Traffic and Search: How to Beat the Odds in Two Rigged Games

May 29, 2003

What We Will Touch On...

- Traffic and search “reality”
- Building traffic
  - No cost
  - Toll-booth model
- Social software
- Summary and questions
- Presentation at www.ArnoldIT.com and www.Xenky.com

Internet Nodes... Interconnections

Source: Internet Mapping Project (Bill Cheswick [Bell Labs], Hal Burch [CMU])

80-20 Rule

Traffic

20%

80%

Sites

20%

80%

Some Implications...

Zero Hits
No-Cost Angle

1. Build Traffic thru User Input

2. Use “Free” Content

- How to information is here ...
  http://www.webreference.com/perl/tutorial/8/
- Examples are here:
  - Daypop http://www.daypop.com/news
  - Meerkat
  http://www.oreil lynet.com/meerkat/

Nine Services to Exploit

Meerkat

3. Metadata

Metadata or "data about data" describe the content, quality, condition, and other characteristics of data.
Idea

Indexing Spider
- Read metadata
- Decide if “page” has value
- Copy page
- Index the “text” of the page
- Perform other analyses

The Factors
- Title tag
- Headings
- Bold
- Alt text
- Email addresses on page
- Keyword metatags
- Meta description tag
- Key term placement
- Key term proximity
- Comment tags
- Page structure validation
- Traffic/Visitors
- Link Popularity


Code Sample
http://searchengineforums.com/bin/Ultimate.cgi

4. Links and Backlinks
- Link is a pointer to another page
  <a href="http://www.firstgov.gov/"
- Backlink / reciprocal link – a pointer from a page to your site

Metatag Software
- Assists a person in creating metatags
- Useful
- Can be used to create false metatags
- Examples:
  - Metty Meta Tag Maker
  - Meta Tag Expert
  - MetaTag Builder

Our Business Environment

Budget

- Technology
- Information Professionals
- Sources
- Policy Analysts

Results

Overture

- Provides traffic
- Buy “words”
- From ~ $0.10 to more than $7.00
- Overture secret … Term Suggestion Tool
  (http://www.content.overture.com/d/US/m/adcenter/tools/index.jhtml)

Overture

- Queries from:
  - America Online
  - CNN
  - InfoSpace
  - Microsoft
  - Yahoo
- Parses query
- Matches to Overture advertiser
- Displays results

Example

Detail

<table>
<thead>
<tr>
<th>Service</th>
<th>Area</th>
<th>Ad Types</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>eSpotting</td>
<td>U.K. / Europe</td>
<td>Multiple</td>
<td>Bid and fixed</td>
</tr>
<tr>
<td>FindWhat</td>
<td>U.S.</td>
<td>Multiple</td>
<td>Bid and fixed</td>
</tr>
<tr>
<td>Google</td>
<td>U.S. and moving to Europe and Pacific</td>
<td>Key word text only</td>
<td>Bid and fixed</td>
</tr>
<tr>
<td>Overture</td>
<td>U.S., Europe, and Pacific Rim</td>
<td>Key word</td>
<td>Bid</td>
</tr>
<tr>
<td>Yahoo</td>
<td>U.S. then global</td>
<td>Multiple</td>
<td>Bid and fixed</td>
</tr>
</tbody>
</table>

Big Money

www.espotting.co.uk www.findwhat.com
The Business Model

- Advertisers like you buy “clicks”
- Each “hit” from an Overture listing triggers:
  - A royalty to the referring site such as MSN, AOL, etc.
  - A debit from your advertising budget
  - A visitor to your site

Why This Works

- Ad vendors have high traffic:
  - Google 200 million searches per 24 hours against 54,000 servers in three locations
  - Yahoo gets 250 million hits per 24 hours across all sites and services
  - Overture delivers more than 200 million search results per 24 hours
- Most Web sites get fewer than 1,000 hits per month from humans and robots

Web Search …

- Changing but most users don’t know it
- Likely to be biased in the way the Yellow Pages are
- Good enough for most people
- Requires a searcher to know:
  - What’s free
  - What’s for-fee.

. . . What’s Ahead?

- 2000 rich content
- 2001 3B
- 2002 6B
- 2003 12B
- 40,000 BCE cave paintings
- bone tools
- writing
- paper
- printing
- electricity, telephone
- transistor
- computing
- Internet (DARPA)
- The web
- GIGABYTES

Something This Way Comes

Starbucks-ification
Social Software

Yahoo Group Example

Bigger Things ... RSS Again

High-Quality Information

High-Value Information

http://www.high-search-engine-ranking.com/search_engine_news_blog.htm
Wiki Too

http://www.wikipedia.org/

Wrap Up: Three Free Suggestions

- Use metatags, links, and content
- Buy traffic… words are the best bet at this time
- Integrate “social software” into your marketing plans

My Business … Avoid This

- Founded in 1991
- Booz, Allen; Bell+Howell; Ziff Communications– Participated in the development ABI/INFORM, Business Dateline, General Business File, and Health Reference Center
- Provides technology assessment and information engineering services
- Recent projects:
  - Five-year strategy and social software for one of the “world’s largest software company”
  - One of the first planners for FirstGov.gov, the 5th most used site in the U.S. at this time
  - One of the founders of the Point Internet service (“Top 5% of the ‘Net”), sold to Lycos in 1995

Arnold Information Technology

- US West’s online yellow pages strategy
- Six books, more than 40 articles
- Monthly column for Information World Review, a VNU publication headquartered in London, England
- ASIS Distinguished Lectureship / Thomson Online Best Paper Award / New State Library Lectureship Award
- Business and technical market studies / strategy
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