

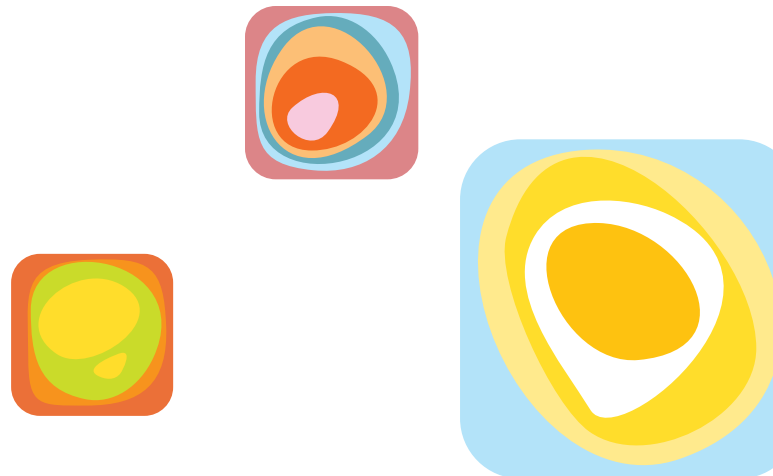


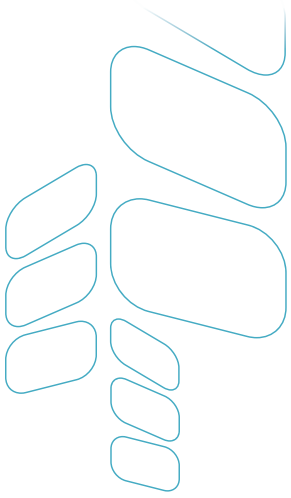
Predict The Return On Your Natural and Paid Search Campaigns

A Calculator for ROI Management

Provided by Oneupweb®


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Predict the Return on Your Natural & Paid Search Marketing Campaigns

A Calculator for ROI Measurement

A White Paper with Pizzazz by  oneupweb®

Use the charts below to calculate the possible return on investment for your current or future natural and paid search marketing campaigns.

The percentages expressed here are conservative and stem from industry reports by Nielsen, ClickZ, MegaView, Fireclick and many others, as well as Oneupweb's decade of search marketing experience. Businesses working with a reputable search engine optimization and marketing firm over a significant period should have performance rates exceeding these averages, depending on the industry, brand position in the marketplace and other variables.

Definitions:

Please use the following definitions to help utilize the charts on the following pages:

Search Volume—The amount of people searching for a term in a search engine, like Google and Yahoo. For example, the search phrase “ergonomic chair” is used as part of a search about 1,000,000 times per year on Google and Yahoo combined. This figure represents the total audience available to a website that is well-optimized or effectively using pay-per-click ads. To be at that level, your website would either appear in the top-five listing on a search engine results page or a top-three pay-per-click ad, on Google and Yahoo for that search phrase.

Average Click Through Rate or Site Traffic—The amount of traffic a website will generate from a top-five listing on a search engine results page or from a top-three link of a pay-per-click ad. We use these traffic figures on both the Natural and Paid Search Opportunity Charts below. These figures are conservative averages based on the insight from several studies and resources.

- Keep in mind that industry studies show natural results are 70 to 80 percent more likely to generate a click-through than a pay-per-click ad.
- Generally speaking, paid search advertising costs more in the long run because the ongoing cost of clicks exceeds the cost of optimizing a site for a longer term. Natural campaigns have the benefit of amortizing start-up costs over several years with only moderate maintenance fees re-occurring. Pay-per-click management fees and rates remain constant, occasionally increasing from competitive pressure during peak sales seasons.

Average Conversion Rate—These figures refer to the number of visitors taking a desired action, like making a purchase or completing a sales lead form. Other conversion actions may be subscribing to a newsletter or podcast, answering a survey, requesting more information, downloading a white paper, providing a resume, etc. The table provides two rates, allowing you to choose which rate more closely fits your site, industry and definition of a conversion.

- Both 3 percent and 5 percent conversion rates are conservative for natural search campaigns.
- Paid search is able to get higher conversion rates because the ads attract a more targeted audience that is responding to a purchase opportunity. And again 5 percent and 10 percent are conservative conversion rates for pay-per-click ads.

These charts were designed to help demonstrate the tremendous benefits of natural optimization or paid search marketing campaigns. The column on the left lists various search volume levels for a given keyword or phrase and represents the number of searches performed on a regular basis for that term. Please feel free to define “regular” based on your marketplace; some industries may generate hundreds of thousands of searches per month, others may hit those volumes only over the course of a year.

