



Maximising your online presence in 2011



Data-driven approach

The Stickyeyes data set currently comprises of:

8.4TB database of historic PPC, SERP positions, link profiles and page data

50,000+ pages a day processed

10,000+ keywords tracked hourly down to the top 100 positions

1.5 million websites back links, spidered for on-page and links

34.2m pages of historical information tracked

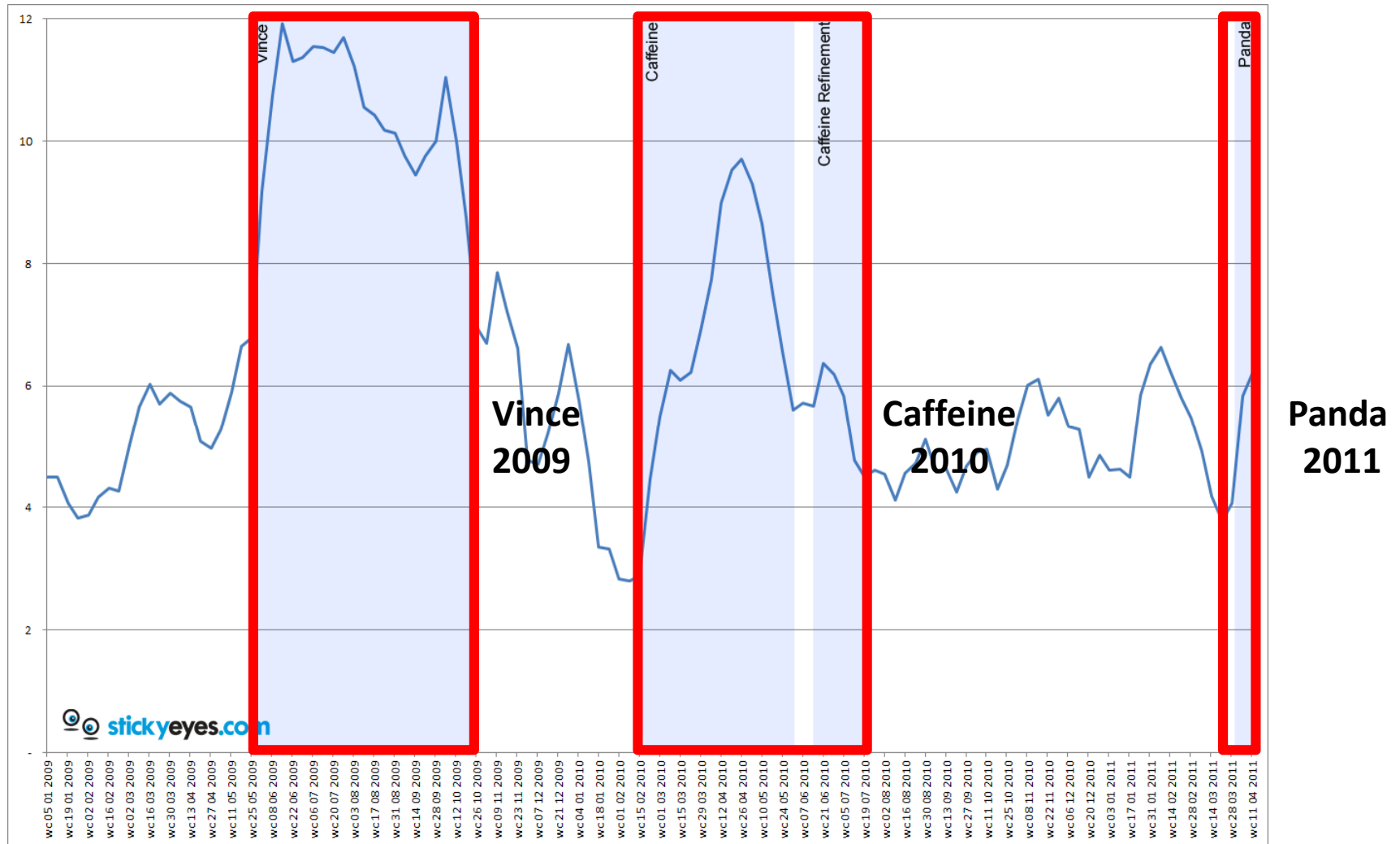
71 servers distributed across 15 countries







Regular Algorithm updates from Google



Current PPC Landscape

24% more searches in the last 12 months, but only 9% more consumers

Cost per click increased by **11%** in the last year

People are spending more time researching & refining their needs before purchase.

