

SEM Coaching - 1

Contents

- ◆ 1. Introduction
- ◆ 2. Introduction to PPC
- ◆ 3. Introduction to SEO
- ◆ 4. Next Steps

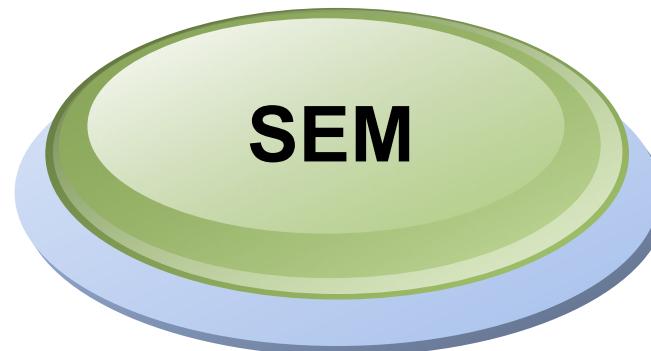
Search Engine Marketing

FACT:

**8 Out of 10 Internet Sessions
Start At The Internet Search Page.**

Source: Georgia Institute of Technology

Search Engine Marketing



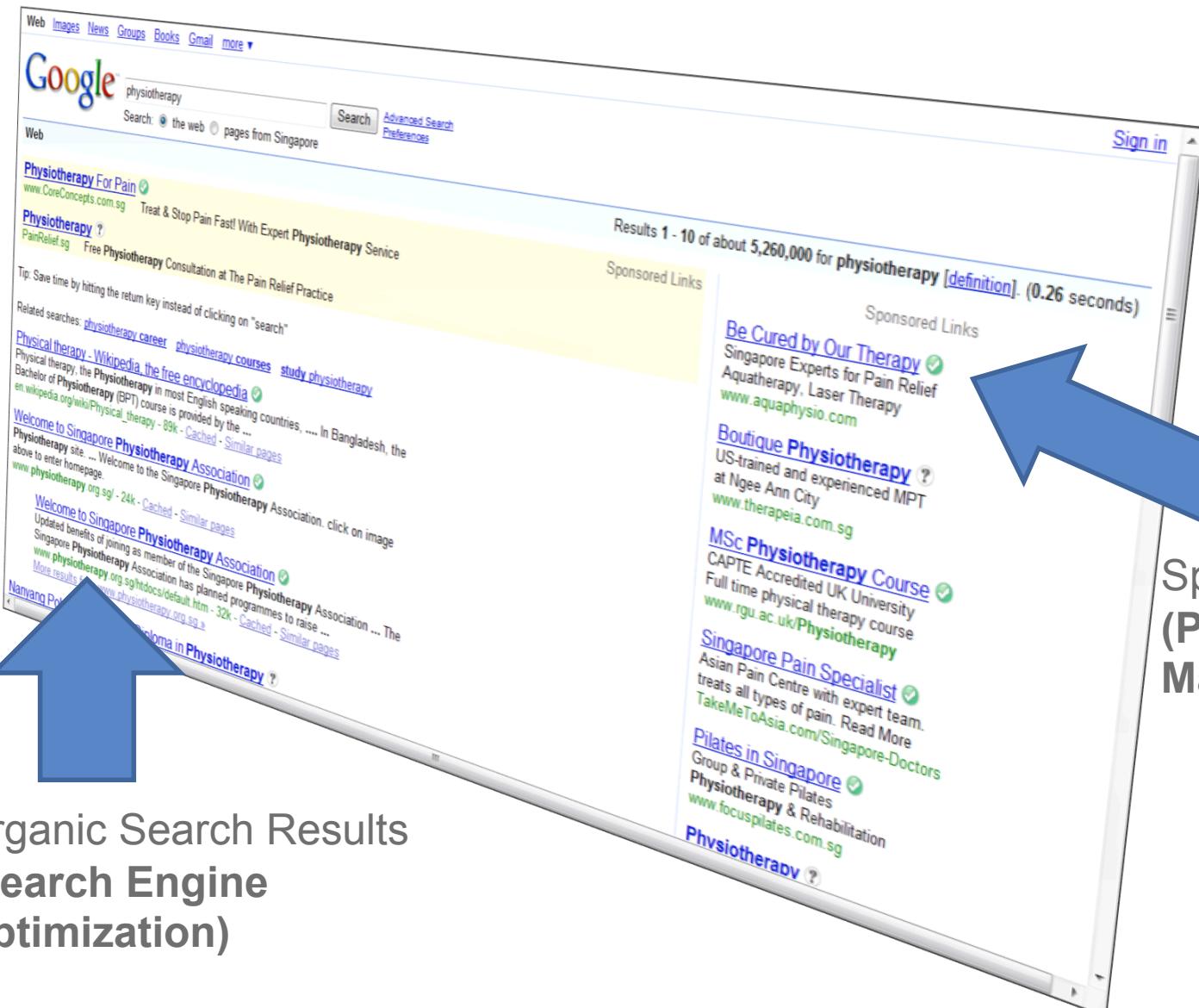
Pay-Per-Click Marketing (PPC)

has a number of distinct advantages over the more traditional online advertising media like banner ads, and even offline advertising mediums like radio and TV.

Search Engine Optimization (SEO)

is a very powerful online strategy used to achieve high rankings of web pages in search engines for relevant search terms with the aim of driving targeted online visitors to a website.

