

# Performance Marketing

October 2010



Dear Reader,



Welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

I am pleased to announce the acquisition of [eVisibility](#), a search engine marketing and advertising agency based in San Diego. eVisibility is one of the top ranked SEO companies in the country. For more than 12 years the company has successfully achieved electronic visibility for a diverse roster of clients using a core set of Internet marketing services including search engine optimization, reputation management, pay per click management, online media buying and web development.

We look forward to being able to extend our suite of services with the expertise and talents of this exceptional team. Read on for an interview with eVisibility CEO Danny DeMichele, prominent SEO strategist and entrepreneur, [on changes to Google's algorithm](#) and how they could affect your site's ranking.

All the best,  
Daniel Laury  
Founder, President and CEO  
LSF Interactive  
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## Feature Article

**Google Updates and Your Site: An Interview with Danny DeMichele**

## LSF Interactive in the News

LSF Interactive has won the [Silver 2010 Summit Marketing Effectiveness Award](#) (MEA), in the consumer products category. The award recognizes the success of the paid search and media buying campaign that LSF Interactive executed for [Korres](#), a cosmetic company offering a full range of natural and environmentally-conscious products. LSF Interactive's campaign for Korres resulted in a 60 percent increase in orders, and cost per order goals were exceeded by 15 percent.



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## Client News



Welcome new client [D'dara](#)! The company, an online purveyor of discounted designer and brand name fragrances, has selected LSFinteractive to provide SEO services for its ecommerce site.

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## New Partnership



LSF Interactive has partnered with [KENSHOO](#), a global leader in search marketing and online

## What is your SEO philosophy?

I believe the best SEO is one that looks the most “naturally aggressive.” This means creating good content that is useful and interesting to people and will naturally be indexed correctly. At the same time you need to be well informed. It makes sense to build sites and pages in the most SEO-compliant way without crossing the line into techniques that Google views as unacceptable -- overly aggressive or deceptive practices. Google’s goal is to weed out and drop artificially ranked campaigns. If you base your SEO on this, you won’t have any issues in the future when it comes to major Google updates.

## How often does Google change its algorithm?

There is a myth that Google changes every month. Google does roll out small updates all of the time, but 99% of them never affect your business. I hear over and over again from other SEO consultants that you have to “stay on top of it” because the Google algorithm changes dramatically every month. Major changes occur 1-2 times a year tops, and most people are never affected by these changes as long as they are doing SEO correctly.

## What are some recent Google algorithm changes?

There was a big algorithmic change named “Victor” last year and I think we are now seeing the effects of that on anchor text in a link and exact-match domains. [Read more >>](#)

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## Retargeting Offers Most Brand Lift to Display Marketers

According to a study by comScore and ValueClick Media, the display ad placement strategy with the most brand lift is retargeting, which was found to be twice as effective as audience targeting.

global leader in search marketing and online advertising technology. The partnership brings together the custom optimization for which LSF Interactive is known and KENSHOO’s proprietary search marketing platform, offering unparalleled online media buying efficiency for client campaigns.

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## New Media Chatter

LSF Interactive's New Media strategist urges companies to "think beyond leads" on our blog, [New Media Chatter](#). Read on to get other tips and tactics for social media marketing from experts Jamie Murnane and Juliet Diorio.



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## Contact Us

To find out more about how performance marketing can help your business, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

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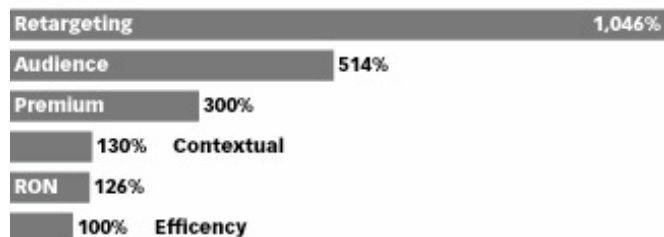
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## Branded Search Lift Within Four Weeks of Ad Exposure for US Online Ad Campaigns\*, by Media Placement Strategy, March 2010

% lift



Note: \*excludes online video, mobile or social media campaigns  
Source: comScore and ValueClick Media, "When Money Moves to Digital, Where Should It Go?" Sep 22, 2010

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### About LSF Interactive

[LSF Interactive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Carlsbad, CA, Chicago, IL, Conshohocken, PA, Boston, MA, and Paris, France.

## Performance Marketing: Previous Issues

[Calculating Blog ROI](#)

[9 Moves to Strengthen Your Video Marketing](#)

[Re-look at Retargeting](#)

[8 Essentials of Measurement](#)

[Double Ad Conversions with Behavioral Targeting](#)

[6 Marketing Insights for the Considered Purchase](#)

[Calculating Social Media ROI: 10 Steps](#)

[Facebook Landing Pages: Dos and Don'ts](#)

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