

# ***Beginner's Guide To Dot Com Riches***

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# Chapter One: Introduction

*Internet Marketing - Strategies and techniques applied on the Internet to support the organization's overall online marketing objectives. Goals may include driving targeted traffic to a Website and features on the Website to create a desired call to action. Internet marketing may include keyword and meta tag strategies, newsgroup and mailing list postings, banner advertising, reciprocal links, online promotions, content positioning, online image development, email strategies and other interactive features.*

Momentum builds for Internet marketing as businesses stretch their reach toward an avalanche of web surfers. Just a decade ago, the Internet was merely a conversation topic within small tech circles. Today, the Internet hosts businesses from merchandise to service, many which operate solely through their web storefront.

Forrester Research projects online worldwide commerce – including business-to-business and business-to-consumer transactions – to reach \$6.8 trillion by the close of 2004, with North America capturing \$3.5 trillion, more than half of the worldwide wealth.

While this customer landscape expands from the malls and downtown onto their glowing computer monitors, Internet corporations climb to meet demand. Shopping portals emerge as the easiest and most comprehensive online catalogs, streamlining thousands of merchants into one simple grid. Shopping and marketing evolve, giving merchants national, even worldwide, visibility easier than ever before. Customers shop at home purchasing from large, well-known merchants or small, niche shops in the same manner. Packages are traceable at every stop, then conveniently delivered to their door. The Internet redefines communications, billing and the age old motto: location, location, location.

Headlines trace this marketing revolution from its amateur beginnings to Wall Street. Yahoo! acquired 22 companies since its inception including, most recently, Overture, Inktomi and HotJobs. Similarly, what began as a hobby grew into a mammoth IPO in August of 2004 when Google (NASDAQ: GOOG) announced its offer of 19,605,052 shares of Class A common stock at \$85 per share. Froogle, its shopping portal, remains in beta. Ebay, from humble beginnings, dominated the innovative live auction platform, acquiring PayPal in October of 2002. MSN Shopping boasts more Fortune 500 retailers than any other shopping portal, hosting RedEnvelope, Dell, Circuit City, Neiman Marcus, Blue Nile and JC Penny.

Moving forward, we'll watch Google's acquisition in Keyhole.com unfold, as search technology migrates deeper into military capability providing commercial use by everyday citizens.

As customers steadily migrate to and accept online shopping within their normal conduct, offline commerce increases as well. Research shows many consumers conduct product research online, make purchase decisions by navigating through online storefronts, then making their actual purchase offline. Companies that have an online store show significant offline sales growth once on the Internet as well.

Purchasing and marketing patterns have evolved and changed. Year-over-year total

retail sales grew 7.8 percent between 2003 and 2004 (based on second quarter earnings). While ecommerce sales grew 23.1 percent year-over-year, according to the latest statistics announced by the U.S. Department of Commerce. Ecommerce sales growth already beat traditional shopping at astounding rates. Businesses that ignore the online customer significantly hinder their overall profitability.

Why are consumers migrating to online commerce? People are busier, trying to juggle the dynamic demands of career, home and family. Corporations are under intense pressures to improve profits, while employees work harder than ever. Online commerce is convenient, user-controlled and open 24/7 year-round. Consumers aren't limited by geography, making product and service purchases from merchants anywhere in the world. With this broader reach comes improved selection and pricing – all with one click.

Business opportunity lies, then, in creating the ideal strategy to reach a refined target audience, expanding marketing reach and visibility. In addition to basic business promotion and advertising, Internet Marketing improves and, in some cases, reduces customer service and relationship management cost. To accomplish their goal, businesses and merchants have many more options than ever before – spanning both online and offline channels. Each strategy has its own uses.

Websites can improve a businesses image, add value to customer services, offer a new venue for shopping and become a continual and ever-growing brochure or information source. When a website offers frequently updated content, articles or activities, it encourages prospects to come back again and again to learn and discover new things. Each visit becomes another opportunity to solidify brand loyalty and encourage a purchase. Like offline shops and services, every business has to attract the walk-in customer.

Attracting customer attention is not the same online as we've learned to treat it offline. There are no fuzzy hamburger costumes, strobe lights or blimps that span thousands of miles in reach to bring someone in. Similarly, though attempts have been made to combine service and product providers into a mall or industrial complex styled medium, websites largely stand-alone out there. To draw attention into a website, online marketing includes banner advertisements, emails, shopping portals and traditional direct marketing contact such as telemarketing, catalogs and mailers. What could be better in reaching an online customer than using a direct link?

## **Planning and Strategy**

The Internet marketing strategy that works for one business is not necessarily the right strategy for another. Each campaign depends on a unique ratio and blend of customer demographics, services or products offered, business objectives, capabilities reputation. Our Internet marketing plan should be developed, tested, implemented, analyzed and revisited each year or as the business needs change and the Internet grows.

The following questions solidify target audience demographics. Businesses that understand their audience can take small steps in reverse – from the customer to the sale – developing the ideal path toward profits.

- What's the current economic environment?
- What opportunities and obstacles does the business face?
- What business objectives are desired?
- What does the business sell?
- Who are the customers?
- How computer and Internet-savvy are the customers now and in one year?
- Why should customers buy the product or service with the business instead of its competitors?
- How is product or service communication managed with customers?
- Who does what, when?
- How is progress and success measured (ROI, cost-per-lead, cost-per-acquisition)?
- What internal trends are forthcoming (sales volume monthly and annually, revenue, profits, traffic and conversion, usability)?
- Who competes?
- Who are current customers (segmentation, attitudes and behavior)? Who are customers a year from now?
- What are the distribution channels (direct and indirect)?
- What is each customer experience (scenarios help to envision each step and expectation)?

While these are broad questions, each may be adapted to various industries and business models.

The Communications, Media & Technology Group (CMT) at Booz-Allen and Hamilton, a leading International management and technology consulting firm, conducted an industry survey evaluating successful e-business companies to determine the e-business impact on the global competitive landscape. The companies analyzed include Amazon, AOL, Yahoo, Dell and Hotmail. Results, published in "Insights, Vol. 7, Issue 1" entitled Ten Success Factors in e-Business, reveal that:

- 92 percent of senior executives worldwide believe the Internet will transform or have a major impact on the global marketplace
- 61 percent believed the Internet would facilitate achieving strategic goals as technology offers opportunities for companies to improve customer service, gain global reach and reduce costs. 30 percent said the Internet demands a complete business strategy change in order to align with competition.
- Worldwide CEOs felt companies would be forced to restructure as the Internet enables extended enterprise (89 percent), stimulates a more open and proactive corporate culture (88 percent) and encourages the transformation from traditional hierarchical organization to networks of changing teams.

The Internet's importance in today's business landscape is undeniable. Consumer perceptions of corporate online visibility and marketing efforts grow more critical each day. To meet this demand, however, the study concluded that many major corporations, while aware of changes needing to take place within the organization, struggled to follow-through with implementation. The key questions they recommended established businesses ask themselves are:



- Which business segments should get top priority for e-business?
- What are the biggest associated challenges and threats?
- Which business models are suitable and actionable?
- How should the new business be developed—out of the current organization or through a new, separate entity?
- Are the right people on board to do e-business?
- What partnerships and alliances are needed for a successful launch?
- What are the implications for business processes and IT infrastructure?
- Do we want to prevent, admit or foster the cannibalization of our established business?

By analyzing major e-business companies and their marketing model, the study unveiled ten identifiable criteria for success along the customer life cycle in the new economy. The following chart arranges each critical success factor:

## **Ten Success Factors in E-Business**

Viewed more closely, the companies analyzed each had practices in place to address the following steps:

1. Vision and Top Management Commitment: a Prerequisite for Successful Strategy Development and Implementation

Successful e-business approaches are based on a clear vision, which is the starting point as well as the reference for development and implementation of strategic decisions. The vision requires full senior management support.

2. Strategic Alliances: Focus on Core Contributions

In the large number of alliances which are necessary to cover the whole value-chain in e-business, senior management must concentrate on those partners who already have a significant impact on their own business success and are thus of strategic importance.

3. Branding: Guide through the Data Jungle

In many highly competitive markets only the number 1 or number 2 brand can operate profitably in the long run. In such markets, the brand becomes a decisive competitive factor, due to its signaling function, its impact on the emotional purchasing experience, and its guarantee of quality and security in the virtual world. Yahoo! was one of the first companies to recognize the value of branding in the technology-driven i-world and is a prime example of the fact that not only

established brands can move into the i-world, but that new brands can also be established successfully.

#### 4. e-pricing: Competitive Advantage through Differentiation

The increasing market transparency of the i-world can be countered by intelligent price management. e-business provides the chance to achieve extremely flexible and complex price determining systems as well as new approaches to price differentiation. This creates new possibilities for sustainable earnings; in the long run the only ones who can escape fierce price competition are those who have mastered the complex set of instruments.

#### 5. Individualized Service Offerings: Value Added for the Customer

e-business enables companies not only to offer a large variety of products in mass markets, but, in addition, to personalize the sales environment and processes in such a way that they offer the customer decisive value added compared to the traditional buying process.

#### 6. Process Design in e-business: Centered Around the Customer

Customer-orientation is the key to success in e-business. The implementation of customer-orientation requires end-to-end processes, which differ markedly from those in the real world. The process design must ensure a smooth interaction of software interfaces (Website) and of processes arranged upstream and downstream.

#### 7. 1-to-1 Marketing: Personal Touch in Mass Marketing

e-business allows you to systematically attract customers in a mass market with the help of a product/ service suite tailored to individual needs. 1-to-1 marketing utilizes personal customer information for the benefit of both sides.

#### 8. Community Building: Customer Retention through Networking

e-business provides the means for customers to network among themselves. Establishing a community which is functioning around one's own brand generates enormous value-added. Moreover, the market position is very difficult to attack. So far, few established players have successfully encouraged a strong community.

#### 9. HR-Strategy: Management of the No. 1 Bottleneck

For established companies, recruiting and retaining capable staff becomes bottleneck factor number 1 in the expansion of their e-business activities. Innovative people strategies are therefore a key to success. Looking at the example of Intel, it becomes clear how flat hierarchies, high team orientation, genuine delegation of responsibility and attractive incentive schemes can be integrated into a future-orientated corporate culture.

#### 10. Strategic Use of IT: Core Capabilities in e-Business

The complexity of the essential IT infrastructure as well as the investment which will be necessary are driven by three dimensions: the integration of the existing systems, the degree of coverage of the process chain, and the existing standardization throughout the company. In any case the IT architecture must be of a modular structure and scalable to allow rapid growth. The corporate IT organization must be flexible and aligned to the radical requirements of e-business. Hotmail who boldly claimed “to change the way people communicate” is today—supported by strategic use of IT—by far the biggest provider of free-of-charge e-mail on the World Wide Web.

As always, the particular industry and environment dictates the optimal blend of each strategy. While all ten steps should be addressed, how we weigh importance on each may vary. The study concludes: “A successful e-business model requires an integrated approach to build the capabilities needed to put the key success factors into practice. Three phases have to be addressed in parallel:

- Strategy profiling
- Business modeling and experimentation
- Implementation and innovation

In each of the phases, four major streams of activities have to be carried forward:

- Strategy/organization/alliances
- Operations/e-customer lifecycle engineering
- Talent game plan
- Technology game plan

The first phase, strategy profiling, comprises (for example) the identification of opportunities and threats, the development of product/service strategies and business models, and the definition of alliance requirements. The latter includes the development of a long list of potential partner candidates, to be followed by individual screening and evaluation. At the same time, customer lifecycle capabilities and gaps are being base-lined, and a talent game plan and a technology game plan are being developed.

During the second phase, strategy and people/processes are fine-tuned, an organizational blueprint is defined and alliance talks are set up. Concurrently, operational activities are being prototyped, staffing requirements are defined, and a prototype application is built under the technology game plan.

The third phase consists of implementing the business model and repeatedly evaluating the organization and product/service offering, monitoring operational performance targets, and updating the operational blueprints.”

## **Chapter Two: Search Engine Marketing**

Search engine marketing was once the gold rush for online customer acquisition. When the Internet was much smaller and search engine rankings were easier to come by, a business could earn top ten rankings and free traffic quite easily.

Today, though, competition has skyrocketed, and ranking in the top ten for leading search engines within the chosen keywords or phrases can be next to impossible. Additionally, search engine algorithms or the criteria they base relevancy against, change as frequently as once per month.

As a result, developing a website that meets the criteria for superior ranking results is the same as chasing a moving target. In any regard, the basic foundation is important in Internet marketing today and why search engines are pay-per-click driven, discussed in detail in a later chapter.

### **Portal vs. Search-Only Sites**

Search engines have two basic styles – portal and search box focused. Yahoo.com is a portal site, along with Netscape.com and MSN.com. These engines, sometimes called directories, offer search, news, mail and other user features to encourage repeat visits and visibility.

Other search engines offer nothing aside from a search box. Google.com, DMOZ.org and AltaVista.com are search box based engines. Each time one searches these engines, he or she receives a listing, often many pages long, of relevant results listed according to their relevancy algorithm.

In either search style, results depend on inclusion within the engine's extensive database, some using human editing and others fully automated, some requiring paid inclusion and others free. Results listings are called SERP's or search engine result pages.

Search engines began in the early 1990's to organize the growing online information sources. Since then, search engines have become one of the leading avenues for online business marketing. According to the Internet ranking source Alexa.com, Yahoo is the most visited site on the Internet, reaching an average of nearly 270 billion users, Google reaches an average of almost 150 billion users each day, Lycos averages nearly 5 billion, Netscape averages 4.3 billion and Alta Vista averages nearly 5.5 billion users per day.

Studies also indicate search engines and links are the most effective method to reach users. According to GVI Users survey, 85 percent of all new visitors currently arrive from search engines. Other strong marketing venues include word of mouth and print direct mail advertising.

Not all search engines are created equally. Each database is built on specific classes, such as visitor quantity, professionalism, search quality and target audience. The higher regarded search engines return the most relevant results and compile the most

comprehensive resources for any given search. In addition to the all-inclusive search engines like Yahoo.com and google.com, other location or industry-specific search engines specialize in sites of interest, such as bed & breakfasts, restaurants or art galleries. These are smaller, but offer more niche industry or geographic-based results.

Search engine marketing is tiered, each level offering a distinctly different service than the next. At the most basic level is search engine listing. Listing refers to registration in any given database. This does not guarantee ranking in the top search results, but does obtain consideration.

The next level up is search engine optimization or improving a website based upon current search engine algorithms – what they seek, how they label relevance, who they place first.

Search engine placement and positioning refers to particular rankings promise for given search terms or keywords. Because most people who search pay attention to the first three pages, if not the first page only, search engine positioning generally aims for top ten placements in the largest search engines. It's one thing to be included in a database and another thing completely to actually be found among the millions upon millions of searchers reading only the first few results.

## Keywords

To rank relevantly within search engine results, each website must be considered relevant to a particular search algorithm for a given keyword or phrase. Keyword selection can be a challenge to both experts and neophytes. While anyone can come up with

### Keyword Research Tools

AltaVista Real Searches

[http://www.altavista.com/sites/search/real\\_searches](http://www.altavista.com/sites/search/real_searches)

Ask Jeeves Peek Through The Keyhole

<http://www.AskJeeves.com/docs/peek/>

Espotting Keyword Generator

<http://www.espotting.com/advertisers/register01.asp>

Galaxy StarGazer

<http://www.galaxy.com/info/voyeur.html>

Google AdWords Suggestion Tool

<https://adwords.google.com/select/main?cmd=KeywordSandbox>

Google Zeitgeist

<http://www.google.com/press/zeitgeist.html>

Kanoodle Search Spy

<http://www.kanoodle.com/spy/>

Lycos 50

<http://50.lycos.com/>

MetaCrawler MetaSpy

<http://www.metaspynet.com/>

Overture Search Suggestion Tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

Search.com Snoop

<http://savvy.search.com/snoop>

Word Tracker

<http://www.wordtracker.com>

Yahoo Buzz Index

<http://buzz.yahoo.com/>

Yahoo Shopping: What's Selling Now

<http://st8.yahoo.com/OT>

various words that may be used when searching for their product or service, these words may not be the ideal mix for search engine rankings. Why? If a marketer chooses a popular keyword phrase, he or she and a million other businesses compete for top placement. Top SERP placement is dense, searchers typically giving up after the first three pages. To succeed, one must use relevant keywords that are not being used by everyone else and that are searched for quite often. This may include misspellings and other alternative data. After finding relevant keywords and phrases, the results must encourage conversion or success based on each business' criteria. For example, while it may be possible for a DVD rental firm to get top listings under the search criteria 'free DVD rentals', the person who visits is looking for free merchandise and will leave if its not found.

A real-time tool for conducting keyword research is Word Tracker, located at [wordtracker.com](http://wordtracker.com). For a nominal subscription cost ranging from one day to one year, Word Tracker allows keyword research based on search frequency and term popularity. Each keyword or phrase can be narrowed down to the strongest options for high ranking.

For optimal search engine rankings, a page will be optimized for only one to two popular but non-competitive keywords or key phrases. These should be included in all three metatags.

## **Keyword Coding**

HTML coding are two words most people never want to hear, especially in a learning environment. But it's important to understand the basic web page header structure and where the search engines look to find key words for SERP's.

Sites rank highest when each page is optimized separately. For instance, a business may have one website unlimited interlinking pages. The top page must be named "index.HTML". While each sub-page may be named according to the designer or programmer's preference. Ideally sub-pages are named according to the strongest keywords or phrases for each business. Both the domain name and the URL or complete web address string, are important factors in determining search engine relevancy.

For example, use the strongest keyword phrase in the domain name, such as <http://www.books.com/>. Optimize each URL below this, which includes any additional directions like as [/fiction-books.HTML](http://www.books.com/fiction-books.HTML) or [/comic-books.HTML](http://www.books.com/comic-books.HTML). Thus we can ideally gain the strongest optimization benefits by using a key word rich domain name and URL in the following manner:

<http://www.books.com/>  
<http://www.books.com/fiction-books.HTML>  
<http://www.books.com/comic-books.HTML>  
<http://www.books.com/romance-books.HTML>  
<http://www.books.com/crime-books.HTML>

Three important META tags are on each individual HTML page located between the "head" tags: description, keywords and title. The webpage description is the short

sentence that displays after the listing name in the SERP's. The keywords are not viewed by the casual surfer, but offer a clear-cut description of what is found on the website or who's behind it. The title is the most condensed of all metatags. The title should repeat the top 1-2 keywords and describe what the site is about. Metatags, when placed in the HTML website code, read as follows:

```
<HEAD>
<META name="revisit-after" content="30 days">
<META name="description" content="This sentence shows when people search
for the products or services and should be key word phrase dense">
<META name="keywords" content="key word phrase">
<TITLE>The web page title should be key word phrase dense</TITLE>
</HEAD>
```

We can take the keyword theme as far as necessary, yet success through search engine optimization is not a 100% guaranteed way to gain top rankings and can often dilute the site and information quality by becoming a string of repetitive keywords, not value-added information. Some of these tactics include adding pages of keyword-rich articles solely to rank high. Another is developing a mini-empire of interrelated sites not for expert information, but solely to make the sites appear more important and relevant to the main site focus.

To ensure a small 30-page website is optimized, it must first renew keyword use each month to find the most popular terms for the three major search engines, Yahoo!, Google and MSN. Each page must be optimized for different but interdependent terms to strengthen to site as a whole. This involves new keyword research and website content for each page every month.

An example of a good ecommerce site using paid advertising instead of keyword optimization is [buyautomotive.com](http://buyautomotive.com). Notice the content is relevant to the visitor entering and seeking the product. In contrast, [autoanything.com](http://autoanything.com), a competitor site, relies heavily on keyword content, uses text that has no purpose and confuses the visitor with too many navigation links and useless words meant for search engines alone. Though this may gain rankings with work and keyword saturation, it can also damage a business reputation and ultimately lead to less sales.

## **The Key Players**

There are countless search engines driving traffic to business websites. Most are small, targeted and growing, while others have large, broad and loyal audiences.

Just five search engines control the majority of queries on the Internet including Yahoo, Google, Ask Jeeves and AllTheWeb. Other search sites compile the results from multiple engines into all-encompassing SERP's, such as Dogpile. The Open Directory Project or DMOZ, is a non-commercial directory focused on human-editing and free inclusion.

## Traffic Facts

The following shows the average reach. For instance, if you sampled a million Internet users, reach states how many visit each of the follow. (Metrics as of February 2005.)

Yahoo	301,800 reach per million Internet users
Google	170,650 reach per million Internet users
Ask Jeeves	6,905 reach per million Internet users
AllTheWeb	1,070 reach per million Internet users
DogPile	1,485 reach per million Internet users
DMOZ	1,880 reach per million Internet users

## Yahoo

*Our mission is to be the most essential global Internet service for consumers and businesses. How we pursue that mission is influenced by a set of core values - the standards that guide interactions with fellow Yahoos, the principles that direct how we service our customers, the ideals that drive what we do and how we do it. Many of our values were put into practice by two guys in a trailer some time ago; others reflect ambitions as our company grows. All of them are what we strive to achieve every day.*

- Yahoo.com

Touted the “life engine” in their latest ad campaign, Yahoo actually began as a simple project by two men, David Filo and Jerry Yang, in January 1995. During their studies at Stanford University, Yahoo was their way to catalog and organize Internet bookmarks. Soon the project grew, as the Internet grew, gathering interest from visitors who added Yahoo to their own bookmarks and revisited often to find new additions.

Today Yahoo is the top ranked, highly trafficked website on the Internet. Word of mouth grew into what is now a publicly traded company. Yahoo listing is as important as that in the phone book.

Before submitting to human-edited directories, prepare a business description no more than 25 words in length using two to three key terms that may be used to find the website. This description should exclude marketing language and superlatives.

Yahoo offers free listings submissions at:

<http://submit.search.yahoo.com/free/request>

For more expedient results, express listings are posted within seven days through Yahoo! Express at:

<https://ecom.yahoo.com/dir/express/intro/>

Yahoo Express service costs \$299 nonrefundable for each Directory listing submitted. This doesn't include sites with adult content. Accepted directory listings are then charged \$299 annually to remain in the directory the following year. Adult content sites are \$600 annually due to a more complex and time-consuming review process.



Once listed in the directory, we can change or update the listing. Updates are typically scrutinized carefully and must have a strong, valid purpose. Updates are processed at:

<http://add.yahoo.com/fast/change>

## **Google**

*Google's mission is to make the world's information universally accessible and useful.*  
- Google.com

Google, named for the term which represents the number 1 followed by 100 zeros, was founded by Larry Page and Sergey Brin, two men who met at Stanford University graduate school studying computer science in 1995. Together they collaborated on a search engine called BackRub. After much investment seeking and technological experimentation, Google.com opened in a garage in September 1998 in Menlo Park, California. Google handled more than 100 million search queries a day by the end of 2000.

In February 2002, Google launched Ad Words, a self-serve cost per click advertising model. In December 2002, Google launched Froogle, a free product search service. 2004 brings Local Search and GMail, as well as a public offering under the ticker GOOG.

No longer a garage business, Google reaches an average of 148,800 million users each day. Being included in the next Googlebot Internet crawl is as important as drinking milk.

Submit top-level website page only to:

<http://www.google.com/addurl.HTML>

Not all submissions are added and no guarantees on timing are made. Similarly, one can also change the website URL, remove the website from the index, remove individual pages, snippets, cached pages, outdated links or images from the Google image search. Page removal requests can be submitted at:

<http://www.google.com/remove.HTML>

Indexed page removal requires page owners' permission unless law requires removal without permission.

## **Ask Jeeves**

Ask Jeeves Inc. was founded in 1996 and is now a publicly traded company with headquarters in California. Its syndicates search technology and advertising units to a affiliate partner network including Excite, Ask.com, Teoma, Ask Jeeves Kids, MyWebSearch, MySearch, MyWay, MaxOnline and iwon.

A butler inspired by the books by English writer P.G. Wodehouse characterizes the Ask Jeeves brand. The website began as a question and answer service – the user asks a question and an answer is generated. With an editorial staff building each question and

answer scenario, the answers often didn't add up to the searcher's actual intent. After the dot com crash, stock dropped to under \$1, yet today performs in the \$30 range due to heavy restructuring, cuts and a quality search focus.

Ask Jeeves began as a human-edited listing but has since abandoned this for algorithmic search results. Smart Search allows users to search keywords such as celebrity names and receive an instant biography and photograph above results. Binocular icons next to certain results allow quick web page previews.

Submission to Ask Jeeves is managed by ineedhits.com. Submission includes 12-months on the ask.com and Teoma's U.S. index including Excite, MyWay.com, Hotbot.com, iLor, Ixquick, Search123.com, Metacrawler, MySearch.com and Mamma.com. Each listing includes weekly page refreshes, 7-day inclusion and detailed chick-through reporting. Pricing starts at \$30 per URL and \$18 for each addition.

To submit a website or learn more about the program, visit:

<http://www.ineedhits.com/>  
<http://ask.ineedhits.com/sitesubmit.asp>

### **AllTheWeb**

A Overture Services business, AlltheWeb's index (provided by Yahoo) includes billions of web pages, as well as tens of millions of PDF and MS Word® files. AlltheWeb offers specialized search tools for the major browsers and advanced search features, supporting searches in 36 different languages, news, images, audio, video and multimedia files.

AllTheWeb is powered by FAST and considered by some as a likely candidate to exceed Google's success. The search engine's strongest asset is fresh information, reindexing sites and removing broken links every 7-11 days. AllTheWeb is also known for its SafeSearch filtering option that removes offensive content from SERP's.

To submit a website or learn more about fees, visit:

[http://www.alltheweb.com/help/webmaster/submit\\_site](http://www.alltheweb.com/help/webmaster/submit_site)

### **Dogpile**

*"With one single click, Dogpile fetches the best results from the combined pool of the best search engines - instead of results from just one single search engine.*

*And Dogpile makes it easy to refine your search so you can find the most meaningful results right away. No wonder it's the "Top Dog" of the search industry."*

- Dogpile.com

Dogpile was developed in 1996 using innovative metasearch technology to find results in many leading search engines including Google, Yahoo, Ask Jeeves, About, FindWhat, LookSmart and more. All results are combined into one comprehensive SERP. Dogpile

is currently owned and operated by InfoSpace, Inc. They brand the business on Arfie, their signature dog logo.

Dogpile, like other search engines, allows data (or keyword), image, audio, multimedia, news and shopping searches.

