



수출기업을 위한 최신 온라인마케팅 전략

디렉토리등록, 검색최적화(SEO), 소셜마케팅



Content

Intro

Google Search

- Buyer Search
- Search Engine Optimization

Social Marketing

- LinkedIn Marketing
- YouTube Marketing





Introduction



Intro



32,000

11,100

400,000

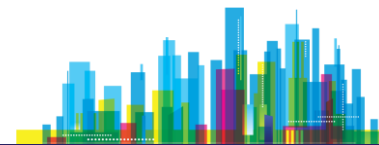
41,000

4조 8700억

3,625억

2조 9500억

1,850억

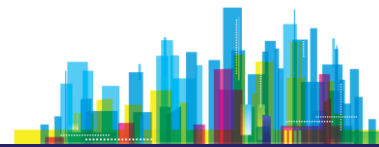


Intro > Trend

중소기업에 효과적인 마케팅 방법은?

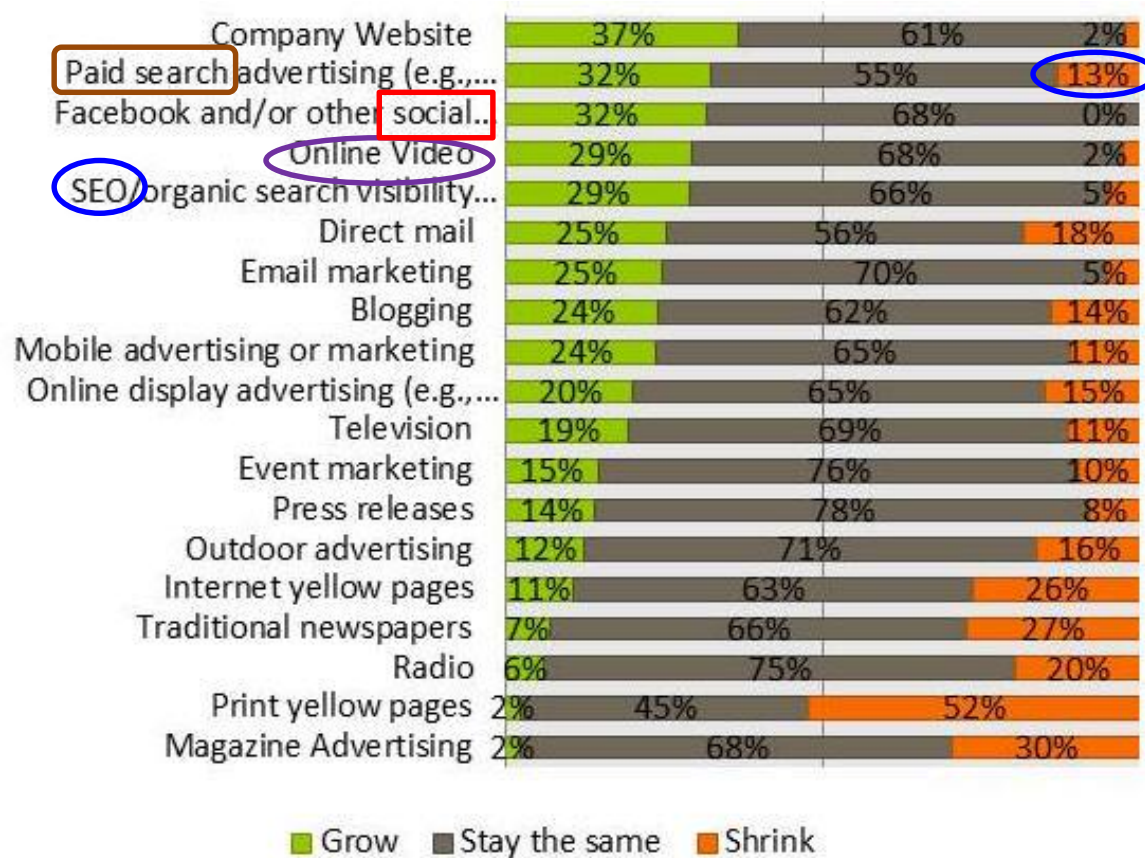


[Source : Thrive Analytics- Local Pulse Survey 2013. 1,021개 SMB대상 서베이]

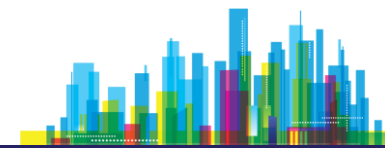


Intro > Trend

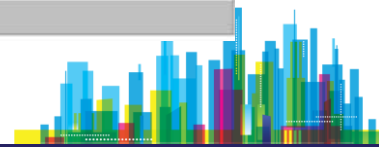
향후 어느 마케팅에 예산 사용?



[Source : Thrive Analytics- Local Pulse Survey 2013. 1,021개 SMB대상 서베이]



중소기업에 가장 효과적인 마케팅 방법?

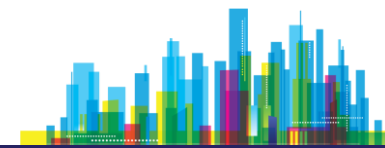
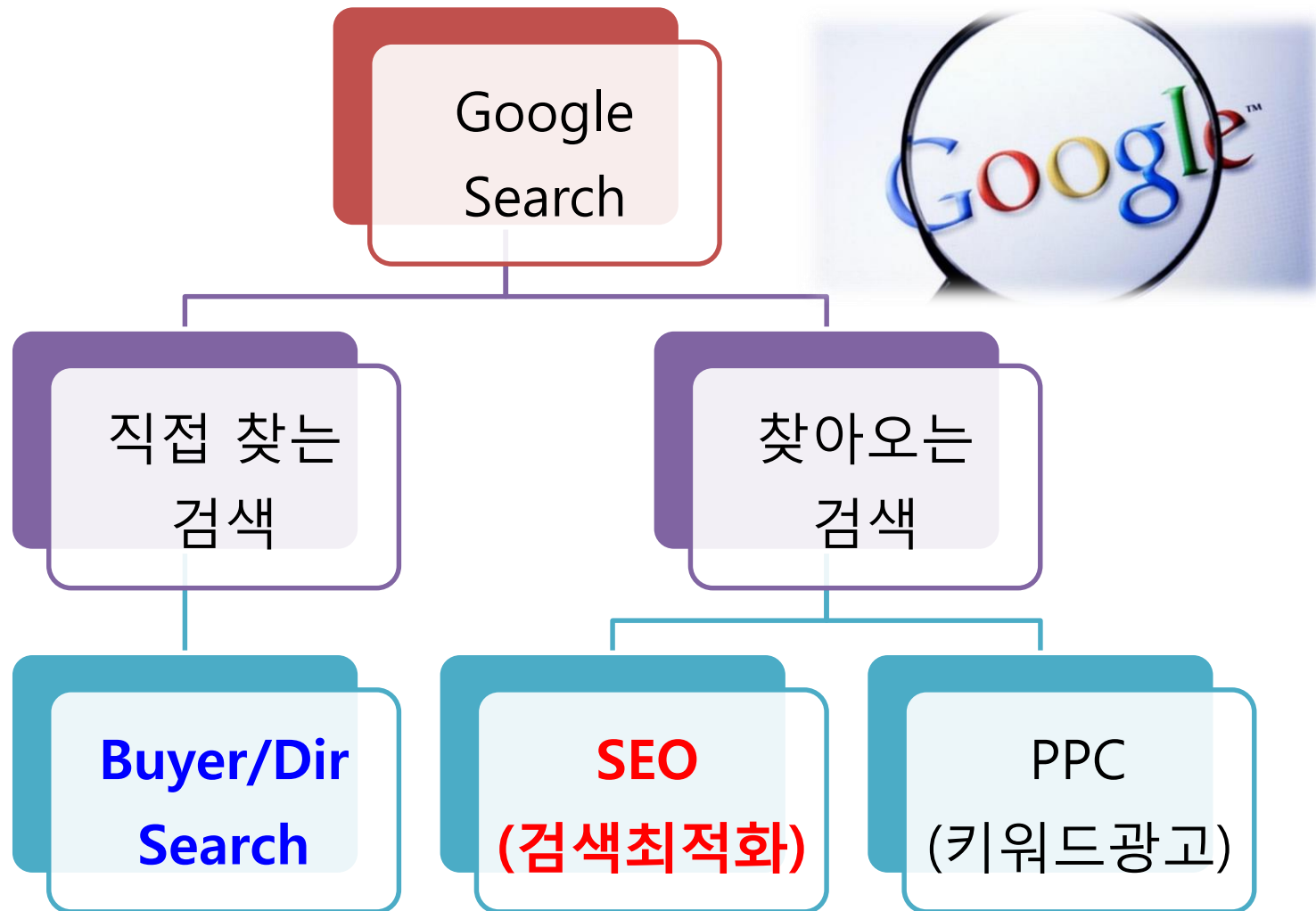




Google Search



Google Search

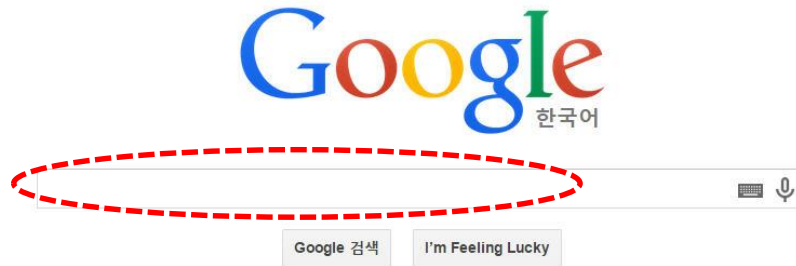




Buyer Research



How to Search Buyer Lists



list



website



business



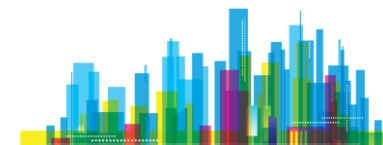
local

list
directory
business
companies

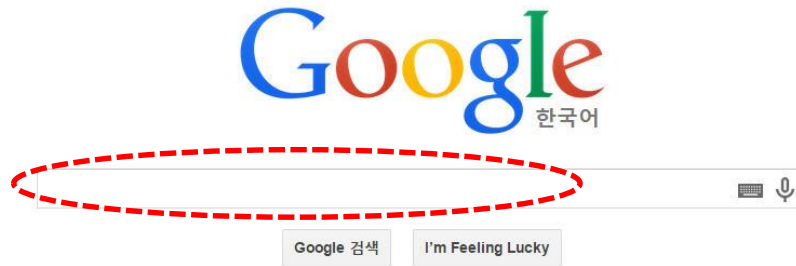
sites
homepages
companies
businesses
buyers
importers
dealers
distributors

your industry
your products
your services
medical
travel

Asia
Europe
America
Spain
Australia



How to Find Places to Register Our Company



suggest



website

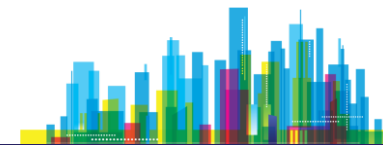


business

suggest
register
add
submit
list

site
homepage
company
business
exporter
manufacturer
dealer
distributor

your industry
your products
your services
medical
travel
...



More Suggestions for Buyer Search



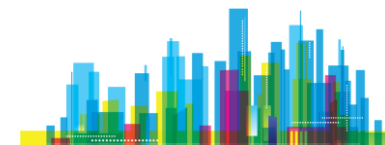
EUROPAGES More about EUROPAGES | Contact EUROPAGES

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like millions of other professionals who use EUROPAGES every month

EUROPAGES available in 26 languages: choose YOURS

> Čeština	> Eesti keel	> Magyar	> Русский	> Türkçe
> Dansk	> Français	> Nederlands	> Română	> Ελληνική
> Deutsch	> Italiano	> Norsk	> Slovenščina	> Български
> English	> Latviešu	> Polski	> Suomi	> عربي
> Español	> Lietuvių	> Português	> Svenska	> 繁體 简体


Follow us on:



More Suggestions for Buyer Search

Search Engine Colossus : 국가별 디렉토리/검색엔진/옐로우페이지 리스트

INTERNATIONAL DIRECTORY OF SEARCH ENGINES



With Search Engine Colossus:
Explore 317 countries and territories!
Search in other languages!
Make submissions to search engines!
Since 1998.

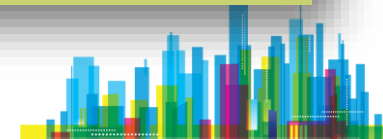
Search Engines	Buscadores	<u>MOBILE VERSION</u>	Zoekmachines	Suchmaschinen
<p>Global</p> <div style="background-color: #f4a460; padding: 5px; text-align: center; color: white; font-weight: bold;">Bhanvad.com</div> <div style="background-color: #e6f2e6; padding: 5px; text-align: center;">Web Directory Organized by subject Suggest a site</div> <p>Academic Art Blog Christian City Collaborative Conversational Forum For Women Hobby Images Islamic Kids Literature</p>	<p>Aaland Abkhazia Aceh Adjara Adygea Afghanistan African Union Albania Algeria Altai American Samoa Andorra Angola Anguilla Antarctica Antigua Aosta Valley Argentina Armenia Aruba Ascension Island Australia Austria Azerbaijan Azores</p>	<p>Gabon Gagauzia Galmudug Gambia Georgia Germany Ghana Gibraltar Greece Greenland Grenada Guadeloupe Guam Guatemala Guernsey Guinea Guinea-Bissau Guyana</p> <p>Haiti Honduras Hong Kong Hungary</p> <p>Iceland India</p>	<p>Oman</p> <p>Pakistan Palau Palestine Palmyra Atoll Panama Papua New Guinea Paraguay Peru</p>	

