



L A T I T U D E

Latitude Search Evolution

Wednesday, 14 November 2007



Latitude



L A T I T U D E

- ✓ The UK's largest independent search specialist
- ✓ PPC, SEO, Social media and Digital Campaigns
- ✓ Net imperative campaign of the year award for total jobs
- ✓ Over 60 GAP professionals
- ✓ Thought Leadership
- ✓ The ROI agency of choice



Wikipedia Definition:



L A T I T U D E

“SEO is the process of improving the volume and quality of traffic to a web site from search engines via the natural search results”

What we should be saying...



“SEO is optimising a site so that the search engines know what the site is all about and how it can help the online community / consumer”

Content is still king





L A T I T U D E

What is content?

Articles

Press Releases

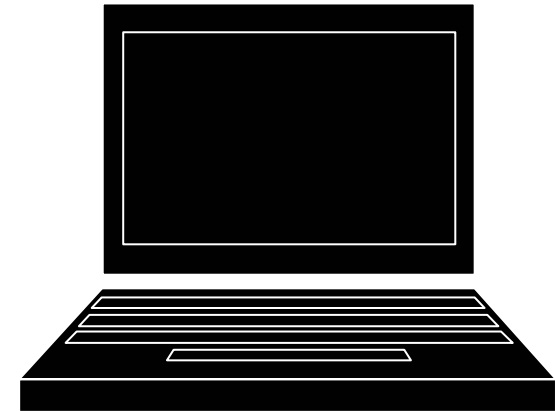
Blogs

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From the horses mouth



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Advanced Search Preferences

Search: the web pages from the UK

Web Results 1 - 10 of about 201 for "How the US Search Marketing Industry Missed out on Nearly \$11 Billion in 2006". (0.19 seconds)

Try your search on [Yahoo](#), [Ask](#), [AllTheWeb](#), [Live](#), [Lycos](#), [Technorati](#), [Feedster](#), [Wikipedia](#), [Bloglines](#), [Altavista](#), [A9](#)

- [1. How The US Search Marketing Industry Missed Out On Nearly \\$11 ...](#)
How The US Search Marketing Industry Missed Out On Nearly \$11 Billion In 2006 A greater reliance on in-house search skills is identified as one of the main ... domainsmagazine.com/Domains_15/Domain_7233.shtml - 17k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#)
- [2. Frauds](#)
How The US Search Marketing Industry Missed Out On Nearly \$11 Billion In 2006 - New Risk-Free Domain Naming Service Puts Cybersquatters Out Of Business ... domainsmagazine.com/Domains_15/index.shtml - 96k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#)
- [3. How the US Search Marketing Industry Missed out on Nearly \\$11 ...](#)
How the US Search Marketing Industry Missed out on Nearly \$11 Billion in 2006 By: Stephen Powers (PRWEB) Tuesday, May 8 2007, 2:25am. ARTICLE TOOLS ... news.bigg.net/n56385-How_the_US_Search_Marketing_Industry_Missed_out_on_Nearly_11_Billion_in_2006.html - 27k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#)
- [4. BigHand Enables Successful Outsourcing at London Property Firm ...](#)
How the US Search Marketing Industry Missed out on Nearly \$11 Billion in 2006 news article Attention All Animal Lovers! news article ... news.bigg.net/n56388-BigHand_Enables_Successful_Outsourcing_at_London_Property_Firm.html - 26k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#)
[More results from news.bigg.net]
- [5. How the US Search Marketing Industry Missed out on Nearly \\$11 ...](#)
How the US Search Marketing Industry Missed out on Nearly \$11 Billion in 2006. Webmaster News news releases ExactRelease.com - the news as it's released(tm) www.exactrelease.com/how-the-us-search-ma-link-38455.html - 6k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#)
- [6. How the US Search Marketing Industry Missed out on Nearly \\$11 ...](#)
How the US Search Marketing Industry Missed out on Nearly \$11 Billion in 2006. New White Paper examines transatlantic 'search gap'; calls on search engines ... press.page2go2.com/0078064.html - 11k - [Cached](#) - [Similar pages](#) - [Note this](#) - [Filter](#)
- [7. How the US Search Marketing Industry Missed out on Nearly Billion ...](#)
How the US Search Marketing Industry Missed out on Nearly \$11 Billion in 2006

201 websites have picked up on Latitude's whitepaper and are linking back to the website

What's driving this change...