Though a metasearch engine pulling information from all other major search sources, website owners may also submit to the DogPile database directly. This listing includes DogPile, Verizon, WebCrawler, NBC and MetaCrawler.

To submit a website, visit:

[https://secure.ah-ha.com/guaranteed\\_inclusion/teaser.aspx?network=dogpile](https://secure.ah-ha.com/guaranteed_inclusion/teaser.aspx?network=dogpile)

### ***Open Directory Project (DMOZ)***

*The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors.*

- DMOZ.org

The Open Directory Project is an Internet resource hierarchically arranged by subject - from broad to specific. The ODP is maintained by editors that evaluate websites for inclusion in the directory. All submissions are subject to editor evaluation.

ODP does not consider itself a search engine and, in that light, is highly selective. Not all sites are accepted. The goal is to make all information provided by the database as useful as possible, not to simply include all sites on the Internet or serve as a promotional tool for businesses.

To assist editorial discretion, ODP has policies for submitting sites for our consideration. They may reject, delete or edit submissions that violate these policies or that they do not want included. The ODP also rejects, deletes or blocks sites possibly associated with a user violating their policies.

Their policies and submission steps are as follows:

#### **1. Determine whether a site is appropriate for submission to the ODP:**

- Do not submit mirror sites. Mirror sites are sites that contain identical content, but have altogether different URL's.
- Do not submit URL's that contain only the same or similar content as other sites that may be listed in the directory. Sites with overlapping and repetitive content are not helpful to directory users. Multiple submissions of the same or related sites may result in the exclusion and/or deletion of those and all affiliated sites.
- Do not disguise the submission and submit the same URL more than once. Example: <http://www.dmoz.org> and

<http://www.dmoz.org/index.HTML>.

- Do not submit any site with an address that redirects to another address.
- The Open Directory has a policy against the inclusion of sites with illegal content. Examples of illegal material include child pornography; libel; material that infringes any intellectual property right; and material that specifically advocates, solicits or abets illegal activity (such as fraud or violence).
- Do not submit sites "under construction." Wait until a site is complete before submitting it. Sites that are incomplete, contain "Under Construction" notices or contain broken graphics or links aren't good candidates for the directory.
- Submit pornographic sites to the appropriate category under Adult.
- Submit non-English sites to the appropriate category under World.
- Don't submit sites consisting largely of affiliate links.

2. Do a quick search in the directory at [dmoz.org](http://dmoz.org) (the home of the Open Directory) to be sure the site isn't already listed. This saves everyone time.

3. Identify the single best category for the site. The Open Directory has an enormous array of subjects to choose from. Submit a site to the single most relevant category. Sites submitted to inappropriate or unrelated categories may be rejected or removed.

Note: Some categories do not have "suggest URL" or "update URL" links. These categories don't accept submissions, so find a more specific category for the site.

4. Once we select the best category for the site, go directly to that category on [dmoz.org](http://dmoz.org) and then click "suggest URL." Follow the instructions on the submission form carefully. Descriptions of sites should describe the content of the site concisely and accurately. They should not be promotional in nature. Submitting a promotional description rather than an objective, well-written description may significantly delay the site from being listed or prevent the site from being listed at all. Auto-submission software is (and always has been) a violation of this procedure. Sites submitted automatically are flagged and deleted after the submission is accepted, without notification. Persistent automatic submission may force a ban from the DMOZ site, so they can provide resources to real human beings.

#### Procedure After The Site is Submitted

An ODP editor will review the submission to determine whether to include it in the directory. Depending on factors such as the volume of submissions to the particular category, it may take several weeks or more before the

submission is reviewed. Please only submit a URL to the Open Directory once. Again, multiple submissions of the same or related sites may result in the exclusion and/or deletion of those and all affiliated sites. Disguising the submission and submitting the same URL more than once is not permitted. If a site submitted has not been listed after a month, check its status at the DMOZ public forums.

### Updating The Site

If a site has been accepted for inclusion in the directory but the site is described or titled unsatisfactorily, we may go to the category where it is listed and fill out the "update URL" form. If dissatisfied with the category in which the site is listed, send an e-mail to an editor for the category explaining the disagreement.

If dissatisfied with the editor's response, use the "Feedback" link at the top of the page to "appeal" the editor's decision. Be specific concerning the disagreement (including why it's believe the editor's response is inadequate). Comments made through the feedback link are reviewed by the ODP staff, which also makes the final decision. Please do NOT send correspondence to Netscape, as that will only slow down and complicate the process. We take all feedback seriously and give it our thoughtful consideration. But please remember that we must exercise our discretion and make numerous judgment calls as to how to make the ODP as useful as possible - no matter what decision we make, we may not always satisfy everyone.

### Getting The Site Into Portals and Search Engines Using ODP Data

If the site has been accepted into the Open Directory, it may take anywhere from 2 weeks to several months for the site to be listed on partner sites which use the Open Directory data, such as AOL Search, Google, Netscape Search, Yahoo Search and hundreds of other sites. We make updates of the data available weekly, but each partner has their own update schedule.

### Editorial Discretion

Please recognize that making the ODP a useful resource requires U.S. to exercise broad editorial discretion in determining the content and structure of the directory. That discretion extends (but is not limited) to what sites to include, where in the directory sites are placed, whether and when to include more than one link to a site, when deep linking is appropriate and the content of the title and description of the site. In addition, a site's placement in the directory is subject to change or deletion at any time at our sole discretion. Don't rely on any aspect of a site's inclusion in the directory. An editor's exercise of discretion may not always treat all submissions equally.

To add a website to the directory, visit:

<http://dmoz.org/add.HTML>

## Chapter Review

Search engines have two basic styles – portal and search box focused. In either search style, results depend on inclusion within the engine's extensive database, some using human editing and others fully automated, some requiring paid inclusion and others free. Search results listings are called SERP's or search engine result pages.

Studies have shown that search engines and links are the most effective way to reach web users. While other successful Internet marketing tactics include word of mouth and traditional direct mail advertising.

Search engine marketing is tiered, meaning one may promote a website on the search engines at various levels of visibility. Each level offers a distinctly different service than the next. At the most basic level of marketing is search engine listing, which is simply registration in any given search database. This doesn't guarantee or solidify ranking in the top results, but does obtain consideration. The next level is called search engine optimization, or improving a website's ability to gain top rankings in SERP's.

To rank relevantly within search engine results, websites must be considered relevant for a particular search algorithm for that particular keyword or phrase. This is a dynamic and growing strategy based on various tactics aimed to use search algorithms to the marketer's best advantage. Currently, websites rank highest when each page is optimized separately. Metatags are thus developed with appropriate content.

There are countless search engines driving traffic to websites. Most of these are small, targeted and growing, while others have large, broad and loyal audiences. Just a few search engines control the majority of queries on the Internet. These leaders include:

- Yahoo
- Google
- Ask Jeeves
- AllTheWeb

Other search sites compile results from multiple search engines into all-encompassing SERP's. Finally, a one-of-a-kind undertaking, the Open Directory Project or DMOZ is a non-commercial directory focused on human-editing and free inclusion.

## Chapter Three: Pay-Per-Click Advertising

Pay Per Click (PPC) advertising is quickly becoming the fastest and most effective way to reach the top search engine rankings for given key words and phrases. The concept is simple – we pay or bid competitively, for the placement within each search phrase.

While many of the search engines still have free inclusion, this does not always guarantee top placement. Keyword saturation and search engine optimization or the purposeful use of the keywords often within the website content, is also an unpredictable and often unsuccessful method of gaining rankings.

### About Pay-Per-Click Advertising

PPC ads are similar to typical ads within SERP's, but they are above free listings often labeled "Sponsored Sites". While some offer image or banner advertising in the same auction manner, most PPC ad services focus on text ads like those below their listing with a business name and brief description of what the site offers.

Where each ad is placed depends on the keywords and key phrases you select for your ad campaign. Depending on the PPC search engine, this fee may be as low as \$.01 going up based on popularity, demand and exactly how much others are willing to pay for high placement.

While advertisers pay only by the actual clicks made, visibility is, in essence, free. However there is an unspoken fee associated with "unpopular" or rarely clicked, ads. Most Pay Per Click services balance the ad click-through rate (CTR) or how many times a viewer clicks the ad and the bid amount we're willing to pay for each click when determining the ultimate seniority of each ad. Because CTR does play a significant role in placement, it's wise to bid higher at the outset to gain significant clicks. It is also wise to gain as much interest and click through with each ad as possible to establish a stronger and lower priced ranking. Once this seniority is established, the cost may be lowered without harming the position quite as much.

PPC advertising offers instant results, good or bad. Once an ad is placed, it may be online immediately (in the case of Google AdWords) or within a week (in the case of Overture), receiving clicks and being rated immediately. Because of this instant response, unpopular keywords can be disabled if not attended to fast enough making it next to impossible to use the keyword or phrase again. Also, because PPC advertising is an auction-style marketplace, SERP placement changes constantly.

To meet these needs, many major PPC advertising engines allow budget and automatic bid set-up. This allows you to put a maximum per day or per campaign budget on clicks, after which the ad is taken down until the budget is either replenished or automatically rolled-over to the next period. For instance, an advertiser may place a budget of \$100 per day on a campaign. When clicks meet this ceiling, ads stop until the next day to use up the next \$100.

When conducting a PPC ad campaign, remember to keep the customer and their motivation in mind, develop a list of keywords that describe the products and services,

target keywords the customer will be searching for and use specific phrases that clearly define the offering. Veer away from broad keyword matches, items we don't offer or information that isn't available on the website.

The current PPC marketing has more advertising demand than available, top-ranking spots. It's not yet known how this demand will measure out or how PPC services will address this concern in the future.

## **Keywords**

Possibly the most important part of developing PPC ad campaigns is finding the right keyword phrases. To begin developing a strong keyword phrase list, type the initial ideas of what people would search for when seeking the website in a new Excel spreadsheet. Look through the site and analyze the words that describe the products. Review the website, identifying words that would be of most interest to the viewers. Check web server logs to find the words visitors currently use to find the site and what pages they find most interesting. Consider what action the customer should take – find information, purchase something, bookmark the site for later shopping or other positive advertising result.

Use the Google Keyword Tool, Overture Keyword Tool or WordTracker.com to find other relevant searches around the initial ideas. Its best practice to use the longest search phrases possible, using those no less than three words long. The more specific, the lower the cost and the more targeted traffic received. If selling specific brands, use the brand names in the keyword phrases.

Customers search during all phases of the shopping cycle – from gathering data to comparing prices and finally submitting their credit card with the store. Use keywords within each phase, considering the highest conversion will come from the audience ready to buy.

Each keyword phrase should be product or service specific. Select the type of keyword searches the ad will show under, such as broad matches, exact matches, negative matches and so forth. For example, a bookshop may want to advertise under the key word phrase “car books”, but not show up for the search term “Kelly blue book cars”. They have the option of blocking searches with the term “Kelly blue” in the phrase.

Keyword selection is important to narrow down the exact target audience and search relevance. Additionally the ads gain stronger click-through rate or CTR, when carefully targeted to the search traffic. Ads with low CTR may be disabled. Ads with high CTR will gain higher ranking at a lower bid cost.

When we target exactly what the consumer is looking for, conversion rate increases significantly.

When searching online, potential customers may type many variations of the keywords including misspellings, plural form or switched word orders. So use these in the PPC ads also to gain the strongest and broadest audience range.



## The Key Players

The primary Pay Per Click services include Google AdWords, Overture, FindWhat, LookSmart, Look Listings and Mamma. While each service runs similarly, they reach unique audiences. Consider the target audience, budget, product or service interest and marketing objectives when selecting the right PPC marketing service.

### Traffic Facts

The following shows the average reach. For instance, if you sampled a million Internet users, reach states how many visit each of the follow. (Metrics as of February 2005.)

Google AdWords	170,650 reach per million Internet users
Overture	12,280 reach per million Internet users
FindWhat	629 reach per million Internet users
LookSmart	683 reach per million Internet users
Mamma	573 reach per million Internet users

### Google AdWords

*Google AdWords ads connect you with new customers at the precise moment when they're looking for the products or services. The Google Network reaches more than 80% of Internet users. With Google AdWords you create the own ads, choose keywords to help U.S. match the ads to the audience and pay only when someone clicks on them.*

- [AdWords.google.com](http://AdWords.google.com)

Google AdWords span networks including America Online, Ask Jeeves, Earthlink and Google search results. Each ad includes four, short lines – the title, two ad text or call to action statements and the target website address or URL.

Campaign cost is dynamic, dependant on the number of keyword ads active and the cost for each ad. Set a daily maximum for all keywords in an ad campaign or allow ads to show for every search created. Google does require a one-time activation fee to begin. Google has no minimum monthly ad spend to maintain the account standing. Accounts can be opened for as little as \$5 with a minimum bid amount of five cents.

### Developing Ads

Google AdWords allow specific language and county targeting. They also allow advertisers to specify where the ads displays – in Google search results and/or content relevant network sites.

To develop an ad, first name the Ad Group identifiably. This information is for the use only. Under each Ad Group, create three lines of text totaling 95 characters. The first line should include the search term for the ad. This improves CTR. The description should encourage qualified leads to click into the site and purchase the products or services and should discourage random, unqualified clicks from those not in the target audience. It should also differentiate a business from its competition. Are specials available, a

larger selection, strong credit terms, rare or hard-to-find products, guarantees or flexible payment options? If so, states this in the ad content.

At the close of the ad group, the website will display. Google allows differentiation of the destination URL from the display URL on the ad. Each destination URL can be up to 1,024 characters in length. The destination URL should bring the customer exactly to the page where they can purchase the product advertised. This is necessary to gain the strongest conversion rates.

Merchants then walk through keyword phrase selection, best when established prior to this step, then the currency and maximum cost-per-click or CPC. Google offers calculated estimates to help determine the best price for the desired traffic, ranking and visibility.

Repeat this process for each ad group. Google allows easy updates and ad alterations. Test a few different variations to find the right mixes of words and interest.

### **Editorial Guidelines**

Through the greatest advantage to Google AdWords are their immediate market reach, ads are continually being monitored and may be taken offline should they go against policy. Google Editorial Guidelines are also meant to improve the ad success by basing ads on historical click-through trends.

Unlike banner advertising, print advertising or direct mail, Google AdWords are also specifically designed to tone down marketing hype and neutrally describe each website. Within three lines, tell why the site is the best click for the ad viewer faced with many choices.

Use clear, direct language and avoid gimmicks

Use Standard Punctuation

- No repeated and unnecessary punctuation or symbols.
- The title may not contain an exclamation point.
- The ad text may only contain one exclamation point.

Use Standard Capitalization

- No excessive capitalization such as "FREE" or "GOOGLE ADWORDS."
- Capitalization of the first letter of each word within the displayed URL is permitted.
- No Repetition

Use Correct Spelling

Use Proper Grammar

- The ad text must be in logical sentence or phrase form and must contain grammatically correct spacing.

- The use of symbols, numbers or letters must adhere to the true meaning of the symbol.

#### Keep It Concise

- Please keep the following ad text limits in mind when planning the ads.
- Ad titles are limited to 25 characters.
- The two description lines and display URL are limited to 35 characters each.
- The keywords and ad text must be relevant to the site, products or services.

#### Write Accurate Ad Text

- The ad text and keywords must directly relate to the content on the landing page for the ad.
- Distinguish the ad by including the ABC CORPORATION , line of business or product in the ad text or title.
- If local services or products are offered, clearly indicate the location in the ad text.

#### Target Specific Keywords

- Use specific keywords that accurately reflect the site.
- Use keywords that reflect the location if offering a location-specific product or service.
- Should be informative, targeted and represent the uniqueness.

#### *Prescription Drugs and Related Content*

Websites advertising prescription drugs or using prescription drug keywords targeted to the U.S. must provide a valid Square Trade identification number. Square Trade membership is only available for online pharmacies based in the U.S. or Canada; therefore, international online pharmacies must not include the U.S. within their location targeting.

#### *Gambling*

Google does not permit ads for online casinos, sports books, bingo and affiliates with the primary purpose of driving traffic to online gambling sites.

#### *Follow Proper Trademark Usage*

Adhere to trademark guidelines.

#### *Maintain Google Standards*

Google may not accept ad text, ads or keywords containing or relating to certain products or services. We reserve the right to exercise editorial discretion when it comes to the advertising we accept on our site, as noted in our advertising terms and conditions.

#### *Identify Affiliate Status*

If an affiliate and paid to send traffic to another site or a distributor, identify as an affiliate or a distributor in the ad text.

#### *Support Competitive Claims*

If the ad text contains comparative language regarding competitors, support for this claim must be displayed on the landing page for the AdWords ad.

#### *Avoid Superlatives*

If the ad contains comparative or subjective phrases such as "Best," "Cheapest," "Top," or "#1," verification by a third party must be clearly displayed on the website.

#### *Support Advertised Prices, Discounts and Free Offers*

If the ad includes a price, special discount or 'free' offer, it must be clearly and accurately displayed on the website within 1-2 clicks of the ad's landing page.

#### *No Unacceptable Phrases*

The ad cannot contain universal call-to-action phrases such as "click here," "link here," "visit this link," "this site is," or other similar phrases that could apply to any ad, regardless of content.

Use a call-to-action unique to the service or product provided.

The limited text space should be used for concise, informative language that sets the business apart from the competition.

Phrases in the 3rd line of the ad cannot continue into the Display URL.

Unacceptable phrases 'click here' and 'visit this link.'

*No Inappropriate Language.* The ad cannot contain offensive or inappropriate language.

#### *Non-Family Safe & Adult Sexual Content*

Ads are reviewed and categorized as "Family Safe," "Non-Family Safe," or "Adult Sexual Content" on a case-by-case basis.

The URL's must work and accurately reflect the ad and site.

#### *Display URL Must be Accurate*

The Display URL must accurately reflect the URL of the website. If the actual destination URL link is too long for the ad, use a shortened version (such as the homepage) that meets the character limit for this field.

The Display URL field cannot be used as another line of ad text.

The Display URL must include the domain extension, for example: .com, .net or .org.

#### *Destination URL Must Work*

The Destination URL must work properly. Check the spelling and symbols to make sure the correct URL for the page users visit is correct.

The Destination URL must link to a working website. We cannot link to an email address or a file (ex. an image, audio, video or document file that requires an additional program or application to open or run).

The landing page for the ad cannot be under construction. The Destination URL must link to an actual web page with content relevant to the ad. When the site is under construction or down for maintenance, pause the Ad Group(s).

#### *No Pop-ups*

Google does not allow links to landing pages that generate pop-ups when users enter or leave the landing page.

#### *Working Back Button*

Links to the website must allow users to return to the Google search results page or ad network by clicking once on the browser's Back button.

#### *Site Security*

The site should use a secure server (https://) when collecting personal information from our users.

#### *Dialers*

Google does not permit ads or ads for websites that are associated with dialers in any way.

### **Measuring Results**

Merchants can measure results on Google AdWord campaigns through their account management page. Within their account, users can develop customized reports including:

- Keyword Reports – Details on selected keywords including clicks, CTR and average CPC
- Ad Text Reports – Text ads and corresponding statistics at a glance
- Ad Image Reports – Image ads and corresponding statistics at a glance
- URL Reports – Performance and relevant statistics for destination URL's
- Account Reports – Account performance for particular time periods or separated by day
- Campaign Reports – Campaign statistics side-by-side
- Ad Group Reports – Keyword grouping performance with ad group statistics
- Custom Reports – Specify exact field data and detail level

Each report can be viewed in HTML or sent as email. Reports can also be saved for generation at given intervals or manually on an as needed basis.

### **Network**

The Google AdWords search network includes distribution through America Online, Netscape Netcenter, The New York Times, CompuServe, Earthlink, AT&T Worldnet, Ask Jeeves and Shopping.com. The Google AdWords content network includes consumer and industry-specific websites and products such as newsletters (for the U.S. only) and email program distribution through USNews.com, About.com, Lycos, Forbes, ABC.com, Economist.com, InfoSpace, Fox Sports, TheStreet.com, Thomson, National Geographic, LinuxWorld.com, All Recipes, LowestFAre.com, Viacom and MacWorld.

To set-up a pay-per-click campaign with Google AdWords, visit <https://AdWords.google.com>.

## **Overture**

Overture is a wholly owned subsidiary of Yahoo, Inc. with more than 100,000 active, paying advertisers and its worldwide distribution partners, including Yahoo!, MSN, Wanadoo and CNN. Overture is based in Pasadena, California, with U.S. offices in New York, Chicago and Sunnyvale, California. Overture headquarters for non-U.S. business is in Ireland, with offices across Europe, Asia and Australia.

Bill Gross' Idea lab founded overture, formerly GoTo.com, in September 1997. In June 1998, the company launched sponsored search service. One year later, the company completed their IPO, which commenced trading on the NASDAQ Stock Market. On October 7, 2003 Yahoo! Inc. acquired Overture, which now operates as a wholly owned subsidiary of Yahoo.

Overture has a U.S. Network Reach of more than 80 percent of active U.S. Internet users. Thus advertising in the top three keyword positions enables a merchant the visibility reach to all these users, while positions four and below reach approximately 40 percent of users. Overture has click protection that ensures advertisers aren't charged for invalid clicks.

Overture's Content Match places ads on content pages (such as articles) within their search network. Content Match ads are shown with relevant listings on the same page.

Unlike Google AdWords that hit the search and content listings instantly, Overture listings must go through editorial review. Ads are typically reviewed and live within one week.

Payment plans include non-stop, fixed budget and pre-payment. Non-stop receives uninterrupted traffic, while Overture sends an email notification when payments are drawn from the account automatically. Fixed budget payments allow advertisers to set the budget for each month. Once the account is depleted, the account is taken offline. Funds then replenish the account when the monthly cycles resumes. Prepayment allows merchants to add payments manually.

Overture ads use maximum bidding settings, so set the maximum we're willing to pay for a click and the system will automatically adjusts the bid to get the best price available. Advertisers pay one cent more than the maximum bid of the listing just below this. Overture requires a minimum monthly ad spend to maintain the account. Minimum account balance is \$50, while minimum bids are 10 cents. The actual ad cost is dynamic and auction-styled.

## **Developing Ads**

Overture provides ad development services for \$199 per 100 relevant search terms on the Fast Track plan. This plan offers a turn-around-time of three business days.

Overture ad guidelines are similar to Google, in that they avoid marketing hype. Each ad should be created clearly with factual, accurate information tailored to the offerings. They should be developed as if spoken from a third party. Formulate titles and descriptions that reach the searcher, avoiding ampersands and numbers. Avoid superlatives such as best, lowest or leading. Use the keywords in the title and description to catch the viewers' attention. Yahoo! search listings and some others use bold font to highlight the keywords that appear in each result. Research shows a 60 percent increase in perceived quality when keywords are in the title and description, with a 50 percent higher CTR.

Always direct the customer to the most relevant URL possible – directly to the product advertised. The less work in searching, the more interest the visitor has in buying. Overture research indicates 96 percent of customers prefer a specific to a general landing page.

Adjust listing seasonally when appropriate. Shoppers appreciate finding items such as flowers or gifts listed for certain holidays. For added performance, highlight discounts or special offers in the title. Differentiate the business from the competition. Overture allows toggling of listings on or off making seasonally appropriate ads more convenient.

Overture technical requirements are as follows:

Title: 40 characters in length, including spaces

Description: 190 characters in length, including spaces

URL: 255 characters in length; must work

Back Button: Consumers must be able to return from the advertiser's Web page to the Web page they came from with one click of their browser back button

Pop-Ups: Site must not spawn more than one partial window

Site Functionality: Site must be functional

## **Editorial Guidelines**

Each Overture ad listing is reviewed by content editors to ensure optimal success and guideline adherence. Each ad is submitted to the Overture "Add Listings" page in the merchant's DirecTraffic Center. Listings require 3-5 days for review. Once accepted, listings are shown online. Each merchant receives an email with listing status updates. Status is also available online under the DirecTraffic Center.

Overture requires each ad adhere to the following guidelines:

Content. The Website should possess substantial content that is clearly and obviously reflective of the search term's meaning. There must be a strong, direct relationship between search terms and the content, purpose or theme of the Website.

**Obvious Path.** The URL listed in the listing must take the user to the specific content that qualifies the site for the search term. The user must be able to find the content quickly and easily.

**Title and Description.** The title and description should be clear and objective (no superlatives). The title and description must not provide an inaccurate or misleading reflection of what the user will find at the site. They should be at least as specific as the search term. When the geographic location is relevant, include it in the description.

**Back Button.** The back button must work.

**Pop-Ups.** We discourage the use of pop-ups.

**Broken URL's.** Websites must be functional.

**Website Ownership.** Websites must be the own site and such ownership must be verifiable. All search terms must refer directly to the content on the Website. URL's may not automatically redirect users to a Website not owned.

**Duplication of Results.** List a given site under a keyword only once. Overture needs to show breadth of results and does not want to provide a redundant user experience. Sites may be rejected for offering a redundant user experience if:

- The submitted sites link to each other or to a common page. For example, we may evaluate the prominence of such linking, the role of such linking in commerce or the lack of alternatives in the industry.
- The sites do not have distinct brands. For example, we may evaluate historic distinctness of companies and consumer perception where applicable.
- The sites have the same look and feel. For example, we may evaluate content, design, frames, identical contact information of the site, color schemes and fonts as appropriate.
- The sites have the same offering. For example, we may evaluate product offerings, target demographics, consumer uses, aesthetics, pricing, quality, etc.
- Overture decides that the listing does not benefit the keyword marketplace or enhance user experience.

#### *Cross-Marketplace*

Sites must have English or Spanish-language titles, descriptions and site content to be accepted into the U.S. Overture marketplace. Sites that do not serve the U.S. marketplace may only bid on their name and terms modified by their serviceable area.

#### *Gambling*

Overture does not accept listings for online gambling sites. Online gambling sites are those that have online gambling as their central theme. Among such sites are those that accept wagers or require payment in exchange for the chance to win prizes, as well as sites that offer both information and links related primarily to the promotion of online gambling.



### *Adult Sites*

A site may be categorized as an adult site if it presents sexual and/or erotic content, either graphically or verbally (including text and audio). Adult sites may not bid on non-adult search terms.

### *Job/Employment*

The search terms "job" and "employment" are acceptable for Websites that deal with work involving an employee/employer relationship. Sites that render only job-related services, such as résumé-writing or tips on taking job interviews, do not qualify for the search terms "job" and "employment."

### *Car/Auto/Automobile*

To be eligible for the search term "car" (or related terms such as "auto" or "automobile") Websites must offer cars for sale, rental or lease; automotive repair services; or information about automobiles.

