



## SEM Coaching - 4

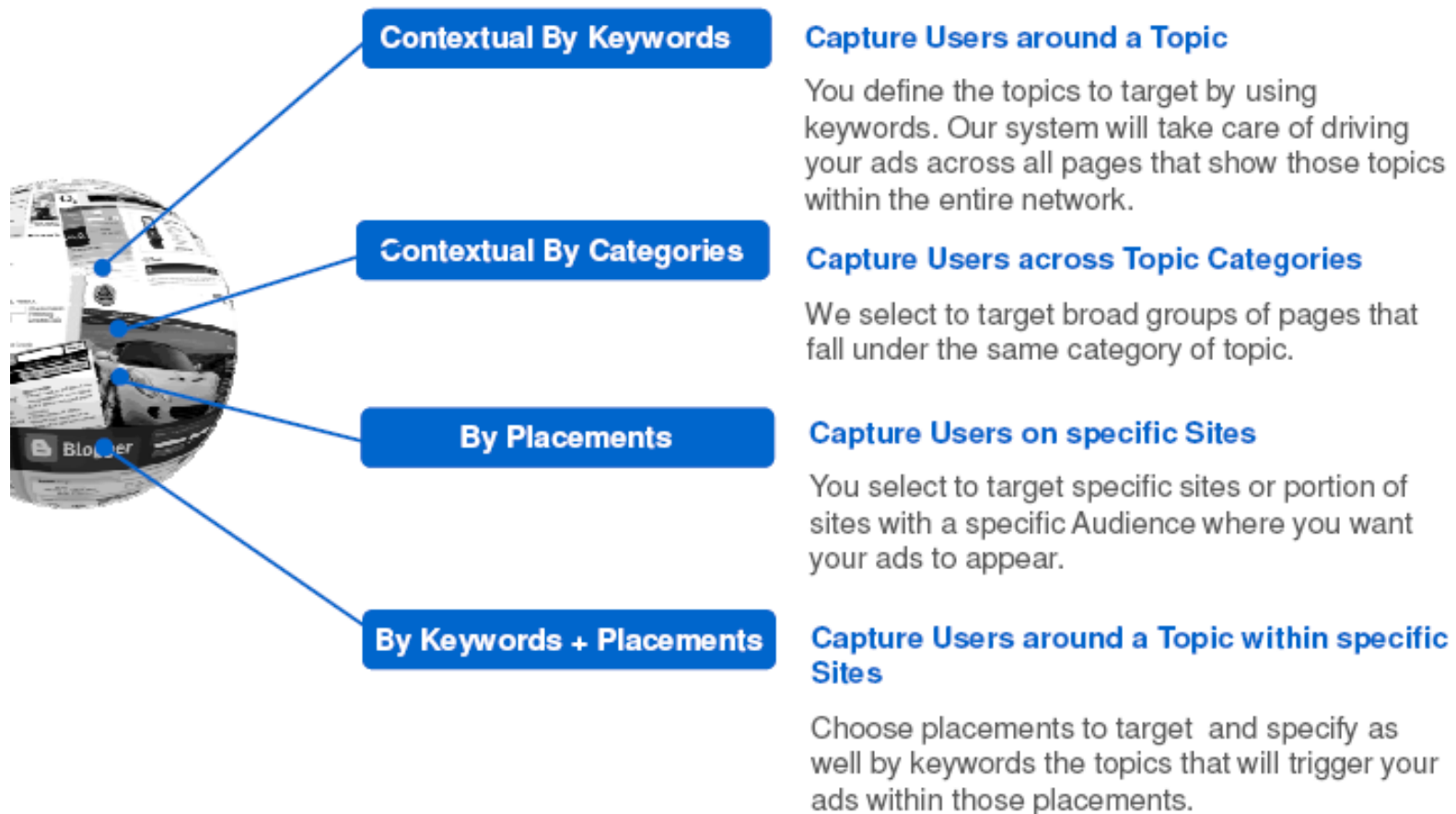


# KEY POINTS



# Content Network

## Google Content Network – 4 Options To Target

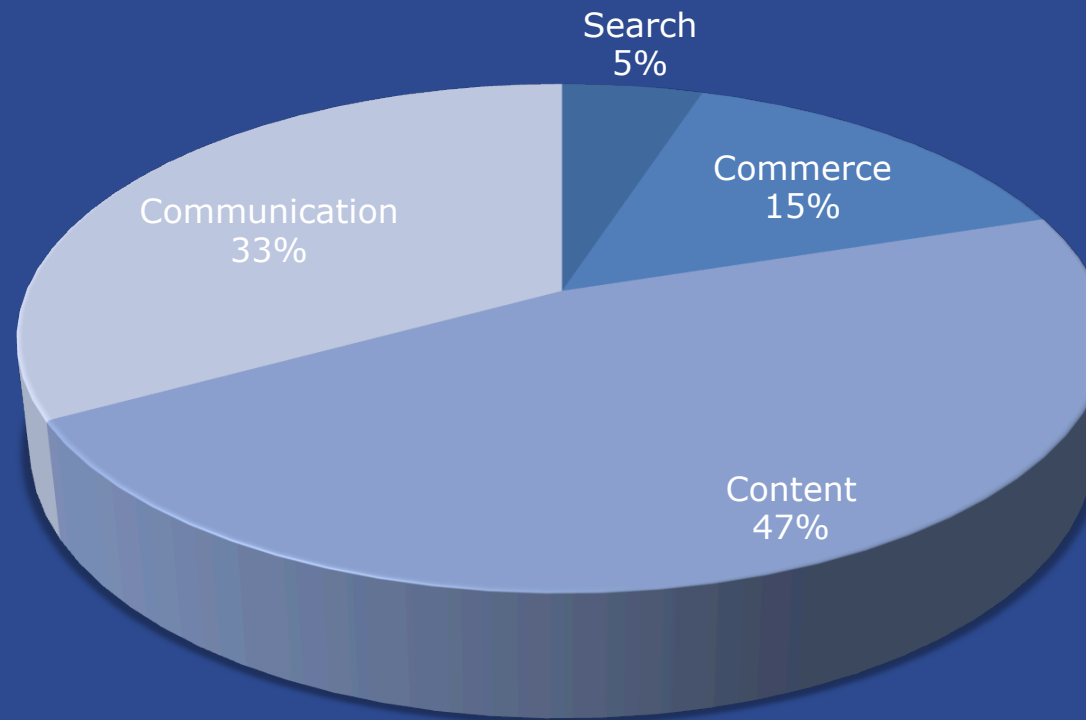


