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Introduction to Search & Search Engine Marketing



Agenda

- Introduction to Search and SEM
- Journey of a search query
- Future of Search industry



Introduction to Search



How to loose fat quickly ?

Cheapest booze in Bangalore

Ways to get swiped right



93% of the online activities begin with search



More than 130 billion searches are conducted worldwide each month



More than 92% of the internet users search



Search Engine use is the single most popular internet activity



Source of Information



Images



Videos



News



Maps

Query/Search term

Sponsored Ads (Main Line)

Sponsored Ads (Side bar)

All Images Videos Maps News My saves

2,42,00,000 Results Date Language Region

Used Cars for Sale - 1000s of Used Cars in Your City

Ad - CarWale.com/Second-Hand-Cars
1000s of Used Cars in Your City. Check by Price, Make & Year!
Used Cars in Delhi Used Cars in Mumbai
Used Cars in Chennai Used Cars in Kolkata

Find Cars For Sale? | cars.trovit.co.in

Ad - cars.trovit.co.in
Millions of Car Classified Adverts with Price and Pictures in Trovit!
semua Transmisi - semua Model - semua merek - Semua Jenis Mesin
Brands: Toyota, Honda, Daihatsu, Suzuki, Mitsubishi, Nissan
Renault Ferrari
Porsche Ford: Second hand

Car Buying A - Search Car Buying A - Get Car Buying A.

Ad - www.izito.ws/Top_10/Car Buying A
Get Car Buying A. Get Instant Quality Results Now!
Find Related Results Now - Powerful and Easy to Use
Better Results Search Efficiently
Search Smarter Find Fast

CarDekho - Official Site

https://www.cardekho.com
Thinking of buying a car? Whether it's new or used, let our reliable experts, user friendly tools and objective reviews help you buy the right car for the right price from the right place.
New - Used Cars - Compare Cars - Upcoming Cars - CarDekho Auctions - Car Accessories

Used Cars in Bangalore, Second Hand Cars in Bangalore - CarWale

https://www.carwale.com/used/cars-in-bangalore
Used Cars in Bangalore. Find good condition second hand cars in Bangalore. Great prices on old cars for sale in Bangalore at CarWale.
Find New Cars - Used Cars in Bangalore - Used Tata Cars in Bangalore - BMW Cars - Used Cars

Used Cars in India - Buy & Sell Second Hand Cars - CarWale

https://www.carwale.com/used
With more than 10,000 used cars listed for sale, CarWale is India's largest source of used cars in India. Find a second hand car or list your car for sale.

Buy My Car Now - Updated News 7 days a week

Ad - search1.cnet.com/Buy My Car Now
Great & Useful Information at Cnet. Get Buy My Car Now Results Here!

Choose From Hundreds of Models - Browse Used Cars at Truebil

Ad - www.truebil.com/Used+Cars/Bangalore
Choose From Hundreds of Inspected Pre Owned Cars. Buy Your Dream Car Now!

Buy A Car - Search Buy A Car

Ad - in.zapmetasearch.com/Buy A Car
Find Buy A Car. Search Faster, Better & Smarter at ZapMeta Now!
Types: pdf, doc, ppt, xls, txt

A Car For Sale Lowest Price - Free Shipping, Buy now

Ad - www.bestdeals.today/Online_Deals/--
Find Our Lowest Possible Price! Cheapest A Car For Sale For Sale.

See your ad here »

Related searches

- used cars for sale
olx car bazar
second hand cars
new cars in india 2017
second hand cars in india
olx buy car
buy new car
olx in mumbai

Organic Results



Why SEM ?



“To move Websites to the top of the search results page”

75% of the users never scroll past the first page of results

60% of all organic clicks go to the top three organic search results

SEM is firmly within your controls as you choose the keywords and pay for the ads

Benefits Include:

- Directly reach out to your target audience
- Increase online presence of your brand
- Precise targeting of location, device, time
- Easily trackable and measurable

