

Performance-Driven Web Management

Web 4 Development Conference
Washington, DC May 10, 2005

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• • • | Today

- **Web analytics**
- **Online advertising**
- **RSS**

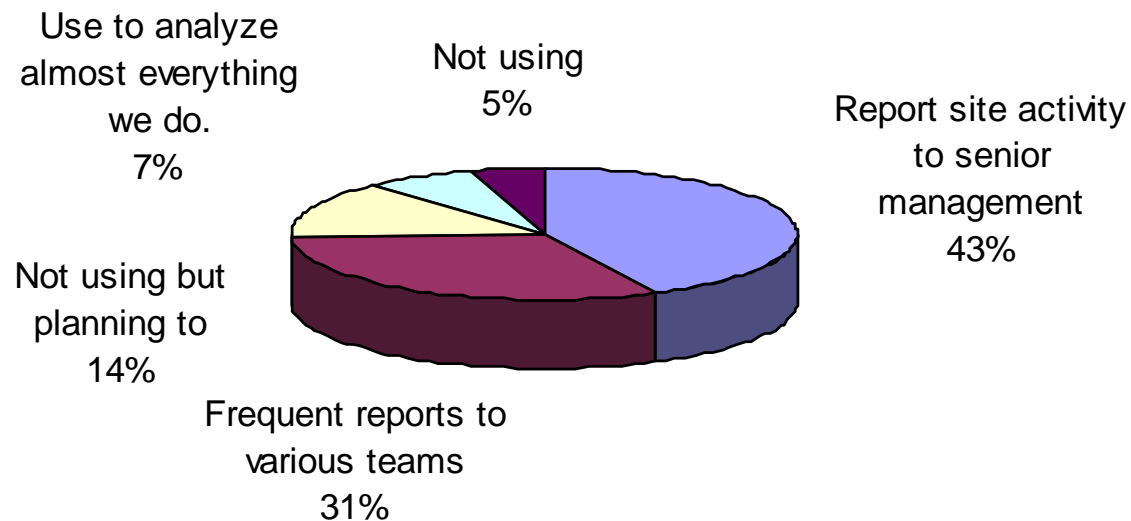
- ● ● | **Web analytics**

“Not everything that counts can be measured and not everything that can be measured counts”

Albert Einstein

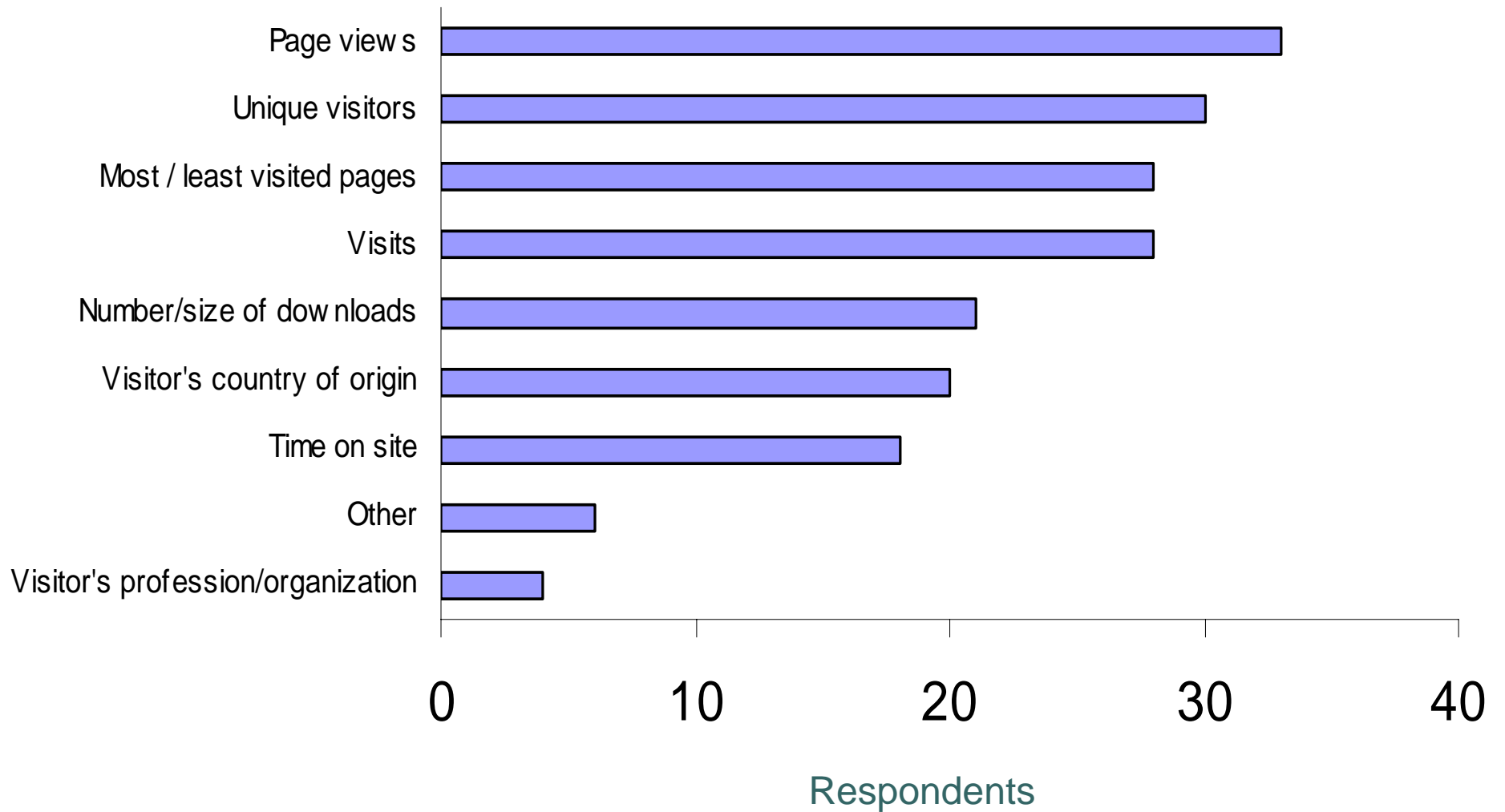
Web analytics in web4dev community

What best describes the use of web analytics in your organization?



19% not using
43% regular use
31% frequent use
7% advanced use

● ● ● | **Web analytics in web4dev community**



- ● ● | **Why measure?**

- Editorial
- Design / Architecture / Accessibility
- Marketing
- Partner / donor relationship
- Management

The sum of all this:

- Eliminates politics
- More support
- A better site

- ● ● | **Evolution of web analytics – 3 phase**

- Phase 1 Quantitative, universal measurements (log analysis)
- Phase 2 Business specific indicators (page tagging)
- Phase 3 Integration with enterprise management framework

- ● ● | Phase 1: getting more out of your log files

8 tips that can be done with any log file
analysis stats package

- ● ● | **Some key metrics for content sites – Log based**

- Conversion rate:

- $(\# \text{ of visits with success event}) / (\# \text{ visits})$

- Bounce rate (entire site):

- $(\# \text{ of single page visits}) / (\# \text{ of visits})$

- Bounce rate (specific page):

- $(\# \text{ of single page visit to target page}) / (\# \text{ of visits with target page as entry point})$

- Visitor engagement index

- $(\# \text{ of visits}) / (\# \text{ of unique visitors})$

- ● ● | **Some key metrics for content sites**

- **Keywords:**

- Analyze your most popular keywords and classify them by mindsets:
 - Brand searches (how many people are looking for you?)
 - Operations
 - Jobs etc.....

- **Geo segmentation**

- Map your visitors location to internet penetration rate and benchmark over time

- **Email metrics:**

- Monitor subscriptions AND cancellations.

- ● ● | Phase 2: Web analytics today

- Upgrading to a better reporting system
Page tagging technology

- Lessons learned & examples from the
Development Gateway and the World Bank



Technology overview

- ASP
- JavaScript based
- Cookies
- Web bug (1*1 pixel)

- More accurate visitor count
- Cross domain tracking
- Advanced customization
- Clickstream analysis
- Better geo-segmentation
- See stats for arbitrary durations - trend
- Close to “real time” stats
- Compare metrics across sites
- A/B compare
- Aggregate sites in various ways
- Better content metrics
- Better user metrics
- Better commerce metrics
- Better campaign metrics
- Infinite correlations

● ● ● | **The analytics market place**

- Coremetrics
- Omniture
- Hit Box

- Web Trends 7

- Urchin
- Nettracker

- Clicktracks
- Deepmetrix
- Visitor Ville
- and many others...



- ● ● | **Embarking on a web analytics project**

Do's:

Align your reporting with your organization's goals

Engage key stakeholders early

Balance between web jargon and simple language

Start small, show progress in line with objectives

Train a lot, communicate and report often

- ● ● | **Embarking on a web analytics project**

Don't:

Fall into the customization death spiral

Be a victim of analysis paralysis (faster is better than better)

Report on information that is meaningless (HITS)













Report unless 100% sure of accuracy

Produce 100+ pages reports

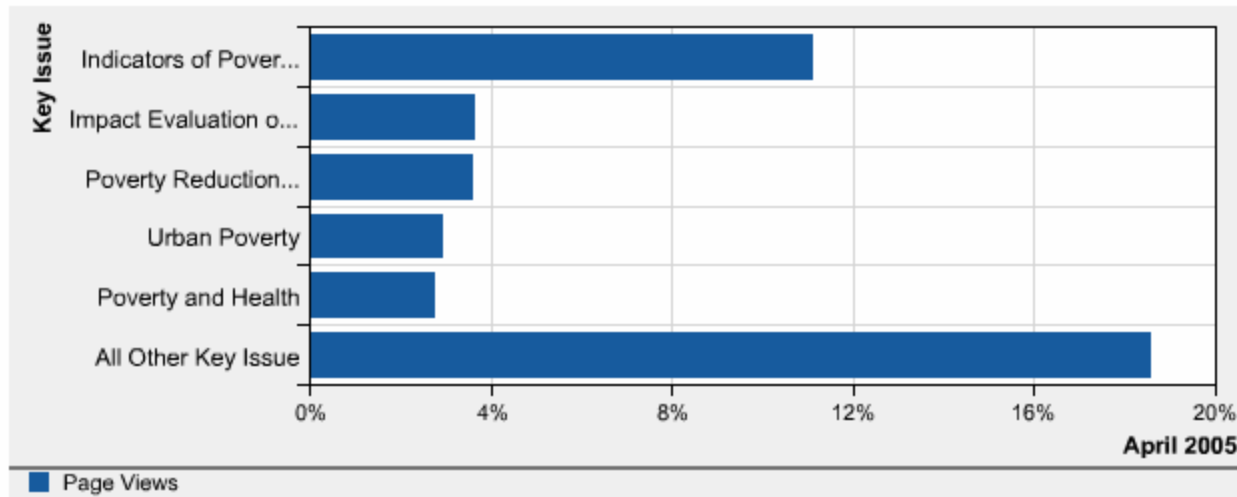
- • • | The Conversion Funnel



Editorial management – Content level

-  [An enhanced strategy for reducing extreme poverty by the year 2015](#)
-  [How best to achieve the Millennium Development Goals](#)
-  [Halving world poverty by 2015 economic growth equity and security](#)
-  [Rural development what can the sustainable livelihoods route offer](#)
-  [US Census Bureau page on poverty](#)
-  [Managing Partnerships](#)
-  [Gender Equality and Womens Empowerment Ten Years after Beijing Where Do We Stand](#)
-  [Institute of Social Studies The Hague Netherlands](#)
-  [Poverty footwear and cold water](#)
-  [Ayudar a los Pobres Rurales La Clave para Reducir la Pobreza Mundial a la Mitad](#)
-  [Poverty Impact Evaluations Database](#)
-  [The System of Innovation Approach and Its Relevance to Developing Countries](#)
-  [Latteest FDI Data for Pakistan](#)
-  [Agroindustrialisation An Antidote to Rural Poverty](#)
-  [DATA QUALITY ASSESSMENT OF PERFORMANCE MONITORING PLAN INDICATORS](#)
-  [Health and Wealth Among the Poor India and South Africa Compared](#)
-  [Fighting Corruption in Developing Countries](#)

Editorial management – Content groups



Graph Generated by SiteCatalyst using Report Accelerator at 11:00 AM EDT, 8 May 2005