Source: Google

# Content Network

## Where Are Internet Users Spending Most of Their Time?

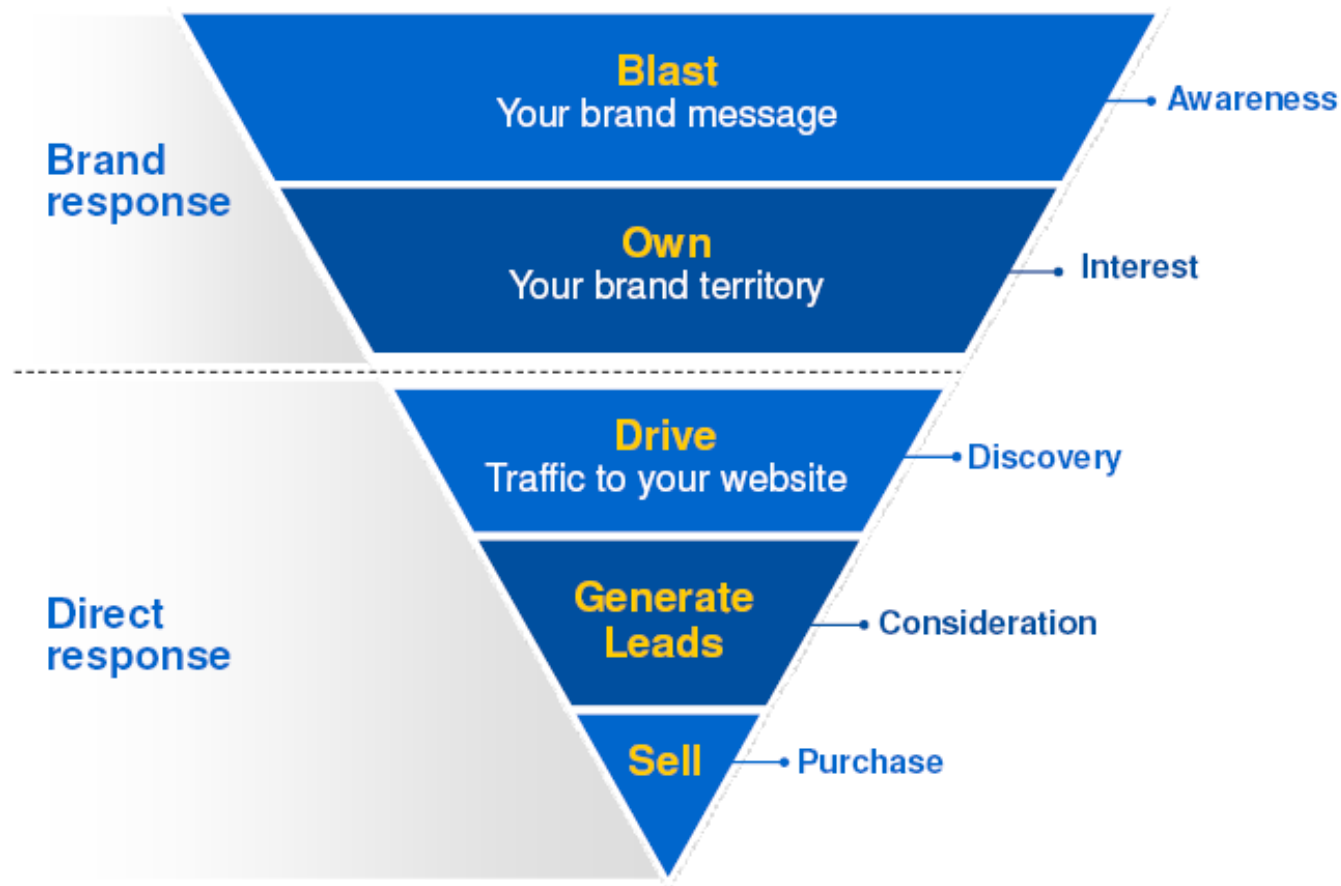
**The average user spend 47% of time on content and only 5% on search**



