

## SEM Coaching - 3

# How To Setup A Successful PPC Campaign

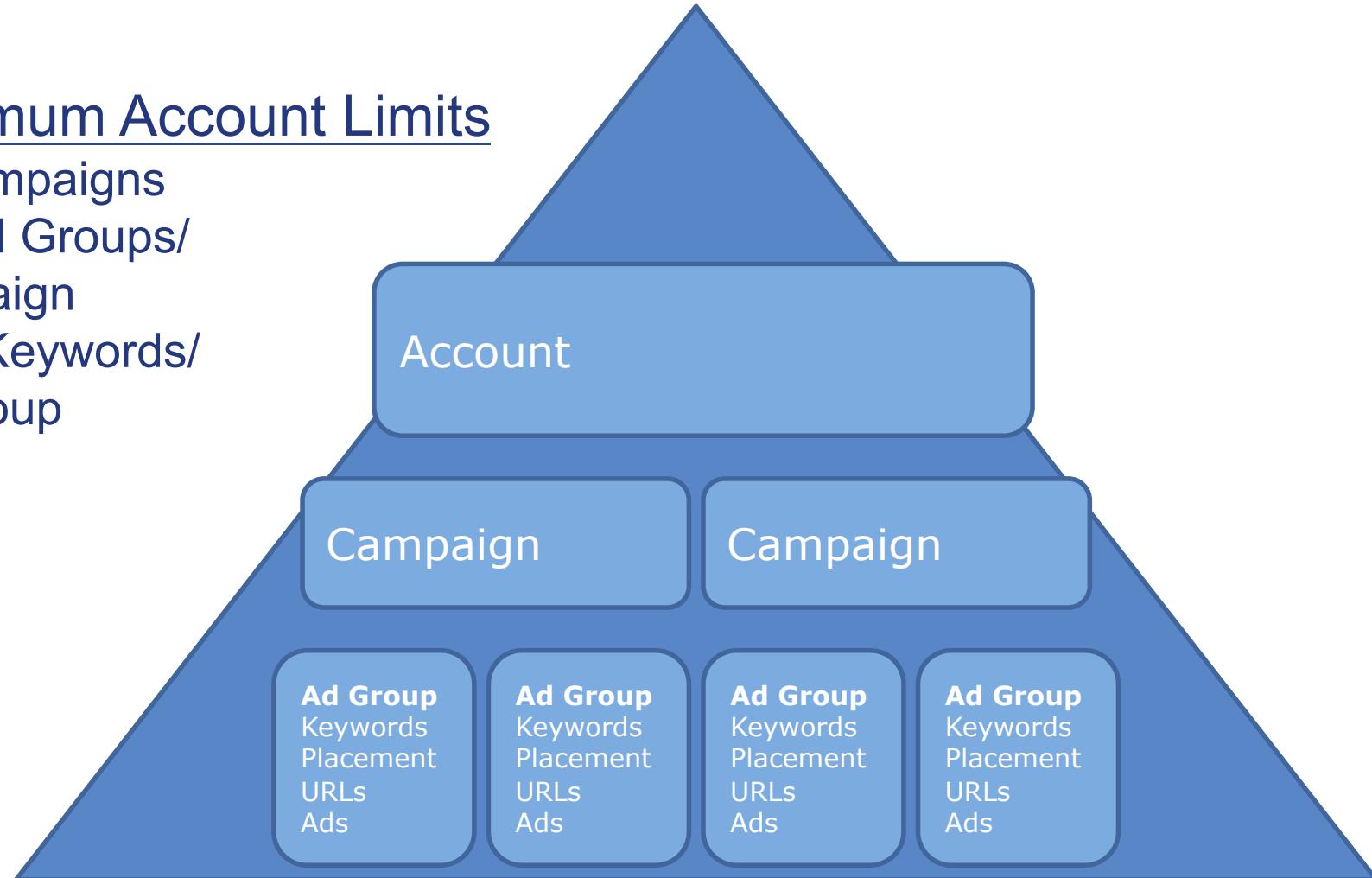
cgwbsqidu



# Key PPC Concepts

## Maximum Account Limits

25 Campaigns  
100 Ad Groups/  
Campaign  
2000 Keywords/  
Ad Group



# PPC Campaign Components

## Keyword

fast weight loss  
“fast weight loss”  
[fast weight loss]  
-free



**Max CPC  
Average Ad Position  
Click-Through-Rate**

## Ad Copy

Fast Weight Loss  
Lose Up To 5kg In One Week  
No Diet Or Exercise. Free Trial!  
[www.XYZ.com/FastWeightLoss](http://www.XYZ.com/FastWeightLoss)



