

Whitepaper:

## Search Engine Optimization (SEO) - an Essential Guide for all Site Owners



Date: March, 2008



## Preface

When everyone knows about search engines' power to improve corporate image, quality of visitor and drive more traffic, but how many of you are really know how to do the best of work? How to make use the best mix of your paid listing and natural search result? What is the fundamental difference of two services?

This guide is dedicated to all site or business owners and marketers, whoever wants to improve corporate image and overall visibility of your site.

### Difference of Search Engine Marketing (SEM) service

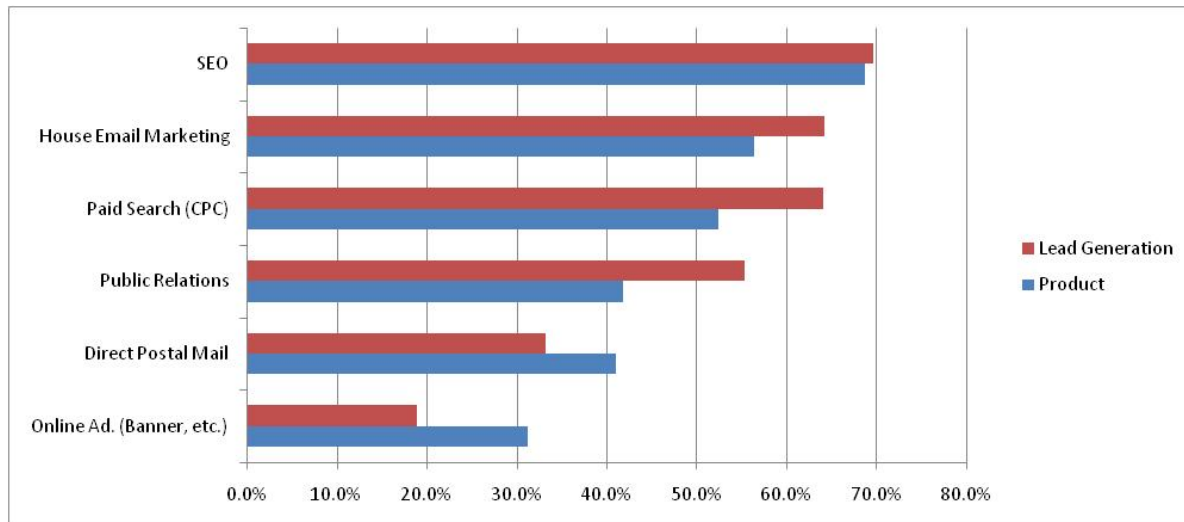
Search engine marketing usually points to paid listing (paid for placement) service, which is offered by those major search engines, like Google, Yahoo! or Baidu. However, this term also generate a lot of questions from site owners when Search Engine Optimization service became popular recently. Less really knows the difference between two services. Here's the summary which may make it clearer in all key aspects:

Comparison	SEO (Organic Result)	Paid Listing
Critical Factor of Success	Optimize right keywords in targeted page	Setup right portfolio of keywords which is on right target audience
Limitation on Keyword	Yes, limited to size of website	No, as many as we can explore of relevant content
Methodology	Website optimization to stimulate ranking through tweaking code and link building outside	Pay for performance to guarantee the presence and result
Limitation on Ranking	Natural ranking. We may not control exact rank	Bid for position, we can control over it
Search result	Minimal control over title but can't control description	Control every single line of title and description, only limited to relevant content
Application	Backbone traffic building and brand presence over internet	Campaign or short-term traffic boost
Payment	Fee for SEO consultancy and website production cost	Fee for paying clicks and agency commission for bidding management



## Why Search Engine Marketing is important?

Search Engine Marketing is a way to drive new customer to your website. It composes of Pay-per-click (PPC) and Search engine optimization (SEO) in general. According to MarketingSherpa's survey, US marketers have already recognized the power of SEO, revealing that 69% out of 3053 clients ranked SEO as the most effective tactics.