### *Wine*

In order to advertise with Overture, sites that sell/offer wine (and their affiliates) must either participate in an Overture-approved certification process or be removed at the end of a grace period. This requirement does not apply to sites that merely sell/offer information on wine, accessories for the consumption of wine or any other wine-related sites, provided that they do not actually participate in the sale of wine. For more information on Overture's approved certification program for sellers of wine and their affiliates (managed by Square Trade, an independent third-party company), please [click here](#).

### *Prescription Drugs*

A prescription drug site is one that has pharmaceutical products as its main theme. This includes sites that sell prescription drug products, as well as sites that offer information or links related primarily to the sale of prescription drugs. If a site is a prescription drug site and either sells prescription drugs or facilitates the sale of prescription drugs (via links), these sites must take part in an Overture-approved qualification program. Square Trade, an independent third-party, manages Overture's approved qualification program. For more information please [click here](#). Titles and descriptions for qualified Canadian pharmacies must convey their location and may not be used to actively market to U.S. residents.

### *Style Guidelines*

#### *Apostrophes*

Do not use an apostrophe when making acronyms or other abbreviations plural.

Incorrect: DVD's, VCR's, SAT's

Correct: DVDs, VCRs, SATs

When referring to a decade, do not use an apostrophe before the numeral or before the "s."

Incorrect: The squeaky clean '50's gave way to the psychedelic 1960's.

Correct: The squeaky clean 50s gave way to the psychedelic 1960s.

#### Capitalization

In the listings, the ABC CORPORATION should consistently appear in the same style that it appears on the Website.

Correct: SMARTpages.com, EBay.com, idealab!

Words in all-caps are not allowed unless they are trademarked or copy written in this style.

Incorrect: Take advantage of this GREAT opportunity.

Correct: Purchase this new CD-ROM today.

Capitalize the first word of a question even if there are no quotation marks:

Correct: Answer the question, Where do you want to go today? by visiting Microsoft.com.

#### Commas

A comma should not follow the second-to-last item in a list unless needed for clarity.

Correct: Check out our CD players, digital cameras, camcorders and more.

#### Dashes

Place one space before and after a single dash. Double dashes are not permitted.

Incorrect: Don't settle for less-contact U.S. today.

Correct: This personal computer - one of the best available - is on sale now.

#### Ellipses

Ellipses must use exactly three dots in a row with no spaces before, between or after.

Incorrect: But wait..... there's more.

Correct: But wait...there's more.

Do not use ellipses in titles.

Incorrect: Buy Fish, Bait, Beer...and More

Correct: Buy Fish, Bait, Beer and More

Use only one instance of ellipses in descriptions.

Incorrect: We offer fish tackle...lures...traps...beer...everything you need.

Correct: We offer fish tackle, lures, traps, beer...everything you need.

#### Punctuation

Put a single period or question mark at the end of a description. Do not use exclamation points to emphasize the statement. Exclamation points are only acceptable if they are part of the proper name of a company or title.

Incorrect: We have a large selection of digital cameras!

Correct: Take a look at our selection of digital cameras.

Titles and descriptions should not be given more than one question mark or currency sign in a row or other gratuitous symbols and characters.

Incorrect: Why shop anywhere else???????

Correct: What are you waiting for?

#### Quotation marks

The primary function of quotation marks in search listings is to enclose titles of books, albums, etc.

Correct: Buy William Shakespeare's "Complete Sonnets" today.

Do not use quotation marks for the purpose of emphasis.

Incorrect: Our candy is "delicious."

#### Slashes

Use slashes for fractions, dates, common combinations (e.g. writer/editor, dual-deck DVD/VCR) and to indicate alternatives (inside/outside).

Do not use a slash as an alternative to a comma.

Incorrect: We offer financial advice/mortgage information/investment info and more.

Correct: We offer financial advice, mortgage information, investment info and more.

#### Symbols

Do not use the symbols "&", "\$" in place of the words "and" or "money".

Do not use symbols excessively (e.g. "\$\$\$", "++great deal++").

Incorrect: Sign up today & make tons of \$\$\$.

Correct: Sign up today and learn how to make a lot of money.

### Measuring Results

Overture's Conversion Counter™ allows merchants to track campaign success. It lets

the advertiser track how many conversions were driven by Overture's affiliate network, view conversion data for keyword, category or account levels, view Content Match conversion data and view conversion stats against the bid management and listing pages.

Tracking URL's are another option to manage campaign success and the most common technique used. To create a tracking URL, advertisers append extra text to their URL to denote where the visit originated. For example, if the typical URL is <http://www.mystore.com/books>, a tracking URL would read <http://www.mystore.com/books?source=OVERTURE>. Overture allows manual development of tracking URL's or will dynamically generate them through the Overture system. Once developed, each Webmaster needs to monitor behaviors and paths taken toward conversion in their server log files.

With automated Overture tracking URL's enabled through an On/Off switch in the DirecTraffic Center, advertisers can measure the source, query, keyword and match type. Source tracking shows the referral came from the Overture campaign. Raw search query tracking shows the raw search query or exactly what the user typed into the search box. Keyword tracking allows measuring of the Overture-refined search query or primary variant keyword. This is the information available in the DirecTraffic Center. Finally match type tracking signifies the listing clicked by the searcher so advertisers can understand how many visitors use the standard match, phrase match, broad match or content match for each search term.

## **Network**

Overture ad distribution partners and sites include Yahoo!, MSN, InfoSpace, CNN.com, SI.com, CNNMoney.com and WSJ Online in the United States. Overture European ad distribution partners and sites include Yahoo!, MSN, Lycos Europe, Wanadoo and Web.de. Overture Asia Pacific ad distribution partners and sites include Yahoo! JAPAN, Yahoo!, MSN, ninemsn and Daum Communications.

To set-up a pay-per-click campaign with Overture, visit <http://www.overture.com>.

## **FindWhat**

FindWhat.com is a publicly traded company on the NASDAQ market, FWHT, offering performance-based marketing and commerce enabling services. The company is headquartered in Fort Myers, Florida and has offices in New York, NY; Boston, MA; New Jersey; San Diego, CA; London, England; Paris, France; Madrid, Spain; Hamburg, Germany; Munich, Germany; Milan, Italy; Treviso, Italy; Stockholm, Sweden; Oslo, Norway and Denmark. Its core services help online businesses throughout the customer lifecycle to reach prospects, convert those prospects to customers and retain those customers through retention-based marketing strategies.

Bids are managed through two tools, AutoBid™ and BidOptimizer™. *AutoBid* ensures the lowest price for the best position automatically. Advertisers set the maximum bid price and the rest is managed continuously in accordance with this limit. *BidOptimizer* ensures the keywords are positioned where desired, first, second, third fourth or fifth in ranking. Maximum bid prices also apply, so if the desired position requires a higher fee than set, we gain the next best ranking. FindWhat protects advertisers by immediately

addressing questionable or unqualified activity, compensating advertisers accordingly. FindWhat has no minimum monthly advertising spend. Accounts require a minimum, non-refundable deposit of \$25 (credited toward CPC spend), while minimum bidding is five cents.

## **Developing Ads**

FindWhat account manager allows advertisers the control needed over bid management, post-click analysis (AdAnalyzer™), keyword adding and updating, limiting budget spend, report generation and traffic generation. CruiseControl™ automated bid management tools optimize keywords to high traffic and low price, uncover return on advertising investment, schedule, turn on or turn off ads and replenish the account for unlimited or maximum ad spend. FindWhat also offers ad development services through BusinessBuilder™. FindWhat requires up to three days to review keywords.

Ad character limitations are:

- Title - may consist of up to 50 characters, including spaces
- Description - may consist of up to 250 characters, including spaces
- URL - may consist of up to 250 characters, including spaces
- Keyword - may consist of up to 50 characters including spaces

## **Editorial Guidelines**

To ensure strong CTR and relevance, FindWhat editorial ad guidelines must be followed. These are:

### **Spelling**

An easy oversight—make sure that correct spelling is used in the titles and descriptions, although it may make sense to choose keywords that are common misspellings of words that are relevant to the website

### **Grammar & Punctuation**

Use correct grammar and punctuation in the titles and descriptions—please note that titles and descriptions in all capital letters are not accepted

### **Superlatives**

Do not use superlatives in titles and descriptions unless you have documented proof of such a claim (example: “Fastest and Cheapest ISP”)

### **Free**

Use of the word "free" and similar promotional words and phrases will only be allowed if those products and services are actually found and are available for "free" within the landing page

### **Telephone Numbers**

Do not use telephone numbers in the titles or descriptions

#### URL's

Do not use URL's in the titles or descriptions

#### Symbols

Do not use symbols excessively, for example using a "\$" is fine, using "\$\$\$" is not

#### Language

The language of the website dictates the language of the keyword, title and description (example: if the website is created in Spanish only, the entire keyword ad must be in Spanish, including the keywords attached to it)

#### Pop-Up's/Pop-Under's

Websites that contain more than one pop up or pop under window cannot participate in the FindWhat.com program

#### Websites Under Construction

Do not submit ads linked to websites that are under construction or that contain broken links

#### Geographic Limitation

If a product or service is offered within a certain geographical area only, write it in the title and description

#### Affiliates

If promoting a product or service under an affiliate program, state this in the title or description

In addition, FindWhat requires each ad be relevant to the search criteria. "Relevant" is defined by FindWhat as: "all information—the keywords, the titles and the descriptions chosen by each advertiser must all be directly related to the product or service offered by that advertiser. This information must be relevant to the Web page on which the user lands when clicking on the advertiser's ad."

### **Measuring Results**

To measure results, ads should be developed using tracking URL's. These may be traced through server log files to analyze the results of each ad campaign. To set up a tracking URL, simply change the standard destination URL within the ad to designate the search engine referral responsible. A query string is a variable or set of variables, placed at the end of a URL following a question mark. By changing <http://www.thesite.com> to <http://www.thesite.com/?ref=FINDWHAT>, the log files will show the referring engine responsible for user actions.

## **Network**

The FindWhat.com delivery network includes portals with search engines on CNET's Search.com, Webcrawler, Dogpile, Excite.com, NBCi, Go2Net and Microsoft Internet Explorer Autosearch.

FindWhat ad campaigns can be set-up at <http://www.findwhat.com>.

## ***LookSmart Look Listings***

LookSmart is publicly traded on the NASDAQ market, LOOK. LookSmart requires a \$15 minimum monthly spend with minimum keyword bidding starting at ten cents, but depends on the category the products or offering relates to.

Auto, \$0.23: All auto-related sites except car loans and insurance. Includes car makes and models, auto parts and accessories, car prices and quotes, dealers, car reviews, aggregators, used-car classifieds, trucks, motorcycles, RVs and boats.

Books, Magazines, CDs and DVDs, \$0.23: All sites that sell books, magazines, CDs and DVDs. Excludes music- and software-download and subscription-based services; see below for appropriate category.

Auctions, Affiliate Malls & Coupon Sites, \$0.23: Auction and auction-locator sites, as well as affiliate shopping malls and coupon sites.

People & Relationships, \$0.30: All sites offering matchmaking services or personal ads, as well as genealogy and community sites.

Business Services, \$0.30: All sites related to starting or operating a business (except those under Internet Hosting and Finance/Insurance; see below for appropriate category). Includes B2B services, consulting, incorporation services, business products and long-distance or wireless service providers and resellers.

Professional/Consumer Services, \$0.30: All sites offering professional services to consumers. Includes doctors, lawyers, legal-referral services, dentists and accountants.

Moving and Real Estate, \$0.30: All real estate and moving sites, except for mortgages and insurance. Includes moving companies, real-estate listings, real-estate agents and Realtors, home-building services and rental services.

Paid-Download Services, \$0.30: Subscription and paid services for downloading videos, music and software.

Retail, \$0.30: General consumer retail sites, including those selling computers, sporting goods, toys, furniture and home-decorating items, gifts, clothing, consumer electronics, musical instruments, jewelry and wedding items. Includes department stores. Excludes health products, books, music and DVDs; see related categories.

Ticket Services, \$0.30: Ticket sales for sports, music and events.

Travel, \$0.30: All travel-related sites, including airlines, hotels, travel agencies, vacation packages, car rentals, cruises, aggregators and referral systems and travel guides.

Education, \$0.40: All sites promoting skill development or higher education, including trade/specialty schools, colleges, universities, school locators and scholarship information.

Jobs & Careers, \$0.40: All sites related to employment, such as job listings, resume services, career motivation/self-help, employment agencies and recruiters.

Health Products, \$0.40: Vitamins, supplements, diet aids, over-the-counter and prescription medications, health-related products, medical equipment and supplies.

Credit/Bad Debt, \$0.75: All sites related to credit and bad debt, including credit repair, credit collection, debt consolidation and high-risk loans.

Online Gaming, \$0.75: Online gaming, gambling and casino sites.

Finance/Insurance, \$0.75: All money-related sites, including banks, insurance, financing, mortgages, investing, stock brokerages, tax services and credit cards. Excludes bad debt, debt consolidation and credit repair; see above for appropriate category.

Communications/Internet Hosting, \$0.75: All sites related to telecommunications services, including Web conferencing, data communications, ASP services, Web-site development and e-commerce support. Includes Web-hosting services, e-commerce shopping-cart technology and domain registration.

## **Developing Ads**

To create each ad listing, enter keywords and the Inclusion option to target the listing within the secure account management section. Then enter a title, description and URL for each keyword grouping. Next select a maximum CPC and set the budget for the campaign. Then enter billing information for payment.

Listings are reviewed by editorial staff, but should be live within a few hours after set-up. Some need more thorough review and can take up to five days.

LookListings lets advertisers select and combine two targeting options: keyword and inclusion. Keyword-targeted listings are placed by priority in sponsored search results. Placement of keyword-targeted listings within the Sponsored search results depends on CTR and the Max CPC for a listing's campaign. While Inclusion-targeted listings are listed and ranked in the main section of search result pages across the LookSmart Network based solely on their relevance to a user's search query. These may appear in the Sponsored Results section at the top of the page on LookSmart.com and selected other LookSmart partners depending on the relevance of the listing to the user's search query and the number of keyword-targeted listings for that query. Inclusion-targeted listings are priced at a flat \$0.15 CPC.

## **Editorial Guidelines**



LookSmart allows only acceptable sites to advertise through their network. Websites that are not allowed contain pornography, pornographic or adult advertising, erotica or adults-only content, gratuitous or graphic violence, material that infringes on or violates someone's rights, defamatory or offensive material or material that promotes or disseminates activities illegal in the United States. Titles and descriptions must accurately represent the linked page at all times and there must be a clear and obvious connection between the keyword phrase and the content or purpose of the destination page.

Specific listing guidelines within the LookSmart advertising network are as follows:

#### Titles, Descriptions & Display URL's

1. Descriptions and titles must accurately represent the content of the Website to which they link.
2. An obvious connection must be made between the keywords of the query and the display elements of the listing (the title, description and URL).
3. Style
  - Descriptions should have four or fewer sentences and should use proper spelling, capitalization and punctuation.
  - Descriptions may contain up to 190 characters.
  - Titles may contain up to 65 characters.
  - Words in all caps are not permitted unless they are used as initials, as an acronym (such as "VCR," "NATO," or "YMCA") or they are trademarked in that style.
  - Keyboard characters, punctuation or symbols should not be used in place of words (e.g., "Earn \$\$" instead of "Earn money.") or repeated excessively to indicate emphasis (e.g., "Sign up for \*\*great\*\*\* service" or "Looking for a mortgage???").
  - A listing may contain one exclamation point only.
  - Titles and descriptions should not use universal call-to-action phrases, such as "click here." Be as specific as possible with these phrases, such as "Click here to buy books" for a bookseller.
  - Superlatives "lowest," "best," "greatest," etc. are only allowed when they can be verified by a third party (i.e. "Voted best by ZNet."). For best results and higher conversions, use phrases such as "low prices," or "great deals."
  - Advertisers must include their domain name or ABC CORPORATION in the title, description or URL of their listing.

#### Keywords

1. There must be a clear and obvious connection between the keyword phrase and the content or purpose of the destination page. It must be apparent that the level of service or product implied by the keyword is offered on the site.

- Search engines, directories, encyclopedias and similar broad reference sites covering a wide range of content may not bid on specific terms for keywords that relate to content found only by searching or browsing deep within the site.
- General terms can be used only for pages that cover a topic with a wide range of products, services or offers.

2. Adult terms are not acceptable.

3. Geographic Considerations

- All sites must be in English
- If a listing serves a limited geographic location, the keyword phrase must include an appropriate geographic modifier (e.g., "Houston homes for sale" instead of "homes for sale."). This applies to sites that serve areas outside the U.S., as well as sites that serve specific U.S. locations.
- Geographic keyword phrases should include a product or service in addition to the geographic location ("Houston homes for sale" instead of "Houston, Texas"). Geographic keywords may not be purchased for pages that serve a national U.S. audience or for pages that serve all individuals through online fulfillment, regardless of geographic location. However, national sites that include geo-specific pages may use geographic keywords.
- English-language sites that target audiences outside the U.S. may bid only on keyword phrases that include geographic modifiers explaining the target market, e.g., "London hotels".
- Foreign-language keywords may be purchased as long as the targeted site is in English and the terms are relevant to that site.

Acceptable URL's

- URL's that automatically redirect to another Website won't be accepted.
- If tracking URL's are used, they must ultimately redirect to the same page as the display URL.
- URL's cannot contain spaces. They should be replaced with a "+" sign.
- The use of anchor tags within a URL isn't permitted.
- URL's must begin with either of these protocols: "http://" or "https://."

## Measuring Results

The LookSmart Traffic Summary section allows advertisers to manage their click and spend activities as well as billing. A Custom Traffic Reporting section offers custom report parameters to measure traffic at given intervals. Reports are offered in .csv or .pdf formats.

Using tracking URL's described in earlier PPC provider guidelines can also allow webmasters control over traffic conversion analysis.

## Network

The LookSmart network includes a number of national and regional Internet Service Providers, major web portals and search engines.

Advertisers can set-up an account at <http://listings.looksmart.com/>.

## Mamma Media Solutions

Mamma Classifieds, Mamma Media Solutions'<sup>TM</sup> offers advertisers exclusive, top three placement on Mamma.com® and within network search results. CPC is determined according to the category the site best fits, so clicks are fixed and require no bidding.

CPC pricing per category is as follows:

Automotive	\$0.23
Business	\$0.55
Career	\$0.23
Casino	\$1.00
Education	\$0.40
Entertainment	\$0.23
Finance & Investment	\$0.55
Health & Fitness	\$0.23
House & Home	\$0.23
Insurance	\$0.55
People & Relationships	\$0.23
Pharmaceutical	\$0.65
Shopping	\$0.23
Sports & Recreation	\$0.23
Technology & Internet	\$0.55
Travel & Transportation	\$0.23
Other	\$0.23

Mamma filters all clicks, removing robot traffic, repeated clicks by the same IP within a 24-hour period, clicks on results over two-hours old, IP addresses of suspicious origin and clicks from non-English speaking countries.

In addition to text ads, Mamma offers banner, leaderboard and skyscraper ads as well as pop-up, pop-under and interstitials. Interstitials are similar to a short commercial, whereby the viewer is directed to view the ad temporarily for up to 15 seconds before

continuing to their destination page. If the user clicks the ad, the redirect stops and they can go to the advertiser's page.

Mamma classifieds require a \$25.00 initial set-up fee applied to the accumulated ad charges.

## **Developing Ads**

Advertisers manage listings, delivery and payment through an online Client Center. An account is set-up once advertisers enter their contact information, their creative and payment information. Mamma.com checks the site for quality assurances prior to activation. Category, keyword and creatives are typically reviewed in three business days. Advertisers receive an email notification when their site is active.

## **Editorial Guidelines**

Mama advertising editorial guidelines are similar to other PPC service providers. Guidelines are as follows:

### **Character Limits**

Restrict creatives to the following:

1. Titles: maximum of 50 characters
2. Descriptions: maximum of 125 characters
3. URL's: maximum of 256 characters

### **Keywords and Phrases**

1. Keywords submitted must match the content or services offered by the site. In other words, the site must either sell or have information on the desired keyword.

CORRECT: The term "pet supplies" for a pet food store.

INCORRECT: The keyword "labrador retriever" for a pet food store.

2. The mere mention of a word upon the site does not make it a relevant keyword, unless it accurately describes the overall content or services. That is, it must describe the category or general theme of the site.

CORRECT: A site detailing the benefits of using herbal supplements may purchase the term "alternative medicine", as it describes the sites overall category.

INCORRECT: A history site on American presidents cannot purchase the term "elections", even if it is mentioned on the site in reference to past electoral campaigns or election days.

3. Keywords will only be deemed relevant providing the website contains a sufficient amount of content and is of some benefit to a potential user. Sites made up entirely

of links or banners to 3rd party websites are not considered relevant content and will not be accepted in Mamma Media Solutions' PPC program.

4. Very popular but general search terms (shopping, computers, music, etc) should be reserved for very general sites that offer a wide range of products/services and that are large enough to support the very high amount of traffic that such terms generate.

EXAMPLE: The term "shopping" should be reserved for large shopping portals or comparison sites that offer many different kinds of products and not applied to small sites that sell only one product (see 5. for the exception, below).

5. Some keywords are vague and yet still related to a site. These are considered relevant so long as the title and description provide a clear indication of what a user should expect to find at the site.

EXAMPLE: A rafting site that offers tours in the state of Maine wants a keyword like "adventure travel". This keyword will only be accepted if the title and description are explicit in stating what the site offers and where.

6. Very specific search terms should be reserved for very specific sites, with a particular product or service. Very large, general, sites may only purchase very specific terms if the destination URL clicks through to a relevant page.

CORRECT: A small car dealership in Columbus, Ohio may purchase the keyword "columbus ohio dealerships".

INCORRECT: A large (national) car site who wishes to purchase the term "columbus ohio dealerships", with the destination URL landing on their homepage.

EXCEPTION: If the national car site sends users directly to their section on Columbus, Ohio dealerships, they may then purchase the very specific "columbus ohio dealerships".

7. Popular and common misspellings of keywords are acceptable, providing that the title or description contains the correctly spelled keyword.

EXAMPLE: The keyword 'mortgage' should be accompanied by a title/description that includes the term 'mortgage' - i.e. the correct spelling.

8. Keywords that do not reflect the content or services of a site but target its principle demographic or that target feelings, emotions or ideas (without a direct relation to the product or service being offered) are unacceptable.

EXAMPLE: A wine site may not purchase luxury car keywords or vice versa.

EXAMPLE: A luxury car site may not purchase the keyword "prestige" or "power"

EXCEPTION: The term "peace" may be purchased by a site promoting a book entitled "How to Achieve Inner Peace"

9. Keyword or phrase fragments, such as "Pay for", "Get a" or "Find a" will not be accepted, as they do not contain any relevant information about the site being advertised or the products or services found there.

#### Competitors & Brand Names

10. Advertisers may not purchase (as a keyword) the homepage, name or address of a competitors' site (though they may purchase their own).

EXAMPLE: Panasonic.com can not have Sony, sony.com, <http://www.sony.com>, [www.sony.com](http://www.sony.com), sony homepage, sony home, sony com, etc.

11. An advertiser may purchase another company's brand name only if they carry products made by that company, i.e. they are a reseller. It should be made clear in the description or at the site, that they are a reseller or affiliate of the company in question.

EXAMPLE: An electronics site may purchase the terms "sony", "panasonic", etc providing they sell products made by these companies and that this is reflected in their description (this does not allow them to purchase the site address, however - see 10. above).

#### People's Names

12. People's names (given and surname) may be used as a keyword only if they are relevant to the content. Given names only, are not relevant enough and should not be submitted.

CORRECT: A site that provides information on the "Drew Carey Show" may purchase "Drew Carey".

INCORRECT: The same site that wishes to purchase "Drew" as a keyword.

#### Geographic Locations

13. If geographic locations or place names are to be considered relevant, the site must include information about the location or else clearly advertise (in titles and descriptions) an event, attraction or particular service offered there.

CORRECT: A site for a ski resort in Colorado with the keywords "Colorado" or "Aspen, Colorado" and a creative such as:

The best snow and the best runs in Aspen! - Come to Snowfall Peak for the next ski vacation. It's located on the highest peak in Colorado's Rockies!

INCORRECT: The same ski resort in Colorado with the same keywords but whose creative makes no mention of the location. For example:

The best snow and the best runs! - Come to Snowball Peak for the next ski vacation! We've got the best prices for daily and weekly passes and great hotel rates!

## Duplicate Keywords

14. Advertisers may not purchase the same keyword multiple times with identical destination URL's or URL's that are different but lead to the same site/information, i.e. the maximum number of results per client site on a page is ONE!

## Titles & Descriptions

1. Titles and descriptions must make the connection between search terms and a site. They should be as clear and descriptive as possible. Users will use these in order to determine if a result is relevant to their query.
2. Descriptions should warn/alert users if they are to expect anything unusual upon clicking-through to a site.

EXAMPLE: If registration is required to use the site or if one must pay a membership fee, this must be indicated.

3. It often helps if either the title or description contains the keyword a user has searched for - it helps reinforce the relevancy of a site to the user.
4. Titles and/or descriptions should not contain contact information, such as phone numbers, addresses, email addresses or URL's.

## URL's

1. All URL's must be functional. If a site is not online at the time of submission, it will not be put live. Furthermore, it is the advertiser's responsibility to pause their site campaign (preferably in advance) if they know the URL will be temporarily unavailable. Not only do dead links create a bad user experience, but also the advertiser is still responsible for paying for all click-throughs, even when their site is down.
2. Sites that are "under construction" should wait until their sites are completed before submitting to the Mamma Media Solutions PPC program.
3. After clicking on a result, users should be able to easily find the content suggested at by the search term. URL's should take users directly to the relevant page or section of a site. If this is not possible, the path to find the information should be immediately obvious from the landing page. A user should not be forced to search once they've arrived at a site.
4. "Trapping" URL's that disable a browsers' "Back" button are not permitted, as they "trap" a user at a site and do not allow them to return to the search page.
5. To ensure users are able to immediately recognize the relevancy of a site to their search aims, they should not be bombarded with pop windows upon their arrival at the destination site. They must be afforded the chance to see and evaluate the site, without too many distractions. Pop ups should therefore be limited to just one on the landing page.

