

# SEO SURVIVAL GUIDE

GET THE INFORMATION YOU NEED TO MAKE SMARTER SEARCH ENGINE OPTIMIZATION AND MARKETING DECISIONS

PROVIDED BY ONEUPWEB®

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VOTED BEST  
SEARCH ENGINE MARKETING FIRM



“Oneupweb raised our Search Engine Visibility by 3,000%”  
—*LasikPlus*

“Oneupweb went an extra step and took the time to understand our complex business in order to make relevant suggestions for exceeding our goals.”  
—*Cancer Treatment Centers of America*

“As a direct result of Oneupweb’s efforts, we have doubled our leads.”  
—*Maritz*

“Oneupweb is very helpful in clarifying the value of search engine optimization. I recommend them to everyone!”  
—*Ketchum PR*

## A:B Labs™

A Oneupweb service allowing marketers to test the usability and preference of ads, webpages and landing pages with their target audience.

## Actionable Analytics Consulting

Without insight, data may as well be hieroglyphics. Oneupweb helps you decipher the data, providing you with actionable conclusions. Our proprietary technology, ROI trax®, was developed specifically for search marketers. To compliment our robust technology, we'll connect you with a search analyst who will help you make the right decisions at the right time.

## Analytics

Used in search marketing to refer to technology that helps analyze the performance of a website or online marketing campaign. Analytics often review website user behavior, site usability and search marketing campaign success.

## Algorithm

A set of mathematical equations or rules that a search engine uses to rank the content contained within its index in response to a particular query.

## Algorithmic Results

Listings that search engines do not sell (unlike paid listings). Sites appear solely because a search engine has deemed it editorially important or relevant. Paid inclusion content is also often considered "organic" even though it is paid for. This is because that content usually appears intermixed with unpaid organic results.

## Backlinks

All the links pointing at a particular webpage. Also called inbound links.

## Banned

Search engines remove websites from their indexes specifically because the search engine has deemed them to be spamming or violating some type of guidelines.

## Banner Ad

A banner ad is usually a rectangular advertisement placed on a website; clicking on the ad links back to the advertiser's own website or a relevant landing page.

## Benchmark Report

A report used to mark where a website falls on search engine's results page for a list of key words. Subsequent search engine position reports are compared to that.

## Click Fraud

Click fraud is the deceitful practice of posing as pay-per-click (PPC) traffic for the purpose of costing advertisers' money or generating revenue by those affiliates serving the ads.

## Click-Through

The process of activating a link usually on an online advertisement, connecting to the advertiser's website or landing page. Called a click-through because of the sound the mouse makes.

## Click Through Rate (CTR)

The percentage of those clicking on a link out of the total number who see the link. If 20 people do a web search and 10 of the 20 people all choose one particular link, that link then has a 50 percent click through rate. Also called CTR.

## Cloaking

Cloaking sends search engine spiders to alternative pages that are not seen by the end user or gets a search engine to record content for a URL that is different than what a person sees. Some SEO companies implement this practice as a way to obtain positions, but search engines consider cloaking to be a deceptive or spamming technique. Spamming is a serious offense in the eyes of the search engines and will likely result in the permanent banning of the site.

## Contextual Link Inventory

Advertising networks have expanded their network distribution to include "contextual inventory". Contextual or content inventory is generated when listings are displayed on pages of websites (usually not search engines), where the written content on the page indicates to the ad-server that the page is a good match to specific keywords and phrases. Often this matching method is validated by measuring the number of times a viewer clicks on the displayed ad.

## Conversion Analytics

Conversion analytics is an analysis of all natural and paid search engine traffic. Analysis includes keywords used in each search, specific landing page paths and the resulting conversions, etc.

## Conversion Rate

The percentage of visitors to a website who take action considered to "convert" them from a visitor to a prospect or customer. Conversions are most often sales or requests for more information. If a website has 50 visitors and 10 of them convert, then the site has a 20 percent conversion rate.

