

BENCHMARK REPORT

2012 Search Marketing - SEO Edition

Research and Insights on
Creating and Capitalizing on a
Rich End-User Search Experience

sponsored by



powered by MECLABS

2012 Search Marketing – SEO Edition

Benchmark Report

Research and Insights on Creating and Capitalizing on a Rich End-User Search Experience

Author

Kaci Bower, Research Analyst

Contributors

Sergio Balegno, Research Director

Jen Doyle, Senior Research Manager

Jeff Rice, Research Analyst

Adam Sutton, Reporter

Amie Bolton, Research Analyst

Production Editor

Brad Bortone, Editor



2012 Search Marketing Benchmark Report – SEO Edition

Copyright © 2011 by MarketingSherpa LLC

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, faxing, emailing, posting online or by any information storage and retrieval system, without written permission from the Publisher.

To purchase additional copies of this report, please visit
<http://www.SherpaStore.com>

Bulk discounts are available for multiple copies. Contact:
Customer Service
MarketingSherpa LLC
+1 (877) 895-1717 (outside US, call +401-247-7655)
Service@SherpaStore.com

TABLE OF CONTENTS

Table of Contents	ii
Executive Summary	1
<i>New Research and Insights on Creating and Capitalizing on a Rich End-User Search Experience</i>	<i>1</i>
<i>Key finding: Developing a strategy is a top challenge...but bottom objective</i>	<i>2</i>
Chart: Comparing most frustrating SEO challenges with most important SEO objectives	2
<i>Key finding: Content creation works the best, but takes the most work</i>	<i>3</i>
Chart: Three dimensional view of SEO tactics.....	3
<i>Key finding: Incremental SEO improvements add up to large gains</i>	<i>4</i>
Chart: Organic traffic lead quality and conversion rates, by SEO maturity phase.....	4
<i>Key finding: Future investments in SEO backed by having SEO process in place</i>	<i>5</i>
Chart: Expected 12-month SEO budget change, by SEO maturity phase	5
<i>Key finding: Local business listing tactics are underutilized</i>	<i>6</i>
Chart: Local business listing tactics used for local search purposes	6
Chapter 1: SEO Objectives and Challenges	7
<i>Informal processes still define SEO marketing maturity</i>	<i>7</i>
Chart: Organizations with a process for planning, executing and measuring SEO programs	7
Chart: Organizations in each phase of SEO marketing maturity, by primary channel.....	8
Chart: Organizations in each phase of SEO marketing maturity, by industry	9
<i>Challenges hampering SEO effectiveness over last 12 months.....</i>	<i>10</i>
Chart: Web traffic and lead generation are top challenges for SEO	10
Chart: Most frustrating SEO challenges, by primary channel	11
Chart: Most frustrating SEO challenges, by organization size	12
Chart: Most frustrating SEO challenges, by SEO maturity phase	13
Chart: Most frustrating SEO challenges, by industry	14
<i>Objectives for SEO programs in next 12 months</i>	<i>15</i>
Chart: Increasing web traffic and lead generation top the list for SEO objectives.....	15
Chart: Most important SEO objectives, by primary channel.....	16
Chart: Most important SEO objectives, by organization size	17
Chart: Most important SEO objectives, by SEO maturity phase	18
Chart: Most important SEO objectives, by industry.....	19
<i>Marketer insights on developing SEO marketing strategies.....</i>	<i>20</i>
Chapter 2: SEO Tactics.....	23
<i>Majority of organizations run SEO campaigns in-house</i>	<i>23</i>
Chart: Popularity of in-house versus outsourced SEO campaign management	23
Chart: SEO campaign management, by primary channel.....	24
Chart: SEO campaign management, by organization size	25
Chart: SEO campaign management, by SEO maturity phase	26
Chart: SEO campaign management, by SEO maturity phase	27

<i>Keyword-focused tactics are the most popular</i>	28
Chart: SEO tactics used by organizations cover many angles	28
Chart: SEO tactics, by primary channel	29
Chart: SEO tactics, by organization size	30
Chart: SEO tactics, by SEO maturity phase	31
Chart: SEO tactics, by industry	32
<i>Good content is great link bait...but difficult to create</i>	33
Chart: SEO tactics vary widely in their degree of difficulty to execute	33
Chart: SEO tactics deemed very or somewhat difficult, by primary channel	34
Chart: SEO tactics deemed very or somewhat difficult, by organization size	35
Chart: SEO tactics deemed very or somewhat difficult, by SEO maturity phase	36
Chart: SEO tactics deemed very or somewhat difficult, by industry	37
<i>Content creation may be difficult, but it is effective</i>	38
Chart: Content creation and keyword research considered most effective SEO tactics	38
Chart: SEO tactics deemed very effective, by primary channel	39
Chart: SEO tactics deemed very effective, by organization size	40
Chart: SEO tactics deemed very effective, by SEO maturity phase	41
Chart: SEO tactics deemed very effective, by industry	42
<i>Marketer insights on success with SEO tactics</i>	43
Chapter 3: Monitoring and Tracking Metrics.....	47
<i>Web conversion often defined as multiple-field form completion</i>	47
Chart: How organizations define a website conversion	47
Chart: Definition of website conversion, by primary channel	48
Chart: Definition of website conversion, by organization size	49
Chart: Definition of website conversion, by SEO maturity phase	50
Chart: Definition of website conversion, by industry	51
<i>Median conversion rate on organic traffic is 4%.....</i>	52
Chart: Organizations experience wide variability in conversion rates on organic traffic.....	52
<i>Page 1 of SERPs not out of reach for most marketers</i>	53
Chart: Targeted key terms yield good rankings for many	53
Chart: Organic ranking for targeted key terms, by primary channel.....	54
Chart: Organic ranking for targeted key terms, by organization size	55
Chart: Organic ranking for targeted key terms, by SEO maturity phase	56
Chart: Organic ranking for targeted key terms, by industry.....	57
<i>Organic search plays minor role in total lead volume.....</i>	58
Chart: Percent of total lead volume from organic search	58
Chart: Percent of total lead volume from organic search, by primary channel.....	59
Chart: Percent of total lead volume from organic search, by organization size	60
Chart: Percent of total lead volume from organic search, by SEO maturity phase	61
Chart: Percent of total lead volume from organic search, by industry	62
<i>Organic search yields mixed results for lead quality, with some standouts.....</i>	63
Chart: Quality of leads from organic search.....	63

