

The 5 Factors of SEM Success

Building for Profit



By Chad Buckendahl

My name is Chad Buckendahl. I am an Internet Marketing professional. The topic of this paper is discusses the essentials of **success in Search Engine Marketing**. I am going to focus exclusively on organic search and will not speak to paid search in this paper.

I often share with people that "Search is not Rocket Science" and it's true. You must focus on some fundamental ideas that I will share with you from my personal experiences. Take what I say here with a grain of salt or choose to test my theory. I am convinced that you too can capitalize on Search Engine Marketing.

I have followed the rules that I outline below for the last 9 years and they have worked. As example, I will briefly outline three different companies that sell very different products.

- **Company 1: Nutritional Supplements E-commerce Site targeting the Boomer and Above Market in 1998** → I increased annual revenue 327% in 13 months while maintaining profitability and search played a key role. I dabbled in search but wasn't committed to the tactic at this point.
- **Company 2: Consumer Package Goods Company targeting Women of all Ages in 2001** → Increased E-commerce sales 170% in first 12 months in position and 100% of the increase was due to organic search. This is when I realized the true reach of search and honed my skills.
- **Company 3: A Direct to Consumer Computer Training Company in 2005** → I applied the same formula I did in 1998 but ran into some unique challenges that made me question my approach. I held course and have since increased search traffic 68% in 11 months.

The first point, I hope will resonate with you is that **there is no big fat secret to Search**. The idea that Search is an immense mystery is false. Search is as hard as you want to make it and I prefer to keep it simple.

The 5 Things You Must Do to be Successful

- 1) **Build a Keyword Rich Web Site:** Determine the list of keywords that consumers would use to find and purchase whatever it is that you're selling. Make sure that the keywords you come up with are relevant to your product. If you land consumers on your site from irrelevant keywords, you'll then have a conversion problem to solve. A Web site that is keyword rich is full of content relevant to the product(s) featured on the site. If you sell golf clubs, include content on topics such as improving your slice, the top golf courses in the US, golf cart selection, etc. Fill the site full of relevant content that is written for the consumer so that they see it as helpful.
- 2) **Set-up Reporting:** The biggest mistake I see people make is that they set-up reporting too late in the game. Reporting is the most important factor to success in any Internet Marketing endeavor. Take extra efforts in making sure that the data you are looking at is accurate.
- 3) **Watch Reports:** Reports do you know well if you don't monitor them and draw from them fact based conclusions.

- 4) **Build the Team**: You may be able to do it a lone but to do it right, you'll need some help. I recommend hiring a firm to help you understand algorithems. Rely on this firm to give you information on when algorithems change and what to do to react to the changes.
- 5) **Anchor & Adjust**: Make adjustments to your program based on facts you've uncovered while assessing reports.

These 5 things are essential to success. I know... it's really pretty simple. Search has been good to me and I hope you will find the same success. Have fun with it. There is no other Internet Marketing tactic today that comes close to the power of Search Engine Marketing and we've only began to uncover the true potential of Search.

Good luck and Keep it Simple.