



Keyword Marketing & Domain Names: An Integrated Service

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Outline

- Advantages of keyword ads
- Advantages of domain names
- Integrated approaches
- References

Advantages of Keyword Ads

- Depth & breadth
- Immediate impact
- Easy entry & exist
- Competitive pricing structure
- Cost based on performance
- Easy monitoring and adjusting
- No large initial investment outlays

Advantages of Domain Names

- Placement in organic search results
 - Cheaper
 - More likely to lead to clicks
 - More visibility
- Search engine rank protection¹
- Brand and trademark protection²
- Price differentiation
- Brand positioning
- Sense marketing: SmartLoans.Com

Integrated Approaches

- Top Down
 - Max. ROI subject to budget constraint

Integrated Approaches (Cont'd)

- Bottom Up
 - Gap Analysis
 - Depth & breadth of keywords
 - PPC bids
 - Depth & breadth of domain names
 - Close the Gap
 - Add & Delete keywords
 - Utilize BundledPPC.com
 - Domain names³
 - Monitor and Adjust

References

1. [Optimizing Search Engine Presence With Domain Name Portfolios](#)
2. [Roles of Corporate Domain Names](#)
3. [Corporate Domain Acquisition Strategy](#)



Thank You!