

The Startup Code 2017 @MIT

GROW YOUR STARTUP WITH GOOGLE SEARCH (SEO & PPC)

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What You'll Learn...

- Why bother with Google Search for your startup?
- What still works for SEO in 2017?
- How do you make PPC work for your business?
- Which to choose - SEO or PPC?
- Top tools & resources (free and paid) for SEO and PPC

Part I: Why Bother with Google Search for Your Startup?

Google



Web Images Maps Shopping More Search tools



PPC (Pay-Per-Click
Search Advertising)
gets you here

SEO (Search Engine
Optimization) gets
you here

Paid Listings

Organic Listings

Paid Listings

Paid Listings
(Limited)



buy smartphones



All Shopping News Maps Images More Settings Tools

About 29,700,000 results (0.40 seconds)

Showing results for buy *smartphones*

Search instead for buy smartphones

AT&T® Official Site - Shop Phones at \$0 Down - att.com

Ad www.att.com/Next

Want Great Deals on **Smartphones**? Shop all the Top Devices. Taxes & Restr's Apply
Switch & Save · Free Shipping · Rollover Data · In-Store Pick Up
Ratings: Activation 9.5/10 - Network coverage 9/10 - Data speed 9/10 - Customer service 8/10
AT&T Bring Your Own Phone · No Overage Charge Plans · AT&T Special Offer

Buy The New Mate 9 Smartphone - Intelligent, Fast Performance

Ad www.newegg.com/

4.4 ★★★★★ rating for newegg.com
Cutting Edge Machine Learning Algorithm Picks Up On Your Habits
Long Lasting Battery · 3D Fingerprint Sensor · Unlocked Smartphone · Leica Dual Camera
Ratings: Prices 10/10 - Selection 9.5/10 - Product quality 9.5/10 - Website 9/10 - Shipping 9/10

Buy Smartphones - Shop Now and Save At Target™ - target.com

Ad www.target.com/CellPhones

4.3 ★★★★★ rating for target.com
Get Your Favorite Smart Phone At Target™. Order Online & Pick-Up in Store!
Same Day Store Pick-Up · Free Shipping \$25+ · 5% Off W/ REDcard
Ratings: Prices 10/10 - Selection 9.5/10 - Shipping 9/10 - Service 9/10 - Returns 9/10
📍 210 Ballardvale St - (978) 737-3964 - Open today · 11:00 AM – 8:00 PM

Cell Phones: New Mobile Phones & Plans - Best Buy

www.bestbuy.com/site/electronics/mobile-cell-phones/abcat0800000.c?id...
Cell phones, TV, Verizon, A T and T, Sprint. Free Samsung 32" Class Smart HDTV. when you buy and activate a Samsung Galaxy S7 or S7 edge.
Unlocked Cell Phones · Verizon · AT&T · Prepaid Phones

Swappa: Buy and sell used phones and tablets

<https://swappa.com/>
Swappa makes it safe and easy to buy and sell gently used mobile devices. We're low-cost, secure, and ...
Smartphones · Smartphones · iPads & Tablets · iPad.

Buy used Smartphones | Swappa

<https://swappa.com/buy/smartphones>
Buy used Smartphones including iPhones and Samsung Galaxy. All carriers, including unlocked, Verizon, AT&T, T-Mobile and Sprint.

Shop for buy smartphones on Google

Sponsored ⓘ



Simple Mobile - Samsung ...
\$49.99
Best Buy
Free shipping



At&t - Samsung Galaxy J3 4G ...
\$4.84
Best Buy
★★★★★ (1k+)



Samsung Galaxy ...
\$35.99
AT&T
★★★★★ (187)



Moto G Play 16GB ...
\$149.00
Walmart
★★★★★ (24)

89%

of consumers use search engines to make purchasing decisions

Fleishman Hillard 2012

94%

of B2B buyers conduct online research before purchasing

Accenture 2014

65%

of clicks for high-commercial intent searches are on AdWords ads

WordStream 2012

Why Google?

Google Search

I'm Feeling Lucky

~65%

Google's search engine market share in 2016

We're Talking *LOADS* of Searches on Google

- Over 2,000,000,000,000 (2T) searches in 2016
- That's > 228,000,000 during my hour today

Of those searches every day, how many could be relevant to *your* business?

1,000?

100?

1 (great prospect)?

With PPC: Quickly Test and Optimize Your Complete Sales Funnel

What gets searchers to click?

World's Fastest Phone Charger

Full Phone Charge in 15 Minutes

Phone Charged While You Shower

What gets searchers to convert?

Buy Now

Free Shipping

Moneyback Guarantee

WINNER!

Drive targeted traffic to test sales funnel mechanics:

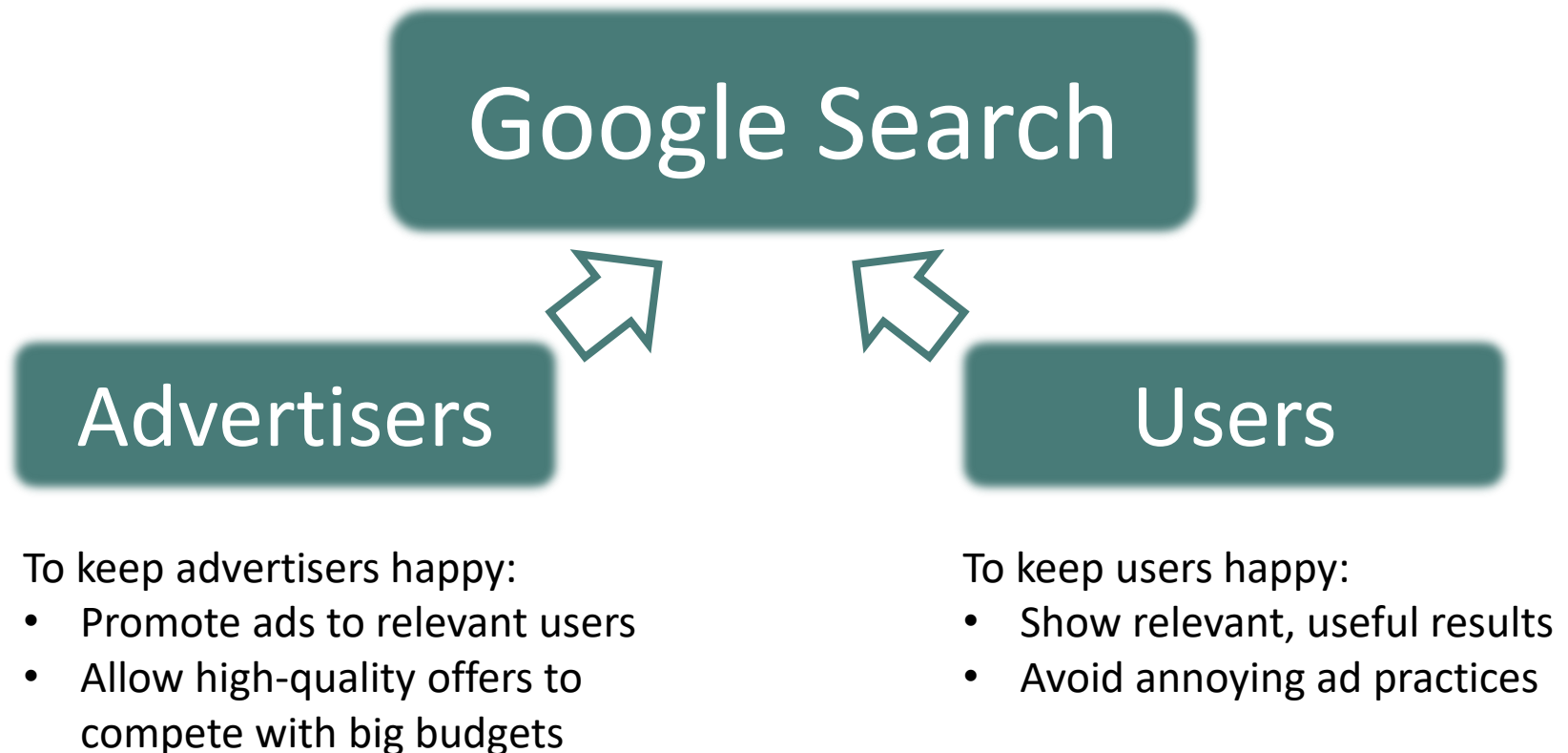
- Browse
- Compare
- Ask questions
- Demo
- Add to Cart
- Checkout
- Contact
- Upsells
- Email follow-ups
- ...

Part I: Why Bother with Google Search for Your Startup?


- ⦿ Reach thousands of prospects
- ⦿ Reach prospects who are actively searching for your product/service
- ⦿ Accelerate your learning (PPC)

Part II: What Still Works for SEO in 2017?

Google's Two Audiences



Remember: Google's primary business model is to earn money from paid ad clicks (~90% of revenue).

A photograph of two men, likely Google employees, smiling against a blue background. The man on the left is wearing a dark grey button-down shirt, and the man on the right is wearing a grey button-down shirt. A semi-transparent dark grey box is overlaid on the lower-left portion of the image, containing white text.

*“Google’s mission is to organize
the world’s information and
make it universally accessible
and useful.”*

What's an Accessible & Useful Organic Result?