## Conversion Reporting

Conversion reporting tracks conversions and lead generation from search engine queries and will tell you the originating engine, keywords, specific landing pages entered and the related conversions for each.

## Cost Per Acquisition (CPA)

Online advertising ROI model in which return is based solely on qualifying actions such as sales or registrations as measured against the marketing costs associated with that sale or registration.

## Cost Per Click (CPC)

Method where an advertiser pays an agreed amount for each click someone makes on a link leading to their website. Also known as CPC.

## Cost Per Thousand (CPM)

System where an advertiser pays an agreed amount for the number of times their ad is seen by a consumer, regardless of the consumer's subsequent action. Heavily used in both traditional advertising and online banner ad sales. CPM stands for "cost per mille;" mille is Latin for thousand and abbreviated using the Roman numeral M.

## Cost Per Click (CPC)

Search engines charge advertisers when users click on a "sponsored link" or pay-per-click ad. Per click prices range from 10¢ to \$10 and up depending on the popularity of the keyword triggering the ads.

## Crawler

Component of search engine that gather listings by automatically "crawling" the web. A search engine's crawler (also called a spider or robot), follows links to webpages. It makes copies of the webpages found and stores these in the search engine's index.

## Delisting

When pages are removed from a search engine's index. This may happen because they have been banned or for other reasons, such as an accidental glitch on the search engine's part.

## Directories

A type of search engine where listings are gathered through human efforts rather than by automated crawling of the web. In directories, websites are often reviewed and summarized in about 25 words and placed in a particular category.

## Doorway Page

A webpage created expressly in hopes of ranking well for a term in a search engine's non-paid listings and which itself does not deliver much information to those viewing it. Instead, visitors will often see only some enticement on the doorway page leading them to other pages (i.e., "Click Here To Enter"), or they may be automatically propelled quickly past the doorway page. With cloaking, they may never see the doorway page at all. Several search engines have guidelines against doorway pages, though they are more commonly allowed in paid inclusion programs. Also referred to as bridge pages, gateway pages and jump pages, among other names.

## eyeGroups™

Oneupweb delivers insight about the behavior of your prospects and customers that can be integrated into your online advertising—insights that are unique to your company, your target audience, your competitive environment and your goals. Using marketing research techniques like one-on-one interviews and focus groups, Oneupweb gathers insight on search behavior.

## Email Marketing

The promotion of products or services via email.

## Flash Optimization

The process in which Macromedia Flash movies—a staple of most corporate sites, supported by 98% of web surfers—are reworked to make content more spiderable by search engines. The focus of effective Flash optimization lies in optimizing not just the HTML code surrounding the Flash movie, but the Flash movie itself.

## Gateway Page

A webpage created expressly in hopes of ranking well for a term in a search engine's non-paid listings and does not deliver much information to those viewing it. See Doorway Page.

## Geographical Targeting

Geographical targeting focuses marketing efforts. Often, marketing analytics will provide insight on where companies should focus. Local search marketing is a tactic used for geo targeting.

## Geographic Segmentation

The ability to determine what geographical area your web traffic is originating from.

## Graphical Search Inventory

Banners and other advertising units which can be synchronized to search keywords. Includes pop-ups, browser toolbars and rich media.

## Hidden Text

Hidden text provides a way for pages to be filled with enormous amounts of keyword text. One method is to make the text and background the same color, so that readers don't see the text. This easily detectable spamming technique can cause penalties or even banning.

## Hit

Request from a web server for a graphic or other element displayed on a webpage. Every time a user calls a page, there are dozens of hits recorded.

## Index

The collection of information a search engine has that searchers can query against. With crawler-based search engines, the index is typically copies of all the webpages they have found from crawling the web. With human-powered directories, the index contains the summaries of all websites that have been categorized.

## Inbound Links

All the links pointing at a particular webpage.

## Indexed Pages

Search engines scan their database for webpages related to keywords and once it finds that URL, lists creating an indexed page that identifies the URL, it stores that page in its index. Websites strive to be indexed so that they appear in the search engine results listings.

