

Subject: ROI Marketing News - Wishing You a Prosperous 2008

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ROI Marketing News is about using the Internet to build relationships for online marketers, published periodically by Rapport Online Inc. Feel free to forward this newsletter in its entirety to a friend or to link to the archived copy. See the end of this message for information about subscribing or unsubscribing.

Maybe you are so smart and organized that your 2008 plans are already in place, but in the event you could use a few fresh ideas for the coming year, here are some things that we see happening.

In this issue:

- * [Search engine marketing has become very competitive.](#)
- * [Online marketing planning for 2008.](#)
- * [How does Web 2.0 fit into the Internet Marketing ROI chart?](#)
- * [Ask the Search Guru](#)

[Search Engine Marketing Has Become Very Competitive](#)

Ah, for the good old days when the big ad agencies thought banner advertising was online marketing and their big bricks and mortar clients thought the big ad agencies knew what they were talking about. In 2007 the last of the elephants seem to have caught on and we are being really challenged for position in natural search results and bid way up in paid results.

That's not all, Google has finally addressed the gaming of inbound links from bookmarking sites and blogs (called Web 2.0) to boost sites in search results. What are we to make of all of this and how do we maintain our strong positions? [Read the complete article.](#)

[Online Marketing Planning for 2008](#)

We have always used our chart of online tactics according to their return on marketing investment in planning Internet marketing programs. As 2008 approaches we see no reason to change our ways. The Web environment has changed, however, to make some of the tactics easier to implement and others more competitive. [What new opportunities should marketers view in 2008?](#)

[How does "Web 2.0" fit into the Internet Marketing ROI chart?](#)

Internet marketing has entered its teens. After a dozen years of yabble babble and catch phrases that dominate the press discussion of Internet marketing I have typically ignored the rush to crown the latest hot topic as the next big thing and stuck to what works.

The latest catch phrase "Web 2.0" has been beaten to death this year. Grump that I am, I see it only as new tools for doing what people have always done on the Internet, interact. Web 2.0 is not a marketing tactic, but rather a collection of tactics that have been recognized by the online marketing press (finally) and enabled through better Internet tools. [Read about how Web 2.0 fits into the Rapport Marketing tactics.](#)

Dear Search Guru:

The point of this newsletter is to offer practical information to help customers and subscribers have a little edge in online marketing. The "Dear Search Guru" section is to answer questions that people email to me. If you have a question that you think others are likely to puzzle about or something that needs a little research, send me a question with "Dear Search Guru" in the subject and I might include it in the next newsletter. Your name and link to your website will be included when the answer is posted unless you specify that you want to be anonymous. Here is January question from Becky Bennett owner of [Flags on a Stick](#):

What is social bookmarking? I received an email from a company offering their services. I did a search to see what this is all about. Here's one link I found. Does this really help and is it worth doing????

<http://www.registereverywhere.com/freelinks.php>

There are many sites that provide the ability to create bookmark lists to share with others. The rationale is that if you are using more than one computer, you can always have access to your bookmarks without keeping duplicates on each computer that you use. When you set up your bookmarks you can indicate keywords that go with them. For example, you might set up a list of bookmarks with Internet and marketing as keywords. If you indicate that your bookmarks can be shared the site hosting the bookmarks allows your bookmarks to come up in search results by other members who are searching for "Internet" or "marketing."

The theory is that by getting your site and articles bookmarked by visitors to your site, the links coming from the bookmark hosting site will bring traffic from others hosting their bookmarks there and also influence Google because of the inbound links coming from the bookmarking site. The idea is that you should carry links to all of these bookmarking sites on your website to encourage your visitors and customers to add links to your site to their portable bookmarks.

We have been testing this on our site using <http://www.addthis.com>. Sign up with this service and you can get a little link image that you can see similar to the one at the bottom of our home page that has a plus sign and says Bookmark. If you click on that icon you will see a list of all the bookmarking sites that anyone could possibly belong to. Most people I know simply use the bookmark on their computer if they want to save a site, but if they share it through one of these services it does help build pointers to your site. Question is, does it benefit our site or might it even hurt?

AddThis.com has set up a tracking tool to let you know how many people have used Add This to bookmark your site. We

like tracking tools. I checked after our site had been linked to Add This for several months - nary a link. It seems to me that these "social bookmarking" sites are the main beneficiaries of this scheme. To use the service we need a link to them on every page on our site and in return we get, maybe a link or two back? Not only that, but this could be the very kind of scheme that Google is modifying its algorithm to defeat.

I plan to strip this tool off our site now to see if it makes any difference in our Google page rank and position in search engine results.

One more point about this question, I use the Alexa tool bar, which provides Google page rank as well as Alexa ranking information. The Register Everywhere site that is linked to in the question has a Google page rank of 0. There can be two reasons for this; either the site is so new that Google has not ranked it yet or the site is being penalized by Google.

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