



Search Engine Marketing – SEO & PPC

Adrian Feane | Understanding how to implement SEM and improve your site's organic and paid search engine visibility



Topics & Agenda

- 1 How Search Engines Work & How People Use Them?
- 2 Why Search Engine Marketing? – Its Importance & Role
- 3 SEO – A Definition, Campaign Planning, On Page & Off Page Optimisation.
- 4 PPC – How to build and manage a strong campaign.
- 5 Summary


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How Do Search Engines Work?



Spiders "Crawl"

The crawls visit your website and capture various data.


Algorithm

When a search is performed the Algorithm processes all the stored data and tries to provide the most relevant results possible.

Results

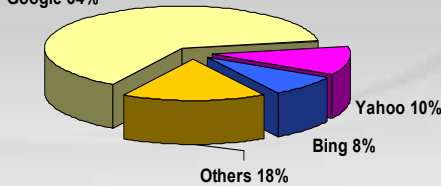
The results appear to the user a split second.

How Do People Use Search Engines?



Search Engine Popularity - Globally

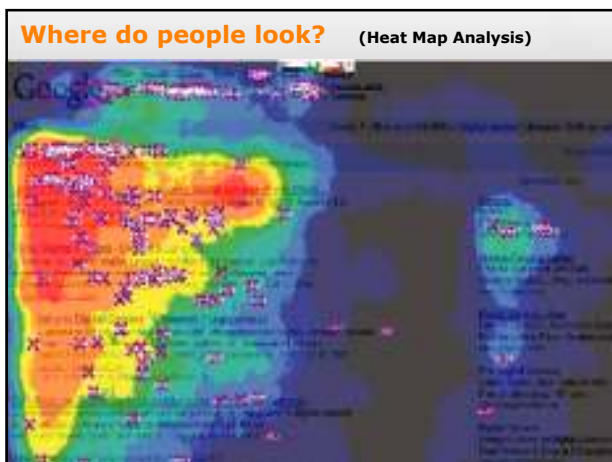
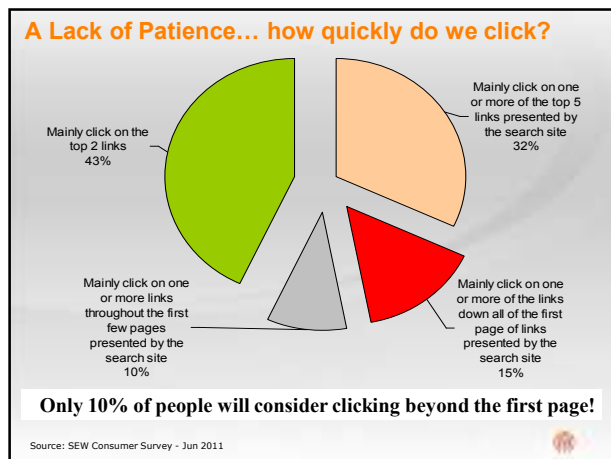
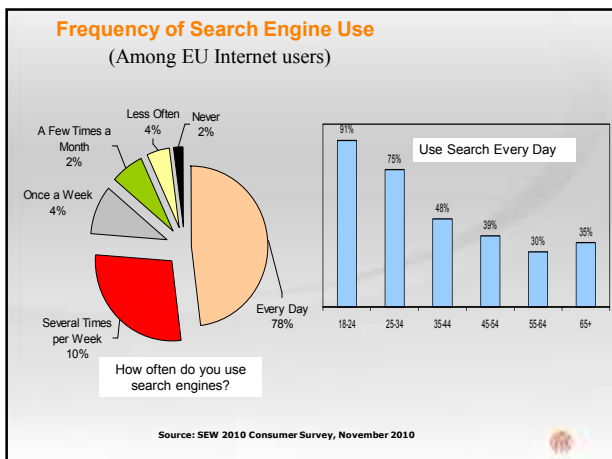
Google is market leader in most but not all Countries.



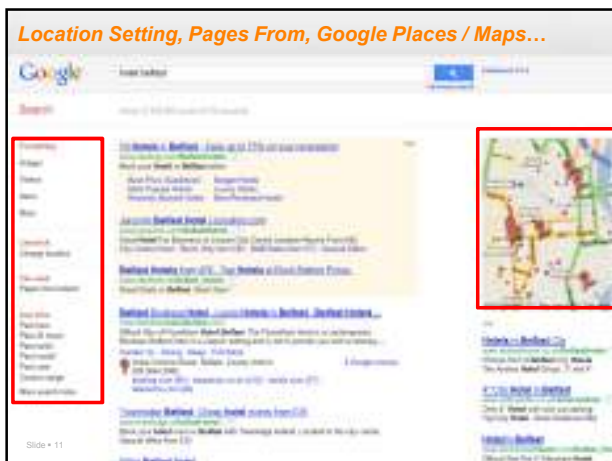
Search Engine	Percentage
Google	64%
Yahoo	10%
Bing	8%
Others	18%

Yandex No.1 in Russia.
Baidu No.1 in China.

