

**The Startup Code 2016
@MIT**

**BUILD YOUR STARTUP WITH
GOOGLE SEARCH (SEO & PPC)**

ANDREW PERCEY
MIT BS '95 MNG '96 EECS
PROMETHEUS INTERNET MARKETING



About 9,370,000 results (0.30 seconds)

Shop for buy cheap smartphones on Google

Sponsored ⓘ



Samsung
Galaxy Core ...
\$49.00
MetroPCS



LG G Flex2 -
Platinum Silver
\$19.97
AT&T



LG G2 - White -
Mobile Phone -
\$15.97
AT&T
★★★★★ 999+



ZTE Quartz
\$129.99
Tracfone Wire...



Samsung -
Galaxy S6 With
\$99.99
Best Buy
★★★★★ (64)

Buy Cheap Smartphones - Gazelle.com

Ad buy.gazelle.com/Cheap-Smartphones

Great Deals, No Contracts Required. Buy a Certified Like New Phone!
30-Day Guarantee - Customer Reviews - Share Gazelle, Get \$10

10 Best Cheap Phones 2015 - TechRadar

www.techradar.com/.../best-cheap-smartphones-payg-mobiles-compared...

Dec 22, 2015 - Buying advice from the leading technology site. ... Sadly smartphone innovation isn't cheap – and most of it is reserved for high-end contract ...

5 Best Cheap Mobile Phones and Budget Smartphones

www.trustedreviews.com › Round-ups › Mobile Phones

Dec 15, 2015 - Choose from the cheap smartphones and find the best budget ... use the dropdown to start viewing the list, or read on for more buying advice.

Best cheap smartphones 2016 UK | Best budget phone ...

www.pcadvisor.co.uk/.../20-best-budget-smartphones-2016-uk-3473395...

Jan 6, 2016 - Best budget smartphones 2016: What's the best budget phone? The 20 best cheap phones you can buy in the UK today - best budget ...

The 10 Best Cheap Smartphones | Digital Trends

www.digitaltrends.com › Mobile

Dec 2, 2015 - 10 great smartphones you can buy for \$400 or less. By Simon Hill \$300 isn't cheap , and that picture isn't from galaxy s3 , the picture is s4 ...

Wholesale Unlocked Smartphones | Buy Cheap Smart ...

www.dhgate.com › Wholesale Searches › Cell Phones

3855 items - Cheap unlocked smartphones are found in this section of our Web site. Buy smart mobile phones and accessories wholesale direct from China for big

Ads

Cheap Smartphones

www.gearbest.com/

4.5 ★★★★★ rating for gearbest.com

Cheap Smartphones no Contract,
Up To 60% Off, Free Shipping, Buy!

Unlocked Cheap Smartphones

www.amazon.com/

4.4 ★★★★★ rating for amazon.com

Buy Popular Products at Amazon!
Free Shipping on Qualified Orders.

Cheap Smartphones

m.everbuying.net/

Buy Smartphones Online for Cheap.
Starting at \$37.Free Shipping.Buy!

Refurb iPhone 5s \$39.95

www.refurbished-electronics.net/

Complete System, Free UPS Shipping
2 Year Warranty, Order Today!

For Sale Cheap Smartphones

www.2015prices.com/Cheap-Smartphones

Huge 2016 Sale on Cheap Smartphones
Compare Brands & Prices. Save Now

Smartphones Up to 70% Off

www.blackfridaydiscount.net/Smartphones

Huge January 2016 Sale!
Limited Offers - Lowest Price Smartphones

Cheap Unlocked Smartphone

www.koobay.com/

Cheap Unlocked Smartphone w Quad
core, 4G, no contract, 1yr warranty

70% Off Cheap Smartphones

www.retailmenot.com/smartphones

Take Up To 70% Off + Free Shipping

What You'll Learn...

- Why bother with Google Search?
- SEO vs. PPC
- How to make SEO work for your startup
- How to make PPC work for your startup
- Top tools & resources (free and paid)

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

64%

Google's search engine market share as of Dec 2015

Google



Web

Images

Maps

Shopping

More ▾

Search tools



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

SEO (Search Engine Optimization) gets you here

Paid Listings

Organic Listings

Paid Listings

Paid Listings



SEO

Why SEO is *HARD* for Startups

Domain age
Back links
Linking domains
Site content

...

Western Union
1851/1995

Walmart
1962/1995

PayPal
1998/1999

Google search for "send money online". The search bar shows "send money online" and the search button. Below the search bar are navigation links: All, Apps, Books, Shopping, News, More, Search tools. The search results show "About 383,000,000 results (0.24 seconds)".

Western Union \$1 Fee - westernunion.com
Ad www.westernunion.com/ Transfer Money Online Across Town Or Across The World From A Bank Now Leader in Money Transfer - 160 Years of Excellence - Easy To Send And Receive Steps: Sign Up Online, Choose Your Sending Method...

Send Money Online Fast
Send Money w/ Our Fastest Service. Available For Pickup In Minutes!

How to Send Money Online
Follow Our Simple Steps to Send Money Online with Ease

MoneyGram® Online - Send Money Online In Minutes
Ad secure.moneygram.com/Send-Money MoneyGram Fast & Secure Service!

Send Money Online - Today's India Exchange \$1=₹67.33
Ad www.riamoneytransfer.com/TransferMoney Check Our Rates To +147 Countries!

Send Money Online | Money Transfer Online | Western Union
https://www.westernunion.com/.../send-money-online.htm... Western Union Transfer money online with the same convenience of checking your email or surfing the web. Western Union makes it possible to send money online 24/7, from ...