Details

Key Issue	Page Views	Percentage
1. Indicators of Poverty	493	26.0%
2. Impact Evaluation of the Poverty Reduction Policies	162	8.6%
3. Poverty Reduction Strategies and Policies	161	8.5%
4. Urban Poverty	131	6.9%
5. Poverty and Health	123	6.5%
6. Analysis and Research	119	6.3%
7. Rural Poverty	112	5.9%
8. Financial Services for the Poor	76	4.0%
9. Poverty and ICT	74	3.9%
10. Poverty and Trade	68	3.6%
11. Poverty, Children and Youth	59	3.1%
12. Conceptions of Poverty	49	2.6%
13. Globalization and Poverty	44	2.3%
14. Poverty and Environment	32	1.7%

Editorial management – Keywords

Details						
Search Keyword	24 Apr. 2005 – 30 Apr. 2005		1 May 2005 – 7 May 2005		Change	
	Searches	▼	Searches	▼	▼	▲
1. photo essay	4	0.1%	23	0.3%	19	475.0%
2. amazon rainforests	3	0.0%	16	0.2%	13	433.3%
3. carbon expo 2005	2	0.0%	10	0.2%	8	400.0%
4. banque mondiale madagascar	2	0.0%	10	0.2%	8	400.0%
5. slums in brazil	2	0.0%	9	0.1%	7	350.0%
6. مرض الملاريا	2	0.0%	8	0.1%	6	300.0%
7. education in brazil	4	0.1%	16	0.2%	12	300.0%
8. pamela cox	2	0.0%	8	0.1%	6	300.0%
9. world events calendar	6	0.1%	18	0.3%	12	200.0%
10. world bank events	2	0.0%	6	0.1%	4	200.0%
11. basic education in mexico	2	0.0%	6	0.1%	4	200.0%
12. dr. robert watson	2	0.0%	6	0.1%	4	200.0%
13. daniel kaufmann	6	0.1%	17	0.3%	11	183.3%
14. world development indicators 2005	3	0.0%	8	0.1%	5	166.7%
15. asli demirguc-kunt	3	0.0%	8	0.1%	5	166.7%
16. carl dahlman	4	0.1%	10	0.2%	6	150.0%
17. multimedia products	2	0.0%	5	0.1%	3	150.0%
18. corruption indonesia	3	0.0%	7	0.1%	4	133.3%
19. disasters in india	4	0.1%	9	0.1%	5	125.0%
20. elizabeth littlefield	4	0.1%	8	0.1%	4	100.0%
21. aaditya mattoo	2	0.0%	4	0.1%	2	100.0%
22. brazil slums	2	0.0%	4	0.1%	2	100.0%
23. gerhard dieterle	3	0.0%	6	0.1%	3	100.0%
24. news bank	3	0.0%	6	0.1%	3	100.0%
25. paul gertler	3	0.0%	6	0.1%	3	100.0%
26. world's poorest countries	5	0.1%	10	0.2%	5	100.0%
27. speeches	19	0.2%	38	0.6%	19	100.0%
28. beneficios del petroleo	4	0.1%	8	0.1%	4	100.0%
29. robert watson world bank	3	0.0%	6	0.1%	3	100.0%
30. banco mundial	3	0.0%	6	0.1%	3	100.0%
31. international development association	7	0.1%	13	0.2%	6	85.7%
32. countries in debt	3	0.0%	5	0.1%	2	66.7%
33. gregory ingram	3	0.0%	5	0.1%	2	66.7%
34. media contacts	6	0.1%	10	0.2%	4	66.7%
35. stefano scarpetta	3	0.0%	5	0.1%	2	66.7%
36. praful patel	10	0.1%	16	0.2%	6	60.0%
37. feature stories	31	0.4%	48	0.7%	17	54.8%
38. film bank	2	0.0%	3	0.0%	1	50.0%
39. kristalina georgieva	2	0.0%	3	0.0%	1	50.0%

Editorial management – keywords

Details				
	Search Keyword	Searches	Search %	
1.	world bank news	9	1.1%	0.1
2.	world bank	9	1.1%	0.1
3.	how the world bank started	8	1.0%	0.1
4.	new voices world bank	8	1.0%	0.1
5.	cotton sector reform project world bank	6	0.7%	0.1
6.	world bank malaria	6	0.7%	0.1
7.	world bank president	6	0.7%	0.1
8.	robert watson the world bank	5	0.6%	0.1
9.	nuevas voces world bank	5	0.6%	0.1
10.	press release no:2005/430/s world bank group	5	0.6%	0.1
11.	world bank gumersindo oliveros	5	0.6%	0.1
12.	michael klein world bank	5	0.6%	0.1
13.	world bank global strategy booster program	5	0.6%	0.1
14.	irshad khan world bank	4	0.5%	0.1
15.	the world bank 2003	4	0.5%	0.1
16.	wolfowitz worldbank	4	0.5%	0.1
17.	world bank globalization criminal neglect	4	0.5%	0.1
18.	john briscoe world bank	4	0.5%	0.1
19.	power, sierra leone, world bank	4	0.5%	0.1
20.	poverty and unemployment and world bank report	4	0.5%	0.1
21.	cas sri lanka world bank	4	0.5%	0.1
22.	world bank book	4	0.5%	0.1
23.	the world bank 2005	4	0.5%	0.1
24.	peter woiicke world bank	4	0.5%	0.1
25.	world bank civil service reforms nigeria	3	0.4%	0.0
26.	world bank selection process	3	0.4%	0.0
27.	world bank donors	3	0.4%	0.0
28.	un world bank	3	0.4%	0.0
29.	rewarding results world bank guatemala	3	0.4%	0.0
30.	jean louis sarbib world bank	3	0.4%	0.0
31.	world bank's annual "little green data book"	3	0.4%	0.0
32.	ramphele world bank	3	0.4%	0.0
33.	gonzalo castro world bank	3	0.4%	0.0
34.	dr. debrework zewdie, the world bank group	3	0.4%	0.0
35.	from plan to market 1996 world bank	3	0.4%	0.0
36.	iraq debt relief program world bank	3	0.4%	0.0
37.	donald bundy world bank	3	0.4%	0.0
38.	world bank and coffee	3	0.4%	0.0
39.	miga project of world bank	3	0.4%	0.0

Editorial management – consumption

⊕ All News
⊕ Press Releases
⊕ Feature Stories
⊕ Press Reviews
⊕ Loans & Credits
⊕ Speeches
⊕ Transcripts
⊕ Issue Briefs
⊕ Project Profiles
⊕ Events Calendar
⊕ World Bank Experts
⊕ Media Contacts
⊕ Broadcast & Multimedia
Online Media Briefing Cntr Embargoed news and other material for accredited journalists only Login / Register
Resources
▶ About Media Team
▶ Contacts
▶ Data
▶ FAQs
▶ Annual Report
▶ Board Schedule

World Bank Releases New Governance Indicators for 209 Countries

Also available in: [French](#) , [Spanish](#)

Press Release No:2005/454/WBI

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WASHINGTON, May 9th, 2005 — Good governance can deliver significant improvements in living standards for people in developing countries, and although a number of countries have improved rapidly in recent times, too often there has been inaction, and leaders face the challenge of setting clear targets of good governance standards and tracking their progress.

Government reformers, citizens, domestic enterprises and foreign investors see governance as the key ingredient for sustainable development and a sound investment climate, and around the world demand data and analysis to monitor the quality of governance over time. Aid donors, too, know that aid flows are most effective in countries with good institutional quality.

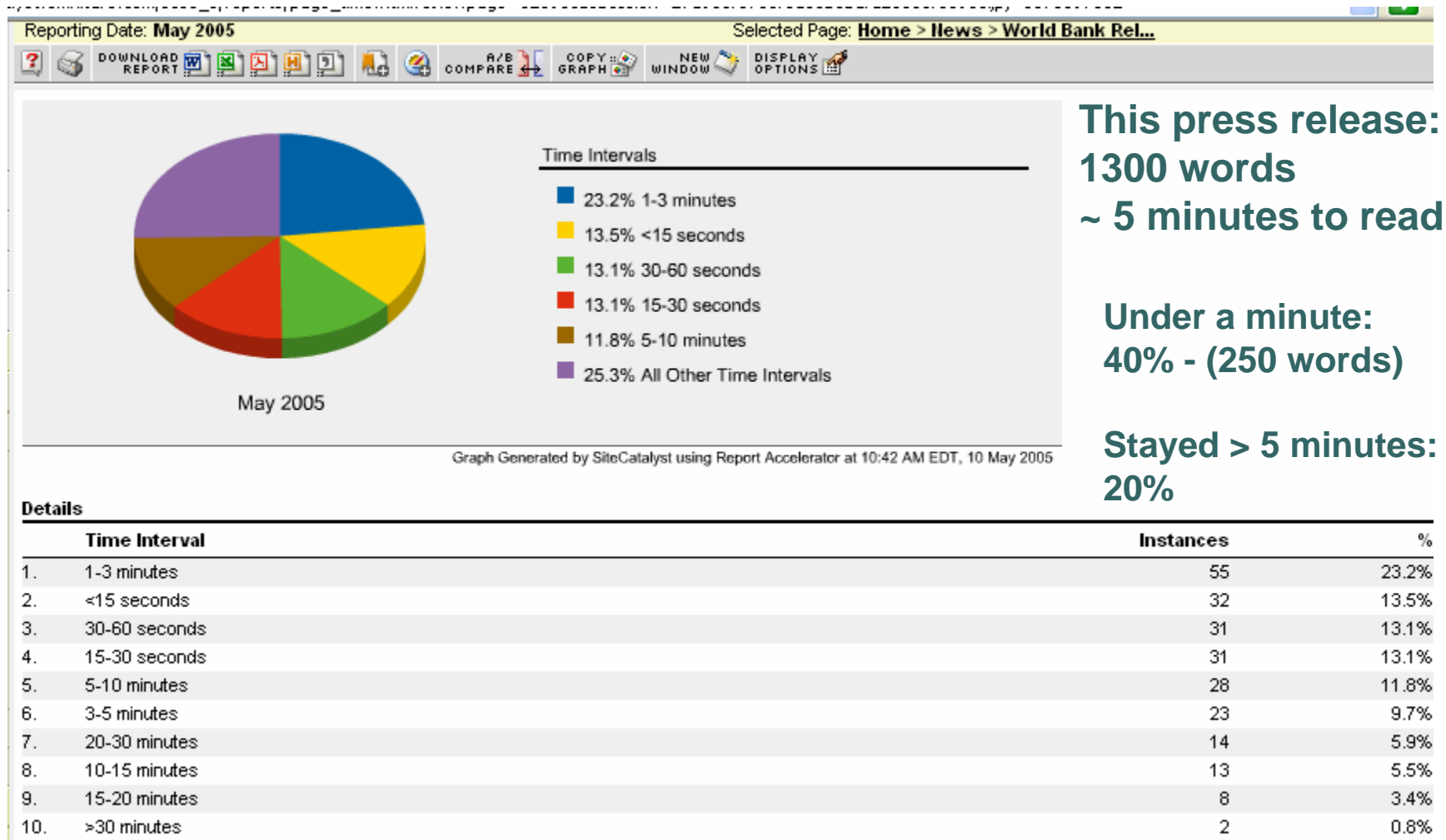
The World Bank is helping these countries, and their development allies in civil society and the donor community, by providing a set of governance indicators that can help depoliticize efforts to track the quality of institutions, support capacity building, improve governance and address corruption.

In a new research report issued today, **Daniel Kaufmann, Director of Global Governance at the World Bank Institute**, and **Aart Kraay, Lead Economist in the Bank's Research Group**, unveil an expanded and updated set of worldwide governance indicators, which cover 209 countries between 1996-2004.