Landing Page Quality Score

## Checkout

ITEM DESCRIPTION	QTY	EACH	TOTAL
<b>Phosphacore</b> MAXIMUM STRENGTH AS SEEN ON CNN	4	\$39.97	\$159.88

Buy 3 & Get One FREE (Phosphacore) [Phosphacore]

Calculate Shipping Rates:  
Country: United States  
State: Then, Select State  
Zip/PostalCode:   
Tax: \$0.00  
Total: **\$119.91**

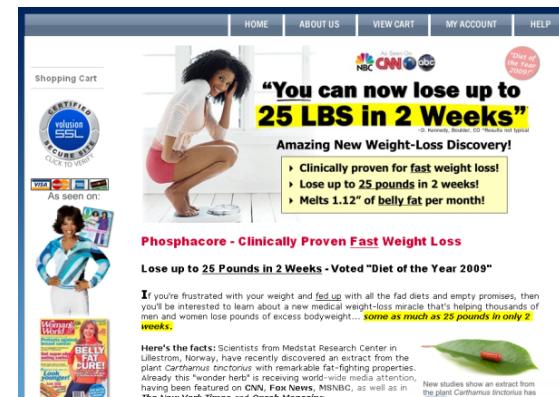
Click  to remove an item from your cart.  
[Empty My Entire Cart](#)

Coupon code? Enter it here:



**Conversion Rate**

## Landing Page



EST.



# Case Study: Woodhouse Day Spa

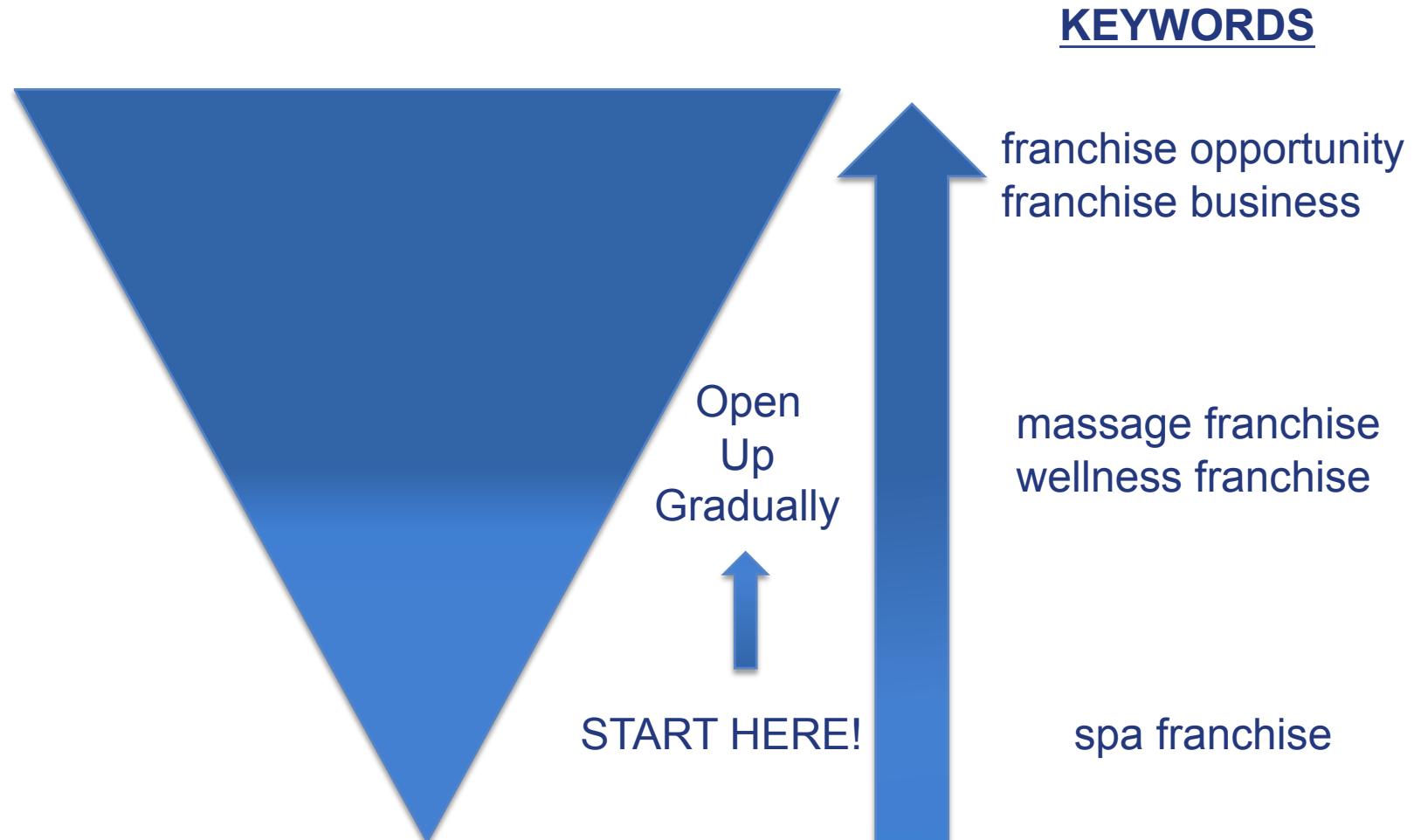
**Goal: Generate Qualified Leads To Woodhouse Franchises via Pay-Per-Click Advertising**