## Style Guide

1. Superlatives: Terms such as "the best", "the greatest" or "number one" should be avoided, unless holding 3rd party corroboration or documented proof of the claim. This proof should either be presented in the description or should be easily located within the site.
2. Repetition: The content of the title should not be repeated, word for word, in the description. Similarly, there should be no repeating of specific terms over and over again in either the title or description.

CORRECT: Find hundreds of coupons to fulfill the every need.

INCORRECT: Coupons! Coupons! Coupons! For the every need!

3. Inappropriate Language: No offensive, tasteless or improper language should be included in titles or descriptions.

EXCEPTION: Adult sites may accurately describe their sites' content, but must still observe Mamma Media Solutions' style and relevancy guidelines.

4. Spelling: Use correct spelling in titles and descriptions, even if keywords include common misspellings.
5. Capitalization: Titles and descriptions should never be written in ALL CAPS, nor should they be written in random upper/lower case combinations.

INCORRECT: BOB'S PET FOOD STORE

BoB's PeT FoOd StOrE

Capitalized letters should be restricted to the first letter of each word in a title, the first letter in a sentence or names of people, businesses, places, etc.

CORRECT: Bob's Pet Food Store

Find a huge selection of dog, cat, bird and small mammal foods.

At Bob's Pet Food Store you'll find a huge selection of dog, cat, bird and small mammal foods.

All Caps or inconsistent use of capitalization, should only be used when a term or name has been trademarked as such or is an acronym.

CORRECT:

EBay, SMARTpages.com, LookSmart

SEO, NASA, MADD



6. Symbols: Should only be used sparingly and never excessively. They should not be used in place of words, unless the usage/meaning is grammatically correct.

CORRECT: Save up to \$50 with the first purchase at Bob's Pet Food Store and receive free shipping. Come and see our wide selection for the self!

INCORRECT: \$\$\$ Save Money \$\$\$ with the first purchase @ Bob's Pet Food Store & receive free shipping. Come & c our wide selection 4 the self!

7. Exclamation Points: Are not permitted in titles and should be limited in descriptions. Only one should ever be used at a time.

CORRECT: Come and experience our great savings!

INCORRECT: Come and experience our great savings!!!!

8. Apostrophes: Are not needed when pluralizing an abbreviation or acronym.

CORRECT: The Booming '20s; 1950s Retro-Style; DVDs

INCORRECT: The Psychedelic '60's; DVD's

9. Dashes: Should be written with one space before and after and not doubled.

CORRECT: Come experience our great savings - virtually the whole store is on sale!

INCORRECT: Come experience our great savings-virtually the whole store is on sale!

10. Ellipses: Are made up of three dots in a row, with no spaces before or after. They should only be used once in descriptions and never in titles.

CORRECT: Come experience our great savings...virtually the whole store is on sale!

INCORRECT: Come.... experience our great savings .....virtually the whole store is on sale!

11. Quotations: Should not be used for emphasis, but are rather reserved for titles of books, albums, articles, etc.

CORRECT: Helen Fielding's fabulous novel, "Bridget Jones's Diary" is a hilarious romp through the life of a 30-something singleton.

INCORRECT: Helen Fielding's "fabulous" novel, Bridget Jones's Diary, is a "hilarious" romp through the life of a 30-something singleton.

12. Slashes: Are used for fractions, dates and common combinations (e.g. DVD/VCR, inboard/outboard) and should not be used as an alternative to a comma.

CORRECT: Find a huge selection of dog, cat, bird and small mammal foods.

INCORRECT: Find a huge selection of dog/cat/bird and small mammal foods.

13. Commas: Are used to separate elements in a series (three or more things). Though it is common to omit them before the "and" and the last item in the series, you may include one if it helps clarify the sentence and avoids having the last two terms run together.

FOR EXAMPLE: Find a huge selection of dog, cat, bird and small mammal foods.

Find a huge selection of dog, cat, bird and small mammal foods.

Commas are also used to connect independent clauses or ideas separated by and, but, for, nor, yet or, so, etc.

CORRECT: Our herbal appetite suppressant pills are not only safe, but are also healthy alternatives to diet vitamins.

INCORRECT: Our herbal appetite suppressant pills, are not only safe, but are also, healthy alternatives to diet vitamins.

Or, commas may be used to set off parenthetical elements, a part of the sentence that can be removed without altering the overall meaning.

FOR EXAMPLE: Our herbal appetite suppressant pills, are not only safe, but are also healthy alternatives to diet vitamins.

In the above example, the part about the pills being "safe" can be removed without changing the overall point of the sentence ("Our herbal appetite suppressant pills are healthy alternatives to diet vitamins").

14. Semicolons: Are used to separate extensive and possibly confusing lists that contain lots of information.

FOR EXAMPLE: Our services are offered in Dallas, Texas; Pheonix, Arizona; Salt Lake City, Utah; and Little Rock, Arkansas.

They are also used to connect two closely related independent clauses or ideas.

CORRECT: Our herbal appetite suppressant pills are safe; they are also healthy alternatives to diet vitamins.

INCORRECT: Our herbal appetite suppressant pills are safe; healthy alternatives to diet vitamins.

15. Colons: Are used before a list of items.

FOR EXAMPLE: At Bob's Pet Food Store you'll find food for: cats, dogs, birds, reptiles and more!

Colons are also used to separate an independent clause or subject from a quotation.

CORRECT: Our herbal appetite suppressant pills are safe: "The healthy alternative to diet vitamins."

INCORRECT: Our herbal appetite suppressant pills are safe: healthy alternatives to diet vitamins.

## **Measuring Results**

Tracking URL's, as described in previous PPC advertising service providers, are the ideal method of campaign conversion measurement.

## **Network**

Mamma Media Solutions publisher network includes more than 2,000 websites producing .5 billion searches monthly. The most prominent publishers include Mamma Search, Internet.com, Hotbar.com and Copernic.

Advertisers can set up an account with Mamma Media Solutions at <http://www.mammamediasolutions.com/advertisers/ppc/index.HTML>.

## **Chapter Review**

Free search engine inclusion doesn't guarantee top placement on SERP's. Search engine optimization has evolved to work around this and deliver rankings at a cost. In addition to this, pay-per-click, or PPC, ads promise rankings around paid inclusion.

PPC ads are similar to free listings within SERP's, but they are shown above free listings and often labeled "Sponsored Sites". While some offer image or banner advertising in the same auction manner, most PPC ad services focus on text ads.

Where a sponsored ad is placed in relation to other another paid ad depends on the keywords and key phrases chosen. Depending on the PPC search engine, this fee may be as low as \$.01, higher fees based on popularity, demand and how much other businesses pay for any given term.

Controlling the success of a PPC ad, once launched, is a rapid job. Once an ad is placed, it may be online immediately to within a week. Thus the ad receives clicks and is immediately rated against peers. Price and position all depend on high click through rates, or CTR. Because of this instant response, unpopular keywords can be disabled if not adjusted quickly.

Many major PPC advertising engines meet the budgeting needs of advertisers with automatic bid controls. Thus marketers may use a maximum per day or per campaign limit on clicks, after which the ad is removed until the budget is either replenished or automatically rolled-over to the next period.

The right keyword phrases target highly convertible click-through interest. The Google Keyword Tool, Overture Keyword Tool or WordTracker.com are some examples of research tools for initial keyword generation. Best practice is using long search phrases.

The more specific, the lower the cost and the more targeted traffic received. If selling specific brands, use the brand names in the keyword phrases.

When searching online, potential customers may type many variations of the keywords including misspellings, plural form or switched word orders. Use these variations in PPC ad campaigns to gather the strongest and broadest audience range.

The primary Pay Per Click services are Google AdWords, Overture, FindWhat, LookSmart Look Listings and Mamma. While each service runs similarly, they reach unique audiences.

The Google AdWords search network includes distribution through America Online, Netscape Netcenter, The New York Times, CompuServe, Earthlink, AT&T Worldnet, Ask Jeeves and Shopping.com. To set-up a pay-per-click campaign with Google AdWords, visit <https://AdWords.google.com>.

Overture ad distribution partners and sites include Yahoo!, MSN, InfoSpace, CNN.com, SI.com, CNNMoney.com and WSJ Online in the United States. To set-up a pay-per-click campaign with Overture, visit <http://www.overture.com>.

The FindWhat.com delivery network includes portals with search engines on CNET's Search.com, Webcrawler, Dogpile, Excite.com, NBCi, Go2Net and Microsoft Internet Explorer Autosearch. FindWhat ad campaigns can be set-up at <http://www.findwhat.com>.

The LookSmart network includes a number of national and regional Internet Service Providers, major web portals and search engines. Advertisers can set-up an account at <http://listings.looksmart.com/>.

Mamma Media Solutions publisher network includes more than 2,000 websites producing .5 billion searches monthly. The most prominent publishers include Mamma Search, Internet.com, Hotbar.com and Copernic. Advertisers can set up an account with Mamma Media Solutions at <http://www.mammamediasolutions.com/advertisers/ppc/index.HTML>.

## Chapter Four: Shopping Portals

Shopping portals, like traditional shopping malls, allow customers the ease of product shopping from multiple vendors at one location. Customers can compare items, from comparison pricing to individual vendor shipping charges and other options side-by-side. Whether looking for the best price on a specific brand and model, or a broader selection on a general product like “trundle bed” or “home theater speakers”, shopping portals tie together countless merchants within a simple, usable catalog listing.

### About Shopping Portals

Like search engines, shopping portals allow a user to type in specific criteria and receive relevantly ranked results. Shopping portals, however, deal in products, offering the ability to rank items by price, brand and other measures. While many shopping portals require payment, others offer free inclusion. These sites can be likened to the ultimate online catalog.

Each are arranged differently and hit its own target market from clothing to technology. Others combine just about every product available in a department store – and more. While visitors may search for a specific product, he or she is often able to browse various sections also – like health and beauty, tools, books and even home appliances.

On the merchant side, shopping portals offer access to a tightly refined target audience. This audience is looking for exactly what you offer. You pay only when they click into your site. Clicks typically depend on the category, higher ticket categories requiring higher click-through cost.

Participation in shopping portal product marketing begins with basic merchants account set-up and depositing a minimal start-up fee. Merchants then receive access to submit a product feed either by FTP or web upload. While product feeds vary depending on the service used, most require a tab or space delimited text or spreadsheet file.

Both required and optional product fields may include:

#### Basic Product Information

- Merchant product code, identifier or SKU
- Product name
- Product description
- Product price
- Product URL
- Merchant's category
- Medium such as DVD, VHS, CD and so forth
- Image URL

#### Universal Identifiers

- UPC or universal product code

- ISBN number for books
- Product brand name
- Manufacturer
- Manufacturer's part number
- Model number
- EAN (European product code)

#### Product Information

- Product classification
- Condition
- Gender product is intended for
- Age group product is intended for
- Age range product is intended for
- Size
- Color

#### Promotional Offers

- Sale price for special offers
- MSRP or manufacturer's suggested retail price
- In-stock or availability status
- Promotional text

#### Shipping Information

- Shipping price
- Shipping weight
- Shipping surcharge
- Shipping class

The easiest way to create a product feed text or spreadsheet file is by item download from a product database. Columns may be arranged within a spreadsheet program to align with site requirements. This file is then transferred or sent from the users local hard drive to the server through FTP software or simple site upload capability.

## The Key Players

Dominating the current shopping scene are BizRate, Shopping.com, Froogle, MSN Shopping, mySimon, NexTag, PriceGrabber, Yahoo Shopping and EBay. Though the sites are similar in nature, they differ in product selection and niche.

#### Traffic Facts

The following shows the average reach. For instance, if you sampled a million Internet users, reach states how many visit each of the follow. (Metrics as of February 2005.)

BizRate	2,795 reach per million Internet users
Shopping.com	3,105 reach per million Internet users

Froogle	170,650 reach per million Internet users
MSN Shopping	268,850 reach per million Internet users
mySimon	271 reach per million Internet users
NexTag	2,815 reach per million Internet users
PriceGrabber	1,900 reach per million Internet users
Yahoo Shopping	301,800 reach per million Internet users
Ebay	36,575 reach per million Internet users

## **BizRate**

*Our mission is to provide the world's best shopping search engine. To that end we strive to list every store and every product, with helpful price, availability and ratings information, so shoppers can find and confidently buy anything that is available for sale anywhere.*

- [www.bizrate.com](http://www.bizrate.com)

Founded in 1996, BizRate.com has developed an index of over 30 million product offers from more than 40,000 stores. BizRate.com uses ShopRank™, a proprietary shopping search algorithm, to produce relevant search results by weighing price, popularity and availability of products, against the reputations of merchants that sell them. BizRate.com offers merchant and product ratings, collected from more than one million online buyers each month.

Stores are listed on BizRate Shopping Search regardless of whether they pay or not. ShopRank™ orders store offers by relevance, weighing many factors like prices, popularity and availability of products, as well as the reputation of stores that sell them. Within equal relevance bands, stores that pay are listed above those that do not.

Merchants who desire top rankings pay an initial \$100 deposit to use toward pay-per-click leads. In addition to their shopping matrix, BizRate offers banner advertising, co-branded and private label shopping, affiliate partnerships, content distribution and licensing arrangements.

Major categories include computers, electronics, travel, clothing, sports, appliances, home and garden and jewelry.

To enroll as a BizRate merchant, businesses can open an account at [http://merchant.bizrate.com/oa/merchant\\_listings/](http://merchant.bizrate.com/oa/merchant_listings/).

## **Shopping.com**

Shopping.com combines DealTime, <http://www.dealtime.com>, a shopping search engine and Epinions, <http://www.epinions.com>, a consumer reviews and ratings platform, both established in 1999 and later merged in 2003.

Major categories include clothing, computers, electronics, home and garden, jewelry, kids and family. Advertising rates are tiered as follows:

Tier 1: \$0.05: Baby Care; Books; Movies; Music; Pets

Tier 2: \$0.10: Toys

Tier 3: \$0.15: Clothing; Craft Supplies; Electronics Accessories; Food & Drinks; Furniture; Garden; Home & Garden Accessories; Home Furnishings; Kitchen; Luggage & Briefcases; Nutrition; Office Accessories; Personal Care; Personal Health; Sports and Outdoor; Sunglasses; Used Cars; Video Game Consoles; Video Games; Wine

Tier 4: \$0.20: Shoes

Tier 5: \$0.25: Cosmetics; Flowers & Plants; Fragrances; Gifts & Gift Baskets; Tools & Hardware

Tier 6: \$0.30: Car Seats; Cribs & Cradles; Large Appliances; Musical Instruments; Small Appliances; Strollers

Tier 7: \$0.40: Computers, Hardware; Computers, Software; Consumer Electronics; Jewelry; New Cars; Watches.

Tier 8: \$0.50: Digital Cameras

Tier 9: \$1.00: Cartridges and Toners

To enroll as a Shopping.com merchant, businesses can open an account at <http://merchants.shopping.com/welcome.HTML>.

## ***Froogle***

Froogle is an extension of Google search focused on shopping searches. Froogle is a free shopping portal.

Major categories including apparel, books, video, flowers, food, personal care, home and garden, office, sports, toys and more.

Search functions much like the Google engine itself. Products are limited to one per store, displaying the image thumbnail, product name, description and price. View all products within a store through their merchant link. Though Google says its technology crawls billions of websites monthly, merchants are more likely to be included if they proactively submit a data feed.

Registered Froogle merchants must meet the following criteria. Each must:

- Be located in United States
- Have content published in English
- Have products sold directly from the website
- Not be a service provider
- Have products that fixed prices
- Be from a site crawlable by their spider googlebot

Merchants provide products through FTP feeds. Merchants are able to update listings as often as they'd like, maintaining current inventory data.



Merchant information, sign-up and data feed instructions can be found at <http://froogle.google.com/froogle/merchants.HTML>.

Once registered, each merchant receives an email containing the FTP login and password. Merchants then create a data file in text or .txt, format within Froogle guidelines, sample document of which may be downloaded from the site. The information provided in each merchant's text file includes the product, URL, name, description, price, image, URL, category (within the site), offer and ID (SKU or product number). Optional columns include in-stock status, brand name and shipping price.

Finally, when the information is formatted in proper text format, simply transfer the local file to the Froogle FTP server.

The process is straightforward for anyone with FTP Excel understanding. Database understanding is a plus.

### ***NexTag***

NexTag is a product search and price comparison service online. NexTag offers consumers an easy way to view product price history, price comparison for millions of products from thousands of online stores. The company reaches more than five million people per month and was recently recognized as the fastest growing comparison-shopping service on the Internet.

Major categories include computers, electronics, clothing, home and garden, mortgages, travel and cars.

### **Fees**

NexTag fees are fixed by product category.

Desktops	\$0.40
Accessories & Supplies	\$0.40
CPU, Chassis & Components	\$0.40
Monitors	\$0.40
Sound Cards & Multimedia	\$0.40
Telephony	\$0.40
Cables Wiring & Rack Systems	\$0.40
Graphics	\$0.40
Input Devices	\$0.40
Power Protection & Supplies	\$0.40
Others	\$0.50
Notebooks	\$0.40
Storage Devices	\$0.40
Printers	\$0.40
Network & Communications	\$0.40
Memory	\$0.40
Service Agreements	\$0.40
Handhelds/PDA	\$0.40
Servers, Terminals, Thin Clients	\$0.40

Software	\$0.50
Scanners	\$0.40
Phones & Communications	\$0.40
Car Audio & Video	\$0.40
Portable Audio & Video	\$0.40
Speakers	\$0.40
Home Audio	\$0.40
Optics	\$0.40
Video Components	\$0.40
Home Appliances	\$0.40
Televisions	\$0.40
Camcorders	\$0.40
Home & Car Security	\$0.40
Film Cameras	\$0.39
Digital Cameras	\$0.50
Accessories, Cables, Media	\$0.40
Musical Instruments	\$0.10
Hotels	\$0.30
Bed & Bath	\$0.20
Home Improvement	\$0.20
Lawn & Garden	\$0.20
Flowers & Plants	\$0.20
Housewares	\$0.20
Kitchen	\$0.20
Furnishings	\$0.20
Major Appliances	\$0.20
Home & Garden	\$0.20
Las Vegas	\$0.10
Internet Services	\$0.18
Automotive	\$0.20
Juniors	\$0.20
Travel	\$0.20
Online Degree Programs	\$0.01
Sports & Outdoors	\$0.20
Jewelry & Watches	\$0.20
Collectibles & Art	\$0.20
Accessories	\$0.20
Shoes	\$0.20
Gifts & Cards	\$0.20
Books	\$0.09
Video Games	\$0.25
Toys	\$0.20
Magazines	\$0.25
Pets	\$0.20
Others	\$0.20
Children	\$0.20
Women	\$0.20
Men	\$0.20
Clothing & Accessories	\$0.20
Office Products	\$0.40
Music	\$0.10

Health & Beauty	\$0.20
Small Appliances	\$0.20
Car Rentals	\$0.50
Cruise	\$0.45
Others	\$0.10
Food & Wine	\$0.20
Baby	\$0.20
Movies	\$0.09

Nextag has online account management tools to track listings and performance, change prices and manage the ad spend.

To list products in the NexTag search database, merchants must sign-up on a cost-per-click basis. Merchants can sign-up for a NexTag account at <http://www.nextag.com>.

### ***PriceGrabber***

Small or large retailers can benefit from the online storefront exposure at PriceGrabber. Once registered, storefronts allow merchants to list their products alongside others.

Major categories include Computers, Software, Electronics, Video Games, Movies, Music, Books, Toys and Office. If products aren't included in the PriceGrabber search already, users can have them manually added by sending the make and model number by email.

Find the merchandise on PriceGrabber.com, go to the product-listing page and click "Sell This Here". The system guides merchants through each step of the process – from selecting the price to offering shipping options and payment plans. When buyers see the item and want to purchase it, he or she can communicate through PriceGrabber.com.

To manage merchandise, merchants use their own storefront manager online to list inventory, track each transaction and attend to customer inquiries. Sales depend on the amount of detail offered in each description, the price and the seller ratings. Sellers list not only the price, but also the condition of each product, from "New" to "Not Working". Photos enhance the purchase decision, also. Previous buyer feedback is a strong influence on new business conversion. Did the product arrive on time and in the same condition they expected from the description? Did delivery run smoothly? Was customer service professional? These all add up to good ratings and increased buyer trust.

Merchants may use several forms of payment options including Yahoo PayDirect, PayPal, C2It, BidPay, money orders, cashier's checks or personal checks. Sellers are responsible for determining sales tax for each item they sell on the storefront.

### **Fees**

Merchants pay no up-front fees. However they pay a commission equal to \$1 plus 4.75 percent of the purchase price after a product is sold.

To list products in the PriceGrabber search database, merchants may sign-up for an account on a cost-per-click basis at <http://www.pricegrabber.com>.

## ***Yahoo Shopping***

Yahoo! Inc. offers shopping and product price comparison search for merchants within their storefront service and independent merchants. Yahoo! Shopping allows merchants to gain millions of qualified leads on a pay-for-performance basis. Merchants are included in the Yahoo! product search and Yahoo! buyer's guides on a cost-per-click basis.

Major categories include computers, clothing, electronics, home and garden, flowers and gifts, DVDs and music.

Yahoo requires online merchants sell fixed-price products that can ship to the United States, that all products use English descriptions with U.S. dollar cost listings and that created and submitted in a data feed uploaded either as a spreadsheet through their web interface or FTP.

Much like Google's Froogle feed, Yahoo Product Submit requires a data feed set up per their specifications. These feeds can be updated as often as necessary to keep product listings current. Product feeds include product name, price and optional information such as pricing and descriptions. Each must comply with Yahoo Shopping Merchant Guidelines. Merchants can manage their account, create reports and alerts within a web-based account management system.

Other ways to obtain listing in the Yahoo shopping search results are through use and purchase of the Yahoo Merchant Solutions or by allowing Yahoo to crawl the site. Merchant Solution customer products are automatically listed in the Yahoo shopping search results. Yahoo crawling is free, but does not offer a guarantee that the site is included or considered for Yahoo Shopping.

To submit the site to be crawled, please fill out the form located at [http://add.yahoo.com/fast/help/us/shop/cgi\\_crawl](http://add.yahoo.com/fast/help/us/shop/cgi_crawl).

### **Fees**

Yahoo requires a minimum deposit of \$50 to begin the account, depleted at cost-per-click rates. CPC rates vary depending on each product category. Fees are as follows:

Apparel	\$0.20
Automotive	\$0.25
Baby Equipment	\$0.20
Beauty	\$0.20
Books	\$0.15
Computers and Software	\$0.40
DVD and Video	\$0.20
Electronics	\$0.40 - 0.50
General Merchandise	\$0.15
Gifts and Occasions	\$0.25 - 1.00
Health and Personal Care	\$0.25
Home and Garden	\$0.25
Jewelry	\$0.40 - 1.00
Music	\$0.15

Office	\$0.20
Religious and Spiritual	\$0.15
Sports and Outdoors	\$0.20
Toys, Hobbies and Collectibles	\$0.25
Travel and Leisure	\$0.20
Video Games	\$0.20

To list products in the Yahoo Shopping search database, merchants must sign-up on a cost-per-click basis. Merchants can sign-up for a Yahoo account at <http://adcentral.yahoo.com/productssubmit/>.

## **EBay**

*"A fundamental principle of the auction process is to create excitement around the item, which in turn develops into a bidding frenzy among buyers - resulting in excess returns for you!"*  
- EBay.com

EBay Inc., a publicly traded corporation (EBAY) based in San Jose, California, developed an Internet-based community where buyers and sellers are brought together to buy and sell almost anything. The EBay online service lets sellers list their items for sale, buyers to bid on items of interest and all EBay users to browse through listed items in a fully automated, topically arranged service that is available online, non-stop.

Major categories include antiques, art, books, business and industrial, cameras and photo, cars, parts and vehicles, cell phones, clothing, shoes and accessories, coins, collectibles, computers and networking, customer electronics, crafts, dolls and bears, DVDs and movies, entertainment memorabilia, health and beauty, home and garden, jewelry and watches, music, musical instruments, pottery and glass, real estate, specialty services, sporting goods, sports memorabilia, stamps, tickets, toys and hobbies.

Through their PayPal service, EBay allows any business or consumer with email access in 38 countries to send and receive online payments. As of December 31, 2003, through wholly owned and majority-owned subsidiaries and affiliates, EBay had Websites directed toward the United States, Australia, Austria, Belgium, Canada, China, France, Germany, Hong Kong, Ireland, Italy, The Netherlands, New Zealand, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan and the United Kingdom.

Unlike the other shopping portals, EBay delivers an auction-style interface. So price is not always as important as uniqueness and rarity, time-pressing deadlines and popularity.

The first bid is generally the most critical factor of auction sales. Buyers act on product popularity and tend to want something more when they find others do as well. Many sellers prefer to set an opening bid under the item's actual worth just to start bidding activity and ultimately earn a higher selling price.

Sellers may set a reserve price, which acts as a minimum selling price. Should the auction never reach this level, the item will not be sold. Reserve prices often hurt auctions much like high opening bids, as buyers lose interest in the product assuming

the price is too high. They also don't know if the high bidder will actually win the product. Sellers can set a "No Reserve" auction to prevent this. Buyers then see they can actually win the item if they become the high bidder. Statistics show product listings with no reserve sell for more than comparable items with a reserve.

"Buy It Now" options give the immediate gratification for consumers who aren't drawn to the auction-style selling on EBay. These listings reach a subset of EBay's total buying population, but not the full audience potential. If selling a commodity, straight fixed prices based on the current market value and competition works well.

Like all commerce, consumers want to know exactly what they will receive and want to buy this within a pre-determined spending range. Merchants should explain details of their product, the shipping options, payment options and complete price up-front.

EBay merchants can explain their product within the item title, item description, product photos, view item page, about me page and item title.

EBay Guidelines are as follows:

Item title:

- Use up to 55 characters. Use as many of them as possible.
- Include general category keywords (like "laptop").
- Include important descriptive attributes for the item. For example, the title for a laptop could include brand, processor speed and memory.
- Avoid non-standard abbreviations and misspellings.
- Consider the most popular searched words.
- Other popular keywords include New, Free Shipping and Warranty.

Item description. A good description is concise, well organized and easy to read. If unfamiliar with HTML, use EBay's text editor to create bold text, bulleted lists and other formatting options. The more information provided, the more likely buyers are to place a bid. Look at the item while writing the description and include:

Type: Item model or style.  
Brand: Manufacturer or designer, etc.  
Condition: New vs. vintage, etc.  
Value: MSRP, estimated or appraised value.  
Other attributes: Size/measurements, etc.

