

# **Building a Global Internet Company: Driving Traffic to Your Site**

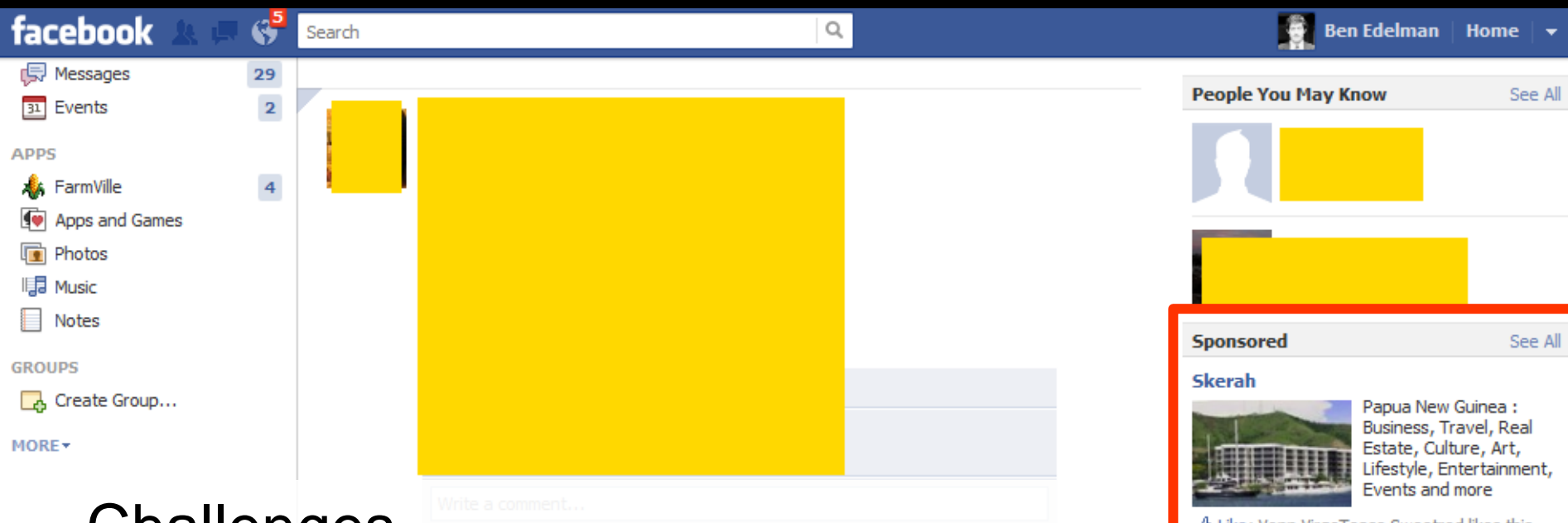
Benjamin Edelman  
Harvard Business School

# 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

# Possible traffic sources

	<u>cost</u>	<u>speed</u>	<u>predictability</u>
Brand, buzz → type-ins	varies	slow	○
Offline advertising	\$\$\$	medium	◐
Banner advertising	\$\$	fast	●
Affiliate links	\$\$	medium	●
Email marketing	\$	medium	●
Social	\$\$	fast	◐
Algorithmic search	\$	slow	○
Paid search	\$\$\$	fast	●



## Challenges

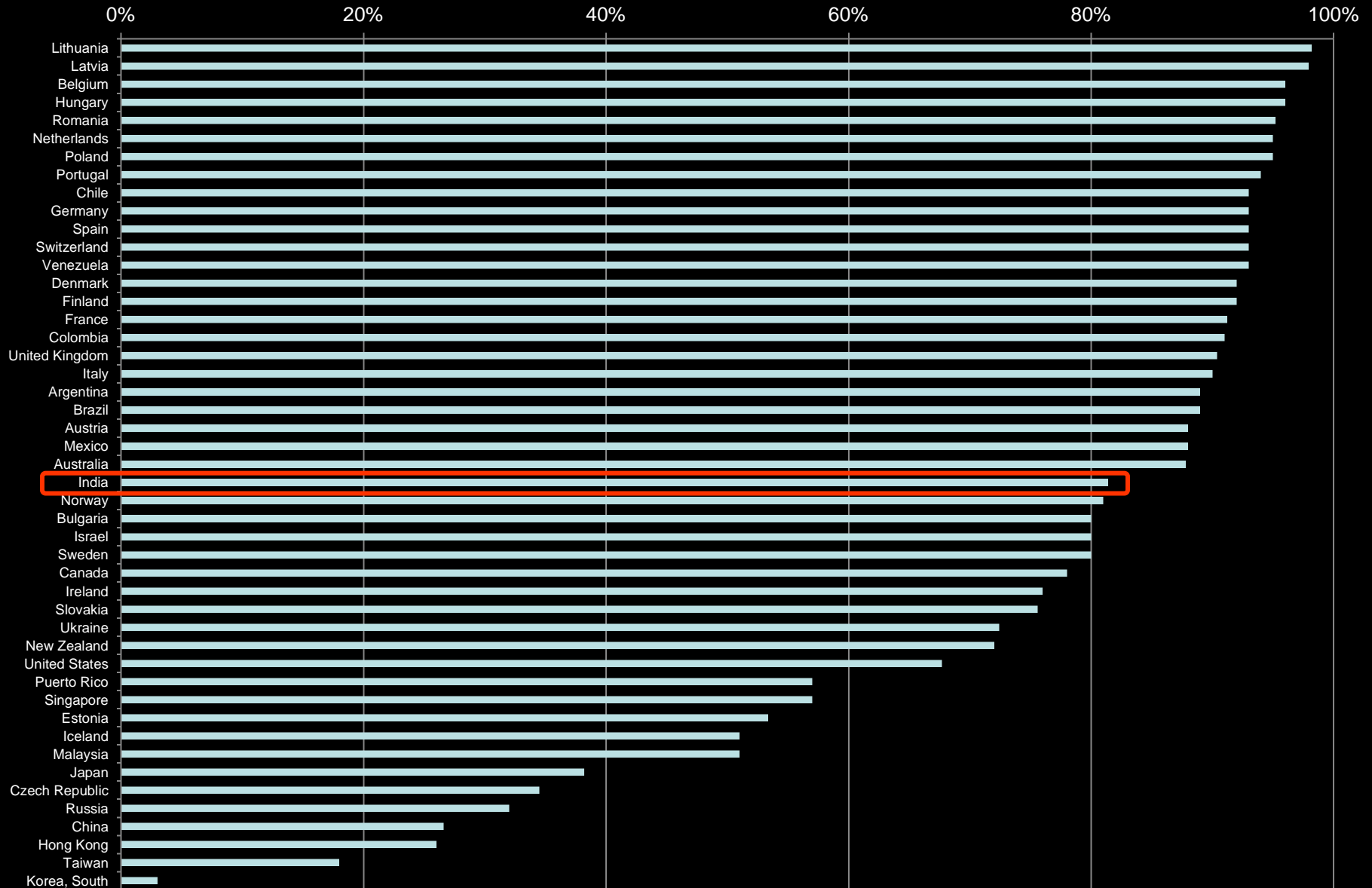
- “Banner blindness”
- Limited commercially-relevant targeting information
- Are Facebook users looking for purchasing recommendations? Receptive to such advertisements?

