

Yahoo! Search Marketing **Advertiser Workbook**

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Yahoo! Search Marketing Workbook

Chapter 1: Introduction

WELCOME

Welcome to the Yahoo! Search Marketing Advertiser Workbook. This comprehensive guide will introduce you to everything you need to know to get the most out of your Yahoo! Search Marketing account. Think of this as your “owner’s manual.” It contains a lot of information in fine detail, so you’ll probably want to read it once for an overview, and then refer back to it again and again in the future.

Each chapter includes exercises to help you fully understand the information and apply it to your own business, as well as action items that act as a checklist for what to do with that information. In addition, we have provided a glossary at the end of the workbook. Words included in the glossary are shown in *italics*.

This workbook will help you to:

- Build a set of relevant keywords
- Develop better search listings
- Track your results
- Bid more effectively
- Manage your account more easily
- Form a marketing strategy

XGAMING CASE STUDY

XGaming, a company that develops, manufactures and markets high-end electronic gaming products for serious video gamers, is a long-time advertiser that has made Yahoo! Search Marketing an integral part of its online marketing efforts. In 2003, the company was selected as the first participant in Yahoo! Search Marketing’s Advertiser Makeover program with the desire to expand its online business.

Throughout the Workbook, look for examples of how Yahoo! Search Marketing has improved results for XGaming.

OVERVIEW OF YAHOO! SEARCH MARKETING'S PRODUCTS

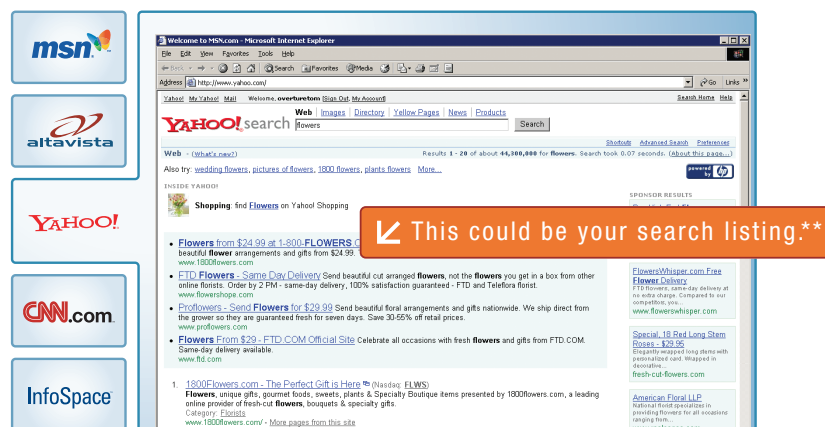
Yahoo! Search Marketing is a global leader in commercial search services on the Internet, providing new and more powerful ways for businesses and customers to connect online. In fact, our advertisers can reach over 80% of active Internet users.* To facilitate this reach, Yahoo! Search Marketing offers a full suite of Internet search products and search-related services. In addition, Yahoo! Small Business offers a number of related services, including web hosting, domain registration, ecommerce solutions and more.

In This Section:

- Sponsored Search
- Content Match™
- Search Submit
- Local Sponsored Search
- International Markets
- Manage Your Account
- Resource Center

Sponsored Search

Yahoo! Search Marketing's flagship product is *Sponsored Search*, which lists your site in search results across the Web, helping you connect with customers searching for what you sell.



- Portals: Yahoo!, MSN, AltaVista, Sympatico.ca
- ISPs: Juno, NetZero
- Metasearch engines: DogPile, Metacrawler, webCrawler, Alltheweb
- Browsers: Microsoft Internet Explorer
- Content sites: CNN.com, ESPN.com, KnightRider
- And thousands of other web sites

As of October 2004.

*Nielsen//NetRatings, September 2004 (Custom aggregation of the many sites included in the Yahoo! Publisher Network).

