

# Who's who in Search



**Shari Thurow**



- Shari Thurow has been designing and promoting Web sites since 1995, and she is outsourced to many firms worldwide.
- As a pioneer in the area of search-engine friendly Web site design, she has a 100% success rate for getting client sites ranked at the top of search engines.
- She is the author of Search Engine Visibility, which has been translated into French, Japanese, Korean, Polish, and Russian.
- Her new book, When Search Meets Web Usability, which teaches how to bridge the gap between a search-engine query and your Web site.
- The book was released in April 2009.
- Shari has designed and successfully marketed Web sites in the following industries: medical, financial, scientific/biotechnology, software/computer, online stores/e-commerce, real estate, manufacturing, art and interior design, marketing, insurance, employment, education, legal, and Web portal sites.

# Google Launches Improved Sitelinks Search Box



Jessica Lee, September 8, 2014

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SEO Evolution: Sell, Discover, Deliver & Report on Highly Converting Keywords by Krista LaRiviere, [gShift](#)

You may have noticed a slightly new look for certain search results. That's because [Google announced](#) a new way for users to perform a site search on a website within the search results with the sitelinks search box.

This new functionality places the search box in a more prominent position and helps remove a step in the search process for users who are looking for content on a site.



Google

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Hosts user-generated videos. Includes network and professional content.

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One account. All of Google.  
<https://www.youtube.com/feed/subsc...>

You Tube  
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Watch History  
[https://www.youtube.com/my\\_history](https://www.youtube.com/my_history)

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You Tube  
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Watch History  
[https://www.youtube.com/my\\_history](https://www.youtube.com/my_history)



From the announcement:

When users search for a company by name — for example, [Megadodo Publications] or [Dunder Mifflin] — they may actually be looking for something specific on that website. In the past, when our algorithms recognized this, they'd display a larger set of sitelinks and an additional search box below that search result, which let users do site: searches over the site straight from the results, for example [site:example.com hitchhiker guides].

The functionality supports autocomplete, too, and Google says using the right markup will send the user "directly to your website's own search pages":

If you implement the markup on your site, users will have the ability to jump directly from the sitelinks search box to your site's search results page. If we don't find any markup, we'll show them a Google search results page for the corresponding site: query, as we've done until now.



# Paid Media Is the Future



*Jason Tabela*, September 8, 2014

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From Data-Driven Marketing to Social, Mobile, Display, Search and Email, see the [ClickZ Live Chicago agenda](#).

We know as digital marketers that the landscape has evolved to a complex world of options. "Back in the day" of digital advertising you could spend your money with Google for search and the rest went to the portals (AOL, MSN, Yahoo). Now we live in a world where Google still has a large market share, but the rest has shifted to social platforms like Facebook, Twitter, and even Amazon has built a very large digital advertising business. So what does this all mean? For me it means the rise of a new level of skills becoming the expectation. In my opinion we are evolving away from paid search and display specialists and into paid media specialists. There are three reasons why I believe this to be true.



## 1. Media Mix

One of the major challenges with all these fragmented publishers where you could spend your advertising dollars is how to allocate your spend. What platform is the most effective given your business challenges for that next incremental dollar? When that question is asked to a paid search manager their answer will most likely be into more keywords and for a display person it's

## 2. The Rise of Paid Social

Facebook is now making \$2.5 billion a quarter in ad revenue and Twitter just delivered 124 percent growth in revenue to \$312 million. Just a few years ago Facebook and Twitter made ZERO dollars. Where are the ad dollars coming from? What types of skill sets are needed to run this type of media? These dollars are coming from both digital and traditional ad budgets, and the

## 3. Real-Time and Programmatic Buying

Display media is largely moving away from traditional fixed CPM ad buys. The days of RFP'ing multiple publishers and researching sites that index high for a given target are gone or going quickly. The market has shifted to be increasingly based on programmatic buys, which have a large real-time bidding component. So in order to be effective in this space you need the skills of

