PPC Search Advertising

Adrian Feane | Effective PPC Campaigns and

DIGITAL MARKETING INSTITUTE

Topics & Agenda

1	**Introduction** – A Definition, Difference between SEO & PPC, PPC's role in the online mix?
2	**Google PPC Advertising** – Campaign Planning
3	**Google PPC Advertising** – Campaign Build
4	**Google PPC Advertising** – Campaign Management
5	**Case Study & Summary**

Slide • 2

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

1. **Search Engine Optimisation (SEO)**

2. Pay Per Click Advertising (PPC)

Our Focus today is on Paid Search

Slide • 3

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!

---

pension plan

About 43,700,000 results (0.25 seconds)

Pay Per Click Placements (PPC)

Slide • 5

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

Slide • 6

Why SEM Works and is so Popular?

✓ **Intent:** More then 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.

✓ **Pay Per Click:** We only pay for the site visits we get. Who wouldn't like that?

✓ **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.

Slide • 7

Share of Online Advertising Budgets?
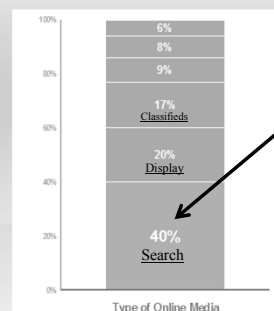
Growth of Search: Marketers are voting with their budgets…

- Search is the most dominant form of online advertising in the world today. Search marketing receives more budget then any other form of online advertising.
- **£1.8 billion was spent on Google PPC advertising in the UK alone last year.**

Source: Interactive Advertising Bureau, PricewaterhouseCoopers (September 2010); comScore (February 2011)
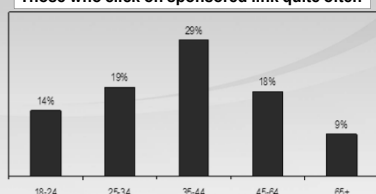
How Likely Are We To Click on a PPC Search Ad?

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 clicks 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** then men to click on these ads… but only slightly.

Slide • 10

Online Marketing tactics perform different functions…
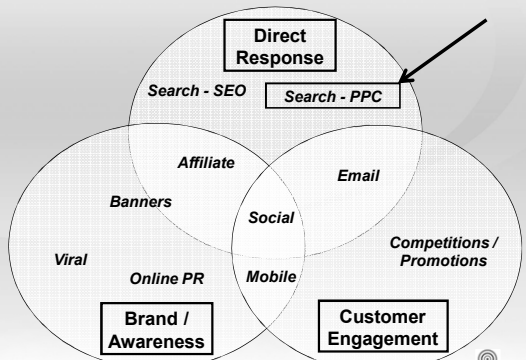
Questions?

Slide • 12

Topics & Agenda

1 **Introduction –** A Definition, Difference between SEO & PPC, PPC's role in the online mix?

2 **Google PPC Advertising** – Campaign Planning

3 Google PPC Advertising – Campaign Build

4 Google PPC Advertising – Campaign Management

5 **Case Study & Summary**

Slide • 13

Process For Implementing your Google Adwords Campaign?

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

Google
ADWORDS

Slide • 14

Before You Start Consider Some Important, Strategic Questions first

Slide • 15

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?

Slide • 17

Getting Started on Some Initial

Planning & Groundwork

Slide • 18

Google's Online Tutorial Support

Google ADWORDS

- **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/bin/static.py?hl=en&guide=21899&page=guide.cs

Slide • 19

Help forum
Checklist
1 of 19 items (5%)

AdWords Small Business Center
Help for Agencies
Seminars for Success
Learn with Google
Inside AdWords Blog
YouTube Channel
Google for Advertisers
Find an AdWords Certified Partner
Get qualified!

Help articles › AdWords Beginner's Guide

AdWords Beginner's Guide

Welcome
Welcome to Google AdWords! »
About AdWords
Getting started
Account
Costs
Ads
Keywords
Performance
Help & resources

Welcome to Google AdWords!

In this guide, you'll learn all the AdWords basics, including how to begin, what to expect, and how to make the most of your advertising efforts. Click a topic below to get started.