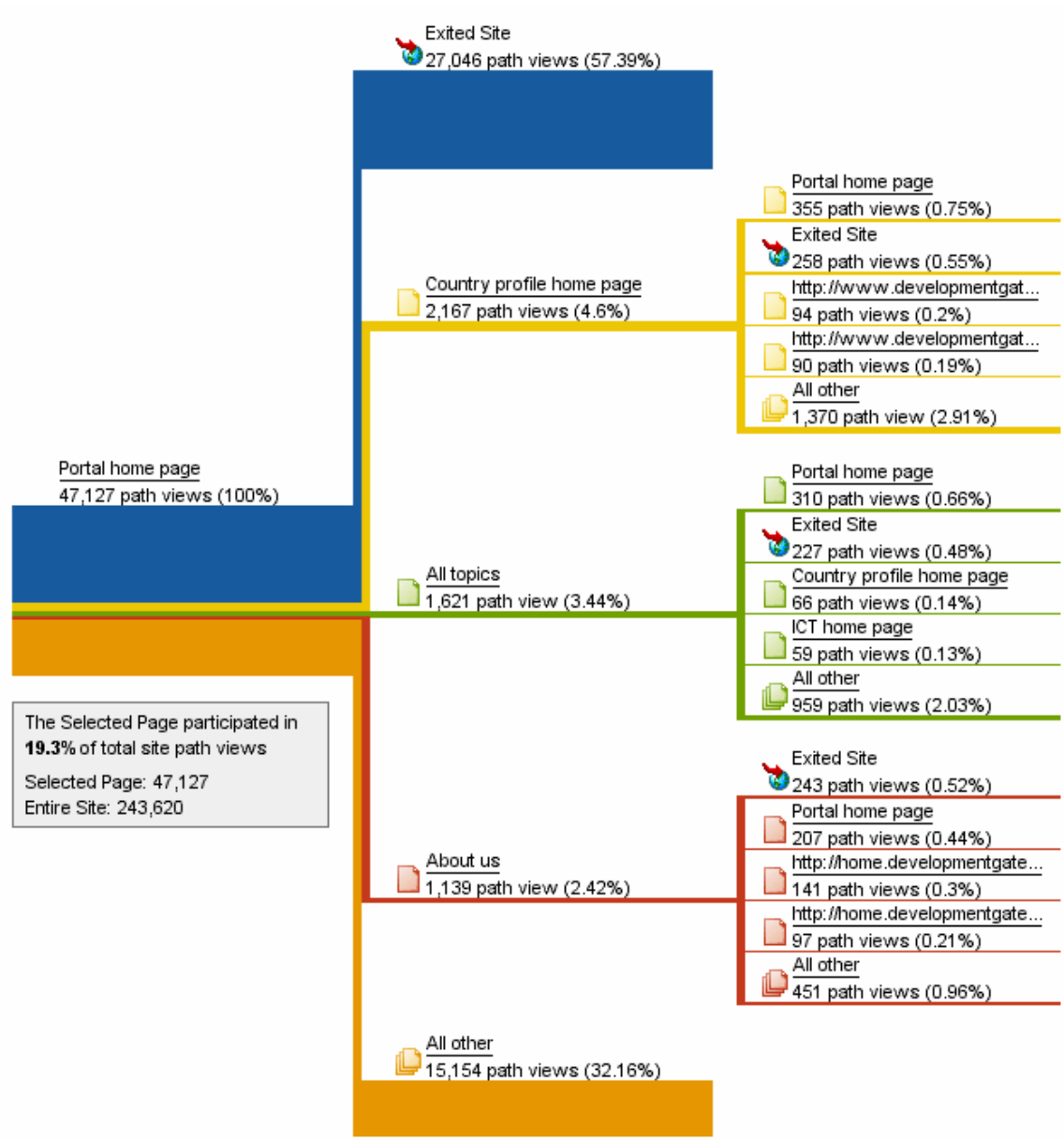
Beginning in the late nineties they began to develop and analyze measures for six components of good governance:

1. **Voice and Accountability** - measuring political, civil and human rights
2. **Political Instability and Violence** - measuring the likelihood of violent threats to, or changes in, government, including terrorism

Editorial management – consumption



Inform architecture / navigation



The Selected Page participated in **19.3%** of total site path views
 Selected Page: 47,127
 Entire Site: 243,620

Inform design

The screenshot shows the The World Bank website with several analytics overlays. The main navigation bar includes the logo, search bar, and menu items like 'Projects & Operations' and 'Contact Us'. The main content area is divided into sections: 'FEATURE', 'NEWS & BROADCAST', 'REGION IN FOCUS', 'NEWSLETTERS', 'HOT TOPICS', 'EVENTS', 'DISCUSSIONS', and 'OPERATIONS EVALUATION'. Each section contains various articles and links, with analytics overlays indicating click counts and rankings for specific elements.

Analytics Overlays:

- Top left: Clicks 6 (19/65)
- Top middle: Clicks 6 (20/65)
- Top right: Clicks 6 (17/65)
- Top right (large): Clicks: 170 (1/65)
- Feature section (left): Clicks 9 (11/65)
- Feature section (right): Clicks 7 (16/65)
- Region in Focus (left): Clicks 16 (8/65)
- Region in Focus (right): Clicks 17 (7/65)
- Region in Focus (right): Clicks 23 (4/65)
- Region in Focus (right): Clicks 8 (13/65)
- Hot Topics (bottom right): Clicks 6 (18/65)

Website Content:

The World Bank
Working for a World Free of Poverty

FEATURE

LEFT OUT IN THE COLD
ECA STRUGGLES TO STAY WARM

PRESSURE RISES ON EAST EUROPE & CENTRAL ASIA
Energy prices and service disruptions increase pressure in the region to modernize.

NEWS & BROADCAST

- India: \$465 Million for Reconstruction in Tsunami-Hit Areas
- James Wolfensohn Appointed Special Representative For Gaza Disenfranchisement
- World Development Indicators 2005
- Oil Revenues Flow to Chad
- Vacancy: World Bank Sanctions Board
- President-Elect Wolfowitz

REGION IN FOCUS

East Asia and the Pacific

- Growth and Challenges for East Asia
- Press Release: East Asia set to grow by 6 percent in 2005
- Report: East Asia Update

NEWSLETTERS

Subscribe to Bank Update

your e-mail here

All Newsletters >

HOT TOPICS

- IDA14 Replenishment
- Tsunami Recovery
- Millennium Dev't Goals
- Anticorruption
- Iraq
- Extractive Industries
- Cameroon Pipeline

EVENTS

DISCUSSIONS

- Attracting Investment in Post-Conflict Countries: The Importance of Telecommunications
- Poverty Reduction Strategy Paper (PRSP) 2005 Review
- Using E-discussions for Knowledge Exchange in the Middle East

OPERATIONS EVALUATION

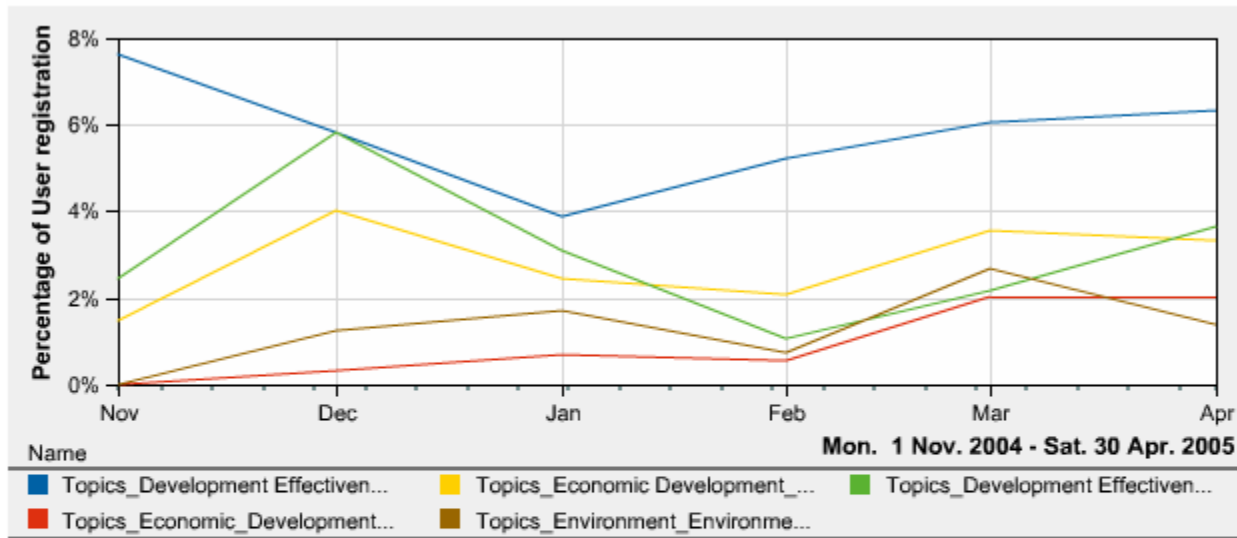
Inform marketing - Cross linking

Details

Original Referring Domains		User registration	
1.	Typed/Bookmarked	15	32.6%
2.	google.com	6	13.0%
3.	worldbankinfoshop.org	2	4.3%
4.	tanzaniagateway.org	2	4.3%
5.	google.ca	2	4.3%
6.	khoj.com	2	4.3%
7.	yahoo.com	2	4.3%
8.	elearningeuropa.info	1	2.2%
9.	google.co.uk	1	2.2%
10.	unfpa.org.ph	1	2.2%
11.	ask.com	1	2.2%
12.	google.co.ke	1	2.2%
13.	google.com.ph	1	2.2%
14.	reliefweb.int	1	2.2%
15.	google.ro	1	2.2%
16.	google.fr	1	2.2%
17.	undp.org	1	2.2%
18.	isst-india.org	1	2.2%
19.	google.co.in	1	2.2%
20.	google.es	1	2.2%
21.	europetheintheworld.info	1	2.2%
22.	google.co.za	1	2.2%
Total		46	

Report Generated by SiteCatalyst using Report Accelerator at 10:52 AM EDT, 8 May 2005

Inform marketing - Campaigns



Summary

Name	User registration	%
1. Topics_Development Effectiveness_NGO	519	5.6%
2. Topics_Economic Development_Poverty	247	2.6%
3. Topics_Development Effectiveness_Governance	244	2.6%
4. Topics_Economic Development_Microfinance	85	0.9%
5. Topics_Environment_Environmental Law	119	1.3%
Total	1,214	13.0%

Inform marketing - Keywords

Details

All Search Keywords		User registration	
1.	None	177	63.3%
2.	development gateway	17	1.4%
3.	ngo	6	0.5%
4.	ict	5	0.4%
5.	foreign direct investment	4	0.3%
6.	culture and development unesco cultural sector	4	0.3%
7.	www.worldbank.org/environment.com	4	0.3%
8.	public administration	4	0.3%
9.	how has recent parliamentary reforms aided democracy in england	4	0.3%
10.	governance	3	0.2%
11.	mba via e-learning	3	0.2%
12.	slums in singapore	3	0.2%
13.	south delhi environmental assessment	3	0.2%
14.	third world countries	3	0.2%
15.	rural finance learning centre	3	0.2%
16.	international real estate investment trends	3	0.2%
17.	foreign investment in china publishing	3	0.2%
18.	glocalization in anthropology	3	0.2%
19.	international ngo of swiss	3	0.2%
20.	development projects malaysia	3	0.2%
21.	jobs vacancy in georgia tbilisi deadline april 2005	3	0.2%
22.	ngo dc	3	0.2%
23.	the importance of rural development to the national economy	3	0.2%
24.	devnetjobs value membership free	2	0.2%
25.	environment	2	0.2%
26.	india's national association of software and service companies	2	0.2%
27.	developmentgateway	2	0.2%
28.	multinational companies and economic development	2	0.2%
29.	monitoring and evaluation	2	0.2%
30.	moser poverty	2	0.2%
31.	measuring poverty in kohat in pakistan	2	0.2%
32.	office evaluation millenium development goals	2	0.2%
33.	poverty results	2	0.2%
34.	advanced distance learning courses on gender and development in south africa	2	0.2%
35.	indian ngo	2	0.2%