# Possible traffic sources

	<u>cost</u>	<u>speed</u>	<u>predictability</u>
Brand, buzz → type-ins	varies	slow	○
Offline advertising	\$\$\$	medium	◐
Banner advertising	\$\$	fast	●
Affiliate links	\$\$	medium	●
Email marketing	\$	medium	●
Social	\$\$	fast	◐
Algorithmic search	\$	slow	○
Paid search	\$\$\$	fast	●

# The challenges of relying on search

# Google Search Market Share



# The challenges of relying on search

- Google's dominance → they call the shots



Google   [Advanced Search](#) [Preferences](#)

Web Shopping Groups Results 1 - 10 of about 219,000,000 for **laptop** [definition]. (0.46 seconds)

[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.  
[www.laptopmag.com/](http://www.laptopmag.com/) - 97k - [Cached](#) - [Similar pages](#)

[Apple - MacBook - Slim aluminum 13-inch Mac notebook](#)  
 The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.  
[www.apple.com/macbook/](http://www.apple.com/macbook/) - 18k - [Cached](#) - [Similar pages](#)

[One Laptop per Child \(OLPC\), a low-cost, connected laptop for the ...](#)  
 One **Laptop** per Child (OLPC) is a new, non-profit association dedicated to research to develop a low-cost, connected **laptop**, a technology that could ...  
[laptop.org/](http://laptop.org/) - 5k - [Cached](#) - [Similar pages](#)

[One Laptop per Child \(OLPC\): Laptop](#)  
 October 27, 2007: OLPC creates the world's "greenest" **laptop**, using 1/10 the power of typical **laptops** and earning EPEAT's greenest rating. ...  
[laptop.org/en/laptop/index.shtml](http://laptop.org/en/laptop/index.shtml) - 9k - [Cached](#) - [Similar pages](#)

[Laptops & notebooks: Laptop computers, notebook computers - CNET ...](#)  
**Laptop** computers and notebook reviews and ratings, video reviews, user opinions, most popular **laptops**, notebook buying guides, prices, and comparisons from ...  
[reviews.cnet.com/laptops/](http://reviews.cnet.com/laptops/) - 98k - [Cached](#) - [Similar pages](#)

[Laptop Computers - Buy.com](#)  
 Find, shop for and buy Notebook Computers at buy.com.  
[www.buy.com/cat/laptop-computers/212.html](http://www.buy.com/cat/laptop-computers/212.html) - 166k - [Cached](#) - [Similar pages](#)

[Laptop - Wikipedia, the free encyclopedia](#)  
 A **laptop** computer, also known as a notebook computer, is a small personal computer designed for mobile use. A **laptop** integrates all of the typical ...  
[en.wikipedia.org/wiki/Laptop](http://en.wikipedia.org/wiki/Laptop) - 130k - [Cached](#) - [Similar pages](#)

[Cheap Laptops, Discount Laptops, Notebook Computers, Laptop ...](#)

Google   [Advanced Search](#) [Preferences](#)

Web Shopping Groups Results 1 - 10 of about 219,000,000 for **laptop** [definition]. (0.46 seconds)