Chart: Quality of leads from organic search, by primary channel	64
Chart: Quality of leads from organic search, by organization size	65
Chart: Quality of leads from organic search, by SEO maturity phase	66
Chart: Quality of leads from organic search, by industry	67
<i>Free analytics solutions are the most widely used</i>	68
Chart: Analytics and monitoring solutions for tracking SEO metrics	68
Chart: SEO analytics and monitoring solutions, by primary channel.....	69
Chart: SEO analytics and monitoring solutions, by organization size	70
Chart: SEO analytics and monitoring solutions, by SEO maturity phase	71
<i>Marketer insights on using analytics to optimize SEO performance</i>	72
Chapter 4: Planning and Tracking Budgets	75
<i>Biggest budget increases expected in inbound marketing</i>	75
Chart: Expected marketing budget changes over 12 months	75
Chart: Expected marketing budget increases over 12 months, by primary channel	76
Chart: Expected marketing budget increases over 12 months, by organization size	77
Chart: Expected marketing budget increases over 12 months, by SEO maturity phase.....	78
Chart: Expected marketing budget increases over 12 months, by industry	79
<i>Half of marketing budgets go to online marketing, on average</i>	80
Chart: Percentage of total marketing budget allocated to online marketing varies widely	80
<i>PPC, SEO and Website take big share of online marketing budget</i>	81
Chart: Allocation of online marketing dollars.....	81
Chart: Allocation of online marketing dollars, by primary channel	82
Chart: Allocation of online marketing dollars, by organization size	83
Chart: Allocation of online marketing dollars, by SEO maturity phase	84
Chart: Allocation of online marketing dollars, by industry	85
<i>Staff salaries comprise the largest portion of total SEO budgets</i>	86
Chart: Total SEO budget allocation	86
Chart: Total SEO budget allocation, by primary channel	87
Chart: Total SEO budget allocation, by organization size.....	88
Chart: Total SEO budget allocation, by SEO maturity phase.....	89
Chart: Total SEO budget allocation, by organization size.....	90
<i>Budgets earmarked for SEO programs</i>	91
Chart: SEO program budgets, by organization size.....	91
Chart: SEO program budgets, by SEO maturity phase.....	92
<i>SEO budgets expected to stay the same or grow</i>	93
Chart: Expected 12-month SEO budget change.....	93
Chart: Expected 12-month SEO budget change, by primary channel.....	94
Chart: Expected 12-month SEO budget change, by organization size	95
Chart: Expected 12-month SEO budget change, by SEO maturity phase	96
Chart: Expected 12-month SEO budget change, by industry	97
<i>Marketer insights on the value returned from SEO budget invested</i>	98
Chapter 5: Integrating Social Media and SEO	101

<i>Rankings and links are top goals for social integration</i>	<i>101</i>
Chart: Top goals for integrating social media with SEO.....	101
Chart: Goals for integrating social media with SEO, by primary channel.....	102
Chart: Goals for integrating social media with SEO, by organization size	103
Chart: Goals for integrating social media with SEO, by primary channel.....	104
Chart: Goals for integrating social media with SEO, by industry.....	105
<i>Blogs considered most effective social media platform.....</i>	<i>106</i>
Chart: Level of effectiveness by social media platform	106
Chart: Social media platforms deemed very or somewhat effective, by primary channel	107
Chart: Social media platforms deemed very or somewhat effective, organization size.....	108
Chart: Social media platforms deemed very or somewhat effective, by SEO maturity phase....	109
Chart: Social media platforms deemed very or somewhat effective, by industry	110
<i>Inbound marketing lead sources are growing in importance</i>	<i>111</i>
Chart: Lead sources increasing and decreasing in importance over last 12 months	111
Chart: Lead sources growing in importance over last 12 months, by primary channel	112
Chart: Lead sources growing in importance over last 12 months, by organization size.....	113
Chart: Lead sources growing in importance over last 12 months, by SEO maturity phase.....	114
Chart: Lead sources growing in importance over last 12 months, by industry	115
<i>Inbound leads cost 66% less than outbound leads, on average</i>	<i>116</i>
Chart: Cost of inbound versus outbound lead.....	116
Table: Cost of inbound leads, by segment.....	117
Table: Cost of outbound leads, by segment	117
<i>Marketer insights on achieving results from social media and SEO integration</i>	<i>118</i>
Chapter 6: The Importance of Content in a Search Marketing Strategy.....	119
<i>Web pages and social media are the most used content products</i>	<i>119</i>
Chart: Mix of content products used as part of total search marketing strategy	119
Chart: Content marketing products, by primary channel.....	120
Chart: Content marketing products, by organization size	121
Chart: Content marketing products, by SEO maturity phase	122
Chart: Top 12 content marketing products, by industry	123
<i>Many content products require high level of time, effort, expense</i>	<i>124</i>
Chart: Degree of difficulty required in creating content products	124
Chart: Content products deemed very or somewhat difficult to create, by primary channel	125
Content products deemed very or somewhat difficult to create, by organization size.....	126
Content products deemed very or somewhat difficult to create, by SEO maturity phase.....	127
<i>Customer reviews considered the most effective content product</i>	<i>128</i>
Chart: Level of effectiveness in achieving marketing objectives, by content product.....	128
Chart: Level of effectiveness in achieving marketing objectives, by primary channel	129
Chart: Level of effectiveness in achieving marketing objectives, by organization size.....	130
Chart: Level of effectiveness in achieving marketing objectives, by SEO maturity phase	131
Chapter 7: Capitalizing on Local Search	133
<i>Local search viewed as having positive impact on objectives.....</i>	<i>133</i>