Agenda

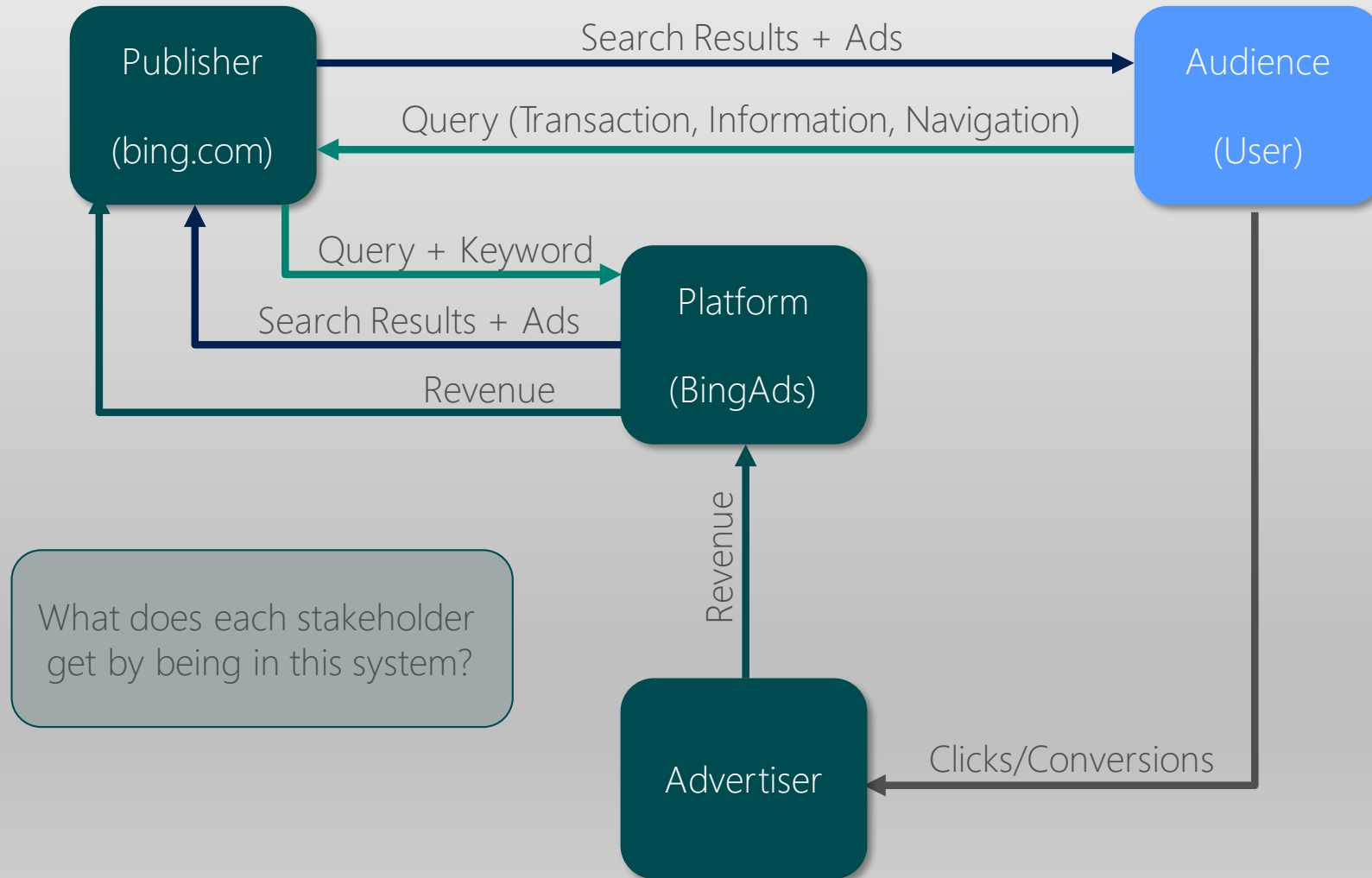
- Introduction to Search and SEM
- *Journey of a search query*
- Future of Search industry

**Journey Begins
Here!**







Journey of a Search





Journey of a Search - User



All Images Videos Maps News | My saves

22,20,000 Results Date Language Region

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Ittefaq

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Judwaa 2

Indian action comedy directed by David Dhawan! Book your seats Now.

Shaadi Main Zaroor Aana

A runaway bride, heartbroken groom & confused family all left at alter

Chef

A story of food, love, family and togetherness. Book Now.