Photos. Post clear pictures from a variety of angles to accurately show the item. EBay Picture Services is the fast and easy way to include pictures in the listings. Picture Services listings are 9% more likely to sell with a 17% average increase in final price. Add Gallery to display a thumbnail photo right next to the listing to attract buyers and differentiate the listings. Gallery listings shown to increase final price by an average of 11% and are 9% more likely to sell.

View Item Page. Look at the View Item page through a buyer's eyes. The more attractive, informative and professional the listing is, the more confidence potential buyers will have in placing a bid. If listing regularly, use a consistent template so buyers

learn to recognize the listings. With Listing Designer, advertisers may choose from a variety of fun themed templates and photo layouts: holiday/seasonal, categories and more.

About Me Page. Create an About Me page to describe the business; this can increase the level of comfort potential customers have in doing business with a company.

Other promotional tools offered include Gallery inclusion, bold, highlight or subtitle features and listing in Featured Plus.

EBay Checkout. If using a 3rd party service provider to manage the listings, EBay Checkout Redirect inserts a "Pay Now" button in the listings that routes customers through EBay Checkout.

Buyer Management. The Buyer Management tool (available in "My EBay" under "My Account: EBay Preferences") enables sellers to have more control over who may bid on their listings. This feature helps to reduce post-transaction issues and potential unpaid items.

Buyer Management allows sellers to block bidders:

- From a country they've not designated they will ship to in Sell The Item (or other listing tool).
- With a net negative feedback score.
- With two Unpaid Item strikes in the last 30 days.

Sellers can also add specific buyers to their Buyer Block Exemption List. For example, if a buyer attempts to bid on an item and gets blocked, they can contact the seller to request permission to bid. If the seller agrees, they can add the buyer to their Exemption List.

## Feedback

Feedback is perhaps the most important aspect of trading on EBay. Consistent positive feedback lets buyers know that a business is honest and dependable. Likewise, too many negatives turn off buyers and lower conversion rates.

Buyers bid more often and pay higher prices for companies with a large amount of positive feedback. So if planning to sell higher priced items, first establish a strong positive feedback record by selling some lower priced items before beginning to sell higher priced goods.

- Always represent the item accurately and honestly.
- Make the policies easy to find and easy to understand-especially concerning payment terms, shipping and returns.

- Be available to answer questions before the item closes and especially during post-sale fulfillment.
- Be patient and courteous with the buyers. Give them the benefit of the doubt until it is obvious they are being neither responsive nor responsible.
- Make every possible effort to bring the transaction to a satisfying close. Negative feedback should only be left as a last resort.

## Fees

**Basic Fees.** When you list an item on EBay, you're charged an Insertion Fee according to the table below. If the item sells, you are also charged a Final Value Fee. The total cost of selling an item is the Insertion Fee plus the Final Value Fee.

Starting or Reserve Price	Insertion Fee
\$0.01 - \$0.99	\$0.30
\$1.00 - \$9.99	\$0.35
\$10.00 - \$24.99	\$0.60
\$25.00 - \$49.99	\$1.20
\$50.00 - \$199.99	\$2.40
\$200.00 - \$499.99	\$3.60
\$500.00 or more	\$4.80

## Final Value Fees

Closing Price	Final Value Fee
Item not sold	No Fee
\$0.01 - \$25.00	5.25% of the closing value
\$25.01 - \$1,000.00	5.25% of the initial \$25.00 (\$1.31), plus 2.75% of the remaining closing value balance (\$25.01 to \$1,000.00)
	Over \$1,000.01 5.25% of the initial \$25.00 (\$1.31), plus 2.75% of the initial \$25.00 - \$1,000.00 (\$26.81), plus 1.50% of the remaining closing value balance (\$1,000.01 - closing value)

The Insertion Fee for Multiple Item Dutch Auction and Fixed Price listings is based upon the opening value of your items. The opening value is the starting or the fixed item price multiplied by the quantity of your items. The maximum insertion fee for any Multiple Item Listing is \$4.80.

More about Insertion Fees can be obtained at <http://pages.EBay.com/help/sell/insertion-fee.html>.

Taking the Final Value Fee of the lowest successful bid and multiplying it by the number of items sold determine the Final Value Fee for a Multiple Item Dutch Auction. Multiple Item Fixed Price listing is calculated per item sold, based on the final sale price of the item.



More about Final Value Fees can be obtained at  
<http://pages.EBay.com/help/sell/fvf.html>.

#### Optional Feature Fees

You can add optional features to help increase bids and chances of selling success.

#### **Reserve Fees (fully refunded if item sells):**

Reserve Price	Fee
\$0.01 - \$49.99	\$1.00
\$50.00 - \$199.99	\$2.00
\$200.00 and up	1% of Reserve Price (up to \$100)

Feature	Fee
Gallery	\$0.25
Border	\$3.00
Listing Designer	\$0.10
Highlight	\$5.00
Item Subtitle	\$0.50
Featured Plus!	\$19.95
Bold	\$1.00
Gallery Featured	\$19.95
Buy It Now	\$0.05
Home Page Featured	\$39.95
Scheduled Listings	\$0.10
Quantity of 2 or more	\$79.95
10-Day Duration	\$0.20
Gift Services	\$0.25
List in Two Categories	x2

#### **EBay Picture Services Fees**

Feature	Fee
First picture	Free
Each additional Picture	\$0.15
Preview Picture	Free
Slide Show	\$0.75
Supersize Image	\$0.75
Picture Pack	\$1.00

#### **Seller Tool Fees**

Seller Tool	Fee
TurboLister	Free
Selling Manager (Free 30 - day trial.)	\$4.99
Selling Manager Pro (Free 30 - day trial.)	\$15.99

Seller's Assistant Basic (Free 30 - day trial.)	\$9.99
Seller's Assistant Pro (Free 30 - day trial.)	\$24.99

### **Additional Fees**

EBay motor Fees

<http://pages.EBay.com/help/sell/motorfees.html>

EBay Store Fees

<http://pages.EBay.com/help/sell/storefees.html>

EBay Real Estate Fees

<http://pages.EBay.com/help/sell/realestatefees.html>

PayPal Fees

<http://pages.EBay.com/help/sell/paypalfees.html>

Paying EBay Seller Fees

<http://pages.EBay.com/help/account/questions/selling-fees.html>

Invoicing Procedures and Payments

[http://pages.EBay.com/help/account/ia/invoicing\\_and\\_payments.html](http://pages.EBay.com/help/account/ia/invoicing_and_payments.html)

To list products in the EBay shopping database, merchants must register for an account. Merchants can sign-up for an EBay account at [www.EBay.com](http://www.EBay.com).

Other smaller shopping venues include:

mySimon

To enroll in MySimon merchant services, visit

<http://www.advertising.msn.com/home/home.asp>.

MSN Shopping

To enroll in MSN Shopping merchant services, visit <http://www.shopping.msn.com>.

## **Chapter Review**

Like search engines, shopping portals allow users to search with specific criteria and receive relevantly ranked results. But shopping portals deal solely in products, ranking items by price, brand and other measures. While many shopping portals require payment, others offer free inclusion.

On the merchant side, shopping portals deliver refined targeted advertising. Pay search engines charge only when the shopper clicks onto the site. Clicks typically depend on the category, higher ticket categories requiring higher click-through cost.

Participation in this type of product marketing begins by setting up a basic merchants account and depositing a minimal start-up fee. Merchants then may submit a product feed either by FTP or web upload.

Dominating the current shopping scene are BizRate, Shopping.com, Froogle, MSN Shopping, mySimon, NexTag, PriceGrabber, Yahoo Shopping and EBay. Though the sites are similar in nature, they differ in product selection and niche.

## Chapter Five: Banner Advertising

Unique to other advertising vehicles, the Internet has the ability to target customers within a specific demographic and deliver television-like advertisements. According to Juniper Research, these are the two reasons online advertising spend is growing rapidly and will overtake that spent on magazine advertising by 2008. Senior analyst, Gary Stein predicts online spending to rise to \$15 billion, compared with \$14.5 billion for magazine ad spends. Plus, unlike text and PPC advertising, banners give merchants the capability to enforce their brand image by using their logo and trademark visuals.

From data compiled by Juniper Media Metrix, an astounding 80 percent of advertisers use the banner and 18 of every 25 online ads created by advertisers are banners. Why? Popularity is possibly caused by banners' ability to mimic what marketers are used to using – magazine and newspaper advertisements. They absorb a small amount of website real estate to promote a product, service, brand or other message. Similarly, where each ad is placed can be carefully tuned toward the demographic audience.

### About Banner Advertising

Marketers have found a difference in success due to ad animation functioning. Many ads now include streaming video, and audio either playing the television commercial or made-for-online custom clips. Current trends in banner marketing include animated GIF (Graphic Interchange Format) image files, shockwave or flash games and electronic forms.

A study conducted by ZD Net found animated ads generate at least 15 percent more click-through rates than do static ads – in some cases as high as 40 percent more. People notice animation, whether or not they actually click on it. So the message gets across. But even with animation in an advertisement, the message must be carefully crafted and convincing with a clear call to action. The animation itself doesn't replace response-driven copy.

Two things that hurt a banner ad's success rate are long download times and poorly crafted copy. Though with higher and faster connectivity options, download time should become less and less important.

Location and page placement are other important consideration. In research conducted by DoubleClick, key areas were identified for total ad success. These are:

- After the fourth impression, response rates dropped from 2.7% to under 1% (banner burnout)
- Focus on creativity, targeting, frequency and content
- Cryptic messages may increase click-through by 18%, but they may not attract the right audience or reinforce branding
- Using questions can raise click-through rates by 16%

- Phrases such as "Click Here" tend to improve response 15%
- Offering free goods or services generally improve click-through rates
- Bright Colors are more effective
- Sense of urgency in message decreases response
- Banners at the top of the page are twice as effective

Usability studies were also conducted on participants from Wichita State University to critique and fine-tune the best overall combination of placement and animation within banner advertising. Findings showed 40 percent of the participants were able to recall the presence of at least one ad regardless of its animated or static design. Yet animation itself didn't seem to play that high of a role. Viewers recalled the presence of animation and movement on the page, but not necessarily the purpose behind it. Also many viewers were able to recall the ad itself, but not the company name. Name and brand integration within the design, thus, should play an important aspect in design. The study authors encouraged ongoing studies around duration and type of animation to fine-tune the effects of animation on banner ad awareness.

Even those visitors who view a banner ad and don't click immediately tend to eventually purchase from the advertiser. Though, according to AdKnowledge stats cited by NUA, this does stretch the purchase cycle. They state: "Almost 40 percent of those who viewed an ad and then made a purchase did so eight to 30 days after seeing the ad, while 61 percent of consumers who clicked an ad before purchasing did so within 30 minutes of clicking."

The focus of banner ads are not necessarily the CTR gained, but the brand visibility they create for the long-term marketing strategy.

Develop ads with minimal words, about six to ten, using short, simple words in big typeface. Graphic quality can make or break the reputation. So enhance visuals to gain the viewers' attention. Copy should be written for the viewer's benefit with a strong call to action encouraging a click for more information, sign-up or purchase.

## **The Key Players**

Mamma Media Solutions graphic ad division offers a comprehensive span of banner advertising delivery including more than 5,500 content websites that support various forms of graphic ad creatives. Size and delivery options include:

### **Window Ad Units**

1. Pop-Up; up to 720x400; 25kb maximum
2. Pop-Under; up to 720x400; 25kb maximum
3. Interstitials; 25kb maximum

## Banners

1. Full Banner; 468x60; 15kb maximum
2. Leaderboard; 728x90; 15kb maximum
3. Skyscraper; 120x600; 15kb maximum

Advertisers can create a banner ad campaign through Mamma Media Solutions at <http://www.mammamediasolutions.com/advertisers/graphic/index.HTML>.

Similarly, Google AdWords include image ads with easy set-up alongside text PPC ad campaigns. Advertisers can create a banner ad campaign through Google AdWords at <https://AdWords.google.com/select/> or by joining the content network in their current account and uploading an image ad.

MSN offers banner advertising options from banners to buttons and email distribution. For details on their rich media advertising opportunities, visit <http://www.advertising.msn.com/home/home.asp>.

## Chapter Review

The Internet gives advertisers the capability to target customers within a specific demographic and deliver television-like banner advertisements. Juniper Research predicts online advertising spend to overtake that on magazine advertising by 2008. Senior analyst, Gary Stein sees online spending rising to \$15 billion, compared with \$14.5 billion for magazine ad spends. Plus, unlike text and PPC advertising, banners give merchants the capability to enforce their brand image using the business logo and trademark graphics.

Data compiled by Juniper Media Metrix shows that 80 percent of advertisers use the banner and 18 of every 25 online ads created by advertisers are banners. Trends in banner marketing utilize animated GIF (Graphic Interchange Format) image files, shockwave or flash games and electronic forms.

While animation has shown to improve noticability, the two things that hurt banner ad success rate are long download times and poorly crafted copy. Location and page placement are other considerations. Research conducted by DoubleClick identifies key areas leading to ad success. These are:

- After the fourth impression, response rates dropped from 2.7% to under 1% (banner burnout)
- Focus on creativity, targeting, frequency and content
- Cryptic messages may increase click-through by 18%, but they may not attract the right audience or reinforce branding
- Using questions can raise click-through rates by 16%
- Phrases such as "Click Here" tend to improve response 15%

- Offering free goods or services generally improve click-through rates
- Bright Colors are more effective
- Sense of urgency in message decreases response
- Banners at the top of the page are twice as effective

Who offers banner-advertising services? Mamma Media Solutions, MSN Shopping and Google AdWords offer user-friendly banner ad campaign set-up. Leading the way in industry standards for technical specifications in rich media ads is Interactive Advertising bureau, an industry association for rich media marketers.

## Chapter Six: Email and Direct Marketing

Direct marketing utilizes both traditional and technological promotion vehicles to reach a targeted audience, develop awareness, create a buzz and gather leads. The core variable setting direct marketing apart from mass marketing is its focus – tight targeted messages v. complete saturation.

Direct marketing mediums consist of self-mailers, brochures, personalized letters, catalogs, magazine and newspaper ads, television infomercials, loyalty reward programs, phone telemarketing, Internet marketing and much more. Direct marketing often uses a customer or prospect list either acquired by a list broker or through one's own database compilation.

The process begins with a core strategy, analysis of avenues to reach the intended objective, graphic and content development, list acquisition and enhancement, testing, delivery and analysis.

### Methods

*Publication ads.* Publish Yellow Page or Magazine Ads in less space by simply listing the website address. With minimal display inches, the content and sales pitch will actually grow. Even static, paper ads will always be current because they lead to the live website.

*Direct marketing campaigns (paper or electronic).* Targeted newsletter, mailer and post card distributions bring people to the website. But, always keep the audience specific. Don't inundate people with information they don't need. Everything sent reflects the business; sending teenagers information on retirement savings wastes everyone's time.

*Business cards, letterhead, vehicles/fleet and signage.* List the web address next to the physical address and phone number to direct correspondents to the full, online sales pitch.

*Press releases.* Public Relations are the most economical form of promotion. Submit a press release announcing the opening of the new website to local newspapers, business associations, alumni publications, industry specific magazines or national wires such as PR Newswire or Business Wire. Publicize business milestones in trade journals.

*Publish articles.* Promote the new website by writing and submitting articles to industry publications. Require inclusion of the final credit paragraph that lists the website address. If the article is published online, receive a hot link directly back to the site, not only increasing the traffic, but also improving the search engine rankings. Although considered a passive marketing tool, articles strengthen the credibility in the industry and can lead to buyer interest.

*Giveaways.* Print the web address on giveaways like pens, hats, t-shirts and stickers.

The website address is a quick, one-line sales message. Instead of spending thousands on printing for small, frequently updated fliers, print generic pieces directing people to



the website. This is specifically beneficial to organizations with small, promotional mail runs.

### Telemarketing and Do Not Call

The Do Not Call Registry requires phone solicitors avoid certain opt-out numbers when conducting a telemarketing campaign. There's industry talk pushing for implementation of a similar policy around email marketing. To obtain the Do Not Call list for a particular state, call, contact or visit the following resources:

#### Alabama

877-727-8200

[http://www.psc.state.al.us/\\_nocall/No-Call Web info1.htm](http://www.psc.state.al.us/_nocall/No-Call Web info1.htm)

#### Alaska

Anchorage - 907-564-1133 ([tjackson@atu.com](mailto:tjackson@atu.com))

South Central - 907-761-2635 ([lpendergrass@mta-telco.com](mailto:lpendergrass@mta-telco.com))

Other - 907-835-2231 ([pmurphy@cvtc.org](mailto:pmurphy@cvtc.org)) 907-265-5600 other black dot but no lists  
907-463-1122 907-983-2202, 907-443-5466

[http://www.law.state.ak.us/consumer/tele\\_stop.html](http://www.law.state.ak.us/consumer/tele_stop.html)

#### Arizona

[http://www.ag.state.az.us/press\\_releases/june/2003/062703.html](http://www.ag.state.az.us/press_releases/june/2003/062703.html)

#### Arkansas

<http://www.donotcall.org/>

#### California

<http://www.caag.state.ca.us/donotcall/index.htm>

#### Colorado

<http://www.coloradonocall.com/>

#### Connecticut

<http://www.state.ct.us/dcp/nocall.htm>

#### Florida

<http://www.800helpfla.com/>

#### Georgia

<https://www.ganocall.com/>

#### Idaho

<https://www2.state.id.us/ag/consumer/nocalllist.htm>

#### Illinois

<http://www.icc.state.il.us/rcr/home.aspx>

#### Indiana

<http://www.in.gov/attorneygeneral/telephoneprivacy/index.htm>

Kansas

<http://www.ksag.org/contents/consumer/nocall/no-call.htm>

Kentucky

<http://www.kycall0.net/>

Louisiana

<http://host.ntg.com/donotcall/>

Massachusetts

<https://www.madonotcall.govconnect.com/Welcome.asp>

Michigan

<http://www.michigan.gov/donotcall>

Minnesota

<http://www.commerce.state.mn.us/>

Missouri

<http://www.ago.state.mo.us/telemarketerfaqs.htm>

Mississippi

<https://www.ms.gov/psc/nocall/>

Montana

<http://www.state.mt.us/govt/donotcallcitizen.asp>

Nevada

<http://www.ag.state.nv.us/Divisions/Bcp/bcp.htm>

New Hampshire

<http://doj.nh.gov/consumer/donotcall.html>

New Jersey

<http://www.state.nj.us/lps/ca/donotcall.htm>

New Mexico

<http://www.ago.state.nm.us/DoNotCallRegistry/DoNotCallHomePage.htm>

New York

<https://www.nynocall.com/index.html>

North Carolina

<http://www.nocallsnc.com/>

North Dakota

<http://www.ag.state.nd.us/nocall/Nocall.htm>

Ohio

[http://www.puc.state.oh.us/PUCO/Consumer/information.cfm?doc\\_id=438](http://www.puc.state.oh.us/PUCO/Consumer/information.cfm?doc_id=438)

Oklahoma

<http://www.oag.state.ok.us/oagweb.nsf/DoNotCall!OpenPage>

Oregon

<https://www.ornocall.com/index.htm>

South Dakota

<http://www.state.sd.us/attorney/office/divisions/consumer/>

Tennessee

<http://www2.state.tn.us/tra/nocall.htm>

Texas

<http://www.texasnocall.com/>

Utah

<http://www.commerce.utah.gov/dcp/donotcall/overview.html>

Wisconsin

<https://nocall.wisconsin.gov/web/includes/help/telemarketerfaq.asp>

## **Email Marketing**

Email marketing can be extremely effective – not only in strengthening a brand image, but also in making sales. Businesses use email marketing both internally and externally to generate new customer leads, create brand recognition and awareness, improve customer relationships, cross and up-sell to existing customers, improve website traffic, educate and support customers, promote events and generate product sales. When compared to traditional direct mail, the cost benefit alone offers the greatest advantage. Consider the cost of print, postage and other production factors to realize the value gained. To make email marketing even more attractive, email marketing improves the speed of delivery, offers stronger controls over message delivery and measurably converts to sales.

Peter A. Johnson, Ph.D., Director and Senior Economist, Strategic Information Unit in white paper “Preserving The Promise of The E-mail Marketplace: An Economic Assessment of The Proposed Federal DO-NOT-E-Mail Registry” states: “Based on US Census Bureau data for total e-commerce from 2003, DMA research estimates that already some 14% of the \$138 billion Internet commerce marketplace for 2003 was driven by commercial e-mail. This translates into an excess of \$19 billion spent in response to commercial e-mails in 2003. Again however, it is important to bear in mind that the Census Bureau E-Stats program has not yet released its first measurements on the value of e-commerce in the vitally important services sector. Since these purchases include many airline tickets and other forms of travel, hotel accommodation and car rentals, etc., that although initiated by an e-mail advertisement, may have been purchased via 800 number and thus not be categorized as e-commerce by the Census Bureau, it is likely this figure significantly understates the true impact of e-mail marketing.” The numbers, combined with the total cost to run a successful email marketing campaign, is unmatched.

In each relationship nurtured with email marketing, there are two sides– the sender and the receiver. The sender wants to reach the audience and promote the most positive image they can. They also want to reinforce their services or products in a way to increase sales and visibility. How can they accomplish this? They need to draw up a clear portrait of their consumer. Answer the following questions:

- What are the audience demographics – age, education, sex, geography and income?
- What are the audience's interests and pastimes?
- How busy is the audience and how frequently would they appreciate emails?
- What would appeal to the audience – discounts, information, news or product updates?
- What value can the business offer the consumer or target audience?

With an understanding of the person behind the email address, marketers may devise a program that appeals to their needs. Then it's recommended companies reevaluate and review success and results of the email marketing program on a regular basis to fine-tune the tactics.

In spite of government regulation, email marketing is growing. According to DoubleClick's Q4 2003 email survey, deliverability and open rates grew one percent, while click-through rates grew five percent year-over-year.

Eric Kirby, vice president and general manager of strategic services at DoubleClick, expects the industry to survive emerging obstacles: "There are two fundamental drivers behind this: 1) Consumers understand and value permission based e-mail relationships and differentiate these from spam and 2) leading companies are evolving their e-mail programs faster than the environment is becoming more difficult. In other words, they are keeping ahead of the challenges in many respects."

## **Content and Creative**

Email marketing comes in a two formats with content variety – from informative newsletters to discount advertising and specials. Marketers can use one or many varieties of content styles depending on their target audience.

Newsletters are preferred over other media formats. In fact, a new study conducted by Internet Usability expert Jakob Neilson revealed that 11 percent of newsletters were read start to finish. Newsletters reinforce the brand, communicate with customers, build relationships with users and build word of mouth when forwarded to friends and colleagues. To work as intended, though, the information must be timely, useful and brief.

Sign-up for newsletters or promotional email should be quick and simple. When offering a newsletter, link to a sample so the visitor knows what they're signing up for. Provide privacy policy information that reinforces the integrity and their safety. If sharing data with other companies, offer an obvious checkbox to opt-in to this use. This increases visitor trust and shows respect their preferences.

Newsletters should be scannable, infrequent, informative, convenient and timely. While 11 percent were found to read the complete newsletter contents, many more jump headline-to-headline seeking content relevant to their situation. Scanners ranked 57 percent in the same study, while 22 percent never read the newsletter and 10 percent held it for later reading.

Send newsletters that offer current and timely information, not just general information they can acquire through other sources. For instance, inform the readers about prices and sales, events, important dates and deadlines, work-related news or activities in their own company or information about their personal interests and hobbies.

Email promotions should be of specific interest to the recipient. Bring time-pressing information such as limited-time only sales, new product introductions or Internet-only promotions. Don't overuse this privilege and always remove emails that opt-out.

### Titles, Microcontent and Subject Lines

Email newsletters should be concise and to-the-point. There is no room for long-winded or clever headlines. Readers rarely spend time sorting through this writing style on their screen. Instead, explain the article clearly and include an ultra-short abstract of the content of the article. This helps the recipient decide if they'll delve deeper or not. Avoid teasers to attract reader attention. Too often, this writing style is used in SPAM email and recipients have learned to click delete when they see this in an email.

Subject lines should be scannable. Think of the inbox view when received. Avoid leading words like "the" or "a", though these can be used in the email body itself. Realize titles may be sorted by subject line. Strive to stay at the top of the list. The first word should be the most

information-packed item of the subject, such as a name, company or concept. This facilitates inbox scanning. Nevertheless, common identification words, such as the business name, should be left to the end. For example: Weed control: Gardners Outlet.

The "from" field develops the customer relationship and reduces the chance of the communication being confused (and deleted) with SPAM.

### HTML vs. Text Formatting

HTML email marketing can measurably save time and impress prospects by becoming the welcoming brochure. When receiving a lead from an individual who'd like more information, send a professionally design email brochure leading them to the website with everything from services to prices and hours of operation. HTML email newsletters

#### **Illegal U.S. SPAM Reporting Agencies**

Federal Trade Commission

Email: [uce@ftc.gov](mailto:uce@ftc.gov)

State Attorney General

Website:

[http://www.gaag.org/ag/full\\_ag\\_table.php](http://www.gaag.org/ag/full_ag_table.php)

US Department of Justice

Website: <http://www.usdoj.gov/spam.htm>

Food and Drug Administration (medical-related fraud)

may enhance customer communications by announcing specials, listing tour dates, promoting new releases or offering informative articles.

- Here are some guidelines for effective HTML email marketing.
- Require proactive newsletter subscription and honor all remove requests immediately.
- Format emails with HTML, as these performed markedly better on average and generated click-through of 11 percent, compared to only 6 percent for text (DoubleClick).
- Send communications from the main email account. 60 percent of DoubleClick study respondents cited the 'from' line moved them to open an email.
- Use a discount or news related subject line. 35 percent of study respondents cited the subject line in motivating them to open an email. While men are more apt to open news related subject lines, women are attracted to discounts. An astonishing 70 percent cited a discount, as the most compelling motivational factor for making an immediate purchase after clicking an email (DoubleClick).
- Keep it brief and scannable. Newsletter subscribers like to stay current, but rarely have time to read an email novel.
- Target the four main newsletter values cited, according to usability guru Jakob Nielsen. Recipients want to see: 1.) work-related news and/or activities in their company or other companies; 2.) prices and sales; 3.) personal interests and hobbies; and 4.) events, deadlines and important dates.

The most important thing for the business is upholding its value and reputation by sticking to Internet marketing best practice. CAN-SPAM adherence is covered later in the legal issues chapter.