Chart: Impact of search products on marketing objectives	133
Chart: Search products deemed to have a positive impact, by primary channel	134
Chart: Search products deemed to have a positive impact, by organization size	135
Chart: Search products deemed to have a positive impact, by SEO maturity phase	136
Chart: Search products deemed to have a positive impact, by industry	137
<i>Many still have no local business listing on search engines</i>	<i>138</i>
Chart: Organizations claiming local business listing on search engines	138
Chart: Organizations claiming local business listing, by primary channel	139
Chart: Organizations claiming local business listing, by organization size	140
Chart: Organizations claiming local business listing, by SEO maturity phase	141
Chart: Organizations claiming local business listing, by industry	142
<i>Many local business listing tactics are not being put into play</i>	<i>143</i>
Chart: Local business listing tactics used for local search purposes	143
Chart: Local business listing tactics used for local search, by primary channel	144
Chart: Local business listing tactics used for local search, by organization size	145
Chart: Local business listing tactics used for local search, by SEO maturity phase	146
Chart: Local business listing tactics used for local search, by SEO industry	147
<i>Optimizing for local terms is not commonly practiced by most.....</i>	<i>148</i>
Chart: Percent of organizations optimizing for local terms as part of organic search strategy ...	148
Chart: Percent of organizations optimizing for local terms, by primary channel.....	149
Chart: Percent of organizations optimizing for local terms, by organization size	150
Chart: Percent of organizations optimizing for local terms, by SEO maturity phase	151
Chart: Percent of organizations optimizing for local terms, by industry.....	152
<i>Developing local content is top local optimization tactic.....</i>	<i>153</i>
Chart: Top local search optimization tactics	153
Chart: Local search optimization tactics, by primary channel	154
Chart: Local search optimization tactics, by organization size	155
Chart: Local search optimization tactics, by SEO maturity phase.....	156
Chart: Local search optimization tactics, by industry	157
<i>Marketer insights on the challenges of optimizing for local search</i>	<i>158</i>
<i>Marketer insights on successfully optimizing for local search</i>	<i>161</i>
Chapter 8: Making Sense of Mobile Search	163
<i>Mobile search is considered the least critical.....</i>	<i>163</i>
Chart: Degree of importance search products play in achieving search marketing objectives ..	163
Chart: Search products deemed critical or important for achieving search marketing objectives, by primary channel	164
Chart: Search products deemed critical or important for achieving search marketing objectives, by organization size.....	165
Chart: Search products deemed critical or important for achieving search marketing objectives, by SEO maturity phase.....	166
Chart: Search products deemed critical or important for achieving search marketing objectives, by industry	167
<i>Ad campaigns enabled more often than actually optimized for mobile</i>	<i>168</i>

Chart: Mobile search tactics are not widely exercised	168
Chart: Mobile search tactic usage, by primary channel	169
Chart: Mobile search tactic usage, by organization size	170
Chart: Mobile search tactic usage, by SEO maturity phase	171
Chart: Mobile search tactic usage, by industry	172
<i>Marketer insights on their challenges with mobile search</i>	173
<i>Marketer insights on their successes with mobile search</i>	175
Chapter 9: Search Marketing Success Stories	177
<i>Case Briefing: Optimizing early to capture future seasonal traffic lifts</i>	177
<i>Case Briefing: Finding and testing niche content increases organic traffic 40%</i>	178
<i>Case Briefing: Content marketing campaign generates surge in traffic</i>	179
<i>Case Briefing: Turning a YouTube channel into a powerful inbound marketing hub</i>	180
<i>Case Briefing: Revamped and optimized web content doubles lead conversions</i>	181
<i>Case Briefing: Using social media boosts leads 30% and revenue 114%</i>	182
Chapter 10: Agency Perspectives	183
<i>Client investment in SEO is driven by measurable ROI</i>	183
Chart: Client perception of SEO's ability to produce ROI	183
<i>Agencies expect 72% of clients to increase SEO budgets up to 50%</i>	184
Chart: Expected changes in clients' SEO spending	184
<i>Majority of client organizations get Page 1 organic rankings</i>	185
Chart: Typical client organization's organic ranking on targeted key terms	185
<i>Agencies and clients agree on Top 3 most effective SEO tactics</i>	186
Chart: Level of effectiveness of SEO tactics, rated by agencies	186
<i>Agency insights on their successes with SEO campaigns</i>	187
<i>Agency insights on most effective tactics for improving rankings</i>	190
<i>Search and Display networks voted most effective by agencies</i>	193
Chart: Level of effectiveness by advertising network, rated by agencies	193
<i>Despite variety of ad formats, text ads still reign supreme</i>	194
Chart: Level of effectiveness per ad format, rated by agencies	194
<i>Social media part of search marketing mix for over 50% of clients</i>	195
Chart: Extent of social media integration by clients	195
<i>Clients expected to increase usage of Facebook, YouTube, Twitter</i>	196
Chart: Expected usage levels of social media platforms by clients	196
Appendix	197
<i>Benchmark survey demographics</i>	197
Chart: In which geographic region is your organization based?	197
Chart: Which best describes the type of organization you work for?	198
Chart: Which best describes your organization's primary sales channel?	199
Chart: Please select the approximate number of employees in your organization.	200
Chart: Which best describes your role and decision-making authority in the organization?	201
<i>Search Engine marketing glossary</i>	202