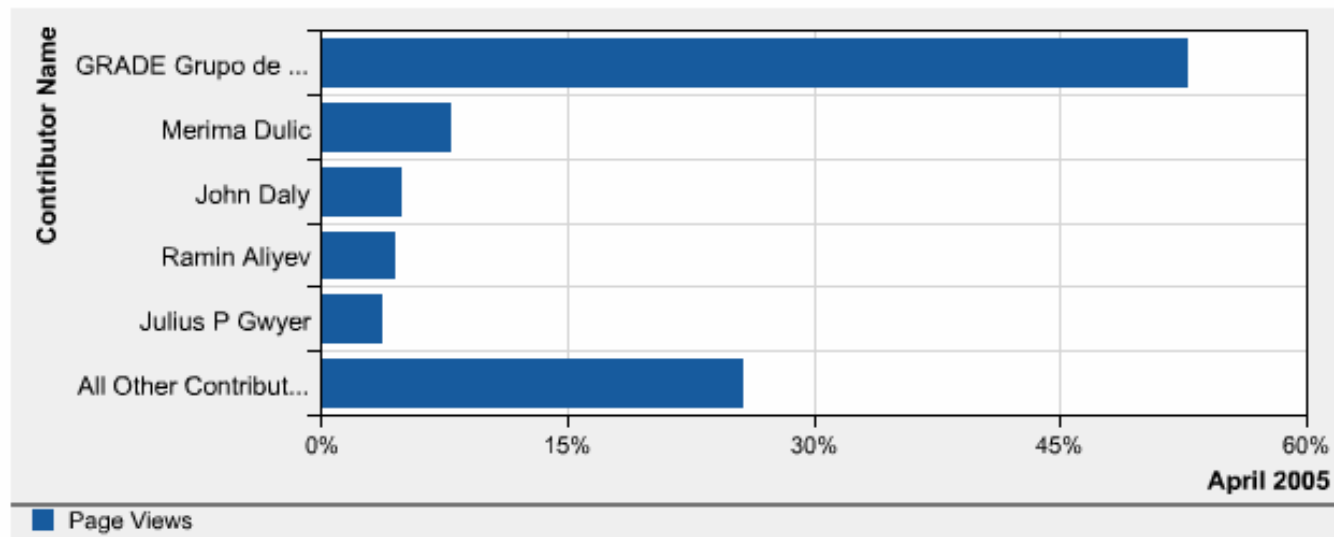
Inform marketing - Internal campaigns

Details

Campaigns		Content addition	Email to a friend	User registration
1.	None	126 41.8%	1,626 82.6%	1,616 82.2%
2.	dqAlerts	119 39.8%	266 13.5%	71 4.3%
3.	Rss feeds	20 6.7%	4 0.2%	1 0.1%
4.	Poverty / 923	8 2.7%	13 0.7%	3 0.2%
5.	Newsletter / 800	4 1.3%	6 0.3%	7 0.4%
6.	Environmental Law / 908	3 1.0%	10 0.5%	7 0.4%
7.	Knowledge Economy / 919	3 1.0%	1 0.1%	0 0.0%
8.	E-Learning / 907	3 1.0%	0 0.0%	2 0.1%
9.	Governance / 913	3 1.0%	8 0.4%	6 0.4%
10.	Trade and Development / 925	2 0.7%	0 0.0%	0 0.0%
11.	Microfinance / 920	2 0.7%	2 0.1%	9 0.5%
12.	Water Resources Management / 927	2 0.7%	5 0.3%	2 0.1%
13.	Youth for Development / 929	2 0.7%	0 0.0%	4 0.2%
14.	E-Government / 906	2 0.7%	1 0.1%	2 0.1%
15.	Capacity Development for MDGs / 903	1 0.3%	5 0.3%	3 0.2%
16.	Culture and Development / 905	0 0.0%	9 0.5%	1 0.1%
17.	Non-Governmental Organizations / 921	0 0.0%	4 0.2%	4 0.2%
18.	Gender and Development / 911	0 0.0%	3 0.2%	2 0.1%
19.	Urban Development / 926	0 0.0%	2 0.1%	1 0.1%
20.	Indigenous Issues / 915	0 0.0%	2 0.1%	2 0.1%
21.	Foreign Direct Investment / 910	0 0.0%	1 0.1%	0 0.0%
22.	HIV/AIDS / 914	0 0.0%	0 0.0%	1 0.1%
Total		299	1,968	1,644

Report Generated by SiteCatalyst using Report Accelerator at 02:13 PM EDT, 9 May 2004

Inform partners / donors

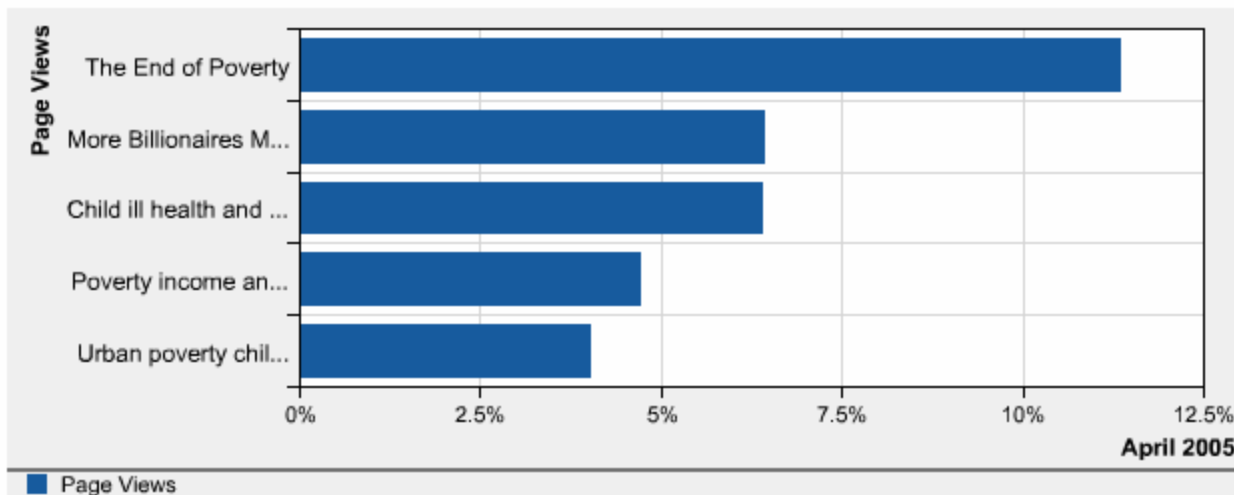


Graph Generated by SiteCatalyst using Report Accelerator at 11:03 AM EDT, 8 May 2005

Details

Contributor Name	Page Views	Page Views (%)
1. GRADE Grupo de Análisis para el Desarrollo Group of Analysis for Development	2,481	52.8%
2. Merima Dulic	375	8.0%
3. John Daly	236	5.0%
4. Ramin Aliyev	218	4.6%
5. Julius P Gwyer	179	3.8%
6. JeanCharles Le Vallée	131	2.8%
7. Urban Age Institute	107	2.3%
8. Richard Gerster	96	2.0%
9. Denise Senmartin	95	2.0%

Inform partners / donors



Graph Generated by SiteCatalyst using Report Accelerator at 11:10 AM EDT, 8 May 2005

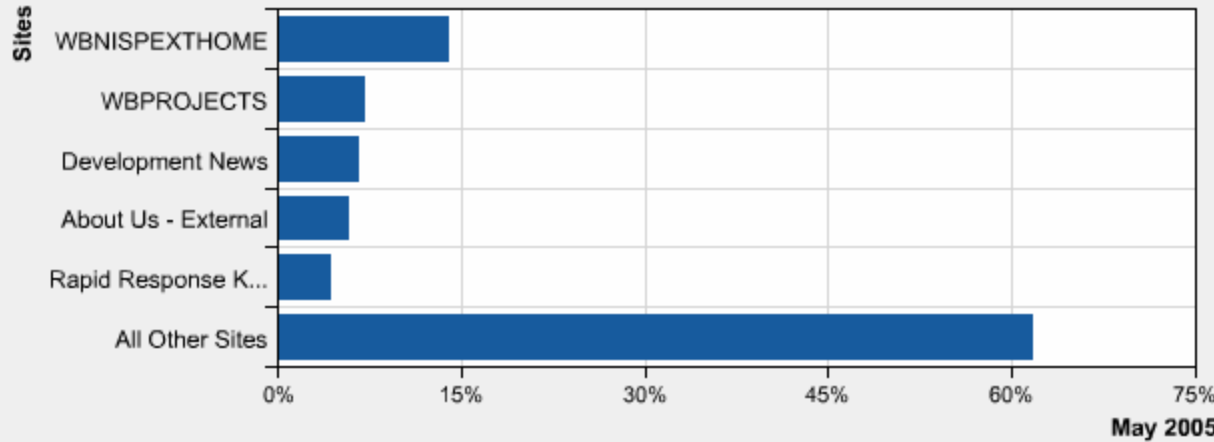
Correlation Filter

Correlation Filter		Total Page Views
Contributor name = GRADE Grupo de Análisis para el DesarrolloGroup ...		2,577 0.38%
Resource Title		Page Views
1. The End of Poverty		293 11.4%
2. More Billionaires More Poverty Get Used To It		166 6.4%
3. Child ill health and mortality How can we prevent the preventable A propoor approach is essential t		165 6.4%
4. Poverty income and working poor		122 4.7%
5. Urban poverty childhood poverty and social protection in China critical issues		104 4.0%
6. Transparency Can Alleviate Poverty		87 3.4%
7. Analyzing urban poverty a summary of methods and approached		84 3.3%
8. Poverty Impact Evaluations Database		74 2.9%
9. What is an impact evaluation and why its important		69 2.7%
10. eBook Gender mainstreaming in poverty eradication and the Millennium Development Goals		60 2.3%
11. Globalisation poverty and all that factor endowment versus productivity views		46 1.8%
12. Globalization and rural poverty		40 1.6%
13. Development South America Uneven Race against Poverty		40 1.6%
14. Investing in development a practical plan to achieve the Millennium Development Goals		39 1.5%
15. Estimating growth requirements for reducing working poverty can the world halve working poverty by 2		39 1.5%

The entire enterprise

Graph: [Numbers](#) | [Percentages](#)