Source: Comscore May 2011



Analysing People's Search Habits to guide our PPC Strategy



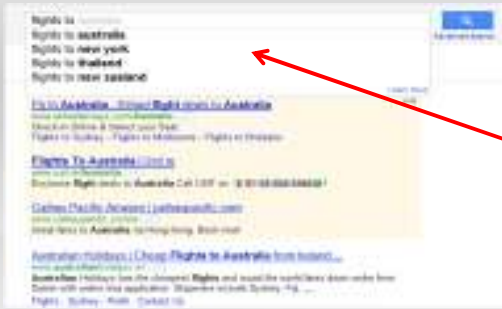
Understanding the Search "Funnel"

When people use search engines their behaviour and route to making a purchase can often be seen to resemble a "funnel" in terms of having a wide starting point, that progressively narrows until we reach the end result. People perform various searches, refining as they go to add extra relevance.

Consider an Example Search:

- 1st Search: **Hotels** (no click)
- 2nd Search: **Hotels Belfast** (click but no booking)
- 3rd Search: **Mid week Belfast hotel deals** (click and booking made)
- Booking / Sale / Conversion

Predictive Search... Consider how it has changed our search habits and the search "funnel"?



As we type Google is now giving us suggested results... naturally this has led to a change in our search behaviours

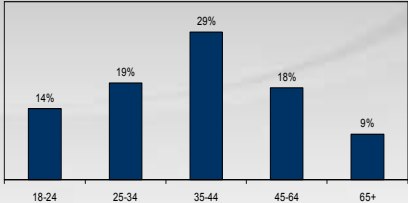
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How Likely Are We To Click on a PPC Search Ad?

People Say....

- 3% Almost Always
- 15% Quite Often
- 48% Occasionally
- 34% Rarely or Never

Those who click on sponsored link quite often



17% of males
21% of females


Source: IAB Europe Data, March 2011

What Do These Numbers Mean?

- Some people never click on these PPC adverts but **most people do click on occasion** or quite often. Remember that we only pay for every click anyway so **if the people don't click it doesn't cost us anything**.
- Different age groups are more / less likely to click on these ads. Research shows 35 – 44 year olds are **twice as likely** to click as a young adult under 24 years.
- Women are slightly more likely** than men to click on these ads... but only slightly.

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Questions?



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Topics & Agenda

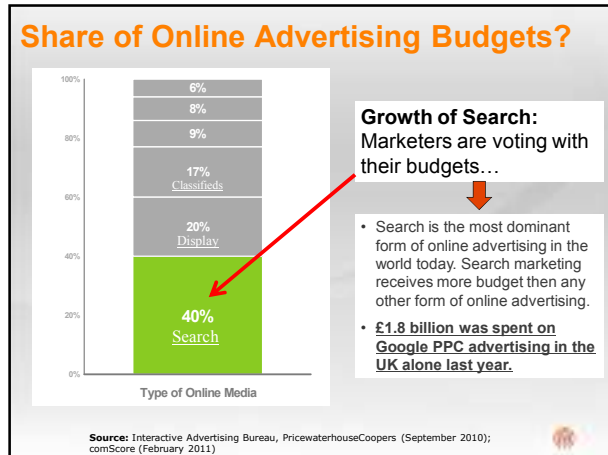
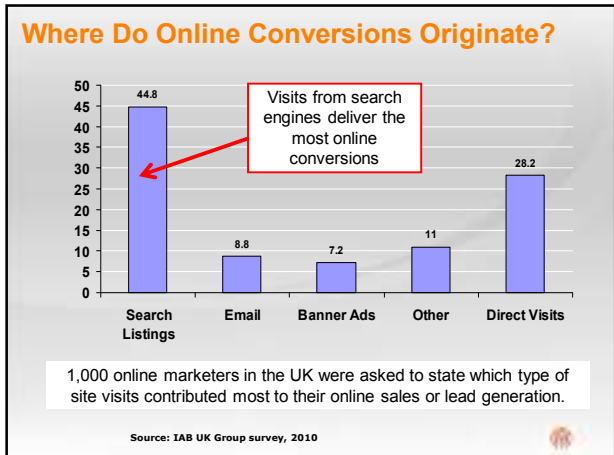
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Why SEM Works and is so Popular?

- ✓ **Intent:** More than anything else it is the level of "Intent" revealed by the user that makes this marketing work. They are telling us what they want.
- ✓ **Relevance:** Reaching the right people.
- ✓ **Timing:** Reaching the right people at exactly the right time.
- ✓ **Qualified Nature of the Visitor:** A combination of the above means that a visitor referred from search is likely to be of a highly qualified nature.
- ✓ **Organic Visits are free and Pay Per Click is reasonably priced.**
- ✓ **Accountability:** It's highly transparent and measurable.
- ✓ **Simple to understand and easy to use:** Build the campaign, set our budget, get clicks to our site, track the results. Only pay for the clicks.
- ✓ **It Works!:** Proven to deliver results every day for advertisers all over the world.

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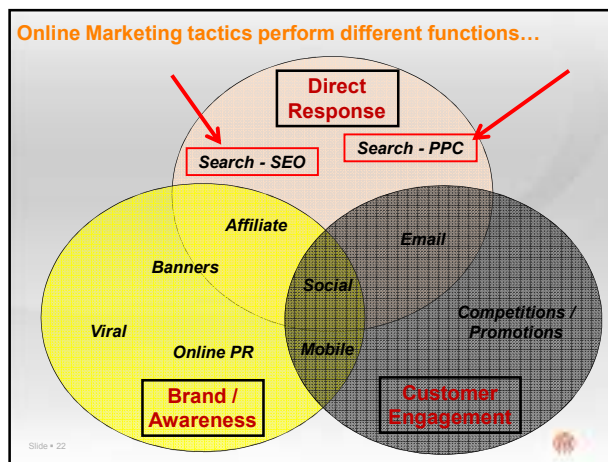


Trust and Credibility...

