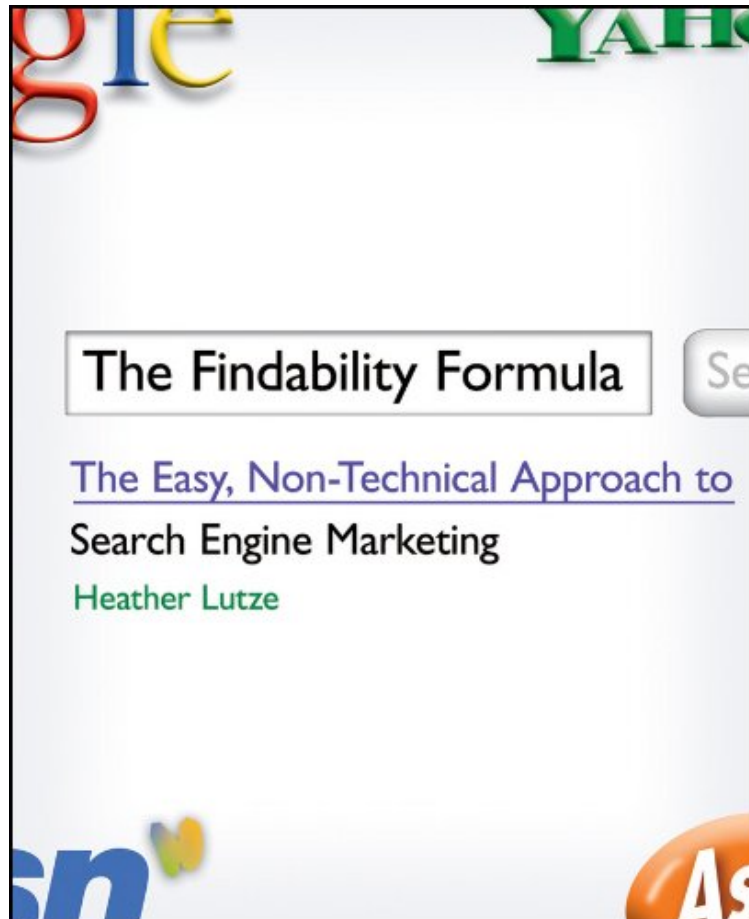


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The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing

Heather F. Lutze

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Heather F. Lutze : The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing:

1 of 1 people found the following review helpful. Informative primer on marketing with the search enginesBy Vincent PoirierDavid Ogilvy wrote "Confessions of an Advertising Man" and rocked Madison Avenue. He gave away his trade secrets! He told people how he came up with his campaigns! He showed them how to do it! When others questioned his sanity, he replied simply that his customers were not advertisers and they did not want to do it themselves. In effect Ogilvy had published an advertising brochure for his firm.Many "How To" authors out there write books promising to teach you how to make widgets. The book outlines the steps but when it comes to actually giving away the procedures and the real "how to", we find the author wants us to call his firm for a consultation. Heather Lutze is above this and actually gives readers full and useful information.She starts by explaining why search engine marketing is different

and outline steps to follow in any marketing campaign. She argues for starting with paid searches, and against the popular misconception that novices should start by optimizing their page to show up higher in the free searches. Among other things, paid searches get you feedback data. But before telling you how to do that, she describes marketing strategies. For instance people go through an average of five search sessions over several days before buying online, so your keywords ought to be those that corresponds what your customers are. If you deliver pizza delivery in a suburb of Montreal, your keywords ought not be only "pizza" and "delivery" but "pizza", "delivery", "cartierville" (the neighborhood), and "livraison" (French!). Other examples of good advice given in its proper place include making keywords part of the URL, including keywords in the first four lines of the web page copy, aiming for searches to land on the RIGHT page rather than on your top page, writing copy that informs rather sells (i.e. soft selling rather than aggressive hard selling). In the end of course, Heather Lutze makes money from consulting not from selling books, so she wants people to hire her firm to do their internet marketing. It's an honest book and small businesses can indeed use her formula to do their own marketing. Larger firms however are likely to hire professional talent. Like David Ogilvy, Lutze understands that giving away her secrets is an honest way to convince her prospective customers that she knows what she is doing. Vincent Poirier, Tokyo1 of 1 people found the following review helpful. Great book on PPC and the Art of KeywordsBy Susan H.I wanted an introduction to PPC, keywords and Google adWords, and landing pages so I knew this book was not about SEO. You can find a ton of material on SEO already, why buy another book about that. She talks about a critical step when you first launch your website. Before you have organic traffic, you gotta get some sort of traffic, so you craft a PPC ad and get an idea what people will actually click on. Then you use that knowledge to craft your SEO Strategy. Easy beezy. (99% perspiration though haha) I would rate it five stars if only the links in the book aren't broken already. Even the example in the first few chapters, talking about her PPC ad, is obsolete. Her example ad no longer exists. I know it used to be there because I owned a print copy of this book in 2010. I relocated to Hawaii so I donated all my books to charity. I just bought it on Kindle :) I really like the methodical explanations of how you generate keywords, organize them in themes and then write PPC ads, while designing relevant landing pages. So clear! I got more than my money's worth, even if I had to pay twice! :) 2 of 2 people found the following review helpful. A Great Starter Book for a Befuddled Aspiring Web-entrepreneur. By CustomerEven to one with only rudimentary knowledge of the internet, it is obvious that there is a gold-mine out there. I imagine billions of customers clamoring for the opportunity to buy what I want to sell--All I have to do is show them where it is and how to buy it. It sounds so easy. So easy that I quickly went through several thousand dollars and was still no farther ahead than I was when I started. Well, that's not exactly true. I have several festering sores from having been gouged by people who wanted only to help me, and, of course, get nice large chunks of money for that help. But I continued searching for the way to let all of those buyers get to my products. When I found Heather Lutze's book, "The Findability Formula", it was like having somebody shine a spotlight on the answers to the questions that I didn't even know I'd needed to ask. Lutze cuts to the chase with her clear, concise instructions, and great resource lists for finding solutions to those questions I didn't know to ask. Happily I am now better informed than many of the "helpers" who held themselves forth as experts. Although I am yet in the beginning of this new business of internet sales, I know "The Findability Formula" will always be at hand as a quick and easy reference. This is not simply a book touting "Pay Per Click" word purchasing, but it emphasizes the need for carefully selected "Key-words" to lead customers to the website. Key-words plus well coordinated advertising campaigns using many of the resources Lutze suggests. Thank you Heather Lutze. Bob