Backlinks

MIT.edu

Mass.gov

ChargerReviews.com

PhonesRUs.com

HotNViral.biz

MikesStuff.org

Landing Page

World's Fastest Phone Charger

Get a full phone charge in 15 minutes or your money back

- Full charge while you shower
 - No cables, no mess

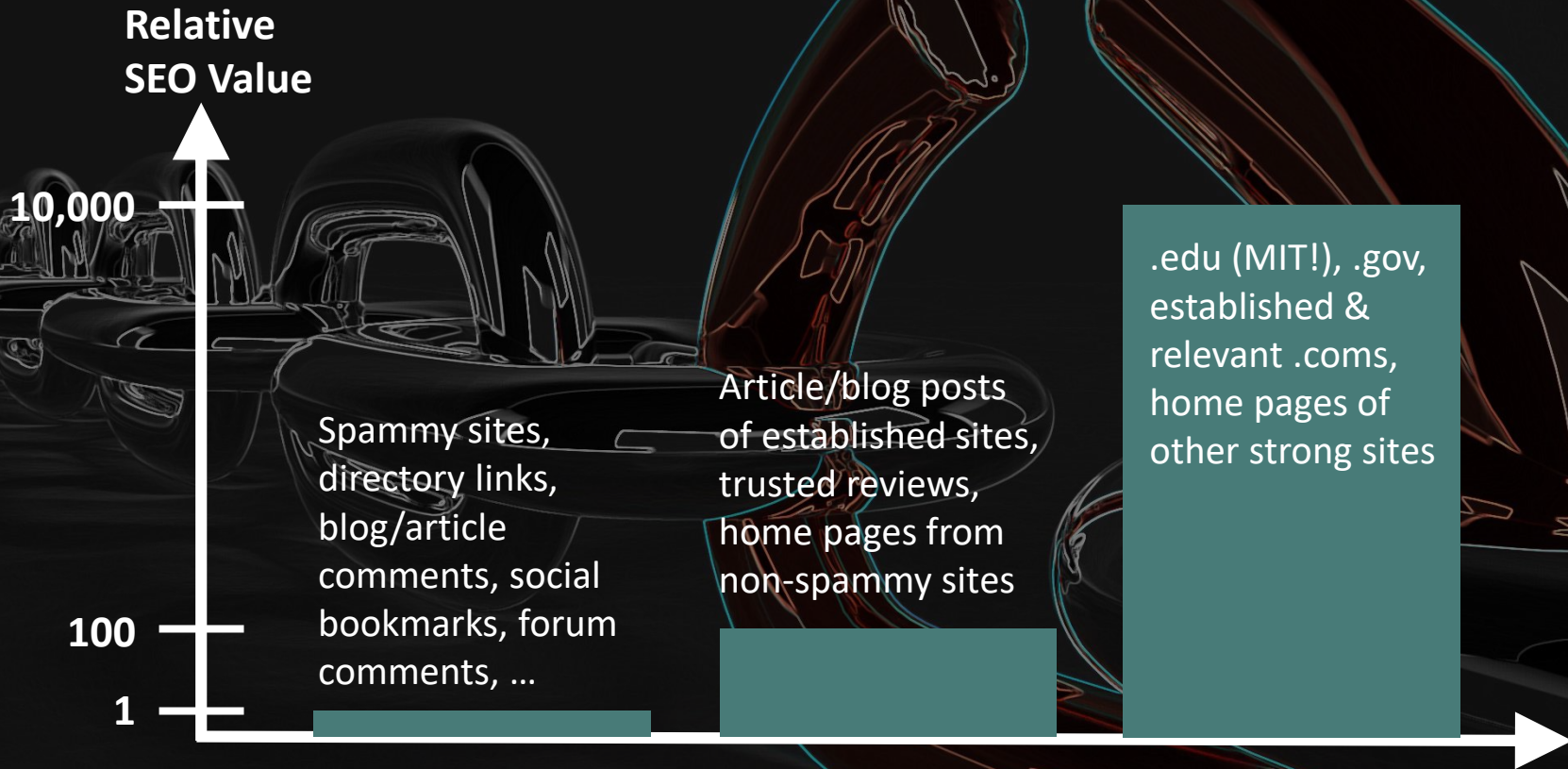
Buy Now

URL: /fast-phone-charger

Page Title: Fast Phone Charger

Meta description: Get a full phone charge in 15 minutes with world's fastest phone charger

What are Valuable Backlinks?



Ask: How hard would it be for an unscrupulous marketer to get this link? The harder, the more valuable!

How to Earn Valuable Backlinks?



Do: Leverage your network (MIT!)

Do: Regularly publish valuable content

Do NOT: Engage with most SEO “agencies”

Some Field Research:

Hi <name>,

Thanks for contacting me. Your service sounds interesting. To help me understand how it works, could you tell me specifically what you do to guarantee top Google ranking? And how much work would it require of me?

Thank you!

Andrew

SEO “Agency” Reply #1

We follow the white hat SEO process, which means the website optimized by us will never penalize by the Google.

SEO “Agency” Reply #2

We include in this price all kind of on-page SEO and off-page SEO work according to Google guide line. You can Target 15 Keywords in this Price and Within 3-5 month your keywords will be on Google First Page.

- *150 Directory submissions*
- *50 Social Bookmarking Submissions*
- *5 Article Submissions*
- *10 Classified Submissions*
- *...*

SEO “Agency” Reply #3

You just need to sit back and relax and we will doing everything from onsite to offsite stuff.

Our Whitehat SEO process is free from any kind of Google penalty weather it be Panda, Penguin, Hummingbird or more subtle ones like Google slaps.

Pro Tip: If an SEO agency talks about hat colors or animals, run away!

High-Value Content Generation

The image shows a screenshot of the Moz Blog website. The page features a blue header with the Moz logo and navigation links for Products, Blog, and About. Below the header, there's a sub-header for 'Blogs' with links to Moz Blog, YouMoz, Rand's Blog, and Dev Blog. The main content area displays two articles. The first article, 'Leverage This Social Network Mind Trick for More Effective Influencer Marketing' by Kelsey Libert, is dated January 19th, 2016. The second article, 'Revisiting "Navigational," "Informational," & "Transactional" Searches in a Post-PageRank World' by Tom Anthony, is dated January 18th, 2016. Both articles include a 'Read this post' button and social sharing icons for likes and comments.

amazon
Shop
Depa

YouTube
marketing videos

All Audio Video

MOZ Products Blog About

Learn & Connect Moz Pro Moz Local Free Tools Log in

Blogs Moz Blog YouMoz Rand's Blog Dev Blog

The Moz Blog

The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills.

Explore by Category

Join Us! RSS Twitter Facebook LinkedIn Google+ Pinterest

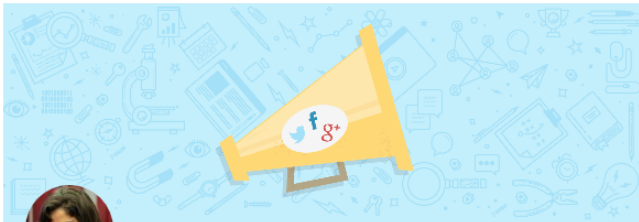
New

Sample Gimlet

Di

CA CON

Candid Confes The Hu




By: [Kelsey Libert](#) January 19th, 2016

Leverage This Social Network Mind Trick for More Effective Influencer Marketing

Social Media

When it seems like everyone you know is talking about the same thing, don't be fooled – it may just be a trick of influence. Learn how to harness the power of the "majority illusion" for yourself to strategically boost your audience reach.

