



Is Proud to Present...

***Become the Easiest Speaker to Find-
Online! Learn How to Achieve First
Page Search Engine Presence Using
the FindAbility Formula™!.***



The FindAbility Formula

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Take Your Marketing to the Next Level

1. Know Your Internet Marketing Resources
2. Know Your Online Customer
3. Customize The User Experience

Know Your Internet Marketing Resources

- Search Engines
 - Google, Yahoo & MSN – The Big Three
- Pay Per Click - PPC
 - Start with PPC to Learn Your Customer Behavior
 - Run PPC to Learn what keywords convert to clients
- Search Engine Optimization - SEO
 - Then invest in SEO with those keywords for long term client growth and decrease spending in PPC
 - PPC Is Your Backup option for where you cannot get SEO ranking.
 - Think Real Estate – Own Your Keyword Page

That was then...

Traditional Marketing

- Direct Mail Campaigns
- Radio Ads To The Masses
- Web Sites as Online Brochures
- Mailing Packets – Postage \$\$



Drawbacks

- Hard to Track Medium to Lead
- Expensive Advertising Mediums
- Customers Are Not Self Qualifying
- Sites That Deliver Poor User experience



This is Now!

2006 Search Engine Market Share



2007 Search Engine Market Share



Source: marketshare.hitslink.com/report.aspx?qprid=1

This is Now!



ENTER A DOMAIN OR KEYWORD BELOW:

keynote speaker

SEARCH

e. g. [travelocity.com](#) or [secured loans calculator](#)

[Advanced Search](#)

DATA FROM OTHER REGIONS: USA UK

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? Stats For: **keynote speaker**

-Select a list-

Add

Cost/Click: **\$1.08 - \$9.32**



Advertisers: 18



Clicks/Day: 1.58 - 2.00



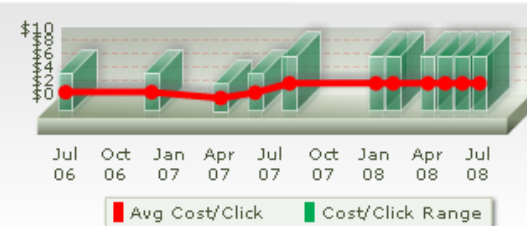
Search Results: 4,020,000
+650,000 (19.29 %)



Cost/Day: \$1.71 - \$30.00
\$0.00 (0.00 %)



[View Cached Page >>](#)



Ads:

Advertisers: 18

?

[ferrazzigreenlight.com](#)

Keith Ferrazzi

Motivational Keynote Speaker Author of
Bestselling "Never Eat Alone"
[view site >>](#)

[speakerrus.com](#)

Speaker
Recommendation?

We book the top keynotes. Contact us to
let our experts work for you!
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SPYFU UK IS HERE.