## Impression

A single impression of an online advertisement being displayed. When a visitor has the opportunity to see a banner ad or a webpage that "opportunity" is a single impression. The slang of this is "pairs of eyeballs".

## Internet Marketing

Internet marketing means different things to different people. Internet marketing is a conduit that enables customers to interact with your business from any computer connected to the web. In terms of search engine optimization, internet marketing involves any and all steps taken to increase the rankings and positions of your site for returned queries. The reach of internet marketing, (also known as site promotion, website promotion and search engine marketing) provides ample opportunities for companies to increase their market share.

## Internet Marketing Consultant

An internet marketing consultant is an individual who assesses a site and using their knowledge of the search engines develops a plan of action to help optimize the site. An internet marketing consultant may also be referred to as an SEO professional or SEO specialist.

## Internet Promotion

Internet promotion relates to any steps taken by a company or individual to promote their site on the internet. Internet promotion, as it relates to search engine optimization, consists of any and all measures taken to help increase the rankings of a particular site. Internet promotion techniques will vary depending on the SEO firm you choose. Search engine optimization services, website promotion and website marketing are a few of the other names for internet promotion.

## Keyword

The word (or words) a searcher enters into a search engine's search box. Also used to refer to the terms a search engine marketer hopes a particular page will be found for. Also called search term, query terms or query.

## Keyword Marketing

Keyword marketing is simply finding a way to put your message in front of the people who are searching on the internet using particular keywords. Keyword marketing is an important element of search engine optimization.

## Keyword Submission

Keyword submission is most notably associated with pay-per-click search engine optimization services. Keyword submission provides immediate short-term results. With a pay-per-click agreement, the advertiser will only pay for qualifying clicks to the site based on a per-click rate. Keyword submission does not require any changes to be made to an existing site.

## Landing Page

The specific webpage that a visitor reaches after clicking a search engine listing, pay-per-click ad or banner ad. Marketers attempt to improve conversion rates by testing various landing page creative, which encompasses the entire user experience including navigation, layout, promotional offer and copy.

## Link Popularity

A raw count of how "popular" a page is based on the number of backlinks it has. It does not factor in link context or link quality, which are also important elements in how search engines make use of links to impact rankings.

## Link Text

The text that is contained within a link.

## Listings

The information that appears on a search engine's results page in response to a search.

## Marketing Analytics

The use of online information to evaluate and improve marketing strategies and tactics, using technology that tracks and organizes visitor activity on the internet including: unique visitors; sales generated by a unique visitor or keyword; conversions; conversion rate and click fraud, trademark, search engine positions, etc. Very often the technology will organize the data into charts and graphs covering a period of time.

## Meta Description Tag

Allows page authors to say how they would like their pages described when listed by search engines. Not all search engines use the tag.

## Meta Keywords Tag

Allows page authors to add text to a page to help with the search engine ranking process. Not all search engines use the tag.

## Meta Robots Tag

Allows page authors to keep their webpages from being indexed by search engines, especially helpful for those who cannot create "robots.txt" files.

## Meta Search Engine

A search engine that gets listings from two or more other search engines, rather than through its own efforts.

## Meta Tags

Information placed in a webpage not intended for users to see but instead which typically passes information to search engine crawlers, browser software and some other applications.

## Natural Optimization / Listings

Another way to say organic listings. Search engines do not sell these listings. The listings appear because a search engine has deemed it editorially important for them to be included.

## Natural Search Engine Optimization

Your site will achieve optimum visibility in natural search engine results; the very place where more than 80 percent of your potential customers will look. At Oneupweb, you'll have a personable, experienced team of disciplined veterans dedicated to your project. From professional copywriting, technical analysis, keyword targeting and day-to-day support, our team becomes an extension of your own.