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gmx.net is rated ★★★★★ (61 reviews)

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Movies

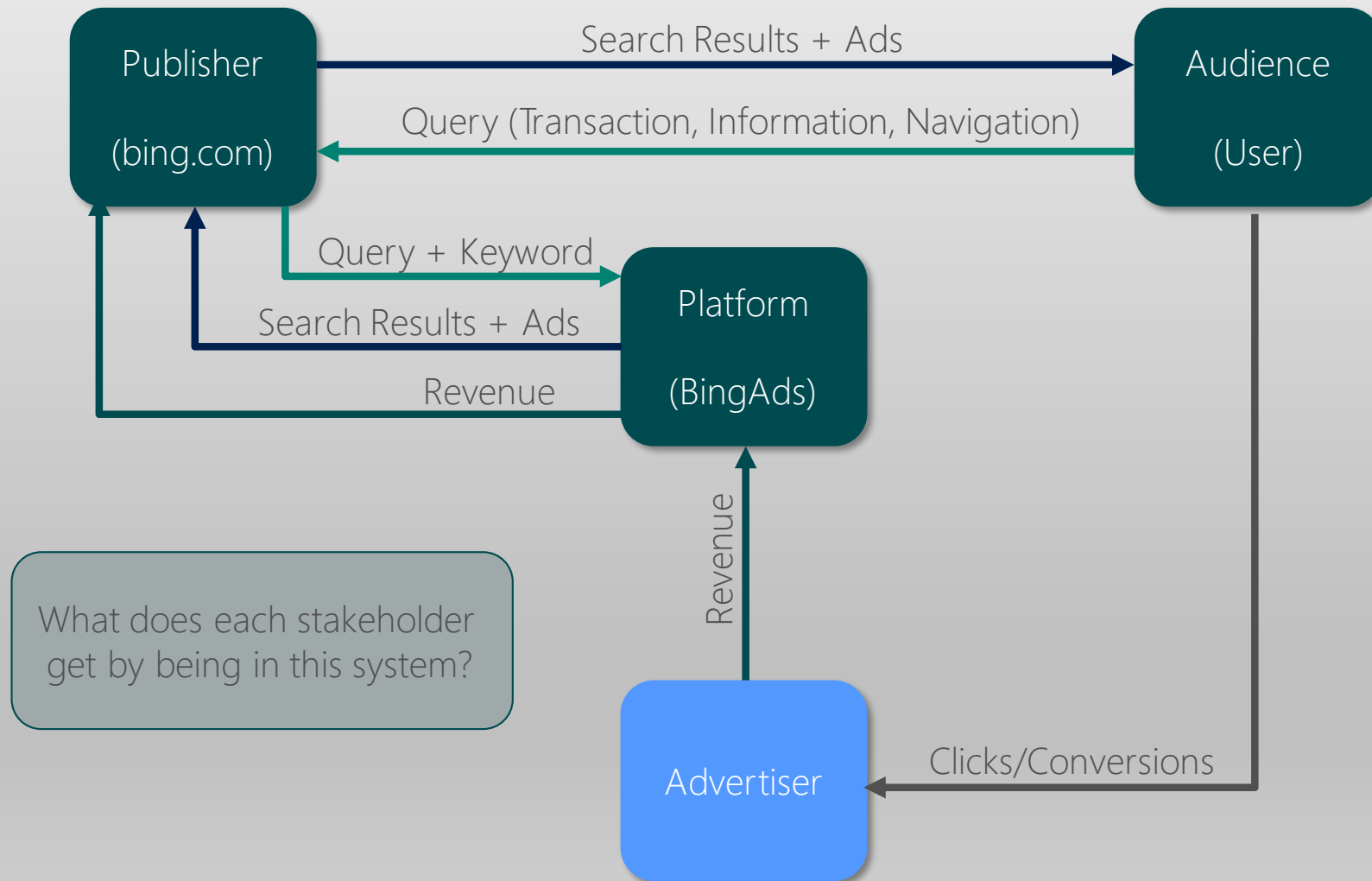
Online **movie ticket booking** for the Bollywood & Hollywood films showing near ...

Pune

Movie Tickets, Plays, Sports, Events & Cinemas near Pune - BookMyShow



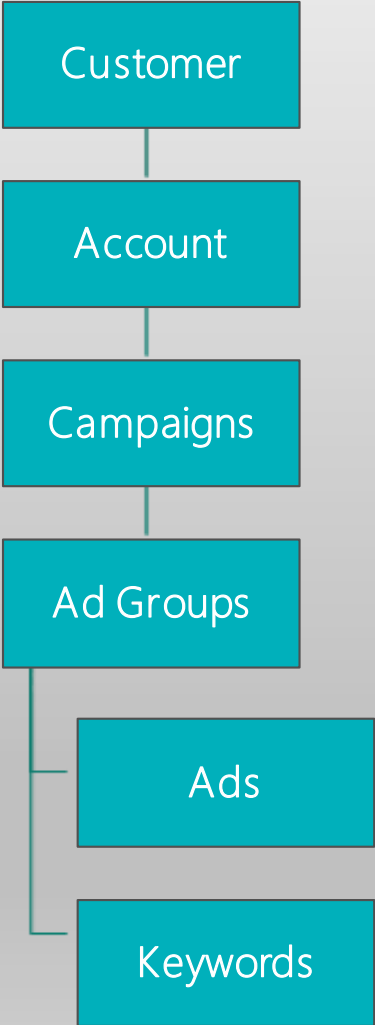
Journey of a Search



What does each stakeholder get by being in this system?