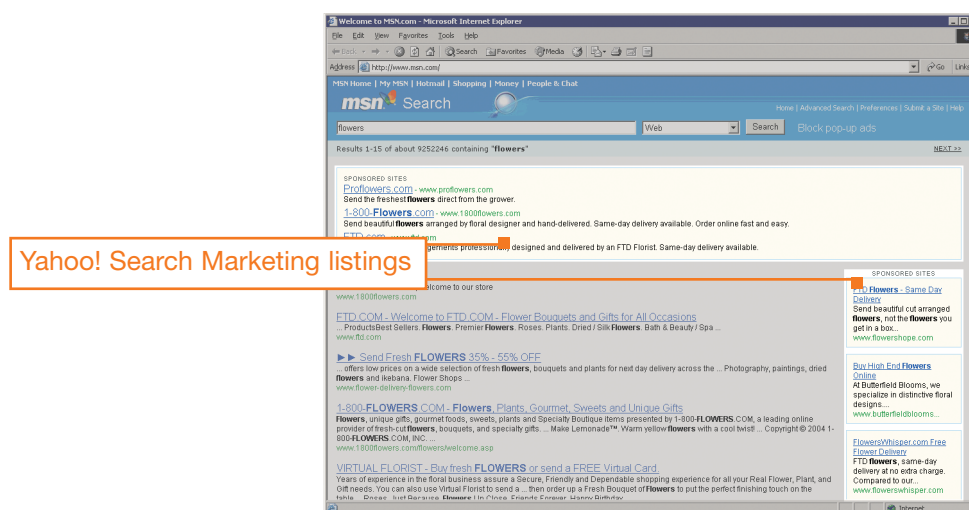
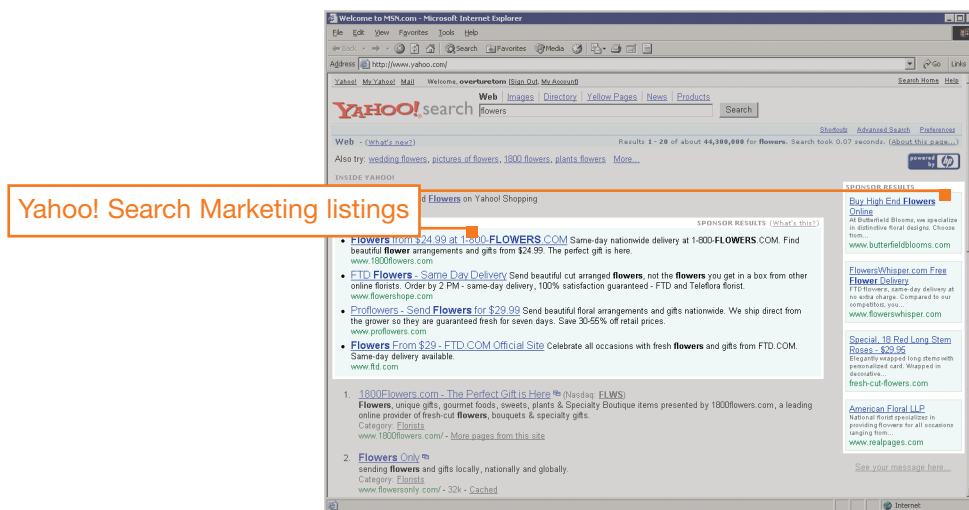
**Site Implementation may vary.

Advertising in the top positions for a keyword enables you to appear on more search sites and reach 80% of active Internet users*, while lower positions reach approximately 40% of users. For the most exposure, bid into the top positions on as many keywords as possible.

Yahoo! Search Marketing has a sophisticated click protection system that is designed to protect advertisers from unqualified clicks. You can learn more about click protection in the Appendix.

Our search listings appear across the Web. See below for examples of how your search listings may appear on sites like Yahoo! and MSN.

Note: Implementations may vary by distribution partner, and are subject to change.



*Nielsen//NetRatings, September 2004 (Custom aggregation of the many sites included in the Yahoo! Publisher Network).

Content Match™

Content Match enables you to place your listings on even more locations on the Web and potentially drive more traffic to your site. For example, when a user goes to a site like Yahoo! and views content pages (such as articles and product reviews), *Content Match* provides relevant listings on the same page. In this example, if you have listings for the search term “Travel,” your listing might appear in a lifestyle article on the Caribbean. As with Yahoo! Search Marketing’s traditional listings, you pay your bidded amount only when a user clicks on your listing.

Content Match listings currently appear on many of Yahoo!’s content areas (including Entertainment, Finance and Shopping), MSN content areas (including Money and Tech & Gadgets), and other online destinations.

Benefits of Content Match:

- It offers access to the content of popular, high-quality sites, including Yahoo!, MSN.com, Wall Street Journal.com, ESPN.com and CNN.com.
- Sponsored Search advertisers can edit existing listings, while bidding separately and independently tracking results through our proprietary tools, providing more insight into performance and greater control of spend.
- Relevant listings are displayed to interested users, increasing visibility.

The screenshot shows the CNN.com website with a "TRAVEL" section. The main article is titled "Road trips: A parent's survival guide" and discusses a family's road trip. To the right of the article, there are two sponsored listings under the heading "Advertiser links". The first listing is for "Alaska Road Trip in the Mat-Su Valley" from alaskavisit.com, and the second is for "Visit Historic McCarthy Alaska" from wrangellmountainair.com. An orange callout box labeled "Travel related listings" points to these two listings. The website also features a search bar, navigation links, and a sidebar with various services.

Travel related listings

Advertiser links

[Alaska Road Trip in the Mat-Su Valley](#)
Explore some of the Mat-Su's popular travel routes and tour attractions via...
www.alaskavisit.com

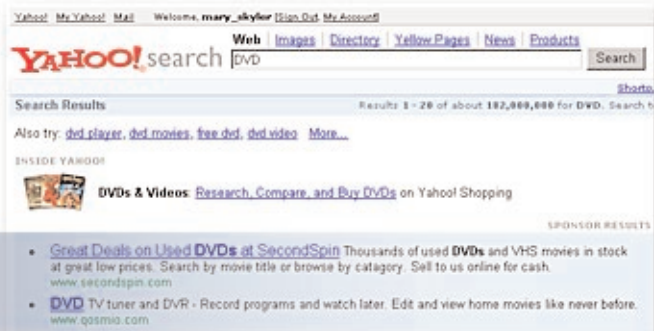

[Visit Historic McCarthy Alaska](#)
Looking for a unique experience? Fly by bush plane to historic McCarthy &...
wrangellmountainair.com

Search Submit

Search Submit gives you additional coverage on search results pages by providing inclusion into the Yahoo! Search Index, which powers standard or algorithmic search results (those appearing in the main body of the page) across Yahoo!, AltaVista, AlltheWeb and other portals.

