IDENTIFICATION OF USER PROFILES FOR PREFERENCES OF SEO VERSUS PPC

BACKGROUND
Two main strategies to improve website ranking: SEO & PPC
- 60% of potential clients are ignored if no SEO!
- Which one is better?
- Some users ignore/don’t understand PPC in search engine results?
- However, advertisers invest more in PPC than SEO – contradiction?
- Advertisers perceive PPC as being more effective, but users don’t?
- The purpose of this research project is to compile two user profiles in an attempt to determine what kind of users prefers which type of strategy.

RESEARCH PROBLEM
- It is not clear which strategy is more effective
- Most search engine advertisers cannot afford both strategies
- The research problem is the confusion around the value and application of the two marketing strategies

GUIDING RESULTS FROM PREVIOUS RESEARCH (iPROSPECT)
SEO: Search Engine Optimization. It is the process of constructing or changing a webpage so as to increase its chances of ranking highly in search engine results.
PPC: Pay per Click. A system which allows users to bid for keywords, and have their websites guaranteed top positions when those keywords are used.

RESEARCH OBJECTIVE
- To produce two user profiles, which will indicate the influence of demographic and other features on user click response to SEO and PPC in search engine results respectively
- To assist online marketers in identifying their target market

RESEARCH QUESTIONS
- How does demographic and other features affect user perception of search engine result value?
- How can website owners target their reader markets effectively?

REFERENCES