Indonesia



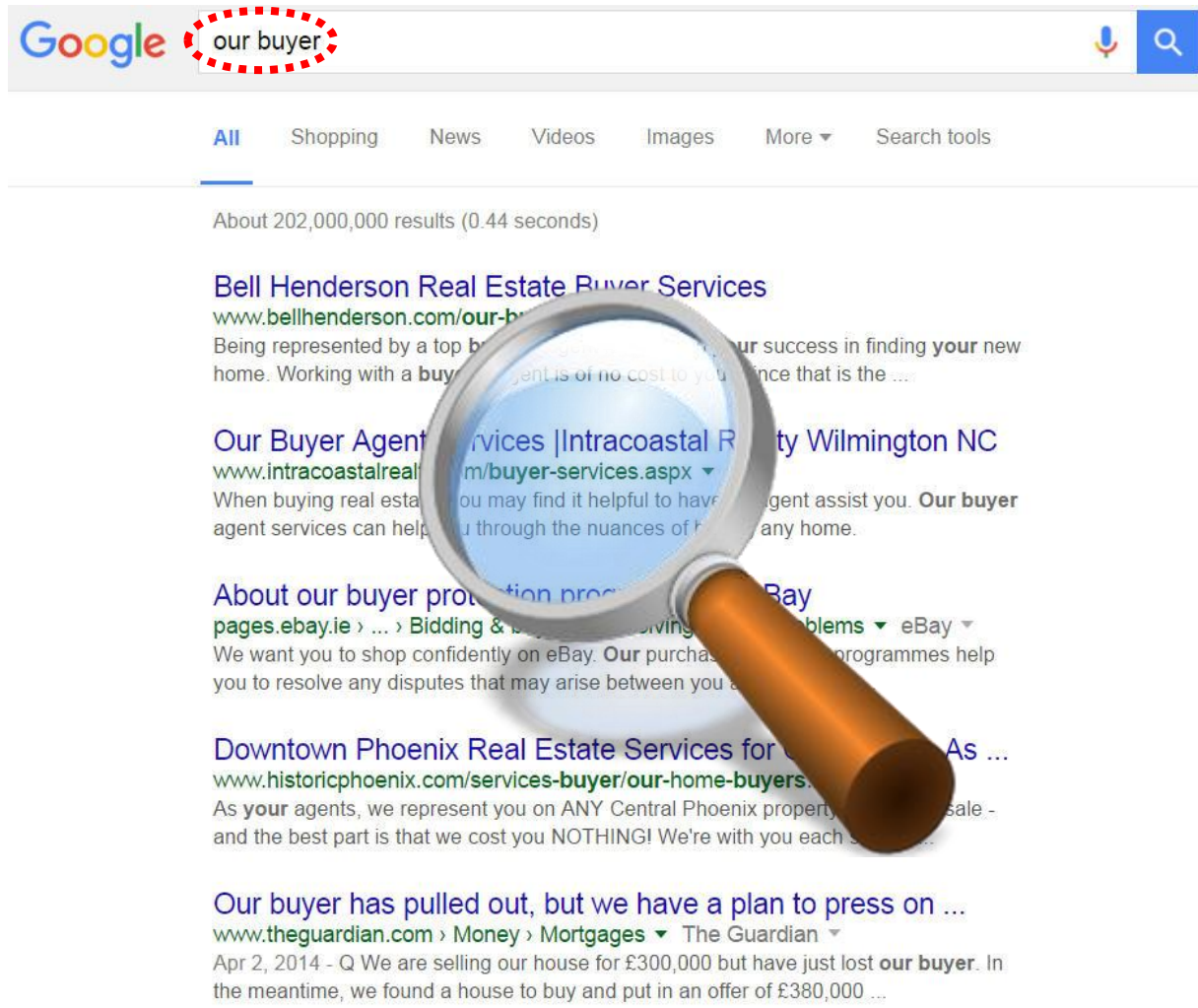

Indonésie - Indonésien
SEARCH ENGINES - MOTEURS DE RECHERCHE - MOTORES DE BUSQUEDA - SUCHMASCHINEN

<u>BHANVAD</u>	ENGLISH	Web directory of Indonesian sites organized by subjects! (Jersey City, New Jersey, United States)
<u>GOOGLE</u>	Bahasa	Bahasa language access to Google's general database! [spider] (Mountainview, California, United States)
<u>GOOGLE</u>	Javanese	Javanese language access to Google's general database! [kolomonggo] (Mountainview, California, Amerika Serikat)
<u>GOOGLE</u>	Sundanese	Sundanese language access to Google's general database! [spider] (Mountainview, California, United States)
<u>JENDELA INDONESIA</u>	ENGLISH	Useful information about Indonesia! (Tuscaloosa, Alabama, United States)
<u>ODP</u>	Bahasa	Open Directory Project's Indonesia search! (Mountain View, California, Amerika Serikat)



Finding Qualified Buyers

믿을 수 있는 사이트(바이어/디렉토리)인가?



The image shows a Google search interface. The search bar contains the text "our buyer", which is circled in red. Below the search bar, the navigation menu includes "All", "Shopping", "News", "Videos", "Images", "More", and "Search tools". The search results show "About 202,000,000 results (0.44 seconds)". A magnifying glass is positioned over the search results, focusing on the text "Our Buyer Agent Services | Intracoastal Realty Wilmington NC".

Google our buyer

All Shopping News Videos Images More Search tools

About 202,000,000 results (0.44 seconds)

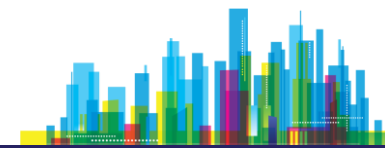
Bell Henderson Real Estate Buyer Services
www.bellhenderson.com/our-buyer-services
Being represented by a top buyer agent is your success in finding your new home. Working with a buyer agent is of no cost to you. The agent's commission is the same as if you had found the home on your own.

Our Buyer Agent Services | Intracoastal Realty Wilmington NC
www.intracoastalrealty.com/buyer-services.aspx
When buying real estate, you may find it helpful to have a buyer agent assist you. Our buyer agent services can help you through the nuances of buying any home.

About our buyer protection programme | eBay
pages.ebay.ie > ... > Bidding & buying problems > eBay
We want you to shop confidently on eBay. Our purchase protection programmes help you to resolve any disputes that may arise between you and the seller.

Downtown Phoenix Real Estate Services for Buyers | As ...
www.historicphoenix.com/services-buyer/our-home-buyers
As your agents, we represent you on ANY Central Phoenix property for sale - and the best part is that we cost you NOTHING! We're with you each step of the way.

Our buyer has pulled out, but we have a plan to press on ...
www.theguardian.com > Money > Mortgages > The Guardian
Apr 2, 2014 - Q We are selling our house for £300,000 but have just lost our buyer. In the meantime, we found a house to buy and put in an offer of £380,000 ...



Domain Authority(DA) & Page Authorith(PA)

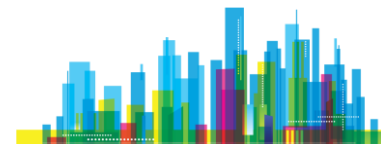
사이트의 신용등급?

- **DA (도메인의 권위)** : 도메인의 나이, 도메인으로 링크된 사이트/페이지의 전체적인 양(Quantity)과 질(Quality)로 평가
- **PA (페이지의 권위)** : 해당 페이지로 링크된 사이트/페이지의 전체적인 양(Quantity)과 질(Quality)로 평가

- DA/PA 점검 툴

- Website Authority Checker
<http://www.seoreviewtools.com/website-authority-checker/>
- Small SEO Tools
<http://smallseotools.com/domain-authority-checker/>
- Website SEO Checker
<http://smallseotools.com/domain-authority-checker/>

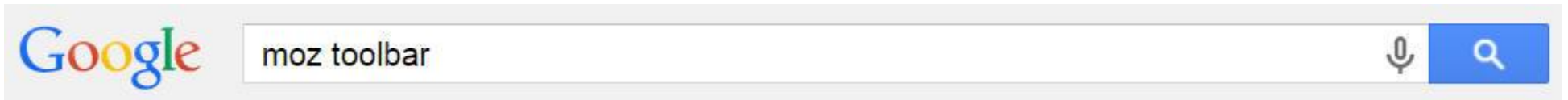
Type "domain authority checker" on Google



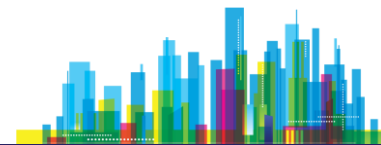
MOZ Toolbar

MOZ 툴바란?

방문하고자 하는 사이트의 외부인기(대외신뢰)도를 측정해 주는 브라우징 도구로 방문하려는 사이트의 Domain Authority, Page Authority 등을 보여줌



<https://moz.com/blog/seo-chrome-toolbar-download-the-mozbar>



MOZ Toolbar

The image shows a screenshot of the MOZ Toolbar interface overlaid on a Google search results page. The toolbar is dark-themed and contains the MOZ logo, a search icon, and the text 'Search Profiles' followed by a dropdown menu showing 'Google US (non-personalized)'. On the right side of the toolbar, there is a lock icon and the text 'Access more'. Below the toolbar, the Google search bar contains the word 'buyers'. The search results are displayed below the search bar, with tabs for 'Web', 'Images', 'News', 'Maps', 'Videos', 'More', and 'Search tools'. The first search result is for 'Buyer - Wikipedia, the free encyclopedia'. The MOZ Toolbar is overlaid on this result, showing a red box around the PA: 75, 875 links, and DA: 100 metrics. The second search result is for 'Buyer (fashion) - Wikipedia, the free encyclopedia', and the MOZ Toolbar is overlaid on it, showing PA: 1, 0 links, and DA: 100 metrics. The third search result is for 'Buyers Products Company', and the MOZ Toolbar is overlaid on it, showing PA: 52, 1,368 links, and DA: 43 metrics. The fourth search result is for 'What is buyer? definition and meaning', and the MOZ Toolbar is overlaid on it, showing PA: 56, 638 links, and DA: 69 metrics. On the right side of the search results, there are several advertisements, including 'Find Buyers & Importers', 'Thailand Online Export', 'Buyers', and 'Buyer'.

MOZ Search Profiles Google US (non-personalized) Access more

Google buyers

Web Images News Maps Videos More Search tools

About 415,000,000 results (0.50 seconds)

Buyer - Wikipedia, the free encyclopedia
<https://en.wikipedia.org/wiki/Buyer> ▾
A "**buyer**" or merchandiser is a person who purchases finished goods, typically for resale, for a firm, government, or organization. (A person who purchases ...)

1) PA: 75 875 links DA: 100 Link Analysis

Buyer (fashion) - Wikipedia, the free encyclopedia
[https://en.wikipedia.org/wiki/Buyer_\(fashion\)](https://en.wikipedia.org/wiki/Buyer_(fashion)) ▾
In the retail industry, a **buyer** is an individual who selects what items will be stocked in a store, based on his or her predictions about what will be popular with ...

2) PA: 1 0 links DA: 100 Link Analysis

Buyers Products Company
www.buyersproducts.com/ ▾
Truck Accessories - **Buyers** Products Company is a leading manufacturer and supplier of a complete line of products for the mobile equipment industry.
Toolboxes & Mounting Brackets - Electrical & Lighting - Truck & Trailer Hardware

3) PA: 52 1,368 links DA: 43 Link Analysis

What is buyer? definition and meaning
www.businessdictionary.com/definition/buyer.html ▾
Definition of **buyer**: Party which acquires, or agrees to acquire, ownership (in case of goods), or benefit or usage (in case of services), in exchange for money or ...

4) PA: 56 638 links DA: 69 Link Analysis

Ads

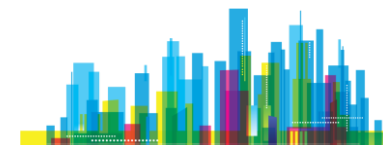
Find Buyers & Importers
www.globalbuyersonline.com/ ▾
Buy requirements of Importers & **Buyers** from around the world.

Thailand Online Export
www.thaitrade.com/ ▾
Trade with Thai **buyers** and sellers
Find what you need. Join Free Now!

Buyers
www.importexportplatform.com/ ▾
Free Latest Import & Export Leads
Find & Post - Buy / Sell Offer Free

Buyer
www.smergers.com/buyer ▾
1200 Business for Sale & Investors.
Buyer

See your ad here »





SEO (Search Engine Optimization)



Search Engine Optimization

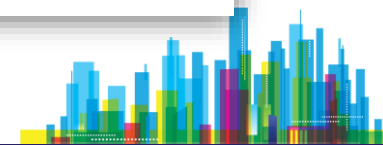
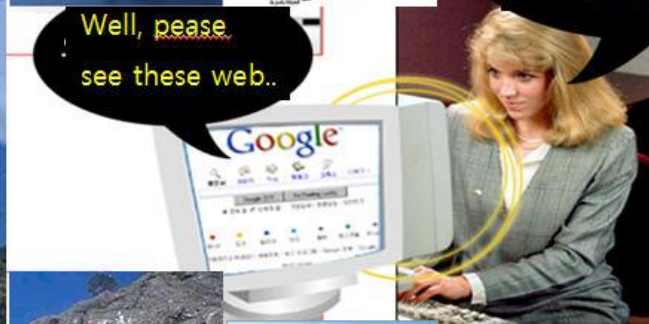
오늘도 그 누가 우리의 땅 독도를 검색하는데,

Pride of Korea - Dokdo





Well, please see these web..

I want information about Dokdo.



Search Engine Optimization


Google **dokdo** 리안쿠르암?  

Web News Maps Images Videos More ▾ Search tools

About 764,000 results (0.20 seconds)

Liancourt Rocks - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Liancourt_Rocks ▾ Wikipedia ▾
The Liancourt Rocks, also known as **Dokdo** or Tokto (Korean pronunciation: [tokto]; Hangul: 독도; hanja: 獨島, literally solitary island) in Korean, and ...
[Geography](#) - [Distances](#) - [Climate](#) - [Ecology](#)

Images for dokdo [Report images](#)



[More images for dokdo](#)

Dokdo Takeshima Island Liancourt Rocks The Historical ...
www.dokdo-takeshima.com/ ▾
Dokdo Island (also called Liancourt Rocks by some nations and Takeshima by Japan) is 215 kms from mainland Korea and 250 kms from Japan proper.

Dokdo of Korea
en.dokdo.go.kr/ ▾
Dokdo is the easternmost end of Korea's territories and is located 87.4km to the southeast of Ullungdo of Korea and 157.5km to the northwest of Oki Island of ...

No, the US Won't Back South Korea Against Japan on Dokdo
thediplomat.com/.../no-the-us-wont-back-south-korea-agai... ▾ The Diplomat ▾
May 2, 2014 - President Obama backing Japan on the Senkaku Islands has caused South Korea to ask questions about **Dokdo**.



Map data ©2015 Google, SK planet

Liancourt Rocks
Island group in Asia

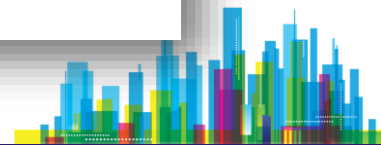
The Liancourt Rocks, also known as Dokdo or Tokto in Korean, and Takeshima in Japanese, are a group of small islets in the Sea of Japan. While South Korea controls the islets, its sovereignty over them is contested by Japan. Wikipedia

Area: 46 acres (19 ha)
Province: North Gyeongsang Province

People also search for [View 1+ more](#)



Ulleungdo Jukdo Yasukuni Shrine Dokdo Museum Paektu Mountain



Search Engine Optimization



사람들의 시선은
상위에만 머물고...