Search Engine Marketing



Organic Search Results
(Search Engine Optimization)

Sponsored Links
(Pay-Per-Click Marketing)

INTRODUCTION TO PPC

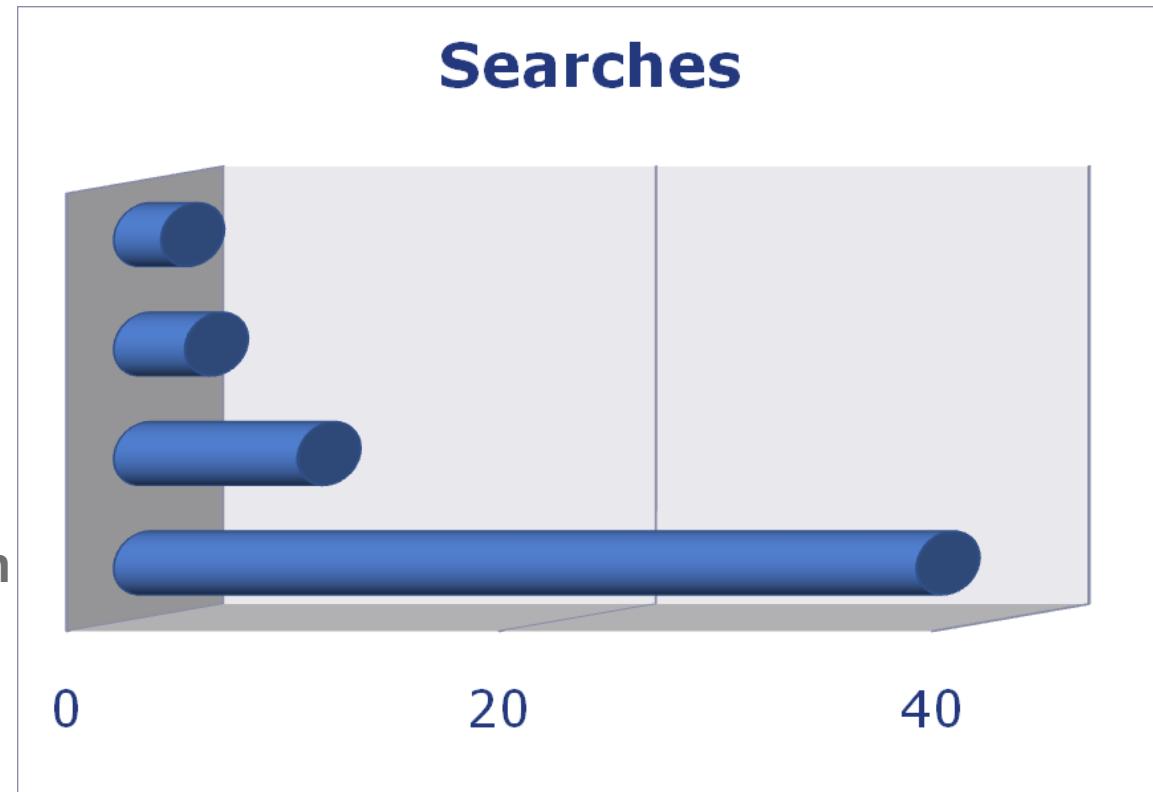
Introduction To PPC

Microsoft Sites: 2.2 billion

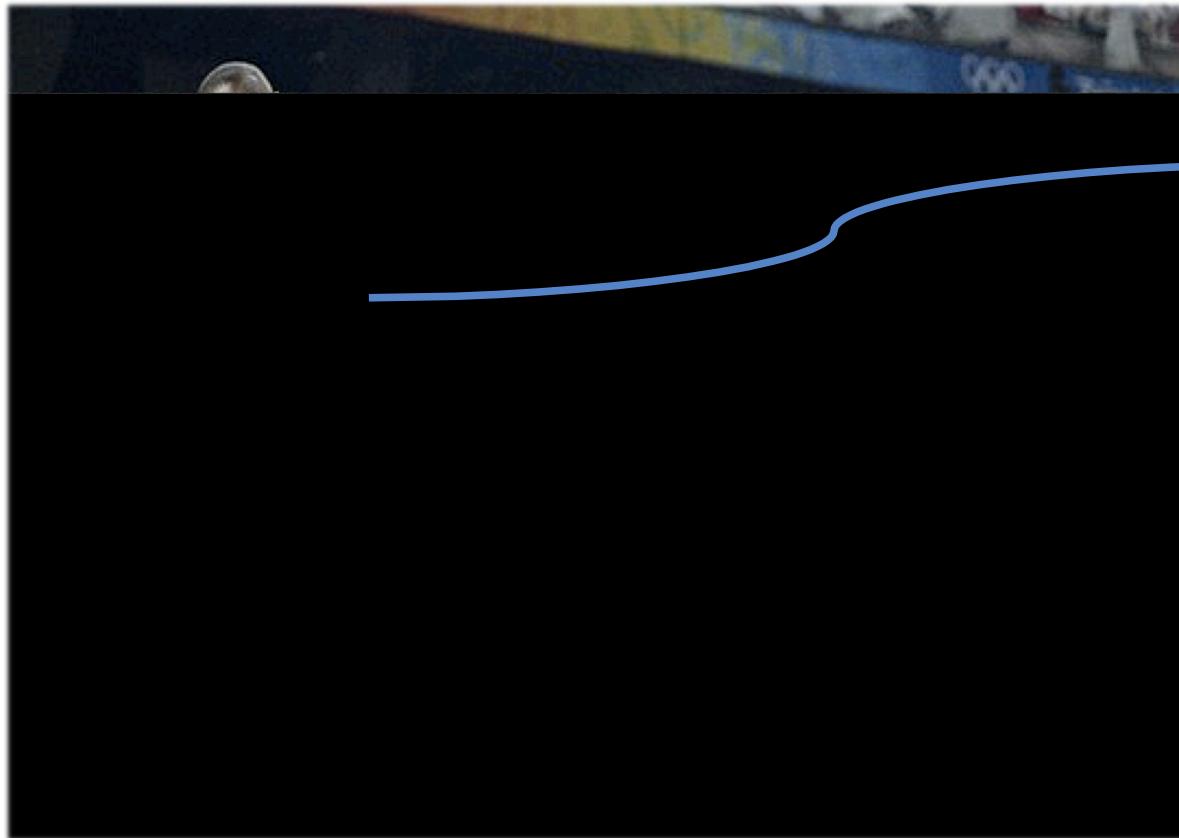
Baidu.com: 3.3 billion

Yahoo Sites: 8.5 billion

Google Sites: 37.1 billion



Introduction To PPC



PPC is the
FASTEST
online traffic
generation
method!

It has
Immediacy!

Introduction To PPC

Value of PPC Marketing

1

Higher Cost Effectiveness

Cost-Per-Click or Cost-Per-Thousand Impressions Models on Relevant Keywords Lead to Higher Conversions & Cost Effectiveness

2

Better Control Compared to Traditional Media

PPC Allows Immediacy, Control Over Bid Keywords, Budget, Timing, and Precise Measurable Results

3

Wide Exposure

Takes Advantage of The Fact That 8 Out of 10 Web Sessions Begin With A Search

Introduction To PPC

Summary of 8 PPC Advantages:

- 1.Immediacy** – fastest traffic generation method
- 2.Cost Effective** – pay only when ads are clicked
- 3.Wide Exposure** – 8/10 web sessions start at search
- 4.Relevancy** – ads appeared for targeted keywords or geography only
- 5.Controllable** – fully control of campaign budget
- 6.Measurable** – reports on performance & ROI
- 7.Higher Conversions** – targeted & relevant
- 8.Various Ad Formats** – suits different objectives

Introduction To PPC

The image displays two main search results pages from Google and a Gmail inbox, each with a red callout box highlighting specific text ads.

Paid Search Results: A Google search results page for "keyword software". The top result is a paid ad for "Keyword Software Download" from www.RapidKeyword.com. Below it are several organic search results and other paid ads for services like "Great Keywords For SEO", "Incredible Keyword Tool", and "Get High Paying KeyWords". A large red arrow points from the text "Text Ads For Search" to the right side of this section.

Organic Search Results: A Google search results page for "keyword software". The first result is a link to "Download Good Keywords" from www.goodkeywords.com. This result is highlighted with a red box. A large red arrow points from the text "Text Ads For Search" to the left side of this section.

Email Example: A Gmail inbox showing an email from Brad Roberts to Robin. The subject line is "How are your taxes coming?". The body of the email contains a sponsored link for "File Taxes w/ H&R Block" and another for "Tax Cut Software". A large red arrow points from the text "Text Ads For Content Sites" to the right side of this section.