- Getting started – Creating an account and campaign, activating your account, promotional codes, and getting your ads running
- Account – Signing in, account pages, account structure, and basic AdWords terms to know
- Costs – Billing, budget, and bids, plus how to control your advertising costs
- Ads – When your ads will show and where, ad targeting, and tips for successful ads
- Keywords – How keywords are used to target your ads and tips for selecting good keywords
- Performance – How to measure your success and improve your performance
- Help & resources – AdWords resources, support options, and tips to stay up-to-date

Download "Growing your business with AdWords" – All the basic tips for succeeding with AdWords in a downloadable guide.

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.

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 Keyword Tool together

Topics & Agenda

1 **Introduction –** A Definition, Difference between SEO & PPC, PPC's role in the online mix?

2 **Google PPC Advertising** – Campaign Planning

3 **Google PPC Advertising** – Campaign Build

4 **Google PPC Advertising** – Campaign Management

5 **Case Study & Summary**

Slide • 23

How to <u>Build</u> an effective PPC campaign?

Google ADWORDS

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.

Next… Keyword Selection & Match Settings

- Once our research is complete we must start selecting the keywords we definitely want to use in our campaign.
- For each of these we must decide whether to use broad, phrase or exact match settings.

1. **Broad match** – When bidding "all" the words searched will trigger adverts.
2. **"Phrase match"** – When bidding that "combination" of words searched will trigger your adverts.
3. **[Exact match]** – When bidding that exact "sequence" of words searched will trigger your adverts.

<u>Note:</u> **Negative keywords*** – you can select specific words that your adverts will definitely <u>not be shown</u> on when these words are used in a search
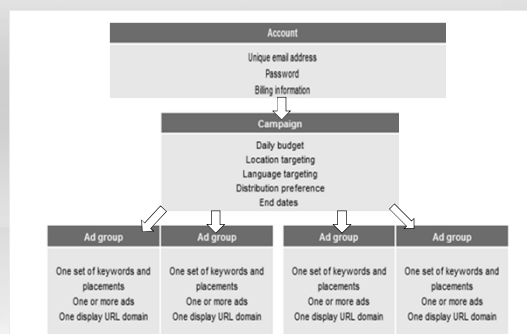
Keyword Settings

Advanced option: match types
Use keyword match types to better target your ads:
keyword = broad match
"keyword" = match exact phrase
[keyword] = match exact term only
-keyword = don't match this term

Slide • 26

Account Structure - Overview

Account
Unique email address
Password
Billing information

Campaign
Daily budget
Location targeting
Language targeting
Distribution preference
End dates

Ad group	Ad group	Ad group	Ad group
One set of keywords and placements	One set of keywords and placements	One set of keywords and placements	One set of keywords and placements
One or more ads	One or more ads	One or more ads	One or more ads
One display URL domain	One display URL domain	One display URL domain	One display URL domain

Slide • 27

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.*

Google Ad Template and Character Limits

Create Text Ad

Example:

XYZ Hotel
Weekend breaks from €99 pps.
Book online now for best rates!
www.xyzhotel.com

Headline: XYZ Hotel — Max 25 characters ← Character limits

Description line 1: Weekend breaks from €99 pps. — Max 35 characters

Description line 2: Book online now for best rates! — Max 35 characters

Display URL: http:// www.xyzhotel.com — Max 35 characters

Destination URL: http:// ⌄ www.xyzhotel.com — Max 1024 characters

Save Ad Cancel

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.

Slide • 30

Slide 1 — Editing bids – Setting Priorities

Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer   Search my campaigns: [   ] Search

Campaign:
Budget: €10.00 / day | Edit campaign settings
45 campaign negative keyword(s) View | No site or category exclusions

Editing bids – Setting Priorities

Edit Ad Group Bids

Edit individually   Edit all in one box

Save Changes   Cancel

Ad Group	Status	Bids - Max CPC Default	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
Web Site Advertising	Active	€ 0.00	0	0	-	-	-	-
Online Advertising	Active	€ 0.00	0	8	0.00%	-	-	7.8
Search Advertising	Active	€ 0.00	0	0	-	-	-	-
Search Marketing	Active	€ 0.00	0	0	-	-	-	-
Internet Advertising	Active	€ 0.00	0	0	-	-	-	-
Website Advertising	Active	€ 0.00	0	0	-	-	-	-
Search Engine Marketing	Active	€ 0.00	0	21	0.00%	-	-	3.3
Digital Marketing	Active	€ 0.00	0	2	0.00%	-	-	9.5
Web Advertising	Active	€ 0.00	0	2	0.00%	-	-	10.0
Search Engine Advertising	Active	€ 0.00	0	0	-	-	-	-
Internet Marketing	Active	€ 0.00	0	49	0.00%	-	-	7.9
Digital Advertising	Active	€ 0.00	0	1	0.00%	-	-	3.0
Online Marketing	Active	€ 0.00	0	23	0.00%	-	-	4.6

Slide 2 — Time of day and day of week targeting

Time of day and day of week targeting

⊙ Ad Scheduling
Edit days and times and watch the schedule update. When you're happy with the schedule, click 'Save Changes' to activate Ad Scheduling. To adjust your pricing during any time period, switch to advanced mode. (You can always switch back.) ⑦

💡 By default, your ads are now running all days and times, as shown by the green squares below.