Why is Natural Search So Important

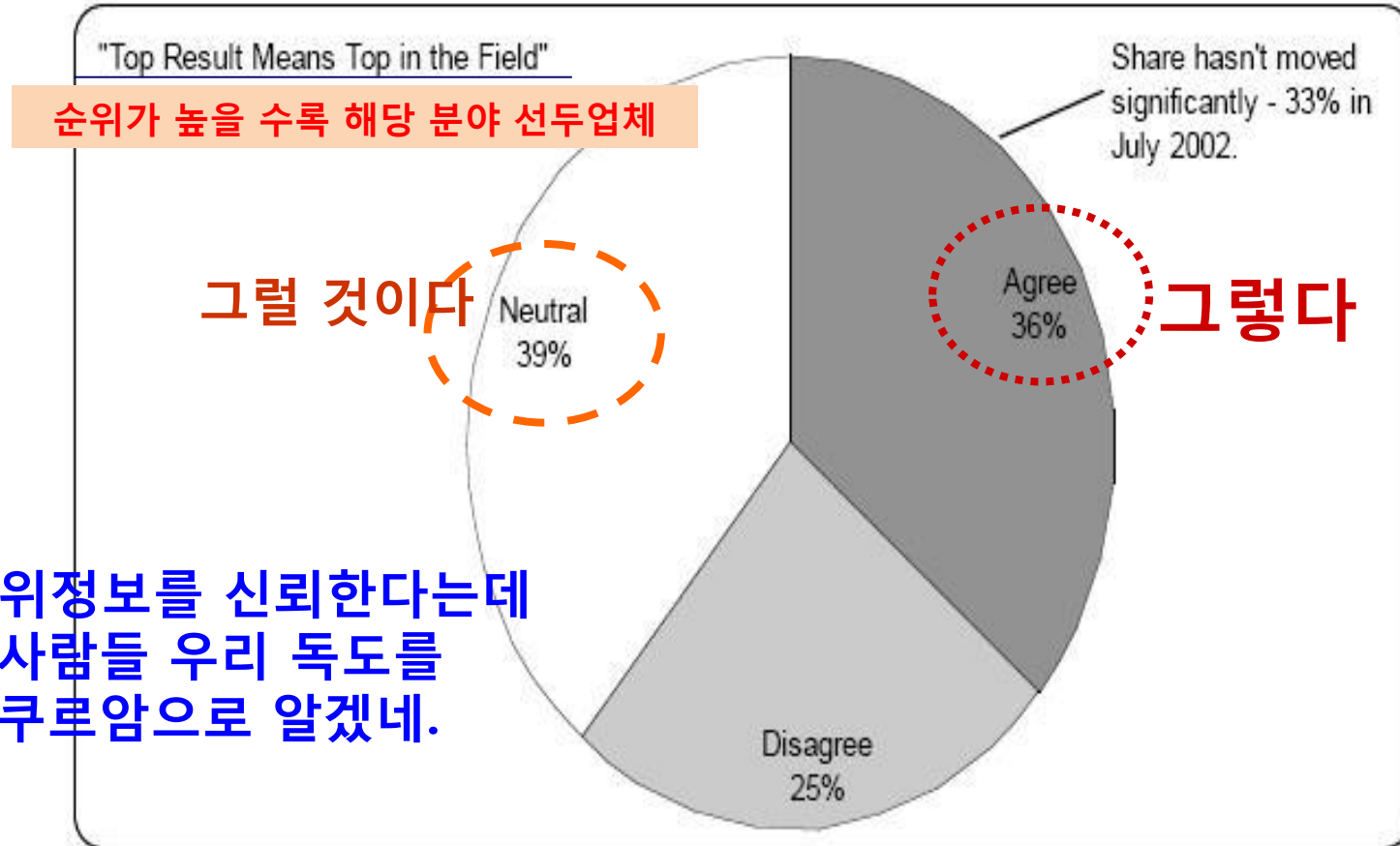
- 85% click on "natural" (unpaid) results
- 72% of searchers click on the first link of interest
- 25.5% read all listings first, then decide
- Position 7-10 in natural listings = top 4 PPC slots on the right hand side of the page



Search Engine Optimization

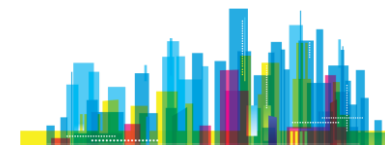
Chart 6.5: Does Search Result Position Equal Trust in Brand?

검색결과 순위가
브랜드가치를 나타내는가?



iProspect, Search Engine User Behavior, April 2006

75% 네티즌 상위 검색 사이트 브랜드 신뢰



Search Engine Optimization

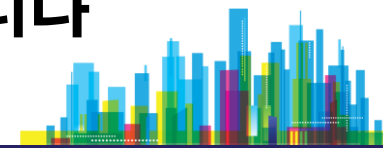
No.	대상키워드	월 조회수	Google		Yahoo	
			결과	국적	결과	국적
1	Dokdo	1,800	1	미국	1	미국
2	Kimchi	4,188	1	미국	1	미국
3	Korean Ginseng	1,308	1	뉴질랜드	1	미국
4	Lotte World	1,118	1	미국	1	미국
5	Bulgogi	858	1	미국	1	미국
6	Itaewon	607	1	미국	1	미국
7	Han River	504	1	미국	1	미국
8	Insadong	311	1	미국	1	미국
9	Kimbap	153	1	미국	1	미국
10	Seorak mountain	150	1	미국	1	미국
11	Jongmyo	113	1	미국	1	미국
12	Haeundae	55	1	미국	1	미국
13	Baekdoo san	50	1, 2	호주, 중국	1	미국
14	Taejongdae	20	1	한국	1	미국



대한민국을 대표하는 주요 키워드로 검색하면



99%이상이 다른 국적의 사이트가 나오고 있습니다



Search Engine Optimization

독도 (dokdocorea.com)

Pride of Korea - Dokdo

Dokdo | History | Gallery | News

What's News

- Ancient French Map Shows Dokdo as Korean Land
- SKorea protests Japan claim to disputed islands
- NYT: Voyage to Dokdo a Popular Pilgrimage
- More than Dokdo, it's history
- Koreans in US Continue to Promote Dokdo

more

The Far East of the Korean Territory
No doubt! No question! Don't mention it any more!
Dokdo is Korean territory!!!

- Dokdo is an inherent territory of Korea. It has been a part of Korean territory since 512 A.D., and the islands on the East Sea of Korea are fact.

China

East Sea of Korea

Ullung Island (West island) Seodo Dongdo (East island)

Gumsang Mountain

Korea

Dokdo Island

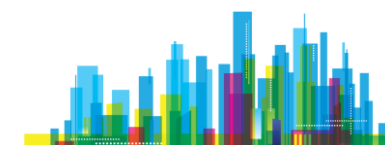
Japan

Jeju Island

Link Site

Cyber Dokdo 독도박물관 Dokdo Museum

키워드	검색순위	검색 페이지수
Dokdo	7	232만
Dokdo korea	2	171만
Korea dokdo	2	220만
Dokdo island	4	49.4만
Dokdo islands	8	24.8만
Dokdo gallery	3	232만
Dokdo geography	1	62만
Dokdo history	2	52.4만



Search Engine Optimization

고구려 (mykoguryo.com / myguguryeo.com)

Beautiful Korea Sea
East Sea

East Sea(Korea Sea) | Historical Research | East Sea Issue(News) | Beautiful East Sea

Amazing East
The ocean located

North Korea | South Korea

Yellow Sea

East Sea Issue (News) > MORE

- Korea's one-man PR machine
- East Sea
- The Historical precedent of East Sea (Sea of Korea)
- Korean waters run deep
- Online patriots can learn about Dokdo, plant Web flowers

Image Gallery > MORE

KOGURYO

KOGURYO PROUD HISTORY OF KOREA | HISTORY | HEROES | CULTURE | NEWS | GALLERY | LINK

Hot Issue Koguryo issue ::

Koguryo(Goguryeo) was

HISTORY
Koguryo thrived for 705 years from 37 B.C., when it was founded to A.D. 668 ...

HEROES
King Gwanggaeto was born in 374 and ascended to the throne in 391, at the age ...

CULTURE
Winter weather in Koguryo was very cold. So, a warm dwelling environment was ...

KOGURYO LINK
Link site about to koguryo GHA, VANK, SKAIN, NHIK, RKI etc...

NEWS |

- Hangul may help others record history
- Power of Goguryeo
- An ancient art under attack by modern
- Korean traditional dance
- Chinese Academy of Social Sciences,

Hot Issue
Koguryo Around the World

동해 (eastseakorea.com)

History of Korea
Balhae

History of Balhae | Culture | Heroes | Investigate | Gallery

Balhae Issue(News)

The Balhae Kingdom is Korea's own history and culture

The Balhae Kingdom inherited the spirit from Koguryo. The Balhae Kingdom was such a powerful country that was able to acquire territories in northern and eastern parts of China.

Balhae Issue (News) > MORE

- Drama leads to resurgence of ancient rulers, modern tourists
- South Seeks Joint Asian History Study With North
- Chinese Academy of Social Sciences,
- Andrei Lankov: China and Korea can't escape their pasts
- (News Focus) S. Korea-China history dispute over ancient kingdoms

Historical Research of The Balhae > MORE

Data / Link

Goguryeo Balhae

King Mu(무왕, 武王)(r. 718 - 737) sent Japanese King a sovereign's message. It said that we recovered old territory of the Goguryeo and we have same custom of Buyeo.

Most of the ruling classes in the Balhae area were Goguryeo's people who were incorporated into Goryeo after the fall of the Balhae.

The Balhae Kingdom inherited the spirit from Koguryo is a treasureable history of Korea. It's not a history of China.

Balhae Kingdom

발해 (balhaekorea.com)

Search Engine Optimization for Google Organic Search

The screenshot shows a Google search for "east sea". The search bar contains "east sea" and is circled in red. Below the search bar, there are navigation tabs for "All", "Maps", "News", "Images", and "More". The search results show "About 11,000,000 results (0.91 seconds)".

The first result is "East Sea - Wikipedia" with the URL https://en.wikipedia.org/wiki/East_Sea. The snippet reads: "East Sea or Eastern Sea may refer to: East China Sea, a marginal sea east of China, where it is called Dōnghǎi (东海/東海) in Chinese, meaning 'East Sea'".

The second result is "Sea of Japan naming dispute - Wikipedia" with the URL https://en.wikipedia.org/wiki/Sea_of_Japan_naming_dispute. The snippet reads: "A dispute exists over the international name for the body of water which is bordered by Japan, ... South Korea argues that historically the more common name was East Sea, Sea of Korea, or another similar variant. South Korea further argues ...".

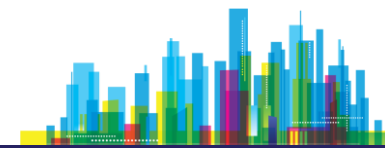
The third result is "East Sea Korea" with the URL www.eastseakorea.com/. This result is circled in red. The snippet reads: "Discover East Sea, the beautiful sea of Korea, Find the history, the origin of its name 'east sea', pictures, historical research, and issues."

Below the search results is a section titled "Images for east sea" with five thumbnail images and a "More images for east sea" link. To the right of the thumbnails is a "Report images" link.

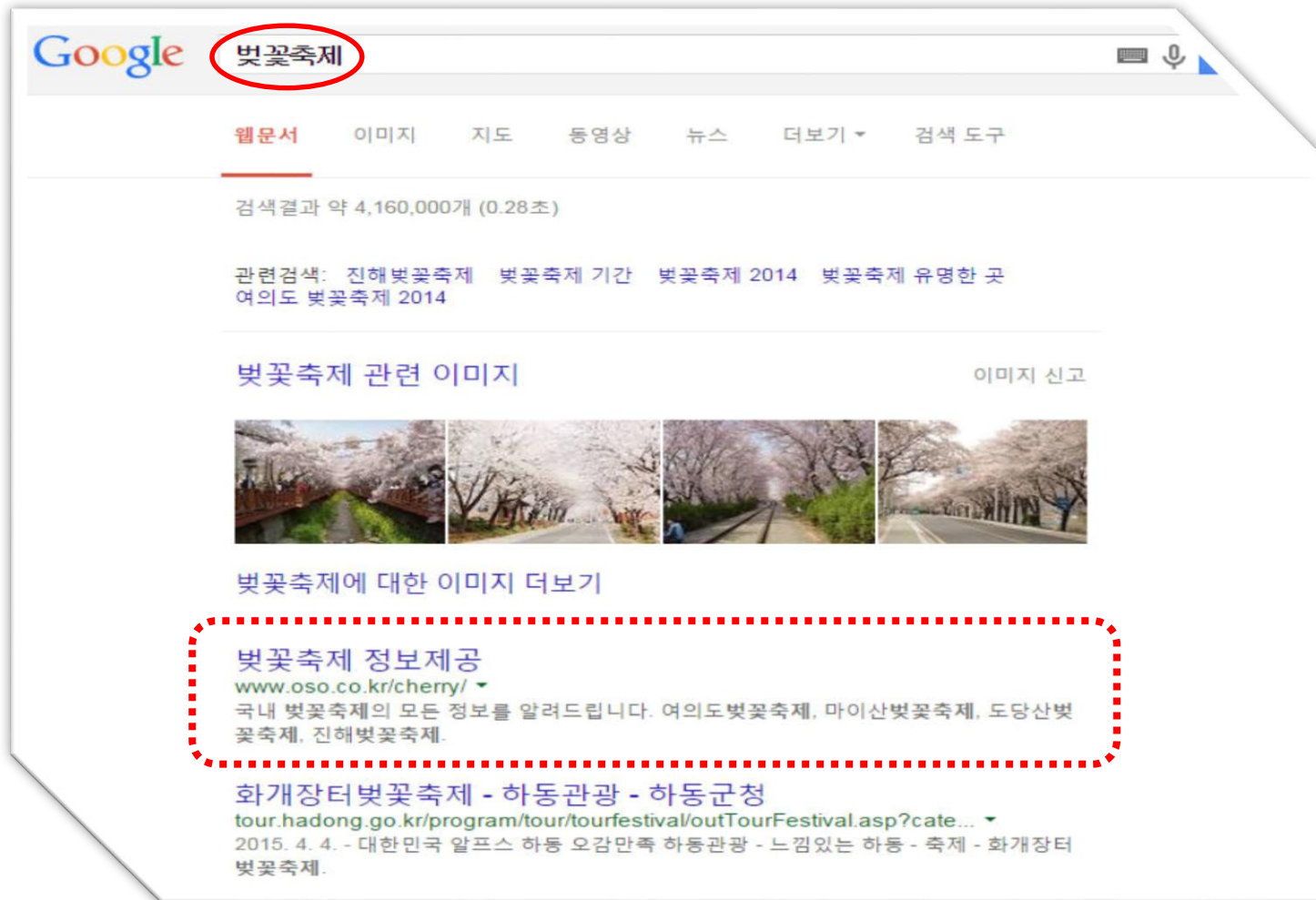
At the bottom of the search results is a snippet for "Sea of Japan vs. East Sea: The school textbook change that has ..." with the URL www.slate.com/.../sea_of_japan_vs_east_sea_the_school_textbook_change_that_has... and the date "Mar 6, 2014". The snippet reads: "The Washington Post reports that an 'obscure textbook bill that elicited threats from Japan and drew busloads of Korean activists to the Capitol ...".