Advertisement



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Title → Amazon.com® Official Site

Ad slug → Ad · www.Amazon.com

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{Ad Copy, Caption, Description} → Huge Selection and Amazing Prices. Free Two-Day Shipping with Prime.

Previously visited → amazon.com has been visited by 100K+ users in the past month

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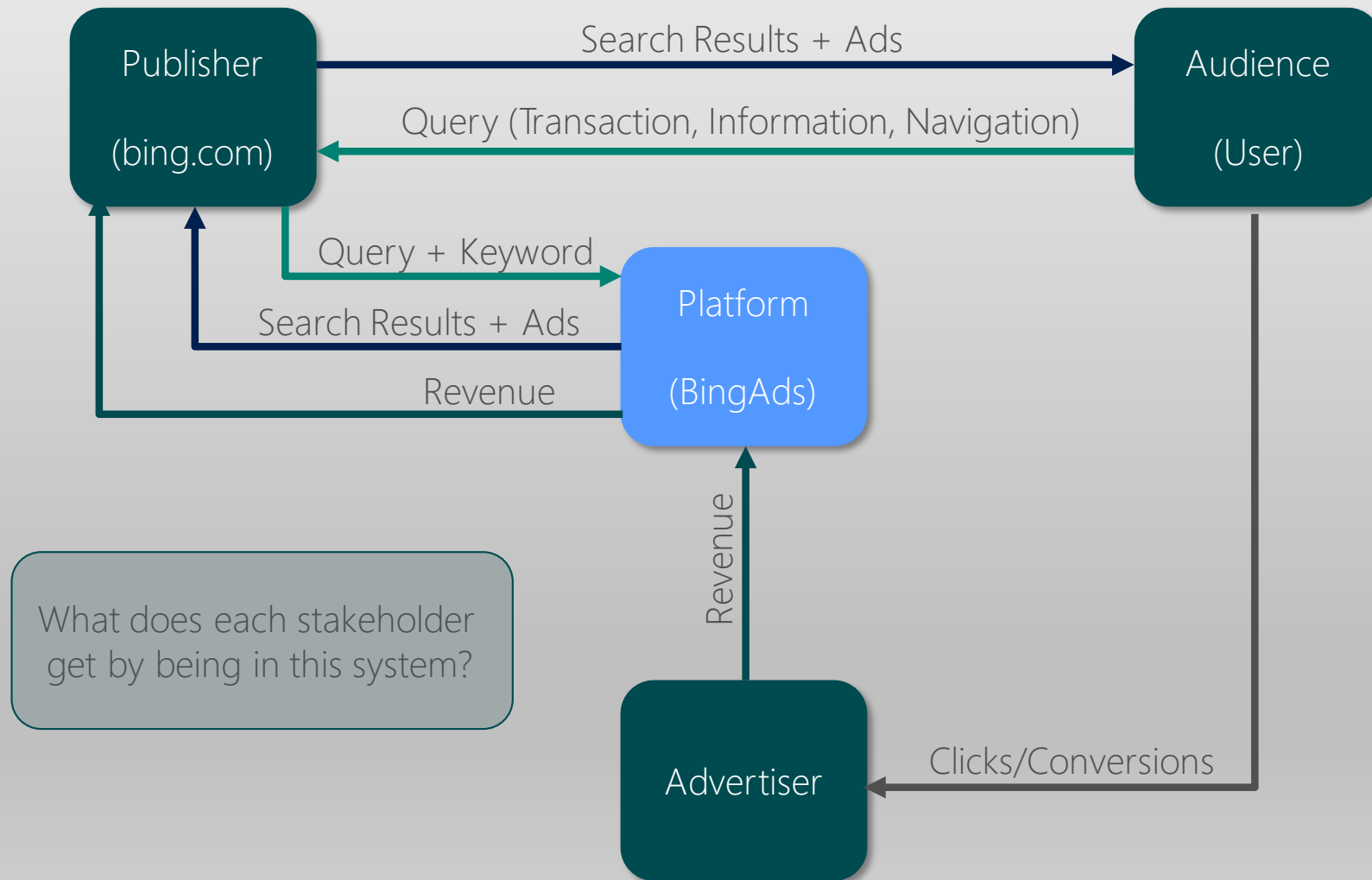
Basic Text ad