In general Advertisers trust Google. It's been around a long time and has established its' credibility.

Google Becomes a Teenager! 13th Birthday in September 2011

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Potential Weaknesses of Search Marketing?

- **Lack of Branding Power.** It's potential inability to change people's emotions and influence them to act in a way they hadn't intended.
- **Ability to Promote entirely new ideas / inventions.** Search relies on existing demand to flourish so it could struggle in this regard.


Agree or Disagree? Discuss

Slide + 23

the balance of power

For Users & Budgets

SEARCH V SOCIAL



Questions?

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Topics & Agenda

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There are Two Key Parts to Any Search Engine Marketing Strategy...

1. **Search Engine Optimisation (SEO)**
2. **Pay Per Click Advertising (PPC)**

Our Focus for Now is on SEO

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What is SEO? Why All the Confusion?



...And that, in simple terms, is how you increase your ranking on search engines."

SEO - A Definition

Search Engine Optimisation is a specialised technique with the aim of improving your website's organic or algorithmic rankings across all relevant search engines.

There are two fundamental areas to any SEO program:

1. **On Site - Website Optimisation**
By analysing your website's underlying code, architecture, page content and making ongoing enhancements you can ensure that your website is returned prominently in the natural results of search engines such as Google.
2. **Off Site - Building PageRank**
Building your website's Search Engine Ranking Power, or 'PageRank' as Google calls it, by developing quality, relevant inbound links to your site from other sites. Directory registrations make up a significant part of this work.

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What's All The Fuss About? Why SEO?

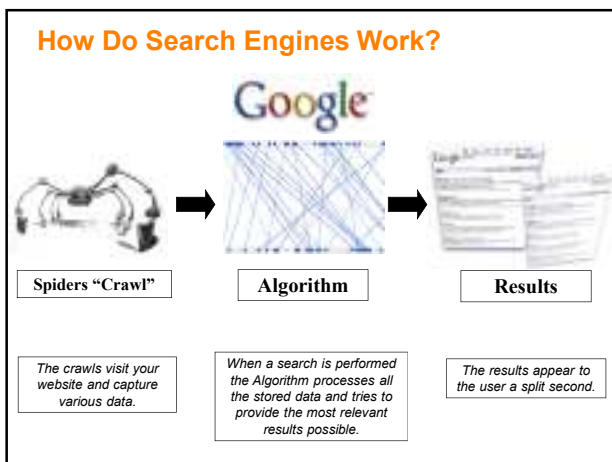
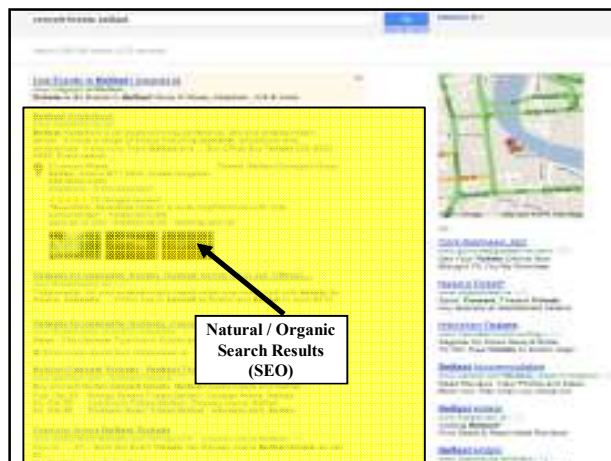
*It's simple... this is about **making money!***

SEO Work

↓

Visibility → **Site Visits** → **Revenue**

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- ### Key Benefits of SEO
1. Visibility – This tactic is predominantly about Visibility. It makes your site and brand easier to find online. This leads to other benefits...
 2. Increases the number of visitors to your site.
 3. Increases our potential to generate online conversions & revenue.
 4. Reputation, Credibility & Market Leadership Status – sites that are visible in top rankings across numerous results do start to acquire a sense of enhanced reputation, credibility and associations with market leadership in the minds of the user.
 5. Even better... the clicks / visits from organic rankings do not incur a charge.
 6. As a result it doesn't require an advertising budget. It never stops working on your behalf.... promotion that doesn't sleep – 24/7, 365 days a year.
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- ### So What's the Catch / Downside?
- > **Everyone else wants to try as well:** All businesses want to be on page and want to be in position one so the competition is high.
 - > **Free but not free:** Although the clicks don't cost that doesn't mean SEO work is free. We still have to invest time, energy, expertise perseverance and hard work. In addition we will most likely incur SEO fees with a specialist to assist our work.
 - > **No Guarantees:** Studying Google and trying to manipulate your website according to perceptions of what will suit them best is a no guarantee business. The correlation between cause and effect can be highly blurred at times.
 - > **Not a Quick Fix:** SEO takes time to work... months and years. It is a long term investment and that can be frustrating for some.
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- ### Can I Implement SEO Myself?
- The Answer is... Yes and No**
- If you do not possess a technical / IT qualification or are not technically "minded" you won't be able to devise and implement an entire SEO strategy on your own. But there are things you can do.
 - If you have an IT department or web agency you can trust then you'll need to use their expertise to implement.
 - If you have neither of the above you'll need to source and appoint an SEO company to assist. Costs vary according to expectations.
 - If you can develop an understanding and appreciation of best practice SEO projects you will be able to guide your designers and developers in a more effective manner and better manage the relationship with your agency partners. You will be able to "fly the flag" for SEO.
- SEO is a technical discipline. It's closer to IT then Marketing.*

Best practice is... to combine our SEO and PPC efforts to deliver maximum visibility and fully capture our “online opportunity” from search.