Source: Online Publishers Association (OPA), "Internet Activity Index" as cited in press release, August 13, 2007

# Campaign Objectives

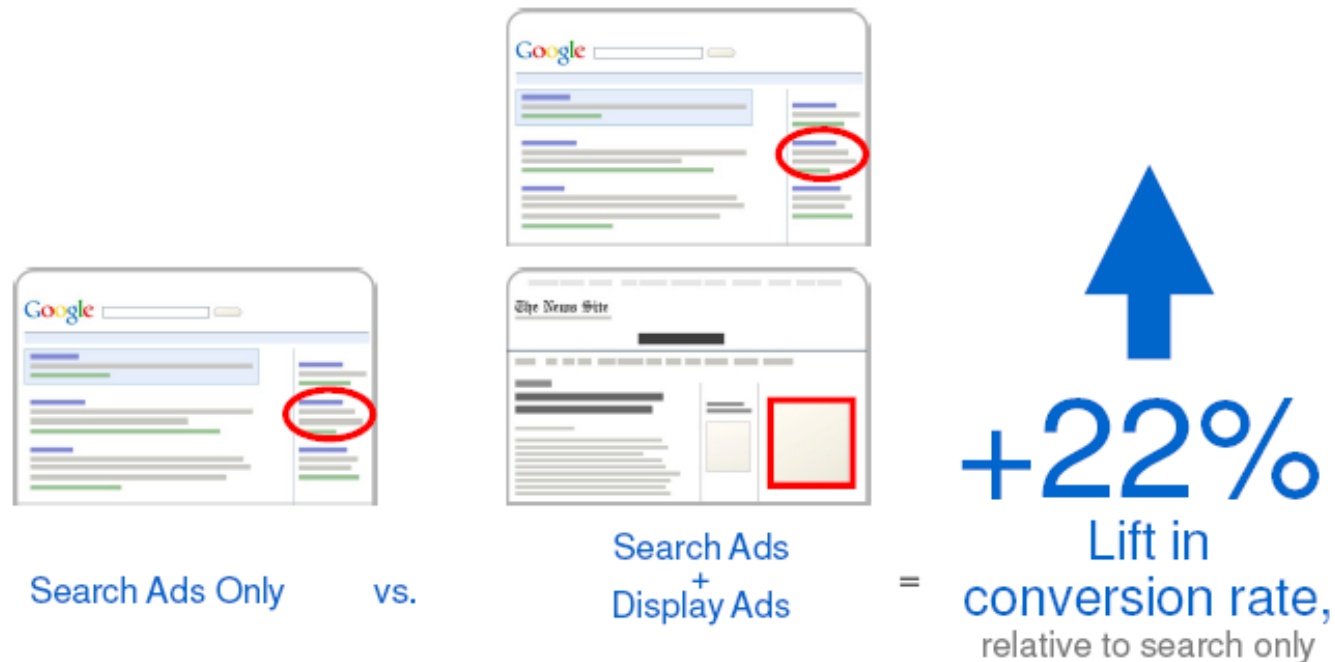
## Using The Content Network to Meet Your Campaign Objectives