Your message needs to be right, consistent with a greater cross-channel spread.



Multiple Customer Touch Points:

Google says users searched **18** times, on average, before booking in 2010

PPC/Organic SEO



Info/Comparisons



Reviews / Blogs



Platform variety further fragments search:



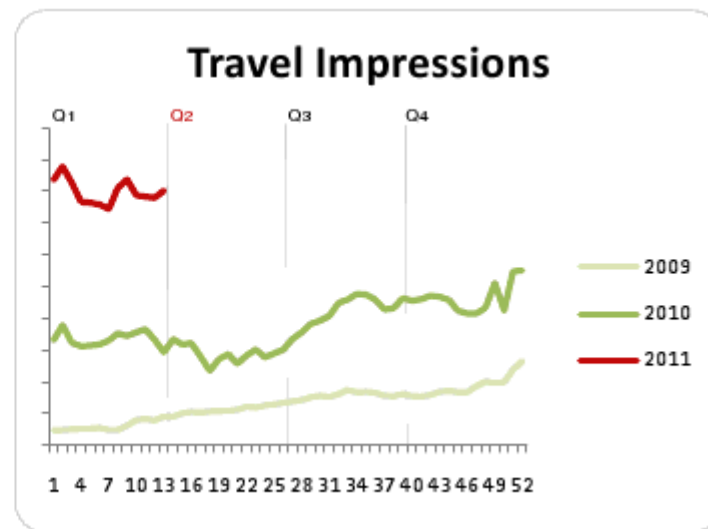
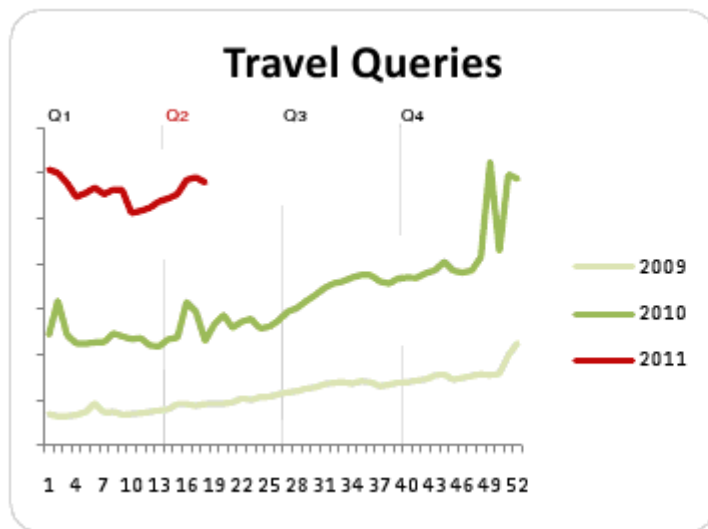
Boom in mobile advertising

Source: Google

Amazing growth

Year on Year	Queries	Impressions	Clicks	Ad depth	CTR	CPC (£)
Q1	133%	139%	287%	25%	62%	-26%

Due to internal compliance regulations we are limited to show **Impression, Click, CTR and CPC growth** for closed quarters only.



Summary

Multiple channels

Multiple platforms

Regular search engine updates

**Are you engaging at every available
touchpoint?**



Your SEO strategy



Don't take
short cuts!

Google™



 stickyeyes.com

Your Content & Online PR strategies

Creates natural link inventory

Speaks directly to consumers

Has a wide reach

1) The Duty Free Piste, *Ischgl* – Skiing.....and Shopping

This is an amazing long and winding red run that always seems to have fresh, virgin snow. You begin in Ischgl but ski across the border into Samnaun in Switzerland where you can take advantage of the duty free offerings – hence the name. Be warned however, there are customs guards on patrol ready to dish out fines for those who go over the customs limit so it is advisable to stay within this limit. Even if you don't fancy stocking up on duty free however, this is a thoroughly enjoyable and memorable run, well within the capabilities of intermediate skiers.



