

Annual Teleconference:  
**Top 10 Search Marketing  
Research Results**

Research drawn from  
Search Engine Benchmark Guide 2005 – 2006

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.

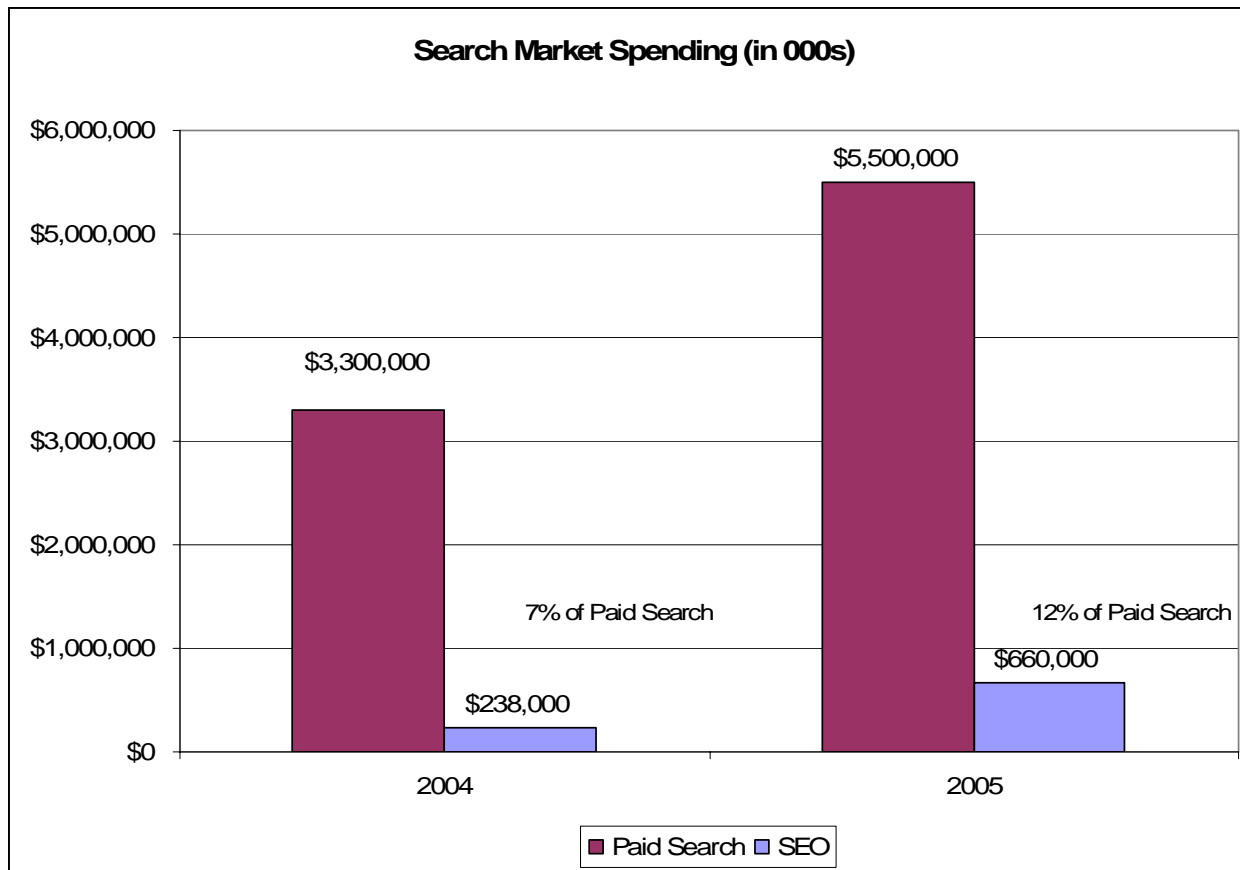
Research drawn from:



# #1 The U.S. Search Market

SEO spending grew by more than 277%.

Research drawn from:

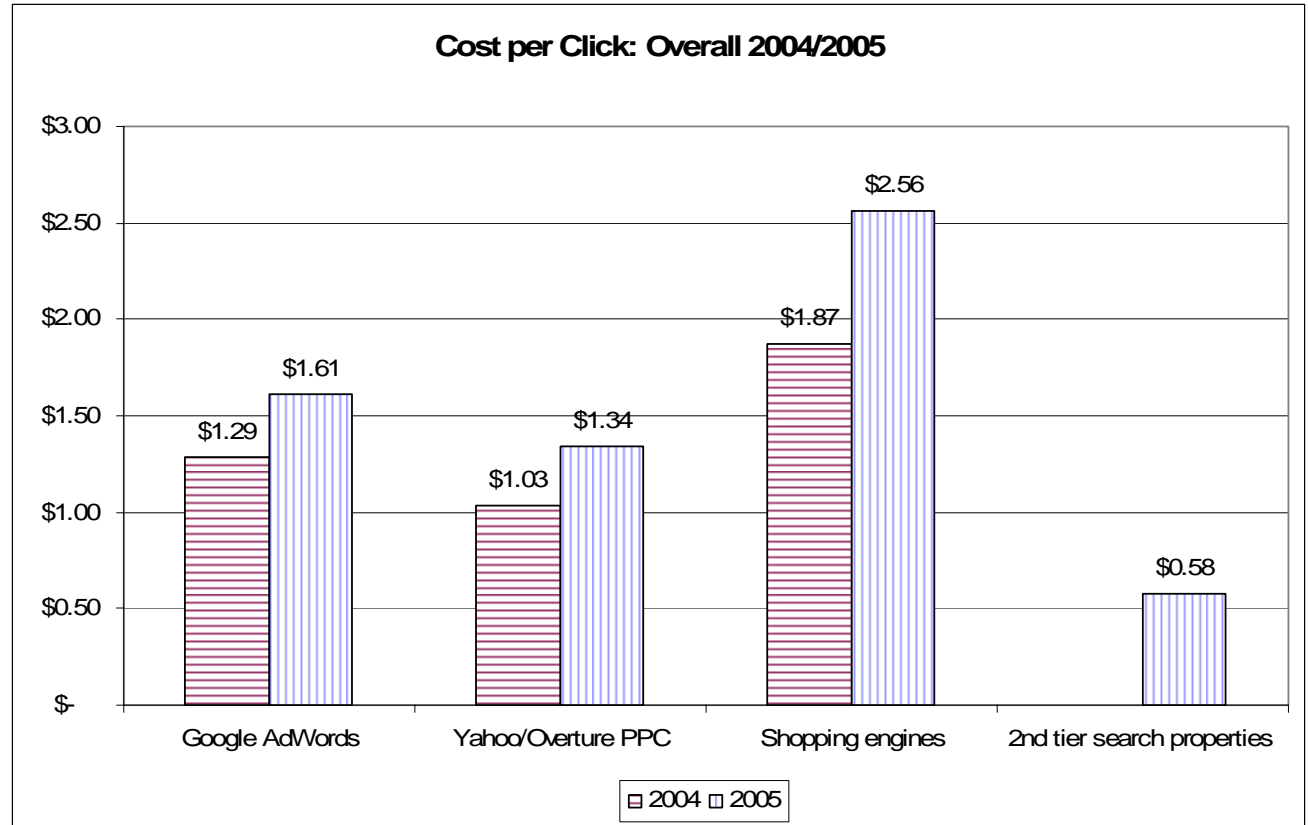


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005 & Merrill Lynch, Internet Advertising Report, June 2005

## #2 Cost per Click – 2004/2005

Growth in Shopping engine CPC outpaces growth in usage.

Research drawn from:

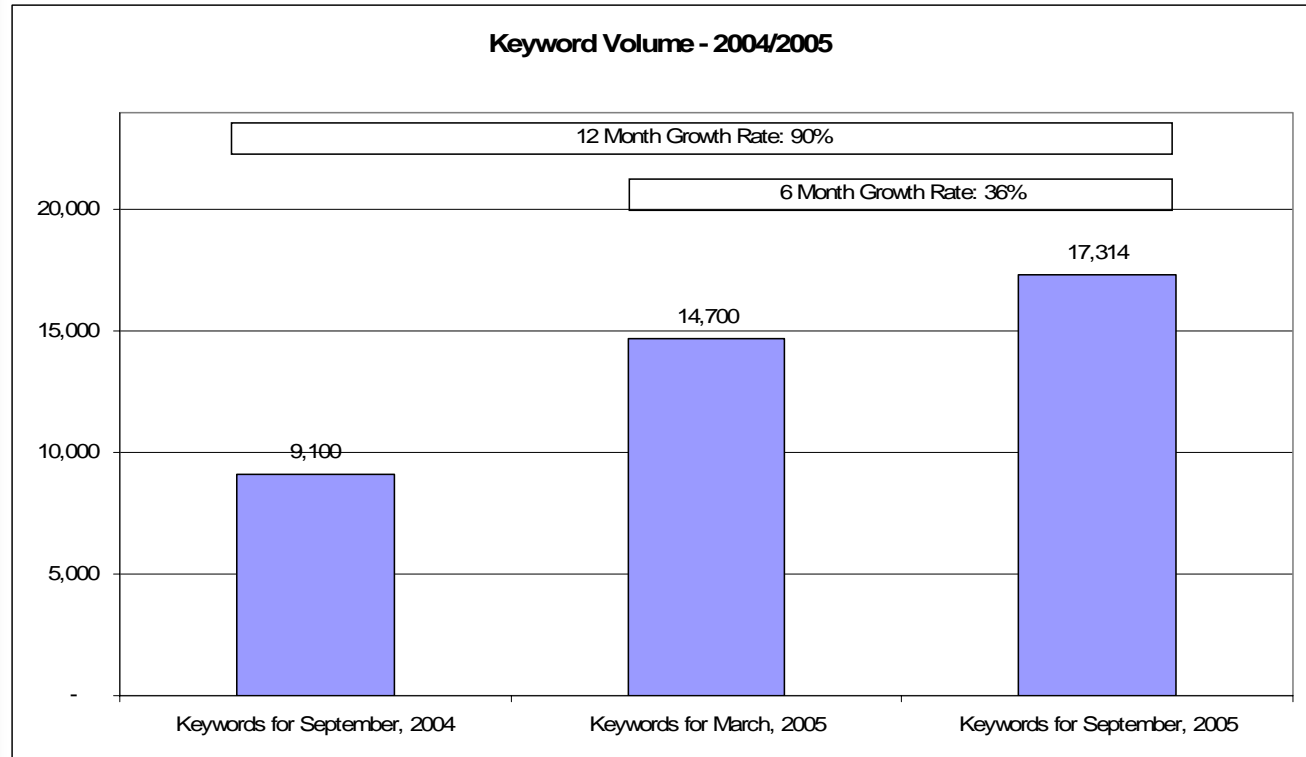


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005 and MarketingSherpa, Search Marketing Metrics Survey, June 2004

# #3 Keyword Buying – Growth 2004/2005

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

Research drawn from:

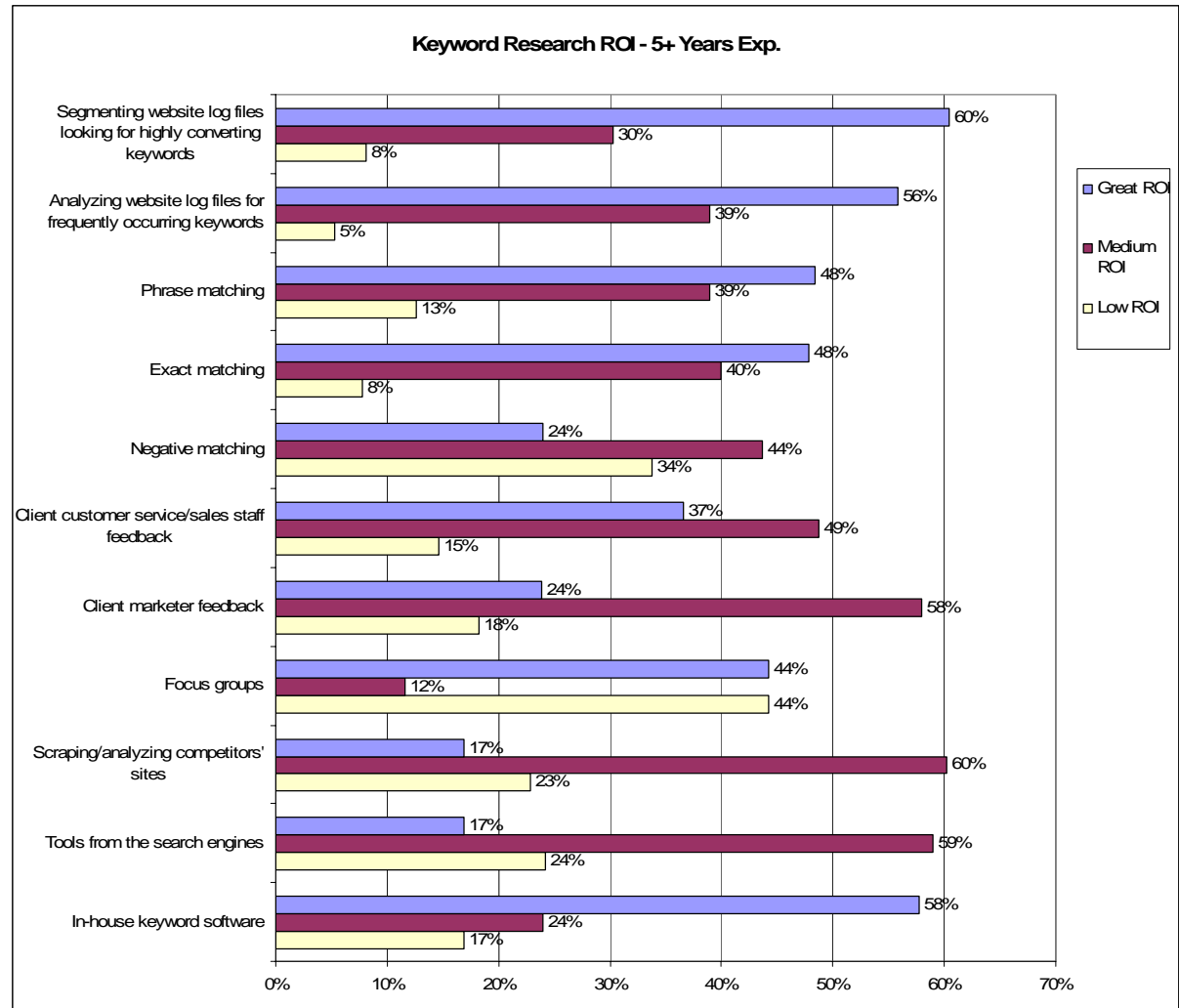


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005 and MarketingSherpa, Search Marketing Metrics Survey, June 2004

# #4 Keyword Research – Tactical ROI

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

Research drawn from:

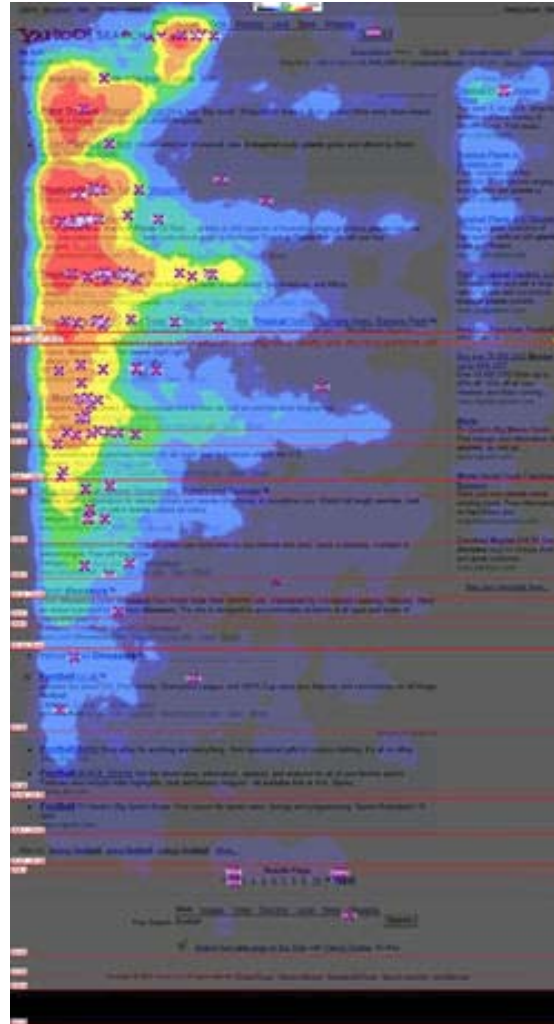


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005

# #5 Eyetracking - How we view search

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

Research drawn from:

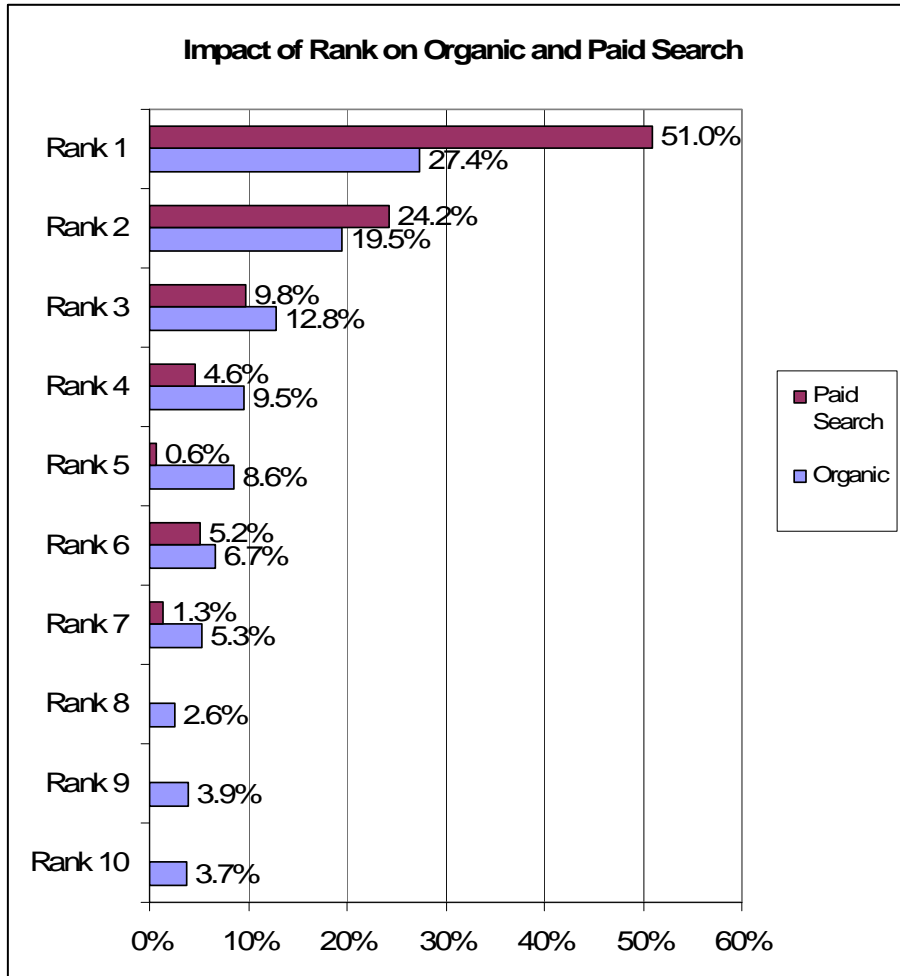


Source: MarketingSherpa & Eyetools Inc Lab Study August 2005

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

You knew rank was important - but especially so in paid ads.

Research drawn from:

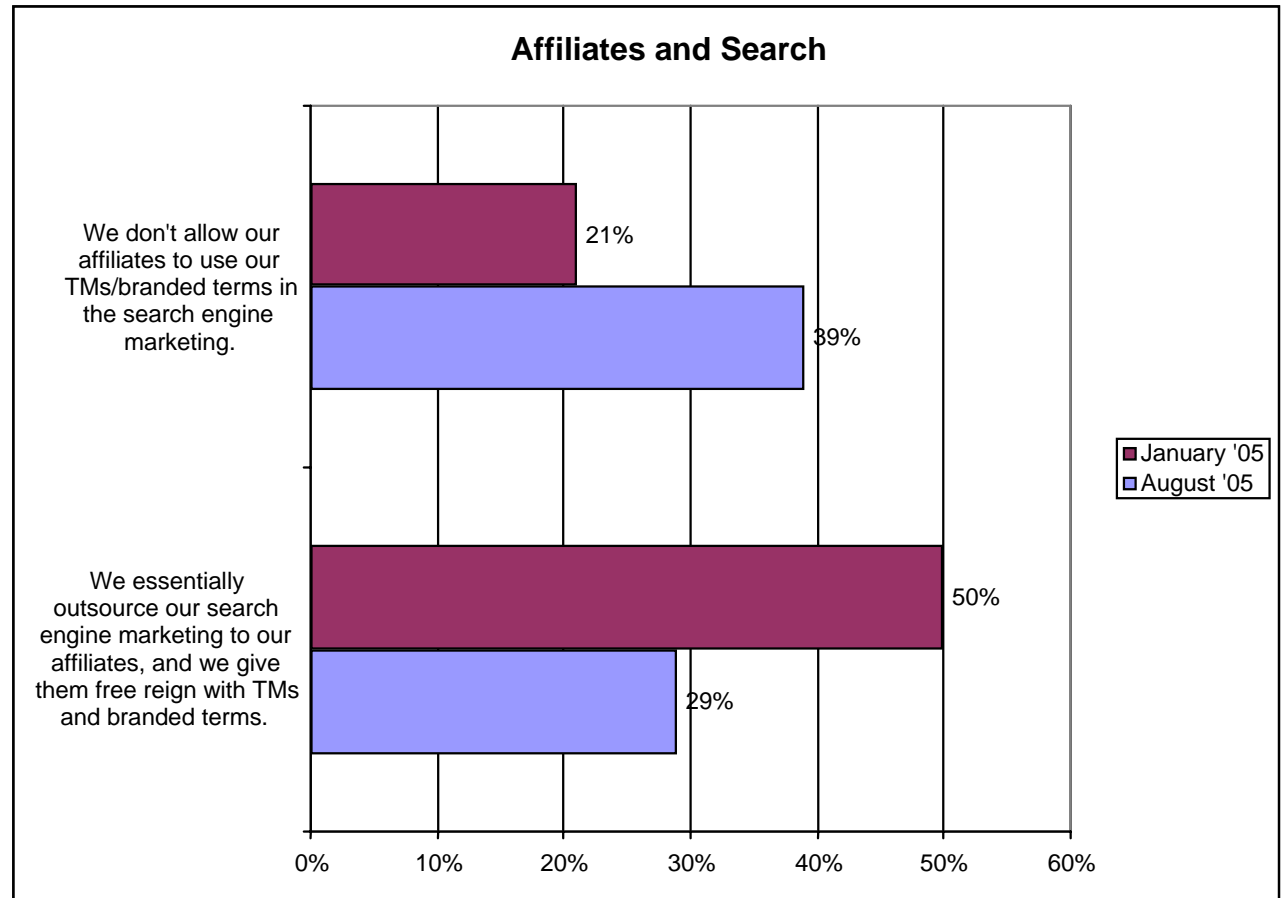


Source: Enquiro with MarketingSherpa, The Role of Search in B-to-B Buying Decisions, October 2004

# #7 Affiliates & Search - Trademarks, etc.

Views on how affiliates use TMs are changing fast.

Research drawn from:

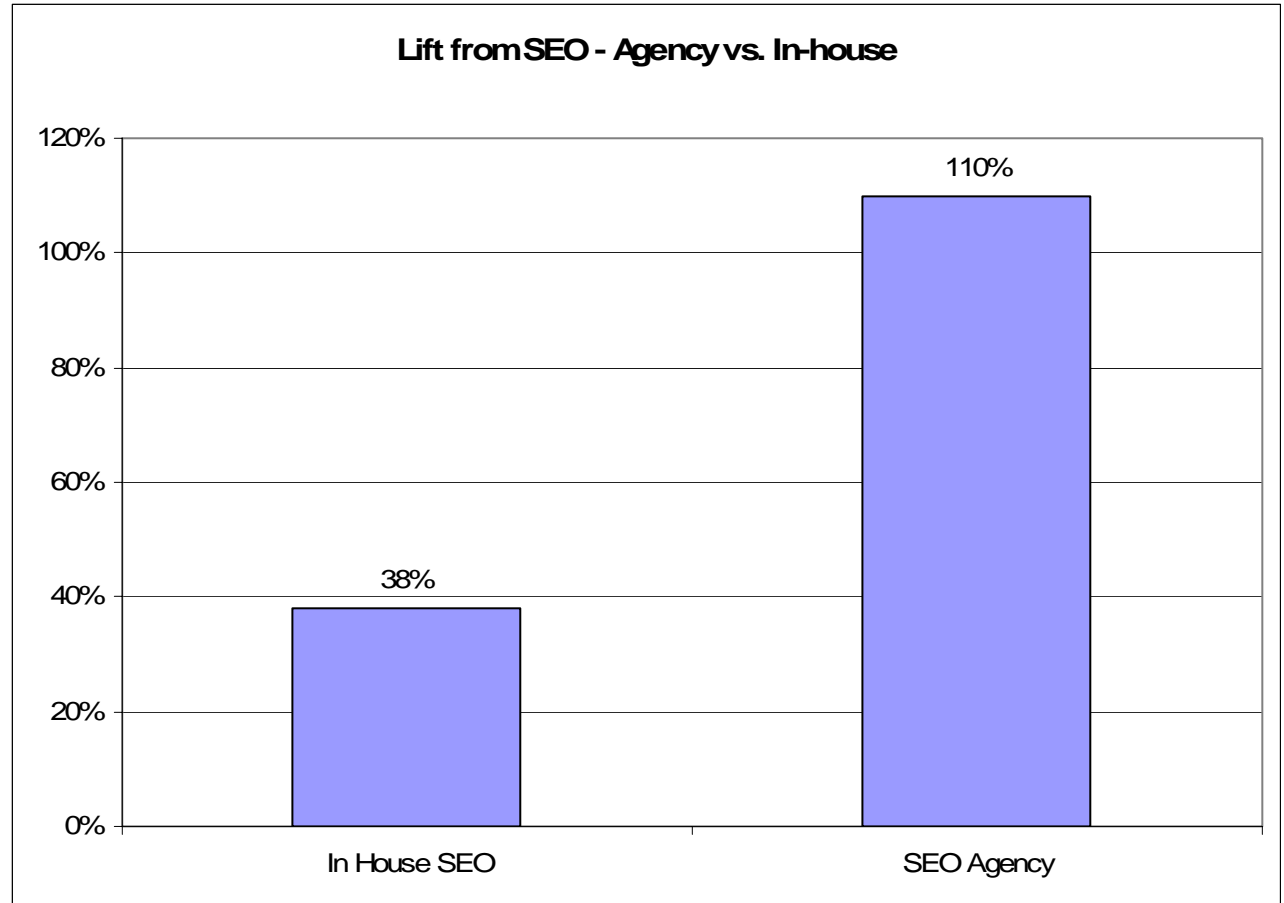


Source: MarketingSherpa Affiliate and Merchant Survey, August 2005

# #8 The Impact of SEO – Six Months On

34% of SEM marketers use an agency for SEO.

Research drawn from:

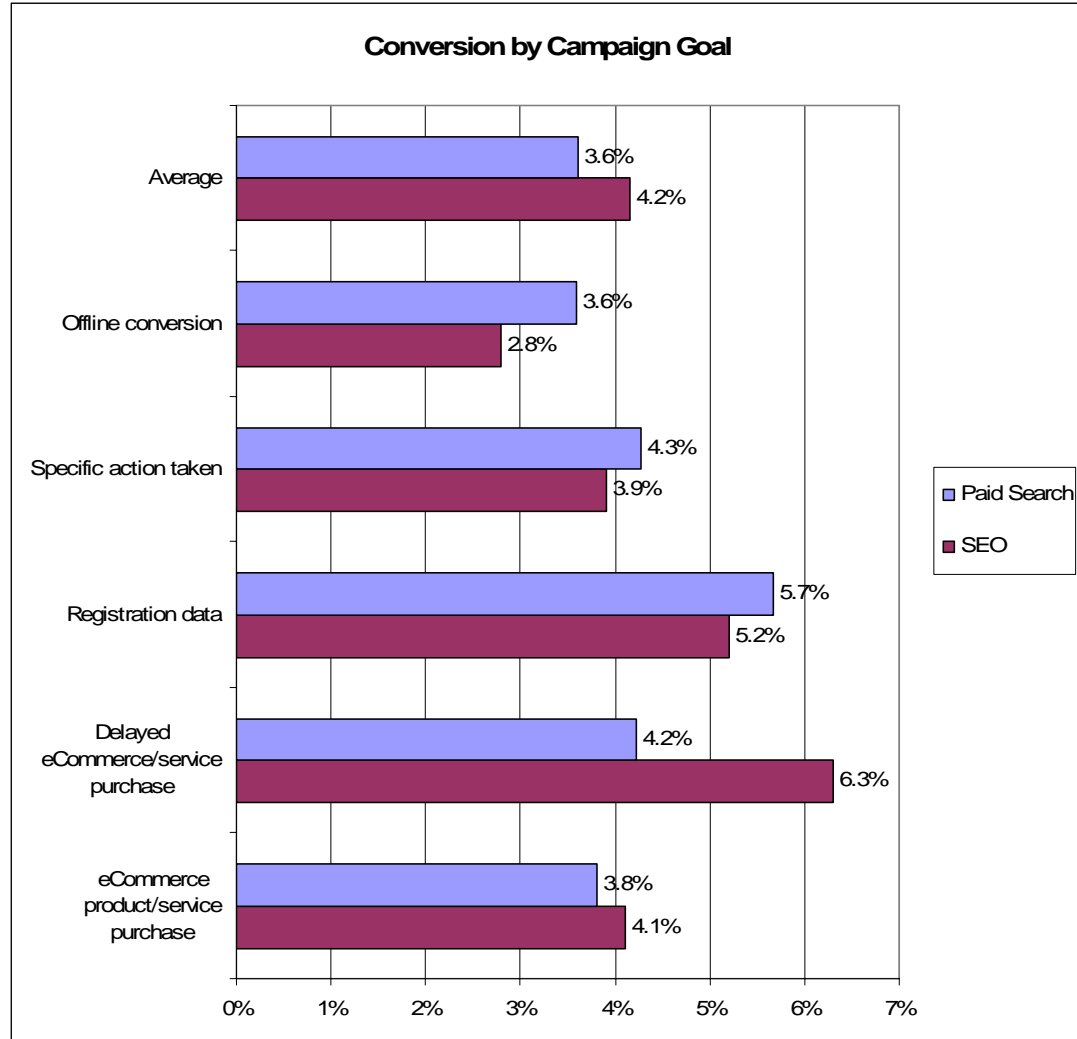


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005

# #9 PPC/SEO Conversion Rates

SEO is a huge driver of 'latent' conversions.