Last Account Rollup Date: **Mon. 9 May. 2005**

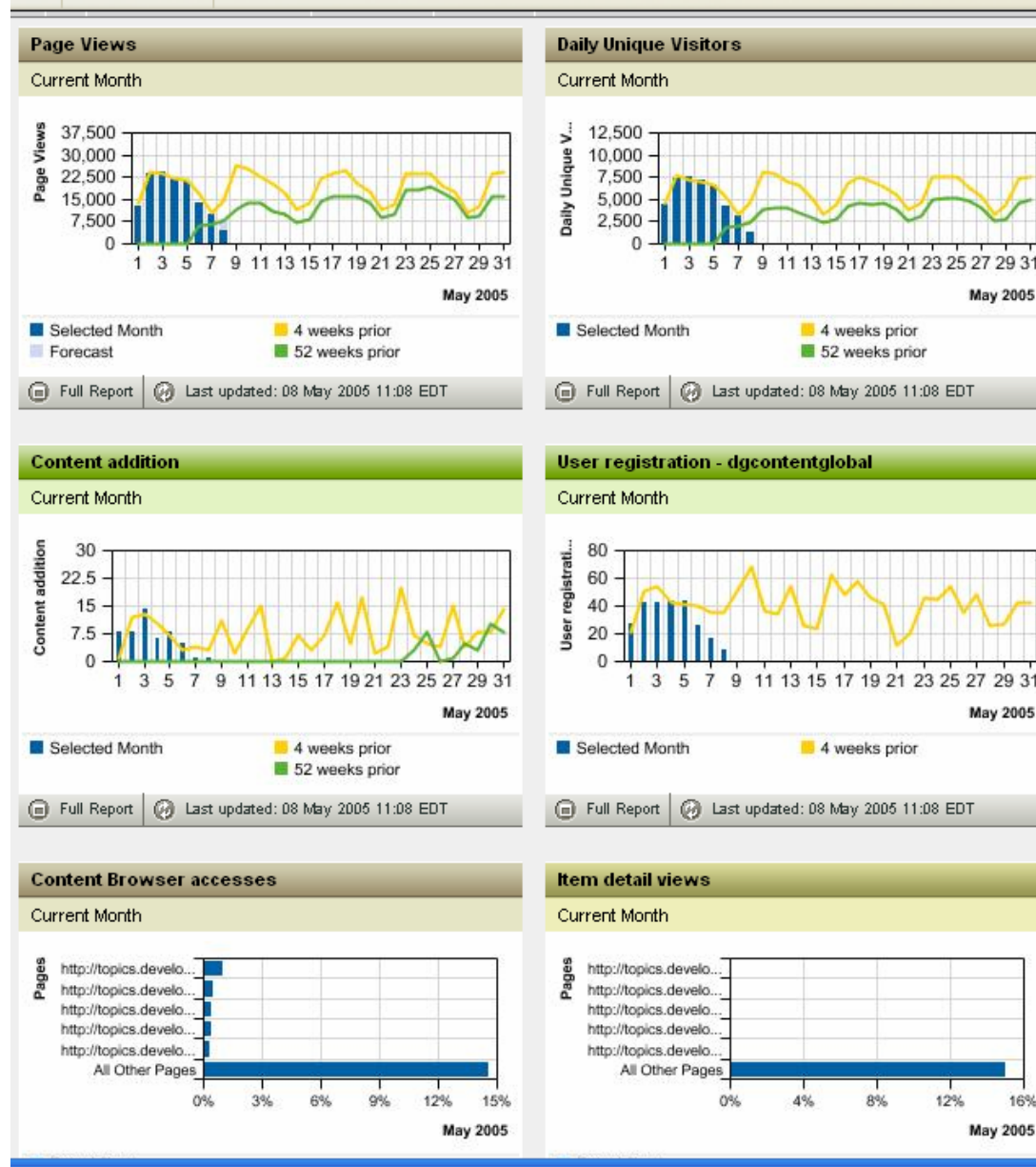


Graph Generated by SiteCatalyst at 02:37 PM EDT, 9 May 2005

Details

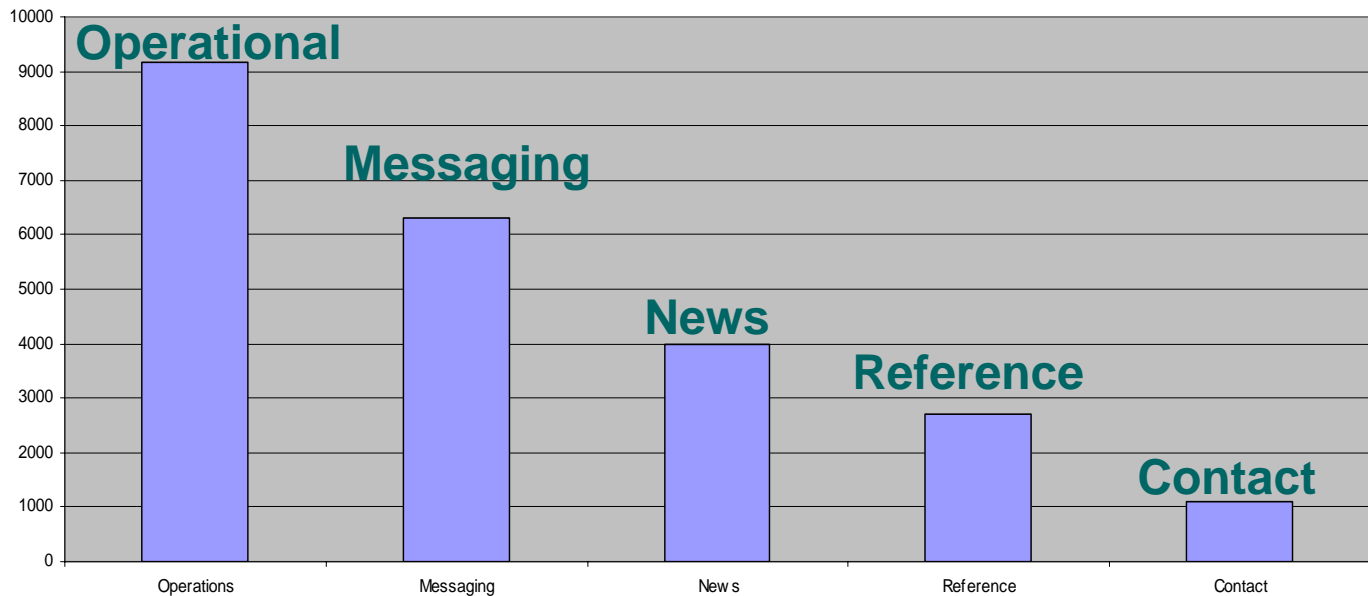
Site	Page Views	Percentage
1. WBNISPEXTHOME	186,084	14.0%
2. WBPROJECTS	96,612	7.3%
3. Development News	89,765	6.8%
4. About Us - External	77,553	5.8%
5. Rapid Response Knowledge Services	57,861	4.4%
6. WBCOUNTRIES	43,798	3.3%
7. External Spanish Home	37,996	2.9%
8. India - External - English	32,802	2.5%
9. External French Home	30,522	2.3%
10. OPCS Procurement EXT	26,861	2.0%
11. Poverty - External	26,755	2.0%

Inform management



Metrics to engage management

- Organize and report on **groups of content** that speaks to management and reflect your site's objectives
- Example from one of our country site:



Operations= projects and programs, country briefs, trust fund
Messaging= Working for Results, Ten things, Featured Stories
News= press releases, events
Reference= data and statistics, publications
Contact for questions, feedback



The USERS!

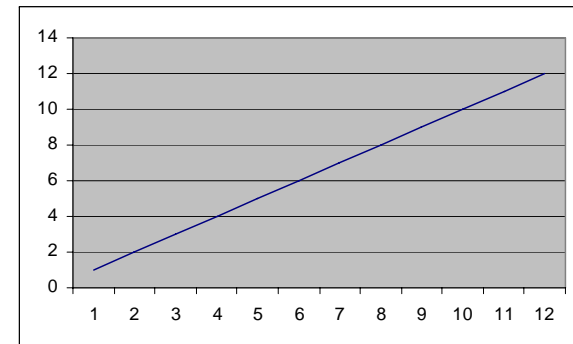
METRICS AS CONTENT

- ● ● | In a nutshell

- “Everything you want to know”
- It’s not about the tools. It’s a culture

Report
Analyze
Decide
Act (or not)
Repeat

- Management: numbers and stories



“Once upon a time
on our site...”

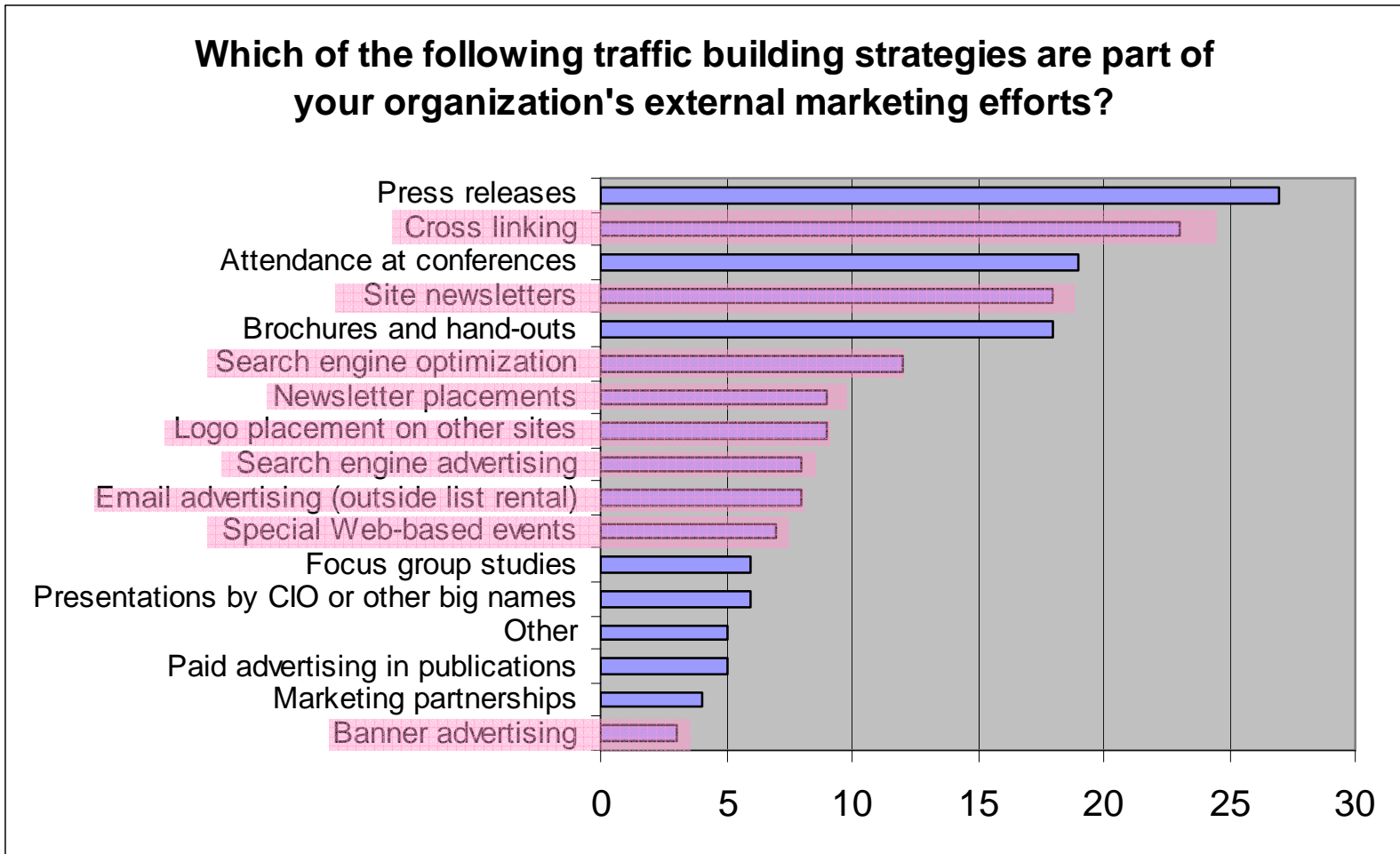
Thank you

Q&A

- • • | Today

- Web analytics
- **Online advertising**
- **RSS**

- ● ● | Advertising – Web4dev community



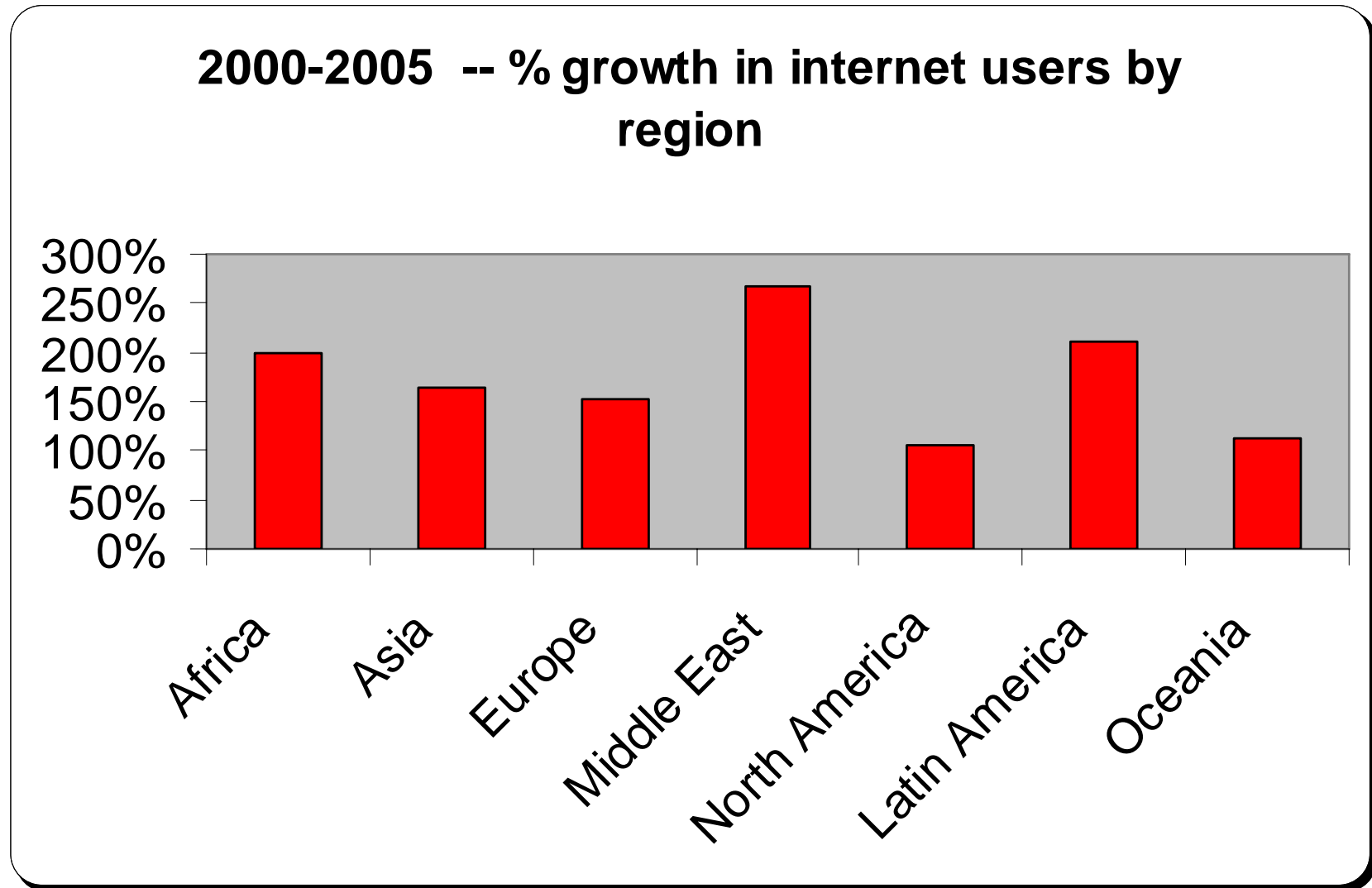
- • • | The virtuous loop

External promotion: Email, search engine, banners, offline, link building...



