

# Procter & Gamble: Marketing Capabilities, Spanish Version

"Searchers either find you, or they find your competitors..."

Parting Thought on SEM

• Make GOOD content for YOUR audience. Create an experience tailored to PROVIDE VALUE to them. The rest will follow.

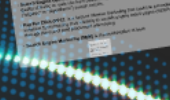
Organic Results vs. Paid Placement



Best Practice Example: Avoid Lack of Descriptive Keywords  
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Distinve: What is Search Engine Marketing?  
Thecasesolutions.com



Best Practices for Organic SEO  
Thecasesolutions.com



Best Practices: Optimize Press Releases



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# Overview: What is Search Engine Marketing?

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- **Search Engine Optimization (SEO)** is the process of improving volume or quality of traffic to web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results.
- **Pay Per Click (PPC)**, is a form of Internet Marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement advertising
- **Search Engine Marketing (SEM)** is the combination of both

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93% of online experience begin with a search engine

North America Search Engine Market Share:  
Google - 63%  
Bing (formerly MSN) - 20%  
Yahoo - 12%

3.5 billion searches per day on Google alone

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# Organic Results vs. Paid Placement

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The screenshot shows a Google search for "recond forklift malaysia". The search bar at the top contains the text "recond forklift malaysia" and a search icon. Below the search bar, the text "Search About 3,520,000 results (0.45 seconds)" is displayed. The results are categorized into "Everything", "Images", "Maps", "Videos", "News", "Shopping", "More", and "Show search tools".

**Pay Per Click Advertisement** (indicated by a red box and arrow):

- Ad related to recond forklift malaysia**  
[Forklift Malaysia | averasia.com](#)  
www.averasia.com/Call-60-7-388-9966  
Aver Asia- Reliable Supplier for **Forklifts** Rental in M'sia. Call Us
- Ads - Why these ads?**  
[Forklift Rental & Repair](#)  
www.usedforklift.com.my/  
Massive range of used **forklift** for rent & sale. Call 012-324 3787.
- [Forklift Malaysia](#)  
www.upes-malaysia.com/  
Wide Range Of Affordable Trucks & **Forklifts**. Call 03-62752499 Now.
- [Forklifts suppliers](#)  
www.hktdc.com/  
Trusted suppliers verified by D&B. Source confidently now!
- [Used Forklifts & Repair](#)  
www.bumit.com.my/Call\_+6012-294-9559  
Full range of **recond forklifts** from 2 to 15 tonne for sale & rental.
- [U.O.E Equipment](#)  
www.uee.com.my/Call\_012-2121968  
Provide **Reconditioned** Machine & After Sale Service. Since 1991
- [Malaysia Suppliers](#)  
www.globalsources.com/  
Source for Buyers/Sellers Worldwide plus Featured China Manufacturers

**Organic SEO** (indicated by a green box and arrow):

- [reconditioned toyota forklifts malaysia](#)  
www.acwer.com/p\_recond.html  
Electrical Reach Truck 1.0 to 2.5 ton Series. 1.0 ~ 1.3 ton, 1.5 ~ 1.8 ton, 2.0 ~ 2.5 ton.  
Electric Power **Forklift** 1.0 to 3.0 ton Series. 1.0 ~ 1.5 ton, 1.8 ~ 2.0 ton, 2.5 ...
- [Material Handling Equipment Malaysia Used Reconditioned Forklift ...](#)  
www.acwer.com/  
Acwer is a **Malaysia** supplier of quality Material Handling Equipments, battery **forklift**, **forklift** rental and used and **reconditioned forklifts**.
- [Reconditioned Forklift - GKY Machinery \(M\)](#)  
www.gky.com.my/Reconditionedforklift.htm  
**Reconditioned Forklift**. A. Before **Reconditioned**, After **Reconditioned**. GKY battery department has given strong assurance in the support of after-sales service ...
- [Klang Forklift Used Forklift Malaysia Forklift Parts Reconditioned ...](#)  
www.forklift.com.my/  
Klang **Forklift** Sdn Bhd is a **forklift** specialist in **Malaysia** supplying a wide range of reliable and quality **reconditioned forklifts**, new and used **forklift** units, new and ...
- [Forklift Malaysia \(@forklift\\_recond\) on Twitter](#)  
twitter.com/#!/forklift\_recond  
Sign up for Twitter to follow **Forklift Malaysia** (@forklift\_recond). We are dealing in material handling equipment such as used **forklift**, fully **reconditioned forklift** ...