## Optimization Services

Optimization services consist of any services that a search engine optimization company offers designed to improve the positioning of a site with one or more of the search engines. Optimization services provide a platform from which potential clients may be introduced to a new site. Optimization services encompass a variety of services and techniques including site redesign, optimization of meta and alt tags and more. The term optimization services are also referred to as: Site Optimization, Internet Promotion and Search Engine Placement Service.

## Organic Listings

Listings that search engines do not sell (unlike paid listings). Instead, sites appear solely because a search engine has deemed it editorially important for them to be included, regardless of payment. Paid inclusion content is also often considered "organic" even though it is paid for. This is because that content usually appears intermixed with unpaid organic results.

## Outbound Links

Links on a particular webpage leading to other webpages, whether they are within the same website or other websites.

## Paid Inclusion

Advertising program where pages are guaranteed to be included in a search engine's index in exchange for payment, though no guarantee of positioning well is typically included.

## Paid Listings

Listings that search engines sell to advertisers, usually through paid placement or paid inclusion. In contrast, organic listings are not sold.

## Paid Placement

Advertising program where listings are guaranteed to appear in response to particular search terms, with higher ranking typically obtained by paying more than other advertisers. Paid placement listings can be purchased from a portal or a search network. Search networks are often set up in an auction environment where keywords and phrases are associated with a cost-per-click (CPC) fee. Overture and Google are the largest networks, but MSN and other portals sometimes sell paid placement listings directly as well. Portal sponsorships are also a type of paid placement.

## Pay For Performance

Term popularized by some search engines as a synonym for pay-per-click, stressing to advertisers that they are only paying for ads that "perform" in terms of delivering traffic, as opposed to CPM-based ads, where ads cost money, even if they don't generate a click.

## Pay Per Click (PPC)

Pay-per-click ads are text ads in the search engines that appear in colored boxes or set off from natural results, often referred to as sponsored links. The pay-per-click system works on the premise of paying for a fixed position through bidding system within the engine. The cost of maintaining this fixed position can range from mere pennies per click to well over \$10.00 depending on the amount of competition. When a user clicks on the link, the search engine charges the advertiser. The more competitive the market and keywords, the more you will pay to have that user visit your site. Pay-per-click campaigns are typically short-term solutions.

## Pay Per Click Advertising Management

Success in paid search marketing requires high-touch and high-tech service. Oneupweb provides continuous dedication from a team that understands your unique business objectives. From keyword analysis, strategic planning, competitive evaluation, ad copywriting, budgeting, analytics, performance tracking and landing page development, you'll receive tangible results that translate into business delivering the highest return on investment (ROI) everyday.

## Position

How well a particular webpage or website is listed in a search engine results, positions 1-10 are the most visible. Visibility drops to negligible rates for positions below 30.

## Position Reporting

Reports tracking position movement based upon your initial benchmark position for each keyword along with daily changes and indexed URLs.

## PReach™

Oneupweb online PR marketing services that optimally promote new product launches, events and announcements through search channels. Have a crisis? Let PReach™ and our experts quiet the unwanted online buzz that may be detrimental to your company.

## Professional Search Engine Optimization

Professional search engine optimization is optimization that has been done by an individual or company in the search engine optimization field. The main goal of professional search engine optimization is to increase the traffic and placement of a site. Professional search engine optimization should be in accord with current search engine optimization techniques and work to help create better rankings through the implementation of these techniques.

## Promotional Domains

Promotional domains exist as alternative domains that are often times located on the SEO providers own server. These promotional domains are secondary domains, but are integrated with the main domain so the spiders visit them. Promotional domains are often built if the primary domain has had past problems with the engines, or does not wish to risk future problems. One of the major drawbacks relating to promotional domains is the fact that these promotional domains will not brand your primary domain, which is one of the main goals of good search engine optimization.

## Query

The words (or word) a searcher enters into a search engine's search box. Also used to refer to terms a marketer hopes a particular page will be found for. Also called keywords.