Questions?

SEO Campaign Planning

- ### Steps in the SEO Campaign Planning Process...
1. Install **Google Analytics** if not already in place and start using it. In particular use Google analytics to understand your current levels of organic traffic and “net organic” traffic. Identify the keywords that are already sending traffic to your site.
 2. Install **Google Webmaster Tools** and start using it.
 3. **Site Audit**. A complete an overall SEO “Health Check” on your website(s).
 4. **Keyword Research** – Keywords to target? Search Volumes?
 5. **Benchmark** the rankings you intend to focus on improving.
 6. Set **targets and timelines**. Discuss how much **budget** you’d be willing to invest to achieve those targets.



- ### (2) Google Webmaster Tools
- Add a piece of code to your site to set it up and start receiving data.*
1. **Find out how Google sees (crawls) your site**
Verified site owners can see information about how Google crawls, indexes and ranks your site.
 2. **Analyze search data**
See how many people found your site in search results, and how many people clicked on it.
 3. **Receive alerts in your inbox**
Will tell you if they detect that your site has malware or generates errors.
 4. **Check who links to you**
Will track links from all over the web, and show you who added a link to your site.
 5. **Tell Google about your site**
Submit Sitemaps and see how many pages Google have added to the index.

(3) Site Audit – Sample Analysis Topics

1. **Site Age** – is it a new site or been around a few years?
2. **Pages Indexed** – have all the pages been picked up by Google?
3. **Google PageRank** – check home page plus internal pages.
4. **Geographic Hosting** - where is the site hosted?
5. **Geographic Priority** in Webmaster tools – where is it set for?
6. **Inbound Links** – check how many inbounds links the site currently has.
7. **Pages & Content** – how many pages are there on the site, how content rich is the site? How keyword reach is the content?

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(4) The Next Step is.... Keyword Research

What is Keyword research? The process of defining the search terms we most want to target and discovering the entire range of search possibilities in each of our interest areas. It also allows us to estimate the scale / volume of searches being performed which reveals the opportunity that is available.

Objectives of this process:

- ✓ Establish the opportunity.
- ✓ Understand search behaviour.
- ✓ Create a list of search terms to target.

Keyword Tool – Gauge monthly search volumes, to get keyword ideas.

Tip: Use "Root" phrases to begin with and identify various search streams.



Keyword Research

- Identify search phrases first before you start your SEO.
- What are people searching for to find your product or service?
- Build a list of relevant keywords for your website using this tool.
- Use [Google keyword research tool](#) (set up a Google Account first so you can log in and get better results – [google.com/accounts](#))

<https://adwords.google.com/select/KeywordToolExternal>

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(5) Benchmarking



1. **Check the status of your website's organic rankings across dozens of important search terms.**
2. **Count how many of those you are currently ranking for, how many page one positions, top five, number one rankings do you currently have?**
3. **Use this document as a Benchmark to track the future progress of your SEO efforts.**
4. **Also Benchmark your level of organic and net organic traffic and conversions from organic.**

Benchmarking... Measure Against Competitors

Review their visibility, number of page one and position one rankings.

What do we learn?:

- How many competitors are we up against?
- Are they weak or strong?
- Will this be tough for us or relatively easy perhaps.

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Benchmarking... automated tools

It would be too time consuming to benchmark your site manually on all search engines so use one of the below automated tools:

- **Web Position** www.webposition.com
- **Agent Web Ranking** www.agentwebranking.com/
- **Web CEO** www.webceo.com
- **Trellian SEO Toolkit v2** www.trellian.com/

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Exercise... Review a Sample Benchmarking document

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(6) Setting Targets, Timelines & Budgets

Useful Questions to Answer and Document:

1. How many additional organic visits do we wish to generate going forward?
2. What increase in organic conversions are we seeking?
3. How many rankings do we wish to increase... how many page ones, positions one etc are we hoping to achieve.
4. Being realistic about timings... 3, 6, 12 & 24 month targets.
5. How much are we willing to invest? Budget and our own time?
6. To outsource fully or not?

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Common SEO Objectives...

1. Increase organic traffic through improved search engine visibility. Put simply... make it easier for people to find your site.
2. Improve the average ranking position of your site across a variety of search terms. Not just for the sake of it (No vanity allowed!). No point in ranking well on keywords that no one searches for.
3. Greatly increase the number / variety of search terms that deliver organic traffic to your site. The "Long Tail".
4. Match and better competitors efforts online.
5. Drive leads, bookings, revenue etc to your business.

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Useful SEO Planning Tools...

Some important SEO Tools to Use? (Mostly Free)

1. www.google.com/analytics – web statistics package
2. www.google.com/webmaster/tools – identifies any issues with SEO
3. www.google.com/places – claim your Google map listing & edit your profile.
4. <http://tools.summitmedia.co.uk/spider/> – shows if any issues crawling the site.
5. www.linkpopularity.com – shows the no. Of links pointing to a site.
6. www.google.com/toolbar – shows Google's pagerank (link popularity measure)
7. Ranking Software e.g. www.webposition.com or www.agentwebranking.com (you pay a monthly subscription to use this service).

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Questions?

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Implementing SEO

On Page Optimisation

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What is On-Page Optimisation?