Europe's best slopes: The slopes you must try once in your life!

FEBRUARY 17, 2011 BY JENNY SIMPSON

What are the best skiing experiences in Europe? We have selected some of our favourites based on length, difficulty, environment and the overall experience. 1)...

[CONTINUE READING ▶](#)



Plan around consumer needs

Why?

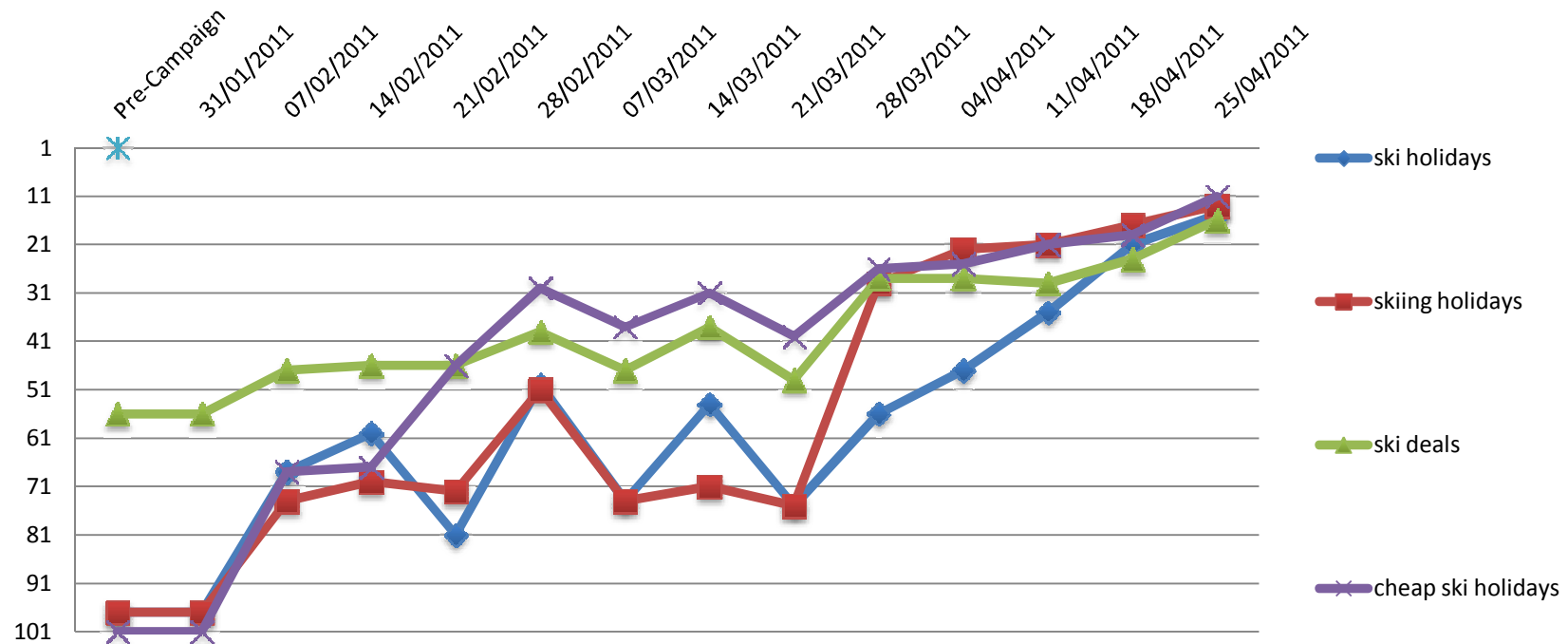
Where?