The screenshot shows the homepage of The Woodhouse Day Spa. The header features the brand's logo with a stylized 'W' and 'D' intertwined. The main navigation menu includes 'Home', 'FAQs', and 'Contact Us'. Below the menu, there are two buttons: 'GET STARTED NOW' and 'FRANCHISE APPLICATION'. A large image of a massage room is displayed, with the text 'Shirodhara Room' overlaid. To the left, a sidebar lists links such as 'Franchise Support', 'Discovery Steps', 'Initial Investment & On-going Fees', 'Company Profile', 'About Franchising', 'Testimonials', and 'Join Our Online Community'. There is also a text input field for 'Email:' and a 'Go' button. At the bottom, there are sections for 'CORE VALUES' (Discipline, LOVE, honesty, Integrity, AMBITION), a map of the United States with 'U.S. Franchise Opps' overlaid, and a call-to-action 'Get Started Now!'.



# Case Study: Woodhouse Day Spa

## Keyword Research Technique: Start Narrow FIRST!



# Case Study: Woodhouse Day Spa

## Step #1: Research PRIMARY KEYWORD

Results are tailored to English, United States [Edit](#)

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

Use synonyms

[Filter my results](#)

[Get keyword ideas](#)

Choose columns to display: [?](#)
[Show/hide columns](#)
Match Type: [?](#)

Keywords	Advertiser Competition <a href="#">?</a>	Local Search Volume: March <a href="#">?</a>	Global Monthly Search Volume <a href="#">?</a>	Match Type: <a href="#">?</a>
<b>Keywords related to term(s) entered - <a href="#">sort by relevance</a> <a href="#">?</a></b>				
spa franchise	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	2,400	5,400	<a href="#">Add</a> <a href="#">▼</a>
spa franchises	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	590	1,000	<a href="#">Add</a> <a href="#">▼</a>
day spa franchise	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	390	880	<a href="#">Add</a> <a href="#">▼</a>
med spa franchise	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	390	590	<a href="#">Add</a> <a href="#">▼</a>
day spa franchises	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	91	170	<a href="#">Add</a> <a href="#">▼</a>
medical spa franchise	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	91	210	<a href="#">Add</a> <a href="#">▼</a>
mobile spa franchise	<div style="width: 10%; height: 10px; background-color: #6b8e23;"></div>	Not enough data	91	<a href="#">Add</a> <a href="#">▼</a>
nail spa franchise	<div style="width: 10%; height: 10px; background-color: #6b8e23;"></div>	Not enough data	73	<a href="#">Add</a> <a href="#">▼</a>
spa franchise opportunities	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	Not enough data	170	<a href="#">Add</a> <a href="#">▼</a>
spa franchising	<div style="width: 20%; height: 10px; background-color: #6b8e23;"></div>	Not enough data	1,600	<a href="#">Add</a> <a href="#">▼</a>

