



Search Innovation Spotlight: Local Search

By Bob Heyman
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THIS MONTH'S SPOTLIGHT FALLS ON new developments in search marketing tools. CampaignTracker from Semphonic provides pay-per-click and competitive reporting about SEM campaigns. PPC Reports are built using campaign data extracted from search engines. Report data is then consolidated into a single Excel Report Set. Competitive Reports are built by scanning Google and Yahoo for all the sites that are shown organically or in the paid listing for a given list of search terms, and include who is buying what, activities of individual competitors and reports on competitor ad copy.

Enquisite has launched a major update to its Search Metrics Reporting Tool, an analytics system that uses a passive objective data culling. According to CEO Richard Zwicky, this has a twofold advantage: because it gathers data passively, it doesn't penalize users, as it does not spam search engines; and it allows users to drill down through organic and PPC data ranked under phrase, search engine, country, region, city or zip code.

Inceptor is offering a range of tools tailored to small businesses, larger companies and interactive agencies. All of these allow bidding to be managed in a rules-based environment. The company also offers Inceptor Word of Net, a Visibility and Ranking Reporting solution.

Omniture is one of several companies moving laterally into the search space with a suite of tools. Its product, called Search Center, offers a standard range of bid management options as well as competitor analysis reporting. Among other features are click-fraud analysis and tight integration with Omniture's Web analytics package.

WebSideStory rounded out its ActiveMarketingSuite by launching WesSideStory Bid, a new keyword management solution, along with the latest version of its Web analytics product, HBX Analytics 3.0. This, along with the move by Omniture, indicates a trend for analytics providers to deliver a comprehensive package for their online customers.

Eyeblaster has announced a new suite of tools for search called eb.search. To power eb.search, Eyeblaster formed an alliance with The Technology Works, whose suite of tools had only been available in Europe and Asia. In the North American market and in Australia, eb.search can be used either by integrating Eyeblaster's digital ad server or by using eb.search as a stand-alone system. In other markets, eb.search is only available as an integrated offering.



About the Author

Bob Heyman, Chief Search Officer of Mediasmith, is a leading author and entrepreneur in the field of Internet Marketing. His books include *Net Results and Net Results.2* (MacMillan/New Riders Press) and *The Auction App* (McGraw Hill). He sits on the Search Marketing Committee of the 4As (American Association of Advertising Agencies) and on the Marketing Committee of SEMPO (the Search Engine Marketing Professional Association). He writes a monthly column for MediaPost's *Search Insider* entitled "Search Innovation Spotlight" and is a frequent contributor to *iMedia Connection*. In 1994 he founded Cybernautics, the first full service web marketing agency, and sold it to USWeb in 1997. At Cybernautics, Heyman is credited with coining the terms "Audience Development" for building traffic to websites, and "Search Engine Optimization" (SEO). When it was sold, Cybernautics clients included AOL, REI, SGI, Avon, Bristol Myers Squibb, Time-Warner, Netscape, Intel, US West, Sony, and Macromedia. From 1998 to 2001 Heyman was founder and CEO of eMarketing Partners, where his clients included IBM, NEC and ABC. The company was acquired in 2001 by the Catenas Corporation who then merged it into Prophet Brand Strategy, another of their holdings. He holds a Masters from Harvard and a law degree from the University of California. Golden Gate University awarded him an honorary doctorate in 2000 when he was the school's Commencement Speaker. Also in 2000, SF Mayor Willie Brown declared October 19th to be "Bob Heyman Day". In a prior life prior to the Internet, Heyman was an entertainment attorney, representing such stars as Maria Muldaur, Jefferson Starship and the New Riders of the Purple Sage. His rock opera "Rock Justice", co-written with Marty Balin of Jefferson Starship, is listed in the Book of Rock Lists. He lives with his Parrot, Sterling Zane, onboard his Sausalito houseboat, the "Bret Harte", that Jack London once won playing poker. The houseboat was on the cover of Rolling Stone magazine in 1971 when its occupant was Dan Hicks of Dan Hicks and His Hot Licks. The caption was "Dan Hicks on his houseboat in Marin County, where all San Francisco rockers move, whether they've made it, or not".

About Mediasmith

Mediasmith is a recognized leader in digital media planning and buying. We specialize in the integration of traditional and digital media, media consulting, search, and audience development with a rapidly growing practice in emerging technologies and their applications. We architect plans across all media, in all markets, in virtually all product categories utilizing the right combination of media options to help our clients grow in the increasingly fractured media environment; from planning and buying, to tracking, optimization, and reporting of ROI on all media efforts. Mediasmith remains dedicated to the evolution and standardization of digital media practices. As committed innovators, we test the latest in metrics and analytics, providing solutions that enable us to act as a catalyst for our clients' media innovations.