



SMARTSEARCH
marketing

The Search Engine Marketing Resource Guide

Online tools, charts, guides, directories, books, blogs and more.

A must-have resource for:

Search engine marketers | Website optimizers | Pay-per-click advertisers

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The Search Engine Marketing Resource Guide

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CONTENTS

Search Engine Information. Industry Facts & Data

- General Information
- Market Facts & Data

Organizations, Groups, Books & Blogs

- Professional Organizations, Directories & Discussion Groups
- Books on Search Engines and Search Engine Marketing
- Blogs on Search Engines and Search Engine Marketing

Search Engines & Relationship Charts

- Lists of Search Engines & Directories
- Relationship Charts

Online Tools and Resources

- Keyword Discovery
- Keyword Density
- META Tags
- Position Reporting
- Link Popularity
- Spider Saturation
- Keyword Bid Cost Analysis
- Bid Management
- Conversion Tracking

Search Engine Resources

Search Engine Information

Search Engine Watch

General access (Free). / Members access (\$69/six months or \$99/yr]

<http://www.searchenginewatch.com/>

Search Engine Guide

News, articles, directory of search sites, eNewsletters, books, consultants

<http://www.searchengineguide.com/>

Search Engine Dictionary

A glossary of search engine terminology

<http://www.searchenginedictionary.com/index.shtml>

Search Engine Industry Facts & Data

Nielsen NetRatings

Ranks sites based on audience reach

<http://www.searchenginewatch.com/reports/article.php/2156451>

HitWise

Ranks sites based on market share

<http://www.searchenginewatch.com/reports/article.php/3099931>

Organizations, Associations, Directories, Discussion Groups

Search Engine Marketing Professional Organization (SEMPO)

SEMPO is a non-profit professional association designed to increase awareness and promote the value of search engine marketing. Website includes: Member directory, discussion forums, mailing lists, case studies and glossary
<http://www.sempo.org/>

Organization of Search Engine Optimization Professionals (SEO Pros)

SeoPROS.org is a not-for-profit organization of search engine optimization consultants and internet marketers developing and implementing a set of "best practice" standards for search engine optimization professionals.
<http://www.seopros.org/>

SEO Consultants

SEO Consultants Directory, resources, blogs, articles and more.
<http://www.seoconsultants.com/>

SEO Chat

Articles, forums, tools and resources
<http://www.seochat.com/>

Books & eBooks on Search Engines & Search Engine Marketing

The Search

How Google and its rivals rewrote the rules of business and transformed our culture.
By: **John Battelle**, Battelle Media
<http://BattleMedia.com/TheSearch>

Google Power

Shows you how to improve your Google searching for maximum results.
By: **Chris Sherman**, Searchwise
<http://www.googlepower.net/>

Web Search Garage

By: **Tara Calishain**
<http://www.googlepower.net/>

Search Engine Visibility

Designing, writing, and creating a web site that works for visitors as well as search engines and directories.
By: **Shari Thurow**, Grantastic Designs
<http://www.searchenginesbook.com/>

Books (cont.)

Google AdWords Handbook: 21 Ways to Maximize Results & Winning Results with Google AdWords

By: Andrew Goodman, Page Zero Media

<http://www.page-zero.com/google-adwords-book.asp>

Search Engine Advertising. Buying Your Way to the Top to Increase Sales

Search advertising strategies, tips and techniques

By: Catherine Seda

<http://www.sedacommunication.com/>

Successful Search Engine Copywriting

By: Heather Lloyd Martin, Search Engine Writing / SuccessWorks

<http://www.searchenginewriting.com/order-seo-writing-book.html>

The Nitty-gritty of Writing for Search Engines Today

Basics of SEO Copywriting. Site copy that works for crawlers and visitors.

By: Jill Whalen, High Rankings

<http://www.highrankings.com/seo-writing.htm>

Blogs on Search Engines & Search Engine Marketing

John Battelle's Searchblog

Thoughts on the intersection of search, media, technology and more.

<http://battellemedia.com/>

Search Engine Watch Blog

News and opinions from Search Engine Watch and beyond.

<http://blog.searchenginewatch.com/blog/>

Search Engine Strategies Blog

Information on the SES Conference and Expo.

<http://blog.searchenginestrategies.com/>

Marketing Pilgrim

Andy's Beal's blog on search, blogging and interactive marketing

<http://www.marketingpilgrim.com/>

Search Engine Lists & Directories

Search engines are categorized as: General Search, Directories, Pay-per-click, Meta, By-country, Shopping, Business, News, People/Entertainment, Technology, Research, Kids, Specialty, etc. etc.