Ads are active on green squares, paused on gray squares.   12 hour clock | 24 hour clock
Bulk edit: all days, weekdays, weekends

		Midnight 4am 8am Noon 4pm 8pm
Monday	Running all hours	Edit
Tuesday	Running all hours	Edit
Wednesday	Running all hours	Edit
Thursday	Running all hours	Edit
Friday	Running all hours	Edit
Saturday	Running all hours	Edit
Sunday	Running all hours	Edit

Midnight 4am 8am Noon 4pm 8pm

Save Changes   Cancel   ■ = Running □ = Paused

Time zone for all statistics in this account: (GMT+00:00) Dublin. Learn more.

Slide 3 — Content & Site Placement Networks

Content & Site Placement Networks

Slide 4 — Mobile Phone Devices & Networks

Mobile Phone Devices & Networks

Example Insurance Company   Sponsored link
www.example.com Save up to
hundreds! Get an instant phone quote now.
(555) 123-4567

Slide 5 — Importance of Landing Pages

Importance of Landing Pages

Key Thought: *Strong enough to convert visitors. Able to reduce the number of clicks needed to be made by the visitor.*

Best Practice for Landing Pages for PPC:

1. Ensure you have content relevant to the search on your landing pages.
2. Don't bid on keywords you don't have matching content for on your site.
3. Ensure there are clear 'Call to Actions' on the page – Is the "buy" button and price prominent and visible immediately?
4. Is the product title and image prominent and visible immediately?
5. Will the user know immediately how to use your site and what they need to do to achieve their goal?
6. Wherever possible, don't make the user make unnecessary clicks.
7. Don't automatically bring people to your homepage. Use inner pages if appropriate and strong enough to convert.
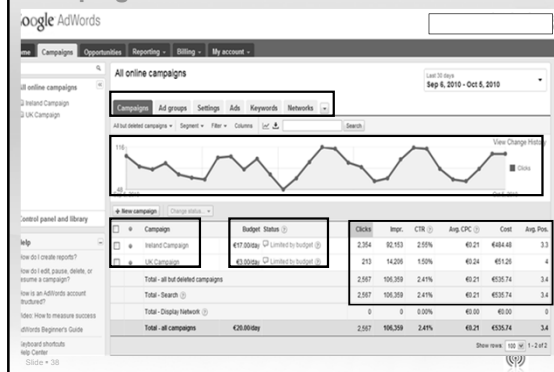
Slide 6 — Topics & Agenda

Topics & Agenda

1 **Introduction –** A Definition, Difference between SEO & PPC, PPC's role in the online mix?

2 **Google PPC Advertising** – Campaign Planning

3 **Google PPC Advertising** – Campaign Build

4 **Google PPC Advertising** – Campaign Management

5 **Case Study & Summary**

Using & Understanding the Ad Centre
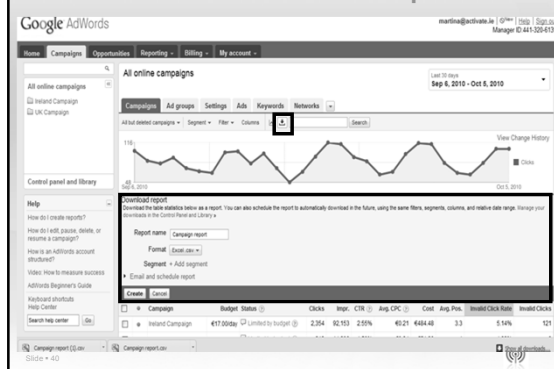
Slide • 37

Campaign Dashboard

Google AdWords

All online campaigns — Last 30 days Sep 6, 2010 - Oct 5, 2010

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Ireland Campaign	€17.00/day	Limited by budget	2,354	92,153	2.55%	€0.21	€484.48	4
UK Campaign	€3.00/day	Limited by budget	213	14,206	1.50%	€0.24	€51.26	4
Total - all but deleted campaigns			2,567	106,359	2.41%	€0.21	€535.74	3.4
Total - Search			2,567	106,359	2.41%	€0.21	€535.74	3.4
Total - Display Network			0	0	0.00%	€0.00	€0.00	0
Total - all campaigns	€20.00/day		2,567	106,359	2.41%	€0.21	€535.74	3.4

Slide • 38

Running Reports

Slide • 39

How to Run an Adwords PPC Report?