Bing Decoration

Advertiser Decoration

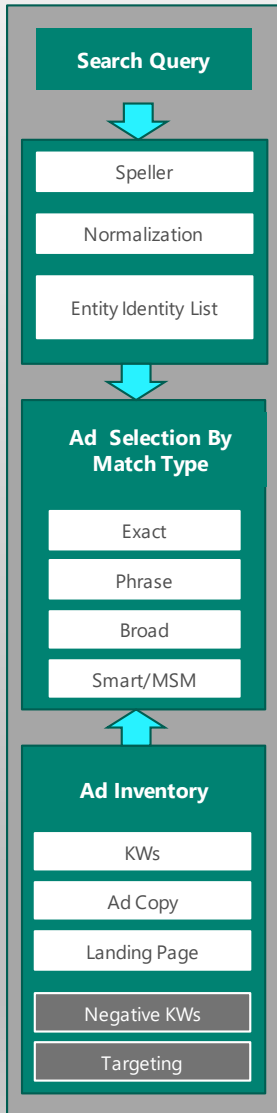


Journey of a Search





Journey of a Search - Auction Process



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Ad - in.bookmyshow.com
Golmaal Again, Judwaa 2, Secret Superstar Movie, & Many More. Book Now
View movie trailers · Find showtimes near you · Read reviews

Ittefaq Get ready for a mysterious ride which keeps you on tenterhooks	Shaadi Main Zaroor Aana A runaway bride, heartbroken groom & confused family all left at alter
Judwaa 2 Indian action comedy directed by David Dhawan! Book your seats Now.	Chef A story of food, love, family and togetherness. Book Now.

Watch Latest Movies Online - Amazon Prime Video

Ad - www.primevideo.com/latest-movies
Join Amazon Prime Video Now. Stream Latest Movies in High Quality. Watch Now!
Types: Bollywood Movies, Hollywood Movies, US TV & Kids Shows

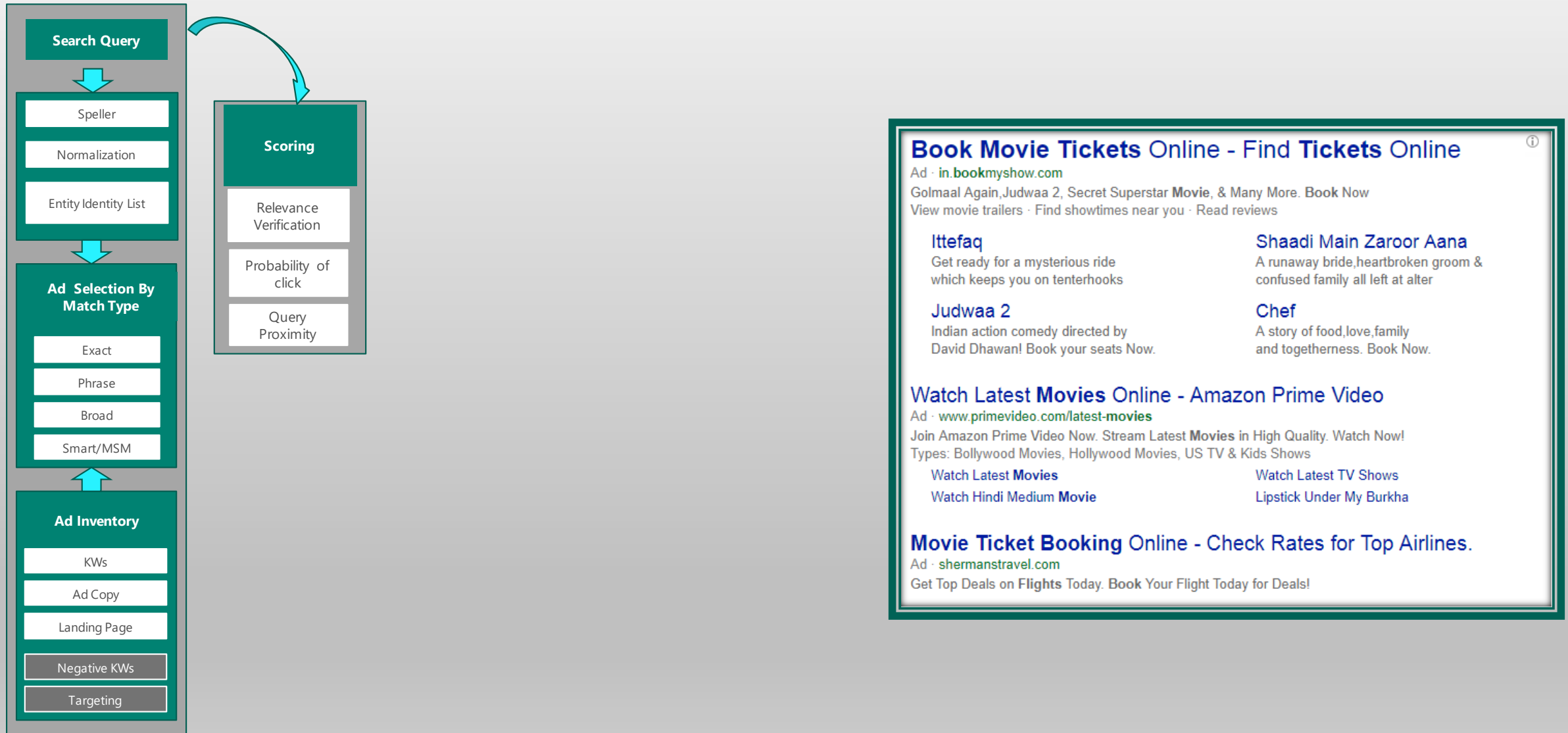
Watch Latest Movies	Watch Latest TV Shows
Watch Hindi Medium Movie	Lipstick Under My Burkha