# Case Study: Woodhouse Day Spa

## Step #2: Select RELEVANT Keywords

Keywords	Advertiser Competition <small>?</small>
<b>Keywords related to term(s) entered - <a href="#">sort by relevance</a></b>	
spa franchise	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
spa franchises	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
day spa franchise	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
med spa franchise	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
day spa franchises	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
medical spa franchise	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
mobile spa franchise	<div style="width: 10%; background-color: #669966; height: 10px;"></div>
nail spa franchise	<div style="width: 10%; background-color: #669966; height: 10px;"></div>
spa franchise opportunities	<div style="width: 20%; background-color: #669966; height: 10px;"></div>
spa franchising	<div style="width: 20%; background-color: #669966; height: 10px;"></div>

**Selected Keywords:**

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

spa franchise	<a href="#">« Remove</a>
spa franchises	<a href="#">« Remove</a>
day spa franchise	<a href="#">« Remove</a>
day spa franchises	<a href="#">« Remove</a>
spa franchise opportunities	<a href="#">« Remove</a>
spa franchising	<a href="#">« Remove</a>

[« Remove All](#)

# Case Study: Woodhouse Day Spa

## Step #3: Apply Keyword Matching

### Selected Keywords:

To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.

spa franchise	<a href="#">« Remove</a>
spa franchises	<a href="#">« Remove</a>
day spa franchise	<a href="#">« Remove</a>
day spa franchises	<a href="#">« Remove</a>
spa franchise opportunities	<a href="#">« Remove</a>
spa franchising	<a href="#">« Remove</a>
<a href="#">« Remove All</a>	



day spa franchise  
"day spa franchise"  
[day spa franchise]  
day spa franchises  
"day spa franchises"  
[day spa franchises]  
spa franchise  
"spa franchise"  
[spa franchise]  
spa franchise opportunities  
"spa franchise opportunities"  
[spa franchise opportunities]  
spa franchises  
"spa franchises"  
[spa franchises]  
spa franchising  
"spa franchising"  
[spa franchising]

# Case Study: Woodhouse Day Spa

## Step #4: Identify Negative Keywords

Keywords	Advertiser Competition <small>?</small>	
<b>Keywords related to term(s) entered - <a href="#">sort by</a></b>		
spa franchise	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	-med
spa franchises	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	-medical
day spa franchise	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	-mobile
med spa franchise	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	-nail
day spa franchises	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	
medical spa franchise	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	
mobile spa franchise	<div style="width: 10%; height: 10px; background-color: #6699CC;"></div>	
nail spa franchise	<div style="width: 10%; height: 10px; background-color: #6699CC;"></div>	
spa franchise opportunities	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	
spa franchising	<div style="width: 20%; height: 10px; background-color: #6699CC;"></div>	



# Case Study: Woodhouse Day Spa

## Step #5: Determine Max CPC (\$3.50)

Keywords	Estimated Avg. CPC ⓘ	Advertiser Competition ⓘ
<b>Keywords related to term(s) entered - <a href="#">sort by relevance ⓘ</a></b>		
spa franchise	\$3.24	
spa franchises	\$3.45	
day spa franchise	\$3.46	
med spa franchise	\$5.42	
day spa franchises	\$3.30	
medical spa franchise	\$6.17	
mobile spa franchise	\$0.05	
nail spa franchise	\$0.05	
spa franchise opportunities	\$0.05	
spa franchising	\$0.05	

# Case Study: Woodhouse Day Spa

## Step #6: Create TWO Ads

### Start Your Own Day Spa

Voted Best Day Spa Franchise  
In America By Day Spa Magazine.  
[www.WoodhouseFranchises.com](http://www.WoodhouseFranchises.com)

### Spa Franchise Opportunity

Voted Best Day Spa Chain In America  
By Day Spa Magazine.  
[www.WoodhouseFranchises.com](http://www.WoodhouseFranchises.com)



# Case Study: Woodhouse Day Spa

## Landing Page Components: Home Page

The screenshot shows the homepage of The Woodhouse Day Spa. At the top left is the logo "THE WOODHOUSE DAY SPA®". To its right is the slogan "You've gotta do what you love!™". Below the logo is a navigation bar with three tabs: "Home", "About Us", and "Testimonials". The main content area features a section titled "Did You Know The Spa Industry Is A \$10.9 Billion Industry?". It includes a paragraph about the franchise opportunity and a bulleted list of benefits. Below this is a section titled "Hear What Our Franchise Partners Have To Say" with three small images showing spa treatments. To the right is a large form for inquiry submission, asking for first name, last name, day phone, e-mail address, best time to call (Morning/Evening), city and state, and how soon they want to start their business. There is also a field for immediate questions or comments and a "Submit" button.

