Session 3
Marketing Your Website

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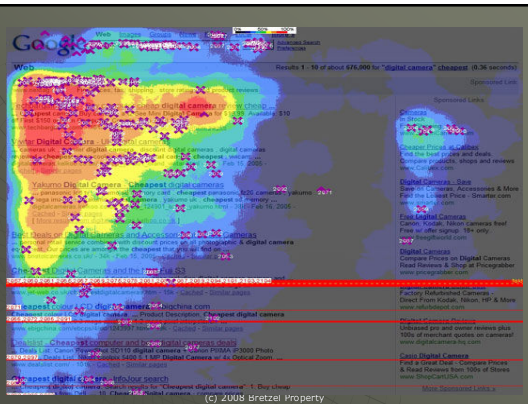

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Results of Google Eye Movement Study

1. **Listings on the top of a search results page is viewed more than listings on the bottom of the Web page.**
2. **Being on the top of the editorial results or having a top AdWord placement is better than having a side AdWord placement.**

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The Breakdown

- **Organic (non-paid / not Google AdWords) Ranking Visibility - shown in a percentage of participants looking at a listing in this location. These are NOT click through rates.**
- Rank 1 – 100%
  Rank 2 – 100%
  Rank 3 – 100%
  Rank 4 – 85% (above the fold)
  Rank 5 – 60% (below the fold)
  Rank 6 – 50%
  Rank 7 – 50%
  Rank 8 – 30%
  Rank 9 – 30%
  Rank 10 – 20%

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Breakdown Continued

- Top Sponsored Ad (Google AdWords) Visibility were seen by 80 to 100% of participants (which indicates that some top ads were not seen, and thus are not as valuable as a top placement from an organic result listing).
- Side Sponsored Ad (Google AdWords) Visibility - shown in percentage of participants looking at an ad in this location Again, these are NOT click through rates.
- 1 – 50%
  2 – 40%
  3 – 30%
  4 – 20%
  5 – 10%
  6 – 10%
  7 – 10%
  8 – 10%

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What Drives Top Billing In Search Results?

- Optimal Keywords
  - Appropriate Usage in Titles, Headers, and Body Text
- Use of <h1> header tags
  - Typical WYSIWYG formatting does not do the trick.
- Links to and from other sites

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