Send money online
https://walmart.moneygram.com/ MoneyGram International Inc Select the country where you want to send money, a service option, and the amount you want to send. You can send to any Walmart store in the United States ... Help & FAQs - About MoneyGram - MoneyGram location outside ... - Terms of Use

Securely Send Money Online & Money Transfer with PayPal
https://www.paypal.com/webapps/mpp/send-money-online PayPal Use PayPal to safely, easily money transfer, send money online in USA & internationally to a bank account, friend or school.

Payza | Send and Receive Money, Shop online, Accept ...
https://www.payza.com/personal Send money online, receive funds instantly and shop with confidence using the secure payment platform from Payza.

Send Money Online Fast
www.skrill.com/send-money-online/ Instant Transfers & Lowest Fees 100% Safe and Secure Skrill Wallet

Send Money Online - India
www.remitly.com/Send-Money-Online-India 4.7 rating for remitly.com This Rate Won't Last! \$ 1= ₹68.15. Send Online Now + No Fees Over \$1K.

Online Money Transfer
www.worldremit.com/Online+Money+Send 4.8 rating for worldremit.com Send Money Instantly Use Code FREE for Free 1st Transfer

Send Money Online
www.transferwise.com/Send_Money 4.8 rating for transferwise.com At The Lowest Transfer Fee And Kiss The Banks Goodbye. Try TransferWise

Money Transfer Online
www.about.com/Money+Transfer+Online Search for Money Transfer Online. Find Expert Advice on About.com.

Send Money Online Global
www.tipalti.com/Send-Money (408) 481-9730 Payment Solutions For B2B Companies Automate Your Payment Process Today

PNB Phone Remit
www.pnbphoneremit.com/ (888) 761-1924 Remit over the phone, free remittance on first transaction

Why SEO is *POSSIBLE* for Startups

Recent social shares

Recent content

New backlinks

Recent news

...

Payza

2012/2006


Google search for "send money online".

Results include:

- Western Union \$1 Fee - westernunion.com**
Transfer Money Online Across Town Or Across The World From A Bank Now
Leader in Money Transfer - 160 Years of Excellence - Easy To Send And Receive
Steps: Sign Up Online, Choose Your Sending Method...
- Send Money Online Fast**
Send Money w/ Our Fastest Service.
Available For Pickup In Minutes!
- How to Send Money Online**
Follow Our Simple Steps
to Send Money Online with Ease
- MoneyGram® Online - Send Money Online In Minutes**
secure.moneygram.com/Send-Money
MoneyGram Fast & Secure Service!
- Send Money Online - Today's India Exchange \$1=₹67.33**
www.riamoneytransfer.com/TransferMoney
Check Our Rates To +147 Countries!
- Send Money Online | Money Transfer Online | Western Union**
https://www.westernunion.com/.../send-money-online.htm...
Transfer money online with the same convenience of checking your email or surfing the web. Western Union makes it possible to send money online 24/7, from ...
- Send money online**
https://walmart.moneygram.com/...
Select the country where you want to send money, a service option, and the amount you want to send. You can send to any Walmart store in the United States ...
Help & FAQs - About MoneyGram - MoneyGram location outside ... - Terms of Use
- Securely Send Money Online & Money Transfer with PayPal**
https://www.paypal.com/webapps/mpp/send-money-online
Use PayPal to safely, easily money transfer, send money online in USA & internationally to a bank account, friend or school.
- Payza | Send and Receive Money, Shop online, Accept ...**
https://www.payza.com/personal
Send money online, receive funds instantly and shop with confidence using the secure payment platform from Payza.
- Send Money Online Fast**
www.skrill.com/send-money-online/
Instant Transfers & Lowest Fees
100% Safe and Secure Skrill Wallet
- Send Money Online - India**
www.remitly.com/Send-Money-Online-India
4.7 ★★★★★ rating for remitly.com
This Rate Won't Last! \$ 1= ₹68.15.
Send Online Now + No Fees Over \$1K.
- Online Money Transfer**
www.worldremit.com/Online+Money+Send
4.8 ★★★★★ rating for worldremit.com
Send Money Instantly
Use Code FREE for Free 1st Transfer
- Send Money Online**
www.transferwise.com/Send_Money
4.8 ★★★★★ rating for transferwise.com
At The Lowest Transfer Fee And Kiss
The Banks Goodbye. Try TransferWise
- Money Transfer Online**
www.about.com/Money+Transfer+Online
Search for Money Transfer Online.
Find Expert Advice on About.com.
- Send Money Online Global**
www.tipalti.com/Send-Money
(408) 481-9730
Payment Solutions For B2B Companies
Automate Your Payment Process Today
- PNB Phone Remit**
www.pnbphoneremit.com/
(888) 761-1924
Remit over the phone, free
remittance on first transaction

Simple Formula for SEO Success:

*Would Google like
what I'm doing?*

A photograph of two men, likely Google founders, smiling and looking towards the camera. They are positioned against a solid blue background. The man on the left is wearing a light blue button-down shirt, and the man on the right is wearing a grey button-down shirt. The image is used as a background for a presentation slide.

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

- ✓ High-value content generation
- ✓ Earned links

- ✗ Artificial link building
- ✗ Paid link building
- ✗ Fake / thin-content sites
- ✗ Keyword stuffing
- ✗ Invisible text
- ✗ Page swapping
- ✗ And on and on...