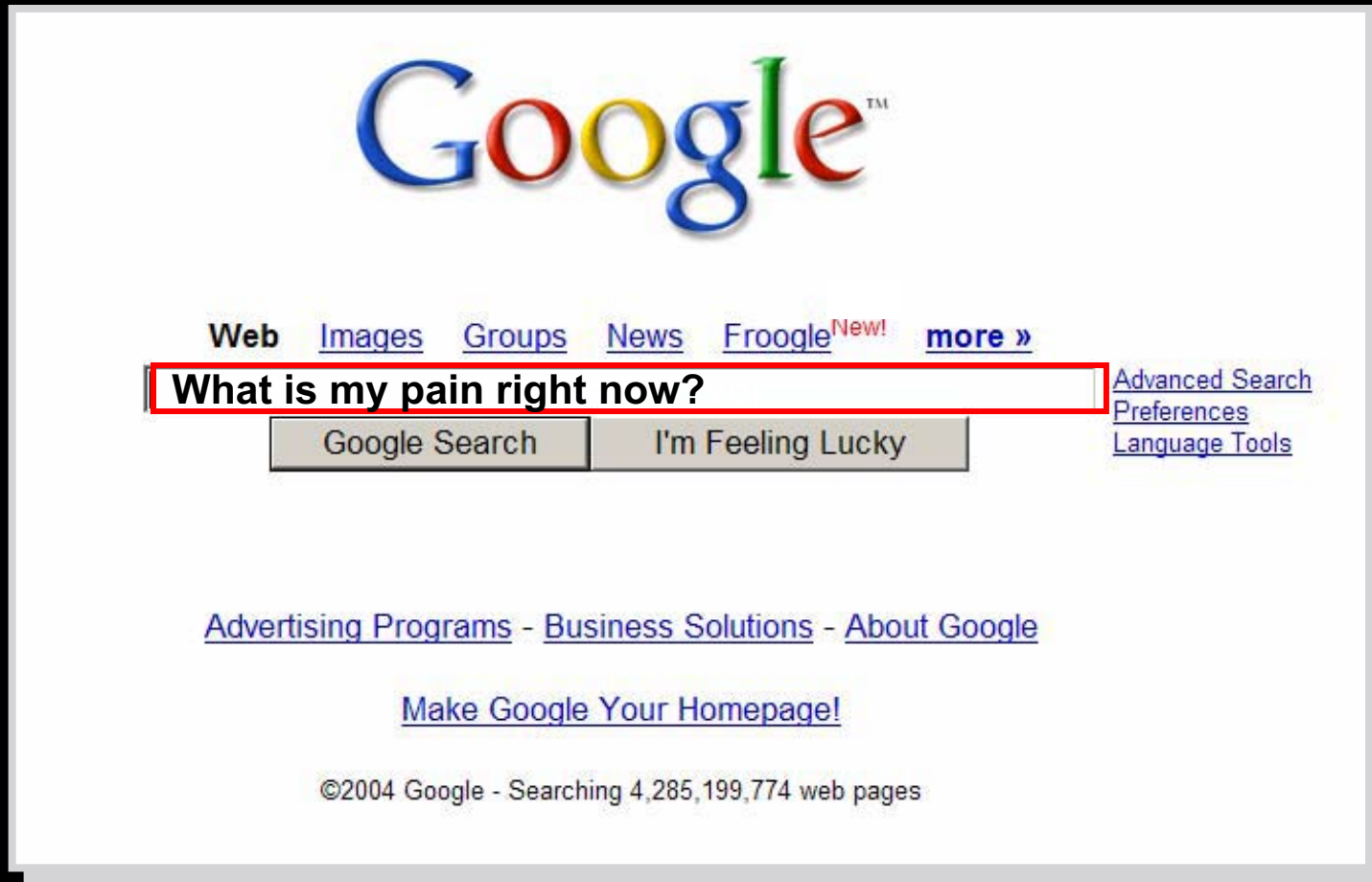
Competitors Also Bought (999)

?

[keynote speakers](#)

Know Your Customer Intent Here!

www.google.com



Search Profits Start Here not on Results Pages

The Search Landscape

The screenshot shows a Google search for 'SUV'. The search bar at the top contains 'SUV' and a 'Search' button. Navigation links include 'Web', 'Images', 'Groups', 'News', 'Froogle', 'Desktop', and 'more'. Below the search bar, the results are categorized under 'Web'. The first two results are highlighted with a red box and labeled 'PPC' (Pay-Per-Click) with a red arrow. These are sponsored links from 'www.gmbuypower.com' and 'www.dallasareaaudiadealers.com'. Below these, a large blue rectangular area is labeled 'ORGANIC' with a red arrow. To the right of the organic results, another red box labeled 'Sponsored Links' contains three additional results: 'SUV Pricing & Info' from 'www.Edmunds.com', 'Prices on Toyotas' from 'www.toyota.com', and 'Suv' from 'www.autotrader.com'.

Google Web Images Groups ^{New!} News Froogle Desktop [more »](#)

SUV [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 8,050,000 for SUV [\[definition\]](#). (0.93 seconds)

Sponsored Links

[Suv](#)
www.gmbuypower.com GM vehicle info - compare, price, search inventory all on one site.