An A-to-Z glossary of common search marketing terms	202
---	-----

EXECUTIVE SUMMARY

NEW RESEARCH AND INSIGHTS ON CREATING AND CAPITALIZING ON A RICH END-USER SEARCH EXPERIENCE

A rich end-user experience has become the hallmark of search marketing. Searchers now receive instant, real-time, personalized and local information. Blended search supports these developments by generating results pages that include not only blue links, but also video, images, news, press releases, customer reviews and real-time social media content.

This colorful backdrop of search activity is the setting for MarketingSherpa's eighth annual benchmark report of search engine marketing. Last year's study looked at managing the evolving search and social climate to achieve optimal results; this year's report builds on that by examining the fast-paced and growing shift to inbound marketing efforts. The role of content, including optimized local content, also comes under study. Marketers rated content creation as the most difficult (yet most effective) SEO tactic. This comes as no surprise, since content marketing sits at the intersection of search and social. To achieve good organic rankings and ensure that their products and services are found across all formats and venues, organizations must be strategic with their planning and processes, and ever-savvy with the creation and optimization of all digital assets. Simply put, good content makes for a better end-user experience.

Organized for fast and easy reference

The *2012 Search Marketing Benchmark Report – SEO Edition* is a comprehensive reference guide containing more than 150 charts with analytical commentary, hundreds of informative insights from your peers, several abridged case studies of real-life search and inbound marketing campaigns and more. To help you quickly locate the information most relevant to your marketing situation, we have segmented data throughout this report by:

- Average of all respondents
- Primary marketing channels
- Organization size
- Phases of search marketing maturity
- Key industry sectors

Highlights of this year's study

- The alignment of search marketing objectives against the most difficult SEO challenges
- The usage, effectiveness and level of effort required for SEO tactics and content products
- How organizations are allocating marketing dollars and where they are shifting their efforts
- What marketers are doing to fare well in local and mobile search results
- How agencies view their clients' SEO and inbound marketing efforts

Benchmark Report

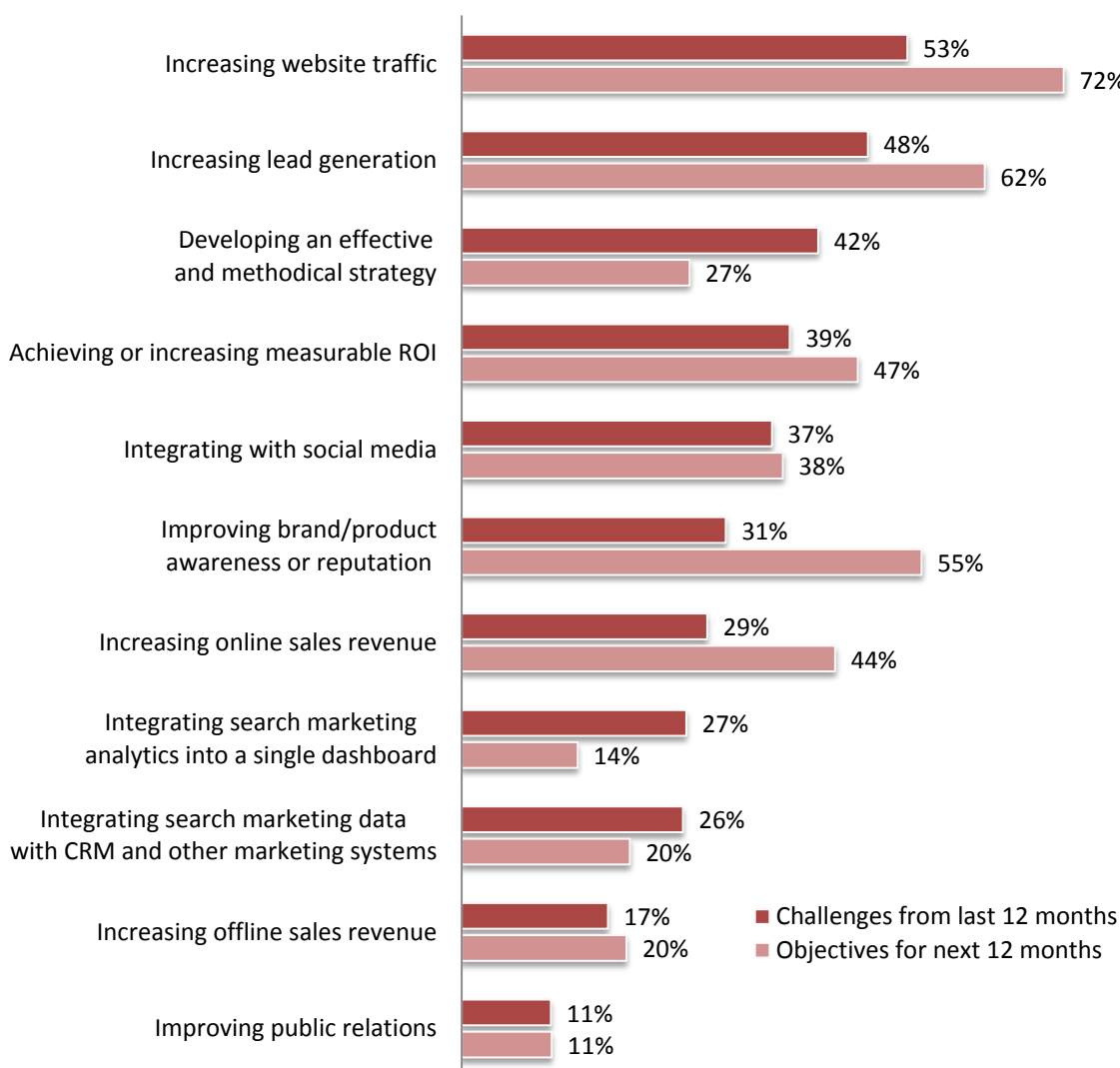
MarketingSherpa Benchmark Reports provide marketing executives and practitioners the comprehensive research data and insights needed to compare an organization's practices and performance against industry benchmarks in order to guide strategic decisions and tactical planning.