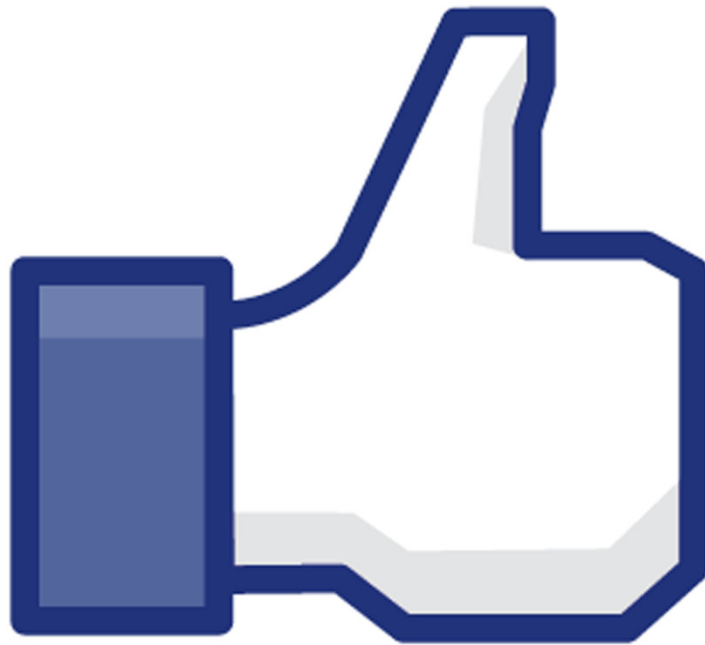
What?



It will improve your rankings!



Likes & follows become sales...



Increase your contact databases

Offer incentives (but stay on brand)

Link up with complimentary businesses

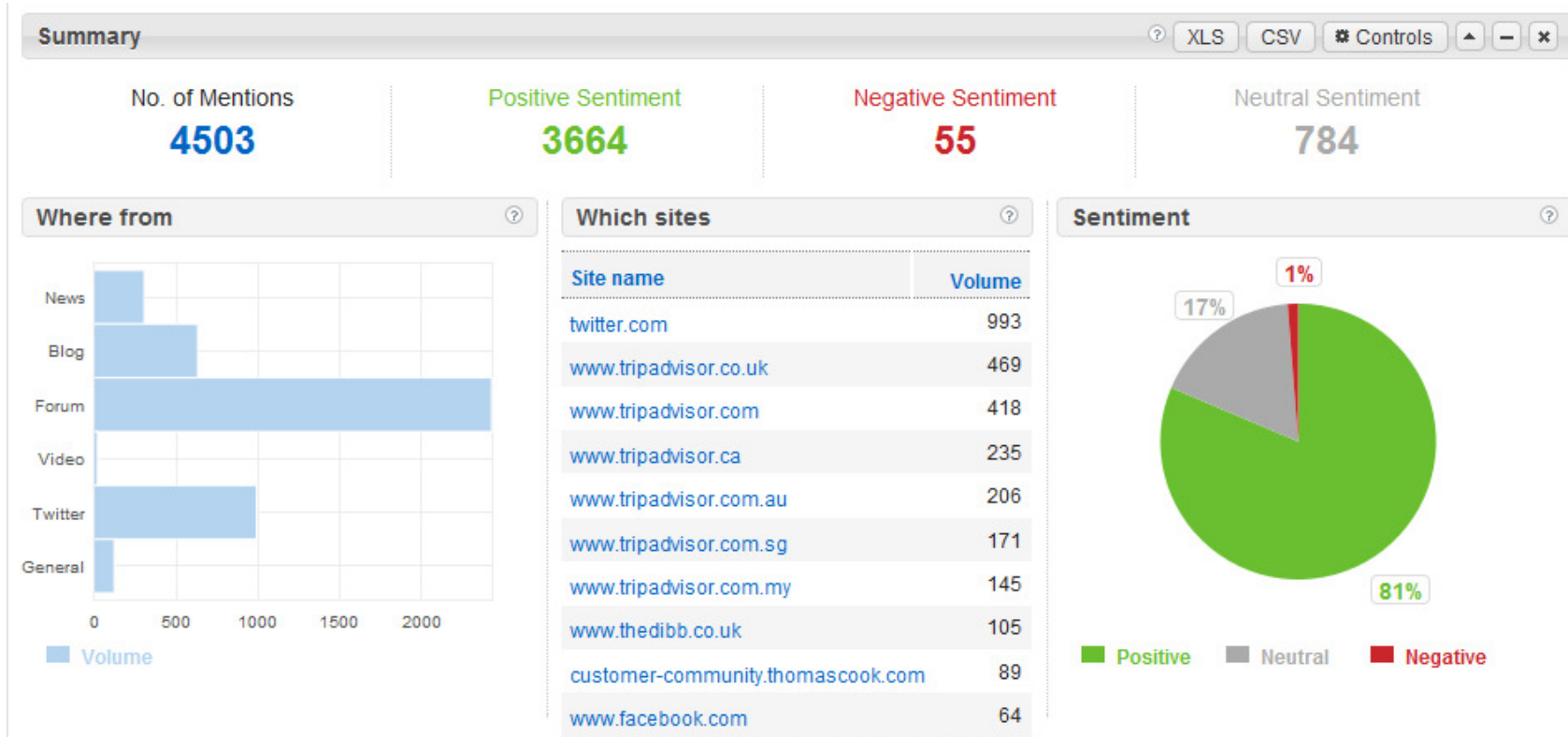
***Really* engage, with *real* people
(through blogger outreach reviews)**