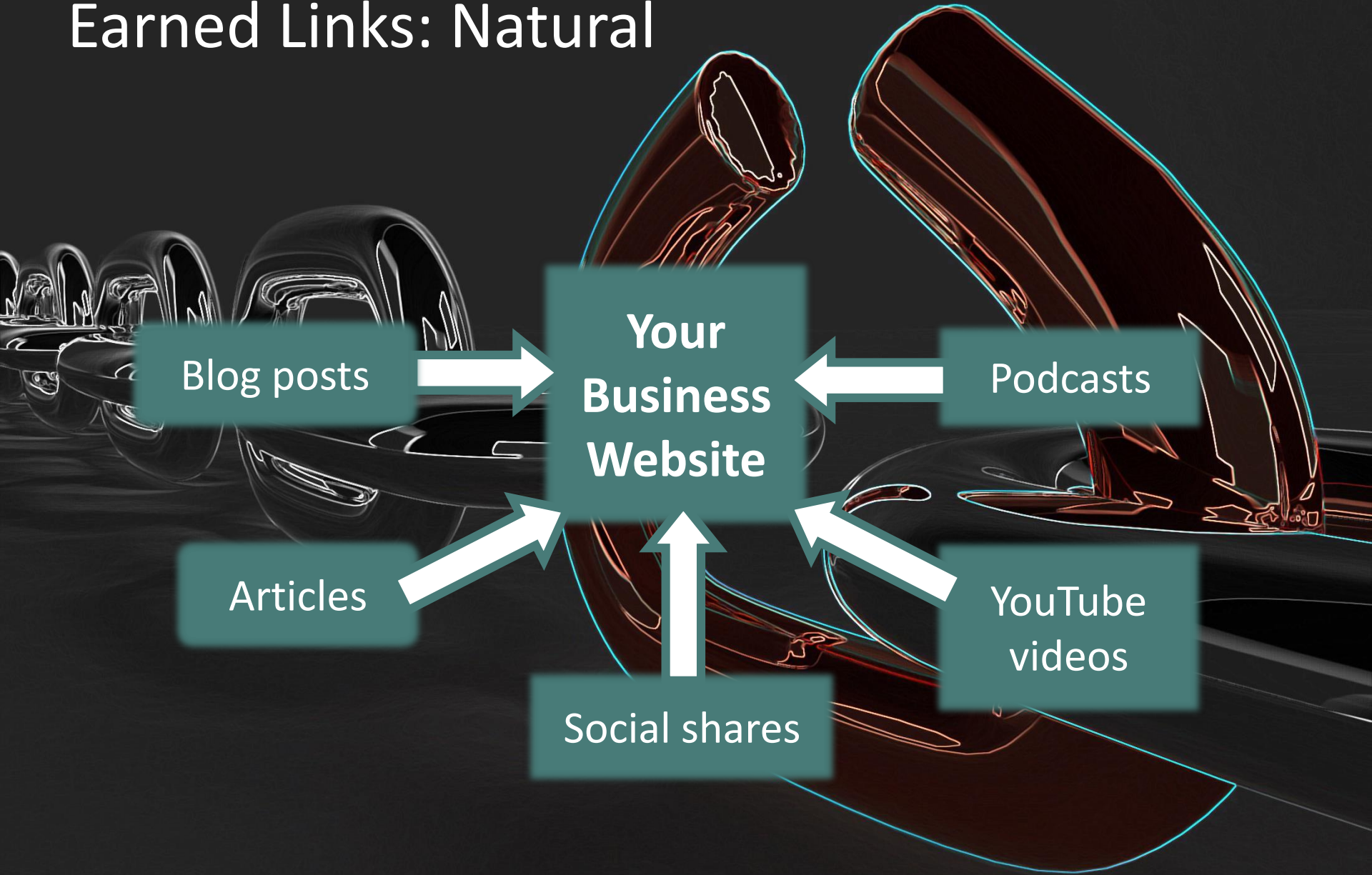
Just... Don't!



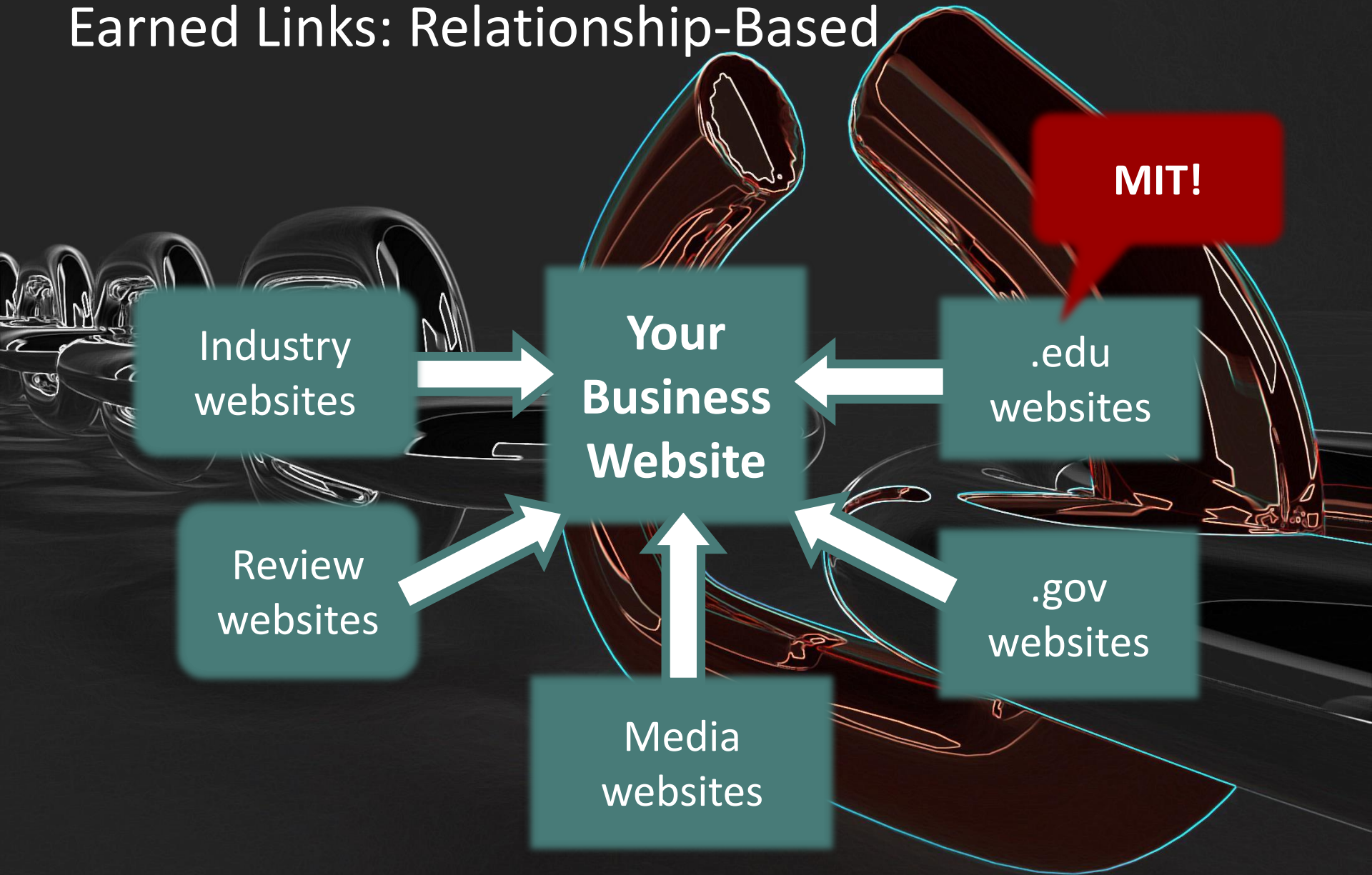
**“...THE OBJECTIVE IS NOT TO
“MAKE YOUR LINKS APPEAR
NATURAL”;
THE OBJECTIVE IS THAT
YOUR LINKS ARE NATURAL.”**