## Rank

How well a particular webpage or website is listed in a search engine results. For example, a webpage about pears may be listed in response to a query for “pears.” However, “rank” indicates where exactly it was listed—be it on the first page of results, the second page or perhaps the 200th page. Alternatively, it might also be said to be ranked first among all results, or 12th, or 111th. Overall, saying a page is “listed” only means that it can be found within a search engine in response to a query, not that it necessarily ranks well for that query. Also called position.

## Reciprocal Link

A link exchange between two sites.

## Registration

The act of submitting a URL for inclusion into a search engine's index.

## Reports Direct™

A Oneupweb service providing marketers with a daily snapshot of all your online activity through an RSS feed.

## Results Page

After a user enters a search query, the page that is displayed, is called the results page. Sometimes it may be called SERPs, for “search engine results page.”

## Robot

Component of search engine that gathers listings by automatically “crawling” the web. A search engine's crawler (also called a spider or robot), follows links to webpages. It makes copies of the webpages found and stores these in the search engine's index.

## Robots.txt

A file used to keep webpages from being indexed by search engines. The Robots Exclusion page provides official details.

## ROI

Stands for “Return On Investment” and refers to the percentage of profit or revenue generated from a specific activity. For example, one might measure the ROI of a paid campaign by adding up the total amount spent on the campaign (say \$200) versus the amount generated from it in revenue (say \$1,000). The ROI would then be 500 percent.

## ROI trax®

Oneupweb's proprietary ROI trax® technology was designed to help marketers measure performance of online marketing right down to which keywords bring in the most customers; landing-page effectiveness; position reporting; competitor monitoring; trademark protection, online and offline conversions and click-fraud monitoring. Oneupweb provides marketers the right tools to make smart decisions.

## RSS Feed

RSS is a format for syndicating news or other content. RSS stands for really simple syndication.

## Search Engine

Any service designed to allow users to search the web or a specialized database of information. Web search engines generally have paid listings and organic listings.

## Search Engine Marketing

The act of marketing a website via search engines, whether by improving rank in organic listings, purchasing paid listings or a combination of search-engine-related activities.

## Search Engine Optimization

The act of altering a website so that it does well in the organic, crawler-based listings of search engines. Also called SEO.

## Search Engine Marketing

Search engine marketing ventures are endeavors taken to help increase the rankings and visibility of a site. The scope of search engine marketing is vast in its applications and implementations. Also known as website marketing, internet marketing and website promotion; search engine marketing can help create a solid internet foundation on which a business can build.

## Search Marketing Analytics

Oneupweb's proprietary ROI trax® technology was designed to help marketers measure performance of online marketing right down to which keywords bring in the most customers; landing-page effectiveness; position reporting; competitor monitoring; trademark protection, online and offline conversions and click-fraud monitoring. Oneupweb provides marketers the right tools to make smart decisions.

## Search Engine Optimization

The process of choosing targeted and relevant keywords and keyword phrases related to a site and driving traffic to that site based upon those keywords and keyword phrases is known as search engine optimization. Search engine optimization involves making the pages of a site more easily accessible to search engines spiders and emphasizing the key topics relating to a specific site. Also SEO, search engine positioning and search engine promotion.

## Search Engine Optimization Company / Firm

A search engine optimization company is a company that provides services associated with search engine optimization. The main job of a search engine optimization company is to generate traffic and positions for their clients. These optimization services will vary in style, technique and delivery depending on the company.

## Search Engine Optimization Consultants

Search engine optimization consultants are individuals or companies who analyze the strengths and weaknesses of a site as it pertains to the various search engines; suggest possible solutions to help increase the positions of a particular site and help companies develop relevant content. Also SEO professionals or SEO specialists.

## Search Engine Optimization Software Systems

Search engine optimization software systems are reasonably priced software systems that allow marketers to easily generate site data including individual page URL's. Popular among entrepreneurs and small business managers, these systems also allow you to launch a custom submission schedule, automatically. Software systems can be a valuable tool when properly used, however, can actually cause more harm than good when used improperly.