On the right side of the search results is a knowledge panel for "Sea of Japan (also known as East Sea)". It includes a map of the sea and a description: "Body of water". The panel also lists the area (377,600 mi²), islands (Rishiri Island, Rebun Island, Okushiri Island, Mitsukejima), and bridges (Busan Harbor Bridge). Below the knowledge panel is a section titled "People also search for" with five thumbnail images and a "View 10+ more" link. The thumbnails are labeled: "Yellow Sea", "Pacific Ocean", "Sea of Okhotsk", "East China Sea", and "Yalu River".

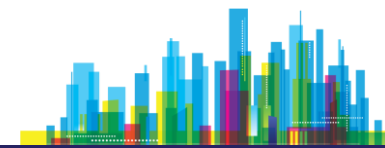
Google에서 "east sea"로 검색 시, 1페이지 상단 노출



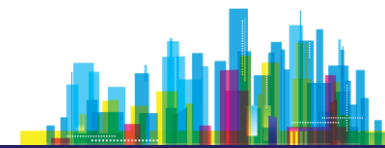
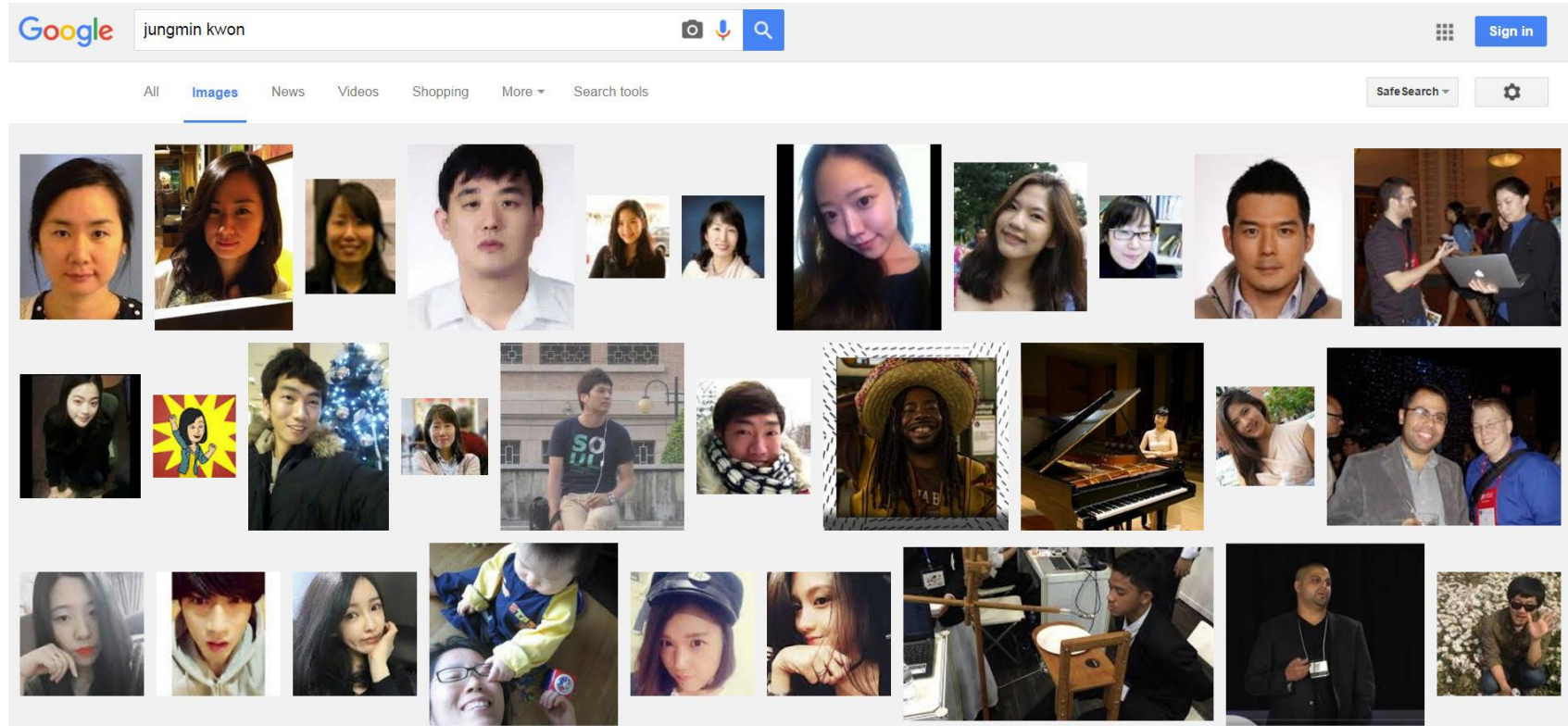
Search Engine Optimization for Google Organic Search



Google에서 "벚꽃축제(원하는 키워드)"로 타겟 페이지를 웹검색 1위 노출!
SEO를 알면 가능하다!



Search Engine Optimization for Image Search



Search Engine Optimization for YouTube

YouTube KR

대전시

검색결과 약 17,200개

필터

대전광역시 홍보영상(영어)
Uni-Bro Global Media Center
9개월 전 · 조회수 1,036회
대전광역시 홍보영상(영문)

대전시, 산불 예방에 드른 활용
연합뉴스 TV
2일 전 · 조회수 18회
대전시, 산불 예방에 드른 활용 대전시가 산불 예방에 드른 활용하기 위해 자원봉사단 체인 대전 드른활영동호회와 업무협약을 체결 ...
새 동영상

이즈대전 (It's Daejeon) 대전시 브랜드 홍보 영상
이즈대전TV
1년 전 · 조회수 1,564회
이즈대전 대전광역시 대표 브랜드인 "It's Daejeon"의 의미를 담은 브랜드 홍보영상입니다. 삶이 재미있고 풍요로운 도시 전 통과 ...

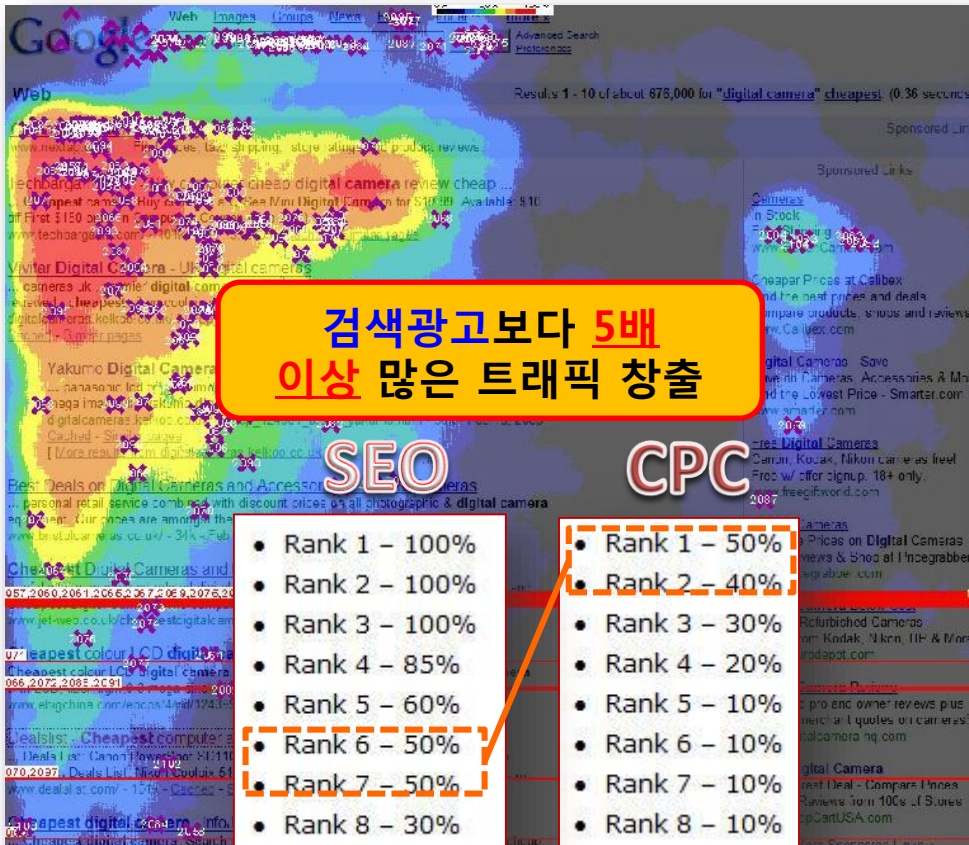
[대전·대덕] 대전시, 홍도육교 추석 이후 철거 검토 / YTN
YTN NEWS
5일 전 · 조회수 35회
대전시가 대전 성남동과 삼성동을 잇는 고가차도인 홍도육교 철거를 간선급행버스체계 BRT 개통 이후로 조정하는 방안을 검토하기로 ...
새 동영상

우성이산에서 바라본 대전시 전경
김광인
3년 전 · 조회수 300회
우성이산에서 바라본 대전시 전경 엑스포과학공원 뒷편 우성이산에 올라가 바라본 대전시의 모습입니다. 촬영/편집: 김광인 (MTBS ...

지금 로그인하여 채널과 추천 동영상을 확인하세요!

로그인

Search Engine Optimization > How Much Traffic?



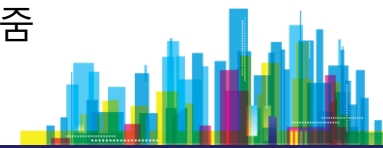
[출처: enquiro.com]

첫페이지 1위는 첫페이지 10위보다 최대 20배 많은 클릭 유도

Rank	% of Clicks	% Time Spent
1	56.36	28.43
2	13.45	25.08
3		14.72
4		8.70
5		6.02
6	3.27	4.01
7	0.36	3.01
8	2.91	3.68
9	1.45	3.01
10	2.55	2.34

[Source: Cornell University's Human-computer Interactive & Computer Science Group]

검색결과페이지(SERP)에서의 시선 이동을 추적한 Eye-Tracking 서베이 결과, 자연(Organic) 검색결과 6~7위는 키워드광고(PPC) 1~2위와 비슷한 트래픽을 유도 따라서, SEO를 통한 자연검색결과 상위 등록은 더욱 많은 트래픽 증가를 가져다 줌



Search Engine Optimization > Case Studies

RichAuto : 중고자동차 수출업체

The screenshot shows the Altavista search engine interface. The search bar contains the text "used korean cars". The search results page displays a banner for a "2001 IMPALA SEDAN" with a "3400 V6 ENGINE POWER" and "MASSIV 4-WHEEL BRAKE!". Below the banner, the search results are listed, with the first result being "used korean cars" with a URL of "http://www.richauto.com/". The second result is "Hyunlly Enterprise Inc" offering "korean used cars, trucks, vans and submersible pumps." with a URL of "http://www.hyunlly.co.kr/". The third result is "Korean Used Cars" with a URL of "http://www.hyunlly.co.kr/usedcar.htm".

altavista Try your search in: [Images](#) • [Video](#) • [MP3/Audio](#) • [News](#)

Search for:

Search within these results [Search Assistant](#) | [Advanced Search](#)

2001 IMPALA SEDAN

3400 V6 ENGINE POWER

MASSIV 4-WHEEL BRAKE!

[Home](#) > Search Results for *used korean cars* , page 1 of 20

We found 38,285,718 results:

[used korean cars](#)
URL: <http://www.richauto.com/> • [Related pages](#) • [Translate](#)

[Hyunlly Enterprise Inc](#)
offering **korean used cars**, trucks, vans and submersible pumps.
URL: <http://www.hyunlly.co.kr/> • [Related pages](#) • [Translate](#)
[More pages from www.hyunlly.co.kr](#)

[Korean Used Cars](#)
We specialize in supplying **korean used cars**.
URL: <http://www.hyunlly.co.kr/usedcar.htm> • [Translate](#)

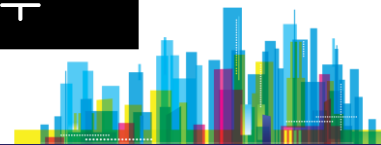
→ 남미, 동유럽, 중동, 아프리카 등지로 차량 수출

Search Engine Optimization > Case Studies

Gio-Lite : 반사원단 수출업체



→ 해외 홍보 60일 만에 생각지 않던 영국시장에서 200만불 수주



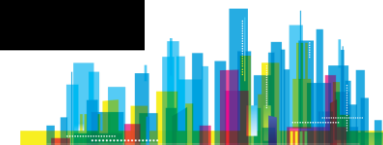
Search Engine Optimization > Case Studies

A업체 : sandwich panel production line

Keyword	6월 매출
sandwich panel line	3
sandwich panel machine	6
sandwich panel production line	2
pu sandwich panel line	3
pu sandwich panel machine	1
pu sandwich panel production line	2
polyurethane sandwich panel line	5
polyurethane sandwich panel production line	1
polyurethane sandwich panel machine	1
mineral wool sandwich panel line	5
mineral wool sandwich panel production line	2
mineral wool sandwich panel machine	2
Roll forming machine	91



➔ 주요 비즈니스 키워드에 대한 상단 노출 中



Search Engine Optimization > What is SEO?

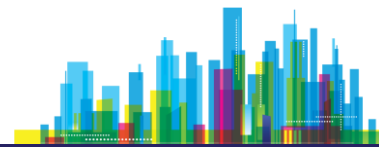
SEO (검색엔진 최적화 작업)란?

검색엔진이 개별사이트를 방문했을 때 랭킹을 규정하는 검색엔진의 알고리즘에 맞게 사이트/페이지구조를 맞추어 검색결과에서 상위에 노출되도록 하는 작업

사이트를 검색엔진이 선호하는 타입으로 최적화 하는 일련의 작업

Search Engine - Friendly

검색엔진 최적화 작업이란 사이트의 소스를 검색엔진이 선호하는 방향으로 개선하여 검색결과 상위에 해당 사이트를 노출시키는 일련의 작업을 뜻한다.