Introduction To PPC

camcorderinfo.com

LATEST REVIEWS | POPULAR CAMCORDERS | LATEST NEWS | LEARN | BLOG | ADVERTISING | ETHICS |

**Sony HDR-SR11
10.2-MP 60GB**
amazon.com

Image Ads For Content Sites

Ads by Google

High Definition Hard Drive Handycam Camcorder With 12x Optical Image Stabilized Zoom

Feedback - Ads by Google

Camcorder Ratings | Camcorder Tripod | Camcorder Guide

Samsung Enters 2009 Strong with Four HD Camcorders - HMX-H106, HMX-H105, HMX-H104, and HMX-H100

Samsung has greatly expanded its high definition camcorder line for 2009 with four models in the newly coined "H-Series." The HMX-H106, HMX-H105, and HMX-H104 feature internal solid state memory (64GB, 32GB, and 16GB, respectively). The HMX-H100 records to

feature a 1/4.5-inch 2.2-megapixel 1920 x 1080 video in the H.264 form

Read full article

Text Ads For Content Sites

Advertisement

Canon Hv10 Review

Reviews of the latest camcorders Comparisons by price and features

www.nytimes.com

Top 10 Digital Cameras

Compare Prices, Reviews & Ratings. Top Rated & 10 Most Popular Cameras

Digital-Cameras.Macworld.com

3D Filming Rigs

Professional 3D Filming Rigs London demo studio. Expert Advice.

www.inition.com

steadicam

Basson steady - professional camcorder stabilization system

www.bassonsteady.com.ar

Ads by Google



Introduction To PPC

The screenshot shows a dating website interface. At the top, there's a pink header with the 'DateInAsia' logo, member statistics (5 559 members online now, 619 771 members registered, 123 681 723 messages sent), and login fields for 'Member Login', 'UserName', 'Password', and 'Sign In'. Below the header is a search bar with filters for gender ('Female'), age ('18 to 80'), country ('Any Country'), city ('Any City'), photos ('Photos'), and online status ('Online'). A red arrow points from the text 'Image Ads For Content Sites' to a banner for 'AsianDatingMall' which says 'Meet Sexy Asian Girls'. The main content area displays user profiles. The first profile is for 'monta_kk', 32, Asian, Udon Thani, Thailand, with a photo, bio ('Friends :: more I am easy going , friendly , and workhard ...I like travel...I want to know many peoples....If you want to know about me....write to me....'), and buttons for 'View Profile', 'Send Message', 'Show Interest', and 'Add Favorites'. The second profile is for '_shiwawafone', 29, Asian, Ubon Ratchathani, Thailand, with a photo and the message 'Happy new year'.

