

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.

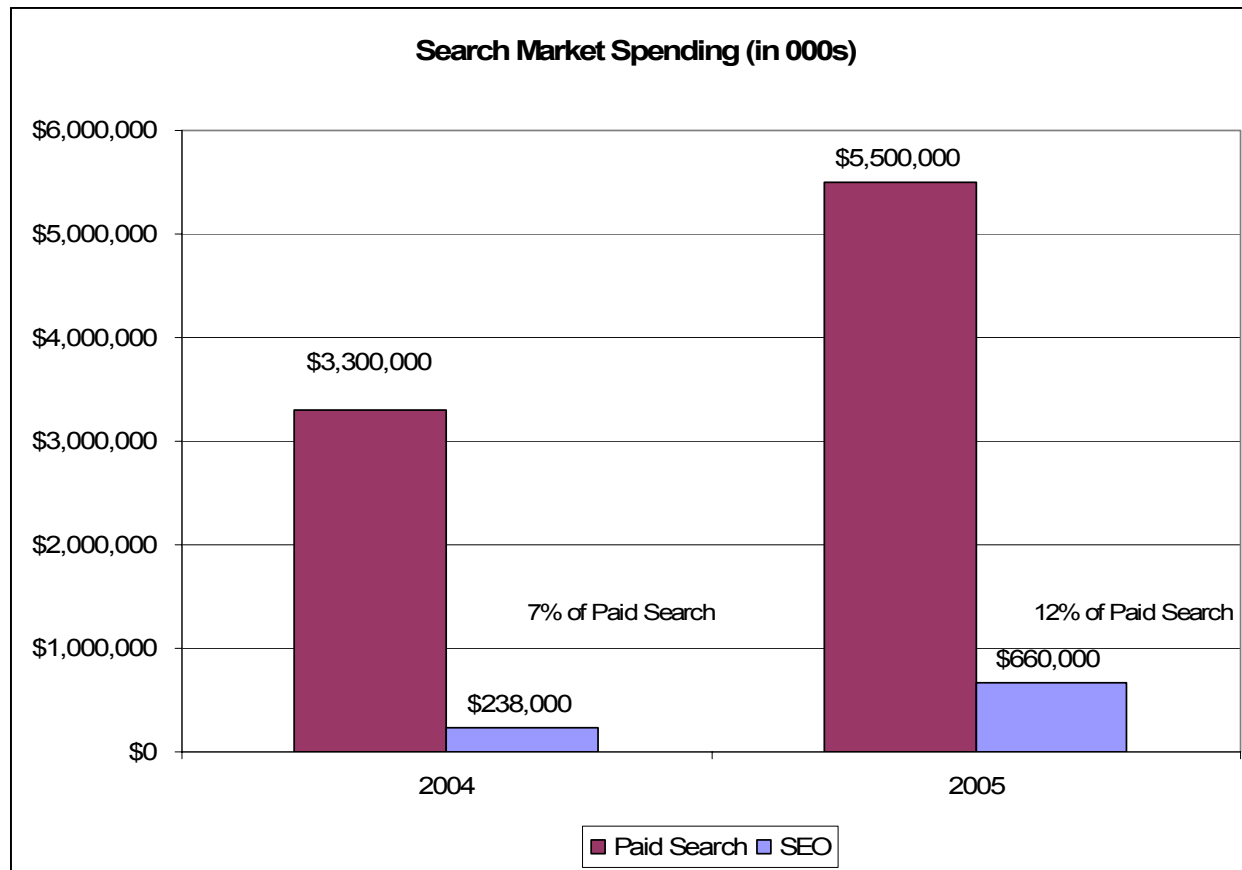
Research drawn from:



1 The U.S. Search Market

SEO spending
grew by more
than 277%.