Search Engine Optimization > Google Ranking Algorithm

Architecture: 8 factors

1. URL structure;
2. HTML structure;
3. Semantic structure;
4. Use of external CSS / JS files;
5. Website structure accessibility (use of inaccessible navigation, JavaScript, etc)
6. Use of canonical URLs;
7. "Correct" HTML code (?);
8. Cookies usage;

Domain: 13 factors

1. Domain age;
2. Length of domain registration
3. Domain registration informati
4. Site top level domain (geographical focus, e.g. com versus
5. Site top level domain (e.g. .com versus .info);
6. Sub domain or root domain?
7. Domain past records (how often it changed IP);
8. Domain past owners (how often the owner was changed)
9. Keywords in the domain;
10. Domain IP;
11. Domain IP neighbors;
12. Domain external mentions (non-linked)
13. Geo-targeting settings in Google Webmaster Tools

More Factors (6):

1. Domain registration with Google Webmaster Tools;
2. Domain presence in Google News;
3. Domain presence in Google Blog Search;
4. Use of the domain in Google AdWords;
5. Use of the domain in Google Analytics;
6. Business name / brand name external mentions.

Visitor Profile and Behavior: 6 factors

1. Number of visits;
2. Visitors' demographics;
3. Bounce rate;
4. Visitors' browsing habits (which other sites they tend to visit)
5. Visiting trends and patterns (like sudden spiked in incoming traffic)
6. How often the listing is clicked within the SERPs (relevant to other listings)

Each Separate Backlink: 6 factors

1. Authority of TLD (.com versus .gov)
2. Authority of a domain linking in
3. Authority of a page linking in
4. Location of a link (footer, i
5. Anchor text of a link (and A
6. Title attribute of a link (?)

Content: 14 factors

1. Content language
2. Content uniqueness;
3. Amount of content (text versus HTML);
4. Unlinked content density (links versus te
5. Pure text content ratio (without links, images, code, etc)
6. Content topicality / timeliness (for seasonal searches for example);
7. Semantic information (phrase-based indexing and co-occurring
8. Content flag for

Internal Cross Linking: 5 factors

1. # of internal links to page;
2. # of internal links to page with identical / targeted anchor text;
3. # of internal links to page from content (instead of navigation bar, breadcrumbs, etc)
4. # of links using "nofollow" attribute: (?)
5. Internal link density,

Page-specific factors: 9 factors

1. Page meta Robots tags;
2. Page age;
3. Page freshness (Frequency of edits and % of page effected (changed) by page edits);
4. Content duplication with other pages of the site (internal duplicate content);
5. Page content reading level: (?)
6. Page load time (many factors in here);
7. Page type (About-us page versus main content page);
8. Page internal popularity (how many internal links it has);
9. Page external popularity (how many external links it has relevant to other pages of this site)

Profile: 21 factors

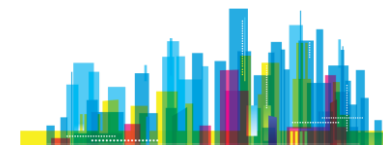
1. # of sites linking in;
2. # of pages linking in;
3. # of sites linking in;
4. # of web page linking in;
5. # of links within network of sites;
6. # of links (which sites have similar bac

Outbound links: 8 factors

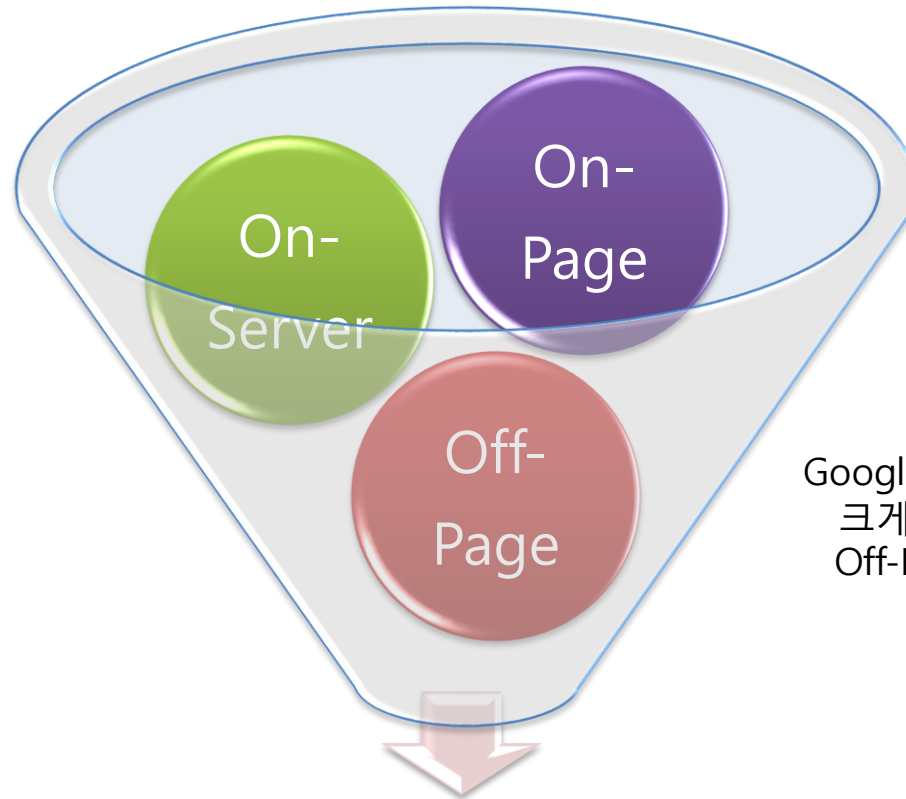
1. Number of outbound links (per domain);
2. Number of outbound links (per page);
3. Quality of pages the site links in;
4. Links to bad neighborhoods;
5. Relevancy of outbound links;
6. Links to 404 and other error pages.
7. Links to SEO agencies from clients site
8. Hot-linked images



Google에서의 Organic(자연) 검색 순위를 결정 짓는 랭킹 요소는 200가지 이상 존재하며
해마다 새로운 요소가 수정/보완 업데이트 되고 있음



Search Engine Optimization > SEO Methods

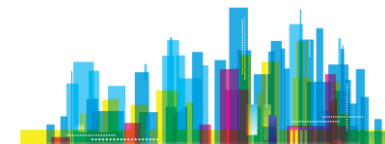


Google의 다양한 랭킹 요소들은 크게 On-Server, On-Page와 Off-Page의 카테고리로 분류

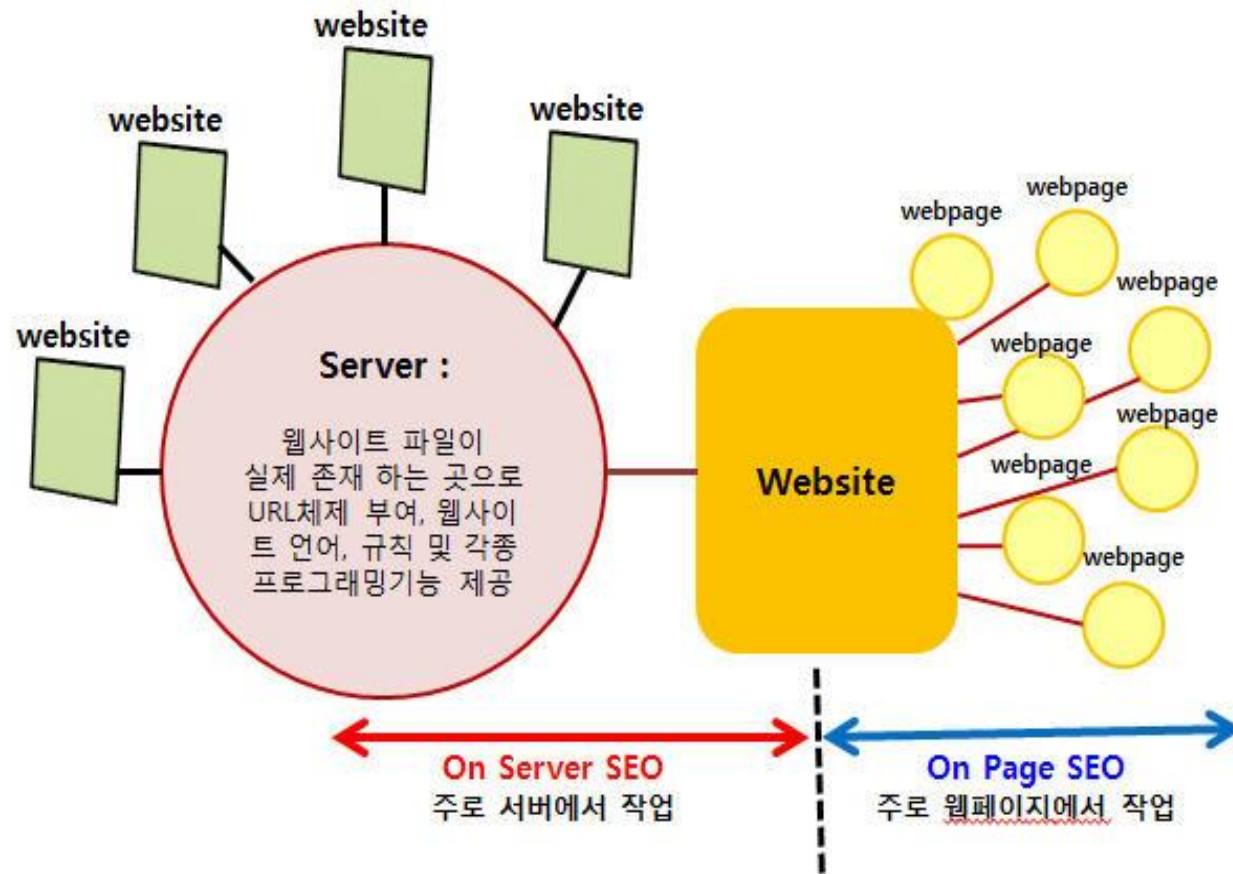
On-Server SEO : 서버단위에서 검색 최적화

On-Page SEO : 웹페이지 HTML소스의 검색 최적화

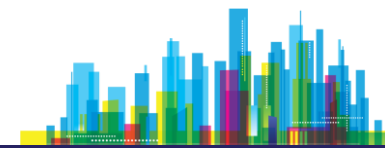
Off-Page SEO : 웹사이트로의 링크의 다양화 및 고급화



Search Engine Optimization > On Server SEO



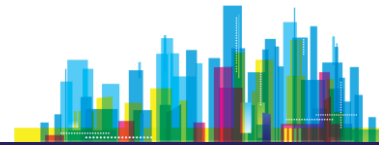
On-Server SEO에서는 웹사이트의 형식, 주소(URL) 체계, 폴더/파일 네이밍 체계, 사이트의 속도, 웹표준 규약, Javascript등 프로그래밍요소, XML사이트맵의 존재 유무, Robot 태그 등 서버에서의 웹사이트 규칙, 규약, 형태 등을 최적화



Search Engine Optimization > On Server SEO

기초진단리스트

구 분	문제점	방 안
모바일 호환성	모바일기기에 호환되지 않음	<ul style="list-style-type: none"> • 모바일 호환 / 반응형웹으로 제작
사이트 형식	Frame, 플래쉬, 템플릿	<ul style="list-style-type: none"> • Html로 계열로 사이트 새로 제작
URL 형식	URL 주소 체제	<ul style="list-style-type: none"> • 최대한 짧게 • Depth(/)는 2~4 추천, 6이하 • URL에 Parameter(변수값) 사용 절제 • URL에 키워드 포함하면 유리 • URL Rewriting 기법 활용
사이트맵	사이트맵 없는 경우	<ul style="list-style-type: none"> • 반드시 제작 해 줌 • 이미지로 제작된 경우에 Text로 다시 제작 • Google전용 XML 사이트맵 제작 활용
디자인 형식	웹표준 validator.w3.org	<ul style="list-style-type: none"> • 반드시 웹표준으로 사이트 제작 • 웹표준 준수한 CSS 처리 • 브라우저 호환성 테스트
사이트 속도	사이트 속도 40 이상	<ul style="list-style-type: none"> • 이미지 용량, 자바스크립트 별도 처리 등의 기법으로 사이트 속도 향상 • Code.google.com 참조
링크 구조	웹페이지간 깨진 링크	<ul style="list-style-type: none"> • Broken Link 정기 제거



Search Engine Optimization > On Server SEO

모바일호환성 테스트 (mobile-friendly test)



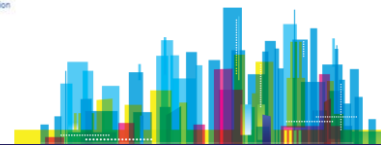
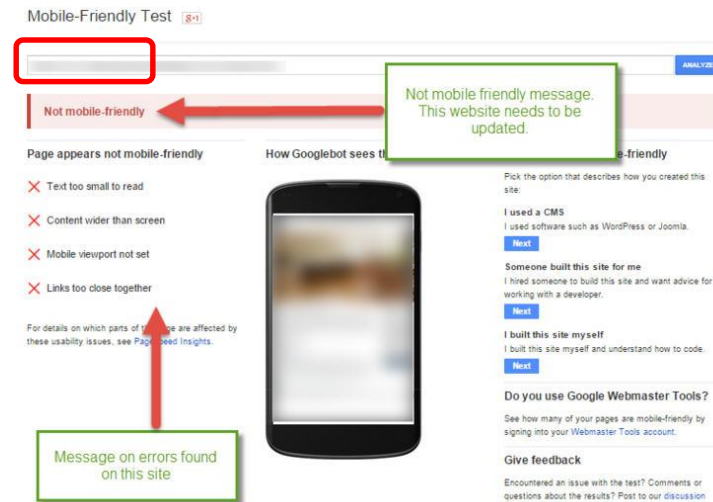
휴대기기 친화성 테스트 G+

웹 페이지 URL 입력 분석

이 테스트는 URL을 분석하여 페이지의 디자인이 휴대기기에 최적화되었는지 보고합니다.

