

## **Paid Search - Sample Project**

Paid Search or Pay-Per-Click (PPC) is a form of digital marketing in which advertisers pay a fee to search engines each time one of their ads is served and clicked. In layman's terms, paid search is a way of buying traffic to your website, rather than generating those visits to your site organically.

Here is a very good sample of a job posting and what makes it so strong:

**Project Name:** Creation and Management of Paid Search Campaigns for Organic Supplement Company

### **Goals:**

It's impossible to measure project success if you have not put the proper goals and metrics in place. The best time to do this is before the project has even begun. Choose three goals in order of importance from the choices below:

- Increase overall return on investment (ROI) or return on ad spend (ROAS)
- Increase click through rate (CTR) relative to my competitors
- Increase conversion rate (CVR)

### **Business Description:**

We are a growing organic supplement company whose products are very popular with Olympic weightlifters, CrossFit athletes and nutritionists. We have a strong presence in several retail outlets throughout the country and are now looking to expand our marketing efforts online.

### **Project Description:**

Project will require all of the following:

- *Goal & KPI Determination* – Gain an understanding of our objectives and return on investment expectations based on our budget constraints and the competitive nature of our industry
- *Keyword Research* – Use Industry reports, articles, analysis of competitor websites, and our input to identify the most valuable customers to target
- *Landing Page Analysis* – Implement A/B tests to improve the percentage of visitors to our website that ultimately become sales leads and customers
- *Campaign Creation & Launch* – Develop search campaigns, ad groups and keywords using keyword research

- *Optimization* – Perform ongoing campaign tracking through Google Analytics, Google AdWords, and Google Webmaster Tools to adjust bids and positions of ads and keywords
- *Reporting & Strategy Refinement* – Generate weekly campaign performance reports with suggestions on how to improve results

### **Abilities and Knowledge Required:**

- Hands-on professional experience managing sophisticated paid search campaigns with numerous ad groups and keywords
- Expert knowledge of Google Analytics and Google AdWords
- A deep understanding of PPC best practices for each of the major search engines including Google, Bing and Yahoo
- Experience and expert knowledge in keyword research, keyword analysis, competitive analysis
- Outstanding analytical skills, strong experience in optimization, interpreting test results & drawing conclusions
- Demonstrated track record of managing a sizable budget, driving financial performance, and attaining measurable results
- Outstanding attention to detail, excellent communication skills and the ability to work under tight deadlines
- Ability to write concise and engaging ad copy
- Experience with international advertising platforms a plus
- Familiarity with other advertising platforms such as LinkedIn, Twitter & Facebook a plus

### **Ideal Provider Attributes:**

Which of the following attributes do you value most in a provider? Please choose three and rank them in order of importance.

- Professionalism
- Knowledge
- Budget

### **Experience Required:**

How many years of experience would you like your provider to have? Please note that the more experience you desire, the more difficult it is for us to find you a provider that's right for the job.

- 3-5 years

**Desired Provider Interaction:**

How frequently would you like to check in with your provider throughout the duration of the project? Please select from the options below.

- 2-3 times per week