

The Findability Formula: The Easy, Non-Technical Approach to Search Engine Marketing

By Heather F. Lutze

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To be successful in business you must be able to attract the right clients and persuade them to buy. However, on the internet, people only see what the search engines direct them to and the competition for those top spots is fierce. So how do you ensure that your business is front-and-center when prospects are searching for solutions? The answer is The Findability Formula. The Findability Formula is for anyone who wants to improve results from Internet marketing. The book is specifically written for business owners who are frustrated with a website that is not showing up in search results and not generating business. The Findability Formula will help readers understand how prospects and customers search for products and services on the Internet, and will show them, step-by-step, how to optimize their findability. The book will be a non-technical guide to effectively building and implementing, from the ground up, an Internet search marketing program that gets results. The reader will learn how paid search works, and how paid and organic search can work together to create optimum web visibility and reduce paid search costs over time. The basic message of the book is that there is a formula for findability and for converting prospects to purchasers.

Readers' Benefits from The Findability Formula:
* A complete step-by-step approach to search engine marketing applicable to any product or service, The Findability Formula will include easy-to-follow instruction from chapter to chapter as well as launch checklists in the appendix.
* The most up-to-date search research and statistics available, including uncommon ways to connect with your online buyer.
* Shows the reader how to avoid common search marketing mistakes that cost big money. How to not be bullied and take control of in-house e-commerce department strategies and SEM agencies.
* A small company can compete successfully in search with larger, well-established competitors. How to work smarter to get even better search engine "findability".
* Maximizes the reader's investment. The reader won't waste money by needlessly paying for "clicks" from customers who have no intention of buying.

The investment in this book will be repaid thousands of times over.
* Saves time, money and energy in creating in-house search marketing programs and properly tracking results by keyword. Negates the need to hire outside SEM agencies

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Editorial Review

Review
"...shows how to position your business front and centre when prospects are searching online for solutions you can provide." (Globe and Mail, April 2009)

From the Back Cover

Get your business noticed—and make more profits!—with world-class search engine marketing

If you're dissatisfied with your Internet marketing, The Findability Formula will show you how to make your business more visible to customers when they're ready to buy.

Whether you're a seasoned search marketer, a paid search advertiser, or a complete novice, this book will help position your business front-and-center when prospects are searching for solutions online. In simple, non-technical language, renowned search engine marketing expert Heather Lutze reveals how to achieve "findability" through the use of the ideal keywords applied to both pay per click campaigns and organic search optimization. She includes a wealth of creative strategies for keeping campaigns fresh and effective, so that you can re-energize stale Web sites or tweak successful ones to make them even more profitable. In addition, Lutze explains how to respond to your customers and understand their issues, wants, and needs so that you can more easily turn prospects into customers. Her step-by-step approach, up-to-date research, and warnings about common pitfalls make this the ultimate practical guide to getting your business noticed on the Internet.

"Getting more attention than your competition is about more than Flash. The Findability Formula shows you how to get to the front of the line and stay there.?We could not have done it without?this book."
—Patrick Cox, President, TaxMasters (txmstr.com)

"Lutze is a true leader and visionary in SEM. Businesses of all types and sizes will benefit from reading her insights and implementing her recommendations."?

—Wendy St. Clair Pearson, Senior Director of Marketing and Communications, Verio, Inc. (verio.com)

About the Author

Heather Lutze is a nationally recognized Internet marketing speaker and consultant on search strategies. She has more than ten years of hands-on management experience in pay per click, search engine optimization, and landing page testing. She is also the founder of Lutze Consulting, a search marketing agency that helps companies improve their results and increase sales through paid search and organic search optimization.

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From reader reviews:

Robbie Stamant:

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Linda Hupp:

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Lavonne Ouellette:

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Lane James:

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