Image Ads For Content Sites

Others:

Video Ads
Mobile Ads

Introduction To PPC

Top 3 Pay-Per-Click Search Engines:

- Google AdWords
- Yahoo Search Marketing (formerly Overture)
- Microsoft adCenter

The screenshot shows the Google AdWords landing page. It features a large 'Sign up now' button at the top right. Below it, there's a section for 'New Account Login' with fields for 'Username' and 'Password'. A 'SPONSORED SEARCH' box is visible on the right. At the bottom, there's a 'Learn about AdWords' section with links for 'How it works', 'Why it works', 'Costs and payment', and 'For local businesses'. A green hand cursor is pointing at a 'Your ad here' placeholder in a preview window.

The screenshot shows the Yahoo! Marketing Solutions 'New Account Login' page. It includes a 'Log into your non-upgraded account(s)' link, a 'Help Center' section, and a 'Sponsored Search' section with a 'NEW' badge. There's also a 'Log in a different product' dropdown menu.

The screenshot shows the Microsoft adCenter landing page. It features sections for 'Start advertising online with Microsoft today', 'What', 'How', 'Learn', 'Success', and 'How it works'. There's also a 'Sign Up Today' button and a 'New to Microsoft adCenter?' section.



KEY PPC CONCEPTS

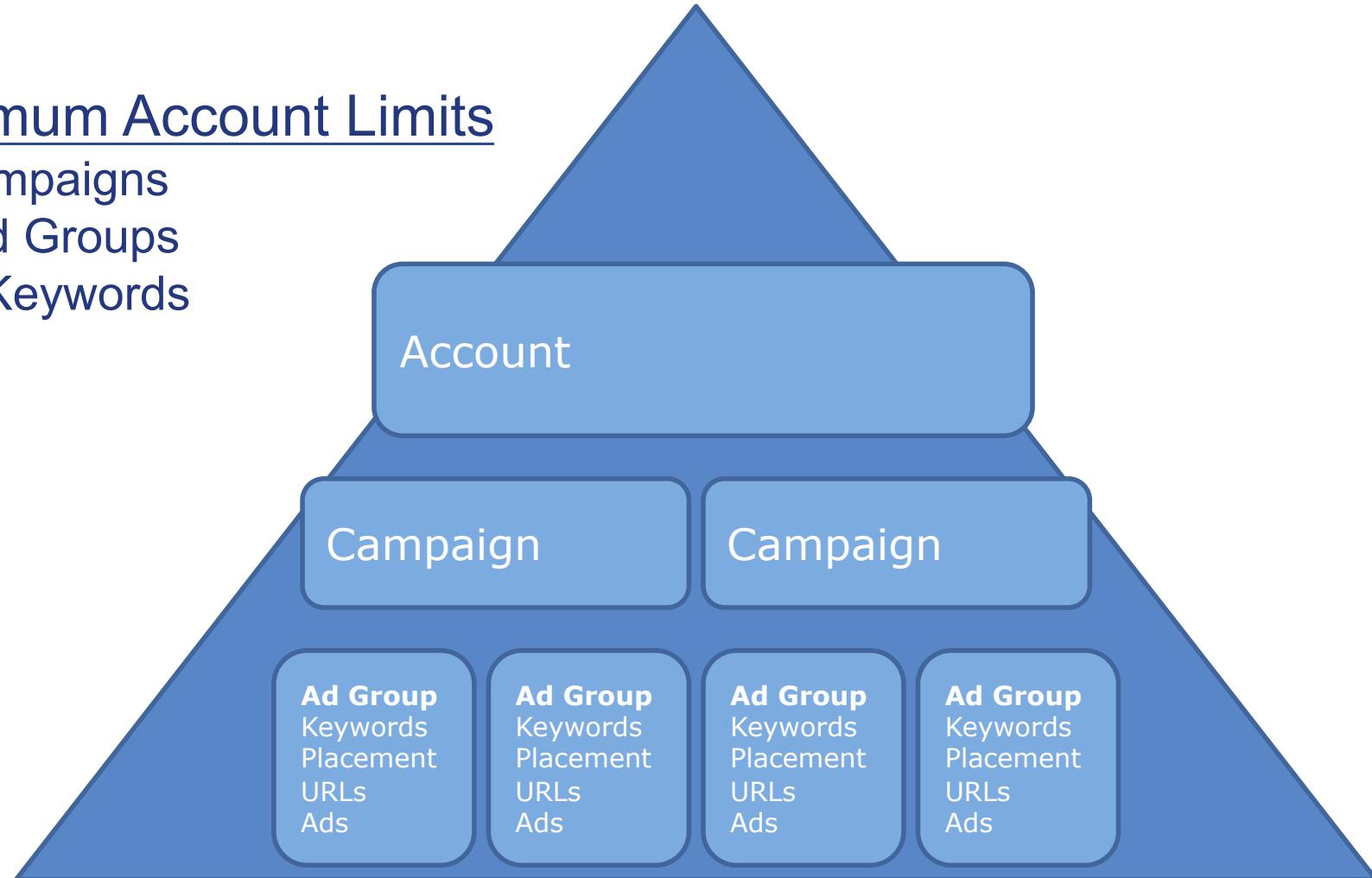
Key PPC Concepts

Maximum Account Limits

25 Campaigns

100 Ad Groups

2000 Keywords



Key PPC Concepts

Google AdWords Structure

Account			
Unique email address and password Billing information Account preferences		Start & end dates Daily budget Google Network preferences Language and location targeting	
Ad Group	Ad Group	Ad Group	Ad Group
One set of keywords and/or placements One or more ads CPC or CPM bids	One set of keywords and/or placements One or more ads CPC or CPM bids	One set of keywords and/or placements One or more ads CPC or CPM bids	One set of keywords or placements One or more ads CPC or CPM bids

Key PPC Concepts

Keywords

- Keywords are the word or words entered by users into the search engine's search box. Also known as search terms, keywords are used by Search Engine Marketers for Paid & Organic Search Engine Optimization

Impressions

- The number of impressions is the number of times an ad is displayed in an ad network.

Clicks

- Clicks (sometimes called “click-throughs”) refer to the number of times a user clicks on your displayed ad.

Key PPC Concepts

Click-Through-Rate (CTR)

- Click-Through-Rate (CTR) is the number times your ad is clicked on (clicks) divided by the number of times your ad is shown (impressions). CTR is expressed as a percentage.

Daily Budget

- This is the amount you're willing to spend on a specific PPC campaign each day.

Key PPC Concepts

Maximum Cost-Per-Click

- Maximum cost-per-click (Max CPC) is the highest amount you are willing to pay for a click on your ad. You can set a maximum CPC at the keyword or Ad Group level.