The second column represents the average traffic that a keyword will bring to a website, as a fraction of the total search volume. On average, a site will see approximately 6 percent of the total search volume in traffic to their site when they position in the top five in the search results. This figure is supported by our years of experience, as well as the variety of research firms referenced above.

The third and fourth columns present two examples of conversion levels and the number of sales or sales leads that a company will see given these conversion percentages. Again these conversion averages are derived from years of proprietary data collected by Oneupweb.

Using the charts

For example, if a keyword receives 900,000 searches per year, a natural optimization campaign would bring in approximately 54,000 visitors. And at a 3 percent conversion rate, a company would find themselves with just over 1600 new sales or sales leads from their natural optimization campaign. At a 5 percent conversion rate, a company would enjoy the benefit of 2700 new sales or sales leads per year.

Keep in mind, for the purpose of these charts, the numbers used are conservative and in many cases, a company may experience even more impressive results from a natural campaign. As stated earlier, the long-term advantages of this type of search marketing can far outweigh the initial costs of the campaign. You can use the paid search calculator in the same way.

Natural Search Opportunity Calculator

Search Volume	Site Traffic	3% Average Conversion Rate of Site Traffic	5% Average Conversion Rate of Site Traffic
	6% Avg. Click-through Rate	Sales/ Leads	Sales/ Leads
1,000,000	60000	1800	3000
900,000	54000	1620	2700
800,000	48000	1440	2400
700,000	42000	1260	2100
600,000	36000	1080	1800
500,000	30000	900	1500
400,000	24000	720	1200
300,000	18000	540	900
200,000	12000	360	600
100,000	6000	180	300
0	0	0	0

Paid Search Traffic Opportunity Calculator

Search Volume	Site Traffic	5% Average Conversion Rate of Site Traffic	10% Average Conversion Rate of Site Traffic
	2.5% Avg. Click-through Rate	Sales/ Leads	Sales/ Leads
1,000,000	25000	1250	2500
900,000	22500	1125	2250
800,000	20000	1000	2000
700,000	17500	875	1750
600,000	15000	750	1500
500,000	12500	625	1250
400,000	10000	500	1000
300,000	7500	375	750
200,000	5000	250	500
100,000	2500	125	250
0	0	0	0

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How to improve your sales/lead generation through natural optimization campaigns—

Get access to bigger populations—Increasing your visibility on the search engines will increase your search traffic overall. Improving the quantity of keywords optimized or the quality of the optimization campaigns or both will expose your site to a larger search audience from the outset.

Get better click-through rates—Improve the descriptive language in your natural titles to attract a more qualified audience.

Get better conversion rates—Improving your site's ability to convert search traffic will also increase your overall sales. Tactics for review include analytics, usability studies, improved keyword targeting and promotion campaigns.

Improve the descriptive language in your natural titles to attract a more qualified audience.

How to improve your sales or sales lead generation through paid search campaigns—

It's important to note that pay-per-click (PPC) campaigns are a more costly method of reaching the same population of search traffic. PPC ads can, however, appear on search engine results pages almost immediately, whereas, natural optimization benefits build over time.

Get access to bigger populations—Increase the number of keywords in your campaign to appear to a larger audience. If you have a robust and targeted campaign keyword list already, applying this strategy may also expose your campaign to a less-qualified audience, possibly diluting your click-through and conversion rates.

Get better click-through rates—Improve the headlines and copy in your PPC ads to attract a more qualified buyer. Or improve the promotional offers in your PPC ads.

Get better conversion rates—Improve your landing pages to facilitate conversions. Tactics may include better design, more compelling copywriting and better offers or forms.

Increase the number of keywords in your campaign to appear to a larger audience.

How to use this chart to sell internally—

Keep in mind that these charts don't represent goals or guarantees for your individual situation. Search engines are dynamic marketplaces where a variety of factors influence a website's performance. Use this chart to help your team understand how the combined efforts of professional search marketing can directly affect sales or lead generation.

To maximize the performance of your campaigns:

- Work with a reputable, search engine marketing professional
- Implement the advice of your search engine marketing partner as quickly as possible
- Keep an open line of communications going with your search engine marketing professional, updating them on new products, competitive activity and other company initiatives

ABOUT ONEUPWEB

Oneupweb shares insight through its research studies, white papers, newsletter articles, podcasts and StraightUpSearch blog posts in order to help business develop sophisticated online marketing plans, and specifically, natural and paid search campaigns. Our team has been helping marketers gain visibility in search engines since 1996, expanding our capabilities into mobile search marketing, usability, online research, media buying, podcasting and online creative services.

We encourage you to contact us for information about your organization's specific online opportunities:

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