Research drawn from:

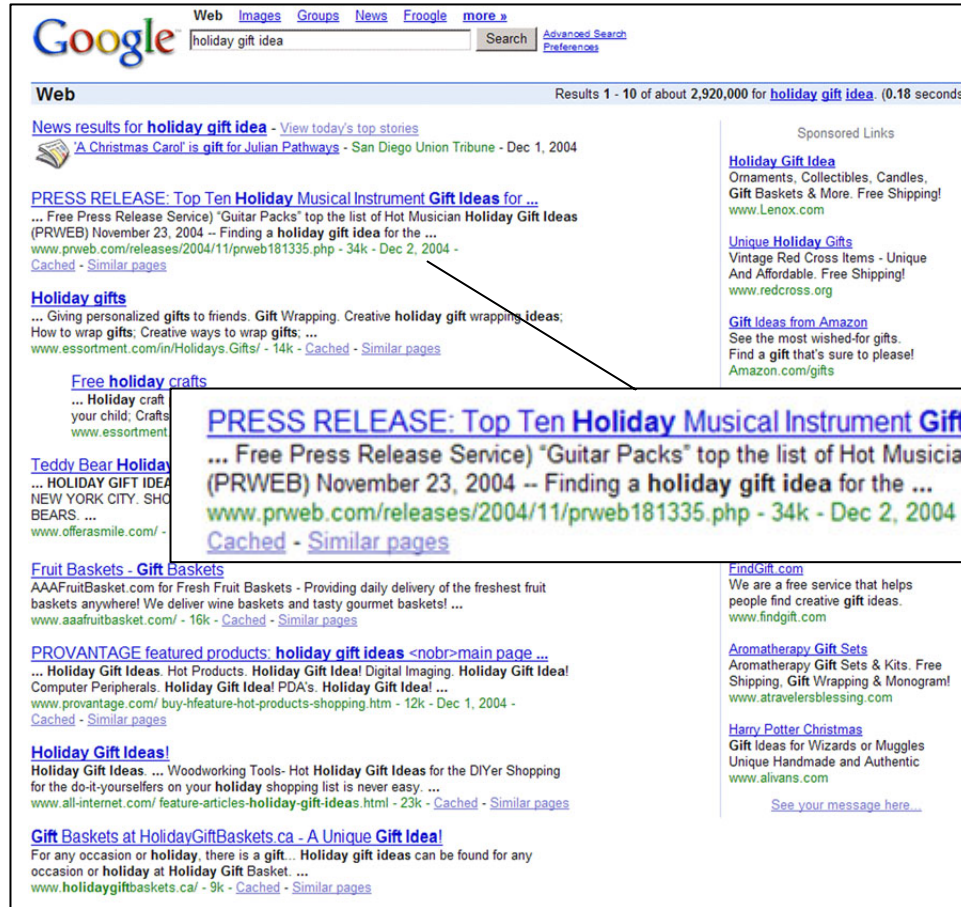


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005

# #10 SEO and Public Relations

Press releases  
are for  
customers, not  
journalists.


Research drawn from:

Google Web Images Groups News Froogle more »  
 Search [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 2,920,000 for **holiday gift idea**. (0.18 seconds)

**News results for holiday gift idea** - [View today's top stories](#)

 ['A Christmas Carol' is gift for Julian Pathways](#) - [San Diego Union Tribune](#) - Dec 1, 2004

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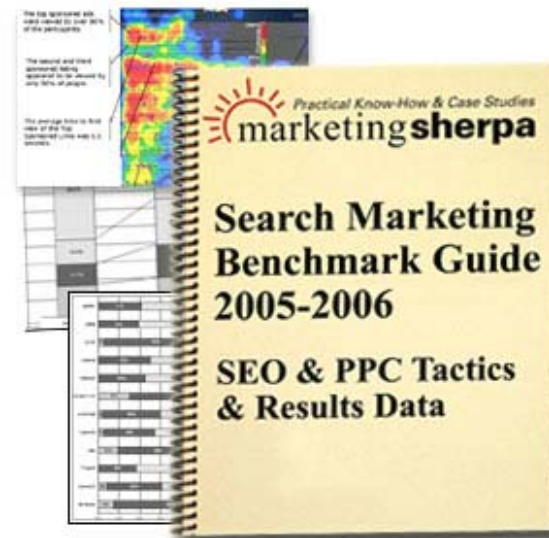
Source: Shawn Collins Consulting, December 2004

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Our research team  
welcomes feedback  
and/or questions.

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