



BLUE SKY
marketing

SEO or SEM?

That's the Wrong Question!

SEO is better because ...

- Expend resources “once”, benefit continues.
- Users find organic results more credible.
- In the long run, the cost per visitor is less.
- SEM spends can be prohibitively expensive.







SEO space is shrinking on SERP

The image shows a Google search for "wedding dresses". The search bar is at the top with the Google logo on the left and search icons on the right. Below the search bar are navigation tabs: All (selected), Shopping, Images, Maps, News, More, Settings, and Tools. The search results show "About 127,000,000 results (1.12 seconds)".

Organic Results:

- Etsy Wedding Dresses - Shop The Etsy Marketplace**
www.etsy.com/Weddings/Clothing
Create Your Dream Wedding! Find Unique Wedding Dresses Today.
Autumn Weddings
Find Everything You Need For Your Crisp Autumn Wedding On Etsy.
Gift Registry
Unique Gifts For The Next Chapter Of Your Life.
- David's Bridal® Official Site - Just-In Wedding Dresses - davidsbridal.com**
www.davidsbridal.com/
4.5 ★★★★★ rating for davidsbridal.com
Let Us Help You Find Your Dream Dress at Your Dream Price. Shop Our New Styles!
Petite Dresses · Ball Gowns · Win A Gown
Wedding Dress Quiz · White By Vera Wang · \$40 off \$175 or More · Make an Appointment
- Rent The Runway® - Wedding Dresses For Rent - renttherunway.com**
www.renttherunway.com/Wedding-Bride/Dresses
Rent The Perfect Designer Wedding Dress. Sign Up For 20% Off Your First Order.
Styles: Lace, Off-The-Shoulder, Maxi, Midi, High-Low Hemlines, Long Sleeves, Plus Size
Completely changed the way I think about shopping – Business Insider
New Fall Arrivals · RTR Reserve · RTR Update · 450+ Top Designers · RTR Unlimited

Sponsored Results (Shop for bridal gown... on Google):

 Trumpet Mermaid Scoop Neck ... \$194.19 JJsHouse.com Special offer	 Lace White by Vera Wang ... \$999.99 David's Bridal 21% price drop	 Tulle Melissa Sweet Linear ... \$1,158.00 David's Bridal ★★★★★ (6)
 Prelude 3/4 Sleeve Sequin ... \$119.99 JCPenney Free shipping	 Sheath Column Off-the-... \$176.79 JJsHouse.com Special offer	 Sheer Back Appliques Lace ... \$152.94 TBDress Special offer

Map: A map of Houston, Texas, showing the locations of several wedding dress retailers: Unbridaled, Renegade Custom Made: Bridal & Gala, Houston Arboretum & Nature Center, and Rice Military. Major roads like I-10 and I-270 are visible.

SEM is better because ...

- Instant Gratification!
- You know exactly what you are paying for
- Not subject to Google algorithm “tweaks”
- Scalable easily when you hit winning model
- You get “control” over how your brand name and other attributes are treated

SEM Continues Growth

- Google killed right column ads on February 22, 2016.
- And managed a 53% increase in paid clicks YoY.

The screenshot shows a Google search for "london hotel". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar are navigation tabs for "All", "Maps", "News", "Images", "Shopping", "More", and "Search tools". The main content area shows "About 511,000,000 results (0.70 seconds)".

Organic search results include:

- 1250 Hotels in London - Up to Half-Price on Hotels**
Ad www.booking.com/London-Hotels
Book your hotel in London online.
Read Real Guest Reviews · No Booking Fees · Secure Booking
World's Leading Online Travel Agency Website – World Travel Awards
Ratings: Selection 10/10 - Website 9/10 - Travel info 9/10 - Prices 9/10
Buttons: **Book Now** (Quick, Simple, Easy to Use. No reservation costs. Great rates.) and **Book for Tonight** (Your booking instantly confirmed! Round-the-clock customer service)
- Cheap London Hotel Deals - Expedia.co.uk**
Ad www.expedia.co.uk/London_Hotels
4.2 ★★★★★ rating for expedia.co.uk
Expedia Guarantees the Best Price! Book & Save on Your Hotel in London
Amenities: Free Wifi, Free Parking, Free Breakfast, Free Airport Transport, Spa Servic...
"Favourite Online Booking Website" – Globe Travel Awards 2014
Ratings: Selection 9.5/10 - Website 9/10 - Travel info 8.5/10 - Prices 8.5/10