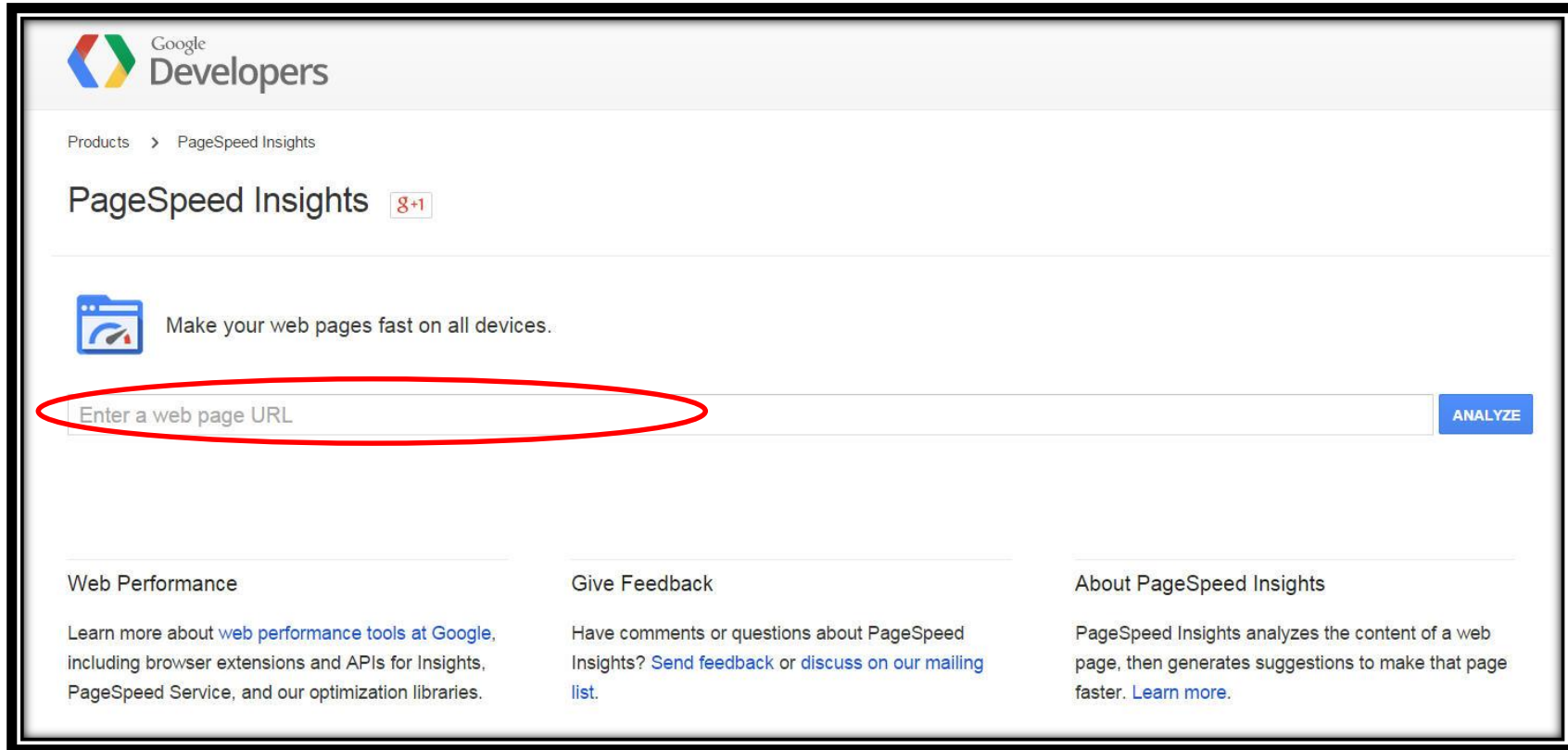
Google의 블로그 글에서 휴대기기 친화성 기준과 이것이 Google의 검색결과에 어떻게 영향을 줄 수 있는지에 대해 자세히 알아보세요.

좋습니다. 페이지가 휴대기기 친화적입니다.



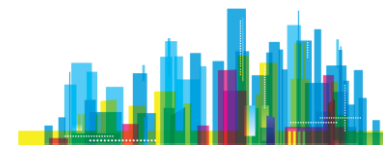
Search Engine Optimization > On Server SEO

페이지속도 테스트 (page speed test)



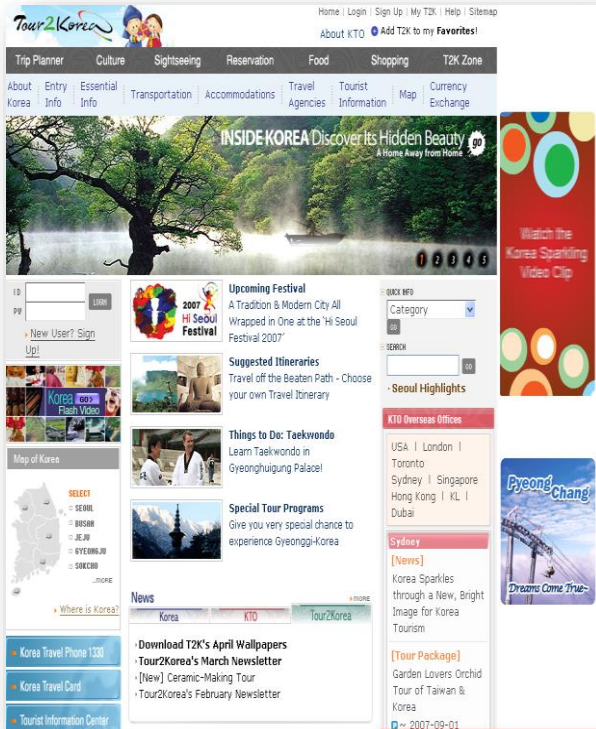
The screenshot shows the Google Developers PageSpeed Insights page. At the top, there is the Google Developers logo and a breadcrumb trail: Products > PageSpeed Insights. Below this, the title 'PageSpeed Insights' is displayed with a '+1' button. A sub-header reads 'Make your web pages fast on all devices.' with a browser icon. A large text input field is present with the placeholder text 'Enter a web page URL', which is circled in red. To the right of the input field is a blue 'ANALYZE' button. Below the input field, there are three columns of text: 'Web Performance' with a link to 'web performance tools at Google', 'Give Feedback' with links to 'Send feedback' and 'discuss on our mailing list', and 'About PageSpeed Insights' with a 'Learn more' link.

<https://developers.google.com/speed/pagespeed/insights/>



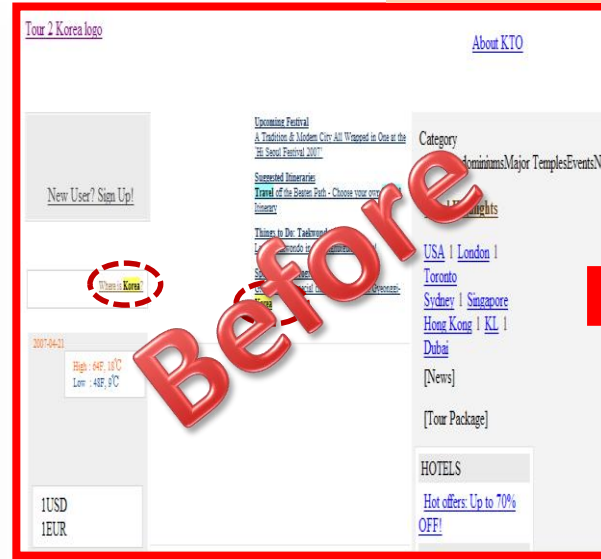
Search Engine Optimization > On Page SEO

[사람의 눈으로 보는 사이트]

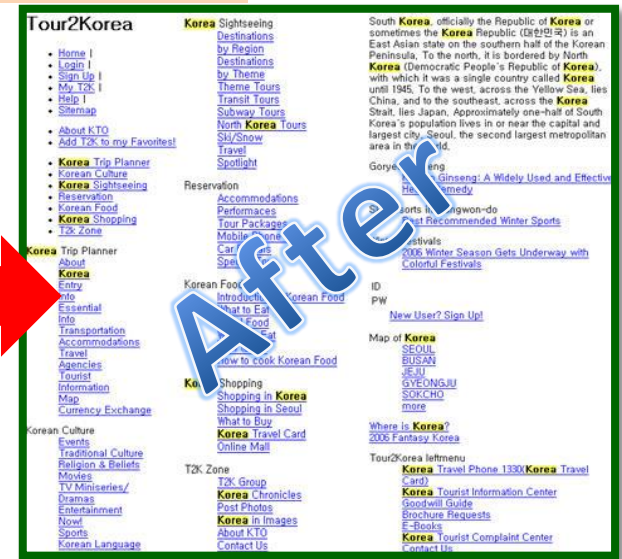


[한국관광공사 공식글로벌홍보사이트]

[검색엔진의 눈으로 보는 사이트]

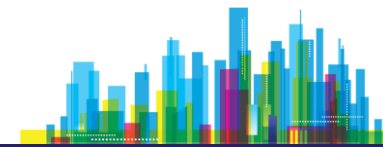


검색엔진이 인식하는 콘텐츠 부족.
주요 검색어인 "korea"가 2회 사용되어
전체 사용된 단어에 대한 키워드밀도가
1%대로 검색결과 상위 노출이 어려움



검색엔진이 인식하는 콘텐츠 풍부.
주요 검색어인 "korea"의 사용빈도,
키워드밀도, 키워드분포 다양화 등으로
구글 검색결과 "korea"로 2위 노출

On-Page SEO에서는 페이지의 타이틀과 메타 설명문구를 작성하고
각 웹페이지 본문에서 주제어의 키워드밀도를 향상시키고 해당 키워드를 강조 및
멀티미디어 콘텐츠를 최적화



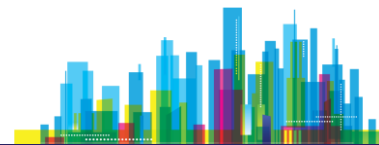
Search Engine Optimization > On Page SEO

HTML소스보기 : 브라우저 상단메뉴에서 보기 > 원본/소스 선택. 또는 마우스 우측 버튼 > 원본/소스 보기

The screenshot shows the Internet Explorer browser window displaying the website <http://www.oso.co.kr/>. The browser's menu bar is visible, with the '보기(V)' (View) menu item circled in red. A red arrow points from this menu item to a small window titled 'www.oso.co[1] - 데모장' which displays the HTML source code of the page. The source code includes the following elements:

```
<html>
<head>
<title>최고, 최강, 최상의 검색엔진 프로모션 (주)오소</title>
<meta http-equiv="Content-Type" content="text/html; charset=euc-kr">
<meta name="google-site-verification" content="bG_EQ1zZjDScj2ma85bawJCBnE">
<!-- Family site -->
<script language="JavaScript" type="text/JavaScript">
<!--
```

The website background features the OSO logo, the slogan "Your Success is Our Business", and a man in a suit pointing upwards. At the bottom, there is contact information for OSO, including a phone number, fax number, and email address, along with a copyright notice for 2001.



Search Engine Optimization > On Page SEO

HTML은 크게 문서에 정의를 내리는 <HEAD>부분과 본문 콘텐츠를 구성하는 <BODY>의 2가지 부분으로 나뉜다.

```
<html>
```

```
<head>
```

헤드(머리)내용

```
</head>
```

```
<body>
```

바디(본문)내용

```
</body>
```

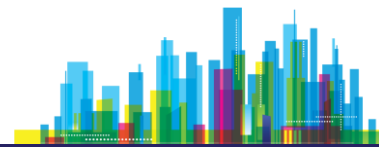
Head

- 문서의 제목(Title) 설정
- 검색결과에 보여줄 설명문구(Meta Description) 작성
- 기타 문서규약(웹표준, 언어) 정의

Body

- 브라우저 상에 보이는 웹페이지 콘텐츠
- 텍스트와 멀티미디어 등으로 구성
- 주요 키워드 (주제어)를 강조하는 것이 검색 최적화 측면에서 중요

기본적인 HTML의 구조를 이해한다. 머리(head)와 몸(body)로 구성
인터넷에서 HTML관련 많은 교육자료 검색 가능

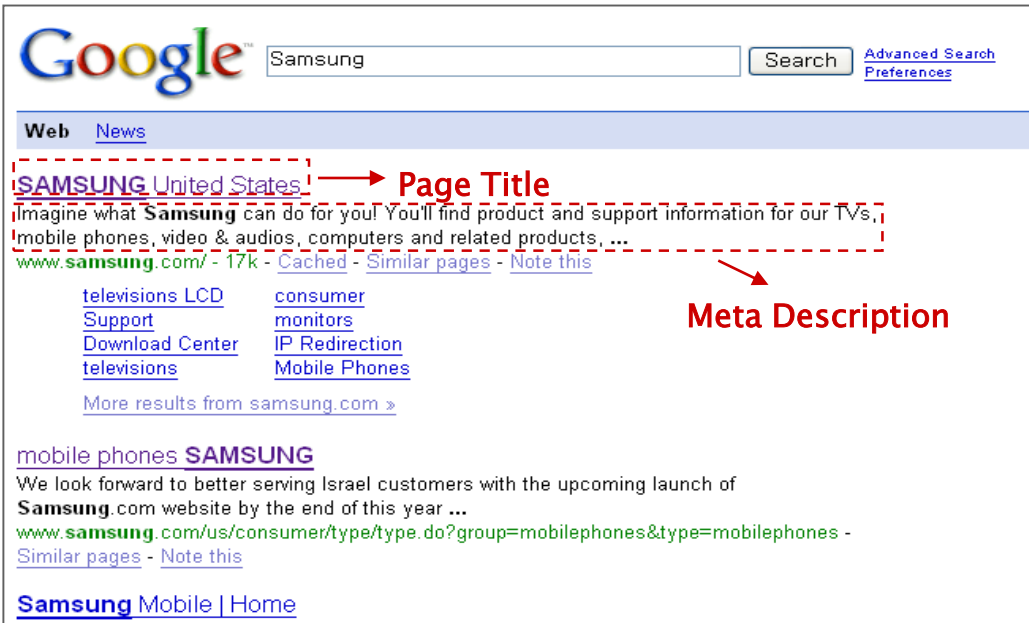
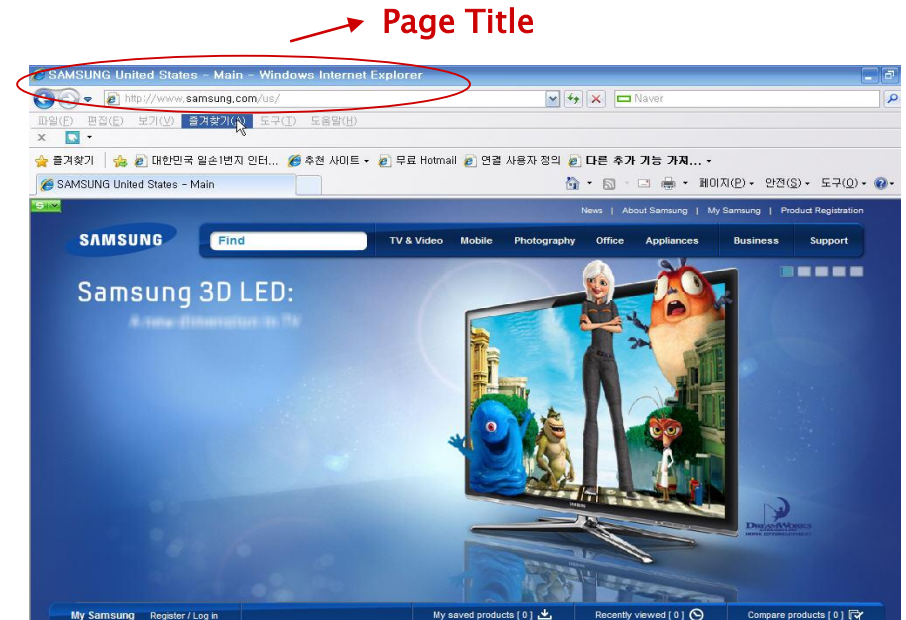


