



keywords

Controlling Search Engine Results Pages (SERP)

10 Things You Need To Know

Online retailers, unauthorized resellers and counterfeiters can siphon sales, disrupt your SEM, and damage your brand's reputation. If you want to protect and grow online sales and brand value by taking control of SERP, here are a few things you need to know.

1. What is SERP and how can it impact my brand?

Search Engine Results Page (SERP) is the content returned when keywords are entered into a search engine, i.e., Google®. Brand names and strategic keywords are powerful assets that can determine how your brand appears on result pages, impacting your click results, return on marketing investments and sales.

2. Who and what is disrupting my SERP?

Retailers, distributors, unauthorized grey market sellers and counterfeiters will often attempt to leverage PPC advertising and bid on a brand's trademarks and strategic keywords to divert valuable web traffic.

These activities cause material harm to brands, including:

- ▶ **Decreasing** traffic on your own site
- ▶ **Increasing** the expense of your advertising initiatives
- ▶ **Triggering sales and brand value erosion** disruption on Amazon® and other marketplaces

3. How can I take control of my SERP?

To maintain or regain control of your search engine marketing efforts, you need a comprehensive strategy, including legally compliant advertising policies, monitoring, data and SERP disruption insights and a robust set of enforcement tactics.



4. What policies do I need to implement?

Brands must implement legally compliant search engine marketing policies with their customers that specify what keyword bidding practices are permitted and which are not.

5. What monitoring and data insights do you provide?

We are able to provide monitoring on PLA (product listing advertisements), text ads, and organic listings that appear in SERP and then use a first-of-its-kind methodology to assert control over and maximize the commercial return on search engine marketing investments.

6. How do I identify policy violators?

Vorys eControl's robust cyber investigation team identifies the resellers that are violating the brands keyword policies, giving the brands insights into how best to segment and prioritize sellers for enforcement.

7. What about enforcement?

Vorys eControl's ability to provide brands with the foundation needed to enforce effectively against both authorized and unauthorized advertising policy violators enables us to employ the precise enforcement tactics most likely to be successful.

8. How can SERP Control deliver ROI?

Through our comprehensive SERP Control solution, we are able to help improve ROI on marketing and advertising initiatives as well as improve traffic to authorized websites.

9. What's the Vorys eControl® difference?

Vorys eControl's comprehensive approach incorporates each component needed for SERP Control success, including channel strategy, legal foundation, monitoring, precision insights and targeted enforcement, all focused on maximizing ROI on search engine marketing strategies.

10. What does this mean for my brand?

By integrating the legal policies, data/insights and full scope of enforcement capabilities into one comprehensive solution, we are able to improve desired outcomes such as:

- ▶ **Protect** brand ownership of strategic keywords
- ▶ **Improve** ROI on marketing and advertising initiatives
- ▶ **Improve** traffic to authorized websites
- ▶ **Mitigate** channel conflict
- ▶ **Eliminate** consumer confusion and protects consumer trust

About Vorys eControl

Vorys eControl was founded on this vision: to provide effective, efficient and legally compliant solutions that allow companies to protect and grow their brand value by controlling sales in the age of eCommerce. Today, we have represented more than 600 brands, including several of the world's largest companies. We regularly speak across the country educating companies and service providers regarding innovative solutions to the challenges involved in controlling sales across online and brick and mortar channels.

Contact us to learn more at vorysecontrol.com/SERP