- 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.  
[www.laptopmag.com/](http://www.laptopmag.com/) - 97k - [Cached](#) - [Similar pages](#)
- Apple - MacBook - Slim aluminum 13-inch Mac notebook**  
 The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.  
[www.apple.com/macbook/](http://www.apple.com/macbook/) - 18k - [Cached](#) - [Similar pages](#)
- One Laptop per Child (OLPC), a low-cost, connected laptop for the ...**  
 One **Laptop** per Child (OLPC) is a new, non-profit association dedicated to research to develop a low-cost, connected **laptop**, a technology that could ...  
[laptop.org/](http://laptop.org/) - 5k - [Cached](#) - [Similar pages](#)
- One Laptop per Child (OLPC): Laptop**  
 October 27, 2007: OLPC creates the world's "greenest" **laptop**, using 1/10 the power of typical **laptops** and earning EPEAT's greenest rating. ...  
[laptop.org/en/laptop/index.shtml](http://laptop.org/en/laptop/index.shtml) - 9k - [Cached](#) - [Similar pages](#)
- Laptops & notebooks: Laptop computers, notebook computers - CNET ...**  
**Laptop** computers and notebook reviews and ratings, video reviews, user opinions, most popular **laptops**, notebook buying guides, prices, and comparisons from ...  
[reviews.cnet.com/laptops/](http://reviews.cnet.com/laptops/) - 98k - [Cached](#) - [Similar pages](#)
- Laptop Computers - Buy.com**  
 Find, shop for and buy Notebook Computers at buy.com.  
[www.buy.com/cat/laptop-computers/212.html](http://www.buy.com/cat/laptop-computers/212.html) - 166k - [Cached](#) - [Similar pages](#)
- Laptop - Wikipedia, the free encyclopedia**  
 A **laptop** computer, also known as a notebook computer, is a small personal computer designed for mobile use. A **laptop** integrates all of the typical ...  
[en.wikipedia.org/wiki/Laptop](http://en.wikipedia.org/wiki/Laptop) - 130k - [Cached](#) - [Similar pages](#)
- Cheap Laptops, Discount Laptops, Notebook Computers, Laptop ...**
- Sponsored Links**
- Sale on Laptops at Dell**  
 Limited-Time Deals on Dell **Laptops** w/ Intel Technology. Hurry & Save!  
[www.Dell.com](http://www.Dell.com)
- Staples Laptop**  
 Free Delivery On Most Orders \$50+  
[www.Staples.com](http://www.Staples.com)  
 230 Independence Way, Danvers, MA
- Sony VAIO Laptop Computer**  
 Free Shipping! Intel® Centrino®  
 2. A new standard in mobility.  
[www.SonyStyle.com/Vaio](http://www.SonyStyle.com/Vaio)
- Office Depot: HP Laptops**  
 Check Out the Great Selection & Hot Price on HP **Laptops** at Office Depot  
[www.OfficeDepot.com](http://www.OfficeDepot.com)
- Discounted Notebooks**  
 Huge Selection of Notebooks  
 Save big money on clearance deals!  
[www.Newegg.com](http://www.Newegg.com)  
[Show products from Newegg.com](#)
- Cheap Laptop Prices**  
 Save on **Laptops**! Shop 1,000's by Processor, Display, Weight & More.  
[www.NexTag.com/Laptop-Computers](http://www.NexTag.com/Laptop-Computers)
- Dell Laptops from \$399**  
**Laptops** computers for Small Businesses, Save up to \$200  
[www.computers-for-business.com](http://www.computers-for-business.com)

laptop - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.com/search?q=laptop&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-US:official&client=firefox-a

laptop

Web Images Maps News Shopping Gmail more

Sign in

Google

laptop

Search Advanced Search Preferences

Web Shopping Groups

Results 1 - 10 of about 219,000,000 for laptop [definition]. (0.46 seconds)

**HP Laptops** Sponsored Links

[www.hp.com](http://www.hp.com) Find out about Powerful, Reliable & Affordable **Laptop** PCs from HP!

**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.

[www.laptopmag.com/](http://www.laptopmag.com/) - 97k - [Cached](#) - [Similar pages](#)

**Apple - MacBook - Slim aluminum 13-inch Mac notebook**

The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.

[www.apple.com/macbook/](http://www.apple.com/macbook/) - 18k - [Cached](#) - [Similar pages](#)

**One Laptop per Child (OLPC), a low-cost, connected laptop for the ...**

One **Laptop** per Child (OLPC) is a new, non-profit association dedicated to research to develop a low-cost, connected **laptop**, a technology that could ...

[laptop.org/](http://laptop.org/) - 5k - [Cached](#) - [Similar pages](#)

**One Laptop per Child (OLPC): Laptop**

October 27, 2007: OLPC creates the world's "greenest" **laptop**, using 1/10 the power of typical **laptops** and earning EPEAT's greenest rating. ...

[laptop.org/en/laptop/index.shtml](http://laptop.org/en/laptop/index.shtml) - 9k - [Cached](#) - [Similar pages](#)

**Laptops & notebooks: Laptop computers, notebook computers - CNET ...**

**Laptop** computers and notebook reviews and ratings, video reviews, user opinions, most popular **laptops**, notebook buying guides, prices, and comparisons from ...

[reviews.cnet.com/laptops/](http://reviews.cnet.com/laptops/) - 98k - [Cached](#) - [Similar pages](#)

**Laptop Computers - Buy.com**

Find, shop for and buy Notebook Computers at buy.com.

[www.buy.com/cat/laptop-computers/212.html](http://www.buy.com/cat/laptop-computers/212.html) - 166k - [Cached](#) - [Similar pages](#)

**Laptop - Wikipedia, the free encyclopedia**

A **laptop** computer, also known as a notebook computer, is a small personal computer designed for mobile use. A **laptop** integrates all of the typical ...

[en.wikipedia.org/wiki/Laptop](http://en.wikipedia.org/wiki/Laptop) - 130k - [Cached](#) - [Similar pages](#)

Sponsored Links

**Sale on Laptops at Dell**

Limited-Time Deals on Dell **Laptops** w/ Intel Technology. Hurry & Save!

[www.Dell.com](http://www.Dell.com)

**Staples Laptop**

Free Delivery On Most Orders \$50+

[www.Staples.com](http://www.Staples.com)

230 Independence Way, Danvers, MA

**Sony VAIO Laptop Computer**

Free Shipping! Intel® Centrino® 2. A new standard in mobility.

[www.SonyStyle.com/Vaio](http://www.SonyStyle.com/Vaio)

**Office Depot: HP Laptops**

Check Out the Great Selection & Hot Price on HP **Laptops** at Office Depot

[www.OfficeDepot.com](http://www.OfficeDepot.com)

**Discounted Notebooks**

Huge Selection of Notebooks

Save big money on clearance deals!

[www.Newegg.com](http://www.Newegg.com)

[Show products from Newegg.com](#)

**Cheap Laptop Prices**

Save on **Laptops**! Shop 1,000's by Processor, Display, Weight & More.