On-Page or On-Site Optimisation is the starting point for all SEO programmes. We are essentially seeking to change, tweak, massage and manipulate our website to best suit the needs of the Google (and other engines) Crawls.

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Key Thought... Relevance

Relevance:

1. Relevance is the key influencer of Organic Google rankings. How relevant is the content on your website to the search performed by the consumer?
2. The more relevant content on a page, the more chance you have to rank on a search for that phrase.
3. Any one page on your website is generally only effective for targeting at most 3 search terms.
4. So... the more pages you have on your site (with keyword rich content) the greater ability you have to rank for a broad selection of search terms.
5. It is possible to have both a content rich website with lots of pages and still maintain user friendly navigation and site design aesthetics.



Content is King for SEO

Start thinking about your content generation strategy now.



Common On Page Optimisation Tactics...

- Title Tags
- Description Tags
- Keywords Tags
- Keyword Rich Content - Assigned
- Link Text in Content (Internal Linking)
- Header Tags (H1-H6)
- Bold, Italics and Underline
- Alt tags/File Names
- Image & Video tags
- Search Friendly URL's
- Code to Content ratio
- Sitemap



How do I make these changes?

1. Does the site have a Content Management System? (CMS)
 - If so, you should be able to edit the meta details and page content through the CMS. So get access to the CMS with the username and password.
2. Is the site managed through FTP (File Transfer Protocol)
 - If so, you will need the passwords and software like Dreamweaver which allows you to change text, images etc or Adobe Contribute which is a more basic version that allows you just to make text changes to the site.
 - The page gets downloaded, you make the changes and re upload to the live site.
 - Very important to ensure you are always working on the latest version of the live site.

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Meta Title & Meta Description Tags

- Meta tags are important factors which we can control.
- Create keyword rich title tags (40 – 60 characters long).
Eg [Xyz Hotel Belfast – Budget Hotel Accommodation in Belfast.](#)
- Create a unique title tag for every page.
- Do the same for the description tag (Up to 200 characters).
- Your webmaster will do this for you or you can use your own CMS.

[Belfast Odyssey Arena Events & Tickets: Mail, Travel & Concert ...](#)
[GOVREYARENA.COM Choose Arena Belfast Horse and ...](#)
[Concert Tickets for Sale in Belfast | Tickets for Sale on GoDaddy](#)



Sitemap Creation

- An XML sitemap will allow Google to crawl, index and rank your pages more quickly.
- Download the XML sitemap programme. Create a sitemap and submit it in Google Webmaster Tools.




The image shows two screenshots. The left one is the Google Webmaster Tools interface, showing the 'Sitemaps' section with a list of sitemaps and their status. The right one is the XML Sitemap Generator software interface, showing a list of URLs to be included in the sitemap.

Let's examine some live sites and review examples of these on-page optimisation tactics.

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Questions?



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Implementing SEO

Off Page Optimisation

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Off-Page Optimisation is all about increasing the ranking power of our website. Combined with the effectiveness of our on-page efforts this will drive our site up the rankings.

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Key Considerations – Influencers of Site Power & Rankings

Important Factors for Off Page Optimisation:

- **PageRank** – Google's view of the importance of your site. Ranked from zero to ten.
- **In-bound links** – the number of other sites linking back to yours. Also the quality of those links (how powerful is the site giving you the link.)
- **Age of the site** – the longer a website has been online the more likely it is to rank well versus a newer site.
- **Relevance of the domain name** – to the search being performed. If your website is called cheapflightsmiddleeast.com it has a good chance of showing up for a search for "cheap flights middle east".
- **Country of origin / hosting / priority of the website** – where is your site hosted or what country have you stipulated through webmaster tools as your priority.

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Google Page Rank

PageRank is Google's way of deciding a page's importance. Scale of 0-10. Download Google Toolbar to view: <http://www.google.com/toolbar/ff/index.html>

*The factor most under our control and that we can influence through our SEO efforts is... **Link Building***

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Link Building

To Consider....

- Get as many incoming links as possible.
- Ensure they are good quality sites.
- One way links are the best.
- Exchange links with sites that have higher Google page rank than you if possible
- Exchange links with sites in the same industry.
- It helps if you have unique content, a good blog etc so people will naturally link to you.
- Authority sites will naturally get lots of links.

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Key Thought with Link Building... the more links the better, the higher the PR of the referring site the better and the more relevant that site is to your industry / business the better.

www.linkpopularity.com is just one tool that will help you to check your site's link popularity.

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Link Building – Things You Can Do...

- ✓ Build a **database of good quality sites** in your industry that might be willing to exchange links with you. Record their home page, links page & contact details so you can email them with a link exchange request.
- ✓ Ensure you have **good quality, unique content** that people will want to link to.
- ✓ **Write your own Blog** with keyword rich links back to your website.
- ✓ **Comment on other people's Blogs** with links back to your site.
- ✓ Actively **promote high quality content through social media sites.**
- ✓ Check out **who is linking to your competitors** & add them to your database.
- ✓ Submit to **authoritative directory sites** in your area.

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What Makes a Good Link?

1) Bad...

www.domain.com

`www.domain.com`

Shows up on page as: www.domain.com


2) Good...

Belfast City Hotel

``

Appears on page like: [Belfast City Hotel](http://www.domain.com)

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Questions?

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ADVANCE PITCHOP

Case Study *(let's review together)*

(1) Search Engine Optimisation (SEO):

Our Approach: intensive "on-site" and "off-site" search engine optimisation strategy.

