

▶ SME & Longtail Marketing

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百度媒体平台实现长尾网络营销

Baidu's Media Platform Allows Longtail Internet Marketing

Cai Hu 蔡虎 GM, Baidu Union 百度联盟总经理 Baidu 百度公司

网络经济中的中国长尾

▶ 广告主/推广客户

- ▶ 中国的中小企业:>4000万
- ▶ 已经上网的中小企业:>100万
- ▶ 百度推广的中小企业:>20万

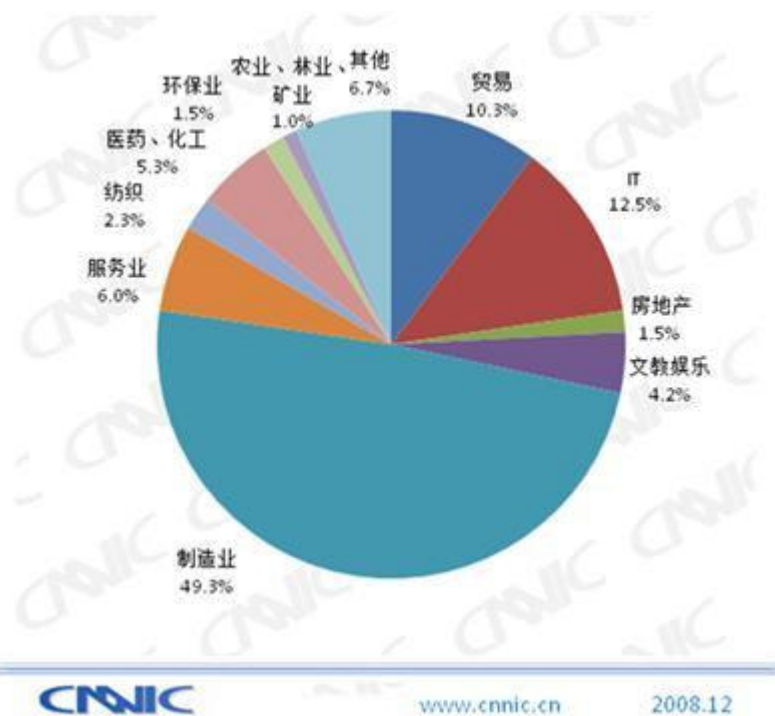
▶ 发布媒体

- ▶ 中国的互联网站:306万
- ▶ 具有媒体属性的互联网站:>200万
- ▶ 百度联盟平台上的互联网站:累计接近30万

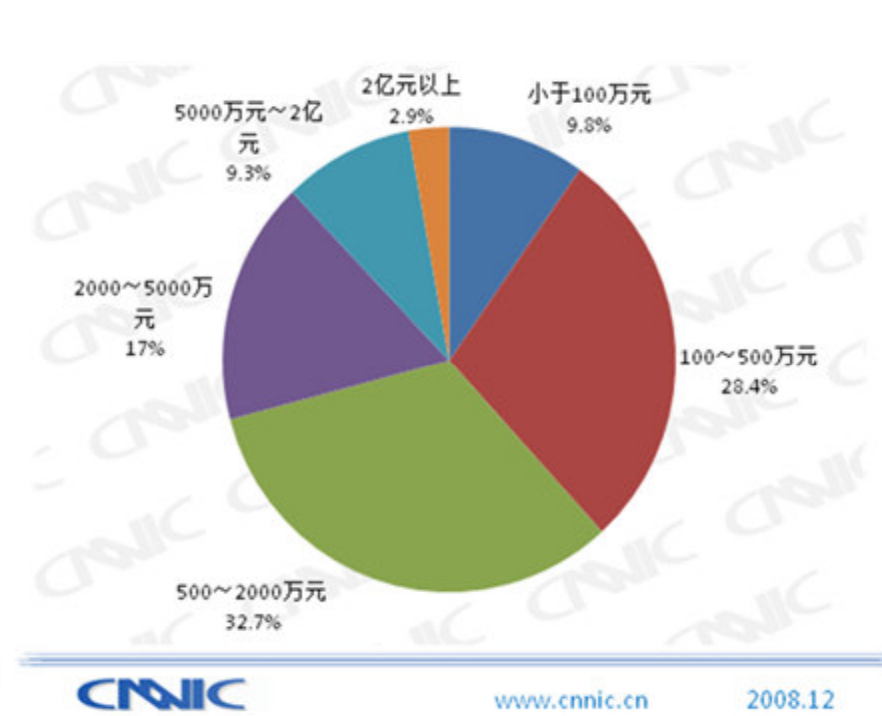


搜索营销： 真正实现中小企业营销

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搜索引擎市场广告主行业分布

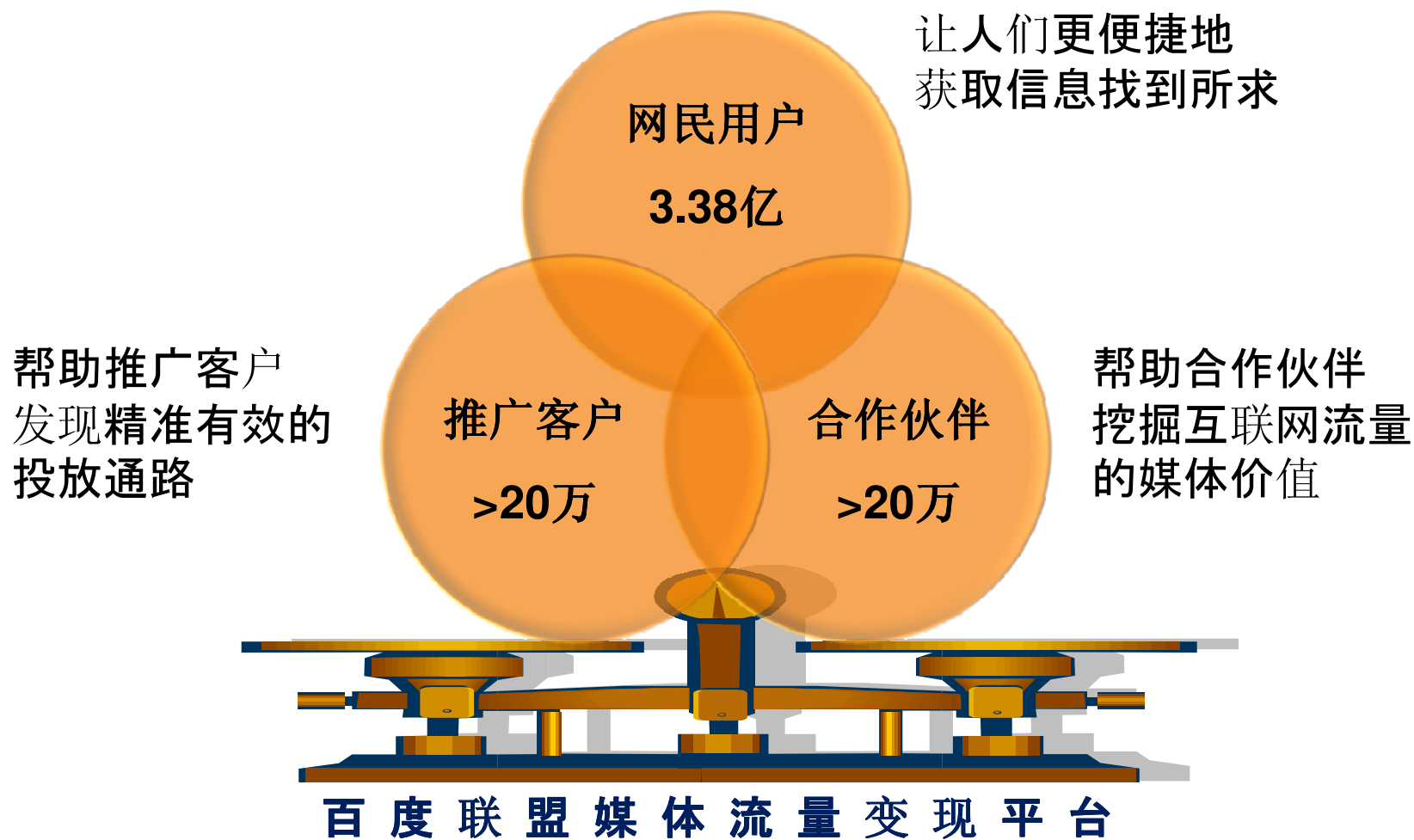


搜索引擎市场广告主年营业额分布



百度联盟： 简单可依赖的媒体平台

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百度在行动： 服务于长尾经济的努力

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- ▶ 面向中小企业推广客户
 - ▶ 覆盖全国的营销服务体系
 - ▶ 超过一万人的搜索营销顾问队伍
 - ▶ 一站式解决方案及服务
 - ▶ 培训和教育活动(企业、学校、公民)
 - ▶ 搜索营销标准与规范
- ▶ 面向联盟合作伙伴
 - ▶ 搜索引擎的强大动力, 提供完整业务方案
 - ▶ 持续增长的稳定收益, 及时可靠财务保障
 - ▶ 卓越有效的运营服务, 挖掘长尾媒体价值
 - ▶ 影响力和美誉度品牌, 共营诚信生态环境



Longtail SEO For SME

Gump Kan, Lention SEO

