



# Searcher Behavior

And Other Topics, including “PPC vs. Organic?”, and SERP Comparisons



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# Organic Listings vs. PPC?

- **Why PPC?**
  - Bypass the wait time to achieve rankings
  - Ability to target specific segments with targeted ads
  - Ability to reach pages where ads are displayed on other sites
  - Cost of program can be weighed against sales results to determine profitability
- **Why Organic?**
  - Searchers pronounced preference for organic results
  - Investment in rankings is persistent over life of the site



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# What is CSS?

- **CSS stands for Cascading Style Sheets**
- **Styles define how to display HTML elements**
- **Styles are normally stored in Style Sheets**
- **Styles were added to HTML 4.0 to solve a problem**
- **External Style Sheets can save you a lot of work**
- **External Style Sheets are stored in CSS files**
- **Multiple style definitions will cascade into one**



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Taken directly from  
[http://www.w3schools.com/css/css\\_intro.asp](http://www.w3schools.com/css/css_intro.asp)



# Why use CSS?

- **Simplifies formatting across an entire web site**
- **Use of style sheet files reduces the size of web pages within the site**
  - Note that styles can be embedded within pages, which counters this benefit of using CSS
- **Positioning capabilities of CSS allow the site designer to make pages more effective for search engine optimization**



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# **“Top Ten” ToDo’s for Site Development**

- **Identify your target market clearly**
- **Find the keywords that pertain to that specific market**
- **Design your site around selected keyword concepts that pertain to segments of your market**
- **Provide content of value to your readers**
- **Continually improve your site**
- **Place your site in a “good neighborhood” with appropriate links**



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# **“Top Ten” ToDo’s for Site Development**

- **Use internal links to emphasize important pages**
- **Use anchor text to add significance to your pages**
- **Study your statistics to see what is working and what is not**



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# 3 Kinds of People in the World

- Those who can count
- Those who can't



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# **“Top Ten” ToDon’ts for Site Development**

- **Flash pages**
- **Frame pages**
- **Link farms**
- **Hidden text**
- **Heavy graphics (load time!)**
- **Doorway pages**
- **“Auto created” pages**
- **Off topic or redundant content**



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# **“Top Ten” ToDon’ts for Site Development**

- **Cloaking**
- **“Popups” and “popunders”**
- **Broken links**



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# Searcher Behavior?

- **Budget Ranges**
- **How far in advance of your purchase would you use a search engine?**
- **How far in advance of purchase date?**
- **How far in advance of purchase date**
- **Types of Links Chosen**



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"The Role of Search in Business to Business Buying Decisions", A Summary of Research  
Conducted October 27, 2004, Enquiro Search Solutions, [www.enquiro.com](http://www.enquiro.com)

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# Conclusions

- **Search is most likely to be used during the early or mid research phase of the buying cycle.**
- **Search engines will likely be used in conjunction with other sites primarily manufacturer's sites. Budget for the purchase is a factor in the likelihood of this occurring.**
- **Google is overwhelming the search engine of choice in these cases**
- **Research (and search engine usage) generally happens at least a month or two in advance of the actual purchase decision.**
- **Budget plays a part in this as well, with the gap between research and purchase decisions increasing with the amount of the budget**



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"The Role of Search in Business to Business Buying Decisions", A Summary of Research Conducted October 27, 2004, Enquiro Search Solutions, [www.enquiro.com](http://www.enquiro.com)



# Conclusions

- **Effective balancing of organic and sponsored strategies is essential Organic draws anywhere from 70 to 80% of the click throughs. This varies by engine.**
- **Position whether on the organic or sponsored side, is also essential Over 60% of the click throughs happen on the first 3 listings.**
- **There seems to be a significant advantage to be in the top sponsored location if available.**
- **The way the users eye moves across the search engine page is a strong determinant in which listing will be eventually chosen.**
- **Over 60% of all users make their decisions about which listing they will click on in a few seconds, after a quick scan of the page. This reinforces the importance of position.**