KEY FINDING: DEVELOPING A STRATEGY IS A TOP CHALLENGE...BUT BOTTOM OBJECTIVE

In planning for the upcoming year, marketers' SEO program objectives frequently addressed the previous year's challenges head-on. Bringing in more website traffic and increasing the volume and quantity of leads generated were cited as last year's top challenges. These now are top objectives for the coming year.

Developing a strategy should be a top objective, especially in light of the fact that developing an effective strategy had been a top challenge for the previous 12 months. A strategy would also serve to guide prioritization decisions for other objectives. Nevertheless, many organizations sidestepped this and zeroed in on clear revenue drivers such as Web traffic, leads, online sales and brand awareness. Interestingly, increasing measurable ROI ranked higher as an objective than developing an actual strategy to do so!

Chart: Comparing most frustrating SEO challenges with most important SEO objectives



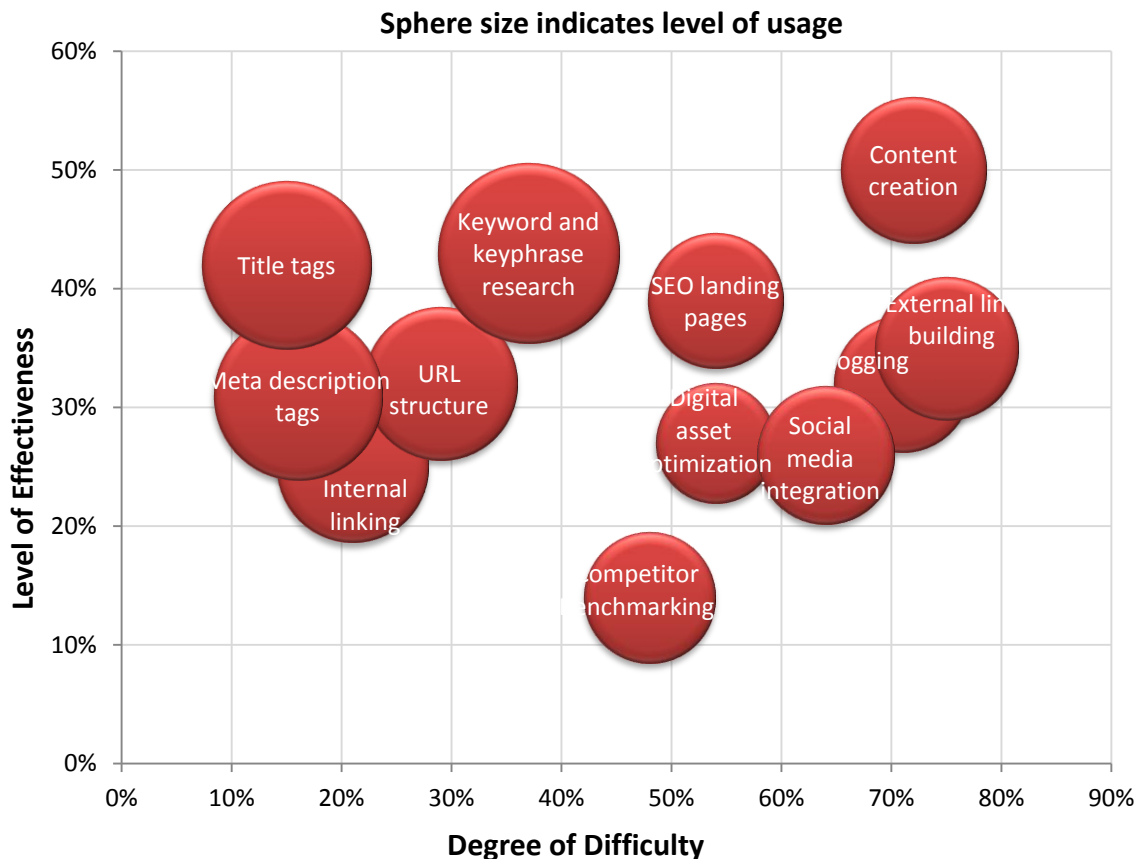
Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

KEY FINDING: CONTENT CREATION WORKS THE BEST, BUT TAKES THE MOST WORK

Keyword and keyphrase research is an old standby. When done well, this research delivers results and creates a competitive advantage, explaining its popular levels of usage. Creating title tags is another keyword-related and commonly used tactic – one which marketers considered to be equally effective.