- Matt Cutts

Earned Links: Natural



Earned Links: Relationship-Based



MIT!

Industry
websites

Your
Business
Website

.edu
websites

Review
websites

.gov
websites

Media
websites

High-Value Content Generation

The image shows a screenshot of the Moz Blog website. The page features a navigation bar with the Moz logo and links to Products, Blog, and About. Below the navigation bar, there are tabs for Moz Blog, YouMoz, Rand's Blog, and Dev Blog. The main content area displays two articles. The first article, titled "Leverage This Social Network Mind Trick for More Effective Influencer Marketing" by Kelsey Libert, is dated January 19th, 2016. The second article, titled "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 media sharing icons.

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

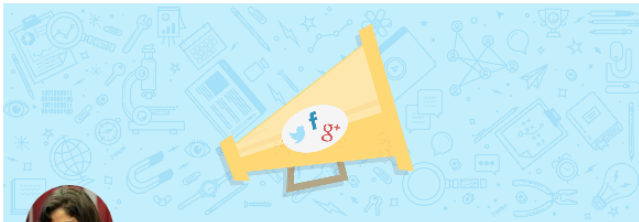
New

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" with a sub-headline: "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." Below this 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 reads: "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 a "Read this post" button, 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

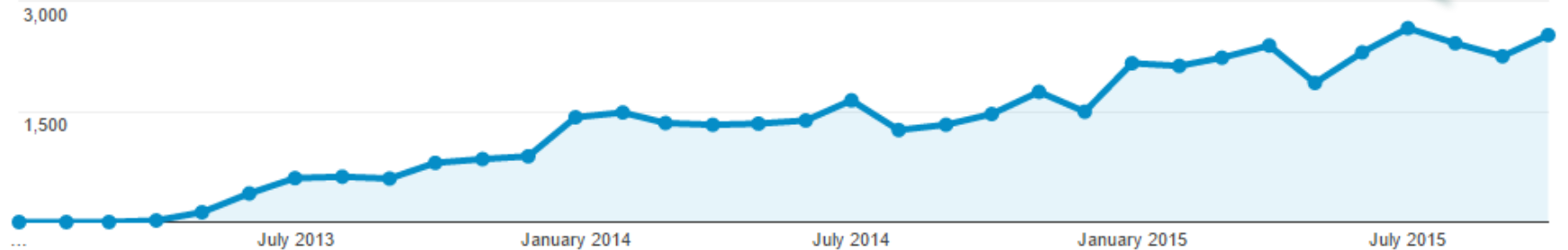
Explorer Entrance Paths

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 Videos News Shopping More Search tools

About 244,000,000 results (0.36 seconds)

Should You Separate Your Blog from Your Website?

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

★★★★★ Rating: 4.4 - 25 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 ...

Which is best for blog SEO: separate domain, subdomain or ...

www.smartinsights.com/.../which-is-best-for-blog-seo-subdomain-or-sub...

Apr 11, 2011 - So which is the best blog hosting option for SEO? ... But you can argue each case, particularly if you look beyond SEO at branding benefits you may get from a separate domain. ... + Has some of the benefits of subfolder in inheriting parent domain authority and separate domain in providing ...

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 ...

Should a business blog be on a separate site or on the ...

<https://moz.com/.../should-a-business-blog-be-on-a-separate-site-or-on-th...>

Jan 9, 2013 - Should I build this blog on the ecommerce site itself, say @ www.prometheancandle.com/blog.php, or should I devote a separate site to ...

SEO Best Practices: Setting Up a Blog | SEW

searchenginewatch.com/sew/how-to/.../blogging-best-practices-for-seo

Sep 9, 2013 - Should you use a subdirectory, a subdomain, a completely separate domain, or either WordPress or Blogger? Let's look at all the options.

Details How to Create Separate Blogs on a Single Install of ...

<https://premium.wpmudev.org/blog/create-separate-blogs/>

May 31, 2015 - If you only need multiple blogs without all the separate sites then it could be a useful feature. While it's technically not possible to have multiple ...