[www.NexTag.com/Laptop-Computers](http://www.NexTag.com/Laptop-Computers)

**Dell Laptops from \$399**

**Laptops** computers for Small Businesses, Save up to \$200

[www.computers-for-business.com](http://www.computers-for-business.com)



Web Shopping Groups Results 1 - 10 of about 219,000,000 for **laptop** [definition]. (0.46 seconds)

**HP Laptops**  
[www.hp.com](http://www.hp.com) Find out about Powerful, Reliable & Affordable **Laptop** PCs from HP!

**ThinkPad - Official Site**  
[www.Lenovo.com](http://www.Lenovo.com) Save up to \$1,035 on ThinkPads w/ Intel Technology. Free Shipping!

Sponsored Links

Sale on **Laptops** at Dell  
 Limited-Time Deals on Dell **Laptops** w/ Intel Technology. Hurry & Save!  
[www.Dell.com](http://www.Dell.com)

**Staples Laptop**  
 Free Delivery On Most Orders \$50+  
[www.Staples.com](http://www.Staples.com)  
 230 Independence Way, Danvers, MA

**Sony VAIO Laptop Computer**  
 Free Shipping! Intel® Centrino®  
 2. A new standard in mobility.  
[www.SonyStyle.com/Vaio](http://www.SonyStyle.com/Vaio)

**Office Depot HP Laptops**  
 Check Out the Great Selection & Hot Price on HP **Laptops** at Office Depot  
[www.OfficeDepot.com](http://www.OfficeDepot.com)

**Discounted Notebooks**  
 Huge Selection of Notebooks  
 Save big money on clearance deals!  
[www.Newegg.com](http://www.Newegg.com)  
[Show products from Newegg.com](#)

**Cheap Laptop Prices**  
 Save on **Laptops**! Shop 1,000's by Processor, Display, Weight & More.  
[www.NexTag.com/Laptop-Computers](http://www.NexTag.com/Laptop-Computers)

**Dell Laptops from \$399**  
**Laptops** computers for Small Businesses, Save up to \$200  
[www.computers-for-business.com](http://www.computers-for-business.com)

**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.  
[www.laptopmag.com/](http://www.laptopmag.com/) - 97k - [Cached](#) - [Similar pages](#)

**Apple - MacBook - Slim aluminum 13-inch Mac notebook**  
 The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.  
[www.apple.com/macbook/](http://www.apple.com/macbook/) - 18k - [Cached](#) - [Similar pages](#)

**One Laptop per Child (OLPC), a low-cost, connected laptop for the ...**  
 One **Laptop** per Child (OLPC) is a new, non-profit association dedicated to research to develop a low-cost, connected **laptop**, a technology that could ...  
[laptop.org/](http://laptop.org/) - 5k - [Cached](#) - [Similar pages](#)

**One Laptop per Child (OLPC): Laptop**  
 October 27, 2007: OLPC creates the world's "greenest" **laptop**, using 1/10 the power of typical **laptops** and earning EPEAT's greenest rating. ...  
[laptop.org/en/laptop/index.shtml](http://laptop.org/en/laptop/index.shtml) - 9k - [Cached](#) - [Similar pages](#)

**Laptops & notebooks: Laptop computers, notebook computers - CNET ...**  
**Laptop** computers and notebook reviews and ratings, video reviews, user opinions, most popular **laptops**, notebook buying guides, prices, and comparisons from ...  
[reviews.cnet.com/laptops/](http://reviews.cnet.com/laptops/) - 98k - [Cached](#) - [Similar pages](#)

**Laptop Computers - Buy.com**  
 Find, shop for and buy Notebook Computers at buy.com.  
[www.buy.com/cat/laptop-computers/212.html](http://www.buy.com/cat/laptop-computers/212.html) - 166k - [Cached](#) - [Similar pages](#)

**Laptop - Wikipedia, the free encyclopedia**



Results 1 - 10 of about 219,000,000 for **laptop** [definition]. (0.46 seconds)

**HP Laptops**  
www.hp.com Find out about Powerful, Reliable & Affordable **Laptop** PCs from HP!

**ThinkPad - Official Site**  
www.Lenovo.com Save up to \$1,035 on ThinkPads w/ Intel Technology. Free Shipping!

**Huge Deals on Laptops**  
www.TigerDirect.com Best Value on Name Brand **Laptops** Shop With TigerDirect & Save!

**Sponsored Links**

**Sale on Laptops at Dell**  
Limited-Time Deals on Dell **Laptops** w/ Intel Technology. Hurry & Save!  
www.Dell.com

**Staples Laptop**  
Free Delivery On Most Orders \$50+  
www.Staples.com  
230 Independence Way, Danvers, MA

**Sony VAIO Laptop Computer**  
Free Shipping! Intel® Centrino®  
2. A new standard in mobility.  
www.SonyStyle.com/Vaio

**Office Depot: HP Laptops**  
Check Out the Great Selection & Hot Price on HP **Laptops** at Office Depot  
www.OfficeDepot.com

**Discounted Notebooks**  
Huge Selection of Notebooks  
Save big money on clearance deals!  
www.Newegg.com  
⊕ Show products from Newegg.com

**Cheap Laptop Prices**  
Save on **Laptops**! Shop 1,000's by Processor, Display, Weight & More.  
www.NexTag.com/Laptop-Computers

- Shopping results for laptop**
- [Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...](#) \$1,000 to \$1,456 - 8 stores
  - [Dell Inspiron 1150 - Pentium 4 2.8 GHz - 15 ...](#) \$74 to \$322 - 8 stores
  - [Sony VAIO FZ140E/B - Core 2 Duo 1.8 GHz - 15.4 ...](#) \$599 to \$1,658 - 17 stores
- 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.  
www.laptopmag.com/ - 97k - [Cached](#) - [Similar pages](#)
- Apple - MacBook - Slim aluminum 13-inch Mac notebook**  
The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.  
www.apple.com/macbook/ - 18k - [Cached](#) - [Similar pages](#)
- One Laptop per Child (OLPC), a low-cost, connected laptop for the ...**  
One **Laptop** per Child (OLPC) is a new, non-profit association dedicated to research to develop a low-cost, connected **laptop**, a technology that could ...  
laptop.org/ - 5k - [Cached](#) - [Similar pages](#)
- One Laptop per Child (OLPC): Laptop**  
October 27, 2007: OLPC creates the world's "greenest" **laptop**, using 1/10 the power of typical **laptops** and earning EPEAT's greenest rating. ...  
laptop.org/en/laptop/index.shtml - 9k - [Cached](#) - [Similar pages](#)



Everything

Images

Videos

News

Shopping

Places

Blogs

More

Boston, MA

[Change location](#)

Any time

Latest

Past 24 hours

Past week

Past month

Past 2 months

Past year

Custom range...