Search Engine Optimization > On Page SEO

Title & Description 작성

```
Samsung.txt - 메모장
파일(F) 편집(E) 서식(O) 보기(V) 도움말(H)

<head>
<title>SAMSUNG United States</title>
<meta name="description" content="Imagine what Samsung can do for you! You'll find product and support information for our TVs, mobile phones,
<meta name="keywords" content="samsung, samsung.com, samsung electronics,
</head>
```



타이틀은 브라우저 상단에 제목으로 표시되고 메타 설명은 검색결과 사이트 설명문구가 되기도 한다

Search Engine Optimization > On Page SEO

Title & Description 작성

- ▶ **Title & Meta tag:** 검색엔진이 사이트 방문 시 가장 먼저 인식하는 coding으로써 타이틀 및 Meta tag 내 있는 문구를 통해 해당 페이지의 주제어 및 관련 키워드 파악.

```
<head>
  <title> .....</title>
  <meta name="description" content="....."/>   <meta
  name="keywords" content="....."/>
</head>
```

▶ Title & Meta tag 작성 Tips

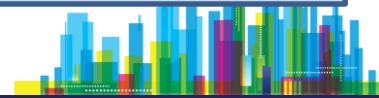
Page Title

- ① 대상 키워드를 **반드시 1회 포함**한다.
(긴 타이틀인 경우 2회 까지 가능)
- ② 최대 문자 사용 수는 90자. 가능한 80자 이하로 작성한다.
- ③ 페이지 별로 각각 다른 Title를 작성한다.

Meta Description

- ① Meta Description에 대상 키워드 1~2회 포함. 3회 이상 사용 시 스팸으로 의심 받을 수 있음.
- ② Meta Description 250문자 넘지 않게 작성한다.
- ③ Meta Description 에서 중요 키워드 노출을 가능한 **앞쪽에** 노출 시킨다.
- ④ Meta Keyword 대상 키워드 작성 시 반드시 본문에 있는 단어를 선택하여 작성한다.

타이틀과 메타는 페이지마다 다르게 작성하고 주요 키워드를 포함시킨다.



Search Engine Optimization > On Page SEO

본문 Text 최적화 (Body Coding)

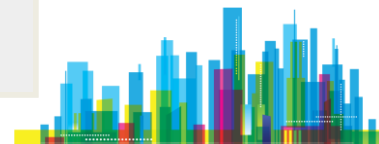
▶ Body Text 최적화 작업 Tips

웹 페이지 구조

- ✓ 검색엔진은 인식 할 수 있는 Text Contents 위주로 구성한다.
(Text Image, Flash 등은 검색엔진이 거의 인식 할 수 없다.)
- ✓ Link는 Text link로 작성한다.
<반드시 Text link 로 작성 되어야 할 Links>
 - 메인 페이지 내 Sitemap 페이지 Link
 - Sitemap 페이지 내 Links

키워드 최적화 작업

- ✓ 키워드 빈도 (Keyword Frequency)
 - : 첫 문장에 대상 키워드 노출
 - : 첫 250 단어 안에 대상 키워드 노출
 - : 대상 키워드에 <H1> or <H2> tag 사용
- ✓ 키워드 밀도 (Keyword Density)
 - : 주요 단어 키워드 밀도 3%~8% 유지
 - : 전체 키워드 밀도 15% 초과하지 말 것.
- ✓ 키워드 위치 (Keyword Prominence)
 - : 가능한 앞쪽에 대상 키워드 위치 할 것. 페이지 제목, 첫문장 키워드 사용



Search Engine Optimization > On Page SEO

본문 Text 최적화 (Body Coding)

키워드 밀도 조사 Tool : <http://tools.seobook.com/general/keyword-density/>
<http://tools.seochat.com/tools/page-keyword-density-analysis/>

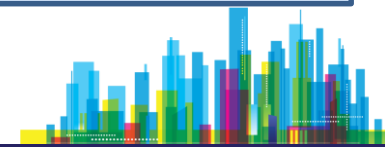
2 Word Phrases	Count	Density
east sea	14	12.07%
sea of	7	6.03%
gallery img	5	4.31%
of the	4	3.45%
the east	4	3.45%
of korea	3	2.59%
skin img	3	2.59%
sea the	2	1.72%
sea korea	2	1.72%
korea sea	2	1.72%

www.eastseakorea.com

Results for:
<http://english.seoul.go.kr/gtk/about/history.php>
seoul history 관련 페이지

Term	Count	Density
the country	7	1.18%
the city	7	1.18%
e mail	6	1.01%
seoul the	5	0.84%
the th	5	0.84%
global center	4	0.67%
...		
history seoul	2	0.34%

주제어 (핵심 키워드)가 해당 페이지에서 현저하고 가장 높은 밀도를 나타낼수록 좋다.

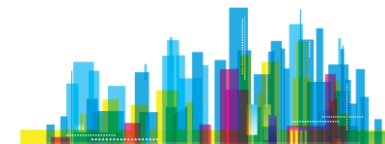


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Google 랭킹 알고리즘의 핵심은 웹사이트로 유입되는 Inbound 링크의 품질(Quality)과 개수(Quantity)이다.

검색엔진, 디렉토리, 뉴스사이트, 관련사이트 등 다양한 소스에서의 링크 확장 및 특히 소셜 미디어를 통한 소셜링크가 중요



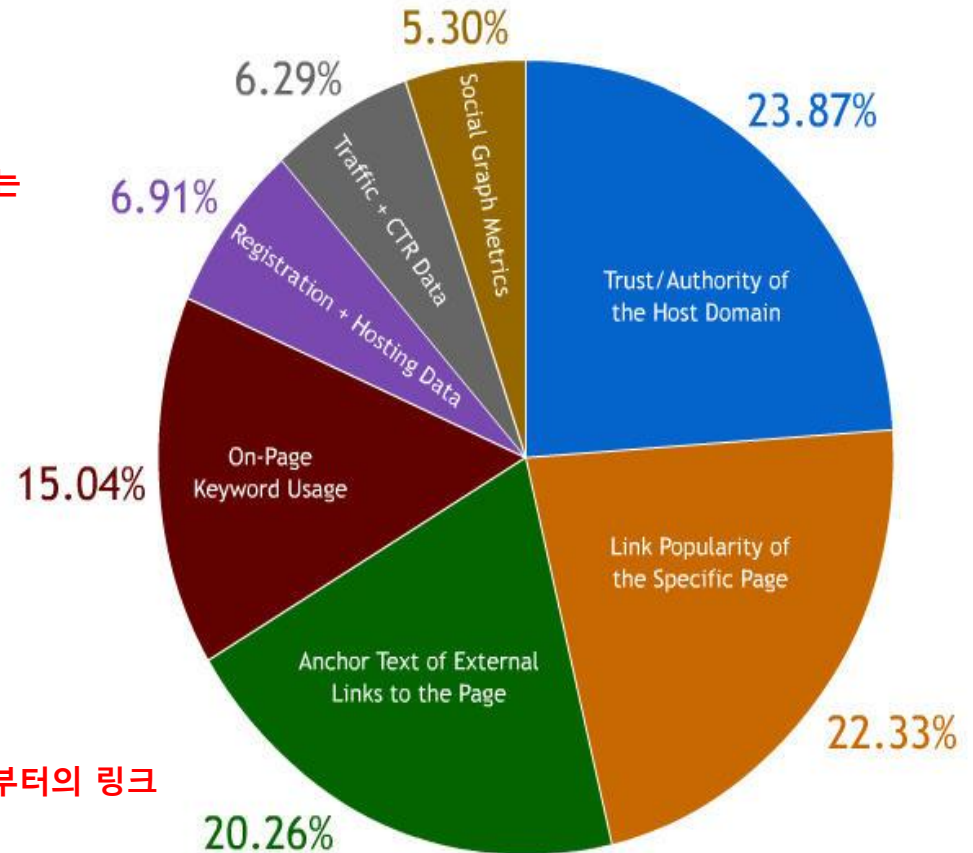
Search Engine Optimization > Off Page SEO

Off Page SEO의 중요성

Top 5 Ranking Factors

- Keyword Focused Anchor Text from External Links** (외부링크에 사용되는 Anchor 텍스트)
 73% very high importance
- External Link Popularity** (quantity/quality of external links) (외부링크 인기도 (양과 질))
 71% very high importance
- Diversity of Link Sources** (links from many unique root domains) (링크의 다양한 유형)
 67% very high importance
- Keyword Use Anywhere in the Title Tag**
 66% very high importance
- Trustworthiness of the Domain Based on Link Distance from Trusted Domains** (e.g. TrustRank, Domain mozTrust, etc.) (신뢰할 수 있는 Domain으로부터의 링크)
 66% very high importance

[Source: SEOMOZ.org]



서베이 결과에 따르면 SEO의 가장 중요한 요소 5가지 중 4가지가 외부 최적화 관련

Search Engine Optimization > Off Page SEO

경쟁사 벤치마킹

The current backlinks of eastseakorea.com

188 ACTIVE LINKS
travel INDUSTRY

2 UNIQUE ACTIVE LINKS
3% LINK INFLUENCE SCORE

188 LINKS TO HOME PAGE
15 Jul LAST UPDATE

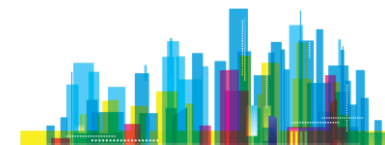
0.0% NOFOLLOW LINKS

Source URL: contains
Destination URL: contains
Follow: all
LIS: all
Page title: contains
Anchor text: contains
Industry: all
Link context: all
Top level domains: all
Added on: all
Sort by: Verification Date
Results per page: 20
Show only unique domains

Showing 1-20 of 188 active links

LIS	Page title & link source	Anchor text & link destination	Indus. & cont.	Added on
3%	S. Korea Expresses Concern over U.S. ... ourdokdo.com/s-korea-expresses-concern-over-u-s-name-change-of-dokdo-islets	EastSea eastseakorea.com	family standard	29 May 2016 Link
3%	S. Korea to step up global PR campaig... ourdokdo.com/s-korea-to-step-up-global-pr-campaign-for-dokdo-to-counter-japans-claim	EastSea eastseakorea.com	family standard	29 May 2016 Link
3%	(2nd LD) S. Korea 'strongly' protests... ourdokdo.com/2nd-ld-s-korea-strongly-protests-japans-renewed-claim-to-dokdo	EastSea eastseakorea.com	family standard	29 May 2016 Link
3%	Footballer misses medal ceremony as o... ourdokdo.com/footballer-misses-medal-ceremony-as-officials-investigate-political-act	EastSea eastseakorea.com	family standard	29 May 2016 Link
3%	The name of Dokdo - ourdokdo ourdokdo.com/history-of-dokdo/ancient-maps-of-the-west-mark-the-region-as-east-sea	EastSea eastseakorea.com	family standard	16 Jun 2017 Link
3%	A Cluster of Rocks Erupts Into a Moun... ourdokdo.com/a-cluster-of-rocks-erupts-into-a-mountain-of-emotion-in-s-korea	EastSea eastseakorea.com	family standard	29 May 2016 Link

www.seoprofiler.com



Search Engine Optimization > Off Page SEO

디렉토리 등록

디렉토리 등록 : 디렉토리는 관련 카테고리에 등록됨으로 관련링크 인기도가 향상 될 수 있다. 단, 검증되지 않거나 소프트웨어를 이용하거나 PageRank가 낮은 디렉토리는 오히려 벌점을 받을 수 있으니 **유의!**

▶ 디렉토리 등록 시 SEO Tips

- ① 등록대상 사이트와 관련된 카테고리를 선정
- ② Title 작성 시 상위등록 원하는 대상 키워드 포함
- ③ Description 작성 시 대상 키워드 포함
- ④ 내 사이트보다 Google PR포인트 높은 검색엔진 위주로 등록

* Google Toolbar : <http://toolbar.google.com>

* Google PR포인트: Google에서 측정하는 외부링크 인기도 점수 (0 ~10점)

* Google Toolbar 설치 시 웹 사이트 Google PR포인트 제공



▶ 유형별 디렉토리, 검색엔진

- 디렉토리 서치 방법
www.google.com
- 유명 디렉토리
Yahoo Directory (dir.yahoo.com)
DMOZ (www.dmoz.org)
Business.com (business.com)
- B2B 디렉토리
Alibaba, EC21 등 무역사이트
- 검색엔진 리스트
Search Engine Colossus
(www.searchenginecolossus.com)



Search Engine Optimization > Off Page SEO

뉴스기사 배포

- ▶ **ePR**: 온라인 기사 배포를 통해 다양한 뉴스매체로 부터 홈페이지로의 링크를 확장할 수 있음.



ePR은 일반 뉴스 PR 효과 외에도 수 많은 신뢰할만한 외부링크를 생성하여 SEO에 도움

Search Engine Optimization > Off Page SEO

소셜미디어와 연동한 링크

SNS



Business



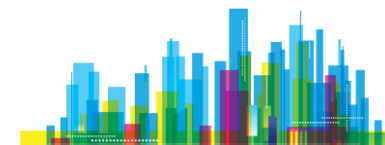
Image



Instagram



Movie





LinkedIn Marketing



LinkedIn Marketing

Jungmin Kwon PREMIUM
 CEO at OSO Co
 Korea | Marketing and Advertising
 Current: OSO co
 Education: Washington University in St. Louis

382 connections

View profile as

https://kr.linkedin.com/in/jungmin-kwon-b487b821

Contact Info

Add a section to your profile – be discovered for your next career step.