# Settings

## Don't Neglect Content Network

Search + Display = Increased Conversions



Source: Google



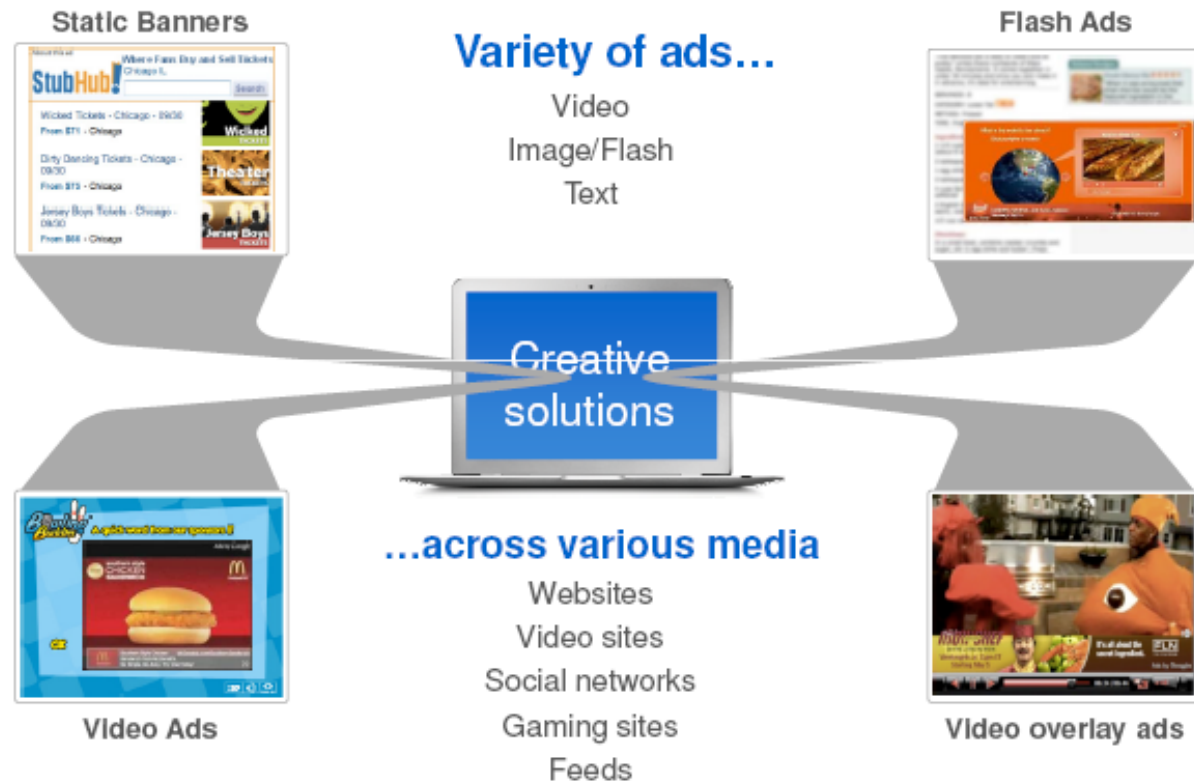
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# Ad Formats

## Variety of Ads – Which Format To Use?



Source: Google



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# Ad Format

**Use The Ad Format That Suits Best Your Strategy**

## Text Ads

- Need to verbally describe product feature
- Reference to conversion on landing page
- Word-based claims or info
- Reference to audience needs and interests

## Display Ads

- Non-verbal concepts (beauty, status, desire etc)
- Visual features
- Competitive positioning
- Brand Personality
- User Interaction





# Planning Your Campaign

## Create Tight Ad Groups Revolving Around:

- Theme
- Products
- Services

## Use Google Wonder Wheel To Explore Ideas



# Google Wonder Wheel

Web Images Videos Maps News Shopping Gmail more ▼

[Web History](#) | [Search settings](#) | [Sign in](#)



franchising

Search

About 10,100,000 results (0.18 seconds)

[Advanced search](#)

Everything

News

Blogs

Books

More

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Nearby

Standard view

[Related searches](#)

**Wonder wheel**

[Timeline](#)



Wonder wheel



[Franchising - Wikipedia, the free encyclopedia](#)

**Franchising** is the practice of using another firm's successful business model. The word 'franchise' is of anglo-french derivation - from franc- meaning free ...