Average Cost-Per-Click

- Average cost-per-click is the average amount you pay each time someone clicks your ad. Average CPC is determined by totaling the cost of all clicks and dividing it by the number of clicks.
 - Here's an example: If your ad receives two clicks, one costing \$0.10 and one costing \$0.20, your average CPC is \$0.15.

Key PPC Concepts

Search/Content Network

- Ads can be displayed on the search results page or on content pages of partner websites.
- Placement Targeting displays ads at specified websites that have Google Ads

Key PPC Concepts

Average Ad Position

- This is the estimated rank of your ad on the page. 1.0 is the highest possible position. (Because these positions are averages, you may see fractional numbers like 1.2 or 7.4.)

Tutorials

- <http://www.google.com/adwords/learningcenter/>

Default Max. CPC	Content Max. CPC	Clicks	Impr.	CTR	Avg. Pos.	Conv. (1-per-click)	Conv. rate (1-per-click)	Avg. CPC	Avg. CPM	Cost
\$3.00	auto	1,169	42,539	2.75%	3	146	12.49%	\$2.33	\$64.12	\$2,727.51
\$3.00	auto	54	413	13.08%	1.7	11	20.37%	\$1.54	\$201.40	\$83.18
		1,223	42,952	2.85%	3	157	12.84%	\$2.30	\$65.44	\$2,810.69
		1,223	42,952	2.85%	3	157	12.84%	\$2.30	\$65.44	\$2,810.69
		0	0	0.00%	0	0	0.00%	\$0.00	\$0.00	\$0.00
		1,223	42,952	2.85%	3	157	12.84%	\$2.30	\$65.44	\$2,810.69

Key PPC Concepts

Search/Content Network & Placement Target Examples

The screenshot shows the homepage of singapore-expats.com. At the top, there's a banner for [singapore expats Advertise with us !](#). Below it, several PPC ads are displayed:

- A green ad for [Call Marc @ \(65\) 6538-4030](#).
- A pink ad for [Shhh...DON'T LOOK Sleek, discreet and Sexy vibes...](#).
- A red ad for [14-DAY FREE TRIAL Limited Period Only!](#).
- A brown ad for [David Loh Surgery #05-16 WheelockPlace](#).
- An orange ad for [ExpatMotor Singapore 6732 6248](#).
- A large central ad for [YEAP Plastic Reconstructive & Cosmetic Surgery Define A Fine Line www.Yeap.com.sg](#), featuring a hand holding a pen over a face diagram.
- A smaller ad for [Singapore Gynaecologist Diagnoses & Treats Endometriosis, Fibroid, Ovarian Cyst www.DrBeh.com.sg](#).
- A bottom ad for [DBS MasterCard® MoneySend™ The most direct way to send your love. Click here for more.](#), featuring a woman and child reading together.

Below the ads, there are four navigation tabs: [Search Condo for RENT by Districts](#), [Expat Message Board](#), [Classifieds Ads](#), and [Merchant Directory](#). The Merchant Directory tab is expanded, showing categories like Apparels & Fashion, Automotive, Beauty, Health & Fitness, Business & Financial, Children & Education, Computer & Electronics, Domestic Services, Flowers & Gifts, Food & Dining, Furniture & Home, Holidays & Leisure, Movers & Transportation, Pets & Hobbies, and Sports & Recreation.