[Read this post](#) 14 8



By: [Tom Anthony](#) January 18th, 2016

Revisiting "Navigational," "Informational," & "Transactional" Searches in a Post-PageRank World

Technical SEO | Advanced SEO

The idea of Do-Know-Go queries have long been useful for SEOs in understanding and categorizing user search intent for web search. But with the increasing usage of Intelligent Personal Assistant apps, this framework requires an update to remain relevant. In today's post, Tom Anthony discusses a new layer to the Do-Know-Go model and speculates about the future of search.

[Read this post](#) 20 12

Why Blogging is Still King of SEO



The screenshot shows the Moz Blog homepage. At the top left is the Moz logo. Below it is a blue navigation bar with "Moz Blog" and a dropdown arrow, and "Categories" on the right. The main heading is "The Moz Blog". Below that is a sub-heading: "The industry's top wizards, doctors, and other experts offer their best advice, research, how-tos, and insights—all in the name of helping you level-up your SEO and online marketing skills." There is a featured article by Kelsey Libert, dated January 19th, 2016, titled "Leverage This Social Network Mind Trick for More Effective Influencer Marketing" under the category "Social Media". The article snippet says: "When it seems like everyone you know is talking about the same thing, don't be fooled — it may just be a trick of influence. Learn how to harness the power of the 'majority illusion' for yourself to strategically boost your audience reach." At the bottom of the article preview are buttons for "Read this post", a thumbs-up icon with "14", and a comment icon with "8".

- Easy for Google to index
- Easy to consume & share
- Easily answer popular questions
- Most search results still text
- Builds your AUTHORITY

Websites that have blogs:

- Get 2x as many inbound links
- Get 4x as many pages indexed
- Get 2x as many monthly leads
- Build trust and motivate purchases

Source:

<http://www.quicksprout.com/2013/12/13/why-every-business-should-blog>

Landing Pages

Jan 1, 2013 - Oct 31, 2015

Email Export Add to Dashboard Shortcut



Organic Traffic
64.64%

+ Add Segment

Nearly 3,000 site visitors per month
...for FREE

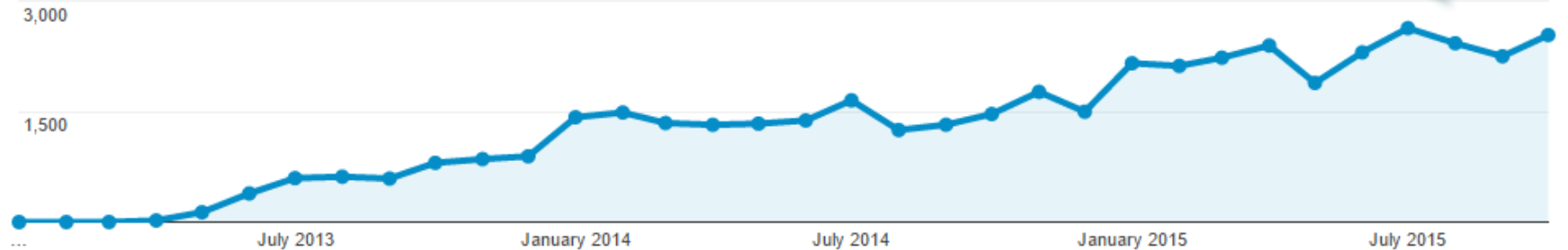
Explorer Entrance Paths

Summary Site Usage Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions vs. Select a metric

Day Week Month

Sessions



Primary Dimension: Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

/blog

advanced

	Landing Page	Acquisition			Behavior			Conversions	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	Organic Traffic	45,045 % of Total: 54.74% (82,283)	89.63% Avg for View: 85.07% (5.36%)	40,374 % of Total: 57.68% (69,999)	90.04% Avg for View: 82.46% (9.19%)	1.18 Avg for View: 1.46 (-19.34%)	00:00:48 Avg for View: 00:01:11 (-31.60%)	0.61% Avg for View: 3.43% (-82.05%)	277 % of Total: 9.83% (2,819)
	1. /blog/separate-blog-from-website/	30,211 (67.07%)	91.74%	27,716 (68.65%)	92.61%	1.13	00:00:36	0.14%	41 (14.80%)



separate blog



All Images News Videos Shopping More Settings Tools

About 105,000,000 results (0.45 seconds)

Should You Separate Your Blog from Your Website?

www.prometheusinternetmarketing.com/blog/separate-blog-from-website/ ▾

★★★★★ Rating: 4.3 - 39 votes

Aug 2, 2013 - There are good reasons to **separate** your **blog** from your website, and there are good reasons to integrate them. Choose the best approach for ...

Why You Shouldn't Separate Your Blog from Your Website

videnmarketing.com/why-you-shouldnt-separate-your-blog-and-website/ ▾

Feb 19, 2016 - But somewhere along this path you may get ahold of the notion that it would be a great idea to **separate** your **blog** from your company website. ... Keeping your **blog separate** from your main domain will heavily reduce traffic to your website. ... By not having your **blog** integrated into your ...

Should Your Blog Be Separate From Your Website? - Spire ...

www.spiread.com/blog/should-your-blog-be-separate-from-your-website ▾

When working with small businesses, we often talk to people who have both a website AND a **blog**. Here are 5 important reasons why the **blog** and the website ...