[Suv](#)
www.dallasareaaudiadealers.com Learn About All Audi Models - Compare Features & Find Dealers

ORGANIC

Sponsored Links

[SUV Pricing & Info](#)
Reviews, Ratings, & Pricing info.
Compare latest prices from dealers.
www.Edmunds.com

[Prices on Toyotas](#)
Get authoritative pricing on
Toyotas at toyota.com.
www.toyota.com

[Suv](#)
Search & Compare Vehicle Listings -
See SUVs in Your Area - Fast & Easy
www.autotrader.com

Your ad reaches users at the moment
they demonstrate interest

SpeakerNet
News

Yahoo! Search Marketing

Lots of Links, Lots of Information

The screenshot shows the Yahoo! homepage with a search bar at the top. The search bar is highlighted with a red rectangle. The page includes various navigation links, news headlines, and sponsored content.

The screenshot shows the Yahoo! search results page for the query "Mother's Day Flowers". The search results are highlighted with a red rectangle. The page shows a list of search results, including links to 1800Flowers, Mother's Day Flowers, and Premium Flowers for Mother's Day.

Yahoo! Helps You Find
What You Want.
No Guesswork.

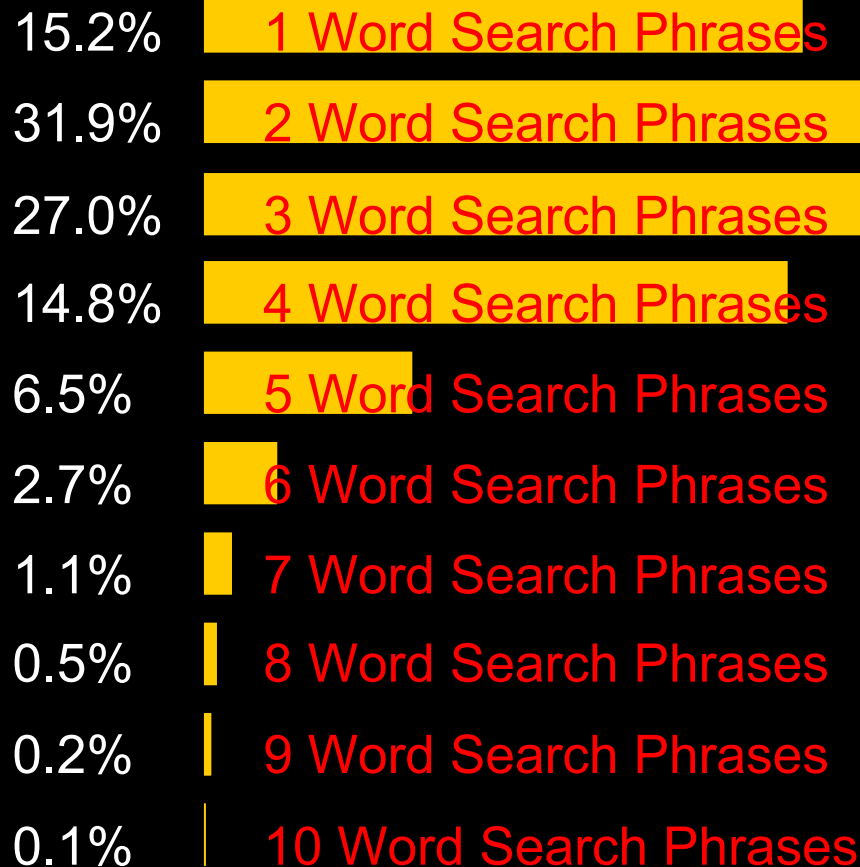
Take Your Marketing to the Next Level

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Know Your Online Customer

- Learn the Buying Cycle for Clients
 - ☐ How do users search?
 - ☐ How do customer's self-select themselves?
 - ☐ How are we advertising now?
- Identify “New Client” Keywords
- Give the prospect a relevant click experience – You Paid for it!

Know How Users Search...



81% of all users enter more than one word when searching.