The basic bread-and-butter rules for responsible email are:

- Honest subject lines
- Accurate header information
- Physical street or mailing address
- Clear, honored opt-out method

## **Developing A List**

Developing an opt-in list is the best way to acquire targeted leads. While many firms rent opt-in email lists, these should be used with caution in light of recent federal spam regulations. These can also be pricey, significantly decreasing the ROI.

The website should have a clear and obvious method for subscribing supported by the privacy policy that reinforces the business ethics and integrity. Sign-up should require minimal click and send a confirmation to the recipient upon sign-up. Double opt-in is the

preferred subscription method by most website hosting providers, who can become one more obstacle to Internet marketers in reaching their target audience. Double opt-in simply means the recipient must confirm their subscription through email verification, signing up once on the site and twice through the email confirmation. This protects individuals from receiving email that others signed them up for.

To developing an opt-in list, include a sign-up option on the website, offer current clients the option to join during checkout and add a sign-up book at the checkout counter of each physical store location. Be creative, but always gather and retain records of, customer's request to join. Though growing an opt-in list takes time, the audience is tightly targeted, familiar with the products or services and open to receiving information.

## **Timing and Delivery**

The frequency of mailings will depend on the audience. The most common delivery schedule is one every three weeks, but some companies send more or less often based on their target audience. Look at business offerings and to whom promotions are sent to when determining timing. If any delivery results in more than one percent opting out, reduce the frequency. Listen to feedback, whether in actions or words.

Send the newsletter or promotion when the recipient is in an interested, comfortable mood. Many viewers check their email on a regular basis and receive it immediately after it's sent. Mail is typically piled up on Monday from the weekend, while mid- to late-week is crammed with deadlines. Tuesday is ideal and is the time many Internet marketers prefer. But, again, consider the audience.

## **Chapter Review**

Direct marketing includes self-mailers, brochures, personalized letters, catalogs, magazine and newspaper ads, television infomercials, loyalty reward programs, phone telemarketing and Internet marketing.

The direct marketing process begins with a core strategy, analysis of avenues to reach the intended objective, graphic and content development, list acquisition and enhancement, testing, delivery and analysis.

The U.S. Do Not Call Registry protects consumer privacy, requiring direct marketing phone solicitors to avoid certain opt-out telephone numbers.

In addition to traditional direct marketing, email marketing is extremely effective in strengthening brand image, making sales, generating new customer leads, improving customer relationships, cross- and up-selling toward existing customers, improving website traffic, educating and supporting customers, promoting events and generating product sales. Further, the cost benefits are unmatched.

In spite of government regulation, email marketing is growing. According to DoubleClick's Q4 2003 email survey, deliverability and email open rates grew one percent, while click-through rates grew five percent year-over-year.

Eric Kirby, vice president and general manager of strategic services at DoubleClick,

expects the industry will survive emerging obstacles. He states: "There are two fundamental drivers behind this: 1) Consumers understand and value permission based e-mail relationships and differentiate these from spam and 2) leading companies are evolving their e-mail programs faster than the environment is becoming more difficult. In other words, they are keeping ahead of the challenges in many respects."

Of various ways to use email marketing, newsletters gain the strongest consumer response. A study by Internet Usability expert Jakob Neilson revealed 11 percent of newsletters were read from start to finish. He recommends website sign-up for newsletters or promotional email be similarly quick and simple.

Develop newsletters that are scannable, sent infrequently, informative, convenient and timely, which offer current information, not just general data they can pull from other sources. Email promotions should also be of specific interest to the recipient. Create subject lines that are scannable, avoiding leading words like "the" or "a". HTML email newsletters may enhance customer communications by announcing specials, listing tour dates, promoting new releases or offering informative articles.

The basic bread-and-butter rules for responsible email are:

- Honest subject lines
- Accurate header information
- Physical street or mailing address
- Clear, honored opt-out method

Mailing frequency depend on the audience. The most common delivery schedule is one every three weeks.



# Chapter Seven: Branding

Developing the brand strategy is the most concrete and long-lasting marketing tool. It's consistent, repetitive and memorable. It's communicated in many different ways throughout the life of a business. Done effectively, a brand creates a one-of-a-kind differentiation separating one business from another. Branding builds a relationship.

"When it comes to building a brand on the Internet, never have so many talked so little of what may be the Internet's most stunning capability — strengthening the bond with customers and prospects," state Larry Chiagouris and Brant Wansley in their article "Branding on the Internet" (American Marketing Association). Larry Chiagouris, PhD, is vice president of marketing at eCode.com, a company that uses proprietary software to extend the brand exposure of companies over the Internet. Brant Wansley is the director of client services for BrandMarketing Services Ltd., a marketing consulting firm that specializes in helping organizations develop effective brand strategies.

"In this new world of e-branding, the Internet has become more than a gimmick or a mere line item on the communications budget. It can now play a pivotal role in enhancing brand relationships and corporate reputations. It offers a huge advantage over traditional mass media. The speed people can move from awareness to action on the Internet is a true differentiator and challenge for e-marketers. This requires a new way of thinking about how to design Websites and related marketing communications. However as the author of *The End of Marketing As We Know It*, Sergio Zyman says, there is no difference between building an Internet brand and a traditional brand. In effect, the steps to bond prospects to brands are essentially the same. The difference, however, will be the speed a brand can transition prospects to customers."

Branding can be a name, sign, design, symbol or term – or a combination of these – describing the products or services offered. The objective of branding is reinforcing credibility, delivering a clear message, encouraging a sale, improving loyalty and invoking an emotion. All of these combined influence its target audience and becomes the core foundation behind each and every marketing effort.

## Methods

When developing a brand, a business must consider their target audience, their competition, the products or services offered and what differentiates them from the others in the marketplace. To begin brainstorming an effective brand, consider the following questions within the core business function. It's useful to develop a strategy with a diverse and creative team of individuals who have a strong understanding of the business function and future objectives.

- What products or services are offered?
- What are the values and mission of the business?
- What is the business specialization?
- What is the business tagline or sales message?
- Describe the target audience and the segment of population most attracted to the offering.

From the answers and again with the creative team, create a personality reflective of the business and offering. Personify the business. What characteristics would it have? Is it male or female, soft or edgy, conservative or groundbreaking, necessary or luxurious, young or mature and so forth. What adjectives describe it?

Next, tie the audience to this character by understanding how the target audience can connect to it. This is where it becomes most critical to understand the audience demographics inside and out. What characteristics grab audience interest? What do they like? What don't they like?

To compose a brand profile, use the answers to write a description of the business, again personifying the entity. Think of personal ads or biographies as examples of writing style.

Logos are another critical piece in business identity and branding efforts. When developing a logo, be just as specific about the connection between the target audience and the products or services. Answer the following questions:

- Who is the target audience? Depending on the industry, the business may prefer a conservative, classic brand or a progressive, hip design. Creative businesses can use more color, musicians can go unique and financial firms may want to reflect stability.
- Where will the logo appear? Though a business may only need letterhead at start-up, the logo should be simple and clean, adaptable to any size variation, viewable from a lapel pin to a billboard without losing quality. The logo should look strong on a sign, website, print brochure, t-shirt, CDROM, business card and give-away such as pens, magnets, key chains, labels and so forth.
- How will the logo look in monotone reproduction? At some point, the logo will be displayed on a photocopy or fax. Keep it sharp and consistent in duplication.
- Can color stay consistent? If the logo integrates colors, make sure they align with other marketing collateral or website themes they're used on.
- Does this image reflect longevity? Once a logo is designed, don't change it. Consistency is critical to branding. In one, ten or even fifty years from now, a business should have a strong image. Inconsistency reflects poorly on both management and quality. If a company can't stick to a logo, how can it accomplish what it's hired to do?

Some strong brands and logos include Nike, using a simple swoosh image to communicate freedom, athletics and longevity, Target, reinforcing their color and bulls-eye logo in everything they market and Tiffany and Company, with the signature blue on everything from their packages and boxes to annual reports – crisp, simple, identifiable and consistent.

## Using The Brand

The brand is an ongoing, repetitive reinforcement of the credibility, improving loyalty and product or service awareness. Use the brand to improve the position within the competition or reach the business goals. What should the business accomplish and what does it want the customers and prospects to understand about it?

Develop a marketing strategy to take the branding designed into the public or business eye. This strategy may be a short statement or a detailed timeline. Year-to-year, the marketing goals will change: objectives will be met and new ones developed. But the brand remains consistent. This is what customers remember, trust and find comfort in. A business brand becomes who the business is, what it represents and how others perceive it.

Branding uses consistency in print collateral, television advertising, radio and media outlets. It ties into its core business strategy, both internal and external, solidifying in time. Use the same brand, year over year, time after time to build a billboard in the audience's mind.

## Chapter Review

Brand strategy is a concrete and long-lasting marketing tool. A brand identity is consistent, repetitive and memorable. It's communicated in many different ways throughout the life of a business, creating a one-of-a-kind differentiation from others. Branding builds a relationship.

When developing a brand, consider the target audience, competition, products or services offered and what differentiates the business from the others in the marketplace.

- Personify the business
- Tie the audience to this character
- Write a description of the business by personifying the entity

Logos should be just as specific, connecting the target audience and the products or services. Brands can improve the position within the competition or reach other business goals. Branding links print collateral, television advertising, radio and other media outlets.

## Chapter Eight: Affiliate Marketing

Affiliate marketing is used by business from firms like Amazon.com to hosting services. Simply put, affiliate marketing occurs when other websites post the advertisement or link to the site and the advertiser pays them once a sale occurs resulting from this lead. The concept is similar to athletic and celebrity sponsorship. The reputation of the referrer and their visitor trust leads the viewer to buy the product.

### Methods

To manage the record keeping and the complex tracking of affiliate programs, businesses often look toward online commission and affiliate services, the largest of which is Commission Junction, <http://www.cj.com> and LinkShare™, <http://www.linkshare.com>. For a fee, charged to affiliate marketers only, they will track the conversion and referrals, offer real-time stats for the members, offer reports to measure the ad success, pay the affiliates for their leads resulting in sales and advertise the affiliate program to their large compilation of webmasters interested in joining the affiliate program. They also combine banner and link downloads for the affiliates

Though straightforward, especially for the business using an administrative management service as mentioned above, it's important to follow best practice and avoid the pitfalls that can sink the success.

First provide strong affiliate management and customer service. The program brings in a completely new set of customers that need the support – affiliates. They're bringing revenue, sponsoring the business and spreading word of mouth. Make sure they have strong and compelling reasons to speak highly of products or services and continue to gain the sales through their lead.

Next, develop FAQ's or frequently asked questions, specifically for the affiliate marketers. Answer their questions proactively to ease their mind on topics such as cost for joining, payment schedule, contact information and commission they'll earn. Walk them through the sign-up and management process in a step-by-step instructional. Be available when they have questions, answering promptly and clearly. How do they sign up? Where do they go? How do they track leads?

When businesses or individuals sign-up for programs or offer personal information, they need reassurance that their information is protected. Develop affiliate rules in the privacy policy explaining how their data is used, where it is disclosed and what notification process the business takes when updating these rules.

### Chapter Review

Affiliate marketing occurs when websites post an advertisement or link to one's site, which in turn pays the advertiser when a sale occurs as a result of this lead. The concept is similar to athletic and celebrity sponsorship. The referrer's reputation and their visitor's trust pushes the sale.

To manage the record keeping and the complex affiliate program tracking, businesses often use online commission and affiliate services, the largest of which is Commission Junction, <http://www.cj.com> and LinkShare™, <http://www.linkshare.com>.

Rules of thumb to follow when developing an affiliate marketing strategy are:

- Provide strong affiliate management and customer service
- Develop FAQ's or frequently asked questions, specifically for the affiliate marketers
- Develop affiliate rules in the privacy policy explaining how their data is used, where it is disclosed and what notification process the business takes when updating these rules

## Chapter Nine: Legal Issues

Internet marketing brings along its own unique set of legal issues. Most of these protect the personal information and privacy of the recipient. For integrity and professionalism, every effort should be made to adhere to current and adapting laws that affect Internet marketers.

The difficulty regulating strict policies that outline electronic commerce and marketing lies in the Internet's vast geographical reach. While state-to-state, laws protect the citizens within their jurisdiction, SPAM and privacy issues have not been successful in completely controlling the circulation of marketing and advertising online that originates off shore. Peter A. Johnson, Ph.D. (in his analysis "Preserving The Promise of The E-mail Marketplace: An Economic Assessment of The Proposed Federal DO-NOT-E-Mail Registry") discusses the difficulty identifying legitimate marketing efforts over SPAM:

"Groups have long struggled to define spam. The growing problem of so-called 'false positives', i.e., messages welcomed by the recipient but misidentified as spam by ISPs and blocked by their filters is an important indicator of how ambiguous and problematic this definition is. (As many as 70% of survey respondents in a recent study indicated that e-mail they were expecting to receive was either delayed or filtered out altogether.) Thus, not just spam, but the problem of distinguishing spam from other, legitimate forms of communication (including legitimate commercial email) is a challenging issue confronting the Internet, because a network that is degraded not just by an increasing noise to signal ratio (spam diluting real messages) but also by positive interference by carriers (spam blocking of real messages) diminishes the network's positive externalities. With the passage of the Federal CAN-SPAM Act, however, governments, ISPs, consumers, and marketers can now in principle distinguish between "Legitimate Commercial E-mail" (LCE) that is sent consistent with the requirements of federal legislation and true "spam", which does not bear the attributes stipulated in the new legislation. While the former is sent by legitimate marketers, the latter is typically the fraudulent get-rich-quick schemes, the deceptive offers for quack remedies, or the links to pornographic Web sites that masquerade as more innocuous products until an unsuspecting recipient (potentially a minor) clicks on it and discovers otherwise."

Dr. Johnson later explains: "The Federal Trade Commission is investigating the feasibility of four different implementation strategies, and each of them will affect the usage of e-mail marketing to different degrees." Currently the laws protecting consumers under standard commercial regulation also apply online. The Federal Trade Commission (FTC) prohibits "unfair or deceptive acts or practices" within Internet advertising, marketing and sales. To prevent misleading advertising, the FTC requires disclosures. Consumers must receive materials covering the information about the terms of a transaction or to further public policy goals. These disclosures must be clear and conspicuous. Placement, length, distraction and repetition all need to be considered when communicating disclosures to consumers.

To make a disclosure clear and conspicuous, FTC recommends advertisers should:

- Place disclosures near and when possible, on the same screen as the triggering claim.

- Use text or visual cues to encourage consumers to scroll down a Web page when it is necessary to view a disclosure.
- When using hyperlinks to lead to disclosures:
  - make the link obvious;
  - label the hyperlink appropriately to convey the importance, nature and relevance of the information it leads to;
  - use hyperlink styles consistently so that consumers know when a link is available;
  - place the hyperlink near relevant information and make it noticeable;
  - take consumers directly to the disclosure on the click-through page;
  - assess the effectiveness of the hyperlink by monitoring click-through rates and make changes accordingly.
- Recognize and respond to any technological limitations or unique characteristics of high tech methods of making disclosures, such as frames or pop-ups.
- Display disclosures prior to purchase, but recognize that placement limited only to the order page may not always work.
- Creatively incorporate disclosures in banner ads or disclose them clearly and conspicuously on the page the banner ad links to.
- Prominently display disclosures so they are noticeable to consumers and evaluate the size, color and graphic treatment of the disclosure in relation to other parts of the Web page.
- Review the entire ad to ensure that other elements—text, graphics, hyperlinks or sound—do not distract consumers' attention from the disclosure.
- Repeat disclosures, as needed, on lengthy Websites and in connection with repeated claims.
- Use audio disclosures when making audio claims and present them in a volume and cadence so that consumers can hear and understand them.
- Display visual disclosures for a duration sufficient for consumers to notice, read and understand them.
- Use clear language and syntax so that consumers understand the disclosures.

Commission rules and guides that use specific terms—"written," "writing," "printed" or "direct mail"—are adaptable to new technologies.

- Rules and guides that apply to written ads or printed materials also apply to visual text displayed on the Internet.
- If a seller uses email to comply with Commission rule or guide notice

requirements, the seller should ensure that consumers understand that they will receive such information by email and provide it in a form that consumers can retain.

- "Direct mail" solicitations include email. If an email invites consumers to call the sender to purchase goods or services, that telephone call and subsequent sale must comply with the Telemarketing Sales Rule requirements.

For more information on Internet Marketing specific federal regulations, visit the Federal Trade Commission online at:

<http://www.ftc.gov/bcp/conline/pubs/buspubs/dotcom/index.HTML>.

## **Privacy**

Privacy is a leading consumer concerns when making a purchase or working with a company online. The consumer wants to feel confident that the credit data they offer is protected, that it won't be shared with outside sources for marketing purposes and that every possible barrier is in place to stop fraud, theft or hacking. This information should be available on every website for the customer, helping them understand how the business operates, policies it has in place and legitimate contact information.

An online privacy policy statement should be posted prominently, especially on pages requesting visitor information and payment. It should be written simply with easily readable headers for skimming. Promote the policy internally so all employees follow guidelines when communicating with customers on the phone or in person. Also promote the privacy policy with investors, advertisers, contributors and policy makers, remaining responsive to customer inquiries and concerns. Update the policy as necessary to stay up-to-date with the business growth and practices.

Some of the current, national privacy acts include:

### *Computer Fraud and Abuse Act*

The CFAA is the first law to specifically address computer crime. A U.S. senate report stated the statute "prohibits forms of computer abuse which arise in connection with and have a significant effect on interstate commerce." The CFAA was used successfully by American Online against LCGM, Inc. after they inappropriately obtained information about AOL members through the use of an AOL account and sent the members unsolicited email messages.

### *Proposed Consumer Internet Privacy Enhancement Act*

This proposed bill would make it illegal for a commercial website operator to collect personally identifiable information online from a user unless it provides notification about collection practices and offers the opportunity to limit disclosure. The proposed bill provides a safe harbor for website operators who comply with online seal program self-regulatory guidelines or other person approved by the Federal Trade Commission. Under the proposed bill, a state cannot impose liability through laws that are inconsistent or more restrictive than the Act. Civil penalties could be imposed up to \$500,000.



### *State Initiatives*

In addition to the protection afforded by federal government, states including New York, Virginia, Massachusetts, California, Florida, South Carolina, Wisconsin and Michigan have taken interest in consumer privacy rights and protection on the Internet. For example, the Attorney General of New York announced a new effort to increase individual control over use and disclosure of personal information while balancing this control with the need to encourage technological development. The Attorney General of Virginia has also announced his work with the state's Secretary of Technology developing a Cyber Bill of Rights addressing privacy of personal information on the Internet.

### *Children's Online Privacy Protection Act of 1998*

COPPA regulates websites or online services geared toward children under age 13 or with actual knowledge that it is collecting information from a child. COPPA compliance requires the operator post a notice on its website about its collection, use and disclosure of information from children. The operator must also obtain parental consent to collect, use or disclose the personal information submitted by the child online.

COPPA applies to:

- Operators of commercial websites and online services directed to children under 13 that collect personal information from them;
- Operators of general audience sites that knowingly collect personal information from children under 13; and
- Operators of general audience sites that have a separate children's area and that collect personal information from children under 13.

COPPA requires operators to:

- Post a privacy policy on the homepage of the website and link to the privacy policy on every page where personal information is collected.
- Provide notice about the site's information collection practices to parents and obtain verifiable parental consent before collecting personal information from children.
- Give parents a choice as to whether their child's personal information will be disclosed to third parties.
- Provide parents access to their child's personal information and the opportunity to delete the child's personal information and opt-out of future collection or use of the information.

- Not condition a child's participation in a game, contest or other activity on the child's disclosing more personal information than is reasonably necessary to participate in that activity.
- Maintain the confidentiality, security and integrity of personal information collected from children.

To learn more about children's privacy guidelines and legislation, visit <http://www.ftc.gov/privacy/privacyinitiatives/childrens.HTML>.

### *Gramm-Leach Bliley Financial Services Modernization Act*

This Act requires financial institutions disclose privacy policies to their consumers. It lets consumers opt-out of sharing of personal information and restricts the institutions' disclosure of account numbers with non-affiliated telemarketers and direct marketers.

### *Health Insurance Portability and Accountability Act*

HIPAA required Health and Human Services (HHS) issue regulations addressing health privacy if a health privacy law was not enacted by August 21, 1999. No health privacy law was passed by the deadline. HHS responded with proposed regulations restricting disclosure of protected health information. HIPAA regulations apply only to health information transmitted electronically. The regulations also apply solely to "covered entities" like health plans, health care providers and health care clearinghouses and, under some circumstances, business partners of covered entities.

What should a basic website owner include to minimally comply with industry standards?

1. Adopt and implement a privacy policy disclosing information collection, use and disclosure, as well as steps the consumer may take to remove or correct his or her data from business records.
2. Notify visitors prior to collecting their information of the purpose and offer a link to the complete privacy policy for review.
3. Offer visitors the right of choice and consent regarding how private information is collected online by offering an opt-out for any information unrelated to the original data collection purpose.
4. Use individual private information only for reasons for which it was collected.
5. Protect data by securing from loss, alteration or misuse.
6. If involved in information flow with European-based countries, ensure practices are in compliance with the Department of Commerce International Safe Harbor Principles.

### ***Privacy Policy Template***

The following document may be used as a template for developing a website privacy policy. Though this covers general consumer privacy issues, it does not constitute legal

advice or protection. Before launching a website, its advisable to seek the advice of an attorney.

ABC CORPORATION respects each individual's right to personal privacy. We will collect and use information through our Website only in the ways disclosed in this statement. This statement applies solely to information collected at ABC CORPORATION's Website.

## Part I: Information Collection

ABC CORPORATION collects the following information about website visitors:

[List types of personally identifiable information collected].

We may also collect [types of personally identifiable information] which our users divulge about other people, [such as referrals or gift purchases.] ABC CORPORATION does not actively market to children and we never knowingly ask a child under 13 to divulge personal information.

We collect the following general data that is not personally identifiable information [list]. We collect demographic data in order to [explain reason].

We verify the accuracy of this information by [explain verification procedure].

We collect this information through [describe collection methods, such as registration forms and automatic logging files. Describe what information is collected through each method]. The information is collected [voluntarily or involuntarily]. To receive our products and services, [type of information] is mandatory because [explain reason]. Other information we request is optional.

We [do or do not] employ cookies. A cookie is a small text file that our Web server places on a user's computer hard drive to be a unique identifier. Cookies enable ABC CORPORATION to track usage patterns and deliver customized content to users. Our cookies [do or do not] have an expiration date. Our cookies [do or do not] collect personally identifiable information. [If so, list what and why.]

Banner advertising appearing on our Website may collect the following information: [list what and how it is collected]. Third parties collect the following information at our Website [list types of information].

## Part II. Information Usage.

The information collected by ABC CORPORATION will be used for [list all specific purposes]. Users who provide information will receive [list products, services, email announcements or advertisements].

Registered users [will or will not] receive additional announcements from U.S. about products, services, special deals and a newsletter. Out of respect for the privacy of our users we present the option to not receive these types of communications.

The information we collect [will or will not] be used to create customer profiles based on browsing or purchasing history. We [will or will not] supplement information collected at our Website with data from other sources [such as credit history to authorize purchases].

We may share data with the following third parties: [list, including shipping companies, credit card companies and so on]. These third parties will use the information as follows: [list all specific purposes]. Users may [opt-in or opt-out] to have their information shared with third parties.

We offer links to other Websites. Please note: When you click on links to other Websites, we encourage you to read their privacy policies. Their standards may differ from ours.

Our Website offers [chats, forums or message boards]. Please be advised that information posted in these venues becomes public knowledge.

If our policy on information collection or uses changes, will advise you by [explain means of communications and time frame].

### Part III. Access to Information

ABC CORPORATION maintains the accuracy of our information by [explain procedure]. Users may access their own personal information and contact U.S. about inaccuracies they may find. [Explain how.] Users may delete their information from our database by [explain procedure and time frame].

### Part IV. Problem Resolution

If problems arise, users may contact ABC CORPORATION by [list methods]. We are committed to resolving disputes within [time frame].

### Part V. Data Storage and Security

ABC CORPORATION protects user information with the following security measures: [describe security protocols, secure servers, firewalls, SSL encryption and other technology and procedures used to protect consumer privacy].

## **CAN-SPAM**

The CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing Act) outlines U.S. requirements for commercial marketers. The act was established in 2003, became effective on January 1, 2004 and establishes guidelines and penalties for spammers and companies who advertise in spam email if the law is violated. Consumers also gain the right to request mailers stop sending unsolicited mail.

In accordance with CAN-SPAM, email primarily used as advertising or to promote a commercial product or service including website content is considered spam. However transactional or relationship messages that facilitate and agreed-upon transaction or updates customers on existing business relationships is exempt from CAN-SPAM provisions. Nevertheless, no email can include false or misleading routing data.

CAN-SPAM authorizes the Federal Trade Commission (FTC), the nation's consumer protection agency, to enforce provisions. The Department of Justice (DOJ) also has the authority to enforce criminal sanctions. Other state and federal agencies can enforce the law within their jurisdiction. Companies that provide Internet access may also sue violators.

### ***How To Comply***

CAN-SPAM bans false or misleading header information. Email "From," "To," and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.

CAN-SPAM prohibits deceptive subject lines. The subject line cannot mislead the recipient about the contents or subject matter of the message.

CAN-SPAM requires emails offer recipients an opt-out method. Advertisers must provide a return email address or another Internet-based response mechanism that allows them to ask for no future email messages to that email address and must honor the requests.

Any opt-out mechanism offered must be able to process opt-out requests for at least 30 days after sending the commercial email. When receiving an opt-out request, the law gives 10 business days to stop sending email to the requestor's email address. An advertiser cannot help another entity send email to that address or have another entity send email on the behalf to that address. Finally, it's illegal to sell or transfer the email addresses of people who choose not to receive the email, even in the form of a mailing list, unless transferring the addresses so another entity can comply with the law.

It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address. The message must contain clear and conspicuous notice that it's an advertisement or solicitation and that the recipient may opt-out from receiving more commercial email from a business. It also must include the valid physical postal address.

### ***Penalties***

Each violation of the above provisions is subject to fines of up to \$11,000. Deceptive commercial email also is subject to laws banning false or misleading advertising.