Why Your Blog Shouldn't Be a Separate Website - Rep Cap

repcapitalmedia.com/why-your-blog-shouldnt-be-a-separate-website/ ▾

Sep 14, 2015 - Why Your **Blog** Shouldn't Be a **Separate** Website Today, we're getting into content marketing nuts and bolts: How to set up your company **blog** ...

A blog supporting a brand: separate domain or under parent domain ...

<https://moz.com/.../a-blog-supporting-a-brand-separate-domain-or-under-parent-dom...> ▾

Sep 3, 2015 - Question: Shall two the Site and the **Blog** live as two **separate** domains or attach **blog**/magazine to vodka domain as subdomain or subdirectory ...

Blog as a sub-domain or separate domain? | Moz Q&A

<https://moz.com/community/q/blog-as-a-sub-domain-or-separate-domain>

Apr 28, 2013 - Would welcome views whether **blog**.website-name.com or website (**separate** from website-name.com) is better? Thanks.

SEO Best Practices: Setting Up a Blog | Search Engine Watch

<https://searchenginewatch.com> > SEO ▾

Sep 9, 2013 - **Blogg**ing should be a part of any sound marketing plan. ... Should you use a subdirectory, a subdomain, a completely **separate** domain, ...

Big SEO sites

All posts "fresher" except this one

WHY #1 position for over 3 years?

- Niche topic
- Answered common customer question
- Well written 😊
- Luck
- Momentum!
 - Links
 - Shares
 - Ratings (39 @4.3)
 - Comments (161 and still growing)

SEO Summary: What to do as a Startup

1. Intelligently structure your website content (and meta tags)
2. Leverage your existing network to request backlinks (MIT!)
3. Regularly publish high value content to earn backlinks
4. Run away from most SEO “agencies”

And...

Simple Formula for SEO Success:

*Would Google like
what I'm doing?*



**“...THE OBJECTIVE IS NOT TO
“MAKE YOUR LINKS APPEAR
NATURAL”;
THE OBJECTIVE IS THAT
YOUR LINKS ARE NATURAL.”**

- Matt Cutts

Part II: What Still Works for SEO in 2017?

- Publish high-value content
- Earn (and request) valuable backlinks
- Ask: “Would Google like what I’m doing?”

Part III: How do you make PPC work for your business?

Types of Google PPC (AdWords)

Interruption Marketing

- Display ads
- Video ads
- Remarketing ads

Build awareness,
branding, opt-ins &
nurturing

User Intent Marketing (Permission-based)

- Search ads
- Shopping ads

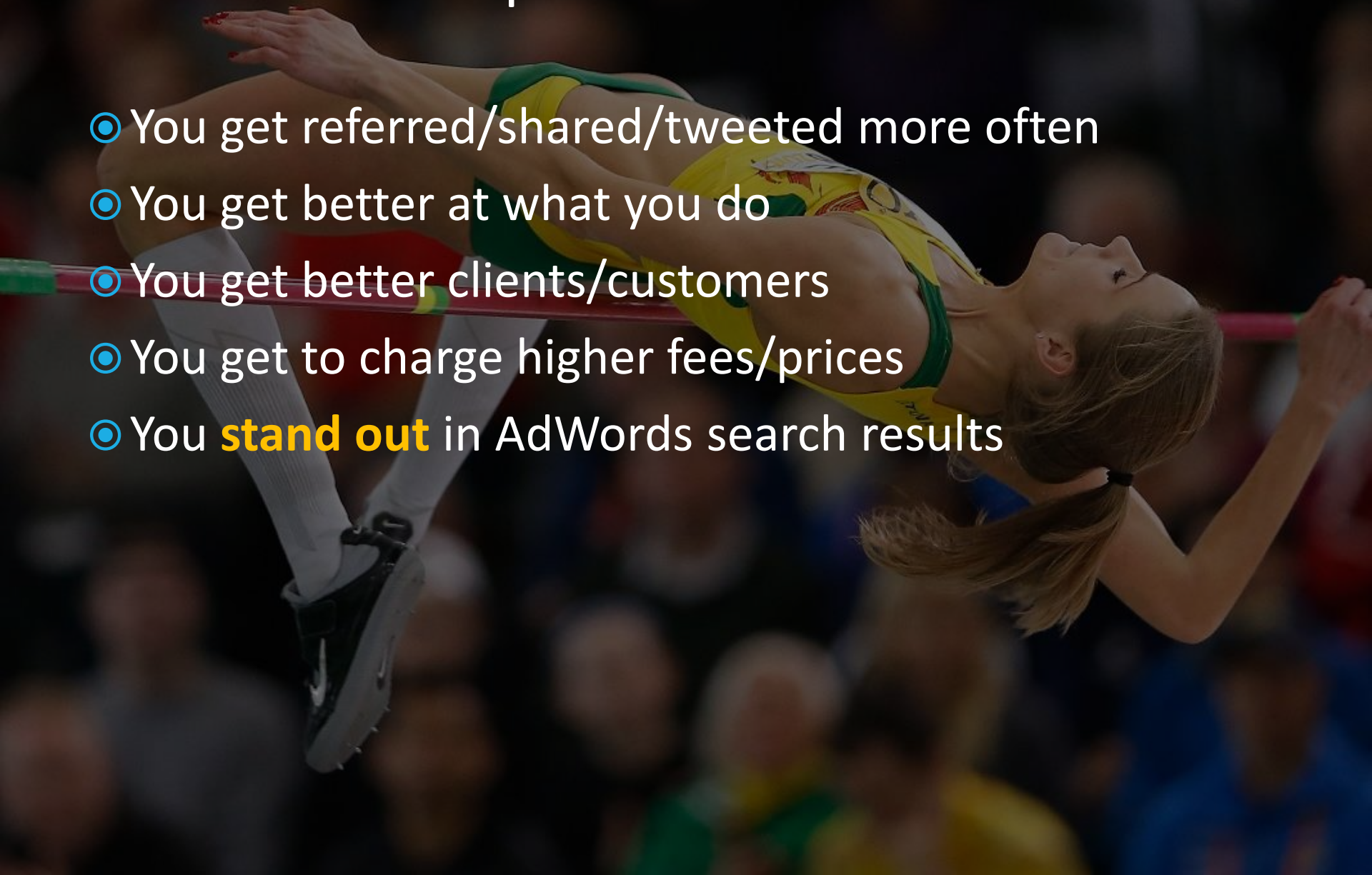
Reach warm/hot
prospects now for
sales or opt-ins