Google Universal



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Web Results 1 - 100 of about 155,000,000 for **iphone**. (0.09 seconds)

[Official iPhone Store](#) Sponsored Link
www.apple.com/iphone_store 8GB iPhone only £269. Purchase online, get free shipping.

[Apple - iPhone](#)
iPhone is a revolutionary mobile phone that lets you make a call by simply pointing your finger at a number. [Learn more about iPhone](#)

Natural


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Learn about the new iPhone. [Similar pages](#) - [Note this](#)
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[iPhone - Wikipedia, the free encyclopedia](#)
The iPhone is a multimedia and Internet-enabled quad-band GSM EDGE-supported mobile phone designed and marketed by Apple Inc. User input is accomplished via ...
en.wikipedia.org/wiki/iPhone - 153k - [Cached](#) - [Similar pages](#) - [Note this](#)

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By Claudia Lee
iPhone
Telegraph
[Readers' Choice](#)
It's stunning
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News

[Linksys iPhone - Wikipedia, the free encyclopedia](#)
The Linksys iPhone is a line of internet appliances from Cisco Systems. The first iPhone model, released by Infogear in 1998, combined the features of a ...
en.wikipedia.org/wiki/Linksys_iPhone - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

 [YouTube - A Closer Look At The iPhone](#)
Apple iPhone is the many ...
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Video

 [YouTube - iPhone](#)
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1
many. Global ...
www.youtube.com/watch?v=...

[Apple iPhone : Read reviews and compare prices at Ciao.co.uk](#)
Apple iPhone starting from £89.00 (10.11.07). Read 24 reviews for Apple iPhone and make a good deal.
www.ciao.co.uk/Apple_iPhone__6610317 - 100k - [Cached](#) - [Similar pages](#) - [Note this](#)

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www.buycentral.co.uk/iPhone

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Ask 3D



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heather mills Showing 1-10 of 1,488,000 MyStuff Options

 **Heather Mills** | Save
Heather Mills, an activist and former model, gained fame in 1999 when she began dating legendary musician Paul McCartney. The two announced their engagement in July of 2001, and were married in Ireland on 11 June 2002. Their daughter Beatrice Milly was born in October... [More »](#)
Go To: [Official Site](#) | [Films](#) | [Encyclopedia](#)
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PPC

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Heather after TV rants
...OU fashion Group now!
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[Heather Mills McCartney - Official Site](#)
Heather Mills McCartney is a leading charity campaigner. Together with her husband Paul McCartney, she is a ...
[Heather](#)
Heather has been invited by legendary chat-show host Larry

[Heather Mills faces pison?](#)
Last Update: 10:23 am **Heather Mills** (file) () A top celebrity divorce lawyer has warned **Heather Mills** could lose custody of her daughter after ...
[www.fox6.com/entertainment/story.aspx?content_id=9c8e63...](#)

[AskMen.com: Heather Mills](#)
Heather Mills pictures and biography...
[www.askmen.com/women/models_150/175_heather_mills.html](#) - Cached

[Heather Mills' nude photos hit the tabloids Feature Story](#)
... feel self-congratulatory about their hatred for **Mills. Heather Mills**, the estranged wife of ex-Beatle Paul McCartney, posed nude for a ...
[thecelebritycafe.com/features/5995.html](#) - Cached

[An in-depth look at your favourite celebrity personalities - ...](#)
There's no denying that **Heather Mills** McCartney's life has been anything but ordinary.
[www.hellomazine.com/profiles/heathermills/](#) - Cached

Images

News

Video

Blogs

What does this mean?