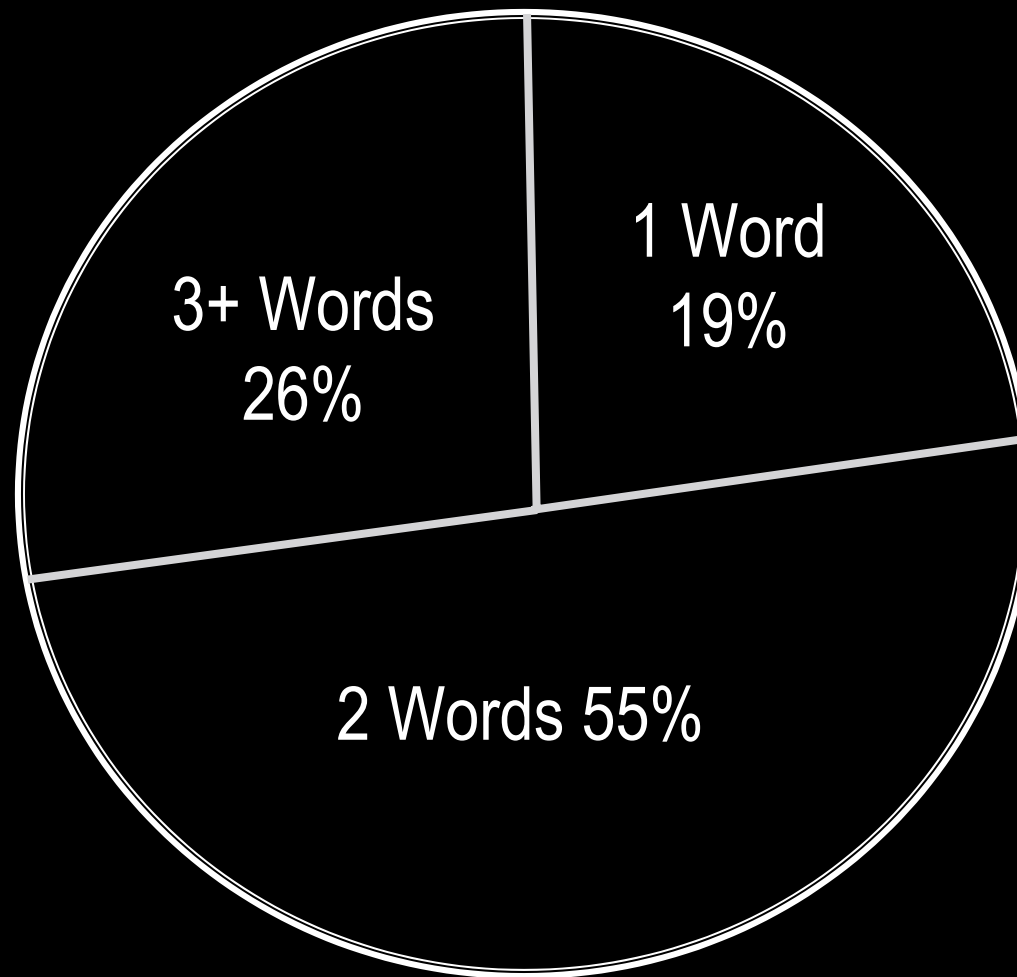
49% enter 3 words or more!!!

The number of searchers using keyword terms of 3+ is growing every month.

"Search engines like Google, MSN, and Yahoo can drive a lot of traffic to a Web site," said Niels Brinkman, co-founder of OneStat. "It is important that a Webmaster or SEO expert knows what kind of search phrases they have to use."

Source: ClickZ 2007

... And How Advertisers Buy Keywords



Source: PPC Summit.com – Mary O'Brien
Aleract Marketing

How Customers Search – Buying Cycle

	Become Informed	Shop	Purchase
Keywords	<ul style="list-style-type: none">▪ Presenter▪ Speaker	<ul style="list-style-type: none">▪ Leadership Speaker▪ Sales Speaker▪ Marketing Presenters▪ Marketing Sales Presenters	<ul style="list-style-type: none">▪ Leadership Speaker Conference New York▪ Sales Speaker New York Conference▪ Marketing Sales Presenter Conference New York
Audience Description	<ul style="list-style-type: none">▪ Information Gathering▪ Product Category▪ Product Options▪ Key Retailers	<ul style="list-style-type: none">▪ Tracking and comparing selection criteria	<ul style="list-style-type: none">▪ Committed to finding speaker and ready to move to next level