A red-bordered box on the right side of the page contains the following advertisement:

Ads

- London Hotels - from £23**
www.trivago.co.uk/Hotel-London-Save
3.9 ★★★★★ rating for trivago.co.uk
Get 30%, 40%, even 60% off Hotels!
The Right Hotel in London For You
- Hotels in London from £29**
www.lastminute.com/London-Hotels
3.9 ★★★★★ rating for lastminute.com
Guaranteed Best London Hotel Deals!
Book Online at lastminute.com™
- Hotels In London**
www.laterooms.com/Hotels-London
4.4 ★★★★★ rating for laterooms.com
Top Trusted Website For 2016. Yay!
Come See Why Our Bookers Love Us.
- 1/2 Price London Hotels**
www.hotels.com/London-Hotels

At the bottom of the search results is a map showing the location of the Raverstock Hotel in London, with other nearby areas like Wembley, Brent Park, and Holloway labeled.

They Play Together Nicely

- When the brand was mentioned only in organic results, the brand attracts 60% of clicks.
- When a brand name appeared in **both** organic and paid search results, the brand attracted **92%** of total clicks.

P.S. Searchers are more likely to click on you if they've heard of you before.

Both are Site Speed Impacted

- Mobile site speed and friendliness are major factors.
 - <https://testmysite.thinkwithgoogle.com>



**Search doesn't grow
new demand.**

**Search harvests existing
market demand.**

Social is SEO & SEM

- Social signals impact your rank.
- **Organic Social is Dead.**
Expect ever greater decreases in organic reach in 2018.




Google Finance - Yahoo Finance - MSN Money

Disclaimer

Most “Social” Now SEM = Paid

Instagram

coventryhomes Sponsored



coventryhomes This magnificent 2 story home features 5 bedrooms, 5 bathrooms, and a 3 car garage. Be greeted by an elegant foyer, gourmet kitchen, game room... more

LEARN MORE


BLUE SKY marketing

Michelle LeBlanc @michellebluesky1m

Treat yourself to a hot choco-latte this #ThirstyThursday.



Promoted by Michelle LeBlanc



& from The Pretty Bee

Vegan and Gluten Free Chocolate Chip Skillet Cookie (Pizookie)

A pizookie recipe that's gluten free and vegan. A warm, melty skillet chocolate chip cookie to share!

#sponsored

👍 2

50 / 15 Content Guideline

- Content creation should comprise 50% of SEO spend.
- Advertisers should spend 15% of their SEM campaign on landing page content.



Don't Spread Yourself Thin

- Single, powerhouse site
- Make content multi-purpose
- Optimize, optimize, optimize
- SEO is your long game

Case Study: Use AdWords to Plan SEO

From AdWords you can see

- How did Google judge your pages?
- Which pages have better quality score?
- Which keywords on which pages have the best quality score?
- How do people judge your pages, bounce rates, exit rates, time on page?

Organic Sandbox

Headline A

Master Planned Community

All homes have an option for a backyard vegetable garden.

harvestgreentexas.com/New-Homes

Headline B

Master Planned Community

Harvest Green in Fort Bend County.
Fresh Produce from an On-site Farm.

harvestgreentexas.com/New-Homes

Optimize for Clicks

Advanced settings

+ **Schedule:** Start date, end date, ad scheduling

- **Ad delivery:** Ad rotation, frequency capping

Ad rotation ?

- Optimize for clicks: Show ads expected to provide more clicks**
Ideal setting for most advertisers.
- Optimize for conversions: Show ads expected to provide more conversions**
Ideal setting if you use AdWords or Google Analytics conversion tracking.
- Rotate evenly: Show ads more evenly for at least 90 days, then optimize**
May be appropriate if you optimize ads using your own data.
- Rotate indefinitely: Show lower performing ads more evenly with higher performing ads, and do not optimize**
Not recommended for most advertisers.