Misunderstandings

- ▶ **Last Click Efforts**

When “Last Click Effort” fans saw 30% 40% or even higher % of their revenue was from brand related keywords, they may say confidently “longtail is dead”

- ▶ **Longtail SEO is only “Outbound Marketing”**

Most of SMEs saw longtail SEO as outbound marketing, and ignored that the “Inbound Marketing” played an important role in SEO.



Key Suggestions for Long Tail SEO

▶ Geography Targeting

Deliver content based on IP location.
User & SEO will benefit from the
customized content.

▶ Try social media

Blogs in Sina/Sohu are free to set up. Offline
business with limited budget should consider
this. Also Blog can give you advantage for
backlinks.



Key Suggestions for Long Tail SEO

▶ User generated content

Original content will help to avoid duplicated page and get traffic related with reviews.

▶ Machine generated content

It can help you increase page relevance , keyword density or even coverage

The screenshot shows a product page with several annotations:

- Top Left:** A grey callout box with the text "来看看大家 怎么说" (Come see what everyone says) and "关于商品的评论和问题, 也来看看评价吧!" (About product reviews and questions, also check the reviews!).
- Top Center:** A white callout box labeled "User Generated Reviews" pointing to a review section.
- Top Right:** A white callout box labeled "Machine Generated Content" pointing to a sidebar with product recommendations.
- Center:** A yellow starburst callout labeled "SEO Friendly" pointing to a review.

The review section contains three entries:

- Review 1:** [商品咨询] 提问 (2009-11-13 01:51:46) - "在法国网站上看到的这款帽子是镶了小钻的, 虽然就... 别, 但感觉很不同, 优雅很有女人味, 不知道有不... 的卖?"
- Review 2:** [商品评价] 也是不错呀 (2009-11-05 10:19:01) - "11月2日订的货, 今天5日就到货了非常快, 谢谢! 帽子很漂亮, 当然满分!"
- Review 3:** [商品评价] 时尚极了 (2009-10-21 03:28:10) - "这顶贝雷帽和黑色粗棒针织围肩搭配在一起是绝配。"

At the bottom, there are buttons for "我要查看全部评论" (I want to view all reviews) and "我要写评论" (I want to write a review).



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Thank You