Content creation stands apart in the cluster of tactics, both for its difficulty and its effectiveness. Good content creates buzz and attracts links. For this reason, marketers who commit to the effort required in creating quality content can improve their SEO positions.

Chart: Three dimensional view of SEO tactics



Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

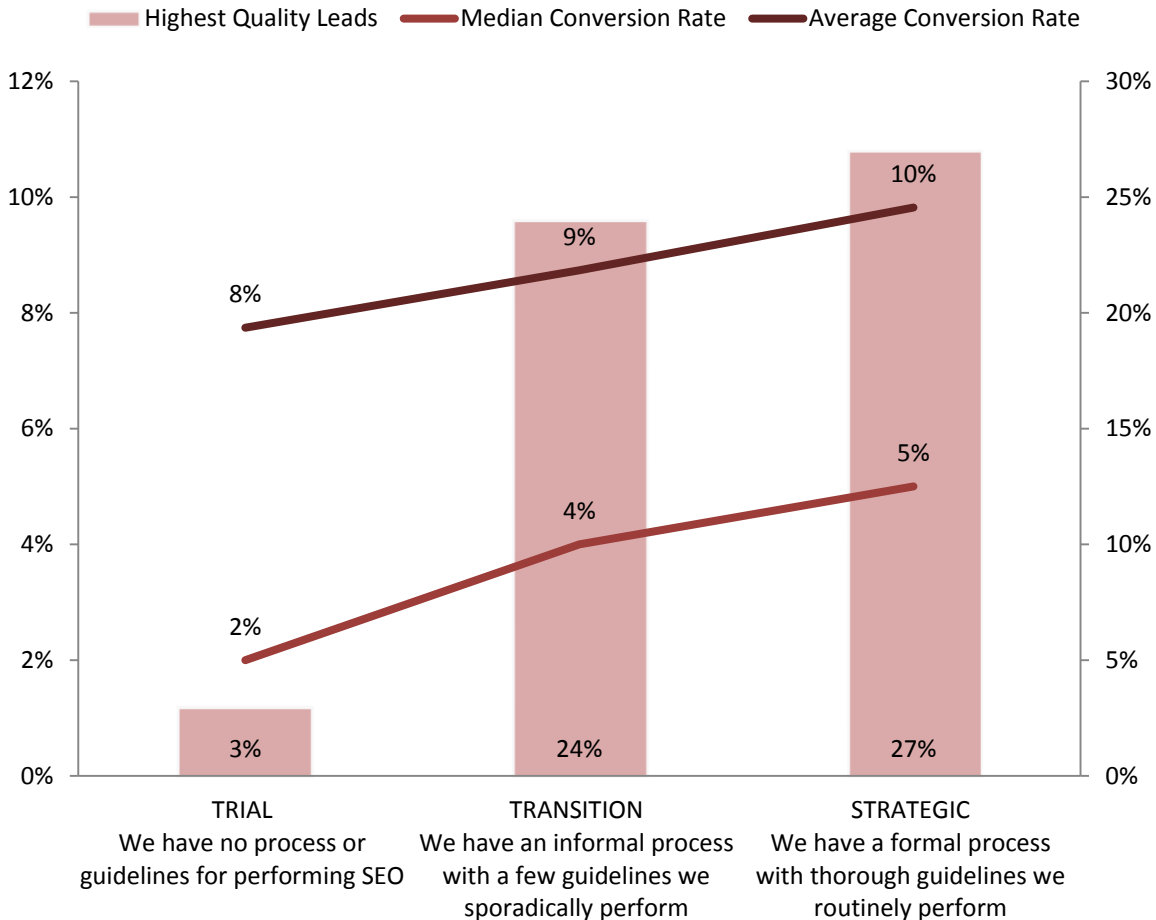
But, what is good and effective content? From the perspective of marketers surveyed, Web pages ranked highly, with half of marketers stating that they are very effective in helping them achieve their marketing objectives. Many Web pages also act as SEO landing pages if they serve as an entry point from search results. When pages have strong customer-oriented language, good layouts and clear call-to-actions, there is a greater likelihood of “click through” than “click back.”

Webinars and whitepapers were other leading examples of good content, with 46 percent and 40 percent of marketers, respectively, rating these as very effective content products.

KEY FINDING: INCREMENTAL SEO IMPROVEMENTS ADD UP TO LARGE GAINS

Organizations that routinely follow a formal process and thorough guidelines for their SEO practices and programs reap the biggest bottom-line benefits. One example is lead quality. Organizations in the Trial or Transition phases for SEO performance management each had a percentage of natural search leads deemed "low-quality." In contrast, only organizations in the Strategic phase could declare that all leads from natural search traffic were either of the highest quality or of mixed quality.