At the bottom, there's a footer with links to [About Singapore](#), [Food & Leisure](#), [Expat Guides](#), [Housing in Singapore](#), [Our Services](#), [Merchant Directory](#), and [Resources](#). The footer also includes the [singapore-expats](http://singapore-expats.com) logo and copyright information: "Singapore Expats - Singapore Property, Singapore guide on expat relocation, Singapore housing, living, Sales, rental of apartment, Singapore condo, house. Copyright © 2002 to 2009, All Rights Reserved. [Terms and Conditions of Use](#)".

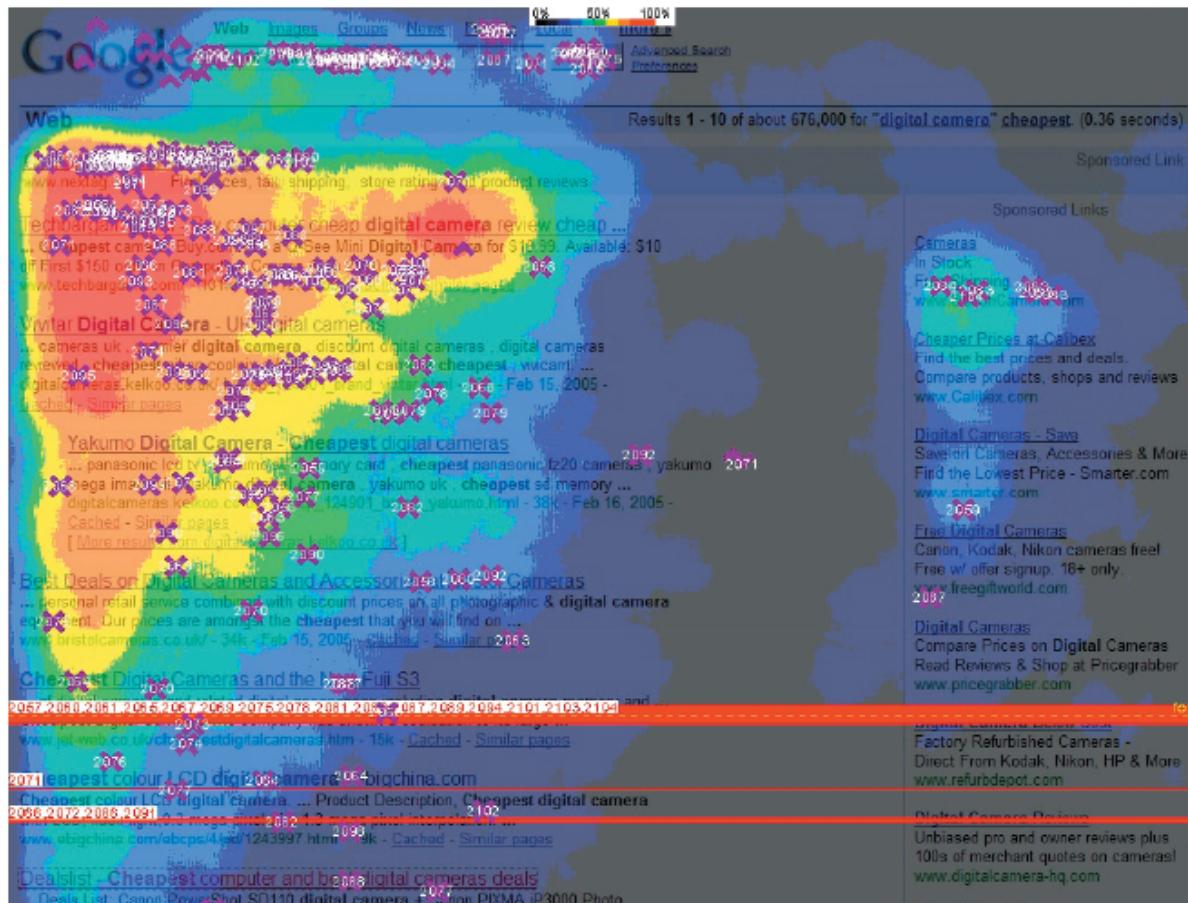
Key PPC Concepts

Average Ad Position

- This is the estimated rank of your ad on a page. 1.0 is the highest possible position. (Because these positions are averages, you may see fractional numbers like 1.2 or 7.4)
- **Question: Is the position of your ad or website on Search Engine Result Pages important?**

Key PPC Concepts

- The Website Golden Triangle (from eye track studies)



If you are not placed in the Golden Triangle, chances of being searched on diminishes



Key PPC Concepts

A common myth is that you need to bid higher to rank better than your competitors. And over time, you will need to bid higher and higher to stay on top. This is not really true.

Ad Rank = CPC Bid x Quality Score



where Quality Score is based on landing page quality, relevance of ad text, historical click through rate (CTR), account performance, and other relevancy factors

Google actually ranks ads based on **two factors** – bid price and quality score. A performance-based approach means working hard on the quality score in order to lower the bid price but still retain top ranking. This moves your actions away from bid price war.