Source: PPC Summit.com – Mary O'Brien
Aleract Marketing

How Customers Search – Implications

	<u>Become Informed</u>	<u>Shop</u>	<u>Purchase</u>
<u>Example Number of Keywords</u>	Up to 50 (general)	100-500 (medium)	500-5,000 (specific)
<u>Search Volume</u>	High	Medium	Low
<u>Opportunity</u>	Frame the buying decision Establish credibility	Compete on more specific criteria Capitalize on customer preferences	Obtain a ready sale now Acquire a customer who knows what he wants
<u>Conversion Rate</u>	Low	Medium	High

Source: PPC Summit – Mary O'Brien
Aleract Marketing

Informational Searches In 1 Month – “Speakers”

Query	Searches
speakers	7480000
speaker	5000000
home theater speakers	673000
wireless speakers	246000
bose speakers	201000
jbl speakers	135000
outdoor speakers	135000
motivational speaker	60500
yamaha speakers	60500
speakers bureau	33100
motivational speakers	27100
pa speakers	27100
keynote speaker	22200
dj speakers	18100
professional speaker	12100
guest speaker	12100
peavey speakers	12100
keynote speakers	8100
professional speakers	8100
conference speaker	8100

“Public Speakers”

Query	Searches
public speaking	165000
public speaker	14800
public speaking fear	14800
fear of public speaking	12100
speaking in public	9900
public speakers	8100
art of public speaking	6600
public speaking tips	5400
public speaking training	4400

Shopping Terms Searches In 1 Month – “Business Speakers” “Public Speaking”

Query	Searches	Query	Searches
business audio	9900	public speaking seminar	1000
business speaker	5400	public speaking lesson	1000
business speakers	2900	tips on public speaking	720
business audio books	1900	mastering public speaking	720
business motivational speaker	1000	public speaking presentation	720
business keynote speaker	880	confident public speaking	590
car audio business	720	public speaking careers	480
professional business speaker	390	public speaking workshop	390
business motivational speakers	320	fundamentals of public speaking	260
speakers for businesses	320	introduction to public speaking	260

Purchasing/Geo-targeted Searches In 1 Month- “Business Speakers” City/State Modifiers

Query	Searches
business conference speaker	91
business school speaker	73
business etiquette speaker	73
international business speakers	73
women business speakers	73
top business speakers	46
business guest speakers	46
business ethics speakers	36
harvard business school speaker	36
business etiquette speakers	22

Query	Searches
motivational speaker florida	320
texas motivational speaker	320
motivational speakers texas	170
motivational speaker washington	170
motivational speaker in atlanta	110
motivational speakers usa	91
motivational speakers in maryland	58
motivational speakers in atlanta	46
motivational speakers in chicago	36
motivational speakers in ohio	36
motivational speakers in california	28
motivational speakers in houston	28
motivational speakers in illinois	28
motivational speakers in dallas	22
motivational speakers in iowa	22

Keyword Discovery

“Negative” Results in Search

Query	Searches
Computer	550000
Stereo	450000
Audio	246000
Bookshelf	90500
In Wall	90500
2 Way	74000
Outdoor	72000
Home Theater	67300
Ceiling	60500
Tower	49500
Satellite	45000
Replacement	33100
Free	6600
Wanted	170
Bad	140
Worst	93

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Customize The Online User Experience

- Where to send them from a click?
 - ☐ Landing pages verses Home Page
 - ☐ Case Study – Mark Sanborn & Associates
 - ☐ Ask for volunteer to review site or landing page
- Take action on what you are learning
 - ☐ Google Analytics or tracking solution
 - ☐ Track every conversion from keyword
 - ☐ Take your PPC performance and apply to SEO

What is a Landing Page?