[Overview - Obligations of the Parties - Social franchises en.wikipedia.org/wiki/Franchising - 11 hours ago - Cached - Similar](#)

[Franchise Opportunities - Franchising.com](#)

10 May 2010 ... **Franchising** guide to buying a business or **franchise** opportunities. Includes **franchising** news, research, and other small business related ...

[Low Cost - Hot Franchises - Food Franchises - Childrens Franchises www.franchising.com/ - Cached - Similar](#)

[International Franchise Association - IFA](#)

**Franchise** businesses and **franchising** information from the International **Franchise** Association | IFA. [www.franchise.org/ - Cached - Similar](#)

[News for franchising](#)



[Franchise with drive to succeed - 9 hours ago](#)



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# Keyword Setup

## Keyword Targeting – How To Set up Keywords

- Use tightly themed ad groups with similar keywords
- Use 5-15 keywords per ad group
- Avoid single keyword with multiple meanings (e.g Apple, Plant etc.)
- Use Negative Keywords

# Media Planner

## Placement Targeting – How To Plan Websites To Place Ads



[For publishers - Help](#)

### Which websites attract your target customers?

View a site listing:



Refine your online advertising with DoubleClick Ad Planner, a free media planning tool that can help you:

#### Identify websites your target customers are likely to visit

- Define audiences by demographics and interests.
- Search for websites relevant to your target audience.
- Access unique users, page views, and other data for millions of websites from over 40 countries.

#### Easily build media plans for yourself or your clients

- Create lists of websites where you'd like to advertise.
- Generate aggregated website statistics for your media plan.

Sign in to Google Ad Planner with your

**Google Account**

Email:

Password:

☐ Stay signed in

Sign in

[Can't access your account?](#)

Don't have a Google account?

**Create an account »**

### Are you a publisher?

Showcase your site with the [DoubleClick Ad Planner Publisher Center](#).

### Learn more about DoubleClick Ad Planner

How it works

[Tutorials](#)

[Features](#)

Define your audience



Find relevant sites  
for your ads



Build and analyze  
your media plan



<http://www.google.com/adplanner>



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# Media Planner

## Placement Targeting – How To Plan Websites To Place Ads

Research
Media Plan
Lists

Current media plan <No media plan selected>

Research

Summary

Placements

Unique visitors

Country reach

Page views

Selected

--

--

--

--

Search by site

Search by audience

Audience

UV

Reach

PV

250M

100.0%

680B

Geography

Language

Demographics

Online Activity

Interests

Load Audience...