Stay on topic...



Monetise your social media cont'd

Source: SocialEyes – Social Media Monitoring



There's no 'one size fits all' solution, **explore** your social landscape first...



Local Searches

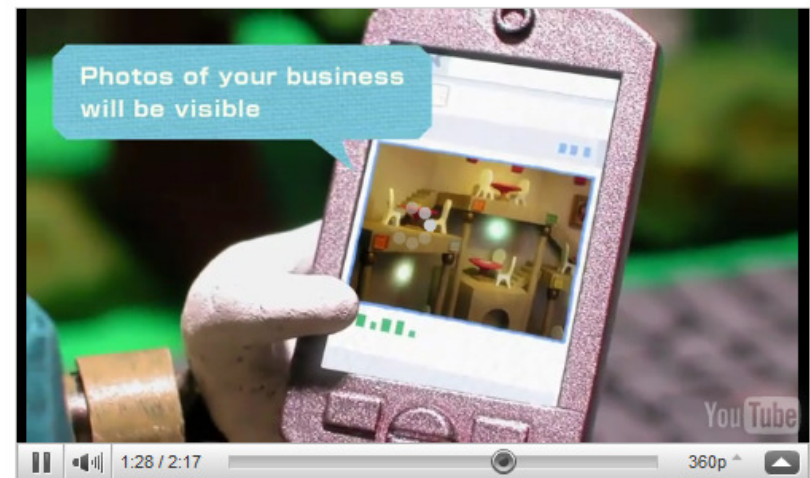
- When you claim your properties include as much information as possible
- Actively pursue positive reviews
- Be Social – Be Friendly

BREAKING NEWS

Google are now offering FREE photography of interiors

Think Google Streetview for hotel interiors!

Imagine the power of that on search results...



Make your site work harder for you

Increase efficiencies

Conversion Optimisation =

- Measurement
- Analysis
- Planning
- Testing

**If they want to buy, make it easy to
find payment routes**

**If they don't want to buy, make it easy
to engage with you**



Make your site work harder for you cont'd

Conversion Optimisation

Projected returns

50,000 clicks @ 90p = £45,000 x 1.2% CVR = 600 sales @ £75 each

Conversion optimisation improves CVR to (at least) 1.5%

50,000 clicks @ 90p = £45,000 x 1.5% CVR = 750 sales @ £60 each

25% Campaign Improvement



Get your messages right across *all* channels



This woman...

...doesn't want
this message



Get your messages right across *all* channels

Quick checklist

A common danger of a multi-agency approach

1. Have you optimised for the right terms?
2. Are your Facebook incentives brand appropriate?
3. Have your PPC ads got the right focus on price?
4. Is your blog content relevant and have calls to action?
5. Are your display ads high quality?
6. Have you plugged all the gaps?



Choose your battles...armed with the right information...

Hollywood terms offer more potential revenue, but how much would it cost to get there?

Mid and long tail might be more appropriate for your business model and budget...