Top 3 Secrets for PPC Search Ad Success

1. Specialize!
2. USP => Landing Page => PPC Campaign Alignment
3. Have a testing mindset

PPC Secret #1: Specialize!

- You get referred/shared/tweeted more often
- You get better at what you do
- You get better clients/customers
- You get to charge higher fees/prices
- You **stand out** in AdWords search results

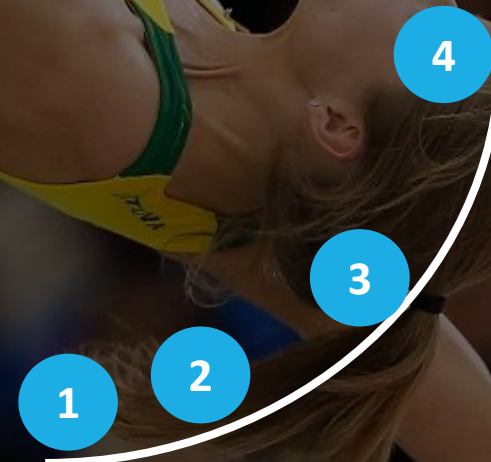


Case Study: My Business

Service Offering Evolution:

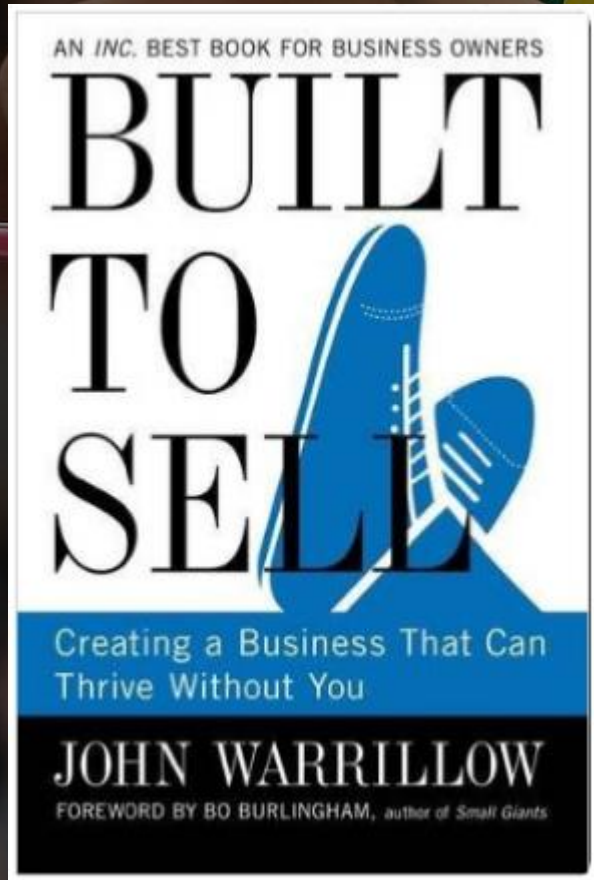
1. Website design, graphic design, SEO, blogging, PPC
2. Website design, SEO, blogging, PPC
3. Website design, blogging, PPC
4. Google AdWords & landing pages

Clients,
Fees



Service Offering

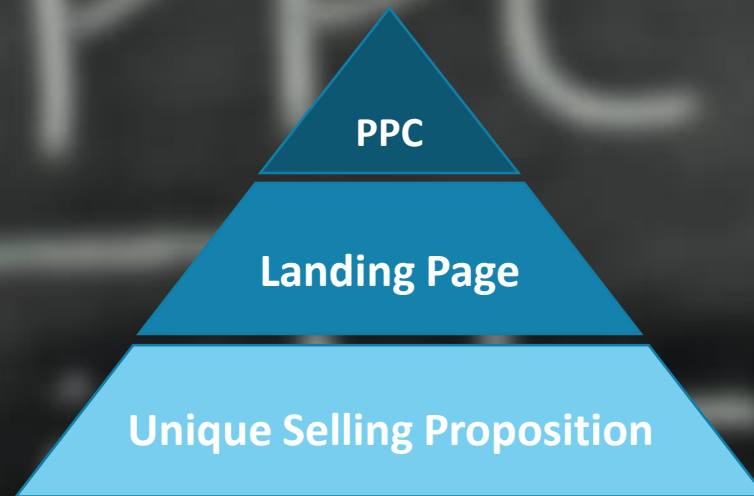
Book Recommendation



Specialization allows you to build reliable, repeatable processes that can be taught and delegated.