Reset

Country: United States

Filter

Ranking method

Audience reach

Ranking method

Ad items

Category

Ad specs

Domain suffix

Ad items: Accepts advertising | Categories: Golf

Add Selected

Export

Graph

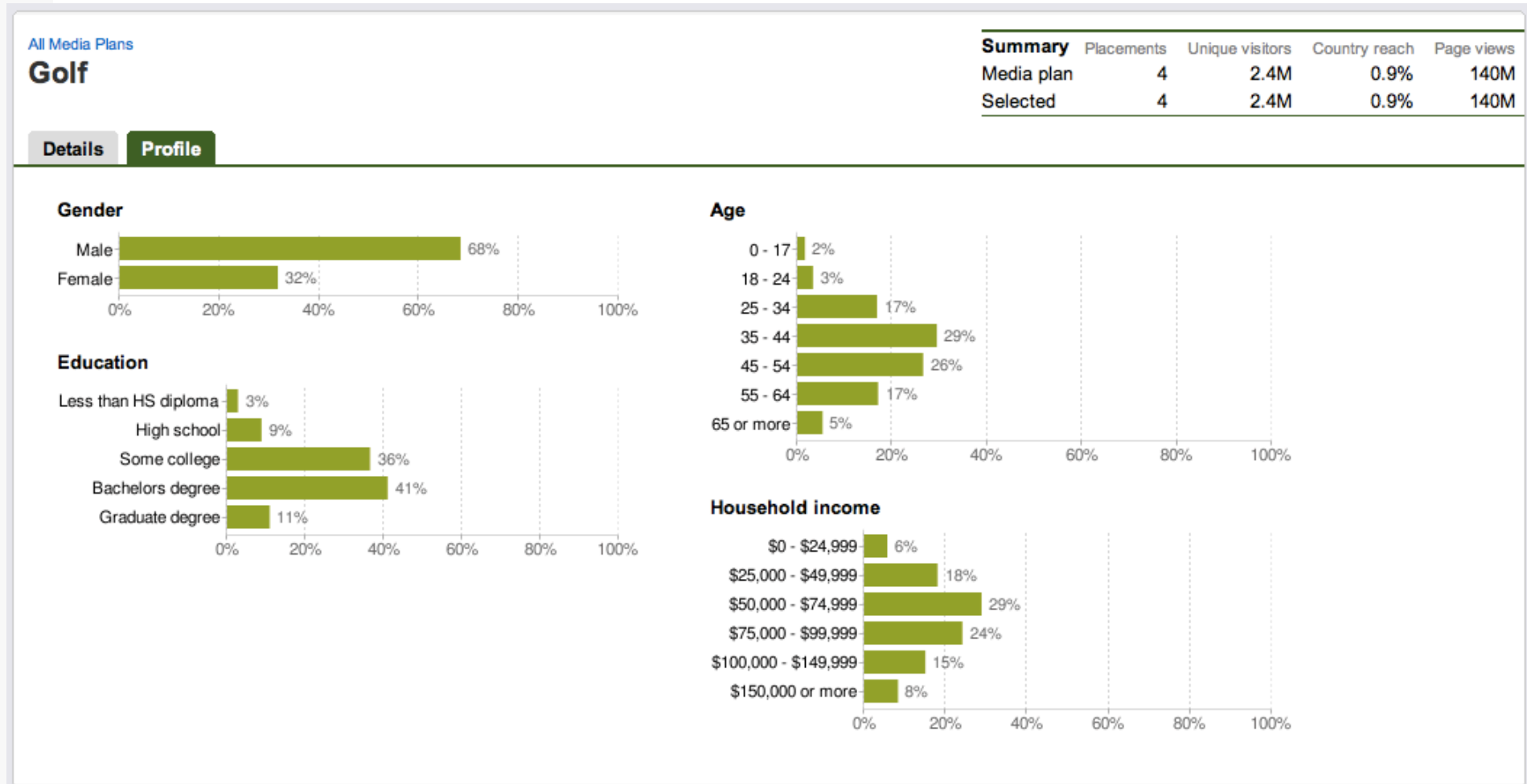
Data: Apr 2010

<http://www.google.com/adplanner>



# Media Planner

## Placement Targeting – How To Plan Websites To Place Ads



<http://www.google.com/adplanner>



# Content Network Strategies

- ❖ Create separate Ad Groups for keyword and placement targeting
- ❖ Use only broad match keywords based on 'theme' concept
  - Limit keywords to 15-20 keywords per Ad Group
- ❖ Use only the most relevant negative keywords, to prevent over-restrictive ad serving
- ❖ Bid lower Max CPC for content network compared with search network – CTR does not affect CPC here
- ❖ Consider activating demographic bidding feature. Review Demographic Performance Report to determine best converting demographics
- ❖ Image ad strategy (Great for branding campaigns)
  - Ensure availability of FULL image ad inventory
    - 720 x 90, 468 x 60, 120 x 600, 160 x 600, 200 x 200, 250 x 250, 300 x 250, 336 x 280
  - Pricing: Use Cost-Per-Click rather than CPM option
  - Create stand-alone Ad Groups for image ad campaigns
  - Note: Image ads tend to cost more than text ads.



# Live Content Network Setup

## Setting Up A Live Campaign On Google Content Network





# Content Network Settings

Ad groups Settings Ads Keywords Networks Audiences ▼

## Campaign settings

### General

Campaign name **Woodhouse Franchise - Content** [Edit](#)

### Locations and Languages

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

Languages ? **English** [Edit](#)

### Networks and devices

Networks ?

- ☐ All available sites (Recommended for new advertisers)
- ☒ Let me choose...
- Search ☐ Google search
- ☐ Search partners (requires Google search)
- Content ☒ Content network
- ☒ Relevant pages across the entire network ?
- ☐ Relevant pages only on the placements and audiences I manage ?

💡 Your ads won't show on Google Search or search partners.

[Save](#) [Cancel](#)

Devices ? **Computers** [Edit](#)



# Content Network Settings

## Bidding and budget

Bidding option ?