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Ad - shermanstravel.com
Get Top Deals on Flights Today. Book Your Flight Today for Deals!

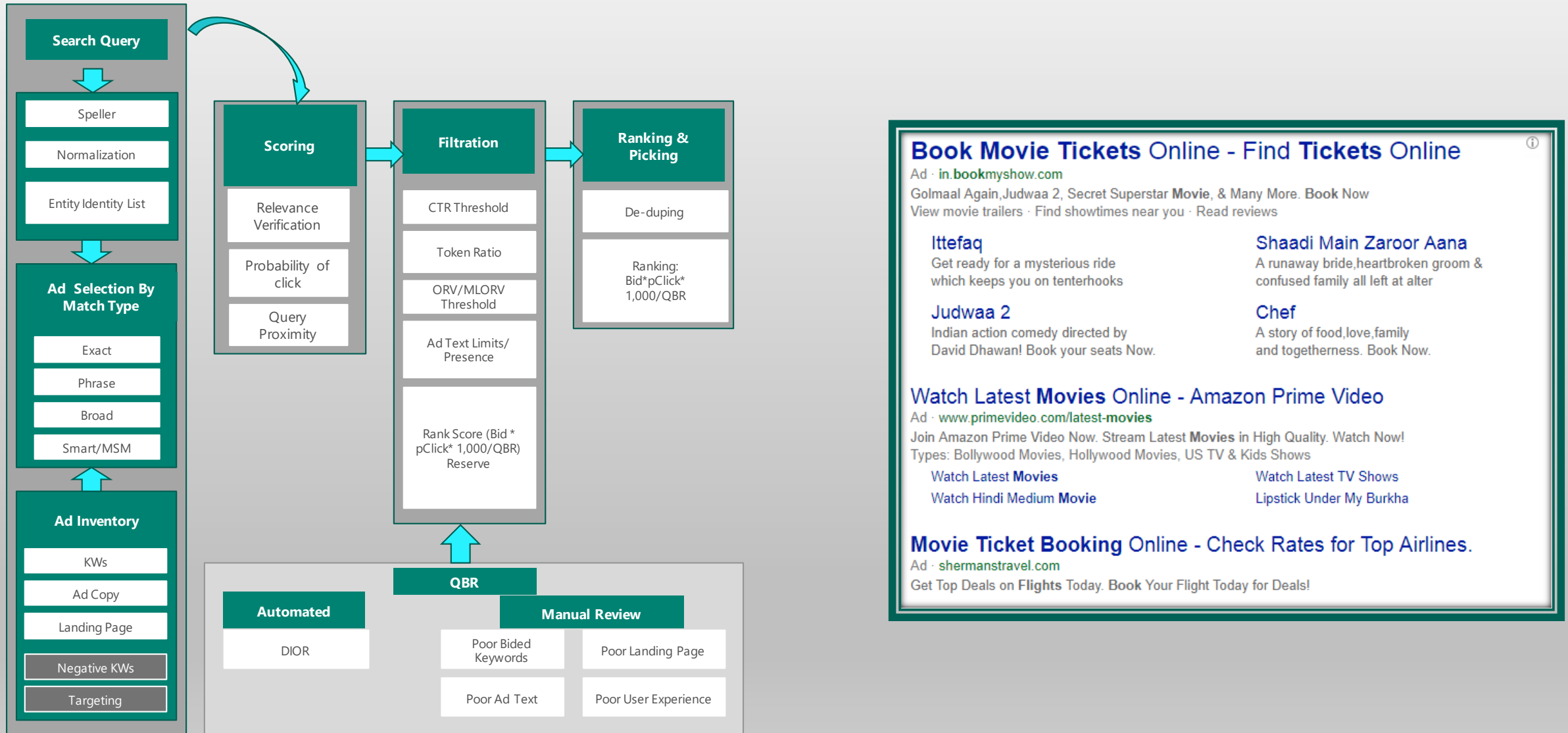


Journey of a Search - Auction Process





Journey of a Search - Auction Process





Journey of a Search



A1

A2

A3