Additional fines are provided for commercial mailers who not only violate the rules described above, but also:

- "Harvest" email addresses from Websites or Web services that have published a notice prohibiting the transfer of email addresses for the purpose of sending email
- Generate email addresses using a "dictionary attack" – combining names, letters or numbers into multiple permutations
- Use scripts or other automated ways to register for multiple email or user accounts to send commercial email

- Relay emails through a computer or network without permission – for example, by taking advantage of open relays or open proxies without authorization.
- The law allows the DOJ to seek criminal penalties, including imprisonment, for commercial mailers who do – or conspire to:
- use another computer without authorization and send commercial email from or through it
- Use a computer to relay or retransmit multiple commercial email messages to deceive or mislead recipients or an Internet access service about the origin of the message
- Falsify header information in multiple email messages and initiate the transmission of such messages
- Register for multiple email accounts or domain names using information that falsifies the identity of the actual registrant
- Falsely represent themselves as owners of multiple Internet Protocol addresses that are used to send commercial email messages.

### ***Additional Rules***

The FTC will issue additional rules under the CAN-SPAM Act involving the required labeling of sexually explicit commercial email and the criteria for determining "the primary purpose" of a commercial email. Look for the rule covering the labeling of sexually explicit material in April 2004; "the primary purpose" rulemaking will be complete by the end of 2004. The Act also instructs the FTC to report to Congress in summer 2004 on a National Do Not E-Mail Registry and issue reports in the next two years on the labeling of all commercial email, the creation of a "bounty system" to promote enforcement of the law and the effectiveness and enforcement of the CAN-SPAM Act.

See the FTC Website at [www.ftc.gov/spam](http://www.ftc.gov/spam) for updates on implementation of the CAN-SPAM Act.

The FTC maintains a consumer complaint database of violations of the laws that the FTC enforces. Consumers can submit complaints online at [www.ftc.gov](http://www.ftc.gov) and forward unwanted commercial email to the FTC at [spam@uce.gov](mailto:spam@uce.gov).

## **Chapter Review**

Internet marketing legal issues are unique to the medium. Each business policy should be disclosed to online consumers. To make a disclosure clear and conspicuous, FTC recommends advertisers:

- Place disclosures near and when possible, on the same screen as the triggering claim.

- Use text or visual cues to encourage consumers to scroll down a Web page when it is necessary to view a disclosure.
- When using hyperlinks to lead to disclosures:
  - make the link obvious;
  - label the hyperlink appropriately to convey the importance, nature and relevance of the information it leads to;
  - use hyperlink styles consistently so that consumers know when a link is available;
  - place the hyperlink near relevant information and make it noticeable;
  - take consumers directly to the disclosure on the click-through page;
  - assess the effectiveness of the hyperlink by monitoring click-through rates and make changes accordingly.
- Recognize and respond to any technological limitations or unique characteristics of high tech methods of making disclosures, such as frames or pop-ups.
- Display disclosures prior to purchase, but recognize that placement limited only to the order page may not always work.
- Creatively incorporate disclosures in banner ads or disclose them clearly and conspicuously on the page the banner ad links to.
- Prominently display disclosures so they are noticeable to consumers and evaluate the size, color and graphic treatment of the disclosure in relation to other parts of the Web page.
- Review the entire ad to ensure that other elements—text, graphics, hyperlinks or sound—do not distract consumers’ attention from the disclosure.
- Repeat disclosures, as needed, on lengthy Websites and in connection with repeated claims.
- Use audio disclosures when making audio claims and present them in a volume and cadence so that consumers can hear and understand them.
- Display visual disclosures for a duration sufficient for consumers to notice, read and understand them.
- Use clear language and syntax so that consumers understand the disclosures.

Post online privacy policy statements prominently, especially on pages requesting visitor information and payment.

Depending on website audience, other national privacy acts include Computer Fraud and Abuse Act, Proposed Consumer Internet Privacy Enhancement Act, State Initiatives, Children’s Online Privacy Protection Act of 1998 (COPPA), Gramm-Leach Bliley Financial Services Modernization Act and the Health Insurance Portability and Accountability Act (HIPAA).

The CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing Act) outlines the U.S. requirements for commercial marketers. In accordance with CAN-SPAM, email primarily used as advertising or to promote a commercial product or service including website content is considered spam. Each violation of the above provisions is subject to fines of up to \$11,000.



# Chapter Ten: Customer Service and Support

While many businesses work diligently and spend countless dollars on advertising and marketing campaigns to improve sales, those who do not put the same attention into their customer service and client support efforts may be throwing their money down the drain. It's just as critical, if not more, to close the deal as it is to interest and entice prospects to buy.

## Sales Process

The online sales process has less human interaction than that of traditional in store checkout. Because of this, more is left to the consumer. Consider going into a store and being asked to run the cash register to buy goods. Intimidating? Yes. It also discourages the sale.

To overcome this obstacle, guide the sales process online. Understand the customer's psychological needs; then meet each one. Because sales representatives aren't personally available to assist visitors, take extra time to proactively identify any problems they may experience before arriving. Without help – or motivation – the prospect may click away and go elsewhere.

Each sale can be broken down to five steps or components. These are:

- Marketing – Reaching the target audience and prospects
- Trust Building – Enforcing the business credibility
- Assistance – Walk the buyer through the process by meeting their needs
- Presentation – Show them the product or service that meets their needs
- Close – Complete the sale

Studies show that seven out of ten visitors to the site are ready to buy. Make it easy for them to find what they're looking for. Walk them through the process. Solve their problem.

Always pay as much attention to marketing as to closing a sale. When we spend funds and efforts marketing, but not enough closing a sale, our efforts are fruitless.

Marketing can be accomplished through search engines, email communications or advertisements that pull the prospect onto the website. Credibility is developed by the look, reliability, professionalism and accessibility of the site. Ecommerce certification is another way to build trust.

## Ecommerce Certification

Certification is a logo or icon placed on the website. This logo means the credentials and references have been verified, the business practices are routinely monitored and more

importantly that the customers can contact the regulation company should service go awry.

There are three major ecommerce certification companies that can back up the online credibility: BBBonLine, TRUSTe and ePublicEye. Although similar, fees and standards vary between each company. One membership is all that's needed. So, when deciding to join an ecommerce certification program, shop around and compare their services.

The largest ecommerce certification program is distributed by the Council of Better Business Bureau, Inc. BBBOnline members are members of their local Better Business Bureau, have been reviewed to meet truth in advertisement guidelines, follow the Better Business Bureau's good customer service practices, have a physical presence in the United States or Canada, have been in existence for a minimum of one year and have a satisfactory Better Business Bureau complaint handling record.

BBBOnline merchant membership can be obtained at their website, <http://www.bbbonline.org>. When approved, a merchant receives a display logo for the website representing the compliance with their service practices and will be listed in the BBBOnline searchable database. If customers have unresolved issues with the business, they can turn to the Better Business Bureau for assistance.

TRUSTe is another ecommerce certification company. Websites adhering to established privacy principles and agreeing to comply with TRUSTe oversight and customer resolution process are awarded their online privacy seal called a "trustmark".

A displayed trustmark signifies to online users that the website will openly share, at a minimum, what personal information is being gathered, how it will be used, with whom it will be shared and whether the user has an option to control its dissemination. Based on this information, users can decide whether or not to disclose their personal information, including credit card numbers, to the business.

TRUSTe requires member websites have or will create a site privacy statement. TRUSTe trustmark application can be handled through their website, <http://www.truste.org>.

ePublicEye is a similar certification company. ePublicEye registered merchants agree to be continuously monitored for reliability and customer satisfaction, to be independently rated and reviewed by their own customers and to fully disclose customer satisfaction records to their customers.

ePublicEye's senior members offer audio FAQ's linked to their listing as well as audio interviews with owners and key company executives. Their theory behind this is based on offering shoppers a better sense of those behind their website, their product knowledge and customer attitudes.

ePublicEye certification can be obtained through their website, <http://www.epubliceye.com>

## Email and Transaction Verification

Email builds customer assurance and trust in the services or products. This includes confirmation messages and prompt responses to their issues. Each correspondence is one more opportunity to support the customer relationship. Some automated customer service messages include order and service confirmation, available-now notification, information request responses, shipment or reservation notification, billing and payment notices, failure notices, registration and account information, cancellation, returns, refunds, rebates and bonuses.

Most users prefer to receive only critical information in their inbox. People are inundated with useless information and emails each day. To effectively confirm transactions, the goal is to quickly state facts, avoid spam deletion, represent the company positively and prevent phone inquiries.

To save customer time and still deliver information they need, clear subject lines are the best practice. For example, a subject line stating, "Order has shipped" completely omits the need to open this email. Customers appreciate this and the merchant reached its business communication goal.

Avoid bombarding customers with too many transaction notices. Shipment of a product usually requires only two messages: 1.) A transaction receipt verifying the order immediately after its placed and 2.) A shipping confirmation including a tracking number in case the customer would like to check the status.

What do the customers want to know? The business offline offers experience in most often requested information. But, sight-unseen, ecommerce brings its own set of customer expectations. The most important information is a tracking number. This gives evidence that the package is in transit. Let the customer know exactly what was ordered and shipped. Finally, give instructions on what steps can be taken if something goes wrong. Most important information should be at the top and easy to find.

Always adhere to strong branding and design within customer communications. Poor design elements can decrease a company's image, while strong design builds trust, credibility and professionalism.

## Shipping and Payment

Every step of the way - from marketing and advertising to delivery at their door, customer service should reflect high quality and attentive care. How does the company maintain customers and encourage repeat business?

Post an obvious shipping and delivery policy including fees and options, such as gift-wrapping and expedited post. Give customers a full range of services including ground transportation, next day or second-day air service and three-day delivery. Price around

### **More Information on Shipping Options and Pricing**

U.S. Postal Service  
<http://www.usps.com/>

UPS  
<http://ups.com/>

DHL Express  
<http://www.dhl-usa.com/home/home.asp>

FedEx  
<http://www.fedex.com/>

with carriers that offer superb service, guarantees and reasonable prices – that pass on to the customer.

When selecting a delivery carrier service, also consider how they manage multiple delivery attempts, hold for pick-up and Saturday delivery service, delivery confirmation, international rates and return services. These all add value to the customer, and improve their impression of the company.

Shipping terms should clearly explain how the customer is charged for delivery. Describe free shipping options and requirements, flat rate shipping or price-tiered policies.

Payment methods are another way to offer convenience for the customers. Offering a variety of payment options will avoid excluding a possible sale. Secure payment processing may include PayPal, personal checks, Visa, MasterCard, Discover, American Express or bank debit cards.

Finally, outline the return and guarantee policy prior to purchase. Does the company offer a 30-day return for a full refund, must products be in their original shrink-wrap or are purchases final? Electronics and computer equipment may offer warranties. Does the company sell extended warranties? What is the standard product warranty? Reassure customers from the beginning to build strong and long-term client relationships with repeat business.

## **Chapter Review**

Closing the deal is equally important, if not more, than gathering interest and enticing prospects to buy. Online sales processes have less human interaction than does traditional in store checkout. Because of this, more is left to the consumer.

Each sale can be broken down to five steps or components. These are:

- Marketing – Reaching the target audience and prospects
- Trust Building – Enforcing the business credibility
- Assistance – Walk the buyer through the process by meeting their needs
- Presentation – Show them the product or service that meets their needs
- Close – Complete the sale

Ecommerce certification is another way to build online trust. Certification membership allows a logo or icon to be placed on the member website. Three major ecommerce certification companies back Internet credibility: BBBonLine, TRUSTe and ePublicEye. Although similar, fees and guidelines differ between each company. Only one ecommerce certification is needed. So, when deciding to join a program, shop around and compare services.

Email can also build customer assurance and trust. Ways to develop this is through order and purchase confirmation messages as well as prompt responses to customer

issues. Avoid bombarding customers with too many transaction notices. Shipment of a product usually requires only two messages: 1.) A transaction receipt verifying the order immediately after its placed and 2.) A shipping confirmation including a tracking number in case the customer would like to check the status.

Always post obvious shipping and delivery policies including fees and options, such as gift-wrapping and expedited post. Shipping terms should clearly explain how the customer is charged for delivery. Finally, Outline return and guarantee policies prior to purchase. Reassure customers from the beginning to build strong and long-term client relationships with repeat business.

# Chapter Eleven: ROI and Tracking

Internet marketing campaigns may include any mix or all, of the popular advertising methods available – from search engines to affiliate sponsorship. But marketing is only as good as the results obtained. If leading thousands or millions to a website and ending up with no sales or leads, the company is wasting a great deal of money.

Before using Internet marketing strategies, understand the lifetime value of certain actions. For instance, a first time customer may buy once and never again or may return to buy later, refer friends and coworkers and add value in other ways. Look long-term, meaning over the course of a year or greater depending on the particular service or product offering.

## Measuring Success

Once the full value of a customer or lead is determined, analyze the lifetime value from one win. The lifetime value is greater than a single transaction. Determine how long an average customer remains a customer, how much they purchase and the resulting cost output for customer service, product delivery and relationship maintenance.

Deferred buyers are those individuals or businesses who are window-shopping, but who may return when they're ready to buy. How long is the typical purchase cycle? How long should that cycle to be? Include deferred buyers in the success metrics to understand how many return, what makes them return and what makes they go elsewhere.

Track the results and ensure a return on the marketing investment. This is just as important as the campaign itself. While the age-old rule for advertising requires long-term visibility for success, understand when to make decisions to cut the losses. The benefit of Internet marketing is that it offers immediate feedback. While traditional paper direct marketing may take weeks or months to acquire valuable statistics, Internet marketing hits the target instantly. Learn the time of day the audience responds, what makes them prone to purchase and how they heard about the business.

Important measures of campaign success can be measured over a period of time depending on the business and marketing model. The following offer insight into Internet marketing results.

**Return ratio.** A measure of site success is gauging how many time visitors return to the website. How loyal are they? How often do they come back; how long do they stay?

**Regularity.** Do website visitors return on regular intervals or with no apparent regularity? How much time spans between visits? Use this measure as an aid in scheduling content updates and changes.

**Demographics.** Who visits the site? By visitor data, try to determine as much information as possible including geography, age, occupation, income level and so forth. Demographic data can assist in developing a targeted marketing campaign.

Login ratio. With secure, user login pages, determine what percentage of page views occur before and after login. If minimal, what deters users from logging in?

To measure the success of a campaign spend, determine the metric used for success and calculate the price willing to pay to acquire it. Was the goal reached? Were results over or under budget?

#### *Profit*

Business profit is simply revenue less cost for a marketing campaign.

#### *Cost Per Action (CPA)*

The cost a business pays for each action is calculated by their advertising cost divided by the number of buyers. This shows the cost paid for a certain result, for example a purchase, a newsletter sign-up, an inquiry and so forth. How much did it cost to gain that customer? What is the customer worth to the business? What is the lifetime value of each customer?

#### *Return on Advertising Spend (ROAS)*

The returns on advertising spend equals the profit divided by the advertising costs. ROAS tells how effective the cost is at generating profits. Many businesses value this measurement to determine whether or not this particular marketing vehicle is generating profits. Of the various marketing avenues, budgets are often adjusted according to which offer the strongest ROAS.

#### *Return on Investment (ROI)*

The return on investment is profit divided by total costs. This measures the effectiveness of the overall cost for generating profits. This is similar as ROAS, but includes all costs – not only advertising expenses.

#### *Value Per Lead*

The value per lead is measured by customer value times the percent of leads that convert to customers.

#### *Success Per Product*

Businesses with various products or services can measure results for each item to maximize the price, product description, advertising medium, demographic audience and so forth. Learn to understand what works and what doesn't for each offering.

Which metrics used to calculate marketing success depend on the type of business and goals we seek to reach. Ecommerce businesses typically measure their cost-per-acquisition (CPA), profit and return on investment. Businesses seeking lead generation may use CPA and the value per lead. While content sites tend to value other actions, such as newsletter subscriptions which may lead to affiliate or advertising revenue. Content websites typically use CPA, profit and ROI.

## **Log Files**

Log files offer valuable information on the who, what, where and when behind each website visitor. The information available touches the standard consumer profile an offline store gains simply through viewing shoppers and goes beyond this to offer where

the consumer came from, what ad may have led them to the site and much more.

#### *Website Traffic*

How much traffic hits each page and which receive the most viewing? Popular pages in advertising generate more ad profit and hold the most valuable pitch. Traffic statistics also give an idea of overall site use, if new content or promotions work or increase visits, which days or times are the best for publication or upgrades and so forth.

#### *Website Audience*

Log files show which country your users are in, whether they are from a corporation, a university or a popular service like AOL. This data is found in their domain name or IP address. Understanding audience demographics boosts a businesses ability to target advertising to just the right people. It also shows which markets respond.

#### *Referrers*

Log files disclose information on each visitor's referrer. If advertising, this is an important measure of ad popularity. On the flipside, this is a valuable way to address any negative buzz or PR before gossip gets out of control.

#### *Browsers and Operating Systems Used*

Understanding the dominant browsers and software platforms used to access a site largely enhance the ability to design and program within the system limitations. Users without the best platform or plug-in necessary to view a website may click away before reaching a successful conversion. This also helps in deciphering which systems to focus most usability and functionality testing toward.

#### *Error Messages*

Log files disclose the frequency of errors on a website. If visitors hit error messages, the site may need redirects to ensure they reach the data they need. Log files will also show if any scripts are loading incorrectly for troubleshooting.

Log files are typically located in the root or parent directory and are named "stats" or "logs". Within this folder resides a file with a .web, .log, .clf (common log format), .elf (extended log format), .dlf (combined log format) or .txt (text) extension.

To view the information, download the file to the hard drive. CLF files use one line for each request. Thus a user viewing two images on one page will automatically create three lines of text, one for each image and one for the HTML file they're posted on. The standard format for CLF log data is as follows, with each field separated by spaces. :

user's computer ident userID [date and time] "requested file" status filesize

To understand the information provided in each field, the following definitions are provided:

User's computer – The remote host information shows the IP address and, in some cases, the domain name of the client computer requesting the file.

Ident – Logged if the website server is running IdentityCheck, an antiquated directive that was once used for thorough server logging but has been phased out of use.



UserID – Only websites requiring a login password collect the userID entered.

Date and time – The date and time of the visit for file request.

Requested file – The type of user request, the path and requested file name.

Status – A three-digit HTTP code identifying if the file was transferred successfully or not.

Filesize - The number of bytes transferred when the requested file was loaded.

While this data is useful, gathering enough trends line-by-line can be difficult. Luckily there are software packages to make reading log files cleaner and easier.

The best decision when choosing log analyzer software is getting the most comprehensive package available. These allow full, robust reporting, stronger analysis and growth capability. This is especially important when servers generate proprietary log file formats that are not readable with some software applications. Both local and web-based versions are available for log analysis.

The most popular log analyzer is Webalizer, a free application. Webalizer offers detailed and understandable reports in HTML and runs on many operating systems within various languages. This, however, is a hefty application to manage if not highly computer suave.

WebTrends is a good choice for the non-technical marketer offering an easy-to-navigate interface and wizard. It also works along with Microsoft Office products including Word and Excel report formatting. On the downside, WebTrends only works on the Windows operating system and is expensive. The package runs from around \$700 up, requiring additional fees for technical support.

Sawmill has a strong user interface and is browser-based. The analyzer focuses on month, week and day views to as little as a short few hours. The software license for a single user runs \$99 with free phone and email technical support. Being browser-based, Sawmill does not limit use to Microsoft operating systems, open to Mac, BSD and BeOS. On the downside, Sawmill is not as professional for the user.

Other commercial Microsoft options for log analysis are NetGenesis Corporation's NetGenesis 5, Mach 5 Enterprises' FastStats Analyzer and Surfstats. Commercial analyzers open to Mac or Unix platforms also include Webside Story's HBX (previously HitBox), ThinWEB Technologies' WebCrumbs, Maximized Software's FlashStats and Laurent Domisse's W3Perl. Other options in freeware and shareware log analysis are Analog and HTTP-analyze.

## **Chapter Review**

Marketing is only as good as the results it gains. If a website leads traffic to a website and ends up with no new sales or leads, the company is wasting a great deal of money. Once the full value of a customer or lead is determined, analyze the lifetime value from one win. The lifetime value is greater than a single transaction. It includes every

purchase that single visibility gained. Determine how long an average customer remains a customer, how much he or she purchases and the resulting cost output for customer service, product delivery and relationship maintenance.

Important campaign tracking measurements include return ratio, regularity, demographics log-in ratio, profit, cost per action (CPA), return on advertising spend (ROAS), return on investment (ROI), value per lead and success per product.

Log files disclose who, what, where and when visitors surf around on a website. Details include website traffic, audience, referrers, browsers and operating systems used as well as error messages received. Log analyzers, software or web-based, are available to make reading these statistics easier. Log analyzers are available in both freeware and commercial versions.

# Resources

## AllTheWeb

<http://www.alltheweb.com>

Search engine that indexes web pages, as well as multimedia, audio, FTP, PDF and MS Word files from around the world.

## AltaVista Real Searches

[http://www.altavista.com/sites/search/real\\_searches](http://www.altavista.com/sites/search/real_searches)

Displays real-time AltaVista web index and in other area searches (such as image search).

## Ask Jeeves

<http://www.ask.com>

Allows users to search by question, phrase or term

## Ask Jeeves Peek Through The Keyhole

<http://www.AskJeeves.com/docs/peek/>

Displays Ask Jeeves' top searches.

## BizRate

<http://www.bizrate.com>

Independent resource that helps shoppers find quality, safe shops on the Web that best meet their needs.

## ClickZ

<http://www.clickz.com/>

The ClickZ Network is the largest resource of interactive marketing news, information, commentary, advice, opinion, research and reference in the world, online or off-. From search to e-mail, technology to trends, our coverage is expert, exclusive and in-depth.

## Commission Junction

[www.cj.com](http://www.cj.com)

## Direct Marketing Association

<http://www.the-dma.org/>

## DogPile

<http://www.dogpile.com>

Multi-engine semi-parallel search interface. Searches logically through several search engines until 10 matches are found. Allows use of Boolean and proximity operators.

## EBay

<http://www.eBay.com>

Person-to-person online auctions.

## Electronic Privacy Information Center

<http://www.epic.org/>

EPIC was founded in 1994 and is a public interest research center based in Washington, DC. Its efforts have earned much public praise and awards, including NetGuide Gold Site, Look Smart Editor's Choice, Vote Net Outstanding Political Website and the Starting Point Choice. It is one of the most visible and active privacy advocacy groups.

#### Espotting Keyword Generator

<http://www.espotting.com/advertisers/register01.asp>

Allows research for term popularity over the past 30 days across Espotting's UK paid listings network. To reach the generator, look for the "Keyword Generator" link just about the sign-up form.

#### Federal Trade Commission

<http://www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm>

Official CAN-SPAM Act and Commercial Email Requirements

#### Find What

<http://www.findwhat.com>

Provider of performance-based Internet marketing services.

#### Froogle

<http://www.froogle.google.com>

Free shopping portal affiliated with Google.

#### Galaxy StarGazer

<http://www.galaxy.com/info/voyeur.html>

Shows top searches on the Galaxy search engine.

#### Google

<http://www.google.com>

Search engine employs text-matching techniques to find pages that are both important and relevant to a user's search.

#### Google AdWords

<http://www.AdWords.google.com>

Google Pay Per Click ad distribution service.

#### Google Zeitgeist

<http://www.google.com/press/zeitgeist.html>

This provides a look at what people are searching for at Google.

#### Health Privacy Organization

<http://www.healthprivacy.org/>

#### Interhack

<http://www.interhack.net/>

Interhack is a developer and supplier of computer and network security tools. They also seek out and release news of privacy breaches at major Websites. Interhack was the group that uncovered the use of hidden tracking at TRUSTe seal-holding sites Lucy.com and Fusion.com. They also publish detailed reports on security and privacy risks in the marketplace.

Internet Advertising Bureau

<http://www.iab.net/standards/privacy.asp>

Founded in 1996, IAB is a global advertising industry trade association with over 300 members in the United States. IAB evaluates and recommends standards and practices, researches online advertising techniques and educates advertisers about the use of online and digital advertising.

The Internet Alliance

<http://www.internetalliance.org/>

The Internet Alliance was formed in 1985 as a lobbying group for the Internet industry at the state, federal and international level. They are vocal advocates for self-regulation of Internet activity.

Kanoodle Search Spy

<http://www.kanoodle.com/spy/>

Displays live searches on this pay-for-placement search engine.

Kidz Privacy

<http://www.ftc.gov/bcp/online/edcams/kidzprivacy>

Offers information regarding privacy for children.

LinkShare™

[www.linkshare.com](http://www.linkshare.com)

Online marketplace facilitating the creation of partnerships between affiliated websites.

LookSmart

<http://www.looksmart.com>

Provider of commercial search listings products and graphical advertising products that help businesses generate cost-effective sales leads.

LookSmart Look Listings

<http://submit.looksmart.com/>

Pay Per Click advertising service to promote the website and acquire quality leads.

Lycos 50

<http://50.lycos.com/>

Shows top searches each week, plus glimpses at what's up-and-coming from the query logs, along with other features.

Mamma Media Solutions

<http://www.mammamediasolutions.com>

Pay-Per-Click service offering advertisers exclusive top three placement on Mamma.com and within the result set of Mamma's network distribution.

MetaCrawler MetaSpy

<http://www.metaspy.com/>

Displays either a filtered or non-filtered sample of top, real-time search terms from MetaCrawler.

MSN Shopping

<http://www.shopping.msn.com>

Shopping portal affiliated with Microsoft Corporation.

mySimon

<http://www.mysimon.com>

Price comparison shopping portal including store links and product reviews.

NexTag

<http://www.nextag.com>

Includes price guide to online retailers, reverse auction services and new and used goods marketplace.

Online Privacy Alliance

<http://www.privacyalliance.org/>

The Online Privacy Alliance was formed in 1998 in an attempt to define the issue of privacy, develop effective self-regulatory standards and create a framework for enforcement.

Open Directory Project

<http://www.dmoz.org>

The "Open Directory Project" (ODP) describes itself as the "largest, most comprehensive human-edited directory of the Web".

Overture

<http://www.overture.com>

PPC ad network service distributed on Yahoo!, MSN, Alta Vista and InfoSpace.

PriceGrabber

<http://www.pricegrabber.com>

Lists hardware and software products being sold online below cost.

Privacy Exchange

<http://www.privacyexchange.org/>

Privacy Exchange promotes interaction among consumers, government and businesses on privacy issues.

Privacy Rights Clearinghouse

<http://www.privacyrights.org/>

PRC offers in-depth information on a variety of privacy issues, as well as practical tips on safeguarding personal privacy.