- Our on-site work concentrated on implementing SEO fundamentals (site coding, meta tags, footer links, inner links, xml site map etc) and on focused content generation (adding more content to existing pages & creating a range of entirely new content rich pages). We also focused on spreading the strong home-page PR to weak inner pages.
- Our off-site work concentrated on link building and article submissions. In particular with a focus on strengthening areas within the site that had poor existing PR.

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ADVANCE PITCHOP


Case Study... Results achieved

Results Generated:

When we started the SEO campaign for Advance Pitchop we benchmarked 50 of the most important search phrases on Google.ie for the business. This benchmarking document showed the existing rankings of the site across these priority search terms. Over a six month period we achieved the following results:

- ✓ From 8 (zero) position No.1 rankings on Google.ie to 8 No.1 rankings. (our repair, car servicing etc).
- ✓ From 3 rankings in the top five positions to 20 top-five rankings.
- ✓ From 20 page one rankings to 35 page one rankings.
- ✓ From having 37 rankings not registering within the top 3 pages on Google.ie having 40 search terms ranking within the top 3 pages.
- ✓ In addition to the benchmarked search terms we have delivered 260 brand new rankings for search terms that previously had zero visibility. The "long tail" benefit of SEO.
- ✓ On the benchmarked search terms Advance has gone from having a page one visibility score of 20% to 76%.
- ✓ Also we have increased the homepage PageRank of the site from 4 to 5. We have also increased in the inner page ranking of 20 pages within the Advance site.
- ✓ Organic traffic (from SEO based rankings) to the site is up 300%.
- ✓ Bookings from organic traffic are up 300%.

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Questions?

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What to Avoid with SEO?

White Hat Vs Black Hat SEO....

1. **Flash Sites** (content cannot be indexed)
2. Link Acquisition from Known **Link Brokers/Sellers**
3. **Frequent Server Downtime & Site Inaccessibility**
4. **Hiding Text** with same/similar coloured text/background
5. **Keyword Stuffing** – content must still read well.
6. Don't create multiple pages, or domains with **substantially duplicate content**.
7. **JavaScript navigation** - search engines can't follow links in JavaScript
8. **Broken Links**



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Summary

- SEO is a vital part of any effective online marketing strategy.
- As a discipline it is certainly **more technically orientated** than any other area of online marketing.
- Although you can develop a better understanding and appreciation of SEO it's important to **acknowledge where a skills gap exists**. Advanced SEO and sometimes even basic SEO tasks are beyond the abilities of most marketing personnel so you'll **probably need help**.
- It's vital that your site (particularly a site still in design) is **built to be search engine friendly**. Changes during the design phase are easier and less expensive than later.
- Effective SEO does deliver **results and long term value**. It is worth the time and energy invested to get it right.

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There are Two Key Parts to any Search Engine Marketing Strategy...

1. Search Engine Optimisation (SEO)
2. **Pay Per Click Advertising (PPC)**

Our Focus is NOW on Paid Search

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Different Terminology & Labels?

- **CPC** = Cost Per Click
- **PPC** = Price Per Click
- Paid Search
- Paid SEM (search engine marketing)
- Google Adwords / Sponsored links
- Bing! Ad Center
- Yahoo Search

They all refer to and mean Pay Per Click Advertising!

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A screenshot of a search engine results page for the query "cheap flights". The top of the page shows several sponsored search results. A callout box with the text "Pay Per Click Placements (PPC)" has two arrows pointing to these sponsored results. The results include titles like "Cheap flights to [destination]", "Cheap flights to [destination] from [city]", and "Cheap flights to [destination] from [city]".

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Process For Implementing your Google Adwords Campaign?

Planning: Keyword Research Competitor Analysis Budgeting, targets	Account Set Up: Open your Google account Set up billing etc	Campaign Build: Start building the campaign step by step within the ad centre.	Tracking: Monitor performance and optimise accordingly.
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Step 1 → Step 2 → Step 3 → Step 4

Google ADWORDS

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Before You Start Consider Some Important, Strategic Questions first

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First Question is...

Q: Should I build and manage my own PPC campaign or should I outsource this work to a specialist?

Reason to Manage Inhouse:

1. Google online and phone support helps those seeking to manage campaigns themselves.
2. If the campaign is not too complex and you've grasped the basics of PPC advertising then there is no reason it can't be managed internally.

Reasons to Outsource:

1. Do you have enough time? You should be checking a campaign 4-5 times a week to monitor performance. Add keywords, update ad copy with latest offers etc.
2. Some campaigns have very large budgets and dozens of ad groups and will need high levels of expertise to manage them correctly.

Also to Consider...

Q. Should I bid on searches for my own brand name? Would that be wasteful or a very good idea to boost my visibility / keep out competitors?

Q. Should I bid on the brand names of my Competitors? Should I take this aggressive approach? Will they start bidding on my brand name also in retaliation?

Q. Should I only use PPC to fill the gaps where my organic rankings are weak? Should I not bid on searches where my organic visibility is strong? Or is maximum visibility my goal?

And lastly consider your approach to people searching in differing languages...

Regardless of the country of origin or the nature of the search being performed, we can target English ads to someone searching in English and (for example) French ads to someone searching in French and vice versa.

Q. Do we match translated adverts with the language of the searcher or do we only use our home language / main business language?

How to Build an effective PPC campaign?



Building a Campaign... Key Elements To Get Right!