WHY #1 position for over 2 years?

- Niche topic
- Answered common customer question
- Well written 😊
- Luck
- Momentum!
 - Links
 - Shares
 - Ratings (25 @4.4)
 - Comments (133)

Big SEO sites

Why NOT to Rely on SEO for Your Startup

- ⦿ Slow
- ⦿ No guarantees
- ⦿ Google changes their algorithm (a lot)
- ⦿ Entrenched competition hard to displace
- ⦿ Limited user targeting (Google decides)
- ⦿ NOT free (time & staff)

But, yeah, you should still start now!



PPC

Types of Google PPC (AdWords)

Interruption Marketing

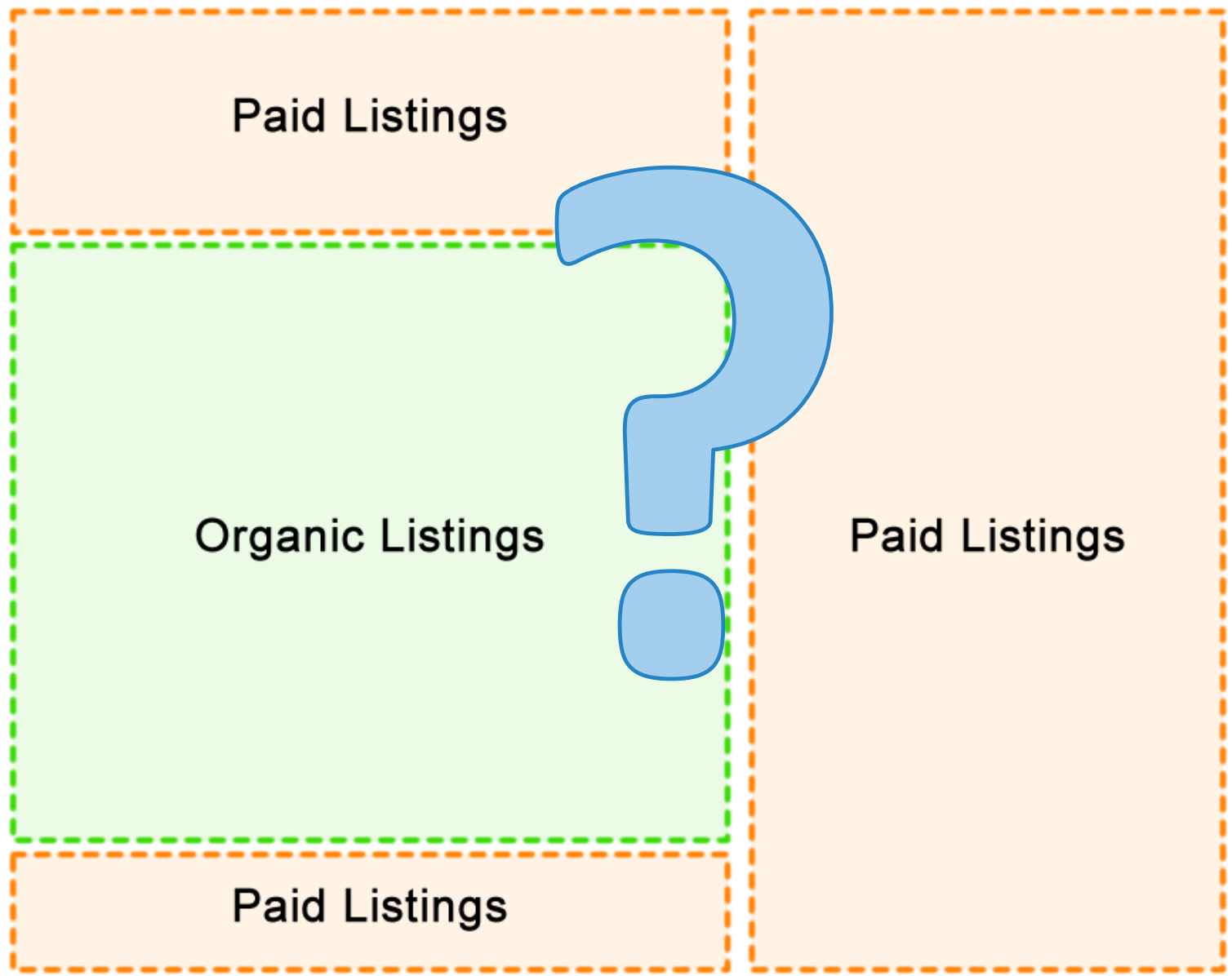
- Display ads
- Video ads

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





About 786,000,000 results (0.34 seconds)

[Should I buy a laptop or an iPad? iPad vs laptop - PC Advisor](#)



[www.pcadvisor.co.uk](#) › Buying Advice ▾

by Matt Egan - in 197 Google+ circles

Jul 30, 2013 - In short, you will still **need a laptop** or a PC in your life as a backup in case you find you **can't do** something on your iPad. But if web browsing, ...

[Buying a laptop: everything you need to know | The Verge](#)

[www.theverge.com/.../8/.../buying-a-laptop-everything-you-need-to-kno...](#) ▾

Aug 15, 2013 - Even power users **need** the basics to work right, and there's more to your ... Generally, when **laptop** manufacturers cut corners, they **do it** ...

[Do I really need a laptop? Surely a tablet will do? | atimeo](#)



[atimeo.com/.../do-i-really-need-a-laptop-surely-a-tablet-will-do/](#) ▾

by Simon Rust - in 138 Google+ circles

Oct 16, 2012 - For months now I have been using my tablet device more and more and the **laptop** less and less, so I decided to go cold turkey – a month ...