**Removed in Q1 2016** (indicated by a red box and arrow):

This label points to the organic result for "Klang Forklift Used Forklift Malaysia Forklift Parts Reconditioned ...".

# Organic Results & Paid Placement

- SEO and Paid Placement are complementary strategies.
- Utilizing both strategies increases density of listings on search results pages
- As optimization improves organic search rankings, then the cost per click on branded keywords can be reduced on the paid side
- SEO is a long term strategy, whereas paid placement campaigns will produce more immediate, measurable results through monitoring key performance indicators
- Though SEO can drive qualified traffic through the major search engines' main pages (Google.com, Yahoo.com, and Bing.com), paid placement has a much greater reach when you take into account the extended search and content networks

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# Best Practices for Organic SEO

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- ➔ • Keyword rich page titles and descriptions
- ➔ • Have crawlable text on each service page
- ➔ • Utilize HTML text whenever possible
- ➔ • Press release strategy
- ➔ • Source links from local sites and other relevant sites
- ➔ • Make sure info across web is up to date and verified. Google Maps, My Business, Facebook, Etc

## Best Practice Example: Avoid Lack of Descriptive Keywords

# Thecasesolutions.com



*Flyfishing SC*  
Charleston, SC  
843-709-0307  
scottyd@flyfishingSC.com

HOME  
THE CAPTAIN  
THE BOAT  
THE LOWCOUNTRY  
RATES  
ALASKA TRIPS  
ECO TOURS  
PHOTOS & VIDEOS

*Quick Links*

NOAA Tide Predictions  
Weather.com  
Charleston VC  
NOAA Marine Forecast  
East Cape  
charlestonfishing.com  
southboundmedia.com

Welcome to Fly Fishing S.C.

Fly Fishing is our specialty and beginners are encouraged to contact us for on the water instruction. Fly fishing is easy to learn. By developing a solid foundation of skills early, the angler is setting themselves up for a lifetime passion. Whether you're just starting out, of have been delivering the feathers for decades, we will provide you with a unique experience you won't soon forget. And our custom 18' ECC Lostman skiff will get where others can only dream.

Thank you,  
**Capt. Scott Davis**

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# Best Practice Example: Avoid Overuse of Graphics and Flash

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The screenshot displays the homepage of Thecasesolutions.com. At the top, there is a navigation menu with tabs for 'Destination', 'Hot Deals', 'Small Group', 'Smithsonian', 'Cruise', 'Rail', and 'Collette Foundation Tours'. Below this is a search section with dropdown menus for 'Tour Destination' and 'Tour Type', and a 'SEARCH' button. On the left side, there are three promotional boxes: 'Free Brochure!', 'Sign up for our E-Newsletter!', and 'Vmag'. Below these are links for 'Travel Agent Login', 'YouTube', and 'Follow us on Twitter!'. The main content area features a large banner for 'Holiday at the Waldorf' with a 'VIEW DETAILS' button. Below the banner are three smaller promotional boxes: 'THE PASSION PLAY', 'FREE ROUND TRIP SEDAN SERVICE', and 'EXPLORATIONS'. The 'EXPLORATIONS' box includes a logo for 'Smithsonian Journeys Travel Adventures with COLLETTE VACATIONS'.

Best Practices Example: Use Keyword Rich Alt Tags for Images