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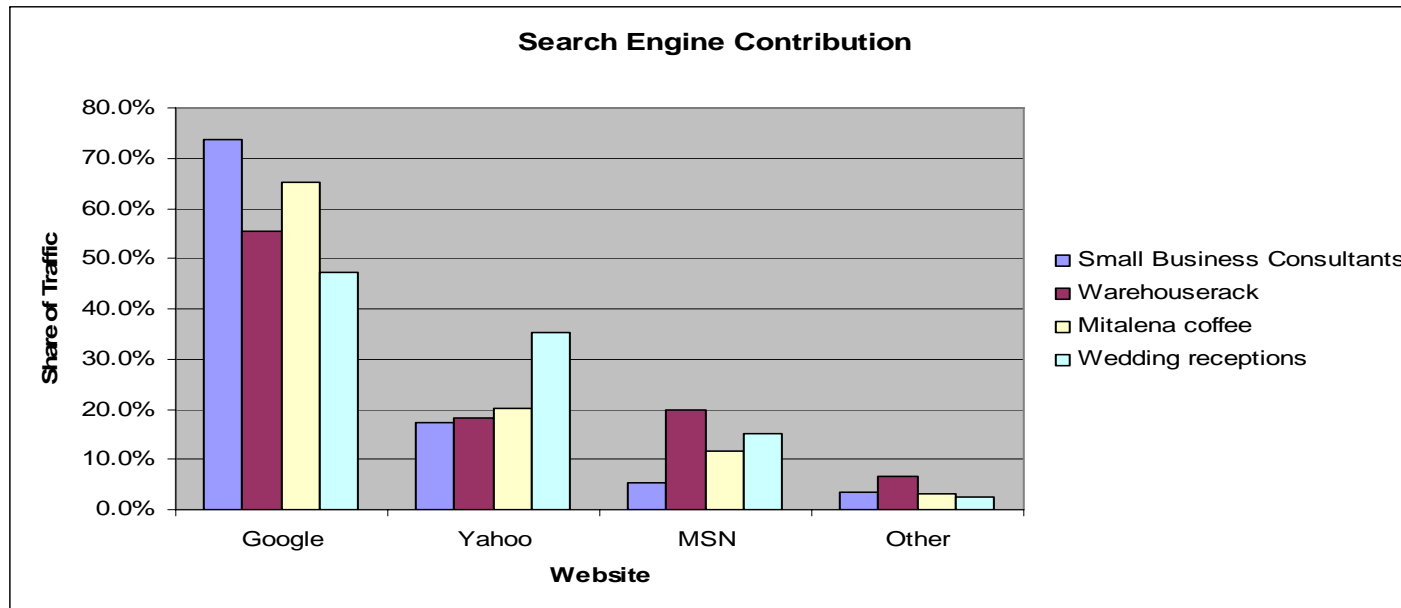
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"The Role of Search in Business to Business Buying Decisions", A Summary of Research Conducted October 27, 2004, Enquiro Search Solutions, [www.enquiro.com](http://www.enquiro.com)



# Comparative Traffic



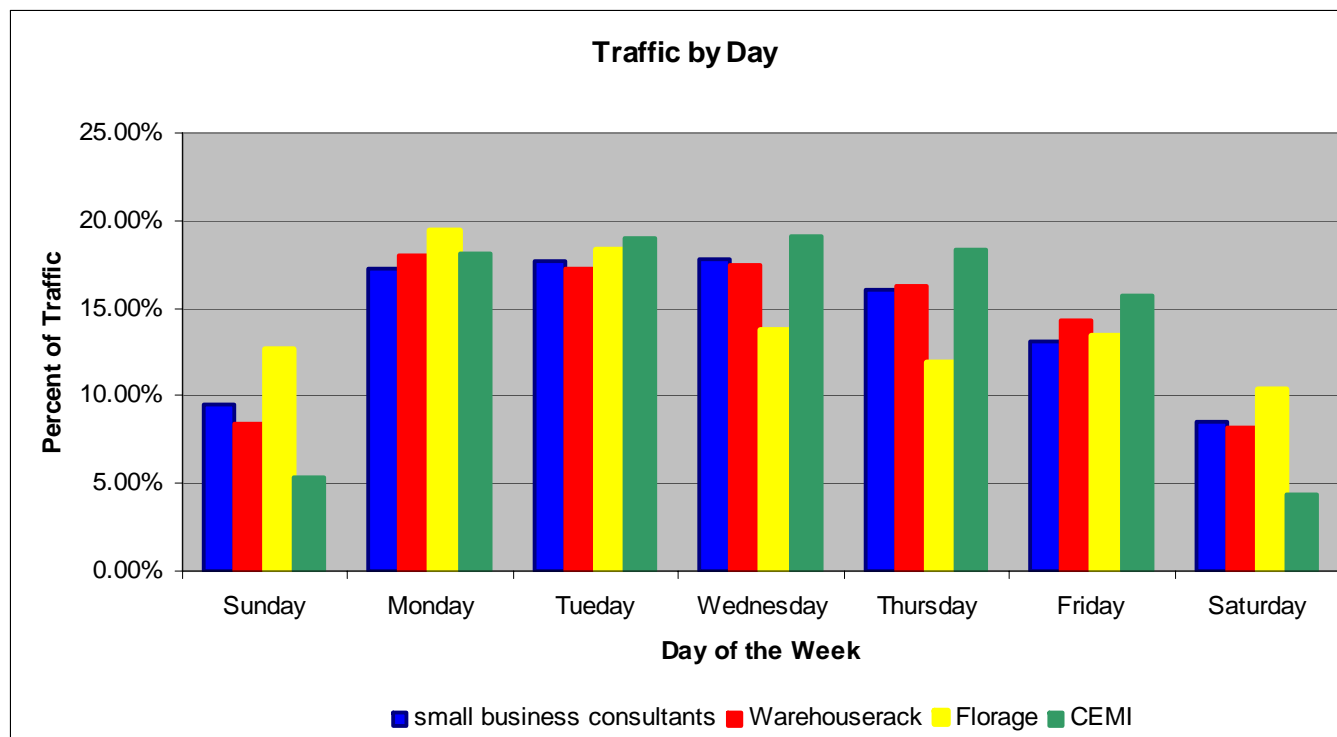
Summary results from 2005 statistics for various sites.