Key PPC Concepts

How PPC Pricing Works

Higher Quality Score Can Result In Lower Actual CPC

Advertiser	CPC Bid	Quality Score	Rank Number	Rank	CPC
A	\$0.40	18	$\$0.40 \times 18 = 7.2$	1	\$0.37
B	\$0.65	10	$\$0.65 \times 10 = 6.5$	2	\$0.39
C	\$0.25	15	$\$0.25 \times 15 = 3.8$	3	\$0.10

$$\text{Actual CPC} = \frac{\text{Rank No. of B}}{\text{QS of A}} + 0.01$$

Key PPC Concepts

How PPC Pricing Works

Higher Quality Score Can Result In Lower Actual CPC

Advertiser	CPC Bid	Quality Score	Rank Number	Rank	CPC
A	\$0.40	20	$\$0.40 \times 20 = 8.0$	1	\$0.33
B	\$0.65	10	$\$0.65 \times 10 = 6.5$	2	\$0.39
C	\$0.25	15	$\$0.25 \times 15 = 3.8$	3	\$0.10

$$\text{Actual CPC} = \frac{\text{Rank No. of B}}{\text{QS of A}} + 0.01$$

Key PPC Concepts

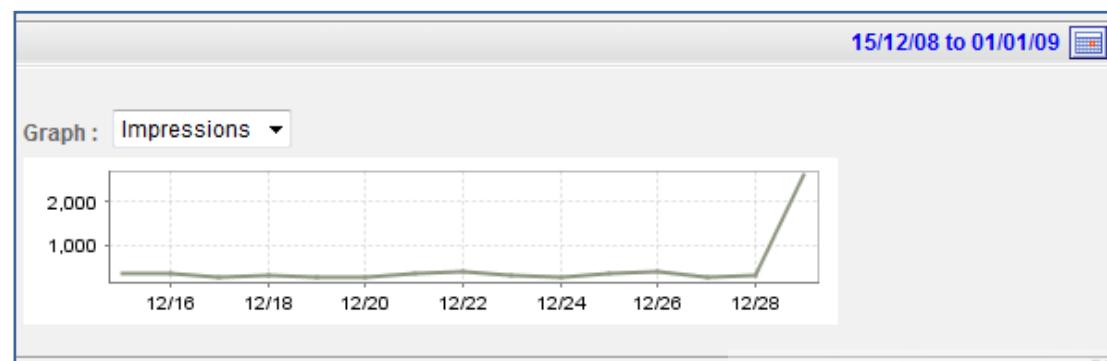
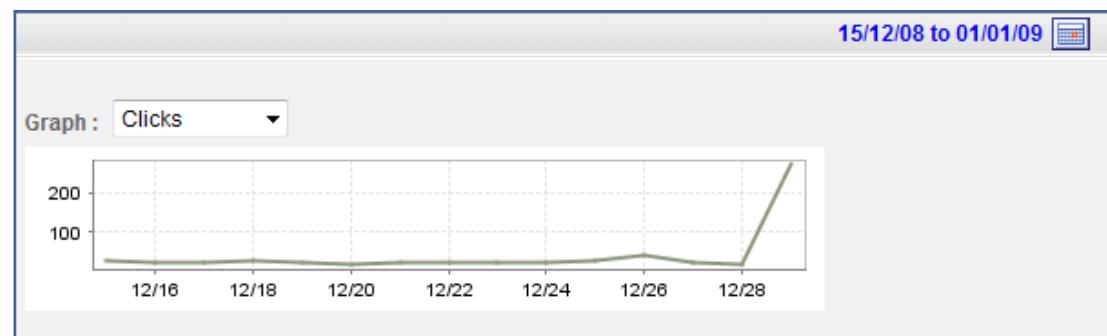
Invalid Clicks

- Suspicious clicks generated by prohibited methods including manual repeating of clicks, software tools, or click robots
- The intention is to increase the no. of clicks beyond natural traffic volume to increase the cost to advertisers.
- Google's 3 powerful tools to detect invalid clicks:
 1. **Detection & Filtering Algorithm** – check trends, IP address etc.
 2. **Advanced Technology** – confidential system
 3. **Google Team** – human investigator

Key PPC Concepts

When does a suspicious high volume of clicks NOT equal invalid clicks?

- Competitor Behaviour
- Budget or bid changes
- Content Sites
- Seasonal fluctuations



Key PPC Concepts

AdWords Keyword Match Types:

- **Broad Match**
- **Phrase Match**
- **Exact Match**
- **Negative Match**
- Note: Partner sites don't recognize keyword matching options.
Therefore, all keywords on these sites are treated as broad-matched keywords.

Key PPC Concepts

Understanding AdWords Match Types

Broad Match - If you include general keyword or keyword phrases - such as **digital camera** - in your keyword list, your ads will appear when a user's query contains "digital" and "camera", in any order, and possibly along with other terms.

Your ads will also automatically show for Expanded Matches - including plurals, common misspellings and relevant variations.

For Yahoo Search Marketing, their Broad Match system is known as Advanced Match.

E.g. If your keyword phrase is **digital camera**, your ad will trigger when the following search terms are entered:

- cheap **digital camera** (additional word before keywords)
- canon **camera digital** (keywords in the wrong order)
- **digital 7mega-pixel camera** (additional words in between keywords)
- canon **digitall camera** (mis-spelt keyword)

Key PPC Concepts

Phrase Match - If you enter your keyword in double quotes, as in "digital cameras," your ad will appear when a user searches on the phrase "digital cameras", in this order, and when additional words are included **before and/or after** the keyword.

E.g. If your keyword phrase is "**digital camera**" i.e. **keyword in double quotes**, your ad will trigger when the following search terms are entered:

- cheap **digital camera** (additional word before keywords)
- **digital camera** bargains (additional word after keywords)

But not for the following keywords:

- canon **camera digital** (keywords in the wrong order)
- **digital** 7mega-pixel **camera** (additional words in between keywords)
- canon **digitall camera** (mis-spelt keyword)

Key PPC Concepts

Exact Match - If you surround your keywords in brackets – e.g. [digital camera], your ad will appear when users search using the exact phrase **digital camera**, in this order, and without any other terms in the query. For example, your ad will not trigger for the query **canon digital camera**.