All results

Wonder wheel

Related searches

Timeline

[More search tools](#)

Something different

home loan

home equity

refinance

fha

debt consolidation

**Find Low Mortgage Rates - Compare Refinance, New Home Rates.**

Comparison ad

30-year fixed from 4.125% (4.720 APR)

5/1 ARM from 2.500% (2.890 APR)

15-year fixed from 3.250% (3.396 APR)

[www.google.com/advisor/mortgages](http://www.google.com/advisor/mortgages)

What is the purpose of the loan?

☐ Buy a home ☐ Refinance

**LendingTree (800)460-8109 - Mass. Home Prices Hit 8 yr Lows**

Ads

Rates at 3%/3.17APR. Save \$301/mo.

[www.lendingtree.com](http://www.lendingtree.com)

**Mortgage - Quicken Loans® - We Financed Over 1,000,000 Loans.**

Apply Online To Start Your Mortgage

[www.quickenloans.com/Mortgage](http://www.quickenloans.com/Mortgage)

**Citi Mortgage Home Loans - As Low as 3.094% APR. Learn More.**

\$500 Off Closing Cost! Apply Today.

[www.citimortgage.com](http://www.citimortgage.com)

**Mortgage Calculator**

Calculate Mortgage Payments with Bankrate.com's Mortgage Calculator, Find the Best Mortgage Rates, or Review Award Winning Mortgage advice.

Mortgage loan calculator - Mortgage - Free mortgage calculator by ...

[www.bankrate.com/.../mortgages/mortgage-calculator.aspx](http://www.bankrate.com/.../mortgages/mortgage-calculator.aspx) - Cached - Similar

**Mortgage Rates Compare ARM Loans Fixed Loan Rate Mortgages by ...**

Find mortgage rates and compare ARM and fixed loan rate mortgages from ...

[www.bankrate.com/mortgage.aspx](http://www.bankrate.com/mortgage.aspx) - Cached - Similar

Show more results from bankrate.com

**Mortgage - Wikipedia, the free encyclopedia**

**Mortgage** may refer to: **Mortgage** loan, a loan secured by a mortgage on real property; **Mortgage**, a security interest on real property granted to a lender, ...

Mortgage loan - Mortgage law - Chattel mortgage

[en.wikipedia.org/wiki/Mortgage](http://en.wikipedia.org/wiki/Mortgage) - Cached - Similar

**Places for mortgage near Boston, MA**

**Wells Fargo Home Mortgage** - Place page

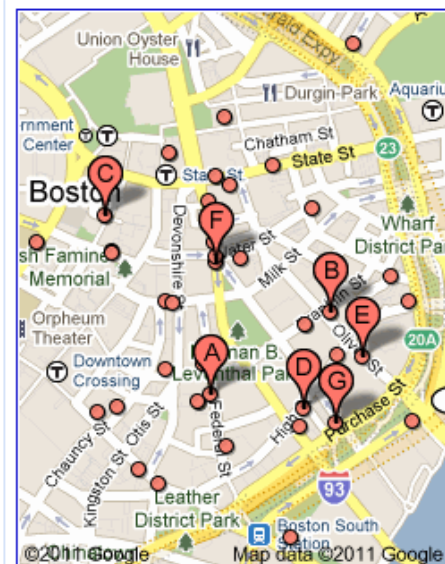
[www.wfhm.com](http://www.wfhm.com) - 101 Arch Street, Boston - (617) 897-3494

**Eastern Bank** - 5 reviews - Place page

[www.easternbank.com](http://www.easternbank.com) - 265 Franklin Street, Boston - (617) 897-1100

**House Mortgage Loan** - ★★★★★ 35 reviews - Place page

[housemortgageloan.org](http://housemortgageloan.org) - 26 Court Square, Boston - (617) 642-6170



Ads

**Purchase or Refi w/CHASE®**

Take Advantage of Low Rates with a Trusted Bank. Prequalify Today!

[www.chase.com/mortgage](http://www.chase.com/mortgage)

**4.0% 30 Yr Mortgage Rates**

Direct Lender. Close in 10 days.

PreApproved In Minutes. 4.5%APR

[www.amerisave.com](http://www.amerisave.com)

**1-800 East West Mortgage**

Low Rate Mortgages for New Home or Refinance. \$500 Closing Cost. N.E.

[www.eastwestmortgage.com](http://www.eastwestmortgage.com)

**Best Rate Mortgage LLC**

North Shore's Lowest Interest Rates No Down Payment & No Closing Costs!

[maps.google.com](http://maps.google.com)


26 Irving St, Malden, MA 02148 (617) 921-2153

**The 20/20 Mortgage**

Our 40 year mortgage has

# The challenges of relying on search

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

 Everything Images Videos News Shopping Realtime Blogs More

Boston, MA

[Change location](#)

Any time

[Latest](#)[Past 24 hours](#)[Past 2 days](#)[Past week](#)[Past month](#)[Past year](#)[Custom range...](#)

All results

[Sites with images](#)[Related searches](#)[More search tools](#)▶ **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

[More songs from MySpace Music »](#)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 ...

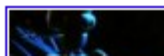
[U2 discography](#) - [List of U2 songs](#) - [Bono](#) - [The Edge](#)[en.wikipedia.org/wiki/U2](#) - [Cached](#) - [Similar](#)**[U2 Home Page: @U2 - U2 News, U2 Lyrics, U2 Photos and more!](#)** 🔍

Feb 14, 2011 ... U2 provides U2 news, U2 photographs, U2 lyrics, and other U2 information in a non-profit, educational setting for anyone interested in ...