BID	pClick	Rank score	Price (per click)
\$4.00	0.60	2.40	\$3.48
\$3.80	0.55	2.09	\$2.86
\$4.50	0.35	1.57	\$3.50



Cost to be paid if a user clicks on the ad

A1

A2

A3

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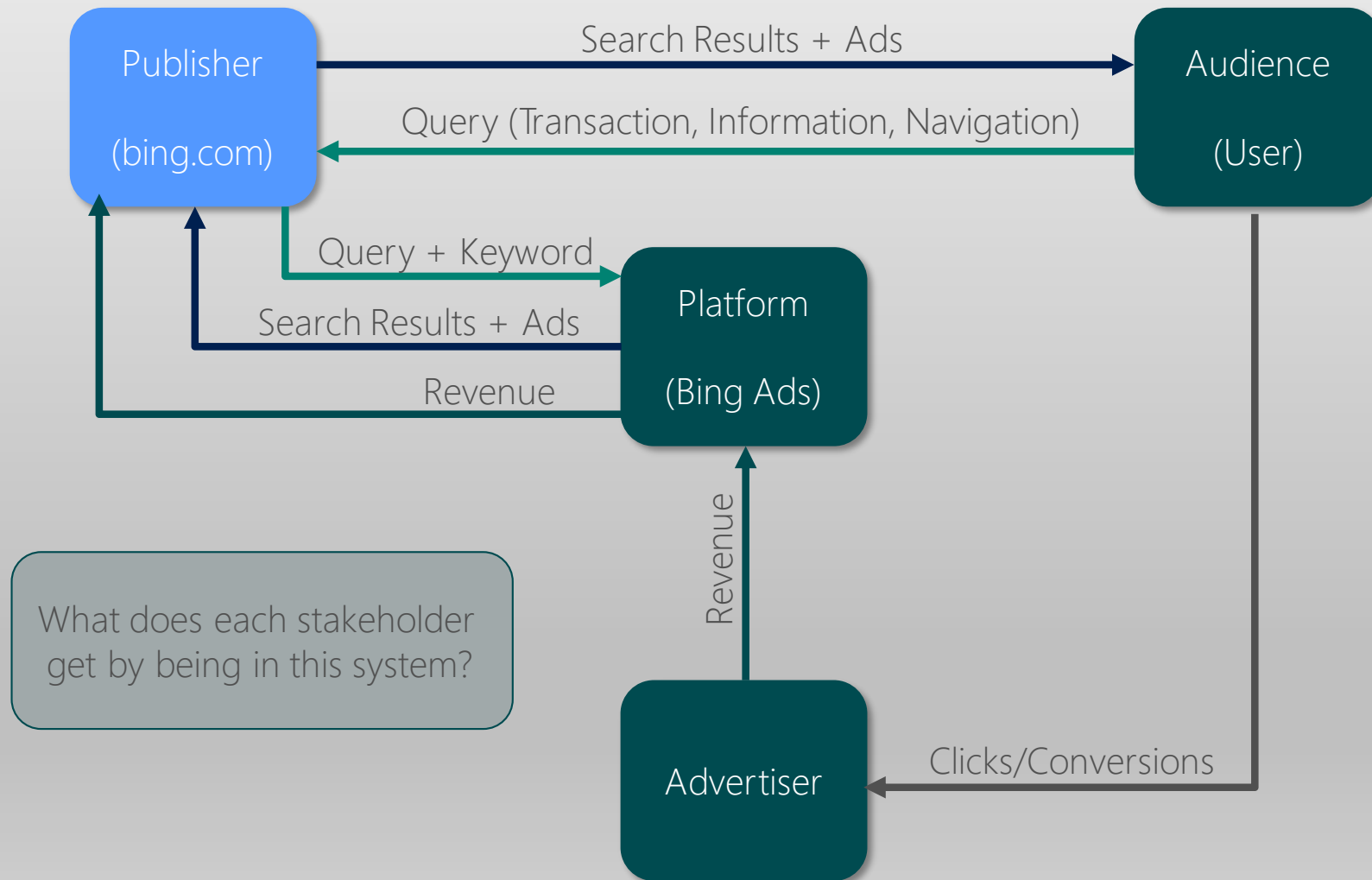
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Journey of a Search





