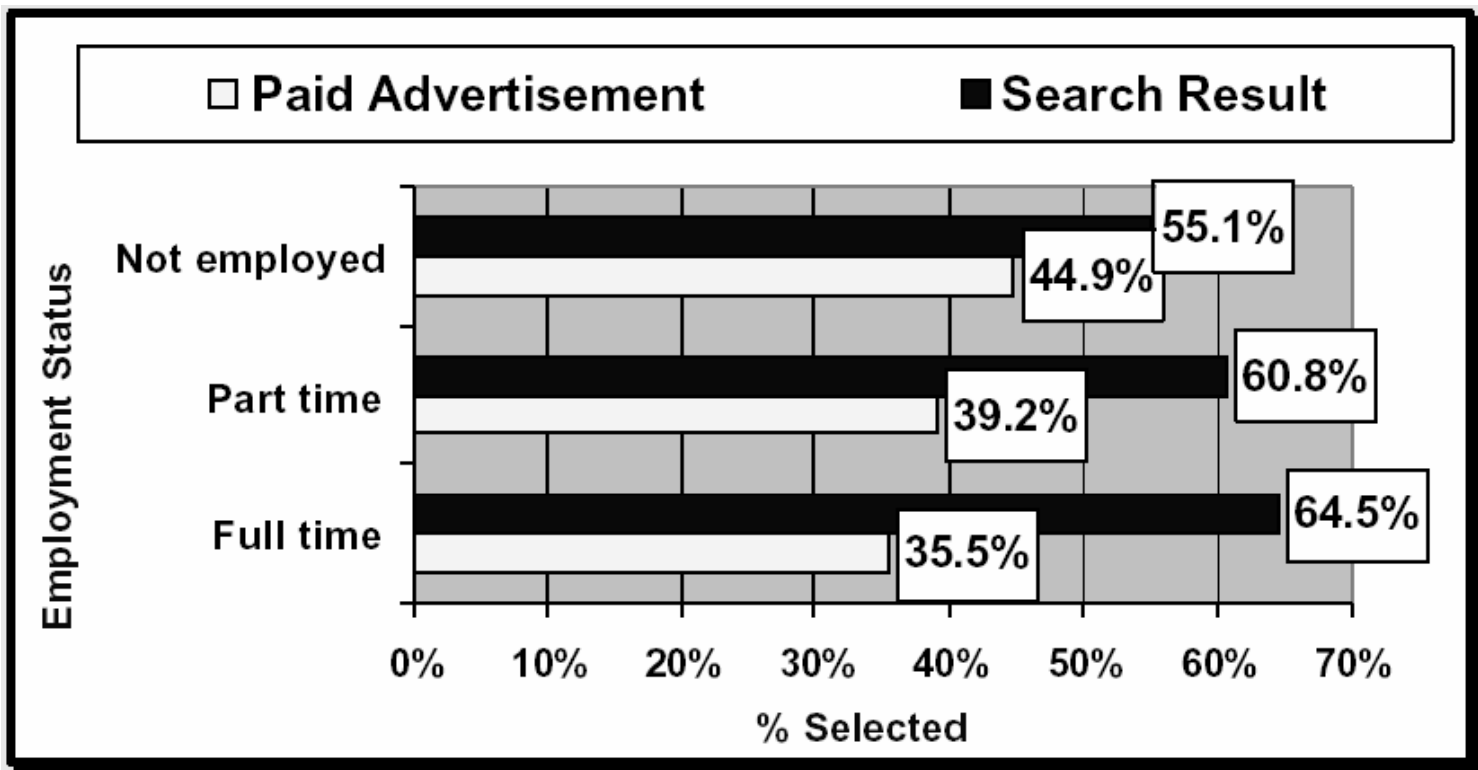


# Searcher Attitudes - 13



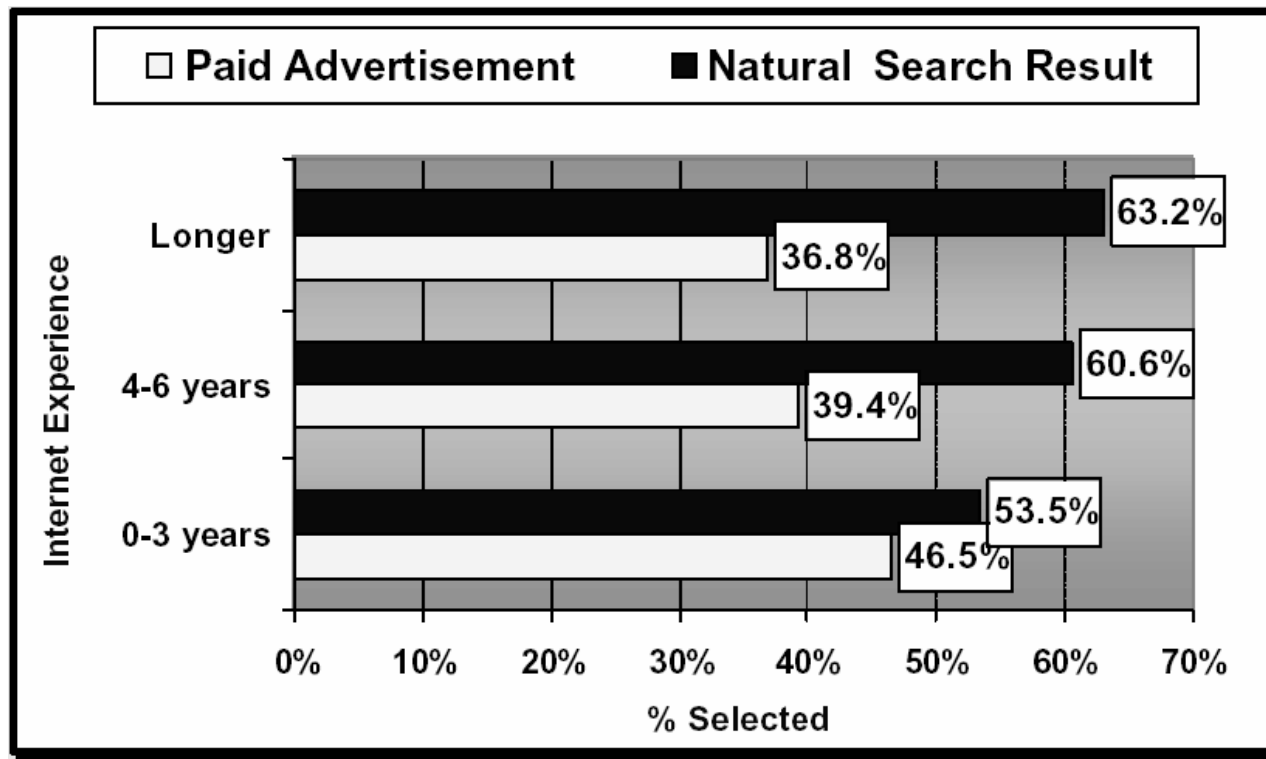


# Searcher Attitudes - 14



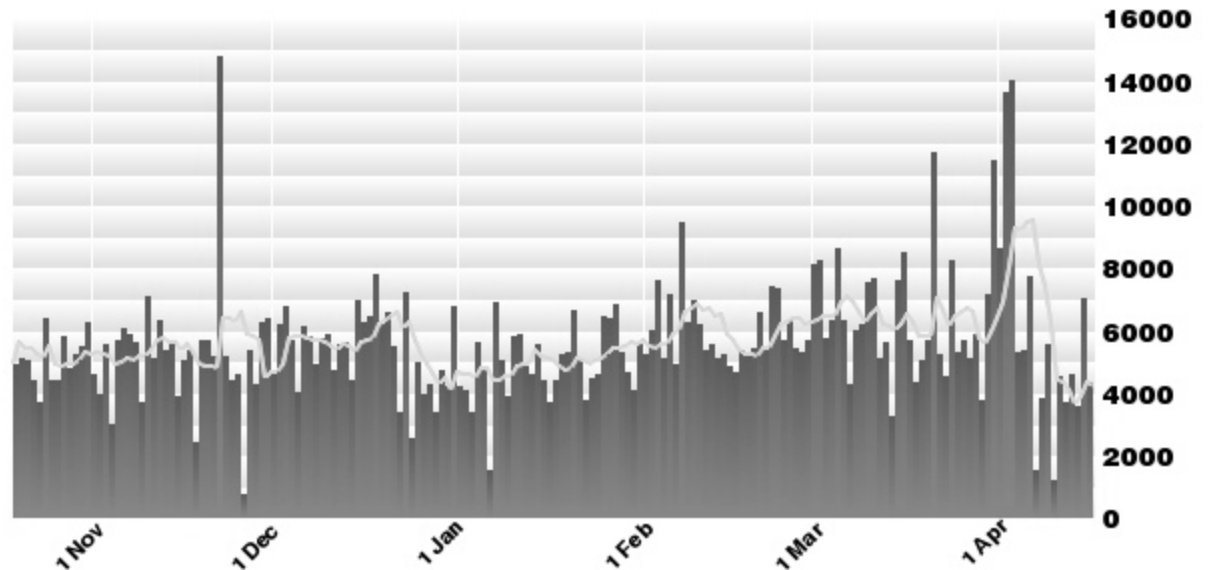


# Searcher Attitudes - 16



# Ranking is Volatile!

- Chart reflects changes in ranking from day-to-day.
- Higher bar means more sites (of the 1,000 phrases tracked) changed position.



More information is available at  
<http://www.rankpulse.com/index.htm>



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# Ranking takes work!

- Achieving top rank can be difficult.
- Maintaining top rank is equally difficult.
- Success with your web site requires continuing attention!
- Remember the basics:
  - Content, content, content!
  - Good content attracts traffic.
  - New content attracts search engines.
  - Content does not have to be on your site.
    - Blogs, press releases, forums, Usenet, email, etc. all contribute.



