



This book addresses the underlying foundational elements, both theoretical and methodological, of sponsored search. As such, the contents are less affected by the ever-changing implementation aspects of technology. Rather than focusing on the how, this book examines what causes the how. Why do certain keywords work, while others do not? Why does that ad work well, when others that are similar do not? Why does a key phrase cost a given amount? Why do we measure what we do in keyword advertising? This book speaks to that curiosity to understand why we do what we do in sponsored search. The content flows through the major components of any sponsored search effort, regardless of the underlying technology or client or product. The book addresses keywords, ads, consumers, pricing, competitors, analytics, branding, marketing, and advertising, integrating these separate components into an incorporated whole. The focus is on the critical elements, with ample illustrations, and with enough detail to lead the interested reader to further inquiry.

"Jim Jansen proves that theory can make practice a whole lot more profitable. In this book, he explains how and why most search marketers miss their targets, and shows the reader exactly how to construct effective search marketing campaigns. While search marketing rules and features come and go, Jim's insights stay evergreen. If you've ever wondered what Human Information Processing Theory, Credence Goods, and George Carlin's Seven Words You Can't Say on Television can teach you about profiting from tiny online ads, Jim's your man. I'm going to quote from this book a lot, and people will think I'm a genius." Howie Jacobson, Author, Google AdWords For Dummies, askHowie.com "Wow, finally Jim Jansen shares his insights and helps level the playing field! Professor Jansen and his students have consistently scored in the top 1% of the world's largest search marketing contest, the Google Online Marketing Challenge. If you are serious about keyword advertising, this book merits the number one position on your bookshelf." Professor Jamie Murphy, Murdoch University and Lead Academic, The Google Online Marketing Challenge "With Understanding Sponsored Search, Jansen has delivered an insightful and well-researched exploration of fundamental search advertising principles that bridges the gap between academic study and everyday keyword buying, in an enjoyable book that pushes the boundaries of sponsored search. A definite must-read that ought to be required reading in the sponsored search industry." Brett Tabke, Founder and CEO of WebmasterWorld.com; Founder and CEO of PubCon "This excellent book is easy to read, easy to follow, and very informative and entertaining. Information technology (IT) professionals and students in marketing and IT will find the material very rewarding. Jansen's style of writing, anecdotes, and clarity offer much for the reader." Robert M. Lynch, Computing sAbout the Author Jim Jansen is an Associate Professor at the College of Information Science and Technology at The Pennsylvania State University. He has authored and co-authored more than 200 research publications, with articles appearing in a wide range of journals and conferences. He is co-author of the book Web Search: Public Searching of the Web, co-editor of the book Handbook of Research on Weblog Analysis and author of the book Understanding User-Web Interactions Via Web. Jansen is a member of the editorial boards of eight international journals and serves on the research committee for the Search Engine Marketing Professional Organization (SEMPO). He has received several awards and honors, including an ACM Research Award and six application development awards, along with other writing, publishing, research, and leadership honors. He is also a Senior Fellow at the Pew Research Center with the Pew Internet and American Life Project.