[Before You Buy: What Do You Need in a Laptop? - For Dummies](#)

[www.dummies.com/.../before-you-buy-what-do-you-need-in-a-laptop.ht...](#) ▾

Before you buy a new **laptop** computer, you **should** decide on what you really **need** and then get a **laptop** that comes closest to your requirements. **Laptops** vary ...

[FAQ: Can an iPad Replace My Laptop or Desktop PC? - About.com](#)



[ipad.about.com](#) › Electronics › iPad › iPad FAQ › Can an iPad... ▾

by Daniel Nations - in 391 Google+ circles

And for some, this means the iPad **can** effectively replace their **laptop** or desktop PC. ... Any application you run on your Windows PC or Mac **would need a** ...

[How to Convince Your Parents to Buy You a Laptop: 8 Steps](#)

[www.wikihow.com/Convince-Your-Parents-to-Buy-You-a-Laptop](#) ▾

"We already have a computer, why **do** you **need a laptop**". "I'm not getting you a **laptop** just so you **can** stay up all night on Tumblr or YouTube and talk the night ...

[Laptop Buying Guide 2013: 8 Essential Tips](#)



[blog.laptopmag.com/laptop-buying-guide](#) ▾

by Mark Spoonauer - in 1,799 Google+ circles

Apr 15, 2013 - What you **need** really depends on what you plan to **do** with your **laptop**. More intensive tasks such as 3D gaming and HD video-editing require ...

About 233,000,000 results (0.57 seconds)

How to Buy a Laptop | PCMag.com
www.pcmag.com/article2/0,2817,2356818,00.asp
May 2, 2013 - Indeed, venturing online or into an electronics store to pick a laptop can be an overwhelming experience if you're not prepared for all the ...
What To Look For in a Laptop - Dell Inspiron 17R Special - Asus Taichi 21

Laptop buying guide - CNET Reviews
reviews.cnet.com/laptop-buying-guide/
by Dan Ackerman - in 4,252 Google+ circles
Jul 9, 2013 - Like any personal accessory, such as a jacket or a pair of glasses, you should choose a laptop with a style and design that works for you, ...
Origin EON17-S - HP Envy 14 - The complete new PC launch list

Which PC is right for me? | Laptop, Desktop, Tablet Finder | Lenovo ...
shop.lenovo.com/us/en/landing_pages/info/09/laptop-finder/
We want you to tell us what is the best laptop? Tell us what matters to you the most, when looking for the best laptop computers. Take a few minutes to tell us at ...

How to Pick the Perfect Laptop - Lifehacker
lifehacker.com/5904648/how-to-pick-the-perfect-laptop
by Whitson Gordon - in 24,036 Google+ circles
Apr 24, 2012 - When you buy a desktop computer, you can customize everything to fit your exact needs—from choosing the perfect mouse and keyboard to ...

Help Me Choose A Laptop - Hewlett Packard
www.shopping.hp.com/webapp/shopping/product_advisor.do?...
A description for this result is not available because of this site's robots.txt - learn more.

Toshiba Laptops & Notebook Computers | Toshiba Direct
www.toshiba.com/us/laptop-finder
122 Products - ... Tecra, Qosmio, and Portege laptop. Find a Toshiba laptop computer for your home or business. ... recommends Windows. Choose your Laptop » ...

Best laptop: 30 top laptops for every budget | News | TechRadar
www.techradar.com > News by technology
by Dan Grabham - in 915 Google+ circles
Oct 7, 2013 - Best laptop: 30 top laptops for every budget - Completely updated, here's TechRadar's regularly refreshed guide to the best laptops

Ads
Introducing Chromebook
www.google.com/chromebook
A new type of computer with everything built-in. Learn more.

Laptops at Walmart
www.walmart.com/Notebook_Computers
66 reviews for walmart.com
Low Prices on Notebook Computers.
Free Shipping to Store!
780 Lynnway, Lynn, MA
(781) 592-4300

SONY® VAIO Flip
store.sony.com/VaioFlip
From Laptop to Tablet in a Flip!
4th gen Intel® Core™ i7 processor.

HP® Laptops
www.shopping.hp.com/
184 reviews for hp.com
Buy Direct from HP for Great Deals on Intel® Core™ Powered Laptops!

Toshiba Laptop - \$399
www.bestbuy.com/Toshiba
68 reviews for bestbuy.com
Low Prices on Toshiba Laptops.
Shop Best Buy for Great Deals Today

Toshiba Laptop Computers
www.toshiba.com/us
Customizable and Prebuilt laptop computers with Windows 8.

See your ad here >

About 518,000,000 results (0.28 seconds)

Ads related to **buy a laptop**

HP@ Laptops - shopping.hp.com

www.shopping.hp.com/

★★★★★ 184 reviews for hp.com

Buy Direct from HP for Great Deals on Intel® Core™ Powered Laptops!

HP has 442,640 followers on Google+

SONY@ VAIO Flip 1 (877) 811 8897

store.sony.com/VaioFlip

Instantly go from Laptop to Tablet. 4th gen Intel® Core™ i7 processor.

Find a Store Nearby - VAIO Deals & Savings - Sony Special Offers

Laptops at Walmart - Low Prices on High Quality Laptops

www.walmart.com/Laptop_Computers

★★★★★ 66 reviews for walmart.com

Free Shipping to Store!

Walmart has 10,832 followers on Google+

780 Lynnway, Lynn, MA - (781) 592-4300

Laptops & Notebook Computers - Best Buy

www.bestbuy.com/site/Computers-PCs/Laptop.../abc0502000.c?id...

Shop PC laptops and MacBook computers at Best Buy. See the latest deals, compare specs & reviews, and find the one that's right for you.

Laptops - PC Laptops - Ultrabooks - MacBooks

How to Buy a Laptop | PCMag.com

www.pcmag.com › Product Guides › Laptops & Notebooks

May 2, 2013 - Given the mind-boggling selection available today, picking the right laptop can be downright daunting. That's why we're here to help.