- A Landing Page:
 - Is a specialized page or microsite (with limited navigation)
 - Directly addresses the needs of your users
 - Designed for traffic from paid ads
 - Includes key messaging (and visuals) from a specific ad
 - Focuses your users' attention on a productive path of action
 - Is one of many
- A Landing Page is not:
 - Your homepage (in most cases)
 - Your Contact Us page (in most cases)
 - Other pages on your website (in most cases)

Mark Sanborn & Associates Case Study

The screenshot shows the website for Mark Sanborn & Associates. The header includes a navigation menu with links: Home, Book Mark, About Mark, Preview Mark, Mark's Writing, Blog, and Mark's Store. A red arrow points from the 'Book Mark' link to a highlighted box containing the text: 'Sanborn on Leadership Mark Sanborn talks about leadership and success in business and life'. Another red arrow points from this box to the 'Book A Keynote Speaker' section. The left sidebar features a 'Section Navigation' menu with links: Keynote Speeches, Leadership Video Clips, Presentation Testimonials, Custom Speaking Engagements, and Meeting Planners. Below this is a phone number (800-650-3343) and a 'Newsletter Sign-Up' form with an 'Enter E-mail Address' field and a 'Submit' button. The main content area is titled 'Book A Keynote Speaker' and contains text about Mark Sanborn's services and books. A large red arrow points from the 'Book A Keynote Speaker' section to the 'Now What?' text. The text 'Now What?' is written in large, bold, black letters across the middle of the page.

Sanborn
& associates inc.

Home | Book Mark | About Mark | Preview Mark | Mark's Writing | Blog | Mark's Store

Sanborn on Leadership Mark Sanborn talks about leadership and success in business and life

Section Navigation

- » Keynote Speeches
- » Leadership Video Clips
- » Presentation Testimonials
- » Custom Speaking Engagements
- » Meeting Planners

800-650-3343

Newsletter Sign-Up

Enter E-mail Address Submit

Book A Keynote Speaker

Are you looking for a speaker and communicator who develops and delivers solid, topical content and can also engage and motivate your audience to take action? This is exactly what Mark Sanborn delivers.

As president of Sanborn & Associates, Inc. - an idea studio for leadership development - Mark stays on the cutting edge of what people and organizations need to know in order to consistently improve their success. He has published extensively in the areas of leadership, change management, teamwork and service strategy. His current release - *You Don't Need a Title to Be a Leader* - inspires leadership at every level, regardless of formal title while his international best-seller - *The Fred Factor* - delivers an insightful guide to creating value and meaning in your work, life and the lives of those you impact. Find out how Mark can bring his energy, enthusiasm and unsurpassed expertise to work for your organization.

Take the time to [review Mark's presentation topics](#) then talk to Mark about how he can uniquely tailor his presentation to your specific needs and situation.

Now What?

What do they want me to do on this page?

What is my action that is being asked of me?