Chart: Organic traffic lead quality and conversion rates, by SEO maturity phase

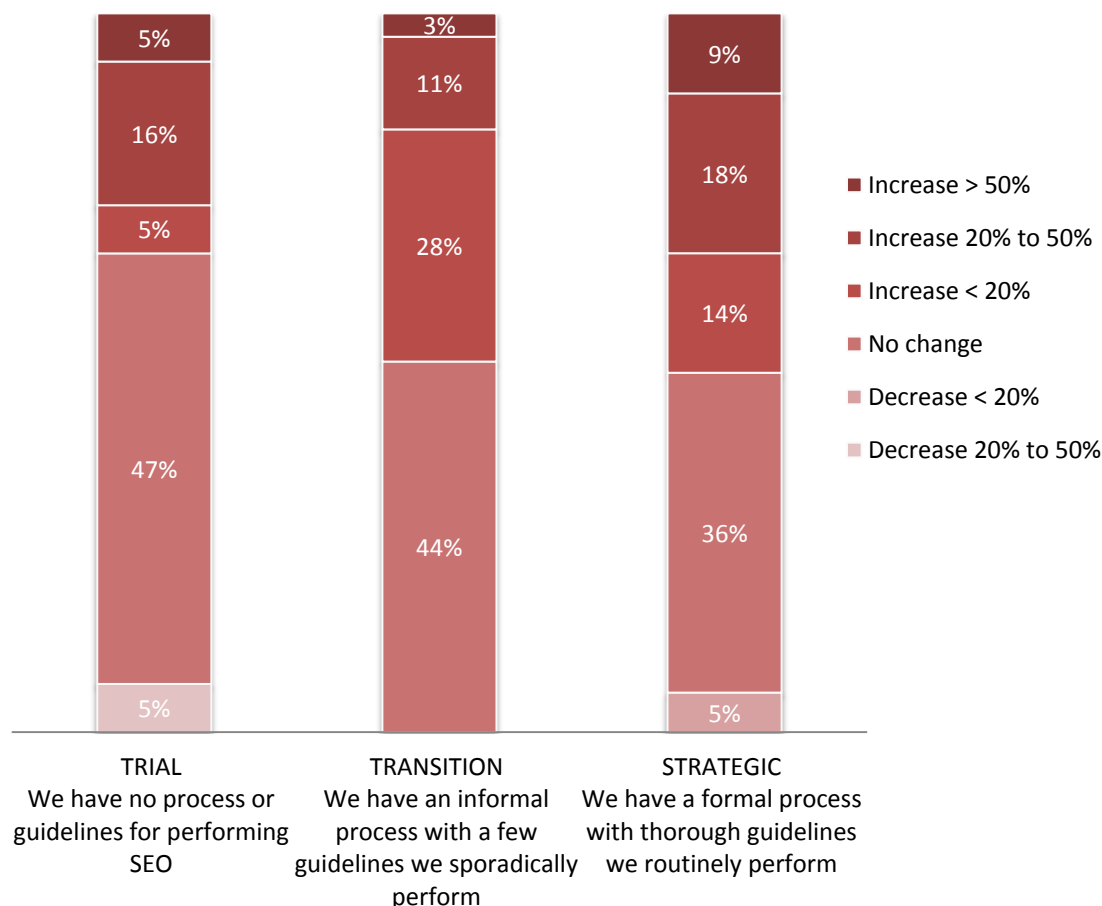


Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

Not only do the efforts of strategically minded organizations pay off through a larger percentage of high-quality leads from organic search traffic, but they also convert more of these leads. When looking at median conversion rates, Strategic organizations tend to convert 150 percent more leads than Trial organizations and 25 percent more than Transition organizations, or those with informal processes and guidelines.

KEY FINDING: FUTURE INVESTMENTS IN SEO BACKED BY HAVING SEO PROCESS IN PLACE

Who doesn't like to get the biggest bang for the buck? Organizations in the Transition and Strategic phases of SEO maturity convert more high-quality leads from natural search visits. As such, it makes sense for organizations to put more money into these programs.