- ☒ Focus on **clicks** - use maximum CPC bids
  - ☒ Manual bidding for clicks
  - ☐ Automatic bidding to try to maximize clicks for your target budget
- ☐ Focus on **conversions** (Conversion Optimizer) - use CPA bids  
Unavailable because this campaign doesn't have enough conversion data.
- ☐ Focus on **impressions** - use maximum CPM bids

Save

Cancel


Budget ? \$50.00/day [Edit](#)

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

## Ad extensions

Use this option to include relevant business information with your ads. [Learn more](#)

- Locations ? Business owners - Use addresses from a Google Places account: **None** [Edit](#) ?  
 Non-business owners - Use manually entered addresses: **None** [Add an address](#) ?

 Note: addresses that are outside the campaign's target area will not be shown.

- Products ? Use product images and information from my [Google Merchant Center](#) account: **None** [Edit](#)  
 Phone extensions ? Display click-to-call phone number on iPhones and other mobile devices with full Internet browsers: **None** [Edit](#)



# Content Network – Ad Group #1

<input type="checkbox"/>		Keyword	Status	Max. CPC	Qual. Score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
<input type="checkbox"/>		day spa franchise	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		day spa franchising	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		spa franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		spa franchise	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		spa franchising	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		day spa franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		day spa franchise opportunity	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		spa franchise opportunity	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		spa franchise opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		day spa franchise opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		spas franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>		day spas franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
		Total - Search			--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
		Total - Content			--	80	123,072	0.07%	\$1.46	\$117.09	6.9	4	\$29.27	5.00%

# Content Network – Ad Group #2

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Status ?	Max. CPC	Qual. Score	Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?
<input type="checkbox"/>	<input checked="" type="radio"/>	franchising	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchise	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchises available	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	top franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	hot franchises	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchise business	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchising business opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchising opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	buy franchise	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchise business opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	new franchise opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%
<input type="checkbox"/>	<input checked="" type="radio"/>	franchises opportunities	Campaign paused	\$2.05	--	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%

# Content Network – Auto Placements

## Content: automatic placements

<a href="#">Manage placement and bid</a> <a href="#">Exclude placements</a> <a href="#">See URL list</a> <a href="#">Download</a>									
<input type="checkbox"/> Domain	Clicks	Impr.	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost	Conv. (1-per-click) <sup>?</sup>	Cost / conv. (1-per-click) <sup>?</sup>	Conv. rate (1-per-click) <sup>?</sup>	
<b>Total - all automatic placements</b>	<b>174</b>	<b>330,684</b>	<b>0.05%</b>	<b>\$1.75</b>	<b>\$304.18</b>	<b>7</b>	<b>\$43.45</b>	<b>4.02%</b>	
<input type="checkbox"/> mail.google.com	35	184,105	0.02%	\$1.88	\$65.97	3	\$21.99	8.57%	
<input type="checkbox"/> newyorkbusinessopportunities.com	1	205	0.49%	\$1.69	\$1.69	1	\$1.69	100.00%	
<input type="checkbox"/> about.com	12	16,296	0.07%	\$1.81	\$21.68	1	\$21.68	8.33%	
<input type="checkbox"/> thefranchisemall.com	14	12,332	0.11%	\$1.61	\$22.54	1	\$22.54	7.14%	
<input type="checkbox"/> mysmallbiz.com	5	597	0.84%	\$1.65	\$8.26	1	\$8.26	20.00%	
<input type="checkbox"/> start-a-business-assistant.com	1	17	5.88%	\$1.73	\$1.73	0	\$0.00	0.00%	
<input type="checkbox"/> franchiseforsalespain.com	1	3	33.33%	\$1.63	\$1.63	0	\$0.00	0.00%	
<input type="checkbox"/> wwwbizbuy.com	1	1	100.00%	\$1.14	\$1.14	0	\$0.00	0.00%	
<input type="checkbox"/> lilcesars.com	1	3	33.33%	\$1.27	\$1.27	0	\$0.00	0.00%	
<input type="checkbox"/> smartentrepreneur.net	1	3	33.33%	\$1.66	\$1.66	0	\$0.00	0.00%	
<input type="checkbox"/> kwintessential.co.uk	1	8	12.50%	\$1.99	\$1.99	0	\$0.00	0.00%	
<input type="checkbox"/> brighthub.com	1	21	4.76%	\$1.92	\$1.92	0	\$0.00	0.00%	
<input type="checkbox"/> jobmonkey.com	1	26	3.85%	\$1.67	\$1.67	0	\$0.00	0.00%	
<input type="checkbox"/> suite101.com	1	21	4.76%	\$1.88	\$1.88	0	\$0.00	0.00%	
<input type="checkbox"/> fastfood.com	2	19	10.53%	\$1.99	\$3.98	0	\$0.00	0.00%	

# Content Network – Managed Placements

Settings

Ads

Keywords

Networks

Audiences

All but deleted

Managed placements

Filter

Columns

Your **keywords** determine which automatic placements are good matches for your ads.

