

THE GENESYS SESSION

Search Engine Update 2013

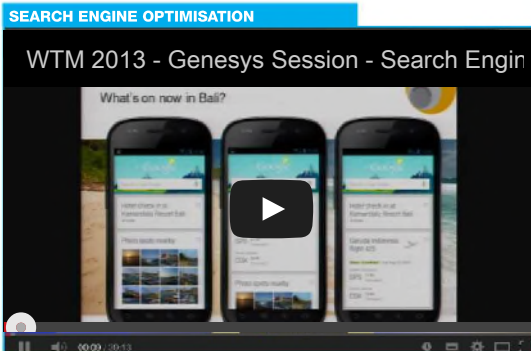


Search engine optimisation is of ever-growing importance in the digital age – get it right and your customer exposure will go through the roof, get it wrong and you could seriously lose out. Paul Richer of travel technology consultancy Genesys offered suggestions on how to make the most of your online presence.

Speakers Andy Jones (Head of Search Account Management, Yahoo), Nate Bucholz (Industry Head, Travel, Google) and Sebastien Gibergues (Director Leisure & Online Travel, Amadeus) headed up an invaluable session on search engine optimisation at this year's WTM on Tuesday, sharing their expertise on how to make the most of search.

Yahoo's Andy Jones opened by focusing on how the model of paid search is beginning to influence the display market. He explained search is crucial to conversions, and the line between search and display is becoming increasingly blurred. Research shows a user will spend practically the same amount of time engaging with native advertising as with the editorial content of a webpage, and advised listeners to follow these three crucial steps:

- 1 Think Editor, not Search Marketer
- 2 Don't try too hard (avoid slogans or ad copy)
- 3 Think imagery, not just words



Nate Bucholz took to the stage to explain how Google was evolving in pursuit of refining and improving search for users, quoting Google CEO Larry Page's statement: "The perfect search engine should understand exactly what you mean and give back to you exactly what you need."

Bucholz outlined the evolution of search marketing from a tool-focused 'product era' in which the marketer understands adwords and has full comprehension of the tools available. From this point comes progression into the 'consumer era' where effort is given to understanding the customer journey in addition to the

available tools and tailoring the marketing message based on insights into the customer. Beyond these stages, and an area in which Google is moving into, lies the 'predictive era' – the customer context stage.

This stage is about prediction – offering the customer something before they are aware that they want it. The stages themselves are not mutually exclusive – businesses should ideally consider all three consecutively to really get the most from marketing.

Sebastien Gibergues provided a B2B perspective on the issue, explaining that search technology was at the core of the online travel world, crucial to both advertising and the all-important conversions. Gibergues outlined a paradigm shift in travel search, explaining that limiting consumer choices reduces anxiety for shoppers and facilitates the purchase decision process.

Speakers from



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