Research drawn from:

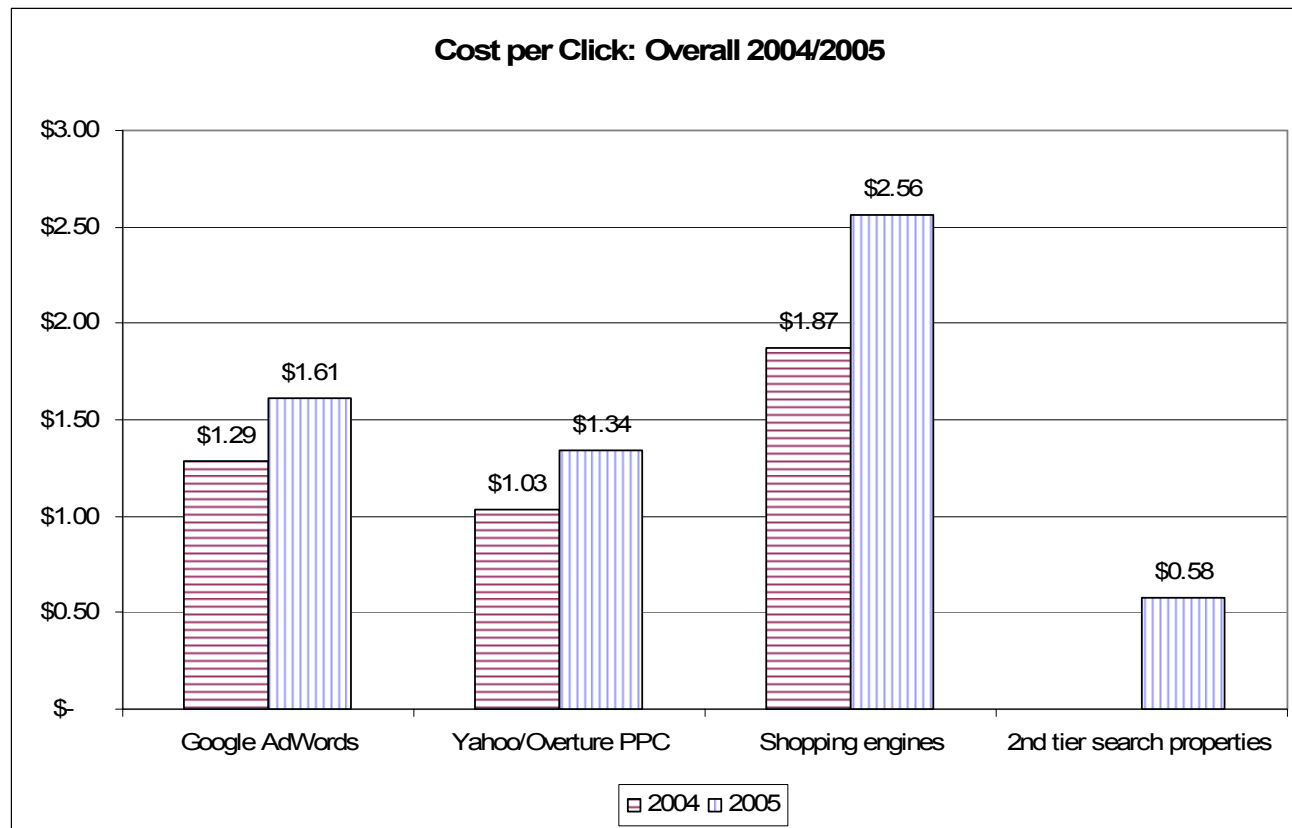


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005 & Merrill Lynch, Internet Advertising Report, June 2005

2 Cost per Click – 2004/ 2005

Growth in Shopping engine CPC outpaces growth in usage.

Research drawn from:

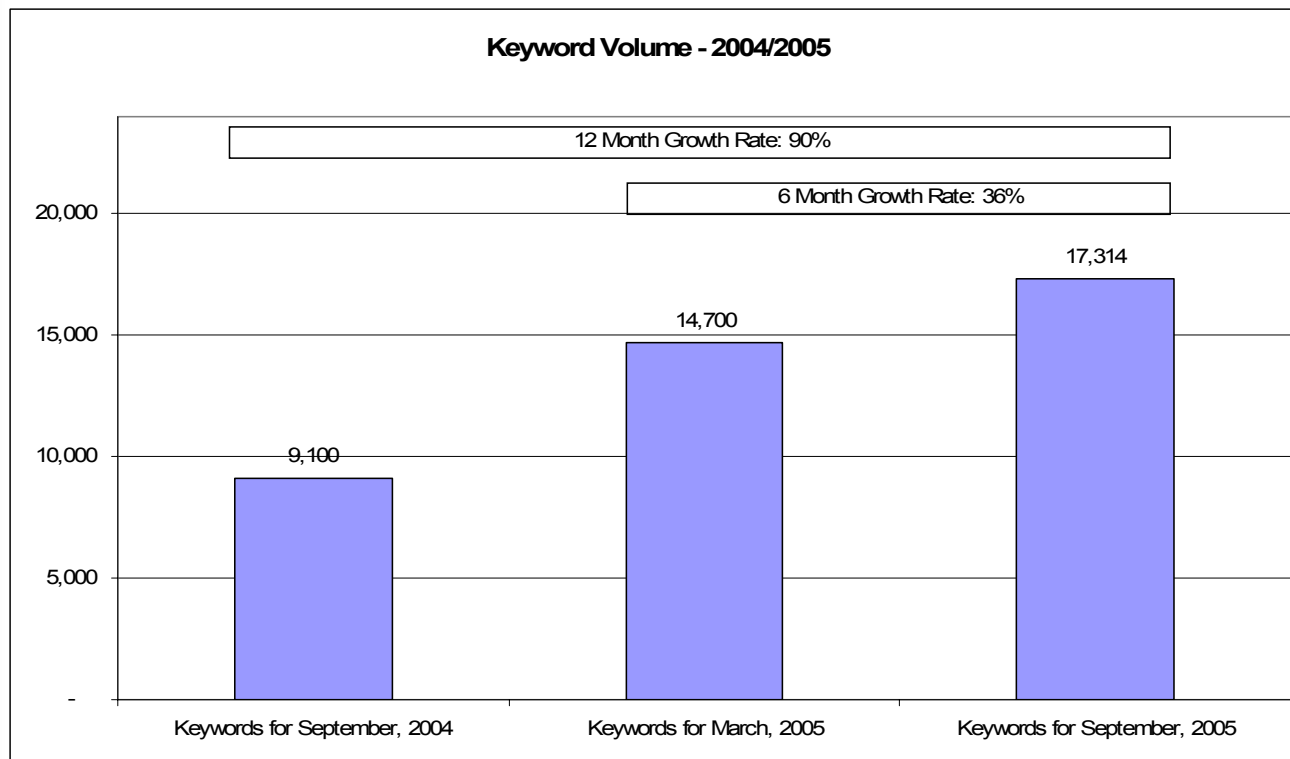


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005 and MarketingSherpa, Search Marketing Metrics Survey, June 2004

3 Keyword Buying – Growth 2004/ 2005

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

Research drawn from:

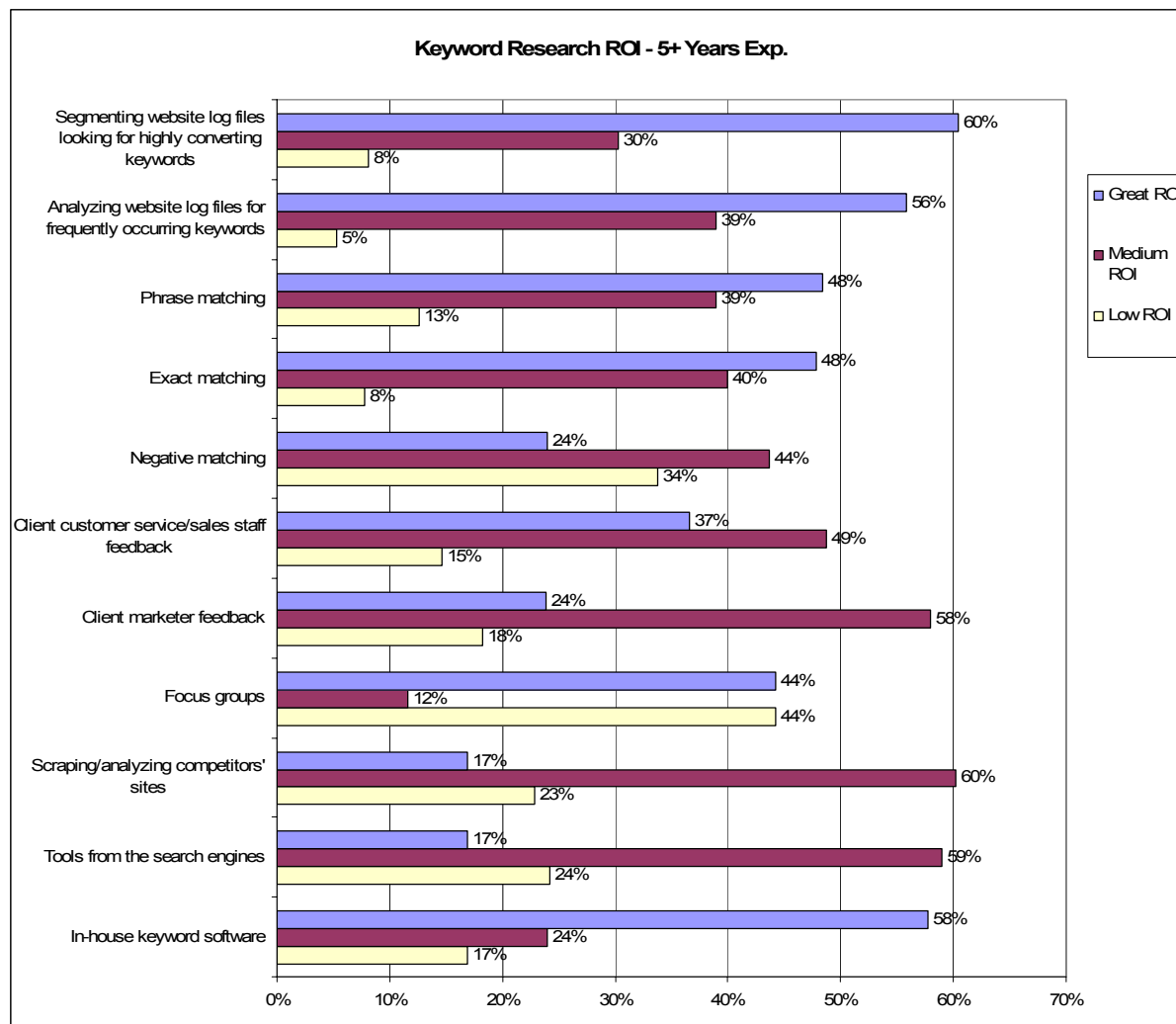


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005 and MarketingSherpa, Search Marketing Metrics Survey, June 2004

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:

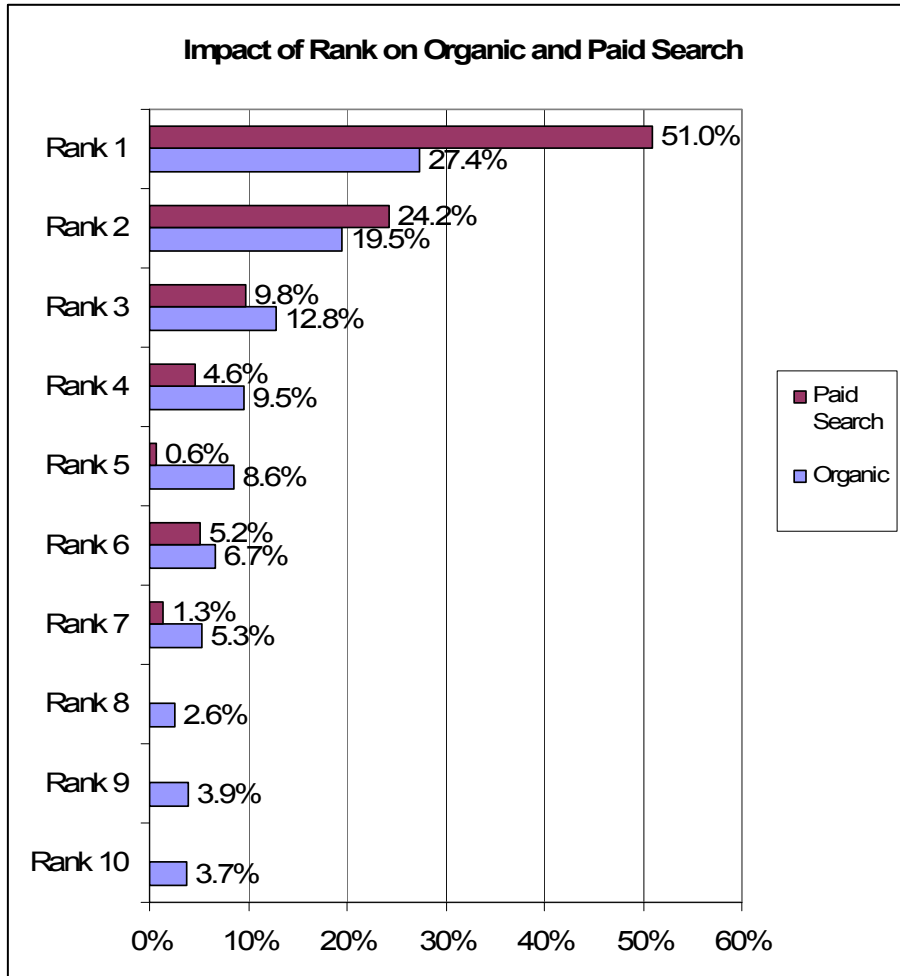


Source: MarketingSherpa & Eyetools Inc Lab Study August 2005

6 B-to-B Search - Impact of Rank

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

Research drawn from:

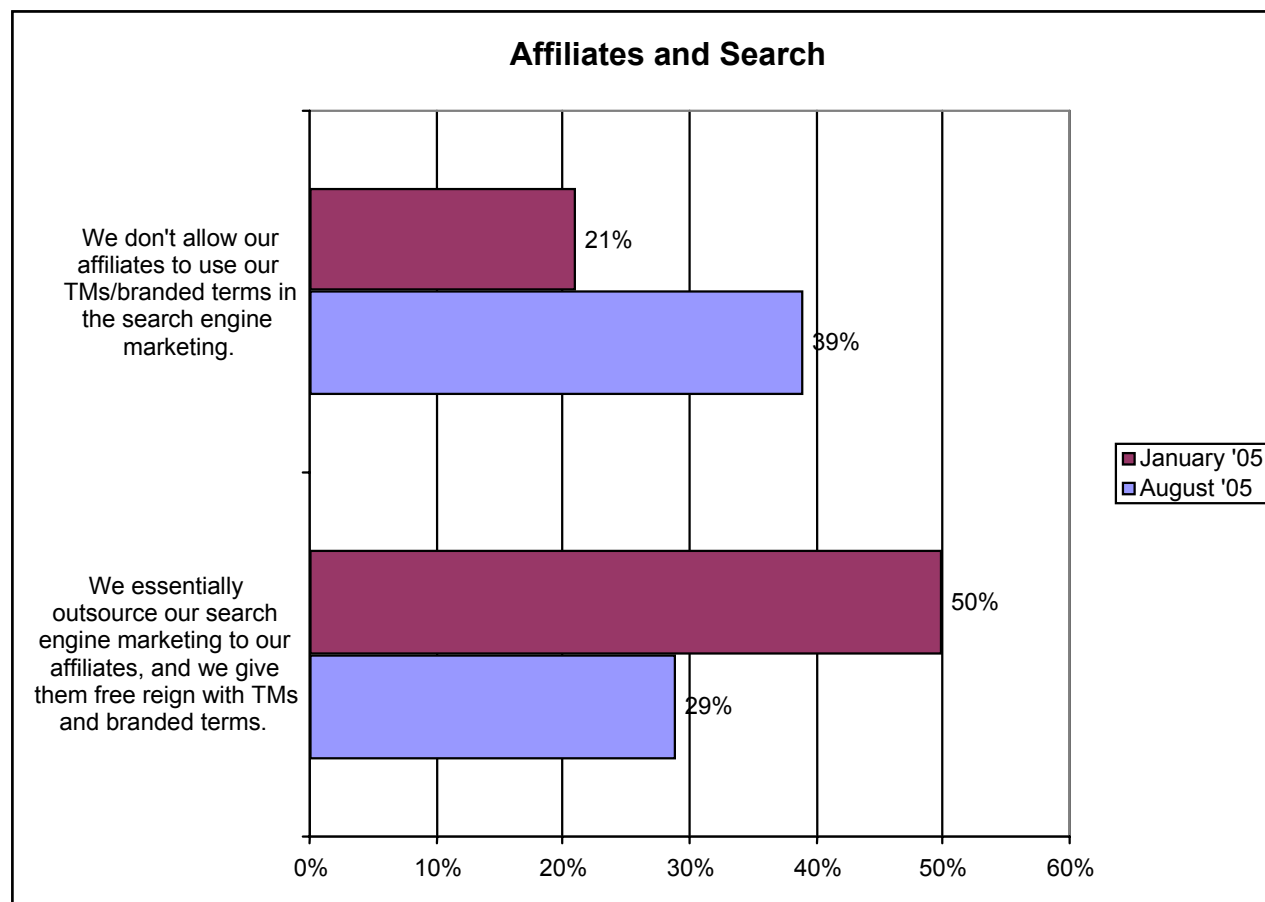


Source: Enquiro with MarketingSherpa, The Role of Search in B-to-B Buying Decisions, October 2004