Ranked Tactics	Product	Lead Generation
SEO	68.7%	69.7%
House Email Marketing	56.4%	64.2%
Paid Search (CPC)	52.5%	64.1%
Public Relations	41.9%	55.4%
Direct Postal Mail	41.1%	33.3%
Online Ad. (Banner, etc.)	31.2%	19.0%

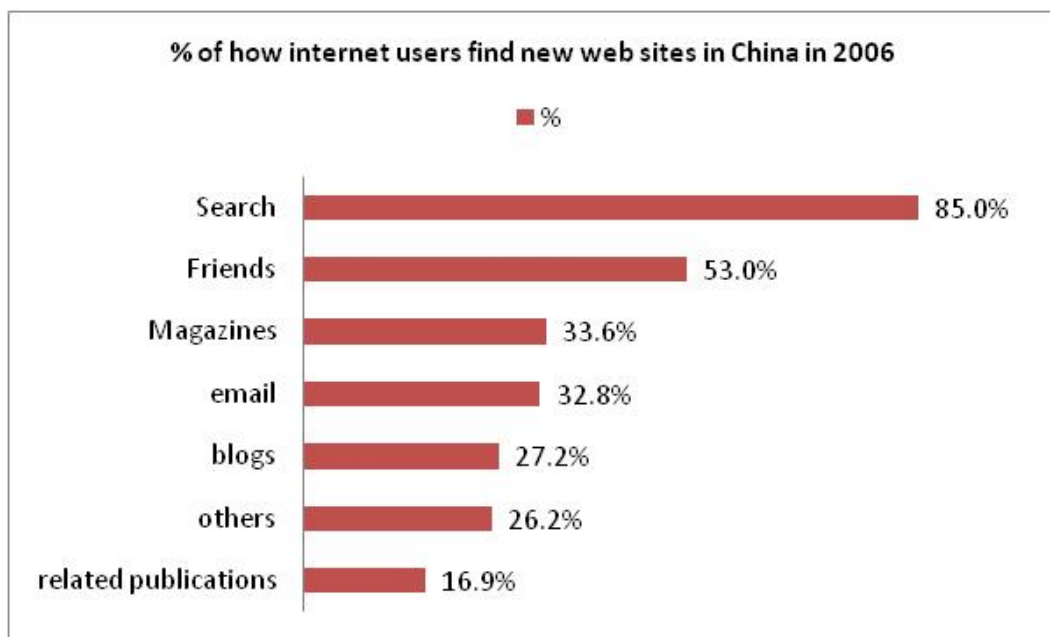
\* 2006 MarketingSherpa, Search Marketing Benchmark Guide 2007

This surveyed all clients for last 12 months of 2006, based on real-life results of their own campaigns. Above are separated by two types of offerings, products sold like books, hotel bookings, PCs...etc. and lead generation like financial services, business offerings...etc. From the result, SEO led ahead of house list email marketing, PR and Banners. Search engine marketing, combining SEO and paid search as a whole, is a vital part of any performance based marketing plan.