[www.atu2.com/](#) - [Cached](#) - [Similar](#)**[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](#)** 🔍

5 min - The Joshua Tree (1987)





CSCO



Search

Instant is on ▼

About 3,320,000 results (0.15 seconds)

[Advanced search](#)

Everything

Images

Videos

More

Cambridge, MA

Change location

Any time

Past 2 days

More search tools

Something different

[intc](#)

[aapl](#)

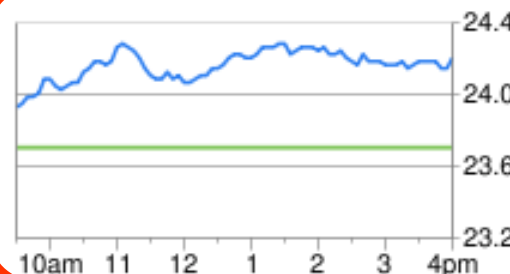
[qcom](#)

[amzn](#)

[orcl](#)

**CSCO** Cisco Systems, Inc. (NASDAQ)

[Google Finance](#) [Yahoo Finance](#) [MSN Money](#) [DailyFinance](#) [CNN Money](#) [Reuters](#)



**24.21** +0.50 (2.11%) Nov 4 4:00pm ET

**24.21** +0.00 (0.00%) After Hours

Open: 23.90 Volume: 55,788,078

High: 24.34 Avg Vol: 44,069,000

Low: 23.89 Mkt Cap: 135.22B

[Disclaimer](#)

[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.

[finance.yahoo.com/q?s=cscs](#) - [Cached](#) - [Similar](#)

[Cisco Systems Inc. \(CSCO\) Stock -- Seeking Alpha](#)

Up to date analysis of Cisco Systems Inc. (CSCO) and its stock by hedge fund managers and industry experts. Find out what Cisco Systems Inc. is saying about ...

[seekingalpha.com/symbol/cscs](#) - [Cached](#) - [Similar](#)

[CISCO SYSTEMS INC \(CSCO:US\): Stock Quote & Company Profile ...](#)

Get CISCO SYSTEMS INC (CSCO:US) stock research & investing information. Find historical stock quotes, key competitors, stock data, executive management and ...

[investing.businessweek.com/.../snapshot.asp?...CSCO...](#) - [Cached](#) - [Similar](#)

[Cisco Systems, Inc.: NASDAQ:CSCO quotes & news - Google Finance](#)



comcast

About 68,500,000 results (0.08 seconds)

Everything

Images

Videos

News

Shopping

Realtime

More

Boston, MA

Change location

Any time

Latest

Past 24 hours

Past 2 days

Past week

Past month

Past year

Custom range...

More search tools

Something different

cablevision

time warner cable

mediacom

suddenlink

adelphia

▶ **Comcast® - Official Site**

Find XFINITY™ Offers For Your Local Area  
[www.comcast.com](http://www.comcast.com)

**Comcast \$19.99 Internet**

UpTo \$275 Back on Comcast Cable  
Free HBO! - \$275 Back on Comcast Cable  
[www.comcastspecial.com](http://www.comcastspecial.com)

**Comcast Cable Service**

Save On Cable TV, High-Speed Internet  
Today's Deals - Bundled Offers  
[www.onlinecomcast.com](http://www.onlinecomcast.com)

**Comcast Official Site**

Learn about savings on Comcast High-Speed Internet, Digital Cable and Comcast Digital Voice® in your area. [www.comcast.com/](http://www.comcast.com/) - Cached - Similar

[My Account](#)

[Contact Comcast | Customer Service](#)

[Comcast Products](#)

[More results from comcast.com »](#)

**Contact Comcast | Customer Service**

Whether it's a question about your remote or you need to resolve an issue ...  
[www.comcast.com/Corporate/Customers/.../Contactus.html](http://www.comcast.com/Corporate/Customers/.../Contactus.html) - Cached - Similar

**Comcast Customer Central | Sign In | Ecobill™ Online Bill Pay ...**

Ask Comcast: Click. Ask. Answer. How easy is that? An interactive Q & A ...  
[www.comcast.com/Customers/Membership/MyAccount.ashx](http://www.comcast.com/Customers/Membership/MyAccount.ashx) - Cached - Similar

**Comcast Jobs and Careers | Employment Information and Availability**

Even though we're at the head of the pack in our industry, we're always ...  
[www.comcast.com/careers/](http://www.comcast.com/careers/) - Cached - Similar

[Show more results from comcast.com](#)

comcast,

About 68,500,000 results (0.08 seconds)



Search

[Advanced search](#)

▶ **Comcast® - Official Site - Save On TV, Phone & Internet.**

Find XFINITY™ Offers For Your Local Area  
[www.comcast.com](http://www.comcast.com)

**Comcast \$19.99 Internet - Comcast Cable \$29.99 / Free Equip.**

UpTo \$275 Back on Internet+TV+Voice  
Free HBO! - \$275 Back - Xfinity Bundles - Cable & Internet - \$69.99/Mo  
[www.comcastspecial.com](http://www.comcastspecial.com)

**Comcast - Order Cable TV, Internet and Phone. | onlinecomcast.com**

Get Comcast Cable in 4 Minutes!  
Today's Deals - Bundled Offers - (877) 494-9068  
[www.onlinecomcast.com/Special](http://www.onlinecomcast.com/Special)

**Comcast Official Site | Deals on High-Speed Internet, Cable, Phone ...**

Learn about savings on Comcast High-Speed Internet, Digital Cable and Comcast Digital Voice® in your area. [Show stock quote for CMCSA](#)  
[www.comcast.com/](http://www.comcast.com/) - Cached - Similar

[My Account](#)

[Contact Comcast | Customer Service](#)

