

Search marketing: An industry with a lot of growth left in it

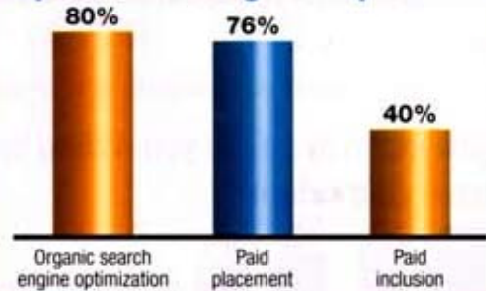
Search engine marketing was a \$5.75 billion industry in 2005 and it will nearly double to \$11.1 billion in 2010. Search engine optimization and paid placement are neck-and-neck in their usage by search advertisers. Senior management is generally paying close attention to search marketing. And marketers have a surprising ability and willingness to pay more than they already are for search engine keywords, in spite of Blue Nile's and FTD's well publicized reluctance to get into bidding wars. These are some of the results of a comprehensive and fascinating survey of 553 companies engaging in search engine marketing conducted by the Search Engine Marketing Professional Organization and Radar Research. Here are a few results from The State of Search Engine Marketing 2005.

Spending on search engine marketing

(Search engine marketing projections, North America 2005-2010, in billions)

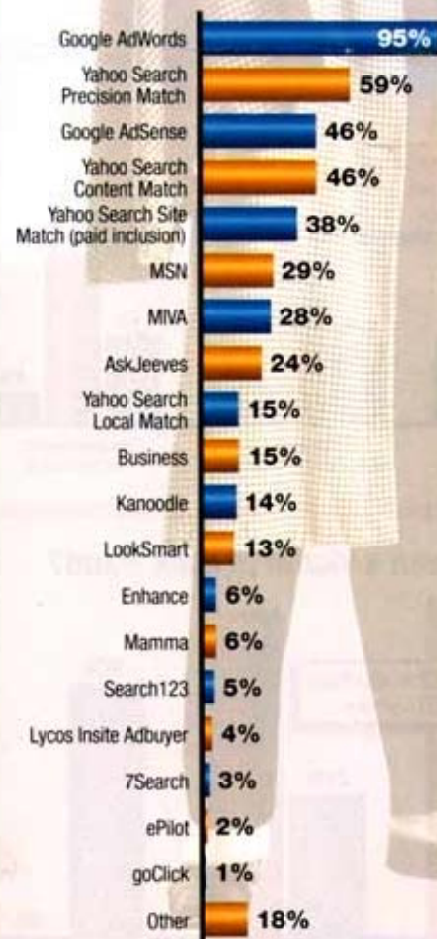


Optimization edges out paid



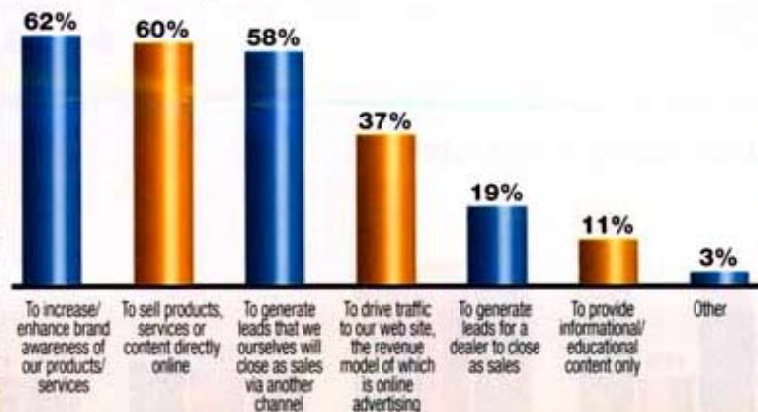
The most popular paid placements

(Multiple responses applicable)



Why do you use search engine marketing?

(Multiple responses applicable)



How do you measure the success of search programs?