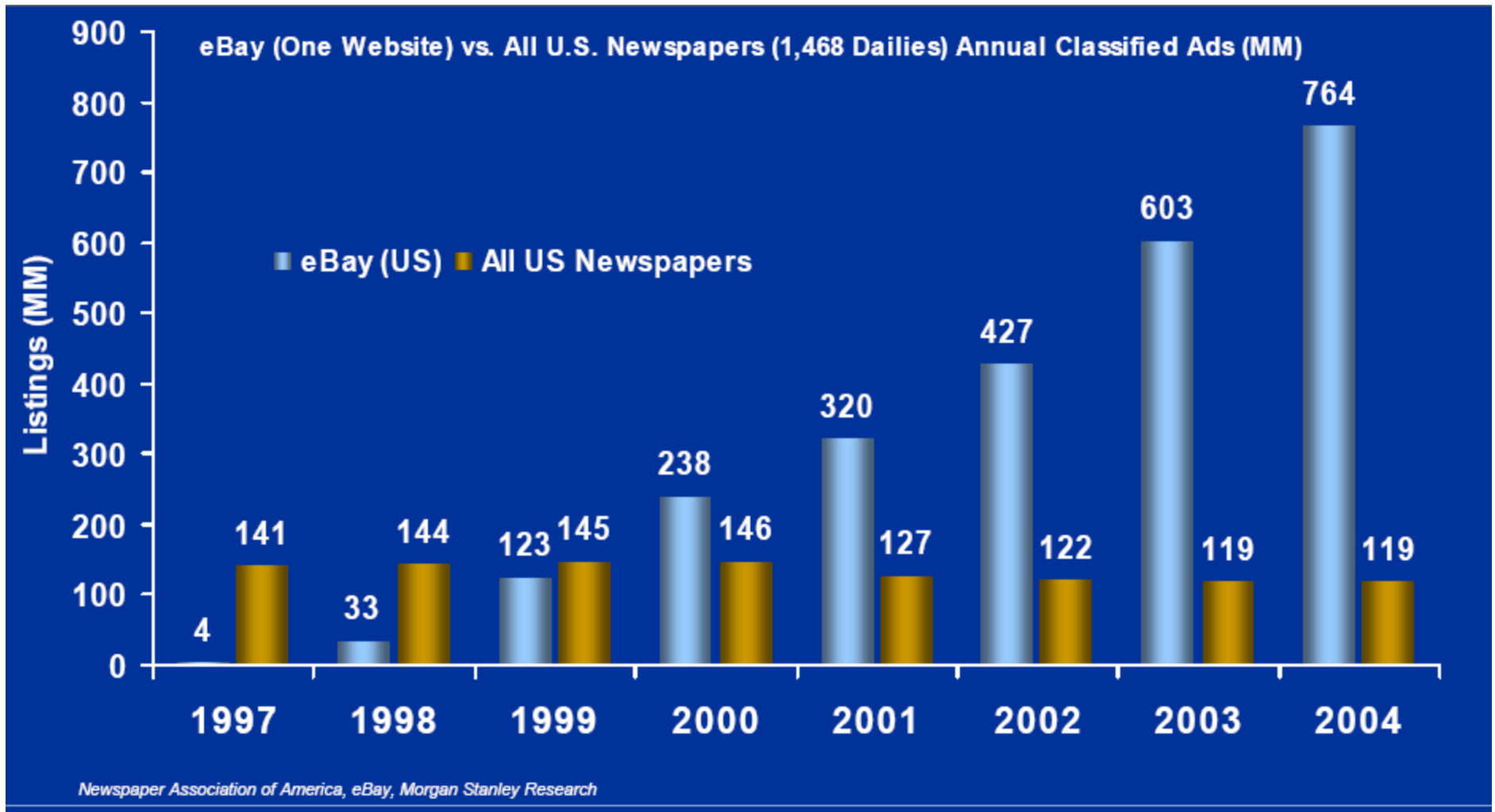
Internal promotion: Email products, content & services

- • • | The world is moving online



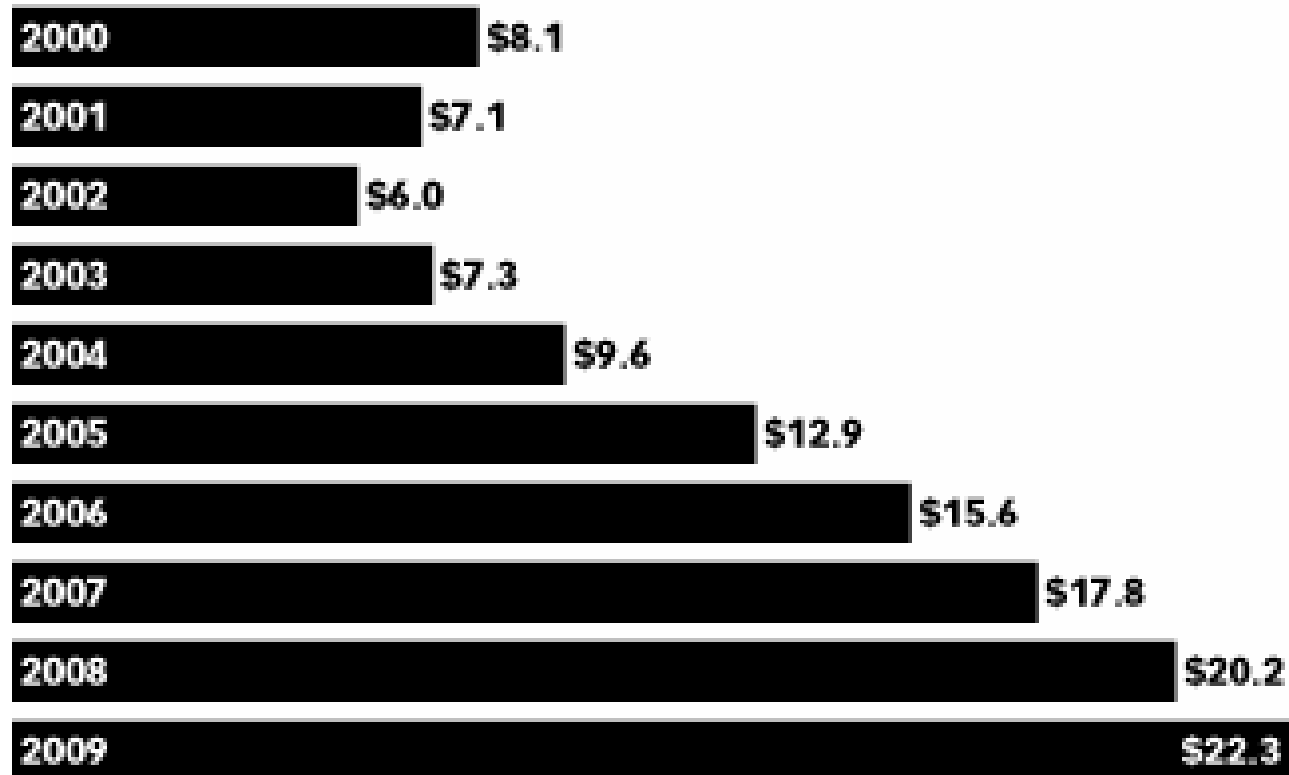
Source: InternetWorldStats.com

Offline advertising is declining



Advertisers are moving online

US Online Ad Spending, 2000-2009 (in billions)

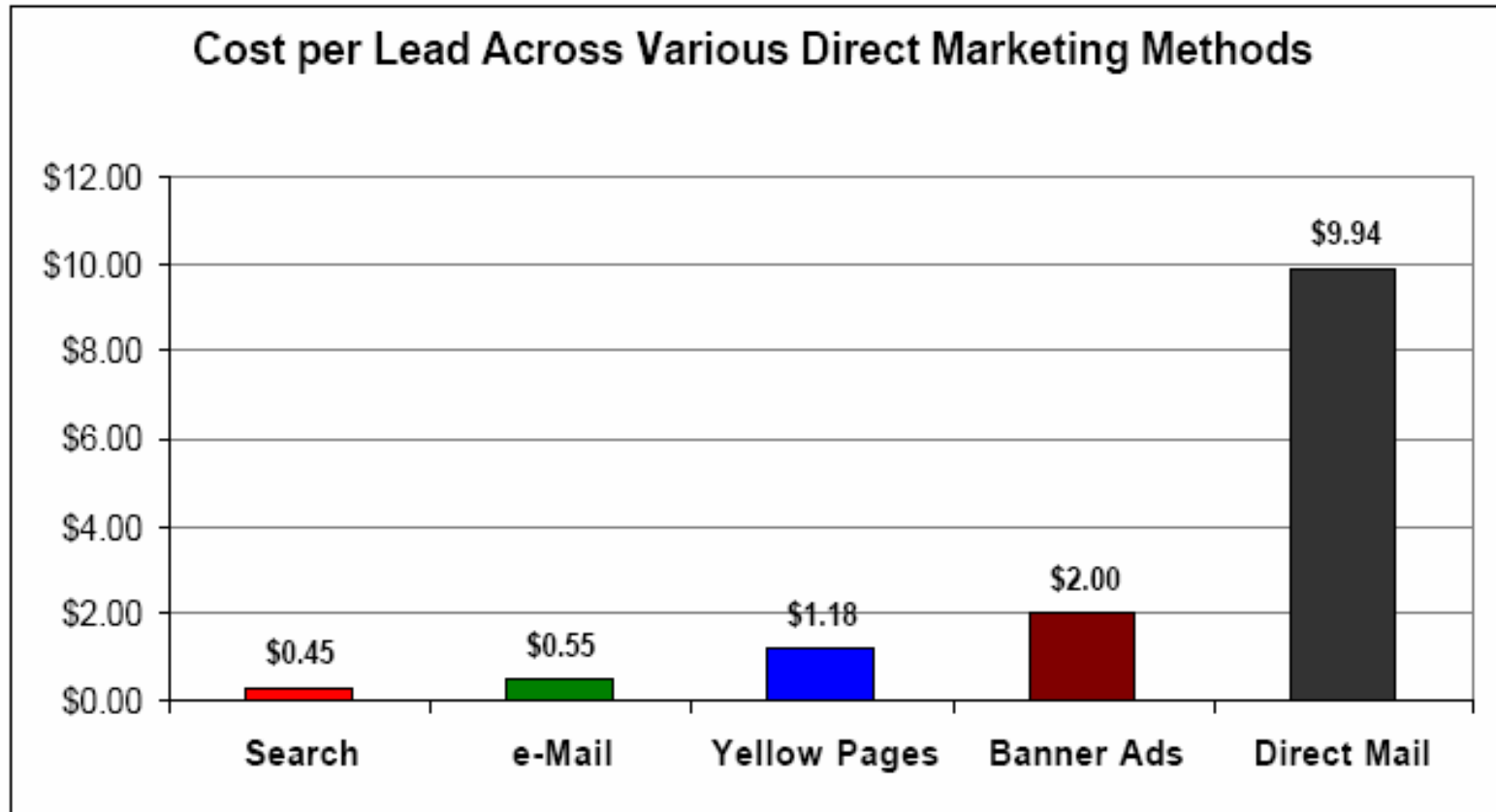


Note: eMarketer benchmarks its US online ad spending projections against the Interactive Advertising Bureau (IAB) - PricewaterhouseCoopers (PwC) data, for which the last full year measured was 2004

