

# Search Marketing Standards

Is it Time?

[www.reddoor.biz](http://www.reddoor.biz)



## Examples of SEM Standards

1. Google, Yahoo! and Microsoft – SiteMaps
  - <http://www.sitemaps.org/>
2. Google, Ask and Microsoft – anonymize log data
  - <http://searchengineland.com/070723-084924.php>
3. November 2007 FTC
  - public forum on Behavioral advertising – privacy concerns
  - <http://www.ftc.gov/bcp/workshops/ehavioral/index.shtml>

## Looking beyond the obstacles

### 1. Industry is maturing

- 2006 - 62% growth rate over 2005
  - <http://www.sempo.org/news/releases/02-08-07>
- Market slowing in 2008
  - Saturation point approaching
  - Maturity

### 2. Signs of maturity

- Growing number of training programs
  - Certification courses

Indication the time has come for establishing common search marketing standards of behavior and techniques.

## History- Early attempts to get rid of spammers

- August 1998
  - [Promoters Call for Certification](#)

*"The letter is the first such coordinated move from the web promotion community ever regarding search engine positioning issues."* Danny Sullivan, SEW

- May 15, 2000
  - [Search Engine Promotion Code of Ethics](#) – WebSeed
  - [Search Engine Optimization Code of Ethics](#) – Bruce Clay
  - [Classification of Search Engine Spam](#) – Alan Perkins
  - [World Association of Internet Marketers](#) – Terry Van Horne
  - [WebmasterWorld](#) – Brett Tabke

## History- Early attempts to get rid of spammers

### ➤ November 2001

#### ➤ [Desperately Seeking Search Marketing Standards](#)

*"the barriers to establishing standards remain substantial."*

Danny Sullivan, SEW

### ➤ April 2004 – still no rules

#### ➤ [Spam Rules Require Effective Spam Police](#) – SEW

#### ➤ [Spam, Unprofitable Spam](#) – iMedia

#### ➤ Sullivan point to webmaster guidelines

##### ➤ [Google](#)

##### ➤ [Yahoo!](#)

## SEMPO



### ➤ Metrics and Standards Task Force

"to develop a set of standards and guidelines specific to search marketing."

- SEMPO states it is not a standards body or a policing organization in its FAQ

"SEMPO is not a standards body or a policing organization. Membership in or involvement with SEMPO is not a guarantee of a particular firm's capabilities, nor does it signify industry approval or disapproval of their practices."



## IAB

### ➤ January 2008

- IAB Search Council – [online best practice resource](#)
- Supported by Google, Yahoo! and Microsoft

"reinforce its commitment to trust, transparency and accountability within the search industry."

- How-to's on search marketing best practices for basic and advanced techniques
- Checklists to help advertisers
- Key steps in the search process
- Basic search engine policies
  - Trademarks
  - User privacy
  - Fraudulent or invalid clicks

Note: managed and updated through the Search Council in conjunction with the DMA and other search industry projects aimed at advertising agencies.

## NEXT STEPS

- ✦ Demand for standards by concerned individuals and search agencies by contacting [SEMPO Task Force on Metrics and Standards](#)
- ✦ If SEMPO won't take up the task; support [IAB and DMA](#)

## PREDICTION



“The development and circulation of search marketing standards are necessary to sustain growth and establish its authority in a new era of marketing that starts online.”

- [Paul J. Bruemmer](#)

## THANK YOU



Moderator: Jeffrey K. Rohrs

Vice President, Agency & Search Marketing, ExactTarget

Q&A Moderator: Dana Todd

Chief Marketing Officer, Newsforce

### Speakers:

- [Paul Bruemmer, Director of Search Marketing, Red Door Interactive](#)
- Chris Boggs, SEO Manager, eMergent Marketing
- Brian Combs, Founder & Senior Vice President, Apogee Search
- Ian McAnerin, Founder & CEO, McAnerin International Inc.