## Search Engine Optimization Strategy

A search engine optimization strategy is an approach or methodology used to help increase the positions of a specific site. A search engine optimization strategy should be specific and individualized to a site depending on the needs of the site. Often referred to as site promotion or website optimization, a search engine optimization strategy provides a sturdy platform from which to start the optimization process.

## Search Engine Placement

Like search engine optimization and search engine positioning, search engine placement is a term that is used to describe the process used by SEO firms to obtain rankings for their clients. Search engine placement also refers to the position of a site within results of a search engine.

## Search Engine Placement Services

Search engine placement services are those methods implemented by SEO companies to help clients achieve rankings on one or more of the search engines. Search engine placement service is also referred to as internet promotion, search engine optimization services, website promotion and website marketing.

## Search Engine Positioning

Search engine positioning refers to the ordering process that search engines and directories use to deliver relevant results to queries. Search engine positioning is also known as search engine optimization, search engine promotion, and SEO optimization. Better positions are gained through either search engine optimization, pay-per-click or a number of other methods.

## Search Engine Promotion

Search engine promotion can be used to describe the different techniques that are often employed by SEO companies to help sites achieve high rankings. Search engine promotion provides a cost-effective manner for sites to reach potential clientele. Search engine promotion is often equated with search engine positioning, search engine placement and search engine optimization.

## Search Engine Ranking Report

A search engine ranking report is a documented report of the positions of your top keywords in the major search engines. This report will give you a way to track the progress of your search engine optimization campaign and provide you with valuable information about future steps. Most SEO companies will be able to provide you with some type of search engine ranking report, updated monthly, weekly or even daily depending on the firm.

## Search Engine Registration

Search engine registration is the process by which search engines and directories alike are informed that a new site or page needs to be indexed. Search engine registration is also known as search engine submission, website submission, URL submission and keyword submission.

## Search Terms

The words (or word) a searcher enters into a search engine's search box. Also used to refer to the terms a marketer hopes a particular page will be found for. Also called keywords, query terms or query.

## SEM

Acronym for search engine marketing and may also be used to refer to a person or company that does search engine marketing (i.e., "They're an SEM firm"). See Search Engine Marketing.

## SEMPO

Search Engine Marketing Professional Organization, a non-profit, formed to increase the awareness of and educate people on the value of search engine marketing.

## SEO

SEO is the abbreviation often used to describe search engine optimization. SEO is also often referred to as optimization. See Search Engine Optimization.

## SEO Companies/Firms

An abbreviation used to describe a search engine optimization company. Also referred to as SEO firms or search engine optimization firm.

## SEO Optimization

SEO optimization is often used to describe the work done by SEO companies. This work often consists of in-depth analysis of a site in addition to redesign and/or suggestions to improve the site. Many companies use SEO optimization as a way to help drive targeted traffic to their site. Search engine optimization, SEO and search engine placement are other phrases often substituted for SEO optimization.

## SEO Professionals

SEO professionals are those who work in the search engine optimization field. These individuals possess the knowledge and ability to carry out optimization techniques. SEO professionals are also sometimes referred to as an internet marketing consultant or an SEO specialist.

## SEO Services

SEO services is a term used to describe the many different outputs offered by SEO companies. SEO services are numerous and diverse in their techniques and effectiveness and can range from the very basic to the extremely in-depth and thorough. SEO services are also referred to as SEO optimization, site promotion, keyword marketing and website promotion services.

## SEO Specialists

An SEO specialist is someone with extensive knowledge and the ability to perform search engine optimization techniques, versed in the intricacies of the different engines and is able to adapt accordingly. Also an internet marketing consultant or SEO professional.

## SEO Strategies

SEO strategies or search engine optimization strategies are the techniques and plans used by SEO firms to gain higher positions in the search engines. Some of the techniques include optimizing HTML code, keyword research, writing relevant content and developing valuable links.

## SERPS

After a user enters a search query, the page that is displayed is called the results page or it may also be referred to as SERPs, for "search engine results page."