Source: eMarketer, May 2005

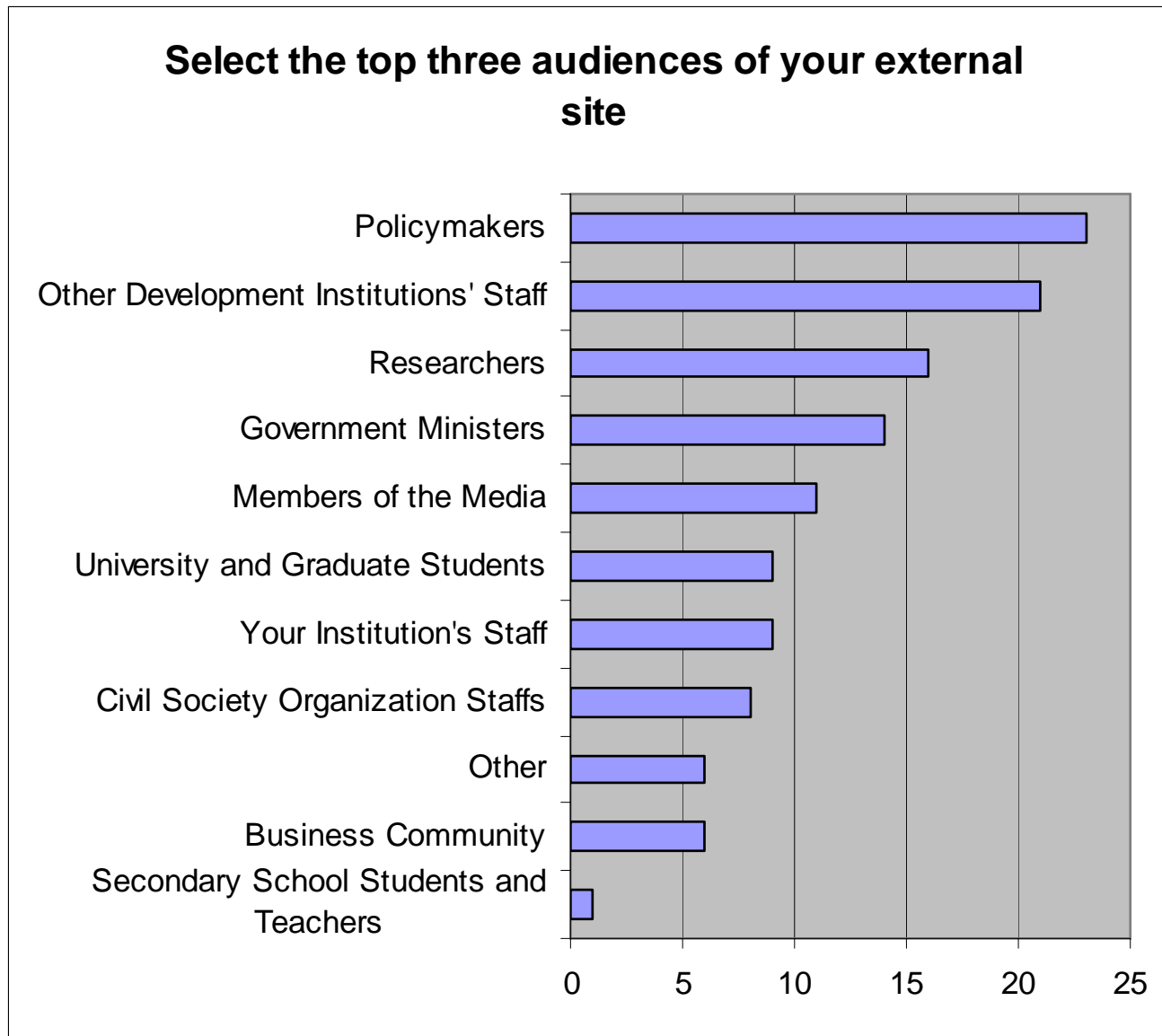
-
-
-

Online is cost effective



Source: Piper Jaffray & Co.

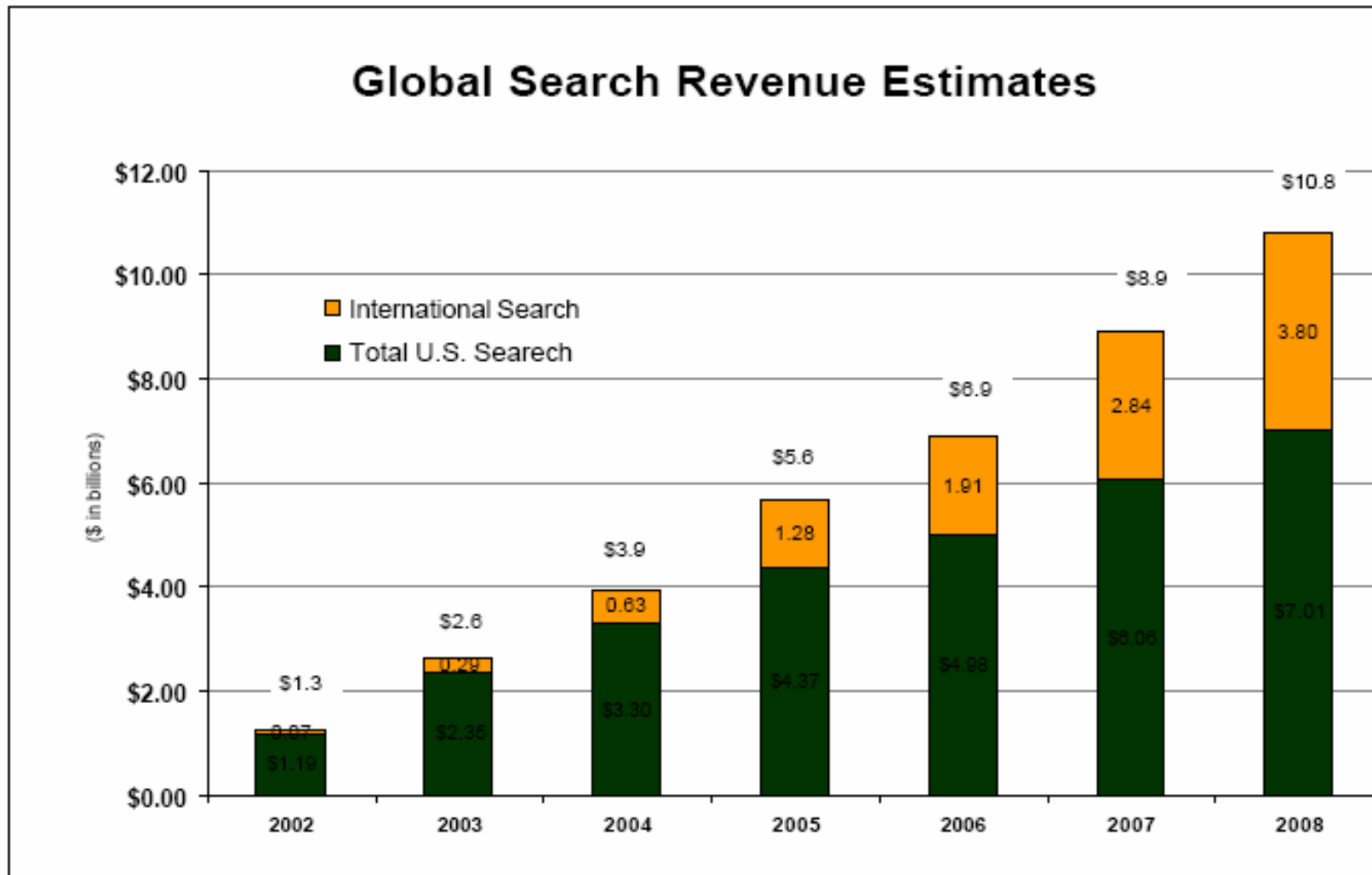
- ● ● | Our audience



➔ **1. Search**

➔ **2. Read**

Search is on the rise



Source: Piper Jaffray & Co.

● ● ● | Should we advertise on search engines?

Last March



3.6 million searches for
“Britney Spears”

but

- world bank
- +united nations
- +imf
- +oxfam
- +wto
- +world health organization
- +UNESCO
- +USAID
- +FAO
- +UNICEF
- +Poverty
- +Hunger
- +Hiv
- +Debt relief

= 500,000 searches

Search advertising > Placement on search engine

The image shows a screenshot of a Google search results page for the query "HIV epidemiology". The search bar at the top contains the text "HIV epidemiology" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, there are navigation tabs for "Web", "Images", "Groups", "News", "Froogle", and "more »".

The search results are displayed under the "Web" tab. The first result is from the National Centre in HIV Epidemiology and Clinical Research, with a snippet: "Welcome to the National Centre in HIV Epidemiology and Clinical ... The National Centre in HIV Epidemiology and Clinical Research is one of Australia's leading medical research centres. The National ...". The URL is "www.med.unsw.edu.au/nchechr/".

The second result is a PDF document titled "Magnitude of the Epidemic Turning Point in the Epidemic Trends in ...". The snippet says: "... Until now, AIDS incidence provided a reliable picture of trends in the HIV epidemic because researchers could take into account the time between HIV infection ...". The URL is "www.ashastd.org/pdfs/trends98.pdf".

The third result is from the Los Angeles County Department of Health Services, titled "Los Angeles County Department of Health Services - HIV Program ...". The snippet says: "The HIV Epidemiology ... epidemic in the popul ...". The URL is "www.lapublichealth.org/".

Below the search results, there is a section for "Sponsored Links". The first link is "Hiv Epidemiology" with the description "Aids in the Developing World - Find papers, news, data. Start here." and the URL "www.worldbank.org/aids". The second link is "HIV AIDS resources" with the description "News, articles, statistics on AIDS in the developing world." and the URL "www.worldbank.org/aids". The third link is "HIV Information Online" with the description "Informational Resource for HIV and Related Conditions Online" and the URL "HIV.Medical-Information.org".

Overlaid on the search results is the word "ORGANIC" in large, bold, white letters with a black outline. To its right, the word "SYNTHETIC" is written in a smaller, white, serif font.

Search advertising > Contextual placement

The screenshot shows the About.com website with a search bar at the top. The main content area is titled "Economics" and "Poverty". It includes a description of poverty, a list of "Articles & Resources" with links to "Poverty and Inequality in the United States", "Poverty", and "Grants For Developing Country Researchers Studying Poverty Issues". A sidebar on the left contains navigation links like "Home", "Essentials", "Economics Offers", and "Articles & Resources".

Economics
Poverty
A look at the existence of poverty in an economy and the role economic policy plays in reducing poverty around the world.

Articles & Resources
Sort By : Guide Picks | [Alphabetical](#) | [Recent](#) | [Up a category](#)
[Poverty and Inequality in the United States](#)
An examination of poverty and inequality in the United States.

[Poverty](#)
Definition and use of the term poverty.

[Grants For Developing Country Researchers Studying Poverty Issues](#)
This call for poverty research proposals concerns the PMMA and MPIA networks and targets researchers residing in developing countries. Both networks offer financial (\$CAN 20,000 research grants), technical and scientific support to member researchers.

[The Neoclassical Growth Model and Global Poverty](#)
The Neoclassical Growth Model and Global Poverty. The article is David Stone's entry for The 2004 Moffatt Prize in Economics.

[Direct Services and Direct Assistance in the U.S. Economy](#)
A look at the use of Direct Services and Direct Assistance in the U.S. Economy.
Advertisement

WACHOVIA CROWN BANKING PACKAGES

• Premium checking

Sponsored Links
[Does Globalization Work?](#)
Learn whether globalization hurts or helps the world's poor.
[www.globalizationresource.org](#)

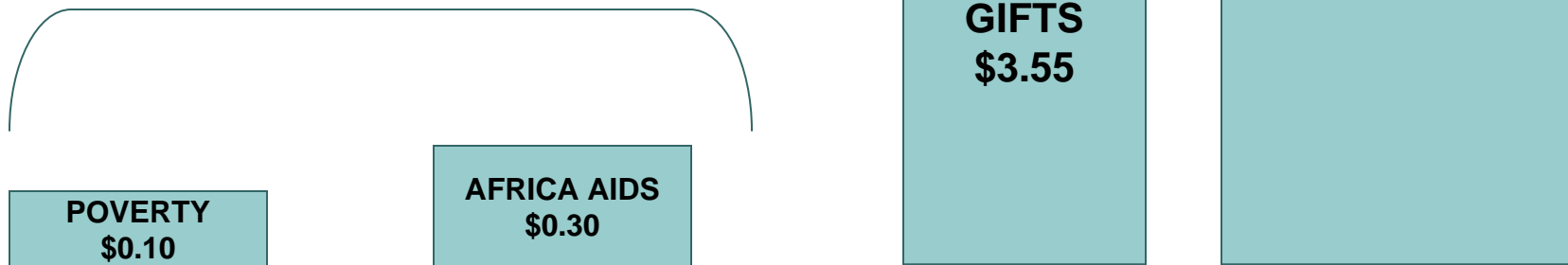
[900,000 Industry Reports](#)
Market Research- Financial Analysis Local and US trends by BizMiner
[www.bizminer.com](#)

[Global Economy](#)
Article in BusinessWeek Read it online. Free Trial!
[www.KeepMedia.com](#)

- ● ● | The PPC model

- PPC = Pay Per Click
 - Set your price & daily budget

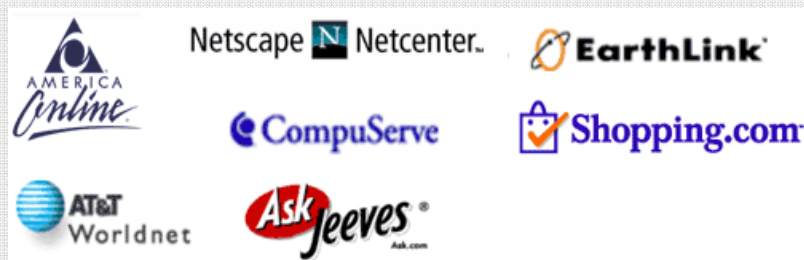
Lack of “competition” keeps prices down



- • • | Search advertising > and the winner is...