[Comcast Products](#)

[XFINITY Internet from Comcast](#)

[Not Your Location?](#)

[More results from comcast.com »](#)

**Contact Comcast | Customer Service**

Whether it's a question about your remote or you need to resolve an issue ...  
[www.comcast.com/Corporate/Customers/.../Contactus.html](http://www.comcast.com/Corporate/Customers/.../Contactus.html) - Cached - Similar

**Comcast Customer Central | Sign In | Ecobill™ Online Bill Pay ...**

Ask Comcast: Click. Ask. Answer. How easy is that? An interactive Q & A ...  
[www.comcast.com/Customers/Membership/MyAccount.ashx](http://www.comcast.com/Customers/Membership/MyAccount.ashx) - Cached - Similar

**Comcast Jobs and Careers | Employment Information and Availability**

Even though we're at the head of the pack in our industry, we're always ...  
[www.comcast.com/careers/](http://www.comcast.com/careers/) - Cached - Similar

[Show more results from comcast.com](#)

acne

About 20,600,000 results (0.13 seconds)

## Acne

[Google Health](#) [Mayo Clinic](#) [Medline](#)



Acne is a skin condition and inflamed red pimples or skin eruptions; Cysts; Info [www.google.com/health](http://www.google.com/health)

## Acne.org - Acne treatment and

Information on **acne**, **acne** treatment regimen to help clear your **acne**.

[Message boards](#) - [Reviews](#) - [Biggest](#) [www.acne.org/](http://www.acne.org/) - [Cached](#) - [Similar](#)

## Acne vulgaris - Wikipedia, the

Acne vulgaris (or **acne**) is a common areas of skin with seborrhea (scaly red [Terminology](#) - [Signs and symptoms](#) [en.wikipedia.org/wiki/Acne\\_vulgaris](http://en.wikipedia.org/wiki/Acne_vulgaris)

## Acne.com - Dermatologist adv

Find **acne** resources, including expert dealing with emotional issues related [www.acne.com/](http://www.acne.com/) - [Cached](#) - [Similar](#)

acne

About 20,600,000 results (0.16 seconds)

## Acne.org - Acne treatment and

Information on **acne**, **acne** treatment regimen to help clear your **acne**.

[Message boards](#) - [Reviews](#) - [Biggest](#) [www.acne.org/](http://www.acne.org/) - [Cached](#) - [Similar](#)

## Acne vulgaris - Wikipedia, the

Acne vulgaris (or **acne**) is a common areas of skin with seborrhea (scaly red [Terminology](#) - [Signs and symptoms](#) [en.wikipedia.org/wiki/Acne\\_vulgaris](http://en.wikipedia.org/wiki/Acne_vulgaris)

## Acne.com - Dermatologist adv

Find **acne** resources, including expert dealing with emotional issues related [www.acne.com/](http://www.acne.com/) - [Cached](#) - [Similar](#)

## News for acne,



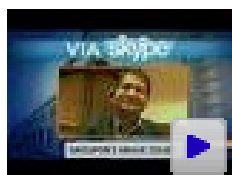
### All Blacks: Juggling deman

When I was a kid I was tall sorts, but when I was on the could play. ...

[New Zealand Herald](#) - 8 relat

[Acne sufferers get tax bre](#)

## [Agrawal on Groupon's Accounting, Liability of Gift Cards - YouTube](#) 🔍



[www.youtube.com/watch?v=VFnhE8eJPCE](http://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.

[More videos for groupon rocky agarwal »](#)

## [Why Groupon Is Poised For Collapse \(Rocky Agrawal/Tech... | XYDO](#) 🔍

[www.xydo.com/.../22092221-why\\_groupon\\_is\\_poised\\_for\\_collaps...](http://www.xydo.com/.../22092221-why_groupon_is_poised_for_collaps...) - Cached

**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/](http://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 ...](#) 🔍

[www.wordstream.com/blog/ws/2011/06/17/groupon-bad-press](http://www.wordstream.com/blog/ws/2011/06/17/groupon-bad-press) - Cached

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...](http://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.



Search

About 1,540,000,000 results (0.17 seconds)

Safe Search off ▾

Everything

Images

Maps

Videos

News

Shopping

More

Cambridge, MA

Change location

Any time

Past hour

Past 24 hours

Past week

Past month

Past year

Custom range...

More search tools

**Google Maps**[maps.google.com/](http://maps.google.com/)Find local businesses, view **maps** and get driving directions in Google **Maps**.

You've visited this page 3 times. Last visit: 1/9/12

**Street View**

Google Maps with Street View lets you explore places around the ...

**Maps Help**

Official Maps Help Center where you can find tips and tutorials on ...

**Google Maps - Google+**[plus.google.com](http://plus.google.com)

Add to circles



Google Maps · Jan 13, 2012 · Public

For anyone currently at CES in Las Vegas, have you spotted our videos about indoor maps of Vegas hotels and casinos in Google Maps for Android?



Google Maps @ CES (8 photos)

+89 14 comments



Google Maps · Jan 13, 2012 · Public

Google Maps @ CES



Google Maps @ CES

+78 9 comments

**MapQuest Maps - Driving Directions - Map**[www.mapquest.com/](http://www.mapquest.com/)Use MapQuest for driving directions and **maps**. See local traffic and road conditions, find

# The challenges of relying on search

- 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

→ AdWords?



laptop

Search

[Advanced Search](#)  
[Preferences](#)

## HP Laptops

[www.hp.com](http://www.hp.com) Find out about Powerful, Reliable & Affordable **Laptop** PCs from HP!

## ThinkPad - Official Site

[www.Lenovo.com](http://www.Lenovo.com) Save up to \$1,035 on ThinkPads w/ Intel Technology. Free Shipping!

## Huge Deals on Laptops

[www.TigerDirect.com](http://www.TigerDirect.com) Best Value on Name Brand **Laptops** Shop With TigerDirect & Save!