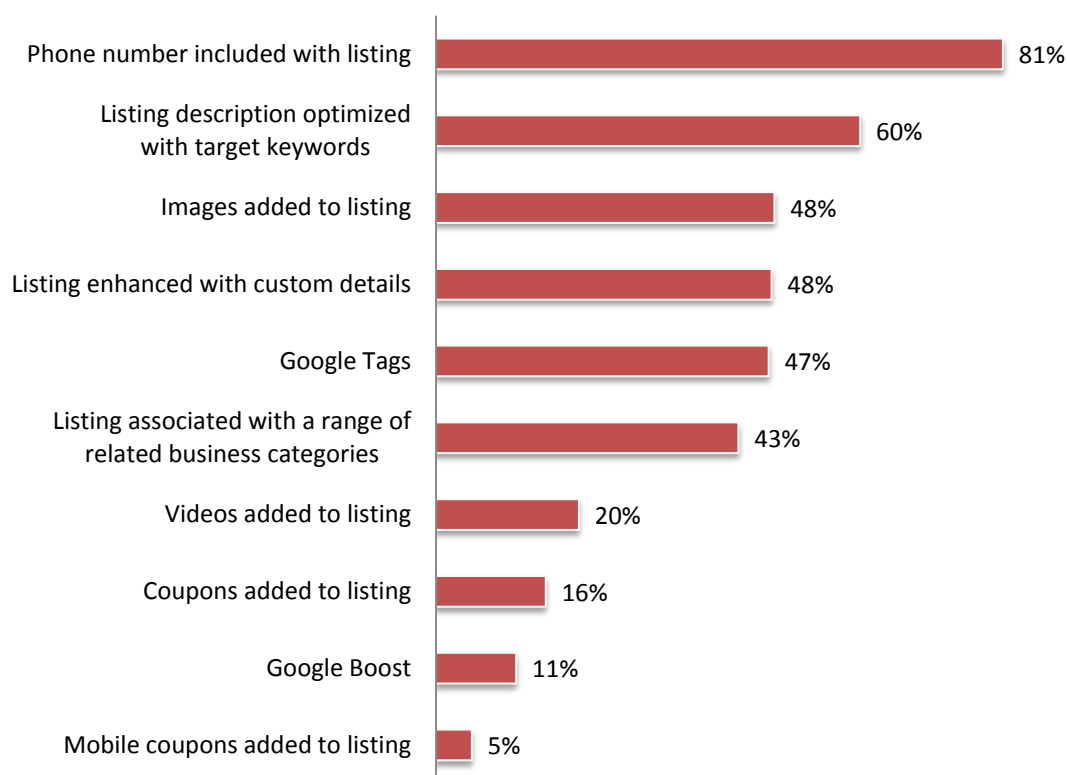
Chart: Expected 12-month SEO budget change, by SEO maturity phase

Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

Organizations that are relatively immature with their SEO processes are still investing money into SEO. The overwhelming majority of these organizations spend their SEO budgets on staff salaries, whereas Transition and Strategic organizations tend to divide their budgets across staff salaries, outsourced agency services, and for-free SEO marketing and analytics tools.

KEY FINDING: LOCAL BUSINESS LISTING TACTICS ARE UNDERUTILIZED

Local business listings and reviews now sit atop natural search results; therefore, it is critical to be found through local search. Despite this reality, only 37 percent of organizations surveyed claimed a local business listing on one or more search engines. Of those, most did not fully employ available listing tactics.

Chart: Local business listing tactics used for local search purposes

Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey
Methodology: Fielded April 2011, N=1,530

Even fewer organizations, namely 27 percent, had optimized for local search as part of their organic search (SEO) strategy. Adding local content to Web pages, blog posts and titles was the most popular local optimization tactic for this group, with 81 percent committed to this effort. By contrast, posting customer reviews or making customers aware of a customer review site (e.g. Yelp, Places) were efforts that ranked low in their execution. With local search algorithms placing weight on the quantity of reviews and citations, the importance of encouraging more (unbiased, non-incentivized) reviews cannot be overrated. Interestingly, marketers indirectly agreed with this in another question, where 88 percent said that customer reviews were the most effective content product for helping them achieve their marketing objectives.

Get free case studies and how-to articles from our reporters

Join 237,000 weekly newsletter readers. Receive free, in-depth case studies and how-to articles based on hundreds of hour-long interviews with brand-side marketing VPs and directors about Inbound Marketing every year.



Inbound Marketing

Keep up with the latest trends in the ever-changing world of search, social, and content marketing. *Bi-Weekly*

Subscribe for FREE

www.marketingsherpa.com/newsletters

Special Discount: Save \$100



185 Pages

Order Now:

<http://SearchBMRSEO11.marketingsherpa.com>

or

Call: 877-895-1717

New 2012 Search Marketing Report- SEO Edition Includes:

- 161 Charts and analytical commentary
- 1,530 Surveyed marketers used
- Special sections on content, search marketing strategy, local and mobile search, and integration
- Top SEO tactics including content creation, external link building, keyword and keyphrase research
- Search marketing success stories: Using social media boosts leads 30% and revenue 114%

YES! I want the most recent resource available with new data and insights in the 2012 Search Marketing Benchmark Report - SEO Edition. I want to take advantage of the \$100 discount and I know my order is risk-free because it's covered by MarketingSherpa's 100% satisfaction guarantee.

☐ PDF + Print Copy
(\$347 +Postage & Handling)

☐ PDF Only
(\$297)

First email my PDF copy to: _____

(we respect your privacy)

Then mail my printed copy to:

Name _____ Title _____

Organization _____

Address _____

City _____ State/Prov _____ Country _____ Zip/Postal _____

Phone (in case of questions) _____

Charge my: ☐ MasterCard ☐ Visa ☐ AMEX

Card# _____ Exp. Date _____

Print Cardholder Name _____

Signature _____

OR ☐ Bill Me* ☐ Check Enclosed to MarketingSherpa LLC

* Billing: I understand I will not receive the Guides until payment is received

Fax form to: (401) 247-1255



Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is a research firm publishing benchmark data and how-to guidance for marketing professionals.

237,000 marketers read our exclusive Case Study newsletters every week, and thousands attend our annual Summits on email, subscription sales, and b-to-b marketing.

100% SATISFACTION GUARANTEE

MarketingSherpa guarantees your satisfaction. If anything we sell doesn't meet your satisfaction, return it for a 100% hassle-free refund immediately!

MarketingSherpa LLC
499 Main Street, Warren, RI, 02885
Phone: 877-895-1717
(if outside the US call 401-247-7655)
Fax: (401) 247-1255



1300 Marsh Landing Parkway Suite 106
Jacksonville, FL 32250

www.meclabs.com