## Shopping Search

Shopping search engines allow shoppers to look for products and prices in a search environment. Premium placement can be purchased on some shopping search indices.

## Site Optimization

Site optimization services include the many different techniques used by search engine optimization companies to help clients achieve rankings on the different search engines. Site optimization is used as a way to introduce potential business to a site. Site optimization strategies vary from one SEO firm to the next and can include both accepted and unaccepted optimization strategies. Also optimization services, internet promotion and search engine placement service.

## Site Promotion

Site promotion includes all of the steps that a website takes to help increase traffic, name recognition and business. Site promotion includes, but is not limited to, search engine optimization, paid search services and online marketing. Also internet marketing and website optimization.

## Smart Search™ Services

As your search marketing partners, Oneupweb continually seeks to understand your customer's online behaviors by reaching beyond the obvious. Smart Search Services refers to specialized marketing services based upon sound practices developed from traditional media experience combined with years of online search engine marketing and serve to extend your brand and reach. These services include: eyeGroups, PReach and A:B Labs.

## Spam

Any search engine marketing method that a search engine deems to be detrimental to its efforts to deliver relevant, quality search results. Some search engines have written guidelines about what they consider to be spamming, but ultimately any activity a particular search engine deems harmful may be considered spam, whether or not there are published guidelines against it.

## Spider

Component of search engine that gather listings by automatically "spidering" the web. A search engine's spider (also called a crawler or robot), follows links to webpages. It makes copies of the webpages found and stores these in the search engine's index

## Submissions

Submissions are done when your SEO submits your site to a search engine in order to be included in the index. The submission process should be done carefully and by someone who is familiar with each search engine's current rules. Stay away from automated submissions—they cause more harm than good.

## Title Tags

The title tag is the most important overall component of search engine optimization. In addition to the fact that title tags are given great consideration by all the search engines, title tags are also important because they are usually the hyperlinked sentence that lead to the site from the search engine results pages (SERPs). In addition to being optimized, title tags must also be appealing so users will click on them.

## Trademark Infringement

There are three basic levels of trademark poaching: 1) An ad is purchased to trigger on another brand's trademark. There's no mention of the brand in the ad, but they are trying to take advantage of the marketing done by the brand. 2) The trademark is used in the text of someone else's ad. This is one of the only times that some PPC engines will step in on behalf of the brand as this does violate the terms of service (TOS). 3) A combination of both the previous tactics is used to try and create confusion amongst consumers leading them to believe that the competitor is actually the brand sought.

## Trademark Infringement Tool

A proprietary tool of ROI trax that hunts through search engine paid search results and seeks out instances of trademark infringement on a daily basis. When an infringement is found, a snapshot is taken and can be used as evidence to challenge the person or company responsible for the misuse of your brand. This tool enables corporations to quickly and easily identify and take action against brand abuse. It identifies lost revenue due to diversion of website traffic, similar domain names and copycat sites, and unauthorized linking relationships.

## Traffic

The load on a communications device or system. The amount of visits to a website.

## Unique Visitor

When tracking the amount of traffic on a website, it refers to a person who visits a website. Regardless of how many times a visitor returns to a site, a unique visitor is counted only once.

## Visitor Segmentation

The differentiating of users to a site perhaps by categories like age, sex etc.

## Web Analytics

A generic term used to describe analysis of the website traffic and performance. Technology that tracks and organizes visitor activity on the internet including unique traffic, gross traffic, page views, hits, online sales, conversions, conversion rate, click fraud detection, trademark infringement protection, search engine positions, etc. Very often the technology will organize the data into charts and graphs covering a period of time.

## Website Marketing

Website marketing encompasses everything that is done in the attempt to promote a site. As it pertains to search engine optimization, website marketing includes any measures taken to help increase the positioning and ranking of a site within search engines or directories. Also website optimization and internet marketing.

## Website Optimization

Website optimization services include the many different techniques used by search engine optimization companies to help clients achieve rankings on the different search engines. Website optimization is used as a way to introduce potential business to a site. The strategies used to implement website optimization will vary from one SEO firm to the next and can include both accepted and unaccepted optimization strategies.