7 Affiliates & Search - Trademarks, etc.

Views on how affiliates use TMs are changing fast.

Research drawn from:

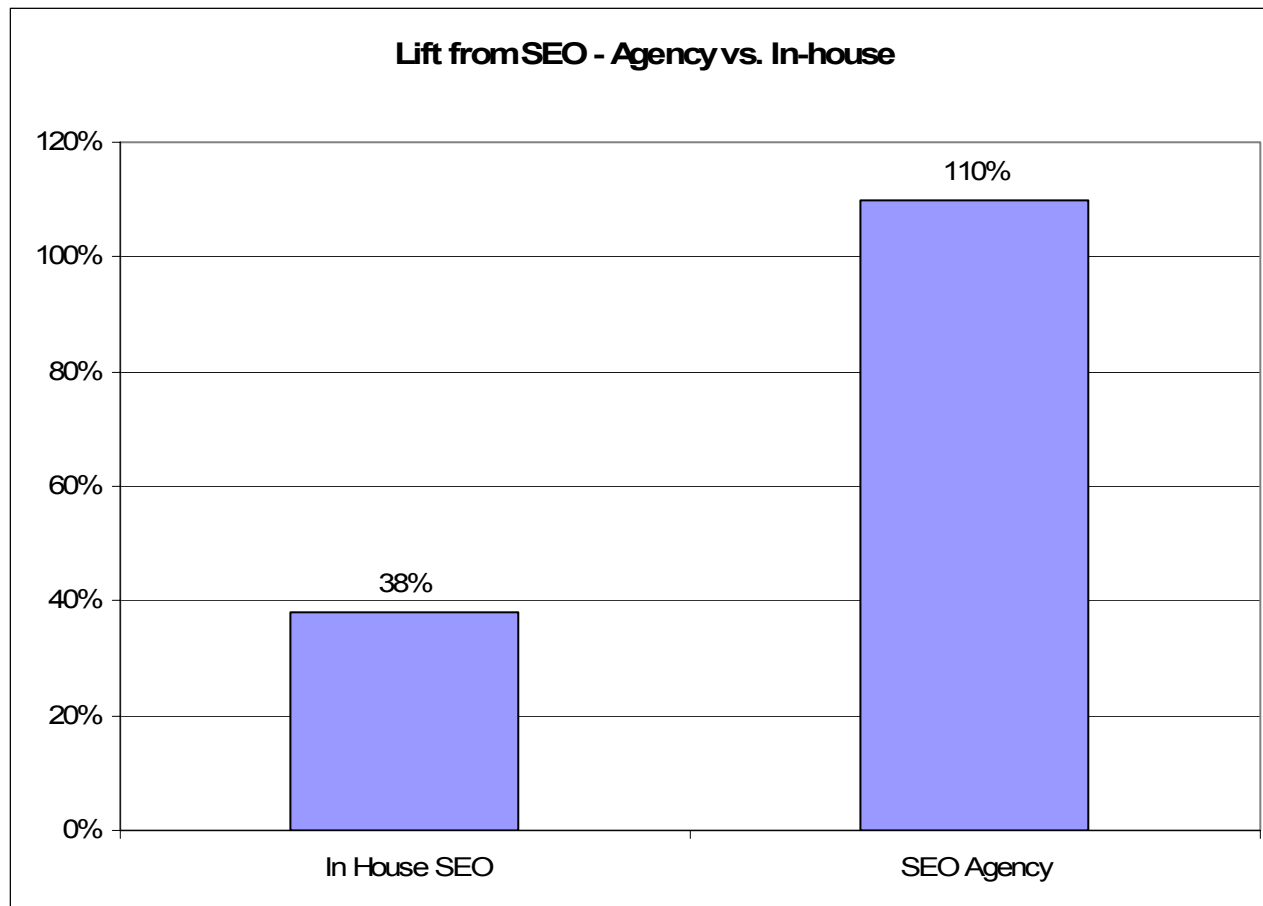


Source: MarketingSherpa Affiliate and Merchant Survey, August 2005

8 The Impact of SEO – Six Months On

34% of SEM marketers use an agency for SEO.