	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
<b>Search - off</b>	—	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
Google search - off		0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
Search partners - off		0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
<b>Content</b>		174	330,684	0.05%	\$1.75	\$304.18	7	\$43.45	4.02%	0
<input checked="" type="checkbox"/> Managed placements <a href="#">hide details</a>	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
<input type="checkbox"/> Automatic placements <a href="#">hide details</a>	\$2.02	174	330,684	0.05%	\$1.75	\$304.18	7	\$43.45	4.02%	0
<b>Total - All networks</b>		174	330,684	0.05%	\$1.75	\$304.18	7	\$43.45	4.02%	0

☒ **Content: managed placements**
[Hide details](#)

**Add targeted placements if you want to set unique bids for individual placements.**  
Otherwise, we will use your default bid for automatic placements on the Content Network. [Learn more](#)

**What if I have keywords in my ad group?**  
Keywords help refine the targeting for your ads, so they can help no matter where your ads run. [Learn more](#)

+ Add placements

# Content Network – Managed Placements

## ■ Content: managed placements

### Add managed placements

Enter as many placements as you like, one per line.

[Learn more about managed placements.](#)



Want ideas?

[Try the placement tool](#)

Save

Cancel



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# Content Network – Managed Placements

## Find placements

Based on one or both of the following:

Word or phrase (one per line)

franchising

Website

[Advanced options](#) Locations: United States Languages: English

Search

## All Categories

- ☐ Animals
- ☐ Arts & Humanities
- ☐ Automotive
- ☐ Beauty & Personal Care
- ☐ Business
  - ☒ Advertising & Marketing
    - Business Plans & Presentations
    - Business Schools & Training
  - ☐ Business Services & Consulting
  - ☐ Corporate Events
  - ☐ E-Commerce
  - ☐ Human Resources

## Placement Types

- ☐ Site
- ☐ Video

## Placement ideas

[About this data](#) ?

[+ Add placements](#)

Download ▾

Sorted by Impressions Per Day ▾

Views ▾

<input type="checkbox"/> Placement	Placement Type	Ad Types	Impressions Per Day
<input type="checkbox"/> 4850.anonymous.google	Site		100,000 - 500,000
<input checked="" type="checkbox"/> thefranchisemall.com	Site		10,000 - 100,000
<input checked="" type="checkbox"/> thefranchisemall.com			10,000 - 100,000
<input checked="" type="checkbox"/> thefranchisemall.com			10,000 - 100,000
<input checked="" type="checkbox"/> thefranchisemall.com			10,000 - 100,000
<input type="checkbox"/> gaebler.com	Site		10,000 - 100,000
<input type="checkbox"/> globalbx.com	Site		10,000 - 100,000
<input type="checkbox"/> jbfale.com	Site		10,000 - 100,000
<input type="checkbox"/> businessnation.com	Site		10,000 - 100,000
<input type="checkbox"/> qsr magazine.com	Site		10,000 - 100,000

**Ad Types** Text Text Ads can appear in any ad unit on this site.

**Example Page** <http://www.thefranchisemall.com/>

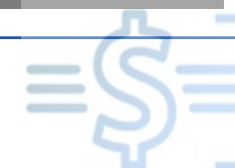


# Content Network – Managed Placements

**Add Placements (4)** [X]

Campaigns	Ad Groups
	<ul style="list-style-type: none"><li>● Franchise Opportunity - Content</li><li>● Spa Franchise - Content</li></ul>
Woodhouse Franchise - Content ▶	

**Save and continue** Cancel



# Content Network – Managed Placements

**Content: managed placements** [Hide details](#)

[+ Add placements](#)
[Edit](#)
[Change status...](#)
[See URL list...](#)
[More actions...](#)

[Search](#)

<input type="checkbox"/>	● Placement	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
<input type="checkbox"/>	● business-opportunities.biz	Campaign paused	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
<input type="checkbox"/>	● thefranchisemall.com	Campaign paused	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
<input type="checkbox"/>	● businessmart.com	Campaign paused	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
<input type="checkbox"/>	● wsicorporate.com	Campaign paused	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0
Total - all managed placements				0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%	0

Show rows: 100 1 - 4 of 4