Sponsored Links

Sponsored Links

## Sale on Laptops at Dell

Limited-Time Deals on Dell **Laptops** w/ Intel Technology. Hurry & Save!  
[www.Dell.com](http://www.Dell.com)

## Staples

### Laptop

Free Delivery On Most Orders \$50+  
[www.Staples.com](http://www.Staples.com)  
230 Independence Way, Danvers, MA

## Sony VAIO Laptop Computer

Free Shipping! Intel® Centrino®  
2. A new standard in mobility.  
[www.SonyStyle.com/Vaio](http://www.SonyStyle.com/Vaio)

## Office Depot HP Laptops

Check Out the Great Selection & Hot Price on HP **Laptops** at Office Depot  
[www.OfficeDepot.com](http://www.OfficeDepot.com)

## Discounted Notebooks

Huge Selection of Notebooks  
Save big money on clearance deals!  
[www.Newegg.com](http://www.Newegg.com)  
[Show products from Newegg.com](#)

## Cheap Laptop Prices

Save on **Laptops**! Shop 1,000's by Processor, Display, Weight & More.  
[www.NexTag.com/Laptop-Computers](http://www.NexTag.com/Laptop-Computers)

## Shopping results for laptop

[Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 1 ...](#) \$1,000 to \$1,456 - 8 stores

[Dell Inspiron 1150 - Pentium 4 2.8 GHz - 15 ...](#) \$74 to \$322 - 8 stores

[Sony VAIO FZ140E/B - Core 2 Duo 1.8 GHz - 15.4 ...](#) \$599 to \$1,658 - 17 stores

## 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.

[www.laptopmag.com/](http://www.laptopmag.com/) - 97k - [Cached](#) - [Similar pages](#)

## Apple - MacBook - Slim aluminum 13-inch Mac notebook

The new MacBook **laptop** features a precision aluminum unibody enclosure, more powerful NVIDIA graphics, a 13-inch LED-backlit display, and more.

[www.apple.com/macbook/](http://www.apple.com/macbook/) - 18k - [Cached](#) - [Similar pages](#)

## One Laptop per Child (OLPC), a low-cost, connected laptop for the ...

One **Laptop** per Child (OLPC) is a new, non-profit association dedicated to research to develop a low-cost, connected **laptop**, a technology that could ...

[laptop.org/](http://laptop.org/) - 5k - [Cached](#) - [Similar pages](#)

## One Laptop per Child (OLPC): Laptop

October 27, 2007: OLPC creates the world's "greenest" **laptop**, using 1/10 the power of typical **laptops** and earning EPEAT's greenest rating. ...

[laptop.org/en/laptop/index.shtml](http://laptop.org/en/laptop/index.shtml) - 9k - [Cached](#) - [Similar pages](#)

saksfifthaveune.com - Mozilla Firefox

File Edit View History Bookmarks Tools saksfifthaveune.com

http://www.saksfifthaveune.com/

saksfifthaveune.com

Sponsored Listings (0.234868 seconds)

[Saks Fifth Avenue](#)  
Shop Saks.com And Take Up To 60% Off Select Designer - Limited Time!  
[www.saksfifthavenue.com](http://www.saksfifthavenue.com)

[Shop Bloomingdales.com](#)  
Shop The Latest Designer Fashions at Bloomingdale's. Official Site.  
[www.Bloomingdales.com](http://www.Bloomingdales.com)

[Coupons & Promotion Codes](#)  
Save now with Discount Codes 20000+ Promo Codes at CouponAlbum  
[CouponAlbum.com](http://CouponAlbum.com)

[J.Crew - Official Site](#)  
Shop the Official Site for quality clothes for her, him, and kids.  
[www.jcrew.com](http://www.jcrew.com)

[Rachel Zoe's Picks](#)  
Check out Rachel Zoe's holiday picks at Piperlime. Free Shipping.  
[www.piperlime.com/RachelZoe](http://www.piperlime.com/RachelZoe)

[Off 5th Saks Fifth Avenue](#)  
Find great deals and save! Compare products, prices & stores  
[www.Shopping.com](http://www.Shopping.com)

[Macy's ® Wedding Registry](#)

Related Searches

- [Saks Fifth Avenue Designer](#)
- [Saks Job](#)
- [Find Shopping Mall Store](#)
- [Saks 5th Ave](#)
- [Distressed Mall Real Estate](#)
- [Neiman Marcus Employment](#)
- [Microsoft Shopping](#)
- [Bing Shopping](#)
- [Wwwsky Mall.com](#)
- [Online Shopping](#)



(0.357803 seconds)

[www.Levi.com](http://www.Levi.com)

[www.saksfifthavenue.com](http://www.saksfifthavenue.com)

[www.newyorkpass.com/ny-attractions](http://www.newyorkpass.com/ny-attractions)

[www.AmericanMedical.biz](http://www.AmericanMedical.biz)

[www.AirBnb.com/NewYork](http://www.AirBnb.com/NewYork)

[www.voyage.tv/NewYork](http://www.voyage.tv/NewYork)

[www.NexTaq.com](http://www.NexTaq.com)

## Manhattan Apartments

# 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.

# Google AdWords Dispute Resolution (IN)

**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 ...

# The challenges of relying on search

- 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

# Possible traffic sources

	<u>cost</u>	<u>speed</u>	<u>predictability</u>
Brand, buzz → type-ins	varies	slow	○
Offline advertising	\$\$\$	medium	◐
Banner advertising	\$\$	fast	●
Affiliate links	\$\$	medium	●
Email marketing	\$	medium	●
Social	\$\$	fast	◐
Algorithmic search	\$	slow	○
Paid search	\$\$\$	fast	●

# And how to get the type-ins?

- Unique content consumers can't find elsewhere



- Viral content that "makes" people tell their friends



- Useful technology consumers clamor to obtain



- Top-notch experiences convert consumers to fans



# **Building a Global Internet Company: Driving Traffic to Your Site**

Benjamin Edelman  
Harvard Business School