Volunteering Experience
 1 in 5 managers hired someone because of their volunteer experiences.
 Add volunteering experience

Volunteering Opportunities
 Non-profit organizations could be looking for someone like you.
 Add volunteering opportunities

View More

Posts + Write a new post View stats

Published by Jungmin (14) See more

Google Alert, 구글 알리미 서비스 이용하기
 November 14, 2015

웹사이트 속도 측정 및 모바일 호환성 테스트
 November 6, 2015

On-Server SEO(구조적 최적화)
 October 30, 2015

Profile Strength
 Expert

YOUR HIRING TOOLBOX IS WAITING.
 Templates. Forms. Checklists.
 DOWNLOAD NOW

Who's Viewed Your Profile

11 Your profile has been viewed by 11 people in the past 15 days.

10 Your rank for profile views improved by 10% in the past 30 days.

Notify your network?
 Yes, publish an update to my network about my profile changes.

OSO
 ONLINE MARKETING COMPANY

Founded in 2000, Oso is a search engine marketing firm in Seoul, Korea specializing in SEO marketing and planning. Our core expertise is helping Korean & overseas clients to build their brand, increase overall profitability and buyer discovery through search engine marketing. We have over 15 years of

See more

Recent Updates

OSO Co. OSO provides CPC service for Korean market. Naver CPC is a powerful tool for promoting Korean market. Also Google adwords & Daum CPC available. Fuel your brand toward success! <https://lnkd.in/e43zAFQ>

Search Marketing - CPC
 123promotion.com · 123Promotion provides all major ppc / cpc programs on Korean search engines. Our average line strategy generates ongoing more clicks for your budget by boosting high performance keywords and limiting low performance keywords.

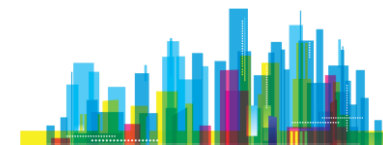
Organic
 Targeted to: All Followers

50 impressions	3 clicks	0 interactions	6.00% engagement
----------------	----------	----------------	------------------

Sponsor update

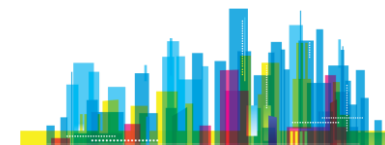
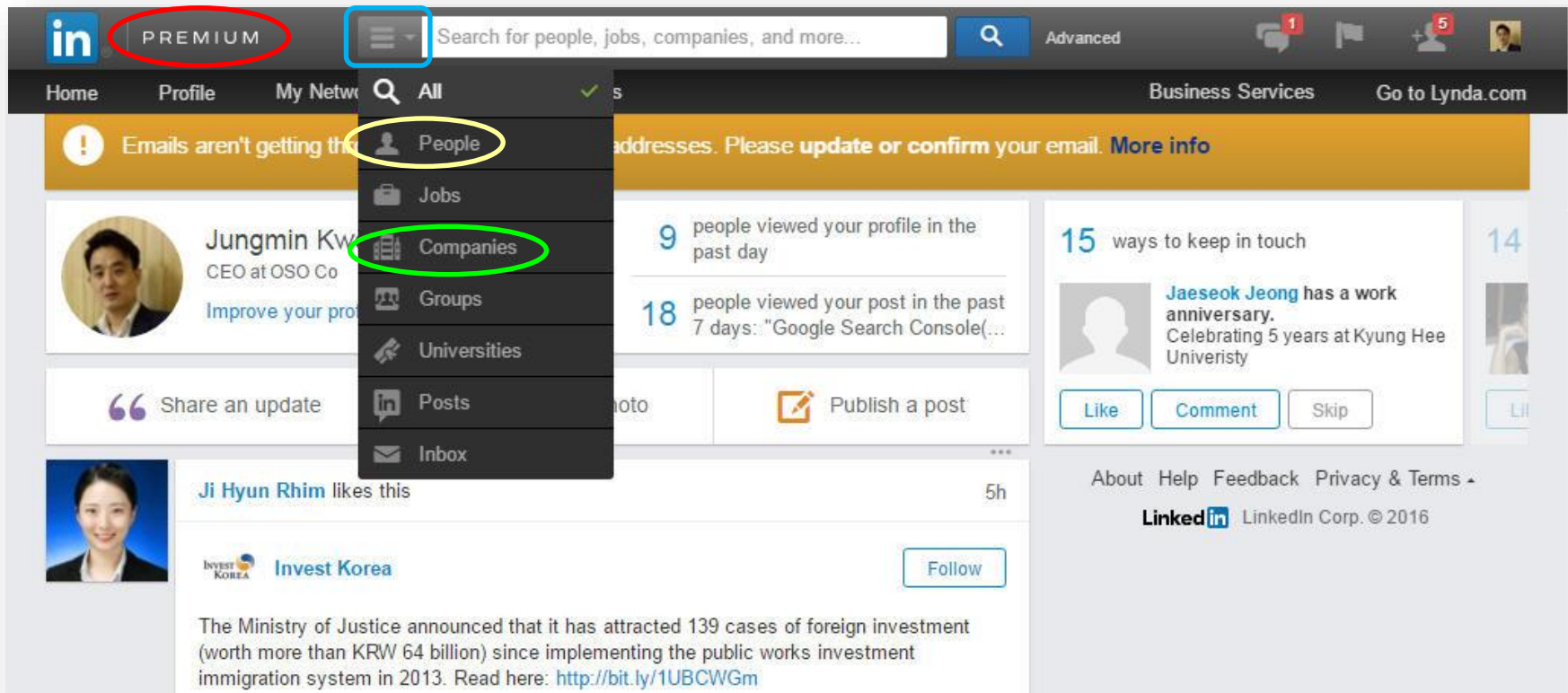
Like · Comment · Pin to top · 1 month ago

<LinkedIn 사례 : 기업인/기업>



LinkedIn Marketing > Buyer Search Tip

잠재 바이어/파트너 찾기

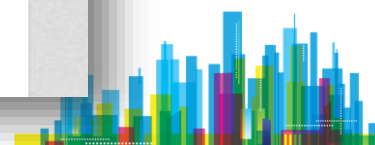


LinkedIn Marketing > Buyer Search Tip

The screenshot shows the LinkedIn search interface for the keyword "wine". The search bar at the top contains "wine" and is circled in red. The search results page displays 991,811 results. On the left side, a red dashed box highlights the search filters, which include:

- Advanced** (with a dropdown arrow)
- People** (selected)
- Relationship** (with a dropdown arrow):
 - All
 - 1st Connections
 - 2nd Connections
 - Group Members
 - 3rd + Everyone Else
- Location** (with a dropdown arrow):
 - All
 - United States (486525)
 - United Kingdom (95095)
 - San Francisco Bay A... (58917)
 - Australia (56991)
 - Greater New York Cit... (53253)
 - + Add**
- Current Company** (with a dropdown arrow):
 - All
 - Southern Wine & Spirit... (6621)
 - Diageo (5877)
 - Pernod Ricard (3484)
 - Bacardi (1675)
 - Google (604)
 - + Add**
- Industry** (with a dropdown arrow)
- Past Company** (with a dropdown arrow)
- School** (with a dropdown arrow)

The search results list several profiles and a "wine Guide" article. Each profile entry includes a profile picture, name, current and past roles, and a "Send InMail" or "Connect" button. A filter bar is also visible, showing "Only show people in the Marketing and Advertising industry?" with a "Filter" button.





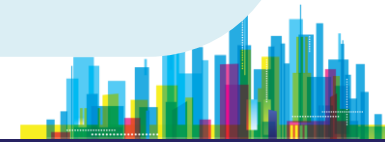
YouTube Marketing



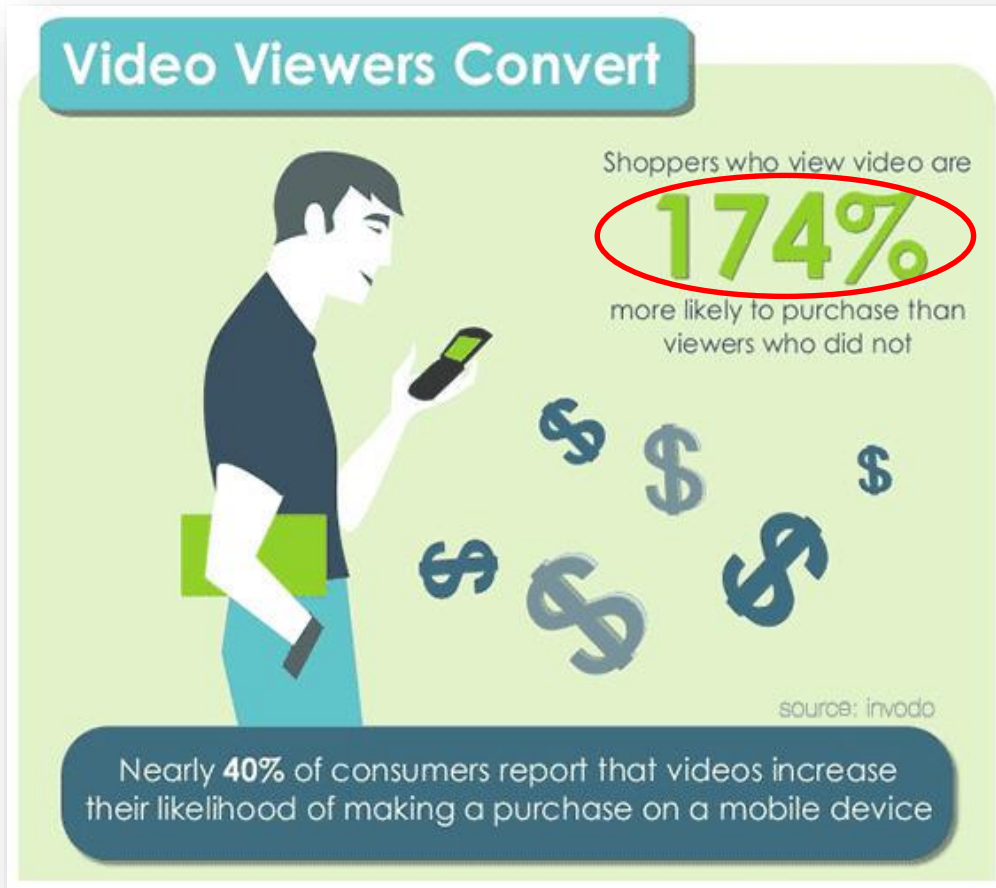
YouTube Marketing > Why Video Marketing



- 70% 구글 1페이지 등록사이트들이 비디오를 웹페이지에 포함 (Video가 구글 상위 등록에 도움)
- 77%의 마케터가 Youtube 및 비디오 마케팅 예산 증가할 계획 (2011 Social Media Marketing Industry Report)
- 분야별 선두업체는 경쟁업체에 비해 11배 이상의 비디오 생산
- 59%의 경영자들이 웹사이트 방문 시, Text보다 동영상을 먼저 시청한다고 답변 (eMarketing, 2011)
- 80%의 경영자들은 1년 전에 비해 시청하는 동영상 수가 증가

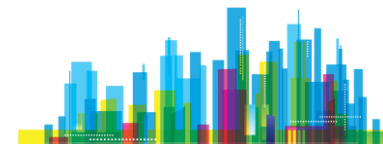


YouTube Marketing > Why Video Marketing



- Video를 시청한 소비자는 그렇지 못한 소비자에 비해 해당 물건을 구매할 가능성이 **174%** 높다.
- Online Video를 통해 Promotion한 제품의 판매율이 평균 **20~40%** 증가
- 서베이 응답자의 **40%**가 휴대기기 (스마트폰, 패드)에서 동영상으로 제품/서비스를 보게 되면 해당 제품/서비스를 구매하고 싶어 진다고 말했다.

[Source: ReelMedia. <http://www.reelmedia.com.sg/video-marketing-facts/>]



YouTube Marketing > Case Studies

CASE : Rokenbok 장난감



[Source : YouTube. www.youtube.com/yt/advertise/success-stories.html]

50%의 Rokenbok 장난감 회사의 매출이 YouTube 영상을 통해 발생!
장난감의 친환경적인 제조과정과 활용과정, CEO인터뷰 등 소개



YouTube Marketing > Case Studies

CASE : 하이어 이동식 에어컨



[Source :
YouTube. www.youtube.com/yt/advertise/success-stories.html]

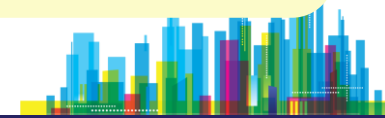
이동식 소형 에어컨 설치 동영상
portable air conditioner
유튜브 1페이지 검색 28만 명 시청

CASE : 블렌드텍 고성능 믹서기



[Source :
YouTube. www.youtube.com/yt/advertise/success-stories.html]

Ipone을 믹서기에 넣고 갈아버리는 영상
단 \$50 영상제작 예산으로,
700% 매출 증가!!



YouTube Marketing > Case Studies

CASE : Seoul Hotel, Korea Hotel



Seoul, Korea Hotel Review (Astoria Hotel)
A visit to Seoul, Korea and a stay in BENIKEA Astoria Hotel. Tourist spots in Seoul (Itaewon, Insadong).
by Benikea 1 month ago 39,974 views

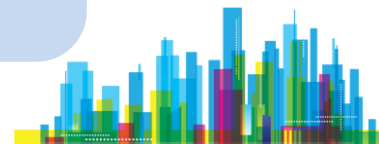
Seoul, Korea Hotel Review (Hotel Acacia)
A visit to Seoul, Korea and a stay in BENIKEA Chain Hotel Acacia. Tourist spots in Seoul (Itaewon, Insadong).
by Benikea 1 month ago 45,590 views

Google™
Adwords

- 일 72회, 월 2,160회 클릭
- 월 약 ₩3,000,000 비용
- 연간 3,600만원 홍보비

You Tube

- 월 약 40,000회 뷰 발생
- 월 약 ₩1,000,000 비용
- 연간 100만원 홍보비



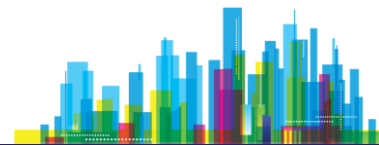
YouTube Marketing > What Now?

**1분의 Video는
1,800,000마디의 말보다
더욱 효과적이다.**

- Dr. James McQuivey,
Omnivideo

**YouTube는 곧 전체 온라인 트래픽의
90% 이상을 차지할 것이다.**

- Robert Kyncl,
Vice President, YouTube
at CES, 2012



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Thank You