



**SMARTSEARCH**  
marketing

# The Search Engine Marketer's Resource Guide

**Links to online guides, directories, books, blogs and more.**

**A must-have resource for:**

**Search engine marketers | Website optimizers | Pay-per-click advertisers**

**Edition: Q2, 2007**

**The Search Engine Marketing Resource Guide**

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## Search Engine Resources

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### General Industry Information

*News, articles, eNewsletters, terminology, directories, blogs and events*

#### Search Engine Watch

<http://www.searchenginewatch.com/>

#### Search Engine Land

<http://searchengineland.com/>

#### Search Engine Guide

<http://www.searchengineguide.com/>

#### Search Engine Dictionary

<http://www.searchenginedictionary.com/index.shtml>

### Search Industry Facts & Data

#### Nielsen NetRatings

Ranks sites based on audience reach

<http://www.searchenginewatch.com/reports/article.php/2156451>

#### HitWise

Ranks sites based on market share

<http://www.searchenginewatch.com/reports/article.php/3099931>

## Organizations, Associations & Discussion Groups

### Search Engine Marketing Professional Organization (SEMPO)

SEMPO is a non-profit professional association designed to increase awareness and promote the value of search engine marketing. Website includes: Member directory, discussion forums, mailing lists, case studies and glossary  
<http://www.sempo.org/>

### SEO Consultants

SEO Consultants Directory, resources, blogs, articles and more.  
<http://www.seoconsultants.com/>

### SEO Chat

Articles, forums, tools and resources  
<http://www.seochat.com/>

### SEM List

Buyer's Guide for Search Engine Marketing services  
<http://semlist.com/>

## Books & eBooks on Search Engine Marketing

### The Search

How Google and its rivals rewrote the rules of business and transformed our culture.  
By: **John Battelle**, Battelle Media  
<http://battellemedia.com/thesearch/>

### Google Power

Shows you how to improve your Google searching for maximum results.  
By: **Chris Sherman**, Searchwise  
<http://www.googlepower.net/>

### Web Search Garage

A guide to improving your searching competency.  
By: **Tara Calishain**  
<http://www.researchbuzz.com/web-search-garage.shtml>

### Search Engine Visibility

Designing, writing, and creating a web site that works for visitors as well as search engines and directories.  
By: **Shari Thurow**, Grantastic Designs  
<http://www.searchenginesbook.com/>

## Books (cont.)

### Google AdWords Handbook

By: Andrew Goodman, Page Zero Media

<http://www.page-zero.com/google-adwords-book.asp>

### Yahoo! Search Marketing Handbook

By: Mona Ellesseily, Page Zero Media

<http://www.page-zero.com/yahoo-search-marketing/>

### How to Win Sales and Influence Spiders

Search advertising strategies, tips and techniques

By: Catherine Seda

<http://www.howtowinsalesandinfluencespiders.com/>

### Successful Search Engine Copywriting

By: Heather Lloyd Martin, Search Engine Writing / SuccessWorks

<http://www.searchenginewriting.com/order-seo-writing-book.html>

### The Nitty-gritty of Writing for Search Engines Today

Basics of SEO Copywriting. Site copy that works for crawlers and visitors.

By: Jill Whalen, High Rankings

<http://www.highrankings.com/seo-writing.htm>

## Search Engine Marketing Blogs

### John Battelle's Searchblog

<http://battellemedia.com/>

### Search Engine Watch Blog

<http://blog.searchenginewatch.com/blog/>

### Search Engine Strategies Blog

<http://blog.searchenginestrategies.com/>

### Marketing Pilgrim

<http://www.marketingpilgrim.com/>

## Search Blogs (cont.)

### Official Google Blog

<http://googleblog.blogspot.com/>

### Webmaster World

<http://www.webmasterworld.com/>

### Yahoo Blog

<http://www.ysearchblog.com/>

## Search Engine Lists & Directories

### Search Engine Guide

<http://www.searchengineguide.com/searchengines.html>

### International Directory of Search Engines

<http://www.searchenginecolossus.com/>

### Wikipedia List of Search Engines

[http://en.wikipedia.org/wiki/List\\_of\\_search\\_engines](http://en.wikipedia.org/wiki/List_of_search_engines)

## Search Engine Relationship Charts

Keep track of who provides natural search results, directory results, and paid search listings to whom.

### Bruce Clay

<http://www.bruceclay.com/searchenginereationshipchart.htm>

### I Help You

<http://www.ihelptyou.com/search-engine-chart.htm>

## Keyword Research Tools

### Overture Search Term Suggestion Tool (Free)

<http://inventory.overture.com/d/searchinventory/suggestion/>

### Google AdWords Keyword Tool (Free)

<https://adwords.google.com/select/KeywordToolExternal>

### WordTracker (Subscription required. Pricing options by day, week, month and year)

<http://www.wordtracker.com>

### Trellian Keyword Discovery (Subscription required)

<http://www.keyworddiscovery.com/index.html>

### SEO Research Labs

Marketers can outsource keyword analysis to this professional keyword research **service**

<http://seoresearchlabs.com/>

## Search Engine Optimization Tools

### WebCEO

A suite of tools to help marketers research keywords, build optimized pages, submit pages, track position, and analyze link popularity.

<http://www.webceo.com/>

### SEOToolSet

Bruce Clay's collection of advanced Search Engine Optimization tools.

<http://www.seotoolset.com/>

### Search Engine Optimizer

Make web pages "search engine friendly" based on targeted search phrases. Various prices for Google/Yahoo/MSN version and ALL Engines version

<http://www.se-optimizer.com/>

### Web Position Gold

Check your site's current position, build pages, analyze pages for optimization, and submit pages to directories and engines, and analyze your site's traffic. Various prices for Standard Edition and Professional Edition

<http://webposition.com/>

### Instant Position

Tools for submission, competitive analysis, back-link analysis, link popularity, keyword density and META tags.

<http://www.instantposition.com/webtools.html>

## Something missing? Comments or suggestions?

Please send an email to:  
[info@smartsearchmarketing.com](mailto:info@smartsearchmarketing.com)

### Forward This Guide:

If you found **The Search Marketer's Resource Guide** useful, please forward to friends and associates who could also benefit. **Thank you.**

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### About SmartSearch Marketing:

Founded in 1999, by industry expert, Patricia Hursh, SmartSearch Marketing is a full-service search engine marketing agency headquartered in Boulder, Colorado. SmartSearch Marketing takes a holistic, integrated approach to search engine marketing, building comprehensive, custom solutions for clients including: search engine optimization, search engine advertising, website conversion improvements and analytics.

SmartSearch B2B is a separate division of the company dedicated to providing search engine marketing solutions specifically for business-to-business companies.

For more information visit:  
<http://SmartSearchMarketing.com>