Refer-It

<http://refer-it.com>

Directory of Internet associate, referral and affiliate programs.

Search.com Snoop

<http://savvy.search.com/snoop>

Shows recent searches on this popular metasearch service.

Search Engine Watch

<http://www.searchenginewatch.com/>

Search Engine Watch provides tips and information about searching the web, analysis of the search engine industry and help to site owners trying to improve their ability to be found in search engines.

Search Engine Showdown  
<http://searchengineshowdown.com/>  
Guide to web search avenues.

Shopping.com  
<http://www.shopping.com>  
Searches retailers, auctions and classifieds for the best price. Formerly known as DealTime.

Webmaster World  
<http://webmasterworld.com/>  
Webmaster discussion and information exchange forum

Yahoo!  
<http://www.yahoo.com>  
Provider of comprehensive online products and services to consumers and businesses worldwide.

Yahoo! Shopping  
<http://shopping.yahoo.com>  
Search portal for products with price comparison and reviews.

Yahoo Shopping: What's Selling Now  
<http://st8.yahoo.com/OT>  
View what people are buying at the Yahoo's shopping site.

Yahoo Buzz Index  
<http://buzz.yahoo.com/>  
Shows you what's popular and moving for Yahoo search topics.

# Glossary

Ad View or Impression – Ad display on the HTML page a user is viewing.

Acquisition Cost - Cost of acquiring a new customer. Lifetime Value is often used to compute the maximum allowable acquisition cost.

Ad Copy - Text used for an advertising campaign.

Ad Inventory - Quantity of ads a website or publication can sell in a given time period.

Address - Computer term for the location of a piece of information on a disk or in memory.

Affiliate - Publisher/salesperson in an affiliate marketing relationship.

Affiliate directory - Categorized listing of affiliate programs.

Affiliate forum - an online community where visitors may read and post topics related to affiliate marketing.

Affiliate fraud - bogus activity generated by an affiliate in an attempt to generate illegitimate, unearned revenue.

Affiliate marketing - revenue sharing between online advertisers/merchants and online publishers/salespeople, whereby compensation is based on performance measures, typically in the form of sales, clicks, registrations or a hybrid model.

Affiliate merchant - the advertiser in an affiliate marketing relationship.

Affiliate network - a value-added intermediary providing services, including aggregation, for affiliate merchants and affiliates.

Affiliate Program - Advertising program offering a monetary incentive for webmasters to drive traffic to the advertiser's website. This eliminates the necessity for the advertiser to find websites with related content to list their banners. It also increases the response rate by giving the "affiliate" websites a stake in the response rate.

Affiliate software - software that, at a minimum, provides tracking and reporting of commission-triggering actions (sales, registrations or clicks) from affiliate links.

Affinity - People who are similar in lifestyle.

Affinity Analysis - A process of finding relationships between customer purchases. For instance, those who buy books also buy bookmarks.

Affinity Matrix - A cross tab showing cross-buying patterns by customers who did or did not buy products A, B, C and D.



Appended - Data process of appending customer data such as age, income, home value from some external data file.

ASCII - American Standard format for data storage on magnetic media (tape or disk).

Attrition Model - A model that predicts which customers are most likely to leave. Usually expressed as a percentage of likelihood.

Attrition Rate - The opposite of retention rate. The percentage of customers this year who are no longer buying next year.

Auto Responder - A program that responds to the email immediately with a pre-designed response.

Autosexing - A computer process for finding the sex and appending titles (Mr. Ms.) to a file of names.

Bandwidth - How many bits are transferred between the server and its visitors. Taking up too much bandwidth may drive visitors away or force the host to charge more to support the website.

Banner Ad - A graphical web advertising unit, typically measuring 468 pixels wide and 60 pixels tall (i.e. 468x60).

Batch Code - If receiving 10,000 replies to a mailing, update the master file with these replies in one batch. This is the fastest and cheapest way to update records. The opposite is online updating.

Baud Rate - A measure of line transmission speed. 28.8 thousand baud is a good speed for terminals and PC's connected to a marketing database. Speeds can go up to 56,000 or more.

Beacon pages - A web page created to increase search engine rankings by increasing the number of "related" pages linking to the main website. They take advantage of search engines' new emphasis on pages that have many links from related websites in determining relevance to a search term. They are doorway pages with a different address.

Bits - If a byte is like an atom in computer language, a bit is like an electron. A bit is either on or off. It is either a 1 or a zero. Eight bits make up one byte.

Block - The smallest reported unit in the 1990 U.S. Census. About 14 households in a block.

Block Group - The smallest reported unit in the 1980 U.S. Census. About 340 households on average.

Blog – Short for “web log”, a frequent, chronological publication of personal thoughts and Web links.

**Bounce Back** - The practice of sending another identical (or similar) catalog back to someone who has just ordered something from one of the catalogs.

**Brand Managers** - Most packaged goods companies organize themselves by brand. The brand manager is responsible for advertising, marketing and sales of the product. The brand manager is typically the main obstacle to database marketing that is customer focused rather than product focused.

**Bugs** - Errors that crop up in software. Caused by inability of programmers to predict all possible ways that the code in their programs will be used to process data.

**Byte** - A unit of computer memory. One letter or number is a byte. A byte is usually composed of eight bits.

**Cache** - A program's local store of response messages and the subsystem that controls its message storage, retrieval and deletion. A cache stores cacheable responses in order to reduce the response time and network bandwidth consumption on future, equivalent requests. Any client or server may include a cache, though a cache cannot be used by a server that is acting as a tunnel.

**Click Through** - A user clicking on an ad or sponsor banner in order to get more information.

**Click Through Rate** - Percentage of users who click on a viewed ad or sponsor banner. This is a good indication of the effectiveness of the ad. In addition to counting the ad views, it also requires counting the click through page views. This is done on the server where the click through page resides.

**Conversion** - A completed transaction event on the Website. What constitutes a conversion varies from business to business. The most common conversions include purchase, site registration, newsletter sign-up, requests for price quote or other lead-generating activity.

**Cookie** - A small text file on the user's computer in which may be stored a code, which allows a site to stay in touch with the user during his or her visit.

**Campaign** - The advertising and promotion done during a given period of time.

**Catch All** - A program that allows any email sent to the domain to go to a particular email address. That allows any email sent to a misspelled or unused username will still get to a person who can deal with them.

**Cleaning Names** - A process whereby names and addresses on a customer or prospect list are corrected (addresses standardized; zips corrected; spelling and punctuation corrected; duplicates consolidated, etc.)

**Click-through Rate** - The percentage of users who click on a viewed advertisement. It shows how effective the ad is, when compared to the average rate of the media.

**Co-op Mailing** - A mailing in which two or more offers - usually from different companies - are included in the same envelope and share the costs.

Compiled List - Names and addresses taken from directories, newspapers, public records. People who have something in common. Compiled lists are usually the least useful or responsive for direct marketing. Response lists are better.

Confidentiality Agreement - An agreement, which precedes any contract with an outsourcing agency. It says that the secrets will not be revealed to others.

Continuation - A mailing to the same list following a successful test of a portion of the list. A continuation becomes a "rollout" when the entire list is mailed.

Continuity - Products or services bought as a series of small purchases, rather than all at one time. Book of the Month Club or other products shipped on a regular schedule.

Control Group - Every database promotion should include a control group of customers who are not exposed to the promotion. The success of the promotion is measured by the difference in response of the promoted group compared to the control group (after subtracting the cost of the promotion).

Cookies - Web cookies are files containing information about visitors to a website, like username, password and what they want to buy. It is stored on the visitor's computer and sent back to the website that created it when the visitor comes back or gets to the order page. Cookies can also retrieve information like monitor resolution and platform to webmasters who intend to use this information to improve their website.

Copy - The text of the direct mail piece.

CPA - Cost per action for banner ads. This is the best type of rate to pay for banner advertisements and the worst type of rate to charge. Advertisers only pay for the visitors who click on their banner and then sign up, fill out a form or purchase something on their website. This is most common for affiliate programs. My opinion is this type of payment arrangement is already an endangered species and will soon become extinct.

CPC - Cost per click through for banner ads. The advertiser only pays when a visitor clicks on their banner (whether or not the visitor waits for their page to load before leaving). Look for this type of rate when planning to place a banner on a website with related content.

CPI - Cost per inquiry

CPM - Cost per thousand (impressions or subscribers). CPM is a marketing term often seen when researching banner and magazine ad rates. It helps determine how much a company spends per person viewing the ad and the company by allowing them to charge more as their subscriber base or hit count increases without changing their posted ad rates.

CPO - Cost per order

CPU - Central Processing Unit. The heart of a mainframe.

Cross-Selling - Encouraging customers to buy products from other departments or categories.

Custom Report - A database report designed by the marketing staff that exactly meets the marketing needs of the company. Once programmed, it can be run daily or weekly for very little cost.

Form - A Web page feature used to request information or take orders from users. Like paper forms, Web forms may use text fields, check off boxes and multiple choice options to structure user responses and can only be processed when the user clicks a button to submit the form.

Destination Site - A destination site is a Website with such a concentration of useful, well-organized information that it establishes brand identity as a desirable reason for users to log onto the Internet in order to enjoy its benefits.

Database Marketing - Collecting data on customers and using it to provide recognition and services to customers, resulting in increased customer loyalty and repeat sales.

Data Enhancement - A process whereby a customer file has data appended to it (such as age, income, home value) from some external data file. See overlay.

DBA - Database Administrator. A person who controls a marketing database.

Demographics - Demographic data usually refers to the data which the Census Bureau or Canada Stats collects on a neighborhood such as income, education level, etc. This data can be appended to a household record. It isn't necessarily accurate for any particular household since it is the average for households in that block. But it is usually the only data available.

Direct Cost Percent - The percentage of revenue that is applied to the cost of the product plus overhead, fixed costs, etc.

Direct Marketing - Interactive marketing that produces a measurable response or purchase. The data is stored on a database.

Direct Response - Advertising or promotion that seeks not just to provide information, but also to generate an inquiry order or visit.

Directory - A list of websites, usually organized by category. Many directories are searchable, but they are different from search engines because they just list the home page. They don't spider the site, so any hidden descriptions or keywords will not count toward the relevancy of the page in any given search.

Doorway Pages - A web page designed to rank well on a specific search engine for a specific keyword phrase. These pages usually rely on frequent repetition of the keyword phrase and often try to "trick" search engines into ranking them well.

E-Commerce - The ability to sell goods and services over the Internet. To enable the website to sell goods and services, a merchant account (to process credit cards), a secure server for the form and (if you have more than one product) a shopping cart

program to "remember" what the customers want to purchase are necessary. If anticipating a large volume of purchases, a separate company may be necessary to provide real-time processing of the credit card transactions.

Email - The transmission of computer-based messages over telecommunication technology.

Email marketing - the promotion of products or services via email.

Extract - A system for creating a sequential file from a relational marketing database. The extract can be used for preparing reports or for sending data to other companies for their use.

Extranet - Similar to an Intranet but designed to be accessible to authorized outside users. Whereas an intranet resides behind a firewall and is accessible only to people who are members of the same company or organization, an extranet provides various levels of accessibility to outsiders. Access to an extranet is allowed only if you have a valid user name and password and the identity determines which parts of the extranet viewable.

Ezine - An electronic magazine, often sent via email and/or posted on a website. These "magazines" are usually short and are often free. I strongly suggest signing up for free ezines in the field and starting one of the own as a marketing tool. Signing up for the competitor's ezine helps keep up-to-date with what they're doing and can give ideas for the website.

Ezine directory - directory of electronic magazines, typically of the email variety.

FAQ - Internet abbreviation of "frequently asked questions."

Focus Group - A group of customers who are assembled together by an advertising agency in a conference room to discuss a particular product. Useful for learning what the public thinks of the product or message or company.

Frequency - A term for how many times a person buys.

Fulfillment - The process of responding to a customer request with literature or product. Fulfillment is usually outsourced to a fulfillment house.

Gateway – A server that acts as an intermediary for some other server. Unlike a proxy, a gateway receives requests as if it were the origin server for the requested resource; the requesting client may not be aware that it is communicating with a gateway.

Geocoding - A system for assigning a census code to any name and address. Once a file is geocoded, we can append census data (income, race, etc.) to the records and assign cluster codes.

Geodemographics - Census data that can be appended to a household file once it has been geocoded. Includes such factors as income, education, home type, etc. Derived from the neighborhood of the household. Same as demographics.

GIF - A type of graphic understood by all graphic browsers. It is the most flexible graphic format, allowing transparent backgrounds and animation.

Hawthorne Effect - A psychological phenomenon whereby people (customers) act differently when they are being studied.

Hits - Hits are simply requests for files from visitors. Each HTML document and graphic file counts as a separate hit.

Home Page - The main or entrance page to a website. The page visitors are sent to when they type in the URL without adding a specific page name. Home pages are usually named index.HTML, home.HTML or default.HTML.

House File - The organization's own file of active and former customers.

HTML - "Hypertext Markup Language." HTML is a simple programming language everyone uses to author web page.

HTML email - email that is formatted using Hypertext Markup Language, as opposed to plain text email.

HTTP - Hypertext transport protocol. The language used to move web pages across the World Wide Web.

Hypertext - A term used to describe associative writing, as opposed to linear (narrative) writing. People follow links in the text to read it their way, rather than how the author wrote it. Web pages are hypertext and so are many CD-ROMs and computerized help systems.

Hit - Download of each element of a Web page. When a user views a Web page that includes nine images, the server records ten hits (one for the HTML page file and one for each image file).

Identification - The process whereby a customer identifies himself with the company that provides him with products or services

Interactive Banner - A sponsor or advertiser's promotional image that appears in a prominent position on a Web page.

Internet Marketing: Strategies and techniques applied on the Internet to support the organization's overall online marketing objectives. Goals may include driving targeted traffic to a Website and features on the Website to create a desired call to action. Internet marketing may include keyword and meta tag strategies, newsgroup and mailing list postings, banner advertising, reciprocal links, online promotions, content positioning, online image development, email strategies and other interactive features

Interstitial - A web advertisement that appears on its own page. They aren't clickable, so they've lost popularity since introduced. When a visitor clicked on a link, the ad would appear briefly before the page they wanted.

Intranet - Designed to be used to share internal information within the same company usually behind the firewall. Intranets are now the fastest-growing segment of the Internet because they are much less expensive to build and manage than private networks.

IS Information Systems - The part of the company responsible for the central data processing operations.

ISP - The Internet protocol address identifying a computer connected to the Internet. Every computer is assigned one when they log onto the Internet. Servers always use the same IP address, but if we get Internet access through a large dial-up Internet service provider, we may be assigned a new IP address every time we log on to the Internet.

Java - An object-oriented programming language developed by Sun Microsystems. It's smaller and more versatile than C++, the popular programming language it's based on. It's useful for programming web applications, because it will run on any computer platform - Macintosh, UNIX, Windows or DOS.

JavaScript - A scripting language developed by Netscape and Sun Microsystems that is loosely related to Java. JavaScript code can be included in a web page along with HTML and is easier to write than Java.

JPEG - Joint Photographic Experts Group (also JPG). A graphic file format that stores images in a compressed form. They aren't as small or versatile as GIF's, but they offer better resolution and are especially useful for photographs for display on the web or sent via email.

Kbps - Kilobits per second - the standard measurement of modem speed.

Key Phrases - Phrases we want associated with the website in search engines. Most people search for combinations of words rather than single words and writing the list of keywords grouped into phrases can give a search advantage.

Keyword Density - The number of a particular keyword in the document divided by the total number of words.

Keywords - The words that best characterize the business and website used for search engine visibility.

Lead - A prospect that has responded is called a Lead.

Lead Conversion Rate - The percentage of leads that become customers.

Lead Tracking - The process of keeping up with what has happened to a lead (prospect who has expressed an interest in the product or service). Lead tracking is very difficult because salespeople hate to report on the status of leads.

Lifetime Value - The contribution to overhead and profit made by a customer during their total relationship with the company. Abbreviation: LTV.

Link popularity - A measure of the quantity and quality of sites that link to the site.

List Broker - A service that brings list owners and prospective list renters (users) together.

List Maintenance - Keeping a mailing list current through correcting and updating the addresses and other data.

List Rental - The process of renting (for one-time use or other periods) a list of names of customers owned by some other organization for an agreed upon cost per thousand.

Log - The record the website server keeps with information on who visits, when they visit and which pages they viewed.

Loss Leader - A product sold at a loss to get customers to begin buying.

Loyalty - Customer loyalty is measured as retention. A loyal customer is one who keeps buying.

Loyalty Programs - Rewards that encourage customers to keep being customers longer or to purchase more.

Mail Filter - A program that allows sorting email before viewing it using the subject, sender's email address or information in the body of the message.

Mail Shop - An independent company that specializes in preparing materials for mailing. They affix labels, sort for bulk rates, prepare bag tags, insert in postal bags.

Market Penetration - The percentage of buyers obtained compared to the total households or businesses in the area selected as the market.

Market Research - Statistical analysis of customer data to draw overall conclusions as a basis for action.

Mass Marketing - Selling to everyone through mass media such as radio, TV or a newspaper, as opposed to database marketing which is aimed at a small selected audience.

Media - Communications channels that convey messages, such as radio, TV, magazines, direct mail.

Merge/Purge - A software system used to merge many different input tapes in differing formats and put them into a common format for a mailing. merge/purge detects duplicates.

Meta Tag - An HTML tag that is not visible when the document is viewed. It is placed within the head tag to tell search engines the description, title and keywords for use in their database.

MIME - Multipurpose Internet Mail Extensions. The standard format for sending non-text email attachments, like photos, sound, video or software.



**Modeling** - A statistical technique whereby we determine which pieces of data in the customer database explains the behavior of the customers. The output of a model is a series of weights that can be multiplied by customer data (income, age, length of residence) to create a score that predicts likelihood to respond to an offer.

**Modem** - A device permitting a computer or terminal to send information over a telephone line.

**MPEG** - Motion Picture Experts Group. The standard format for digital video and audio compression (AKA MP3).

**Multi-Buyer** - A person who crops up on two or more independent rented lists. Multi-buyers usually respond better to a direct offer than other buyers.

**Net Names** - The actual names used in a mailing, after removing the duplicates and matches to the customer list. In some cases, a business can rent names on a net-name basis.

**Netizens** - People who frequent the World Wide Web, newsgroups and discussion lists. They understand how everything works and what all these words and abbreviations mean.

**Niche Market** - A way of finding a special product that appealed to only one group and selling that product very profitably only to that group, ignored by others.

**Offer** - What a business offers in a direct mail campaign.

**Offline** - An offline database is kept on magnetic tape or cartridge. Record cannot be called up instantly from an offline database.

**On-Pack Offers** - Communications with customers by making an offer on the package that they purchase.

**Online** - An online database is one in which all the customer records can be called up on the screen instantly when needed. Online databases are kept on disk. The opposite of online is offline (or batch), usually meaning the database is kept on magnetic tape.

**Opt-in** - The people subscribed to a mailing list have asked to receive the information or advertising. (Double opt-in means the person requesting information must confirm their desire to receive it by responding to an email message after subscribing.)

**Opt-in email** - email that is explicitly requested by the recipient.

**Opt-out** - The people subscribed to a mailing list have not asked to receive the email (it's SPAM), but they have the option of removing their name from the list if they wish.

**Page View** - Hits to HTML pages files only. Downloads of non-HTML documents such as image files are not included in page views.

**Pass-along rate** - the percentage of people who pass on a message or file.

Penetration Ratio - The customers as a percentage of the universe that defines the customers' type of household or business.

Permission marketing - marketing centered on obtaining customer consent to receive information from a company.

POS - Point of Sale.

Pop-up Ad - An ad that displays in a new browser window.

Profile - A way of describing the typical customer. You create a profile by modeling the database. The profile could tell you that the typical customer was a woman of 35-54 with an income of \$25 to \$50K.

Prospect - A potential targeted customer.

Prospecting - Mailing or telemarketing to prospects who are not yet the customers.

Protocol - A set of rules for exchanging data over the Internet. These rules allow computers with different operating systems to communicate with each other.

Proxy – An intermediary program, which acts as both a server and a client for the purpose of making requests on behalf of other clients. Requests are serviced internally or by passing them on, with possible translation, to other servers. A proxy MUST implement both the client and server requirements of this specification. A "transparent proxy" is a proxy that does not modify the request or response beyond what is required for proxy authentication and identification. A "non-transparent proxy" is a proxy that modifies the request or response in order to provide some added service to the user agent, such as group annotation services, media type transformation, protocol reduction or anonymity filtering. Except where either transparent or non-transparent behavior is explicitly stated, the HTTP proxy requirements apply to both types of proxies.

Psychographics - A way of grouping people by wealth orientation, hobbies and interests.

Purge - To eliminate undesirable names from a list.

Qualify - In business-to-business, a process whereby respondents to an ad or a mailing are determined (usually by a telephone interview) to be worth a salesperson's time and attention. In efficient operations, a telemarketer will qualify an incoming lead before the name is sent to a salesperson for action.

Query - A question designed to retrieve information from a database. The result can be a count, a cross tab or a report.

Ranking - The placing the website gets when visitors conduct a search for the keywords or keyword phrases using a search engine.

Reach - The amount of different types of people who see an ad or message, including a website. Popularity.

**Reciprocal Link** - A link placed on the web page with the understanding that the linked web page will create a link to the site.

**Record** - A collection of fields that describe all the information on a customer.

**Referral Page** - A web page which links to the website and sends traffic. The URL will appear in the website's server logs.

**Referral Rate** - The percentage of new customers who begin buying this year as a result of encouragement from last year's customers. Expressed as a percentage of last year's customers.

**Relationship Marketing** - The process of building a relationship with customers which results in the customers becoming more loyal, buying more and staying as customers. Another word for database marketing.

**Respondent** - Someone who has answered a direct response letter or advertisement.

**Response Device** - On every outgoing direct mail piece, there is included a response device that usually shows up in the "window" in the envelope to provide the name and address. The response device is an order or donation form. It is important because it usually contains the prospect number and a source code that identifies the offer, package, list, segment, etc.

**Response Rate** - The percentage of people who responded to the offer. A typical direct mail response rate to prospects is 2%.

**Retention** - The tendency to keep customers buying. Success is measured by retention of customers.

**Retention Budget** - A budget for a program to keep customers from leaving.

**Retention Rate** - The percentage of customers who continue to make purchases in a second period, such as a year. If you had 4,000 customers who bought from you last year and this year 3,000 of those same people also make purchases, the retention rate would be 75 percent.

**Return on Investment (ROI)** - A key measure of the success of any direct marketing activity. It is the total net profit from a direct marketing initiative, divided by the total cost of the entire operation. ROI from an initial offer is often negative. But when customer lifetime value is taken into account, it often becomes positive.

**Rollout** - After a direct mail test of a few thousand letters, a rollout is the mailing to the rest of the names on the successful lists. It may be preceded by a second test or "continuation."

**Server or Host Computer** - A server is the computer on which a Website's files reside and which, by virtue of special software and a connection to the Internet network, serves Web pages to users in response to their browser requests.

**Satisfaction Survey** - A survey of customers designed as much to learn something about customers for relationship-building purposes as it is to learn about good and bad features of the servicing of the customers.

**Saturated Market** - A situation in which everyone has the product and the market is essentially a replacement market. For example, tires, batteries, room air conditioners, television.

**Search Bots** - Computer programs which will search a dozen search engines simultaneously.

**Search Engine Algorithm** - The criteria a search engine uses to determine which websites match the words or phrases a visitor is searching for.

**Search Engine** - A CGI program that allows a visitor to search for words or phrases in a database of web pages. The creator adds to the database by sending a program called a "spider" to follow links in web pages.

**Segmentation** - To divide outgoing direct mail into coded groups for testing or to improve response. Also used to classify customers into groups for varying tactics.

**Server** – An application program that accepts connections in order to service requests by sending back responses. Any given program may be capable of being both a client and a server; our use of these terms refers only to the role being performed by the program for a particular connection, rather than to the program's capabilities in general. Likewise, any server may act as an origin server, proxy, gateway or tunnel, switching behavior based on the nature of each request.

**Shopping Bots** - Computer programs that search commerce sites for the best deal.

**SIC Code** - Standard Industrial Code. A coding system designed by the U.S. Department of Commerce for classifying the products and services produced by companies. It is a very inadequate system, but it is the only one around.

**Sig file** - a short block of text at the end of a message identifying the sender and providing additional information about them.

**SKU** - Stock Keeping Unit: a warehouse term for the products that a company produces. Each different product has its own SKU number.

**Skyscraper ad** - An online ad significantly taller than the 120x240 vertical banner.

**Software** - Programs that run on computers. Programs tell the computer what to do in a step-by-step fashion.

**Source Code** - A series of letters or numbers affixed to an outgoing advertisement or promotion that identifies the list, the offer, the package and the segment (as well as the media) in which the promotion was made. Essential to testing the success of any direct marketing effort. The source code must appear on the response device (or in the case of telephone orders, must be asked for by the telemarketers).

SPAM - Unsolicited commercial email.

Spider - A program that follows links through websites to add or update a database. These look at HTML code and add information their search engines will use to determine the page's relevance to keywords and phrases.

Statement Stuffer - An offer or newsletter included with a monthly invoice or statement to a customer.

Target Audience - The people most likely to buy the product or service or most interested in the information provided.

Target Marketing - A marketing strategy aimed at a particular individual or group rather than to mass media.

Text ad - Advertisement using text-based hyperlinks.

Unique URL Tagging - The practice of embedding uniquely identifying code into URL's in HTML content. This allows the website to identify visitors and how often they visit.

Update - To modify a database record to insert new information into it or to delete it. Updating is either done in batch mode (fast and cheap) or online (slow and costly).

URL - "Uniform Resource Locator." The website's address. (<http://www.thesite.com>)

Usenet - The newsgroup portion of the Internet.

User Session, Visit or Visitor - A session of activity for one visitor to a Website. A session is determined by recording the user's Internet Protocol (IP) address. By default, a user session is terminated when the IP address falls inactive for more than 30 minutes. Server logs allow a count of the user sessions to a site, but because of dynamic addressing it is not possible to record unique visitors to a Website unless the site requires tight user registration.

Viral marketing - marketing phenomenon that facilitates and encourages people to pass along a marketing message.

WWW - World Wide Web, often called simply "the Web." The most popular method of finding information on the Internet. The World Wide Web is a collection of documents linked by HTML.

WYSIWYG - Abbreviation of "what you see is what you get," often used in regards to HTML editors.

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