L A T I T U D E

Diving in the Red Sea



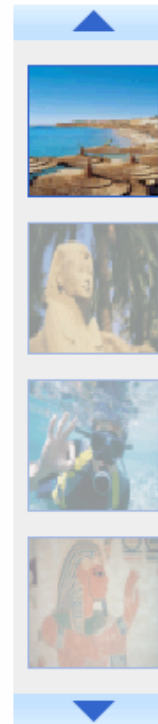
gypt and you'll probably imagine
tously coloured coral reefs and sands
in you could ever believe. Oh, and
ys staring at some spectacular 4,000
nd royal tombs as well. If that's what
you're pretty much right. Holidays to
out chilling on beautiful beaches,
in the equivalent of an underwater

Hotels

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Egypt photo



're considering
soaked

Search



Optimise holistically.....



Create an inventory of your companies digital assets

- ✓ Text – how can it be syndicated
- ✓ Images – Tagged correctly and released to sites such as Flickr
- ✓ Audio – Available by feed, audio
- ✓ Video – Tagged, submitted to not only you tube
- ✓ Engage online communities

Bad press is better than no press?

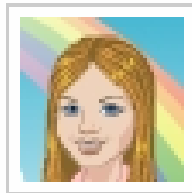


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ask. **answer.** **discover.**

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Other Answers (1)



Angela G

hope you get some response from them they are a nightmare for communications

2 months ago

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Web Results 1 - 100 of about 798,000,000 for **jobs** [[definition](#)]. (0.13 seconds)

Find results for **jobs** in Jobs search

Location Job function

Remember this location

Guardian Jobs

Search by sector or by employer. Dominant in public sector, education, media, graduate and permanent IT positions. Includes a useful career manager ...

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Guardian Jo

How to negotiat
perfect salary b
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fish4 jobs - Job se

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[www.fish4.co.uk/iad/jc](#)

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JobServe Homepage

Search jobserve for over 50000 permanent **jobs**, contract **jobs** and temporary **jobs** advertised weekly, covering **jobs** in all industry sectors.

[www.jobserve.com/](#) - 57k - [Cached](#) - [Similar pages](#) - [Note this](#)

Find Jobs in IT at Jobserve. IT Jobs

Search JobServe for IT **jobs** and Telecom **jobs** in the UK. For the latest UK **jobs** in IT top employers use JobServe first choice for IT **jobs** in the UK.

[www.jobserve.com/Job-Search.aspx?id=11&industry=IT+Jobs/](#) - 86k -

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Great for employers and **job** seekers
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IT Jobs and Training

Average UK salary in IT is 38K
IT training to get you a **job** in IT
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Financial Job Solutions

ooking for a new career?
Get a **job** in the financial sector.
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areer, consider the Army.
[www.armyjobs.mod.uk](#)

JK's Biggest Jobsite

Over 65,000 **Jobs** Online.
UK's Top Recruiters & Employers
[www.CV-Library.co.uk/Jobs](#)

Your childs future

Find out more about priceless
Vocational training
[www.edgecampaign.co.uk](#)

The new landscape...