Save

Cancel

Turned into Landing Page Message

The Harvest Green Farm

Located adjacent to the master-planned community, the 300-acre Harvest Green Farm will supply weekly farm-fresh produce to residents through the community's farm share program.

The farm also will allow those interested in starting a farming business to lease land, use the facility's equipment and consult with Harvest Green farmers.



The Farmers



Harvest Green has hired a team of full-time professional farmers with Edible Earth, a Houston-based edible landscaping firm dedicated to farming, education and connecting families to the importance of locally grown fruits and vegetables.

Conversion Rate Optimization (CRO)

- Maintain a high degree of relevance between your ads and corresponding landing pages.
 - Create specific, optimized landing pages
 - Prioritize content creation
 - Maintain an organized, well-structured website

Identify Content Gaps


Use Google Analytics

↶ Acquisition	Query
Overview	
▼ All Traffic	
Channels	41. woodforest kingwood
Treemaps	42. bonterra at woodforest
Source/Medium	43. new homes in houston area
Referrals	44. new homes in houston tx
▶ AdWords	45. montgomery homes for sale
▼ Search Engine Optimization	46. new homes builders in houston tx
Queries	47. cvs woodforest
Landing Pages	48. new homes in kingwood tx
Geographical Sum...	49. woodforest conroe texas
▶ Social	50. new homes the woodlands
▶ Campaigns	

Use Paid Social for SEO Effect

Use low-cost social ads (i.e. Facebook) to promote links to site



- Impacts Traffic Volume and Site Engagement

Ad Name	Results <small>i</small>	Reach <small>i</small>	Cost <small>i</small>
 HOU - Inventory - Timarron Lakes - 87 ... COV HOU 1Q16 - Website Clicks (March: \$...	931 Website Clicks	15,751	\$0.11 Per Website Click


Use Paid Social as a Demo Test

Ad Set Name
Top Local Cities - 40+ - Empty Nesters 1Q16 Website Clicks (March: \$778.71 or \$25/day)
Top Local Cities - HHI \$150k+ 1Q16 Website Clicks (March: \$778.71 or \$25/day)
Top Local Cities - 24+ - Parents 1Q16 Website Clicks (March: \$778.71 or \$25/day)
Top Local Cities - 24+ - Likely to Move 1Q16 Website Clicks (March: \$778.71 or \$25/day)
Lookalike - Page Fans + Kids in Home 1Q16 Website Clicks (March: \$778.71 or \$25/day)
Page Fans - 24+ 1Q16 Website Clicks (March: \$778.71 or \$25/day)

Use Paid to Test Your Messages

 **Valley Ranch**
Sponsored ·  [Like Page](#)





New designs and floor plans by award-winning builders give you more options to find your dream home.





New Homes from the \$180s
Valley Ranch is a master-planned community located at US 59 and Grand Parkwa...


[VALLEY-RANCH.COM](#) [Learn More](#)

8 Likes

 Like  Comment  Share  Buffer

 **Valley Ranch**
Sponsored ·  [Like Page](#)





New builders, new designs, an ideal location and endless amenities are waiting for you at Valley Ranch.



New Homes from the \$180s
Valley Ranch is a master-planned community located at US 59 and Grand Parkway near popular attractions and work centers such as The Woodlands and Kingwood/Humble. Click here to discover your new home.

[VALLEY-RANCH.COM](#) [Learn More](#)

46 Reactions 3 Comments

 Like  Comment  Share  Buffer

Then Update Content for SEO

The Dreaded (not provided)

- Organic keywords have disappeared in Analytics
- Use AdWords & Search Console as your Research Tools for SEO program
 - Link Google Search Console (formerly Webmaster Tools)
 - Acquisition > AdWords > Destination URLs
 - Dashboard > Acquisition > Search Engine Optimization > Queries

Great Tools for Keyword Research

- [Keyword-hero.com](https://keyword-hero.com)
- SEMrush.com
- Google AdWords

Content Creation Summary

A = B = C? 1+1 =5?

- Paid Ads can quickly prove what content needs to be created.
- Content that performs well Organically should be Boosted or replicated in Paid.

Be open-minded, think critically, and understand the nuances of comparing paid and organic search.

The background of the image is a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the frame, with some appearing more prominent than others. The overall tone is light and airy.

Q&A