Slide • 40

Levels of Reporting?

1. Report Type

Choose a report from the following options: Learn more about report types

- Keyword Performance — View performance data for all keywords or those in selected campaigns.
- Ad Performance — View performance data for each of your ads.
- URL Performance — View performance data for each of your Destination URLs.
- Ad Group Performance — View ad group performance data for one or more of your campaigns.
- Campaign Performance — View performance data for your campaigns.
- Account Performance — View performance data for your entire account.
- Demographic Performance — View performance data for sites by demographic.
- Search Query Performance — View performance data for search queries which triggered your ad and received clicks.
- Placement Performance — View performance data for placements where your ad was placed.

2. Settings

View (Unit of Time)	Summary
Date Range	All Time / 1/1/00 – 12/31/99
Campaigns and Ad Groups	All campaigns and all their ad groups / Manually select from a list

3. Advanced Settings (Optional)

▸ Add or Remove Columns

▸ Filter Your Results

4. Templates, Scheduling, and Email

Name Your Report	Keyword Report
Template	Save this as a new report template
Scheduling	Schedule this report to run automatically: every day

---

Sample PPC Report – To Review

Google AdWords

Monday Aug 29, 2011 - Sunday Sept 04, 2011

Core Search Campaigns

Campaigns	Clicks	Ad Views	CTR	Avg. CPC	Cost	Avg. pos	Conv. (1-per-click)	Conv. (Join Us)	Cost / conv. (overall)
Brand Campaign - Office Hours	884	8,774	10.08%	€0.06	€48.33	3.3	4	4	€6.04
Main Campaign - Office Hours	223	11,827	1.89%	€0.67	€149.21	3.2	6	3	€16.58
Brand Campaign - Out of Office Hours	347	4,263	8.14%	€0.06	€18.85	3.2	2	1	€6.28
Main Campaign - Out of Office Hours	173	5,056	3.42%	€0.57	€98.36	3.2	4	3	€14.05
Total	**1,627**	**29,920**	**5.44%**	**€0.19**	**€314.75**	**3.2**	**16**	**11**	**€11.66**

Content / Site Placement Campaigns

Campaign	Clicks	Ad Views	CTR	Avg. CPC	Cost	Avg. pos	Conv. (1-per-click)	Conv. (Join Us)	Cost / conv. (overall)
Office Hours - Site Placement	0	1	0.00%	€0.00	€0.00	1	0	0	€0.00
Office Hours - General Content	8	7,121	0.11%	€0.46	€3.66	4.5	0	0	€0.00
Out of Office Hours - Site Placement	0	1	0.00%	€0.00	€0.00	1	0	0	€0.00
Out of Office Hours - General Content	3	3,167	0.09%	€0.36	€1.08	4.7	0	0	€0.00
Total	**11**	**10,290**	**0.11%**	**€0.43**	**€4.73**	**4.1**	**0**	**0**	**€0.00**
Overall Totals for Week	**1,638**	**40,210**	**4.07%**	**€0.20**	**€319.48**	**2.4**	**16**	**11**	**€11.83**

Slide • 42

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

Slide • 43

Adwords Qualifications – Individual & Company

ADWORDS
QUALIFIED
INDIVIDUAL
Google

ADWORDS
QUALIFIED
COMPANY
Google

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

Slide • 44

Useful Reference Websites & Resources

- www.searchengineguide.com
- www.searchenginenews.com
- www.searchengineland.com
- http://googleblog.blogspot.com/
- http://www.ppchero.com/

Slide • 45

Topics & Agenda

1	**Introduction –** A Definition, Difference between SEO & PPC, PPC's role in the online mix?
2	**Google PPC Advertising** – Campaign Planning
3	**Google PPC Advertising** – Campaign Build
4	**Google PPC Advertising** – Campaign Management
5	**Summary**

Slide • 46

Module 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 complimenting 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.

Questions?

Slide • 48