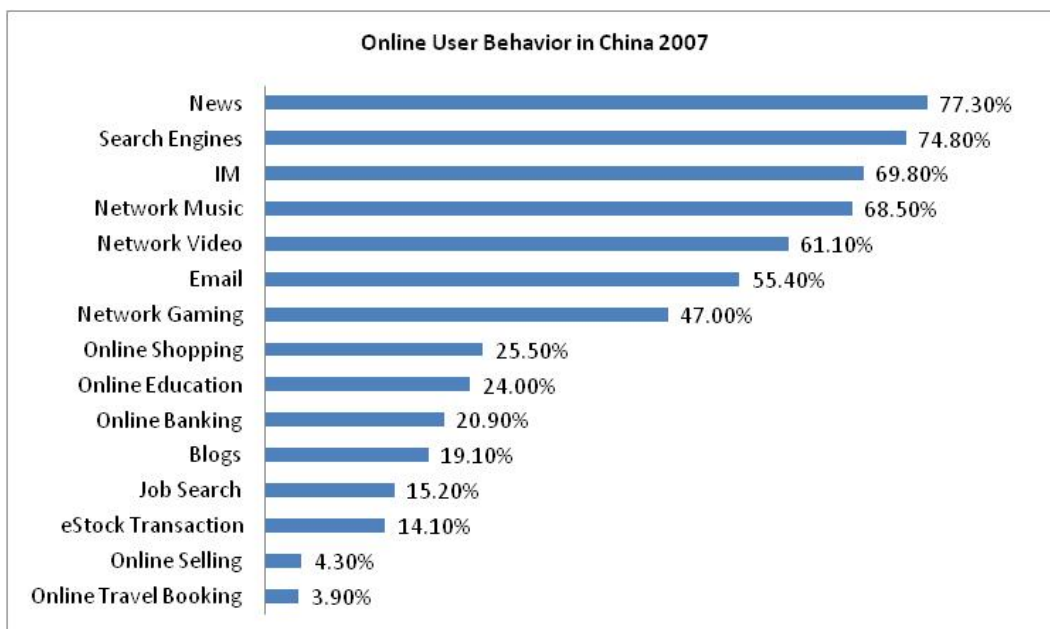


## China audience discovers your website mainly through search engine

When we zoom to China market, statistics showed strong on search, while 80% of sites are found through search and almost everyone begins their web browsing at one of the major search engines. In China, 85% of Internet users find new web sites using search engines, compared to 53% from friends, 33.6% from magazines, 32.8% from Emails, 27.2% from blogs and 16.9% from related publications. [1] According to CNNIC's survey, search engine is the second most used internet service among all.



\*Data source: ADMA Pocket Guide Series 2006



\*Data source: July 2007, CNNIC

## How do people interact with your brand online?

Most of the people nowadays show interests when they post query in search engines and find whatever they think relevant to their needs. That is why search engine marketing becomes one of the most effective digital marketing tools. The following figure illustrates the common flow of how people interact with your brand and find your company website or product:



## So, what is SEO?

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via “natural” (“organic” or “algorithmic”) search results. By designing, writing, coding (in HTML), programming, and scripting your entire web site will improve your chances of your web pages appearing at the top of search engine queries. Earlier a site is presented in the search results, the higher it ranks, the higher the chances of searchers visiting the site. <sup>[2][3]</sup>

SEO will not be a one-time endeavor with a finite ending. Search engines take into consideration the “freshness factor”, which means that sites with updated content will consistently rank higher than sites with out-dated content. In addition, the major search engines do occasionally wholesale algorithm shifts, which change the ranking factors overnight. <sup>[6]</sup>

## Why SEO?

- When Paid search starting to get expensive, SEO tends to be less expensive in the long-run.
- Most people choose to click on natural results rather than sponsored search results. SEO has been known to have a slightly higher conversion rate than PPC advertising thus improving the return on the marketing dollars.
- Organic SEO also has the potential to show results for long tail and obscure search queries. Google has recently put out a statistic that said 50% of all Google queries are wholly unique. <sup>[5]</sup>



## Key factors for ranking <sup>[14]</sup>

While ranking criteria varies among search engines, most grade your Web pages based on the key factors below:

- **Content**
  - In the SEO industry, “content is king”. High quality, useful relevant content is one of the main aspects of SEO. Good copywriting will help generate high quality inbound links which are an integral part of the organic ranking algorithm.
  - Text content works best. Search engine spiders cannot crawl flash-animated diagrams and photos.
  - Up-to-date content
- **Website structure**
  - Static pages rank better
  - Navigation and indexation of a site. Whether the site is “spider-friendly” and crawlable are the very basis of SEO
- **Prominence and frequency of Keywords**
  - How early in a web page’s title, description, body text, or other places on your pages that your keywords appear.
  - How often a keyword appears in a page’s title, description or other places on the page.
  - Targeting on the right keywords that match with your site content.
- **Link popularity and reputation**
  - Link popularity refers to the quality and authoritativeness of other related web sites that are linked to your site.

## SEO implementation basic

To attract your potential customers to visit your site, you need to well plan on your content strategy, then comes up with a solid keyword strategy inside your site. Effective SEO is about knowledge of your customers (no agency knows better than you do), how people search, and of course - your goal (i.e.: sales, traffic, ranking improvements or brand awareness). Each SEO campaign is unique, depending on a number of factors - including the goals of the website, technical implications and determination inside your corporate.

## Why doing SEO with OneXeno?

We understand how brand’s visibility is so important that you can’t ignore. We are experience in serving corporate clients so that you save your time and money on trial-n-error. With our in-house expertise and tools in place, we provide a reputable SEO service that serve corporate clients with all needs. Our technical and project management team will guide you along, providing strategies, planning and all technical support and analysis tailor-made to your need.

**Contact us TODAY** to discover how we can help you integrate SEO into your overall marketing and business strategies. Visit us at <http://www.onexeno.com> or contact below:

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