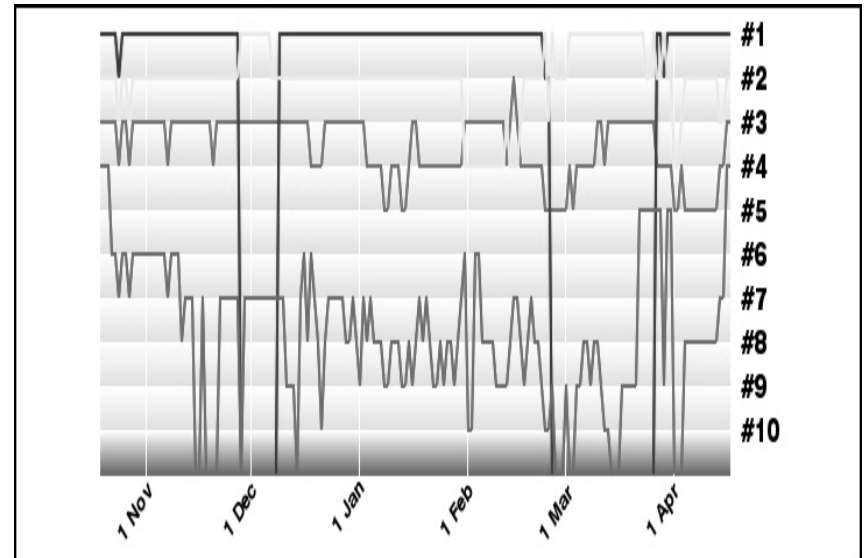
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# RankPulse Chart: "internet business"

- **Position changes for the top 4 sites.**

- #1 [www.nua.ie/surveys/](http://www.nua.ie/surveys/)
- #2 [www.emarketer.com](http://www.emarketer.com)
- #3 [www.internetnews.com](http://www.internetnews.com)
- #4 [www.internetworld.com](http://www.internetworld.com)



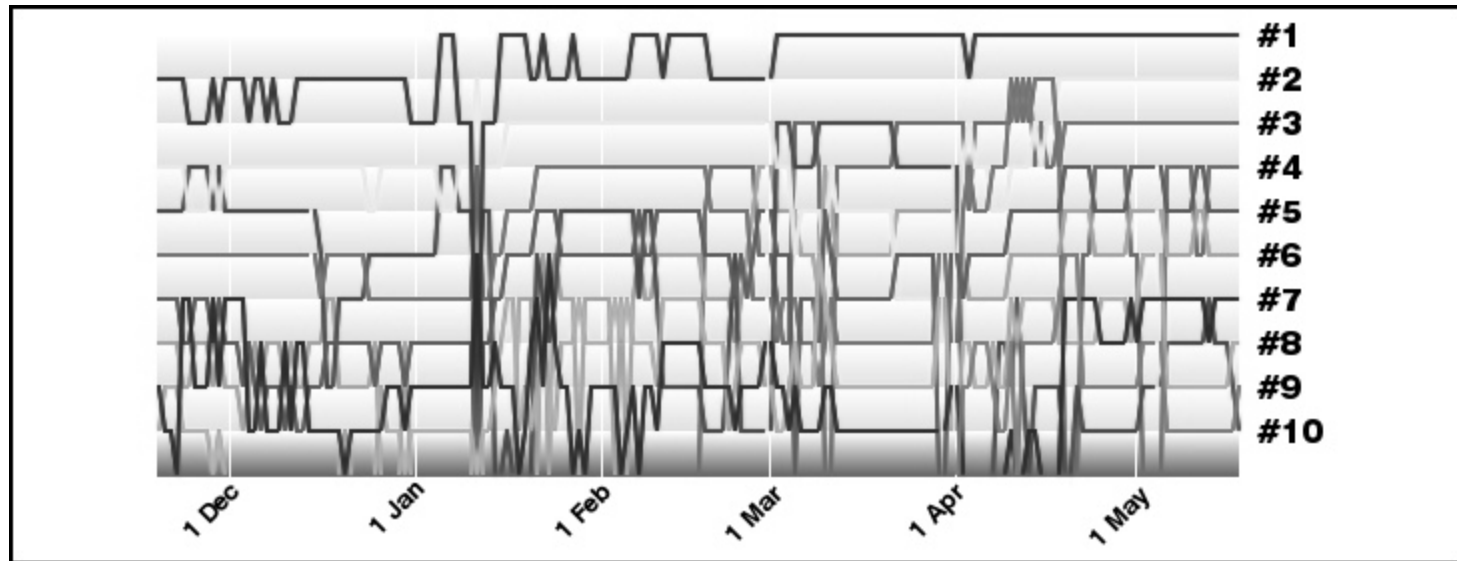
More information is available at  
<http://www.rankpulse.com/index.htm>



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# “search engine optimization”

- Who was No 1 in Jan?
- Not on the chart any other time!



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End of Presentation

## Questions?

**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.**



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