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# When is the Traffic?

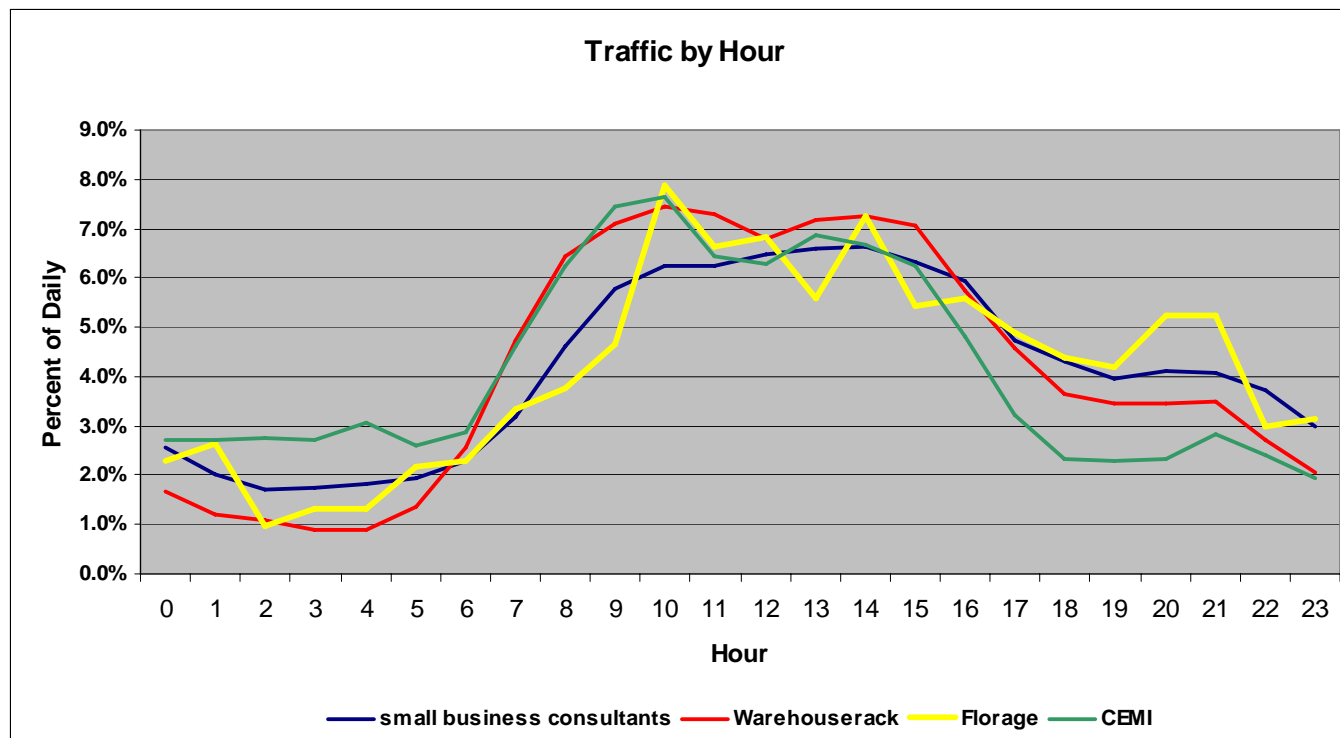


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Summary results from 2005 statistics for various sites.