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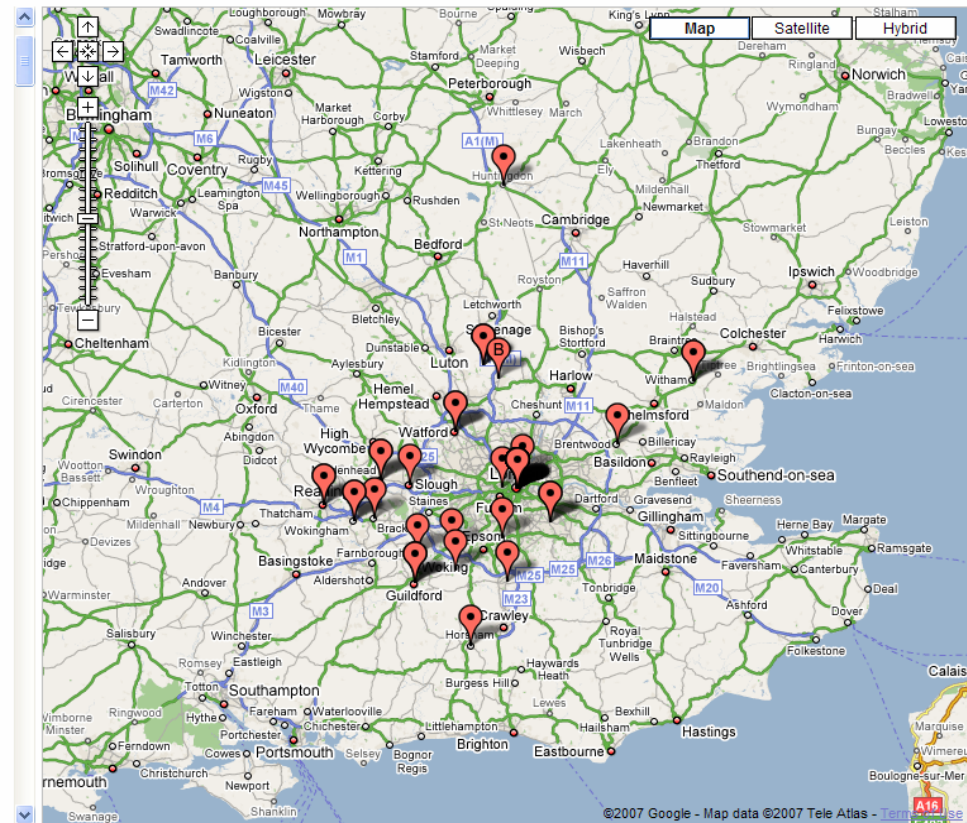
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Keywords Search Jobs Search the Web

Remember this location
 Job industry: any Job type: any Location: In: Town or postcode
 Job function: any Employer: any Education: any
 Experience: any Other pay: any Salary (usd): any

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- Jobs Results 1 - 100 of about 3,160. (0.23 seconds)
- Credit Control**
 Location: welwyn garden city, ,uk Job function: admin - clerical Employer: select appointments
 from [CareerBuilder](#) on 6 Nov - [Report item](#)
 - Restaurant Receptionist-16000 plus tips 2AACentral LondonImm Start**
 Location: london, england, uk. Job function: admin - clerical
 Employer: workcircle.com
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 - Corporate Legal Secretary / PA - c68K Pkg**
 Location: london, england, uk. Job function: admin - clerical
 Employer: workcircle.com
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 - Administrative Assistant**
 Location: london, england, uk. Job function: admin - clerical
 Employer: workcircle.com
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 - LEGAL SECRETARY IN LITIGATION**
 Location: wokingham, england, uk. Job function: admin - clerical
 Employer: workcircle.com
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 - Top Temps**
 Location: london, ,uk Job function: admin - clerical Employer: julia ross
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 Location: london, england, uk. Job function: admin - clerical
 Employer: workcircle.com
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What e.g., "curry" Where e.g., "cardiff"

Lookers manchester Search Businesses

Search the map Find businesses Get directions

Maps

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Lookers plc
Used Car Specialists with Web Deals Exclusive to Online customers
www.Lookers.co.uk
776 Chester Rd, Manchester

Results 1-4 of about 112 for **Lookers** near **Manchester** - [Modify search](#)

Categories: [Car Dealers](#) - [New, Credit & Finance Companies](#)

A **Lookers plc** - [more info](#)
776 Chester Rd, Stretford, Manchester, Lancashire, M32 0QH
0161 610 4019

B **Lookers Stockport - Authorised Renault Dealer** - [more info](#)
St. Marys Way, Stockport, SK1 4AW
0161 333 3366

C **Lookers Seat** - [more info](#)
10 St. Marys Way, Stockport, SK1 4AW
0161 333 3344

D **Lookers Altrincham - Authorised Renault Dealer** - [more info](#)
264 Manchester Rd, Broadheath, Altrincham, Cheshire, WA14 5LZ
0161 973 3021

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Mobile Ads
Connect users to your mobile website



Call Feature
Enable users to call your business directly



The playing field is changing....



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Link baiting



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Why link bait



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A one page parody from [this lazy moaf](#). He spends his days doing [online marketing and blogger outreach](#). View a [Japanese version of this page](#). [Comments or cease and desist letters?](#) Photos by [Vancouver photographer Kris Krug](#).

Positive link baiting



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Any questions?



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