Research drawn from:

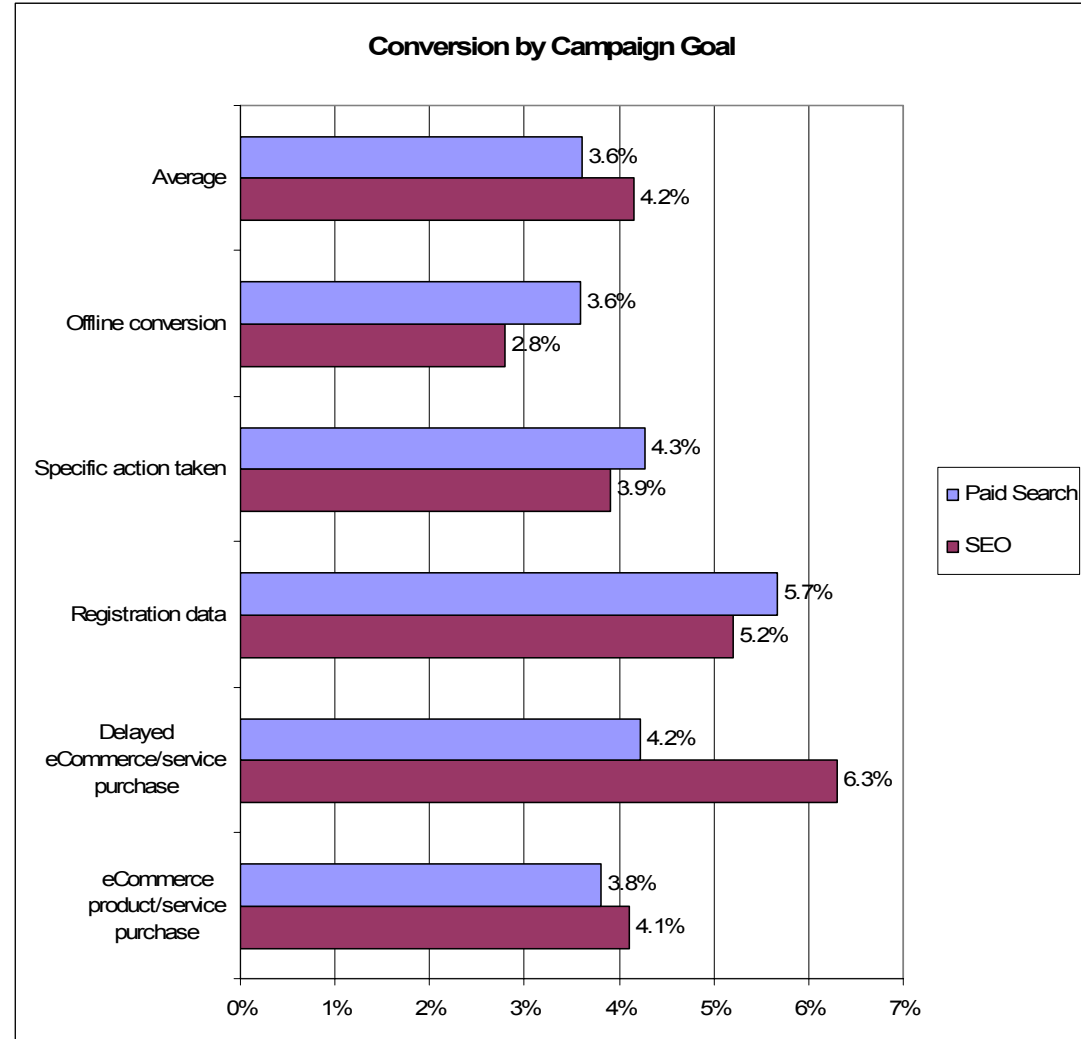


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005

9 PPC/ SEO Conversion Rates

SEO is a huge driver of 'latent' conversions.