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# When is the Traffic?



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Summary results from 2005 statistics for various sites.

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## SERP Presentation

# Google

[small business consulting, management consultant, internet ...](#)

web site design & promotion, internet marketing, project management, software selection, custom employee training & many more critical topics related to ...

[www.small-business-consultants.net/](http://www.small-business-consultants.net/) - 26k - [Cached](#) - [Similar pages](#)

[Small business internet marketing consultant](#)

Internet marketing **consultant** for **small business**, improve your results from your

web site, get more qualified leads.

[www.small-business-consultants.net/site\\_map.htm](http://www.small-business-consultants.net/site_map.htm) - 55k - [Cached](#) -

[Similar pages](#)

[ [More results from www.small-business-consultants.net](http://www.small-business-consultants.net) ]



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## SERP Presentation Yahoo

### [Small Business Consultants](#)

helps **business** owners understand computer technology and Internet marketing alternatives, and improve their **business** performance and profitability.

Category: [Texas > Houston > Computer Consulting](#)

**www.small-business-consultants.net - 26k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)**



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## SERP Presentation MSN

[small business consulting, management consultant, internet marketing ...](#)

... resource ] [ internet marketing, web site promotion ] [ home office computer support ] **Small Business Consultants** 5602 Dumfries Drive, Houston, Texas 77096-3920 713.721.2109 Fax: 713.723.1892 Subscribe ...

[www.small-business-consultants.net](http://www.small-business-consultants.net)

[Cached page](#)

[small business resource](#)

... web site promotion ] [ computer services ] [ home office computer support ] **Small Business Consultants** 5602 Dumfries Drive, Houston, Texas 77096-3920 713.721.2109 Fax ...

[www.small-business-consultants.net/small\\_business\\_resource/small\\_business\\_resource.htm](http://www.small-business-consultants.net/small_business_resource/small_business_resource.htm)

[Cached page](#)

[Show more results from "www.small-business-consultants.net".](#)



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## SERP Presentation AllTheWeb

[small business consulting, management consultant, internet marketing-promotion-development, houston Texas TX](#)

... **Small Business Consultants.** in Houston Texas USA ... **business** experience and a personal entrepreneurial perspective, **Small Business Consultants** can be your competitive edge ...

[more hits from:](http://www.small-business-consultants.net/) <http://www.small-business-consultants.net/> - 26 KB



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## SERP Presentation Teoma

[small business consulting, management consultant, internet](#) **Small Business Consultants** in Houston Texas USA • **small business** resource.  
• internet marketing, web site promotion. •  
[www.small-business-consultants.net/](http://www.small-business-consultants.net/) | [Cached](#)  
[\[Related Pages\]](#)



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## SERP Presentation

# AskJeeves

[small business consulting, management consultant, internet...](#)

**Small Business Consultants** in Houston Texas USA • **small business** resource. • internet marketing, web site promotion. • [www.small-business-consultants.net/](http://www.small-business-consultants.net/) | [Cached](#) | Save



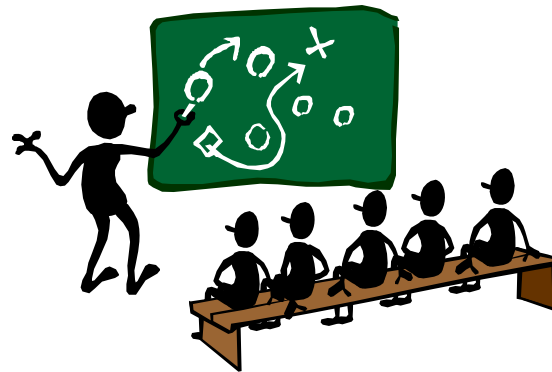
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# END OF PRESENTATION



- Time for your questions?



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# End of Presentation

**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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