Journey of a Search - Publisher



- In Search Advertising, a Publisher is an entity that own one or more websites that display ads within their web content
- The main aim of a publisher is to get more traffic on their enterprise web pages
- Examples of Publishers: Bing.com, Ask.com

Examples :

DOW JONES, A NEWS CORP COMPANY

Stoxx 600 335.10 -1.46% Nikkei 17134.37 0.77% U.S. 10 Yr -1/32 Yield 1.904% Crude Oil 39.91 1.14% Euro 1.1166 -0.01% DJIA 17515.73 0.08%

THE WALL STREET JOURNAL.

India Edition | March 28, 2016 | Today's Paper

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate Search

What's News

China Hunts Source of Letter Urging President Xi to Quit

A Chinese news portal's publication of a mysterious letter calling for President Xi Jinping's resignation appears to have triggered a hunt for those responsible, in a sign of Beijing's anxiety over bubbling dissent within the Communist Party. 96

KEYWORDS
Apple Is Missing a Golden Opportunity
Apple fired a broadside at what remains of the PC

Indonesia Shift on Gays Tests Climate of Tolerance

Continuing assaults on Indonesia's gay community threaten the country's reputation for tolerance and moderation.

A sudden backlash against homosexuals is testing Indonesia's reputation as a conservative but tolerant society in a region where same-sex rights are generally growing.

Online Auctioning Made Easier With Asia-Based Apps

Air India Plane Evacuated

Dollarizing the Ayatollahs

Markets

U.S. EUROPE ASIA FX RATES FUTURES

Nikkei 225	17134.37	131.62	0.77%
Hang Seng	20345.61	-269.62	-1.31%
Shanghai	2955.92	-23.52	-0.79%
BSE Sensex	25197.50	-140.06	-0.55%
SGP/ASX 200	5084.2	-58.1	-1.13%

Mar 28 '16 3:15 PM IST

Opinion

A Taliban Easter

Review & Outlook

STAR GAZING YOGA SEA CREATURES GARDENING LEGENDS BIRDS MORE

Ask

Find Answers

QUESTION OF THE DAY

Q: What causes a red moon?

A Refracted light **B** Pollution
C Lack of oxygen **D** Optical illusion

FILED UNDER: OUR MOON | 38% of users knew the answer. Do you?

EDITOR'S PICKS

Agenda

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Future of Search Industry



Personal and more natural way to search



5.9% Speech recognition error rate - all time low

3.75x faster for people to speak than it is to type

65% of smartphone owners use voice assistants

Will be able to **predict** your needs



Future of search



Pervasive in our everyday lives

25B billion connected devices by 2020

4 number of devices an average a person owns

90% of cars will be connected to the internet by 2020



Future of Search Industry



Prediction

use the power of search data
outside your campaigns



Pervasiveness

think of search
throughout the CDJ



Personalization

create personal experiences
and adapt for natural queries



Privacy

be transparent about
who you talk to



CaaP

begin investing in bots



What can
marketers do



Thank You |



Thank You best audience ever

Thank You for coming

Thank You for your support

Thank You but I am running out of suggestions

Thank You and just "Bing" it on!

Thank You and come for our next TLH

Thank You and have a good day!