

Pay Per Click



Pay Per Click, or PPC, is one of the most powerful ways to generate business. You can literally harness the power of the search engines and the huge amount of traffic they generate. You can pick and choose what keywords you want to be found for, when you want to be found for them, and where to be found for them.

PPC can be very effective, but it needs to be done the right way. You can't expect to have success just by turning it on. You need to have a plan, and most importantly, you need to continually test, monitor, and optimize your campaigns.



Intro

So what exactly is PPC? Basically it's buying your way to the top of the search engines. Like the name implies, you're paying for clicks. With PPC, each time someone clicks on your ad, you pay for it.

The amount you pay depends on how many others are bidding on the same terms and what they're paying.

Google, Bing, and Yahoo all generate enormous amounts of traffic from people who are actively searching for specific things. This means (if you target the correct keywords) you can get your business in front of a large, captive, and qualified audience – much more so than with traditional marketing like direct mail and newspapers.

After all, these are people searching for keywords and phrases directly related to your business and services, in geographic areas that you want to target!

There are also major differences between PPC and organic search engine optimization. SEO takes a lot of time and you have put in a ton of work to (hopefully) appear prominently for your targeted search terms.

With PPC, you can skip the time and effort as long as you are willing to pay for the clicks.

Google, Bing and Yahoo (Bing and Yahoo work together, called the Yahoo Bing Network) all offer PPC services.

However, Google dominates -- two thirds of all searches take place on Google. When selecting which platform to advertise on, most of the same strategies apply, whether you use Google, Bing, or Yahoo.



Understanding PPC Terminology

Before you get started with PPC, it is pivotal that you get familiar with the terminology. Since PPC can eat your ad budget very quickly if you don't know what you're doing, it's wise to have that foundation of knowledge before you get started.

Please click the URL below to review our PPC Terminology document in order to make sure you have a good grasp before you turn on your PPC campaign.

[https://myleads.leadpops.com/images/marketinghub/PayPerClickTerms\(part1of2\).pdf](https://myleads.leadpops.com/images/marketinghub/PayPerClickTerms(part1of2).pdf)



Keywords

Selecting the right keywords for your PPC campaign can literally make or break it. PPC is based on you choosing certain keywords to advertise on.

You want to choose your keywords based on what people are searching for. So if you are working in the mortgage industry you will want to select keywords for different loan programs you specialize in, i.e. conventional, fha, etc.

When selecting your keywords there are few items you need to keep in mind:

- **Popularity** – Not all keywords are equal. There are some keywords that generate tons of traffic, while others barely get any. If you are wanting to drive traffic to your page, you need to make sure that you are selecting the keywords that will be able to generate that traffic.
- **Cost** – Just like with popularity, the cost of keywords is not equal. There are some keywords that can cost just a couple of cents and others that can easily go up to \$50 per clicks. Since PPC is essentially an auction, the price of the cost is set by the market and what people are willing to pay for that click. For the mortgage industry, they tend to be some of the highest.



Keywords

- **Research** - the key to picking the right keywords is research. Without doing your research ahead of time, you're stabbing in the dark.

Google has a keyword planner that can help research keywords. The link is - <https://adwords.google.com/ko/KeywordPlanner/Home>

- **Analyze Results** - just because a keyword is popular doesn't mean the traffic is quality. It can quickly blow through your budget and give you nothing to show for.

Then there are many instances where a keyword doesn't generate much traffic, but when it does, the quality is very high.

That is why being strategic with your keyword selection and constantly analyzing your results are crucial when setting up and maintaining a PPC campaign. A "set it and forget" mentality is a surefire approach to poor results with PPC.

While the keyword planner is a good tool, it will not give you a 100% accurate picture of what to expect from any given keyword or phrase.

Only analyzing the results and seeing which keywords are performing the best will allow you whittle down your keywords to the ones that perform the best.



The Ad

With popular keywords, there are dozens of businesses and individuals competing for top placement. Of course not everyone can be at the top, so how do the search engines decide who places where?

Besides the bidding amount, they look carefully at yours ads. With high quality, relevant ads, not only can you get to the top easier, but in many cases, pay less per click.

- **Quality** – Google Quality Score dictates where your ad will appear in the ranks. The relevance of ad copy is one of the major factors that influence Quality Score.

When creating ad copy, you need to make sure the copy matches the keywords you are going after.

For example, when creating an ad for “conventional loans” it is a good idea to include the keyword in the ad copy.

The more focused the ad is towards the desired keyword the better your Quality Score will be.



