



# **Keyword Marketing & Domain Names: An Integrated Service**

**Alex Tajirian**

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# Outline

- Advantages of keyword ads
- Advantages of domain names
- Integrated approaches
- References

# Advantages of Keyword Ads

- Depth & breadth
- Immediate impact
- Easy entry & exist
- Competitive pricing structure
- Cost based on performance
- Easy monitoring and adjusting
- No large initial investment outlays

# Advantages of Domain Names

- Placement in organic search results
  - Cheaper
  - More likely to lead to clicks
  - More visibility
- Search engine rank protection<sup>1</sup>
- Brand and trademark protection<sup>2</sup>
- Price differentiation
- Brand positioning
- Sense marketing: SmartLoans.Com

# Integrated Approaches

- Top Down
  - Max. ROI subject to budget constraint

# Integrated Approaches (Cont'd)

- Bottom Up
  - Gap Analysis
    - Depth & breadth of keywords
    - PPC bids
    - Depth & breadth of domain names
  - Close the Gap
    - Add & Delete keywords
    - Utilize BundledPPC.com
    - Domain names<sup>3</sup>
  - Monitor and Adjust

# References

1. [Optimizing Search Engine Presence With Domain Name Portfolios](#)
2. [Roles of Corporate Domain Names](#)
3. [Corporate Domain Acquisition Strategy](#)



**Thank You!**