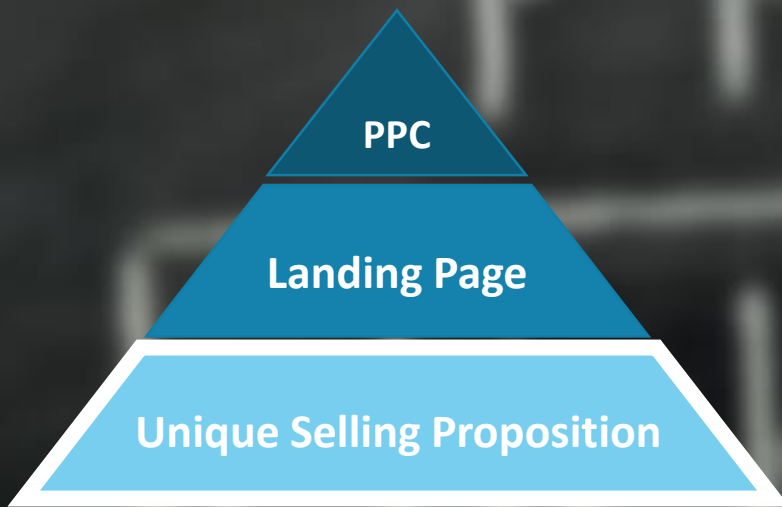
You can't sell a business if *you* are critical to it's success!

PPC Secret #2: Full alignment from USP to Landing Page to PPC Campaigns



The PPC Lead Generation Pyramid

PPC-Focused Unique Selling Proposition



The PPC Lead Generation Pyramid

Elements:

- What do you do?
- Who is it for?
- How do they benefit?
- How are you unique/better?
- Why should anyone believe you?

Refine with research:

- Keywords: Google Keyword Planner, UberSuggest
- Competition: Google Ad Preview Tool, SEMRush

USP-Aligned PPC Landing Page



The PPC Lead Generation Pyramid

Elements:

- USP in text & visuals
- Minimal distractions
- Crystal clear CTAs

Build with:

- WordPress
- SquareSpace
- Unbounce / Instapage / Leadpages

Enter Site



[English](#)



[Greek](#)

Say What???

When you are in troubles,
for the protection of your systems



[Our Downloads](#)



[Our company](#)



[Our Galleries](#)



[Call for business](#)

Web Academy

COMING NEXT COURSES



click books for details and your registration



OUR support to PLANT ENGINEERS for the economic

Surviv



Water treatment chemicals and industrial solutions
Water Services LTD

music stop / play



OUR support to PLANT ENGINEERS for the economic

[www.servanitalka.com](#)

Surviv

click on icons to visit trailers (opens in a new window)

Available at the downloads

New educational courses for beginners-Advanced (mini MBA included)

click on icons to visit

Expansion plan 2009

Bulgaria


Click for details



THERMODO

[Products](#)[Software](#)[Support](#)

The tiny thermometer that lets you
measure the temperature, right where you
are.

BUY NOW 



Already got a ThermoDO?



Get the Free iOS
Companion App



Get the Free Android
Companion App



Turn more visitors into customers

Merchandise the right products to the right people with Pleisty's personalized product recommendations based on real time purchase intent.

The illustration shows three devices representing different communication channels. On the left, a tablet displays a 'Newsletter' with a 'Recommended just for you' section featuring a BenQ monitor, a Dell laptop, and a game controller. In the center, a desktop browser window shows a 'Website' with a 'Recommended just for you' section featuring a camera, a DSLR camera, a camcorder, and a camera bag. On the right, a smartphone displays an 'SMS' message that reads: 'Based on your recent visit we think you'd love Ultrabook HP ENVY 6-1120sq.' Each device has an orange callout bubble with its respective channel name: 'NEWSLETTER', 'WEBSITE', and 'SMS'.

Automatic product recommendations based on user behavior, delivered on multiple channels.

REQUEST A DEMO



Features ▾

Benefits

Blog

More ▾

Log



Small Business Accounting Software Designed for You, The Non-Accountant

FreshBooks is the only accounting software designed exclusively for service-based small businesses. Select an industry to find out how FreshBooks can work for you:



Creatives &
Marketing



Business Consulting
& Legal Services



Trades &
Home Services



Information
Technology

[Are you in a different industry?](#)

USP-Aligned PPC Search Campaign




The PPC Lead Generation Pyramid

- Ad copy & ad extensions
- Keyword targeting
- Demographic, device & location targeting

THERMODO

[Products](#)[Software](#)[Support](#)

The tiny thermometer that lets you
measure the temperature, right where you
are.

BUY NOW 



Already got a ThermoDO?



Get the Free iOS
Companion App



Get the Free Android
Companion App

Fully Aligned USP Messaging

USP: We offer the only smartphone accessory that provides accurate temperature reading and tracking. Just plug it into the audio port. Works for all iPhone and Android devices.

Landing
Page

The tiny thermometer that lets you
measure the temperature, right where you
are.

PPC Ad

Thermometer for Your Phone – Works w/ iOS & Android

www.thermodo.com/Smart-Phone/Thermometer

The Tiny Thermometer that Lets You Measure the Temperature Right Where You Are.
Ultra Portable – Just Plug It In – From \$39.99

PPC Secret #3: Have a Testing Mindset



Primary Tests:

- USP, ad headlines, top of landing page, CTAs

Secondary Tests:

- Ad description & extensions, landing page body, devices

Tertiary Tests:

- Demographics, geographies, day of week, time of day

Just a 10% improvement in 7 areas =
100% total improvement!

Limited By Budget or Resources? Go “Lean”

PPC Campaign “MVP” =

- ONE USP
- ONE Landing Page
- ONE Search advertising campaign

Best chance for MVP success if:

- Already successfully selling via other channels
- Unique differentiators in product/service (specialization)

Test & optimize your MVP *first*, then expand

MEASURE

LEARN

BUILD

Part III: How do you make PPC work for your business?