Search Submit provides an easy and time-saving method for submitting web pages to the Yahoo! Search Index, eliminating the guesswork and chance often associated with appearing in standard search results. URLs that are accepted into the Index are refreshed every 48 hours and receive detailed reporting of search engine performance. There are two Search Submit options, depending on the number of URLs an advertiser wishes to submit:

- **Search Submit Express** is offered to customers with 1,000 or fewer URLs. Account enrollment and management occur online. Pricing is on an annual subscription basis per URL.
- **Search Submit Pro** is a managed account program available to customers with 1,000 or more URLs. Customers provide content via an XML feed. Pricing is on a fixed cost-per-click basis, based on content category, e.g. automotive.

Sponsored Search results	 <p>Yahoo! My Yahoo! Mail Welcome, mary_skyler Sign Out My Account</p> <p>YAHOO! search Web Images Directory Yellow Pages News Products Search</p> <p>Search Results Results 1 - 20 of about 182,888,688 for DVD. Search for</p> <p>Also try: dvd player, dvd movies, free dvd, dvd video More...</p> <p>INSIDE YAHOO!</p> <p> DVDs & Videos Research, Compare, and Buy DVDs on Yahoo! Shopping</p> <p>SPONSOR RESULTS</p> <ul style="list-style-type: none"> • Great Deals on Used DVDs at SecondSpin Thousands of used DVDs and VHS movies in stock at great low prices. Search by movie title or browse by category. Sell to us online for cash. www.secondspin.com • DVD TV tuner and DVR Record programs and watch later. Edit and view home movies like never before. www.qosmio.com
	Search Submit and other results

Local Sponsored Search

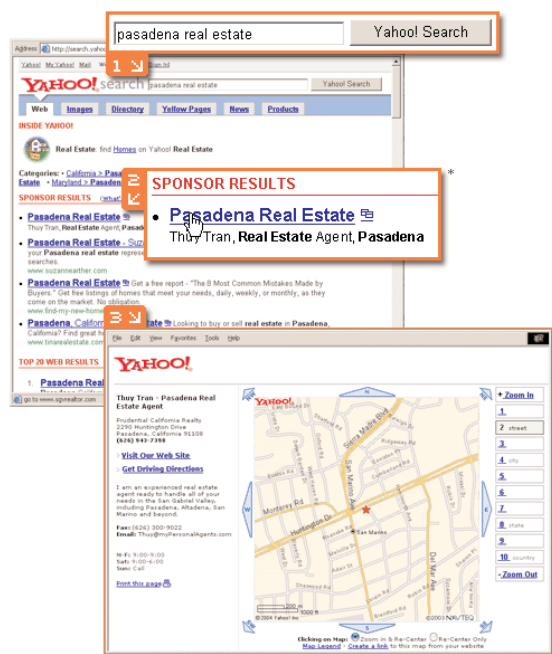
Local Sponsored Search enables businesses to increase sales by precisely targeting customers who are searching online for local products and services, but prefer to purchase in person.

Whether your business has a web site or not, you can drive customers from the Web into a physical store location or generate service calls.

When customers go to sites like Yahoo! and search for the products and services you sell, your Local Sponsored Search listing may appear. Local Sponsored Search listings are currently available on Yahoo!, MSN, AltaVista, InfoSpace and AlltheWeb.

How Local Sponsored Search Works

- 1 You select keywords that apply to your business and write a description that accurately describes the products or services you offer. Then, you choose a geographic area (0.5-to 100-mile radius around your location) in which your ad will be seen.
- 2 When a customer interested in your area goes to a search site such as Yahoo! and searches for a product or service you sell, your listing appears.
- 3 When the customer clicks on your listing, they see your Locator page, which contains key details about your business, a map of your location and a link to your web site, if you have one.
- 4 As with Yahoo! Search Marketing's "national" Sponsored Search listings, you only pay your bid amount when a customer clicks on your listing. Local Sponsored Search does not require a monthly minimum spend.



* Site implementations may vary.

International Markets

Can your business benefit from gaining customers outside the U.S.? If you think it can, take advantage of Yahoo! Search Marketing's strong partner networks around the world to increase your customer reach.



Europe

United Kingdom, Germany, France, Italy, Spain, Switzerland, Austria, The Netherlands, Sweden, Norway, Finland, Denmark

Asia-Pacific

Japan, Korea, Australia, Taiwan, Hong Kong

North & South America

U.S., Canada, Brazil

To create an additional account in any of these marketplaces, please call 626-685-5700 and press 1, or visit <http://searchmarketing.yahoo.com> and select a country from the menu on the top-right corner of the web page.

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