Search network



Contextual network



+

Huge network of small publishers and blogs

+

Google in 250 countries in 40 languages

+



- ● ● | **Making the case to management**

- Advertising = information distribution
- Start small
- Define objectives and metrics
- Create, launch, measure, refine, report
- Benchmark against other “outreach” channels

- ● ● | **Creating a campaign**

- **Build your keyword universe**

- Look at your own logs
- Use keyword suggestion tools

- **Target your campaigns**

- Global / Regional / National / Local
- By language
- Keywords matching options

- **Create your ads**

- Make your ads as relevant as possible to the keyword
- Include a call to action if possible but avoid click here!
- Use crisp, engaging “WIFM” oriented ad copy
- Create several ads for testing

- **Create landing pages**

- ● ● | **Reporting on a campaign**

- Campaign-specific metrics

- Click through rate
- Ad position
- Cost per click

- Your metrics

- Conversion rate (to subscriptions, download etc...)
- Cost per visitor & cost per conversion
- Benchmark against other communications channels

- ● ● | **In a nutshell**

Pros:

- Cut through clutter
- Cost effective
- Budget control
- Lack of “competition”
- Immediate results
- Works for long and short term campaign

Cons:

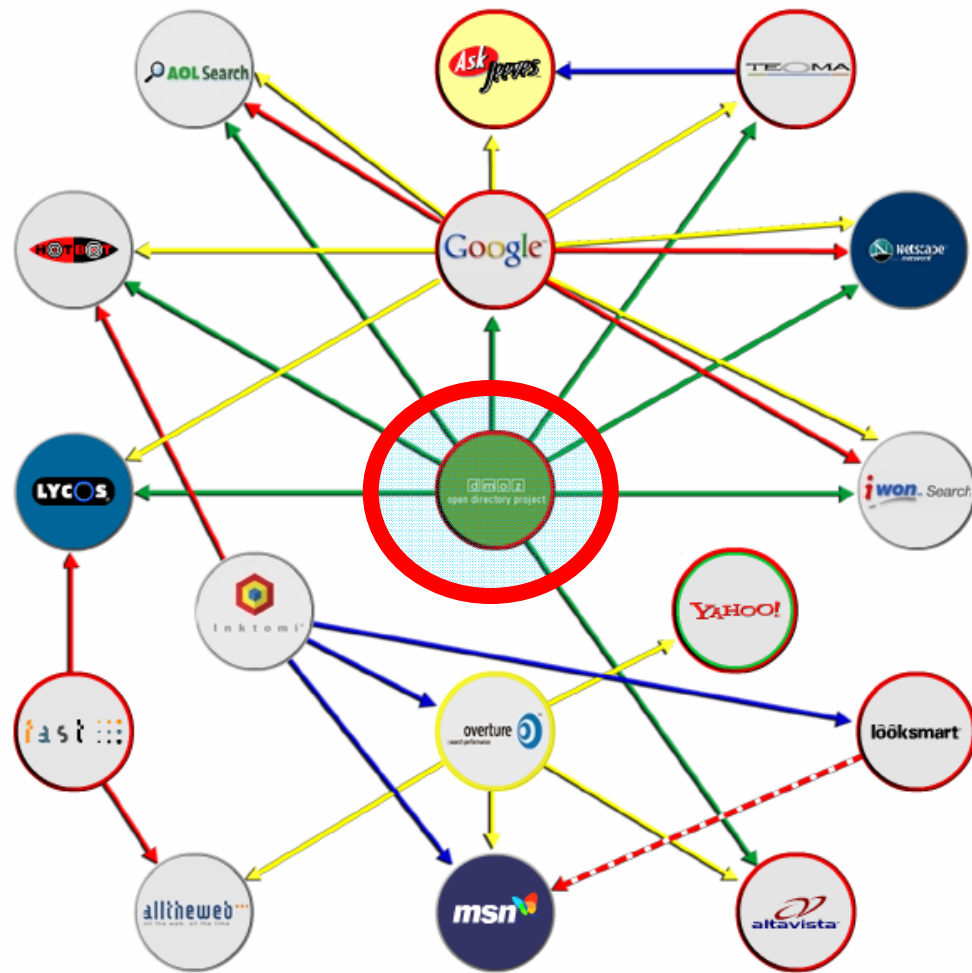
- Labor intensive
- Not a “cure-all” remedy
- Lipstick on a pig

- • • | **Search engine optimization: organic**

Successful SEO combines:

- Technology – Robot friendly
- Submission – Flag your site
- Content – Focused, keyword rich
- Marketing – Cross linking

Overview of search engines



LEGEND

- SUPPLIES → RECEIVES PRIMARY SEARCH RESULTS CURSOR OVER A LOGO TO SEE ITS SUPPLIER
- SUPPLIES → RECEIVES SECONDARY SEARCH RESULT
- SUPPLIES → RECEIVES DIRECTORY RESULTS
- SUPPLIES → RECEIVES PAID RESULTS

ALL LOGOS PROPERTY OF THEIR RESPECTIVE OWNERS
 COPYRIGHT © 1996-2003 BRUCE CLAY, LLC - ALL RIGHTS RESERVED



Submitting your site

- Open directory project
- Yahoo! Directory
- Find local / niche directories
- Write clear description for your site

Cross linking – who links to you?

Thank them and keep them posted on what you do

Referrer ▾	Instances ▾
1. http://fswstudion2.fss.uu.nl/bin/common/course.pl?course_id=1492_1	82
2. http://www.theology.ie/theologians/qutierrez.htm	77
3. http://www.bancomundial.org/temas.html	59
4. http://www.eldis.org/dbtw-wpd/exec/dbtwpcqi.exe?QB0=AND&QF0=DOCNUM@DOCNO&QI0=DOC6072&MR=15&TN=a1&DF=f1&RF=f1&DL=0&RL=0&NP=3&MF=eldismsg.jni&AC=QBE_QUERY&XC=/dbtw-wpd/exec/dbtwpcqi.exe&BU=http%3A//www.eldis.org/search.htm	51
5. http://www.globalisationguide.org/03.html	46
6. http://crhslibrary.net/Resources.htm	45
7. http://www.infed.org/biblio/social_capital.htm	43
8. http://en.wikipedia.org/wiki/Poverty	42
9. http://poverty2.forumone.com/library/	39
10. http://unstats.un.org/unsd/demographic/sconcerns/income/default.htm	32
11. http://www.imf.org/external/np/prsp/prsp.asp	30
12. http://unstats.un.org/unsd/methods/poverty/edocuments.htm	26
13. http://www.bancomundial.org/regiones.html	24
14. http://poverty2.forumone.com/library/topic/3389/	23
15. http://www.rdfs.net/themes/poverty_es.htm	22
16. http://www2.rqu.ac.uk/publicpolicy/introduction/heedf.htm	20
17. http://poverty2.forumone.com/prsp/	20
18. http://ssdc.ucsd.edu/panels/	20
19. http://poverty2.forumone.com/library/topic/3371/	19
20. http://www.monde-diplomatique.fr/cles/sources/	19
21. http://www.eval.org/EvaluationLinks/onlinehbtxt.htm	17
22. http://ms.kingston.ac.uk/bin/common/content.pl?action=LIST&render_type=DEFAULT&mode=&content_id=551669_1	16
23. http://www.obancomundial.org/index.php/content/view/7.html	16
24. http://www.banquemonddiale.org/EXT/French.nsf/DocByUnid/B76BA0942CA7DB2185256D87005415B4?Opendocument	15
25. http://poverty2.forumone.com/library/topic/10143/13942/	15
26. http://poverty2.forumone.com/webguide/	15
27. http://poverty2.forumone.com/library/topic.php	15
28. http://www.worldwatch.org/features/vsow/2003/11/12/	14

Cross linking – who should link to you? (2)

SEARCH THE WEB

► [Take search with you...](#)

MORE ABOUT THIS SITE

Explore this site

- [Overview](#)
- [Related Links](#)
- [Sites Linking in](#)
- [Traffic Detail](#)

People also...


[visit these sites...](#)

Share your thoughts

- [Write a review on Amazon.com...](#)
- [E-mail a friend about this site...](#)

QUICK PICK

Enr.com



ENR is the premier construction industry web site featuring headline news, searchable directories of engineers, contractors and industry job listings for architects, engineers, designers real estate developers, builders and contractors. Engineering News Record

Afghanistan Online

afghan-web.com



Offers information on the country's history, culture, geography, and politics. Also includes news, recipes, and biographies.

Avg. Review for afghan-web.com: ★★★★★
Traffic Rank for afghan-web.com: [70,761](#)

 [See Traffic Details](#)

Sponsored Links ([what's this?](#))

Beach Vacation Rentals
In Florida, California, Hawaii and the Caribbean.
[www.4beachnuts.com](#)

Weekly Vacation Rentals
Thousands of privately-owned vacation rentals - great rates.
[www.A1Vacations.com](#)

People who visit this page also visit:

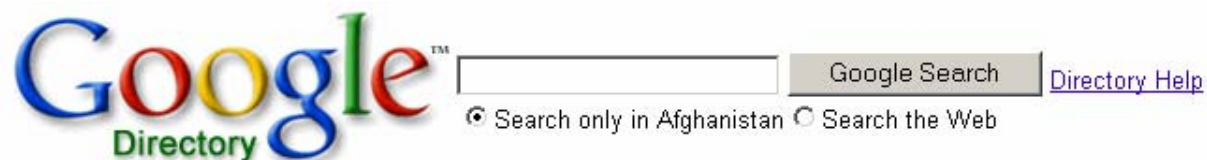
- [Afghan Network](#) [www.afghan-network.net](#) - [Site info](#) ⓘ
- [Afghana](#) [afghana.com](#) - [Site info](#) ⓘ
- [AfghanMedia](#) [afghanmedia.tripod.com](#) - [Site info](#) ⓘ
- [Afghan Info Center](#) [afghan-info.com](#) - [Site info](#) ⓘ
- [Afghanistan: CIA Factbook](#) [www.odci.gov/cia/publications/factbook/geos/af.html](#) - [Site info](#) ⓘ
- [Afghan Voice](#) [www.afghanvoice.com](#) - [Site info](#) ⓘ
- [AfghanPeople](#) [www.afghanpeople.com](#) - [Site info](#) ⓘ
- [Afghanan.com](#) [www.afghanan.com](#) - [Site info](#) ⓘ
- [Educational Resources Focusing on Afghanistan and the Islam...](#) [www.aems.uiuc.edu/HTML/AfghanistanLinks.htm](#) - [Site info](#) ⓘ
- [Academic Info: Afghanistan Studies](#) [www.academicinfo.net/afghan.html](#) - [Site info](#) ⓘ

► [See more Related Links...](#)

Site Stats for afghan-web.com:

- **Traffic Rank for afghan-web.com:** [70,761](#) (♦1,984)
- **Speed:** Slow (72% of sites are faster), Avg Load Time: 2.6 Seconds ([what's this?](#))
- **Other sites that link to this site:** [2,687](#)
- **Popups:** Many (25% of sessions have popups)
- **Online Since:** 14-May-1997

- ● ● | **Cross linking – who should link to you?**



Afghanistan

[Regional](#) > [Asia](#) > Afghanistan

[Go to Directory Home](#)

Categories

Arts and Entertainment (19)	Health (4)	Science and Environment (2)
Business and Economy (20)	Localities (31)	Society and Culture (294)
Education (12)	Maps and Views (17)	Transportation (3)
Government (22)	News and Media (40)	Travel and Tourism (9)
Guides and Directories (18)	Recreation and Sports (9)	Weather (2)

Web Pages

Viewing in Google PageRank order

[View in alphabetical order](#)

- [Afghanistan Research Group](#) - <http://bglatzer.de/arg/>
Offers articles on the country, reports and other publications for download, external links and information on the Afghanistan Research Group (ARG / ARA).
- [Institute for Afghan Studies](#) - <http://institute-for-afghan-studies.org/>
Offering extensive coverage of the countries situation, including selected news and documents, a weekly commentary, resources on social, economic, political and other issues of critical importance, an Afghan bibliography, book reviews, mailing list and chat.

Help build the largest human-edited directory on the web.

[Submit a Site](#) - [Open Directory Project](#) - [Become an Editor](#)

- ● ● | Media buying - Emails

- Sponsor newsletters:

- The economist global agenda
- Industry specific alerts from FT.com
- Do your research

- Pricing model: CPM

- The more targeted, the more \$\$

- Average CTR on commercial, sponsored email:
0.5%

- Not as cost effective as search

- ● ● | Media buying – Site advertising

- Sponsor sections of sites

- Behavioral advertising

- Buy people, not pages

- Not as cost effective as search

- Beware of ad production cost

Thank you

Q&A

Bonus: pierrequillaume@gmail.com