

## Reality Check

Are you In-House or do you work for an Agency? (Managing the agency relationship for your company means you are in-house.)

### 1. Please be honest.

In-House - I am an In-House SEM.

Agency - I manage accounts for in-house clients.

## What's your title?

What's on the business card and in your e-mail signature? (...not what you'd like to tell folks after a few drinks at the conference. ;) )

### 2. What is your title?

Entry Level Analyst

Senior Analyst

Manager

Senior Manager

Director

Vice President

Other (please specify)

### 3. Who do you report to?

Senior Analyst

Manager

Senior Manager

Director

Vice President

Other (please specify)

## Salary Ranges

What is your salary range in US Dollars?

This survey is anonymous, so please be honest and accurate.

4. Please select your salary range (just your yearly salary here) - numbers shown are in US dollar amounts.

- \$0 - \$30,000
- \$30,001 - \$40,000
- \$40,001 - \$50,000
- \$50,001 - \$60,000
- \$60,001 - \$70,000
- \$70,001 - \$80,000
- \$80,001 - \$90,000
- \$90,001 - \$100,000
- \$100,001 - \$120,000
- \$120,001 - \$140,000
- \$140,001 - \$160,000
- \$160,001 - \$180,000
- \$180,001 - \$200,000
- \$200,000 - \$250,000
- \$250,000+

## Compensation Extras

Looking to understand a bigger picture of compensations packages here.

### 5. Select the options that apply to your situation please.

- Bonus as % of salary (please share % in comment box below)
- Bonus as dollar amount (please share amount in comment box below)
- 401 or "Dollar Matching" retirement plan(s)
- Share purchase/Equity or stock option plans
- Full benefits (medical, dental, eye, massage, etc.)
- Medical only
- Dental only
- Eye only
- Ability to telecommute
- 2 weeks vacation
- 3 weeks vacation
- 4 weeks vacation
- Pets allowed at office/Benefits for Pets
- Planned company events (Fun Days, Parties, etc.)
- Internet fees covered by company (meaning they cover the Internet fees for your residence on a monthly basis)
- Flex-time (work when you want so long as you meet your goals)
- Other (please specify)

### 6. If a company couldn't offer you the salary you wanted, what perks could they provide to offset the gap?

### 7. Are you permitted to do "side work" to augment your income? (This assumes you will take on work NOT in conflict with your company's goals/objectives.)

- Yes - my company specifically allows this
- Yes - my company never really said I couldn't

## SEMPO - In-House SEM Salary Survey (Organic & PPC)

- No - my company specifically precludes this
- No - my company specifically precludes this - and pays me more to compensate
- No - my company never really said, I just don't

Other (please specify)

## Experience

Select your years of experience

8. How long have you been doing in-house search marketing (organic or PPC)?

- 0 - 3 year
- 3 - 5 years
- 5 - 7 years
- 7 - 9 years
- 9+ years

## Your Location

Please select from the drop down menu to the right - most cities in North America are in the list.

List is alphabetical BY CITY NAME.

9. Where are you located?

City - State/Province

Select the city/region nearest you.

International (please specify)

10. What is the population (roughly) of city/town/community?

- 0 - 50,000
- 50,000 - 100,000
- 100-000 - 250,000
- 250,000 - 500,000
- 500,000 - 750,000
- 750,000 - 1,000,000

jm 1,000,000+

## Company Size

How many people work for your company?

11. How many people work for your organization? (In total, not just "your office".)

jm 0 - 100

jm 101 - 250

jm 251 - 500

jm 501 - 750

jm 751 - 1000

jm 1001+

Under 100? Can you give us a ballpark please?

## How large is the budget you manage?

For all search marketing efforts

12. Please share the size of the SEM budget you manage. (This is a MONTHLY amount.) - all information will remain confidential

jm \$0 - \$25,000

jm \$26,000 - \$50,000

jm \$51,000 - \$75,000

jm \$76,000 - \$100,000

jm \$101,000 - \$125,000

jm \$126,000 - \$150,000

jm \$151,000 - \$175,000

jm \$176,000 - \$200,000

jm \$201,000 and up

Share anything else relevant here please

## Your position within your company

Where do you fit into the bigger picture at your company?

13. Please help us understand your role within your company.

- Individual Contributor (does not manage people)
- Manager of people
- Director
- Vice President
- President/CEO

14. How many people report to you?

- 0
- 1 - 10
- 10 - 25
- 25 - 50
- 50 - 100
- 100+

15. Are you part of a dedicated In-House Search Marketing Team? (Yes, one person can be a team...)

- Yes
- No

16. In general, which department does this team fall under?

- Marketing
- IT/Programming
- Other (please specify)

## What is your Vertical or Segment?

Pick one that is closest to what your business's main focus is.

### 17. Which vertical or segment does your business focus on?

- Business To Consumer
- Business to Business
- Store Based Retailer
- Catalog/Direct Marketer
- Virtual Merchant (online only)
- Consumer Packaged Goods
- Financial Services
- Apparel/ Accessories
- Books/CDs/DVDs
- Computer/Electronics
- Flowers/Gifts
- Food/Drug
- Hardware/Home Improvement
- Health/Beauty
- Housewares/Home Furnishings
- Jewelry
- Mass. Merchant/Dept. Store
- Office Supplies
- Specialty/Non-apparel
- Sporting Goods
- Toys/Hobbies

Other (please specify)

## What is the main focus of your role?

Do you focus mostly on Organic SEM or Pay Per Click efforts?  
Do you manage Search and Online Marketing?

### 18. You spend your time on...

- Organic Search Marketing efforts
- Managing Pay Per Click efforts
- I manage both verticals
- Manage others who manage these efforts
- Online marketing & Search Marketing are combined here

Other (please specify)

### 19. Do you use any of the following as part of your search marketing duties when promoting your site/product (check all that apply):

- Paid Inclusion
- Shopping Engines
- Vertical search (Business.com, GlobalSpec, etc.)
- Social Networks (MySpace, Facebook, etc.)
- Online Media (banners)
- Affiliates
- Email Marketing

Other (please specify)

Thanks - You are done!

20. Thanks for participating in this important In-House survey.

SEMPO will be sharing the information collected with those who filled in the survey and requested a copy of the results, so please leave your e-mail address in the box below.

You e-mail will be held in confidence and NOT used to reference against data collected by this survey. All e-mail addresses collected will be handled in accordance with the SEMPO.org [privacy policy](#).

If you are not currently a SEMPO member, we encourage you to [join](#) to get the full benefits of ongoing surveys such as this.

Duane Forrester In-House SEM Committee Co-Chair

If you're seeing this page because you selected the "Agency" option in question # 1, I'm sorry to say that the survey is intended for those who are in-house SEMs only, not Agency folks - sorry.