Search Engine Guide

<http://www.searchengineguide.com/searchengines.html>

Search Engine Watch

<http://www.searchenginewatch.com/links/index.php>

SearchEngines.com

<http://www.searchengines.com/>

Search Engine Relationship Charts

Keep track of who provides natural search results, directory results, and paid search listings to whom.

Search Engine Watch

<http://searchenginewatch.com/webmasters/article.php/2167981#chart>

I Help You

Animated Chart

<http://www.ihelptyou.com/search-engine-chart.htm>

Keyword Discovery Tools

Overture Search Term Suggestion Tool (Free)

<http://inventory.overture.com/d/searchinventory/suggestion/>

Google AdWords - Keyword Suggestions (Free)

<https://adwords.google.com/select/KeywordSandbox>

WordTracker (Subscription required. Pricing options by day, week, month and year)

<http://www.wordtracker.com>

Trellian Keyword Discovery (Subscription required)

<http://www.keyworddiscovery.com/index.html>

SEO Research Labs

Marketers can outsource keyword analysis to this professional keyword research **service**

<http://seoresearchlabs.com/>

Keyword Density Tools

KeywordDensity.com

Free tool to analyze keyword density
<http://www.keyworddensity.com/>

META Tag Tools

META Tag Spider

Membership required (Free). See how spiders view your pages. Extract META, Title and Body information.
http://www.instantposition.com/meta_spider.cfm

META Tag Generator

Membership required (Free). This tool generates properly formatted META Tags to copy/paste into your pages.
http://www.instantposition.com/meta_tag_generator_form.cfm

Position Reporting

Web Position Gold

Check your site's current position, build pages, analyze pages for optimization, and submit pages to directories and engines, and analyze your site's traffic. Various prices for Standard Edition and Professional Edition
<http://webposition.com/>

Search Engine Optimizer

Make web pages "search engine friendly" based on targeted search phrases. Various prices for Google/Yahoo/MSN version and ALL Engines version
<http://www.se-optimizer.com/>

WebCEO

A suite of tools to help marketers research keywords, build optimized pages, submit pages, track position, and analyze link popularity. Various editions available. Prices vary from free to \$479
<http://www.webceo.com/>

Position Reporting (cont.)

Instant Position

Keyword Verification (Free).

Find out if your site is listed on the first three results pages of search sites for a particular keyword or phrase.

http://www.instantposition.com/keyword_verification.cfm

Link Popularity

Real-time analysis of your site's link popularity compared to competitive sites.

Instant Position

Link Popularity Check (Free)

http://www.instantposition.com/link_popularity_check.cfm

Market Position

Link Popularity Check (Free)

<http://www.linkpopularitycheck.com/>

Marketleap

Visibility Index

<http://linkpop.marketleap.com>

Spider Saturation

Instant Position

Search Engine Saturation Checker (Free)

Find out how many pages each search engine has in its index for your website

http://www.instantposition.com/search_engine_saturation.cfm

Keyword Bid Cost Analysis

Overture View Bids Tool

<http://uv.bidtool.overture.com/d/search/tools/bidtool/>

Compare Your Clicks

Real-time comparison of keyword prices at many smaller pay-per-click search sites

<http://www.compareyourclicks.com/>

Bid Management Tools

PPC Bid Tracker

<http://searchmarketingtools.com/ppc/ppcbidtracker.html>

Trellian Bid Tracker

<http://bid.trellian.com/>

Dynamic Bid Maximizer (Apex Pacific)

<http://www.apexpacific.com/bidmax.html>

BidRank

<http://bidrank.com/>

Keyword Max

<http://www.keywordmax.com/>

Conversion Tracking Tools

Conversion Ruler

<http://www.conversionruler.com>

Overture – Conversion Counter

Free service for Overture advertisers

<http://www.content.overture.com/d/USm/ac/ba/cc.jhtml>

Google – Conversion Tracking

Free service for Google AdWords advertisers

<https://adwords.google.com/select/faq/conversions.html>

Something missing? Comments or suggestions?

Please send an email to:
info@smartsearchmarketing.com

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About SmartSearch Marketing:

Founded in 1999, by industry expert, Patricia Hursh, SmartSearch Marketing is a full-service search engine marketing agency headquartered in Boulder, Colorado. SmartSearch Marketing takes a holistic, integrated approach to search engine marketing, building comprehensive, custom solutions for clients including: search engine optimization, search engine advertising, paid inclusion and website conversion.

SmartSearch B2B is a separate division of the company dedicated to providing search engine marketing solutions specifically for business-to-business companies.

For more information visit:
<http://SmartSearchMarketing.com>