Research drawn from:

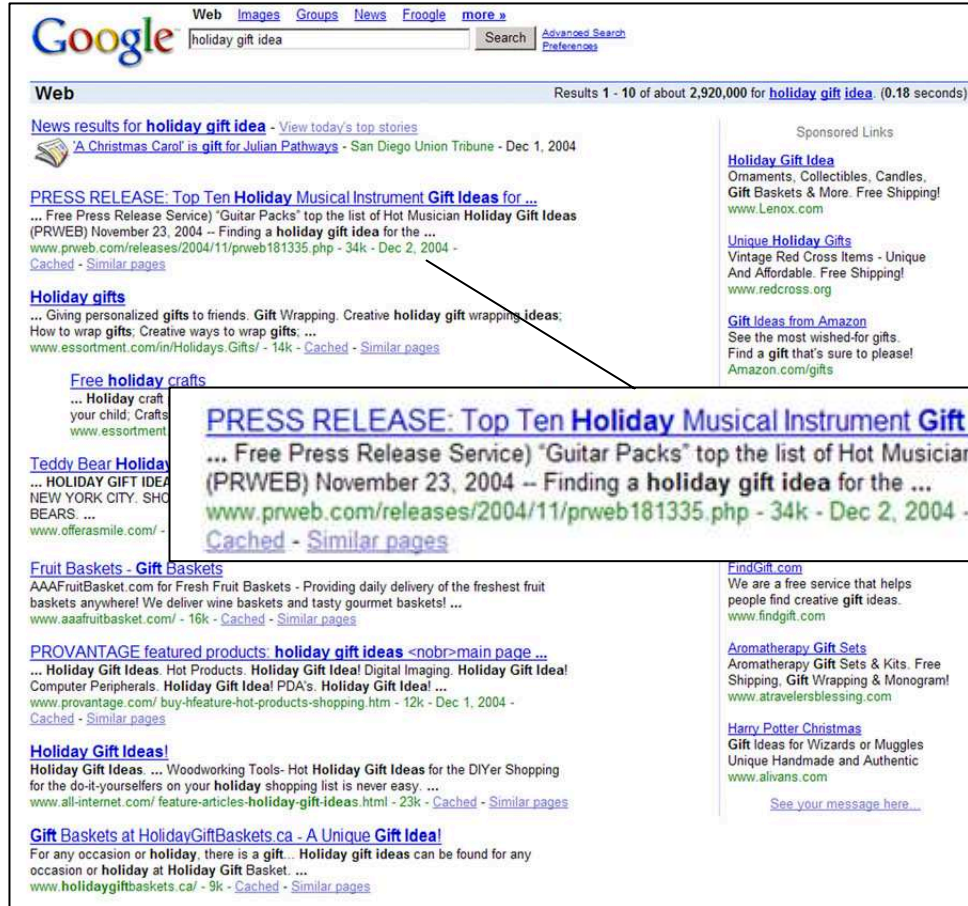


Source: MarketingSherpa, Search Marketing Benchmark Survey, August 2005

10 SEO and Public Relations

Press releases
are for
customers, not
journalists.

Research drawn from:





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Search Advanced Search Preferences

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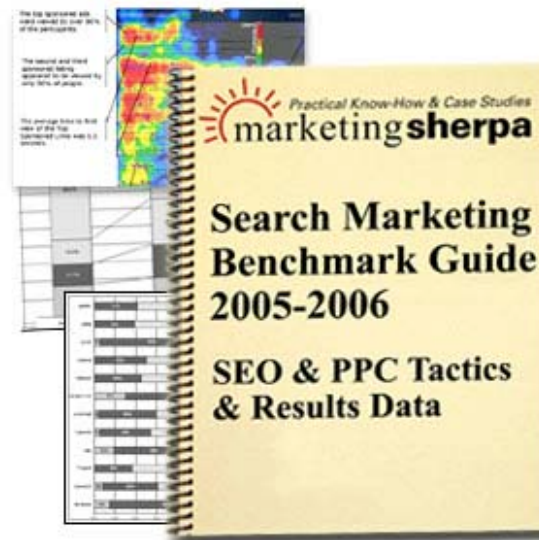
Source: Shawn Collins Consulting, December 2004

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Our research team
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and/or questions.

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