## Website Promotion

Website promotion includes anything that is done to help promote a site. As it pertains to search engine optimization, website promotion includes any measures taken to help increase the positioning or ranking of a site within search engines or directories. Website promotion relating to search engine optimization has many facets including keyword marketing, keyword submission and site promotion among others.

## Website Promotion Services

Website promotion services are those services designed to help increase the visibility of a site through search engine optimization. Also search engine optimization strategy, search engine marketing or website optimization.

## Website Submission

Website submission is the act of supplying a search engine or directory with a URL in an attempt to make the search engine or directory aware of a site or page. Website submissions are a search engine optimization technique that can help guide search engines and directories to more quickly find and index important pages within a site.

## XML Feeds

eXtensible Markup Language. A form of paid inclusion where a search engine is "fed" information about pages via XML, rather than gathering that information through crawling actual pages. Marketers can pay to have their pages included in a spider based search index either annually per URL or on a CPC basis, based on an XML document representing each page on the client site. New media types are being introduced into paid inclusion, including graphics, video, audio, and rich media.

# Best Practices of Search Engine Optimization & Marketing Firms

Following are some of the best practices you should demand from anyone charged with managing your search engine optimization and marketing campaign.

## Is the company responsive?

From your initial inquiry to a request for proposal, do you have access to the president, accounting department and your project manager? Customer service is a vital component of any search engine marketing (SEM) campaign and initial glitches may set the stage for things to come.

## Are the techniques employed by the company considered best practices?

Ask about the techniques they use. Be sure that spamming techniques like mirrored sites, doorway pages and automated submissions are not part of your campaign.

## Do they develop and support their own technology?

A company that develops its own technology has the knowledge to adapt it to your needs and provide support during implementation and service. Those that don't may withhold services you need. Make sure the firm you choose has the tools necessary to make intelligent recommendations.

## Does the company view your relationship as a long-term campaign?

While you may see significant results quickly, effective optimization strategies involve continuous monitoring and management. Furthermore, if a company only talks about short-term position increases, they may not be using best practices.

## Does the company provide a list of references?

Require the companies you're interviewing to provide you with references that you can contact. There are no better endorsements than clients who are actually using them.

## Does the company provide timely, accurate position and ROI tracking reports?

Understanding the return on your investment is as important as the investment itself. Frequent reporting will make it easy for you to understand your campaign results. Ask for a demonstration of the different types of reports available.

## Who will own the work and where will it reside?

Always ask where the optimization work will be delivered. The only place that you want it is on your server. Companies using their own servers are not looking out for your best interests.

## Is search engine optimization and marketing the company's primary focus?

You'll want to be sure that you hire a company whose only business is SEO/SEM. Relying on a company who generalizes in a variety of services detracts from the services that you want most.

## Does the contract clearly explain the cost, duration, and cancellation options?

A complete proposal outlines the services provided and terms, as well as costs. Service varies from 6 months to a full year and beyond. Also, it's important to understand the cancellation options.

## Does the company offer "too good to be true" promises?

A reputable SEO/SEM company answers any questions you may have, offers professional materials including informative proposals, has an appealing website design of its own and provides downloadable service information. One thing that you should never hear are "too good to be true" promises or unrealistic deadlines. Another simple rule also applies—you get what you pay for. Firms that are good at what they do, cost more than questionable ones. Instead of blowing a smaller budget on mediocre services, you're better off delaying your project and hiring a leading firm when you can afford it.

## Does the company provide solutions for international promotion?

The internet is a global market. Top SEO/SEM providers help you reach that market, when required, by submitting your site to a vast array of international search engines.

## Does the firm offer services that will keep the optimization up-to-date?

Keeping your site's optimization up to date, relevant and continually submitted to the engines are vital components of maintenance programs. Most comprehensive proposals will explain these services, their costs and why they are important. Look for research, public relations and landing page design services.