Search term	Potential Estimated Monthly Revenue at Position 1 in Google organic search results*
"cheap holidays"	£1,471,250
"cheap holidays abroad"	£72,493

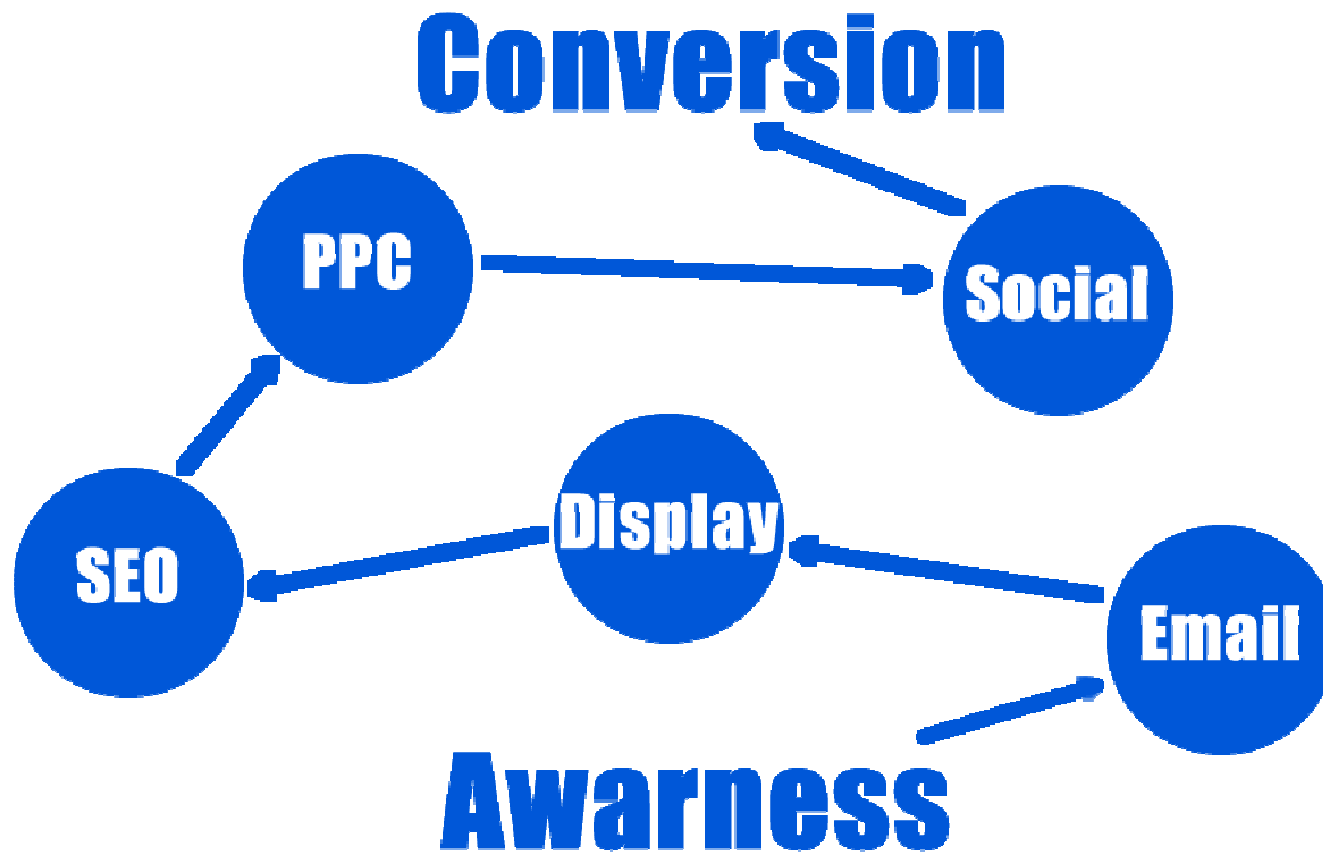
**based on research of the UK travel vertical by Stickyeyes.*



Understand the attribution

Source: Google

There are multiple routes, but who is claiming the sale?



Summing up...

THINK HUMANS...

**THE ROBOTS WILL
FOLLOW...**



Sources and Useful Links

To find out about creative and data-driven solutions from Stickyeyes

Email: travelteam@stickyeyes.com

Twitter: [@stickyeyes](https://twitter.com/stickyeyes)

Monitor and protect your brand online with <http://www.marketdefender.com/>

360 degree view of Social Media with <http://social.stickyeyes.com>

