



How good's your Googling?

Got a moment? Then try this useful fundraising exercise...

Stick a word that describes your cause into Google, hit 'Google Search' and see what happens. Repeat for various words. Does your website URL come up on the first screen you see?

Yes? Then please pass directly to 'go' and collect £200. You're either lucky or you've got the art of Googling cracked.

When it comes to online marketing, we still have a habit of focusing on email and banner ads. Now don't get me wrong, these have an important role to play. But whatever you do, don't forget search engine marketing.

There are two types. 'Natural Search' is when technical people do clever things to make sure that your site does whatever it is that Google & Co require it to do. There's plenty of companies that can help you do this.

'Paid-for Search' is when you pay an agreed fee for your site to come up on that first screen, every time someone searches on

your keywords. Paid-for Search is a direct marketer's dream. You only pay the agreed fee when someone clicks to your site. That's like only paying for the direct mail that people open.

Both of these marketing approaches are becoming increasingly important to charities. I've seen some staggering results to prove it.

And this week, I've seen further evidence of the benefits of getting this right.

Whitewater client, the Whale and Dolphin Conservation Society, appear to be very good at this search engine stuff. Type 'whale' into Google and they come out top. Type 'dolphin' into Google and their 'Adopt-a-Dolphin' appears with the 'Paid-for' listings.

So surprise surprise. When a Bottle-nosed Whale unexpectedly took a wrong turn and ended up in the heart of London, guess whose website got hit on again and again? Whale adoptions went through the roof.

What great fundraising.

“Paid-for Search is like only paying for the direct mail that people open.”

Steve Andrews
Managing Director

steve@whitewater.biz
020 7482 1350

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