To be successful in business you must be able to attract the right clients and persuade them to buy. However, on the internet, people only see what the search engines direct them to and the competition for those top spots is fierce. So how do you ensure that your business is front-and-center when prospects are searching for solutions? The answer is The Findability Formula. The Findability Formula is for anyone who wants to improve results from Internet marketing. The book is specifically written for business owners who are frustrated with a website that is not showing up in search results and not generating business. The Findability Formula will help readers understand how prospects and customers search for products and services on the Internet, and will show them, step-by-step, how to optimize their findability. The book will be a non-technical guide to effectively building and implementing, from the ground up, an Internet search marketing program that gets results. The reader will learn how paid search works, and how paid and organic search can work together to create optimum web visibility and reduce paid search costs over time. The basic message of the book is that there is a formula for findability and for converting prospects to purchasers. Readers' Benefits from The Findability Formula: * A complete step-by-step approach to search engine marketing applicable to any product or service, The Findability Formula will include easy-to-follow instruction from chapter to chapter as well as launch checklists in the appendix. * The most up-to-date search research and statistics available, including uncommon ways to connect with your online buyer. * Shows the reader how to avoid common search marketing mistakes that cost big money. How to not be bullied and take control of in-house e-commerce department strategies and SEM agencies. * A small company can compete successfully in search with larger, well-established competitors. How to work smarter to get even better search engine "findability". * Maximizes the reader's investment. The reader

won't waste money by needlessly paying for "clicks" from customers who have no intention of buying. The investment in this book will be repaid thousands of times over. * Saves time, money and energy in creating in-house search marketing programs and properly tracking results by keyword. Negates the need to hire outside SEM agencies

"...shows how to position your business front and centre when prospects are searching online for solutions you can provide." (Globe and Mail, April 2009) From the Back Cover Get your business noticed and make more profits with world-class search engine marketing. If you're dissatisfied with your Internet marketing, The Findability Formula will show you how to make your business more visible to customers when they're ready to buy. Whether you're a seasoned search marketer, a paid search advertiser, or a complete novice, this book will help position your business front-and-center when prospects are searching for solutions online. In simple, non-technical language, renowned search engine marketing expert Heather Lutze reveals how to achieve "findability" through the use of the ideal keywords applied to both pay per click campaigns and organic search optimization. She includes a wealth of creative strategies for keeping campaigns fresh and effective, so that you can re-energize stale Web sites or tweak successful ones to make them even more profitable. In addition, Lutze explains how to respond to your customers and understand their issues, wants, and needs so that you can more easily turn prospects into customers. Her step-by-step approach, up-to-date research, and warnings about common pitfalls make this the ultimate practical guide to getting your business noticed on the Internet. "Getting more attention than your competition is about more than Flash. The Findability Formula shows you how to get to the front of the line and stay there. We could not have done it without this book." —Patrick Cox, President, TaxMasters (txmstr.com) "Lutze is a true leader and visionary in SEM. Businesses of all types and sizes will benefit from reading her insights and implementing her recommendations." —Wendy St. Clair Pearson, Senior Director of Marketing and Communications, Verio, Inc. (verio.com) About the Author Heather Lutze is a nationally recognized Internet marketing speaker and consultant on search strategies. She has more than ten years of hands-on management experience in pay per click, search engine optimization, and landing page testing. She is also the founder of Lutze Consulting, a search marketing agency that helps companies improve their results and increase sales through paid search and organic search optimization.