Laptop buying guide - CNET Reviews



reviews.cnet.com › Reviews › Laptops

by Dan Ackerman - in 4,252 Google+ circles

Jul 9, 2013 - The most important things to know when shopping for a new laptop, hybrid, or Windows tablet.

Laptop Buying Guide - Amazon.com

www.amazon.com/gp/feature.html?ie=UTF8&docId=1000863471

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Dell Laptop Sale

www.dell.com/laptop... 4,500 reviews for dell.com

AdWords PPC ads cover 80% of top-of-page results

Why AdWords is *Critical* for Many Businesses

Google is training us...

→ Click on **organic** listings to find *information*

→ Click on **paid** listings to make *purchases*



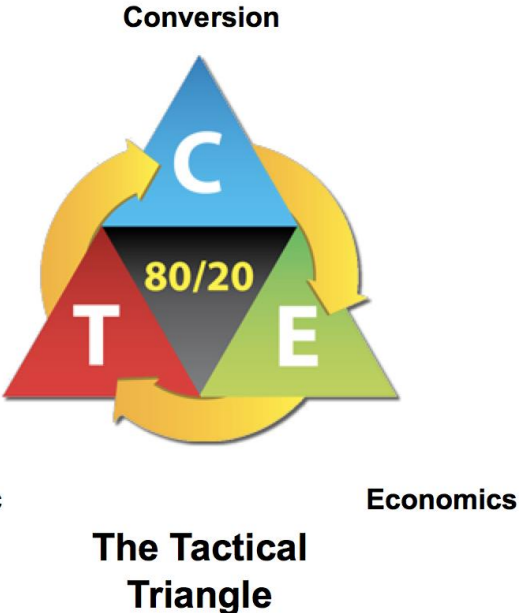
Good boy!!

Why AdWords Search is King for Startups

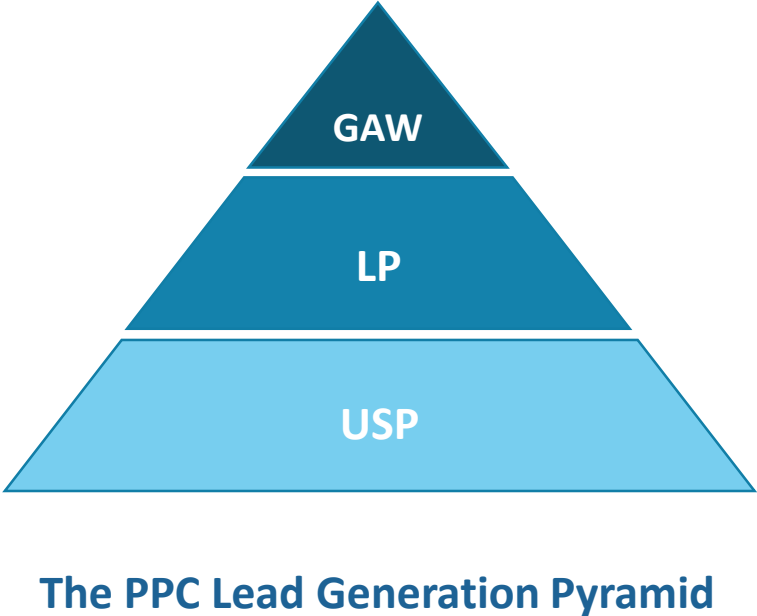


- ⦿ Target user intent
- ⦿ Convey your uniqueness
- ⦿ Control the website experience
- ⦿ Track and measure everything
- ⦿ Turn on and off instantly
- ⦿ Fail fast

Complimentary Models for PPC Success

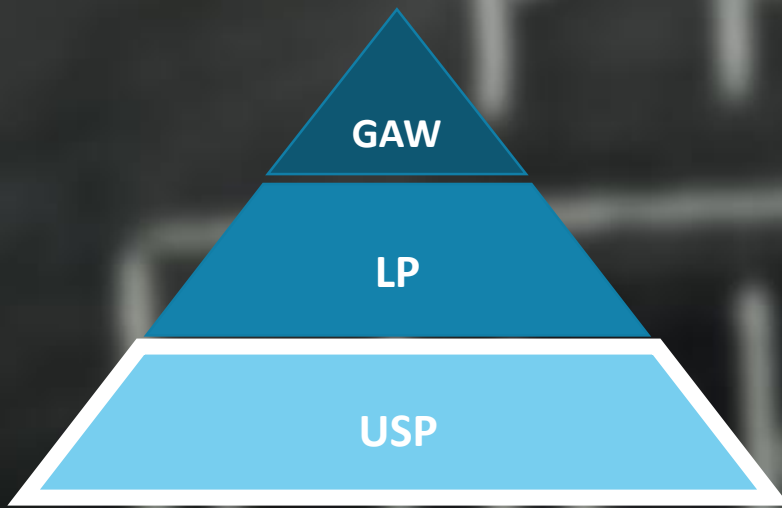


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AdWords-Focused USP



The PPC Lead Generation Pyramid

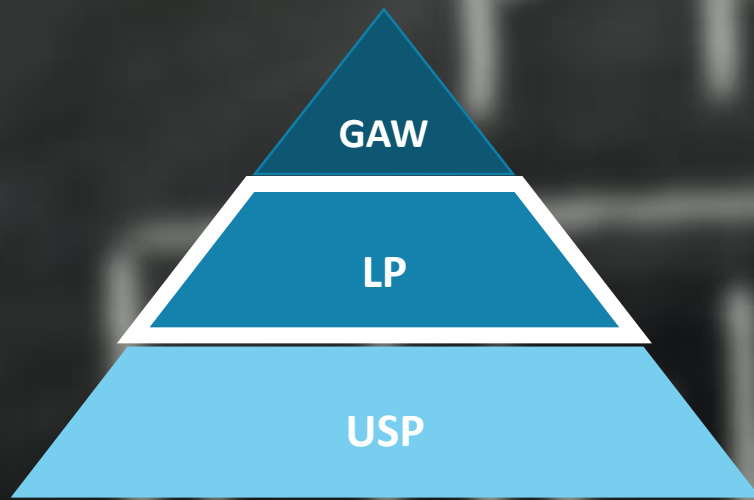
Elements:

- ⦿ 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 AdWords Landing Page



The PPC Lead Generation Pyramid

Elements:

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

Build with:

- WordPress (OptimizePress)
- Unbounce
- Instapage
- Leadpages

Enter Site



[English](#)



[Greek](#)

Say What???

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



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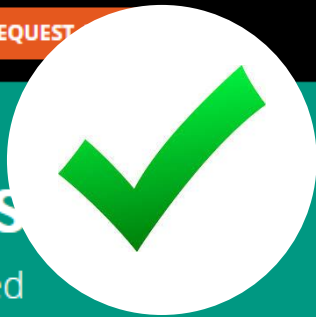
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Companion App



Get the Free Android
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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 section titled 'Recommended just for you' showing a BenQ monitor, a Dell laptop, and a game controller. In the center, a desktop browser window shows a 'Website' with a similar 'Recommended just for you' section featuring a camera, a DSLR, 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 label: 'NEWSLETTER', 'WEBSITE', and 'SMS'.

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

REQUEST A DEMO



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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:



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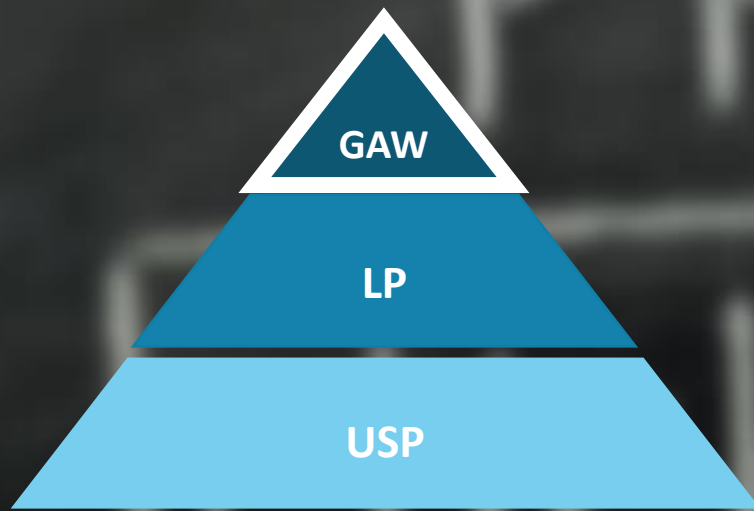
Trades &
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Information
Technology

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

USP-Aligned Google AdWords Search Campaign



The PPC Lead Generation Pyramid

- Go “Lean”
- Fail fast
- Keep your eye on the prize

GAW Campaign: Go “Lean”

AdWords Campaign “MVP” =

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

Get that to work *first*, then expand

MEASURE

BUILD

“Go Big or Go Home”?

- Time, attention & money spread too thin
- Lack of critical focus
- Failure inevitable

You’ll just go home.

GAW Campaign: Fail Fast

For startups, #1 PPC goal is to test biz model

The “Forever” Smart Phone

Own the Incredible Hulk of Phones.
Starting from \$99. Buy Now.
www.foreverphone.com/Hulk

The “Forever” Smart Phone

Get the Only Phone that Survives
The X-Games. Limited Quantities.
www.foreverphone.com/X-games

The “Forever” Smart Phone

Hate that Your Kids Keep Breaking
Their Phones? Not This One.
www.foreverphone.com/kid-safe

GAW Campaign: Keep Your Eye on the Prize (Long-Term)

Avoid distractions

- CTRs (click-through rates) are guides
- Quality Scores are guides
- CPC (cost per click) is irrelevant!

Focus on what matters

- Cost per lead (“cost per conversion”)
- Cost per new customer
- → ROI

Example:

Low CPC: \$3
Ave CPC: \$18
High CPC: \$47

Ave CPC for clicks that
convert: \$22

Cost per lead: ~\$150
Cost per customer: ~\$500
ROI: 10x-60x

Why NOT to Rely on PPC for Your Startup

- ⦿ Big investment (time/money)
- ⦿ Big learning curve
- ⦿ Competition is fierce
- ⦿ When you stop paying, you stop getting new customers

But, yeah, you should still start now!

SUMMARY

- Reach warm/hot prospects with Google Search
- How to make SEO work for your startup
 - Understand that it's a long-term payoff → start soon
 - “Would Google like what I’m doing?”
 - Publish diverse high-value content regularly forever
- How to make PPC work for your startup
 - Test & refine your business model → start now
 - Short-term: Go “lean”, fail fast
 - Long-term: Build a dependable high-ROI machine

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

Andrew Percey, MIT BS '95 MNG '96 EECS

Top Tools & Resources:

- ⦿ USP Research
 - Keywords: Google Keyword Planner, UberSuggest
 - Competition: Google Ad Preview Tool, SEMRush
- ⦿ Landing Page Design
 - WordPress (OptimizePress), Unbounce, InstaPage, LeadPages
- ⦿ PPC Campaign
 - Google AdWords Interface
 - Google AdWords Editor
- ⦿ Analysis
 - Google Analytics
 - Google Search Console

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

Andrew Percey, MIT BS '95 MNG '96 EECS

More Free SEO & PPC Resources:

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

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