Negative Keywords - You can prevent certain keywords from showing for a certain query by applying negative keywords to them. For example, the negative keyword **free** tells the PPC system not to display your ad for any search containing the term 'free' e.g. free digital camera. By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, reduce your cost-per-click (CPC), and increase your profits.

Key PPC Concepts

Understanding Negative Match Type

Definition: ANY non-relevant search term containing the keyword

Negative matching prevents your ad from showing for non-targeted keywords

Use of negative matching is the KEY to reducing ad impression

Ad Impression Reduction = CTR Improvement

Negative match keyword examples (use a minus sign):

- free
- cheap
- career
- florida

Key PPC Concepts

Concept of Embedded Match

A strategy to prevent your ad from appearing in relation to certain phrases or exact matches. Useful if you are promoting or selling accessories/merchandise of a popular brand or title.

Embedded negative and exact match, example –[apple ipod]. For an Apple iPod accessories vendor, his ads will appear for “apple ipod console”, “apple ipod earphone” but not “apple ipod”.

This reduces wasted impressions and lead to higher CTR in the long run.

Key PPC Concepts

Keywords:

Dog training in Singapore

Dog trainers

Training school for dogs

Puppy training

Training my dog some tricks

Dog training

Dog toilet training

Cheap dog training florida

Exercise 1:

Broad Match: dog training

Exercise 2:

Phrase Match: “dog training”

Exercise 3:

Exact Match: [dog training]

Free Online Keyword Matching Tool

JUMBO Keyword.com beta

Home Editor About Friends Share / Save

If you want to make more money with AdWords, you should check out [Perry Marshall's AdWords books, courses and coaching programs.](#)

Enter keywords...

Basic Advanced Ad-Maker

Auto-lowercase Auto-sort
 Auto-dedupe Show hints

Broad, "Phrase" & [Exact] match
"Phrase" & [Exact] match
Broad match
"Phrase" match
[Exact] match
-Negative match
-"Phrase" match
-[Exact] match
Sort by match type
Sort by keyword group

<http://www.JumboKeyword.com>

Google AdWords Campaign Settings

All online campaigns >
Campaign

Enabled Budget: \$100.00/day Targeting: Search; Computers English United States

Ad groups Settings Ads Keywords Networks

Campaign settings

General

Campaign name Edit

Audience

Locations [?](#) In what geographical locations do you want your ads to appear?
• Country: **United States** Edit
 Show relevant addresses with your ads (advanced) [?](#)

Languages [?](#) English Edit
 Demographic (advanced)

Networks, devices, and extensions

Networks and devices [?](#) Search; Computers Edit

Google AdWords Campaign Settings

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget [?](#) **\$100.00/day** [Edit](#)

[Position preference, delivery method \(advanced\)](#)

Position preference **On: Automatically manage maximum CPC bids to target a preferred position range** [Edit](#)

Delivery method **Standard: Show ads evenly over time** [Edit](#)

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)

Start date **Apr 8, 2009**

End date **None** [Edit](#)

Ad scheduling [?](#) **Show ads all days and hours** [Edit](#)

[Ad delivery: Ad rotation, frequency capping](#)

Ad rotation [?](#) **Rotate: Show ads more evenly** [Edit](#)

Frequency capping [?](#) **No cap on impressions**

Content network only

Your campaign must be opted in to the content network to use this feature.



Google AdWords Network Options

- ❖ Which Google Network(s) To Display Your Ads:
 - Google Search Engine
 - Google.com, google.com.sg etc.
 - Search Partners
 - Reaches 80% of 30-Day US Internet Users
 - Froggle, GoogleGroups, AOL, Netscape, Ask.com, Shopping.com, Earthlink.com, Compuserve, AT&T
 - Google Content Network (AdSense Publishing)
 - Applies only to English language ads targeted to 'US,' 'Canada,' or 'All Regions.'
 - Gmail.com, About.com, Lycos, Business.com, Infospace.com etc

Google AdWords Campaign - Checklist

- ❖ General:
 - Campaign Name – e.g. Amazon - USA – Google
- ❖ Audience
 - Location: USA
 - Languages: English
- ❖ Networks and Devices
 - Networks
 - Search: Select ONLY Google search
 - Devices: Desktop and laptop computers
- ❖ Bidding and Budget
 - Bidding Option: Focus on clicks
 - Budget: USD50/day initially
 - Delivery Method: Standard
- ❖ Advanced Options
 - Ad Rotation: Rotate

Setting The Maximum Cost Per Click

- ❖ Here are two ways you can set the Max CPC for your campaign/keywords:
 - Based on Cost Per Sale or Cost Per Lead
 - Step #1 - Determine profit per sale or cost per lead e.g. \$50
 - Step #2 - Determine visitor per conversion e.g. 100 visitors/sale
 - Step #3 - Calculate Max CPC = $\$50/100 = \0.50
 - Based on Average Ad Position
 - Set an initial Max CPC for the campaign and run the campaign 'live'
 - Monitor the average ad positions for each keyword
 - Adjust the Max CPC of keywords to increase or decrease the average ad position