The Ad

- **Call-to-Action** - the whole idea of a PPC click campaign is to get someone to click on your ad and generate traffic to your page. That is why a good CTA is paramount to success.

You want entice clicks by giving people good reasons to click on your ads. You can review more about CTA strategy by reviewing our CTA tutorial.

View our Marketing Action Plan on including Calls-to-Action in your marketing by clicking the URL below:

<https://myleads.leadpops.com/images/marketinghub/Call-To-Action.pdf>

- **Diversity** - when creating your ads, there is no such thing as one size fits all. You need to create a diverse group of ads. Even if you are just advertising one item, it is a good idea to create few different versions of the ad.

People respond to different things, so advertising the same product but wording things differently gives you a chance to test and see what's working best.



The Ad

- **Organization** – Ad Groups let you setup your ads into different categories. You can use Ad Groups to organize your ads based on products, location, and more. They allow you to create unique ads and help you track which ads are performing best.
- **Research** - take a look at your competition, especially the big name companies. These guys spend millions of dollars per month on advertising, so they can reveal a lot of good information about which ads and what copy works best.

It's important to NOT copy them. Search engines are smart enough to recognize it and your Quality Score will suffer as a result. However, use strong competitors as a good template when creating your own ads.

- **Analyze Results** - just because an ad sounds good to you, doesn't mean potential clients will feel the same. That's why it's crucial to analyze the results to determine which ads are performing best. Let the numbers tell you which ads are the best rather than your own personal opinion. By analyzing the results, you can be sure that you're always using your best performers.



The Landing Page

Oftentimes, the forgotten part of PPC is the landing page. People spend tons of effort on creating the best ads, finding the best keywords, and totally forget about optimizing the landing page. You can have the best ads and keywords – and you'll generate tons of traffic, but if your landing page is not set up to convert leads at the highest rate possible, you're throwing money out the window.

It is no different than advertising your business and doing a great job of letting people know to come visit you, then forgetting to open your doors or not answering your phone. It's great that you're generating traffic, but if no one can get in, what good does that do for your business? Clicks can be expensive, and sure as I'm sitting here typing, you can't refinance a click!

Not having the right landing page solution for your PPC campaign is one of the main reasons for failure. The great part of working with leadPops (pardon our shameless plug here) is we create the best mortgage landing pages and Funnels available for PPC, and other kinds of marketing.

Not only do they look great, but they have been optimized to convert leads at the highest rate possible through years of trial and error. By integrating a leadPops landing page or Funnel into your PPC campaign, you will see an immediate spike in conversion rates. It happens every time.



The Landing Page

To further optimize your PPC campaign, follow these landing page guidelines:

- **Call-to-Action** - just because you got someone to click to your landing page doesn't mean you can forget about the CTA on the landing page itself!

The CTA is vital to success every step of the way. To learn more about CTA best practices, review our CTA tutorial below:

<https://myleads.leadpops.com/images/marketinghub/Call-To-Action.pdf>

- **Quality** - just like your ads, the quality and relevance of the landing page will affect your Quality Score. This pertains to the content, design, and overall user experience of the landing page.

For example, if the keyword is “conventional loans”, you want to use a landing page or Funnel specifically for conventional loans, and make sure the content on it focuses on conventional loans.

Search engines look at the content of the of the landing page and how well it matches the desired keyword. Always make sure the content of the landing page matches your keyword for the given Ad Group.

- **Diversify** - if you're going after wide array of keywords, make sure you have landing pages or Funnels dedicated to each type of keyword. Also try different CTAs on your pages since you never know which kind of CTA will connect with people better until you test. Not only will your Quality Scores be higher, but you'll boost conversions by fine-tuning your efforts.
- **Analyze Results** - over time, you'll be able to see which landing pages are performing and which ones aren't. From there, you will be able to determine the copy, CTA, and design elements that work best.



Conclusion

When embarking on a PPC campaign, you'll find there are many moving parts you have to dial in to see success. Many times, people give it try for a couple weeks, and since they are new, chances are they don't have much success, and just assume PPC is just total waste of money.

It can be waste of money if it's done wrong. However, when done correctly, PPC can be consistent flow of leads and business, at a cost that makes sense.

So follow these steps, and always remember to test and analyze your results, then evolve your campaign based on what people are responding to best. When you do that, you'll find that PPC can be great source of leads for your business.

To book a marketing consultation on this topic (or other), go to:
www.leadPops.com/consult

Keep in mind, expert marketing consultations are included FREE with your Funnels Membership.

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