Parts to building a successful PPC campaign:

- ✓ Account set up and billing set up with Google
- ✓ Keyword selection (using your keyword research).
- ✓ Campaign Architecture – individual campaigns & ad groups.
- ✓ Search term bandwidth (exact, broad, phrase)
- ✓ Ad copy creation.
- ✓ Landing page selection.
- ✓ Bidding strategy.
- ✓ Targeting Options.
- ✓ Setting targets & Budget.
- ✓ Getting Familiar with the Ad Centre.

"Quality Score" – Google rewards quality, well built PPC Campaigns with lower cost and higher positions.

More Relevance, Higher CTR, Campaign Architecture → QS

Poor Quality	Better Quality	Excellent Quality
<ul style="list-style-type: none"> ▪ Bidding on random words, poorly chosen ▪ No sign of keywords in the advert ▪ No evidence of keywords on the specified landing page ▪ Costly ▪ Poor Position 	<ul style="list-style-type: none"> ▪ Choosing relevant words only –most are on your website ▪ The chosen words appear in some of the adverts. ▪ Cheaper ▪ Better Position 	<ul style="list-style-type: none"> ▪ Choosing relevant words only – all on your website ▪ The chosen words appear in the advert. ▪ Specific relevant separate landing pages used. ▪ Cheapest & Best Position

Google's Online Tutorial Support



- Google provides a comprehensive, step by step guide for people using Google Adwords for the first time.
- You can access this online tutorial and beginners guide at the below link.
- We encourage you all to use this tutorial and to try and set up your own account and campaign if only as a trial exercise.

 **Google Adwords Online Beginner Guide**
<http://adwords.google.com/support/aw/in/italc/ty?hl=en&guide=21895&pageguide.ca>

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The screenshot shows the 'AdWords Beginner's Guide' page. It features a navigation menu on the left with options like 'Home', 'Getting started', 'Account', 'Campaigns', 'Keywords', 'Ad groups', 'Ads', 'Reporting', 'Tools', 'Help', and 'Feedback'. The main content area is titled 'Welcome to Google AdWords!' and includes an introductory paragraph followed by a list of key topics with links: 'Getting started', 'Account', 'Campaigns', 'Keywords', 'Ad groups', 'Ads', and 'Reporting'.

Using Google's Research Tools

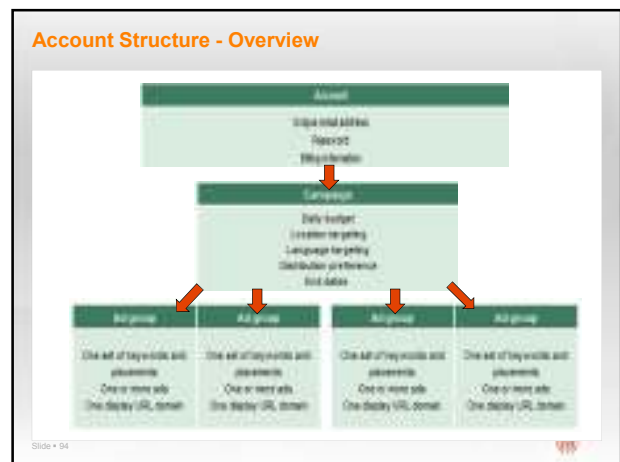
Tip: Use "Root" phrases to begin with and identify various search streams.

Keyword Tool – Gauge monthly search volumes, to get keyword ideas.
<https://adwords.google.com/select/KeywordToolExternal>

Traffic Estimator – Gauge Cost Per Click prices etc
<https://adwords.google.com/select/TrafficEstimatorSandbox>

Exercise: Let's Use the Traffic Estimator Tool together

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Ad Groups – Getting the Balance right

- It's vital that you create the **appropriate amount of ad groups** within a campaign. Don't overload an ad group with words.
- Keywords should be **"grouped" together according to relevancy**.
- This will allow you to assign appropriate and highly **relevant ad copies to each ad group**.
- It will also **simplify the management**, optimisation and reporting of your campaigns.
- This will greatly **improve the performance** of your campaign and lower the cost of your average CPC's.
- Google will **reward campaigns** with highly relevant ad copy and landing pages with higher "Quality Score" (explained later).

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Ad Copy – Getting Our Message Across

- Well written ad copy is **key to the success** of your campaign.
- Ensure that your key message and **"call to action"** are included.
- Trial **multiple ad copies** and trial until you find what works best.
- Write different ad copies for each ad group. At least two per group.
- Utilise **dynamic ad copies** where possible.
- Remember that your display and actual URLs need not match exactly.
- KPI's include: **Click thru rate** and **conversion rate**.

Don't let your ad copy get stale. Assign time every month to refresh your campaign.

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Google Ad Template and Character Limits

Create Text Ad

Example:
[XYZ.com](#)
 Research the best
 Bob online for best deal
[www.xyz.com](#)

Headline: Max 30 characters **Character limits**

Description line 1: Max 90 characters

Description line 2: Max 90 characters

Display URL: Max 35 characters

Destination URL: Max 100 characters

Your Bidding Strategy

What is the right amount to pay per click?

In one sense this is irrelevant. The really important measurement should be the cost per acquisition (conversion). If this meets target, little else matters. Types of "conversions" include a purchase / sale, an enquiry or an email sign up.

