Building a Global Internet Company: Driving Traffic to Your Site

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Mumbai, India
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About me

• Assistant Professor, Harvard Business School
  – Teaching: starting and running .COM’s
  – Research: Internet architecture and business opportunities, especially vis-à-vis law and regulation

• Consulting: advertising fraud, privacy, compliance
  – Some clients adverse to Google
<table>
<thead>
<tr>
<th>Possible traffic sources</th>
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<th>predictability</th>
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Challenges

- “Banner blindness”
- Limited commercially-relevant targeting information
- Are Facebook users looking for purchasing recommendations? Receptive to such advertisements?
### Possible traffic sources

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The challenges of relying on search
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- Google’s dominance → they call the shots
LAPTOP Magazine - Product reviews, tech news, buying guides, and more
LAPTOP Magazine is your complete mobile gear guide. We review the latest mobile tech products and provide expert buying advice, plus breaking industry news.
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Cheap Laptops, Discount Laptops, Notebook Computers, Laptop ...
The challenges of relying on search

- Google’s dominance → they call the shots
- More ads → less algorithmic traffic is available
U2

With Or Without You - U218 Singles - 2006 - 4:58
Beautiful Day - All That You Can't - 2000 - 4:05
Vertigo - How To Dismantle An Atomic ... - 2004 - 3:13
I Still Haven't Found What ... - U218 ... - 2006 - 4:38

Listen on: Rhapsody - Pandora

U2.com
Official site of the rock group from Dublin, Ireland. Get the latest band news and events. Also offers: streaming audio and video clips, archived articles, ...

www.u2.com/ - Similar

U2 - Wikipedia, the free encyclopedia
U2 participated in the Live Aid concert for Ethiopian famine relief at Wembley Stadium in July 1985. U2's performance in front of 82000 fans was a pivotal ...

U2 discography - List of U2 songs - Bono - The Edge
en.wikipedia.org/wiki/U2 - Cached - Similar

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News for u2

Fan walk to open for U2 concert
1 day ago
By NEO MADITLA and JANIS KINNEAR AP Bono, lead singer of Irish band U2, performs during their concert, at FNB stadium in Johannesburg. ...
Independent Online - 5 related articles

Mixed reaction to Hofmeyr's U2 rant
Independent Online - 38 related articles - Shared by 5+

U2's Bono in new racism row over 'hate song'
Belfast Telegraph - 209 related articles - Shared by 5+

Videos for u2

U2 - With or Without You - youtube.com
CSCO: Summary for Cisco Systems, Inc. - Yahoo! Finance
View the basic CSCO stock chart on Yahoo! Finance. Change the date range, chart type and compare Cisco Systems, Inc. against other companies.
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Cisco Systems Inc. (CSCO) Stock -- Seeking Alpha
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investing.businessweek.com/.../snapshot.asp?cSCO... - Cached - Similar

Cisco Systems, Inc.: NASDAQ:CSCO quotes & news - Google Finance
Agrawal on Groupon's Accounting, Liability of Gift Cards - YouTube

www.youtube.com/watch?v=VFnhE8eJPCE
4 min - 6 days ago - Uploaded by Bloomberg
8 (Bloomberg) -- Blogger Rocky Agrawal talks about Groupon Inc.'s accounting and the liability of its gift certificates.

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Rocky Agrawal / TechCrunch: Why Groupon Is Poised For Collapse — Editor’s note: This guest post is part of an in-depth series looking at the daily deal in...

Street Fight Daily: 06.10.11 | Street Fight
streetfightmag.com/2011/06/10/street-fight-daily-06-10-11/ - Cached
Jun 10, 2011 — A restaurant owner talks to Rocky Agarwal about why Groupon was “the single worst decision I have ever made as a business owner. ...

Everyone Wants You to Fail: Groupon’s Bad Press Keeps Up with Its ...
Jun 17, 2011 — On TechCrunch, Rocky Agrawal has been writing a series of posts about Groupon — which as you surely know recently filed for a $750 million ...

Agrawal on Groupon's Accounting, Liability of Gift Cards: Video ...
www.bloomberg.com/.../agrawal-on-groupon-s-accounting-liability... - Cached
6 days ago — Blogger Rocky Agrawal talks about Groupon Inc.'s accounting and the liability of its gift certificates.

screenshot courtesy of Rocky Agrawal
The challenges of relying on search

• Google’s dominance \(\rightarrow\) they call the shots
• More ads \(\rightarrow\) less algorithmic traffic is available
• Google is keeping an increasing share of “algorithmic” traffic for itself and its own services

\(\Rightarrow\) AdWords?
Saks Fifth Avenue
Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!
www.saksfifthavenue.com

Shop Bloomingdales.com
Shop The Latest Designer Fashions at Bloomingdale's. Official Site.
www.Bloomingdales.com

Coupons & Promotion Codes
Save now with Discount Codes 20000+ Promo Codes at CouponAlbum
CouponAlbum.com

J.Crew - Official Site
Shop the Official Site for quality clothes for her, him, and kids.
www.jcrew.com

Rachel Zoe's Picks
Check out Rachel Zoe's holiday picks at Piperlime. Free Shipping.
www.piperlime.com/RachelZoe

Off 5th Saks Fifth Avenue
Find great deals and save! Compare products, prices & stores
www.Shopping.com

Macy's ® Wedding Registry
AdWords Terms & Conditions

Customer understands and agrees that ads may be placed on any other content or property provided by a third party ("Partner") upon which Google places ads ("Partner Property"). Customer agrees that all placements of Customer's ads shall conclusively be deemed to have been approved by Customer unless Customer produces contemporaneous documentary evidence showing that Customer disapproved such placements in the manner specified by Google.
10 Miscellaneous. … Any notices to Google must be sent to Google India Pvt. Ltd., No. 3, RMZ Infinity - Tower E, Old Madras Road, 4th Floor, Bangalore, 560 016, India with a copy to Legal Department, via confirmed facsimile, with a copy sent via first class or air mail or overnight courier, and are deemed given upon receipt. Notice to Customer may be effected by sending email to the email address specified in Customer's account, or by posting a message to Customer's account interface, and is deemed received when sent …
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- Google’s dominance ⇒ they call the shots
- More ads ⇒ less algorithmic traffic is available
- Google is keeping an increasing share of “algorithmic” traffic for itself and its own services

And if you rely on paid search:

- Concern about where exactly ads appear
- Harsh contractual terms
- High prices
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And how to get the type-ins?

- Unique content consumers can’t find elsewhere
  - hulu
  - The New York Times
- Viral content that “makes” people tell their friends
  - Can Has Cheez Burger
  - XKCD
- Useful technology consumers clamor to obtain
  - Skype
  - Napster
  - Mozilla Firefox
- Top-notch experiences convert consumers to fans
  - Zappos
  - Birchbox
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