- Specialize!
- USP => Landing Page => PPC Campaign Alignment
- Have a testing mindset

Part IV: Which to Choose - SEO or PPC?

Summary: SEO vs. PPC

SEO

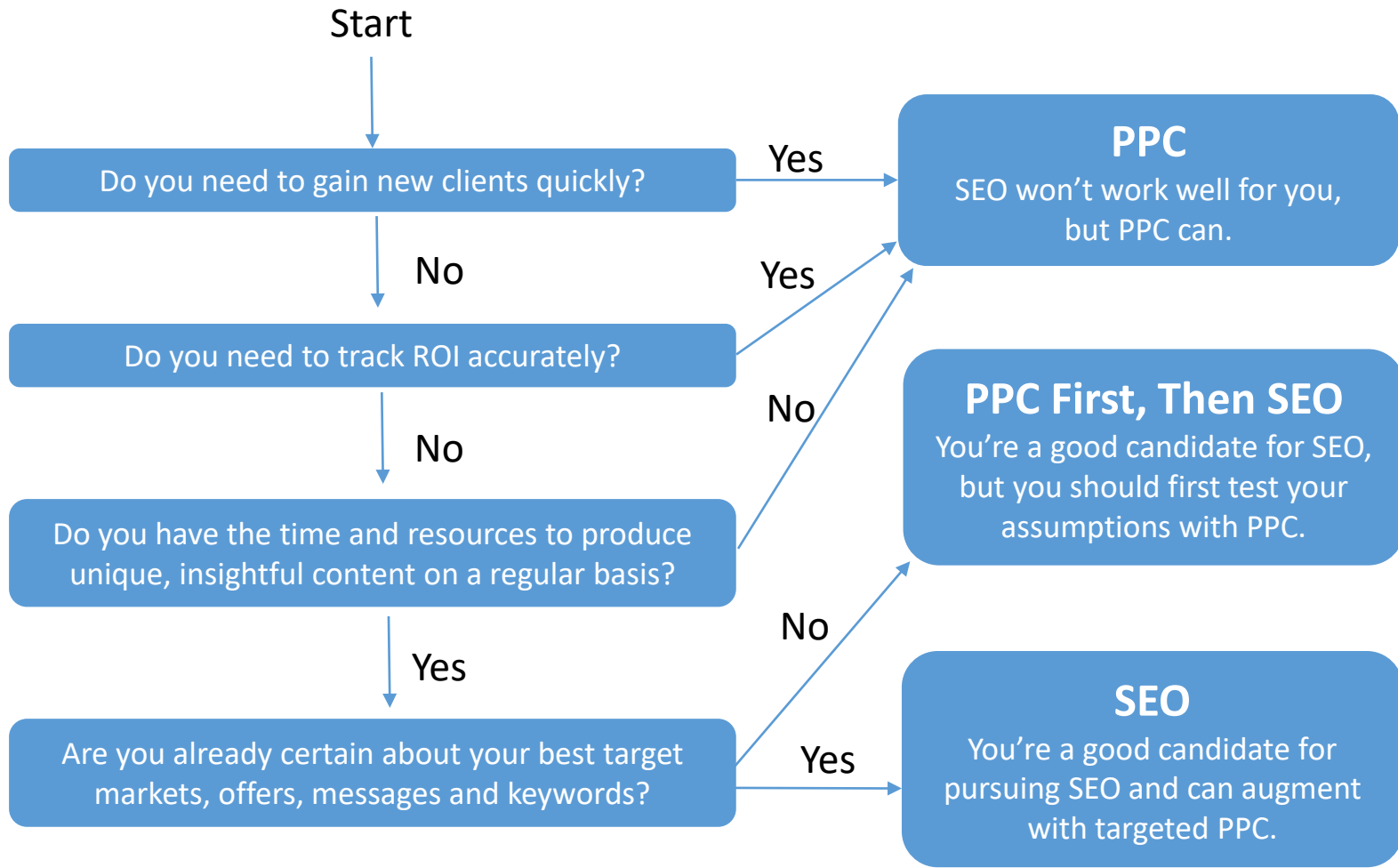
- ✗ Takes time to ramp traffic
- ✗ Hard to predict/measure results
- ✗ No control of impressions
- ✗ No control of pages shown
- ✗ No split testing
- ✓ Each site visitor is free*
- ✓ Momentum yields continued, free traffic

PPC

- ✓ Instantly turn traffic on/off
- ✓ Easy to predict/measure results
- ✓ Near full control of impressions
- ✓ Full control of pages shown
- ✓ Easy split testing (ads, pages)
- ✗ Pay for each site visitor
- ✗ When you stop paying you stop getting traffic

* But the work required to research, plan & regularly publish high-value content is NOT free!

SEO vs. PPC Decision Flowchart



Part IV: Which to Choose - SEO or PPC?

- ◎ SEO for authority, range of traffic, and long-term momentum
- ◎ PPC for testing, targeted traffic, and full control of ad exposure
- ◎ Both together for maximum learning and growth

“Build Your Startup with Google Search (SEO & PPC)”

Andrew Percey, MIT BS '95 MNG '96 EECS

Free SEO & PPC Resources:

- ⦿ Get links to tools & resources
- ⦿ Download this slide presentation
- ⦿ Download free report: “Why Your Business Fails to Get Leads Online (and What To Do About It)”

www.PrometheusInternetMarketing.com/mit-2017