# Case Study: Woodhouse Day Spa

## Landing Page Components: About Us Page

The screenshot shows the 'About Us' page of The Woodhouse Day Spa website. The header features the brand's logo 'THE WOODHOUSE DAY SPA' and a tagline 'You've gotta do what you love!™'. A navigation menu at the top includes 'Home', 'About Us', and 'Testimonials'. The main content area has a dark background with white text. It starts with a section titled 'Woodhouse Spa - Awarded Best Day Spa Chain in America' followed by 'Spa Recognition & Awards' which lists various accolades. Below this is a 'Background' section with historical information about the spa's first locations. To the right, there is a large form for potential franchisees to inquire. The form fields include 'First Name', 'Last Name', 'Day Phone', 'E-mail Address', 'Best Time To Call' (set to 'Morning'), 'City and State you prefer to open your new business in' (set to 'AL - Alabama'), 'How soon do you want to get your business started?' (set to 'ASAP'), and an 'Immediate Questions or Comments' text area. A 'Submit' button is located at the bottom of the form.

# Case Study: Woodhouse Day Spa

## Landing Page Components: Testimonials Page

The screenshot shows a landing page for "THE WOODHOUSE DAY SPA". The header features the brand name in a serif font with a registered trademark symbol, and a slogan "You've gotta do what you love!"™. A navigation bar includes links for Home, About Us, and Testimonials. The main content area has a dark brown background. It starts with a heading "Listen To What Our Satisfied Franchisees Have To Say" and a "Video Testimonials" section. Below this, a testimonial is displayed for "Kingston, PA". The testimonial text reads:

"Our experience with The Woodhouse Spas, Corp. has been wonderful. We have been involved in two other franchise systems, and they do not compare with The Woodhouse. We have been so impressed with not only the knowledge and organization of the Company, but more importantly, the integrity of the people involved. We are truly happy to be a part of The Woodhouse Family."

The testimonial is attributed to "Bob and Maurita". To the right of the testimonial is a contact form with fields for First Name, Last Name, Day Phone, E-mail Address, Best Time To Call (Morning), City and State (AL - Alabama), How soon do you want to get your business started (ASAP), and Immediate Questions or Comments. A "Submit" button is at the bottom of the form.

# Case Study: Woodhouse Day Spa

## Landing Page Components: Thank You Page



# Case Study: Woodhouse Day Spa

## Landing Page Components: Thank You Page Conversion Codes

```
<!-- Google Code for Lead Signup Conversion Page -->
<script language="JavaScript" type="text/javascript">
<!--
var google_conversion_id = 1046996236;
var google_conversion_language = "en_US";
var google_conversion_format = "1";
var google_conversion_color = "ffffff";
var google_conversion_label = "zXXgCPa3kAEQjMqf8wM";
//-->
</script>
<script language="JavaScript" src="http://www.googleleadservices.com/pagead/conversion.js">
</script>
<noscript>

</noscript>
```

Google Conversion Code

```
<script type="text/javascript">
var gaJsHost = ((https://" == document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-8090886-1");
pageTracker._trackPageview();
} catch(err) {}</script>
```

Google Analytics Code

```
<SCRIPT language="JavaScript" type="text/javascript">
<!-- Yahoo! Inc.
window.ysm_customData = new Object();
window.ysm_customData.conversion = "transId,currency";
var ysm_accountid = "15M5T06SAL3NIFEN13LTMK3FK";
document.write("<SCR" + "IPT language='JavaScript' type='text/javascript'" +
+ "SRC://" + "srv2.wa.marketingolutions.yahoo.com" + "/script/ScriptServlet" + "?aid=" + ysm_accountid
+ "></SCR" + "IPT>");
// -->
</SCRIPT>
```

Yahoo Search Marketing Code

```
<SCRIPT>
microsoft_adcenterconversion_domainid = 158817;
microsoft_adcenterconversion_cp = 5050;
</SCRIPT>
<SCRIPT SRC="http://0.r.msn.com/scripts/microsoft_adcenterconversion.js"></SCRIPT>
<NOSCRIPT><IMG width=1 height=1 SRC="http://158817.r.msn.com/?type=1&cp=1"/></NOSCRIPT><a href="http://advertising.msn.com/MSNadCenter/LearningCenter/adtracker.asp" target="_blank">::adCenter::</a>

</body>
</html>
```

MSN Code



# Case Study: Woodhouse Day Spa

## The Results