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Editing bids - Setting Priorities

Editing bids - Setting Priorities

Keyword	Current Bid	Priority	Ad Rank	Quality Score	Ad Position
Search engines	\$1.00	10	1.0	10	1
Search engines	\$1.00	10	1.0	10	2
Search engines	\$1.00	10	1.0	10	3
Search engines	\$1.00	10	1.0	10	4
Search engines	\$1.00	10	1.0	10	5
Search engines	\$1.00	10	1.0	10	6
Search engines	\$1.00	10	1.0	10	7
Search engines	\$1.00	10	1.0	10	8
Search engines	\$1.00	10	1.0	10	9
Search engines	\$1.00	10	1.0	10	10
Search engines	\$1.00	10	1.0	10	11
Search engines	\$1.00	10	1.0	10	12
Search engines	\$1.00	10	1.0	10	13
Search engines	\$1.00	10	1.0	10	14
Search engines	\$1.00	10	1.0	10	15
Search engines	\$1.00	10	1.0	10	16
Search engines	\$1.00	10	1.0	10	17
Search engines	\$1.00	10	1.0	10	18
Search engines	\$1.00	10	1.0	10	19
Search engines	\$1.00	10	1.0	10	20

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Targeting Settings

Geographic Targeting

Geographic Targeting

Targeting settings for a campaign, showing a map of Europe and a list of geographic locations.

- United Kingdom
- France
- Germany
- Italy
- Spain
- Sweden
- Netherlands
- Belgium
- Austria
- Switzerland
- Denmark
- Poland
- Czech Republic
- Slovak Republic
- Slovenia
- Croatia
- Serbia
- Bulgaria
- Romania
- Greece
- Turkey
- Israel
- India
- China
- Japan
- South Korea
- Australia
- New Zealand
- Canada
- USA

Time of day and day of week targeting

Time of day and day of week targeting

Ad Scheduling settings showing a grid for time of day and day of week targeting.

Day	Time	Weight	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Monday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%
Tuesday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%
Wednesday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%
Thursday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%
Friday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%
Saturday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%
Sunday	Morning all hours	5.00	100%	100%	100%	100%	100%	100%	100%

Other Targeting / Placement Options to Consider

1. The Content network
2. The Site placement network
3. Within other Google places (groups, maps etc).

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Content & Site Placement Networks

The screenshot shows a mobile service advertisement. On the right side, there is a section titled 'Mobile Services' with a red border. It includes an image of a mobile phone and text that says 'This is the best, personalized attention to your phone.' Below this, there are several lines of smaller text, some of which are also highlighted with red boxes. The background of the ad is a light gray with some text and a logo.

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Mobile Phone Devices & Networks



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Using & Understanding the Ad Centre

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Campaign Dashboard



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How to Run an Adwords PPC Report?



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Sample PPC Report – To Review

Monday Aug 15, 2011 - Monday Sep 19, 2011

Google AdWords

View Account Overview

Advertiser	Est. #	Ad Spend	Imp.	Ad Cost	Click	Imp. per Click	Click Rate	Cost per Click	Imp. per Conversion
Green Company - (2011 New)	86	1,714	2,856	61.97	64.97	3.5	4	4	18.94
Blue Company - (2011 New)	23	12,871	1,856	69.92	294.2	2.2	4	4	18.18
Red Company - (2011 New)	167	4,381	1,124	69.92	69.92	2.2	4	4	18.18
Yellow Company - (2011 New)	20	1,224	1,474	62.7	69.92	2.2	4	4	18.18
Total	236	20,190	7,310	62.7	473.3	3.2	4	4	18.26

View / Edit Placement Campaigns

Advertiser	Est. #	Ad Spend	Imp.	Ad Cost	Click	Imp. per Click	Click Rate	Cost per Click	Imp. per Conversion
Blue Ads - (2011 New)	0	1	1,224	62.7	62.7	2	0	0	62.7
Blue Ads - (2011 New)	0	1,221	1,224	62.6	62.7	42	0	0	62.7
Red Ads (2011 New) - (2011 New)	0	1	1,224	62.7	62.7	2	0	0	62.7
Red Ads (2011 New) - (2011 New)	0	1,221	1,224	62.6	62.7	42	0	0	62.7
Total	0	2,443	2,448	62.6	125.4	42	0	0	62.7

Overall Total for Week


Advertiser	Est. #	Ad Spend	Imp.	Ad Cost	Click	Imp. per Click	Click Rate	Cost per Click	Imp. per Conversion
Total	236	22,633	9,758	62.6	598.7	3.4	4	4	18.27


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Exercise... Let's access an active Google account and review.

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Adwords Qualifications – Individual & Company





<http://adwords.google.com/support/select/professionals/bin/answer.py?answer=12241>

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- ### Useful Reference Websites & Resources
- www.searchengineguide.com
 - www.searchengineneeds.com
 - www.searchengineand.com
 - <http://googleblog.blogspot.com/>
 - <http://www.ppchero.com/>
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- ### PPC Summary
- PPC is a vital part of the online mix. Most other forms of marketing compare badly with the ROI generated from Google adwords.
 - SEO & PPC form two complimentary parts of any Search strategy.
 - Anyone can create a PPC campaign but it's easy to "burn budget".
 - Spend time getting familiar with the functionality of the ad centre. Optimisation and best practice implementation makes all the difference.
 - Don't focus too much on the cost per click. The really important measurement is the cost per conversion.
 - If you are managing the relationship with an outsourced partner you should still seek to understand all of these principles so you can better analyse their performance. Make them accountable to you.
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Questions?

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