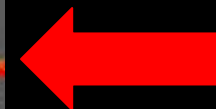
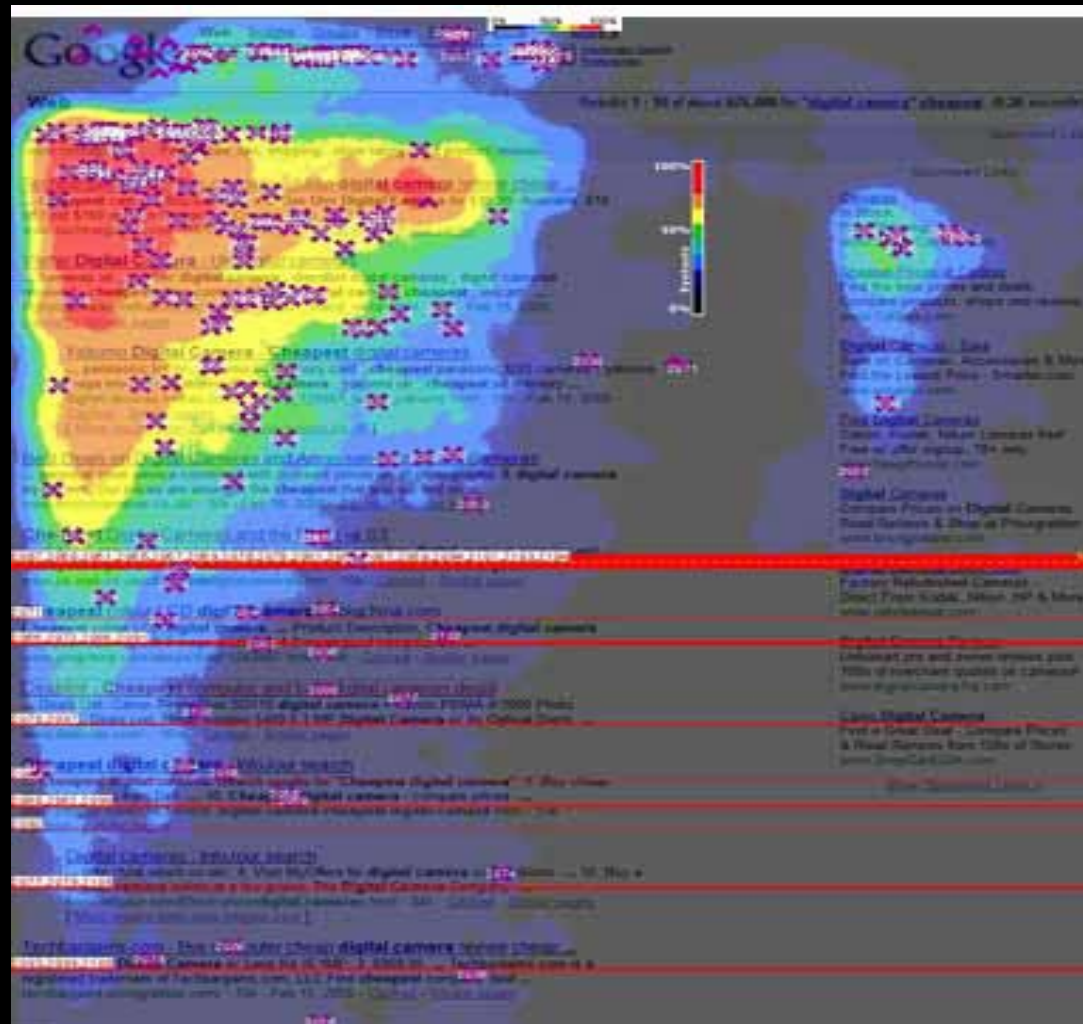
Lots of text but NO call to ACTION?

Users Read Left to Right

Add More Photos or Video

Heat Map Studies

The Golden Triangle - Eye Tracking on Google Results



Before Scrolling

Sanborn
& associates inc.

1



Mark Sanborn

Your Leadership Keynote Speaker



Motivational Keynote Speeches
Custom Tailored Corporate Presentations
Educational and Inspirational Talks on:

Leadership

Customer Service

Extraordinary Performance in Business & Life

2



"An army of deer led by a lion is more to be feared than an army of lions led by a deer."
Phillip of Macedonia

I've come to believe that Phillip missed the bigger point ... An army of lions led by a lion is to be feared most of all.

Mark Sanborn

3



Get 50 Free Books...

When you contact Sanborn & Associates to book Mark to speak at your next event we'll give you 50 of his books (you choose the title) for free! Call 800-683-0714 today for details!

1. Good "Left to Right" Call to Action
2. Strong Pictures
3. Testimonials not too much text
4. Video for Preview – Example of Work
5. Clear Incentive for Audience

Call Amy at 1-800-683-0714 for more details or complete the form below to request Mark's Speaking Preview Kit.

First Name

Last Name

Email address

Phone No.

Company

Address 1

Address 2

City

State/Province

Zip/Postal Code

Please send me Mark Sanborn's Speaking Preview Kit:

☐ Yes

Please complete the address fields above. USA and Canada only. Other international destinations call 303-683-0714.

Please contact me about Mark speaking for my event:

☐ Yes

Be sure to include a valid phone number with area code or call us at 1-800-650-3343.

"I've been fielding one rave review after another on your talk...Not only did you customize your presentation to meet ASAP's need, you exceeded our expectations. That's something that no speaker I've hired for this has ever done, until now." **ASAP Software**

[Leadership Videos](#) [Meeting Planners](#) [Keynote Speeches](#) [Sanborn Store](#)

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Action Steps

- Consider PPC and then SEO
 - Gather conversions data by keyword
 - Apply conversion keywords to SEO plan
- Keyword Research
 - Build out Negative Keywords immediately
- Create landing pages
 - Consider a new landing page for each keyword category
 - Have a clear call to action
 - Keep design above the fold without scrolling
 - Test for best performing landing pages



Thank You!

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Thank You SpeakerNet News!

