

## SEM Coaching - 1

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# Search Engine Marketing

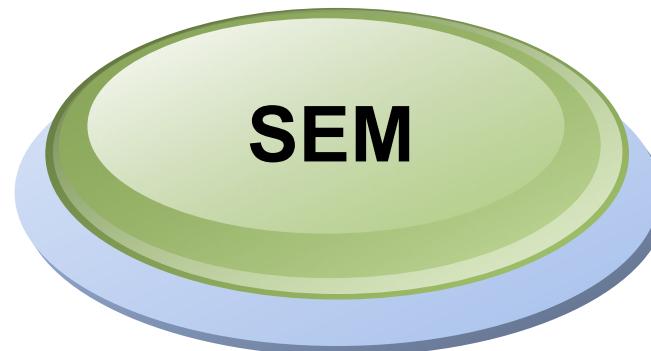
**FACT:**

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

***Source: Georgia Institute of Technology***



# Search Engine Marketing



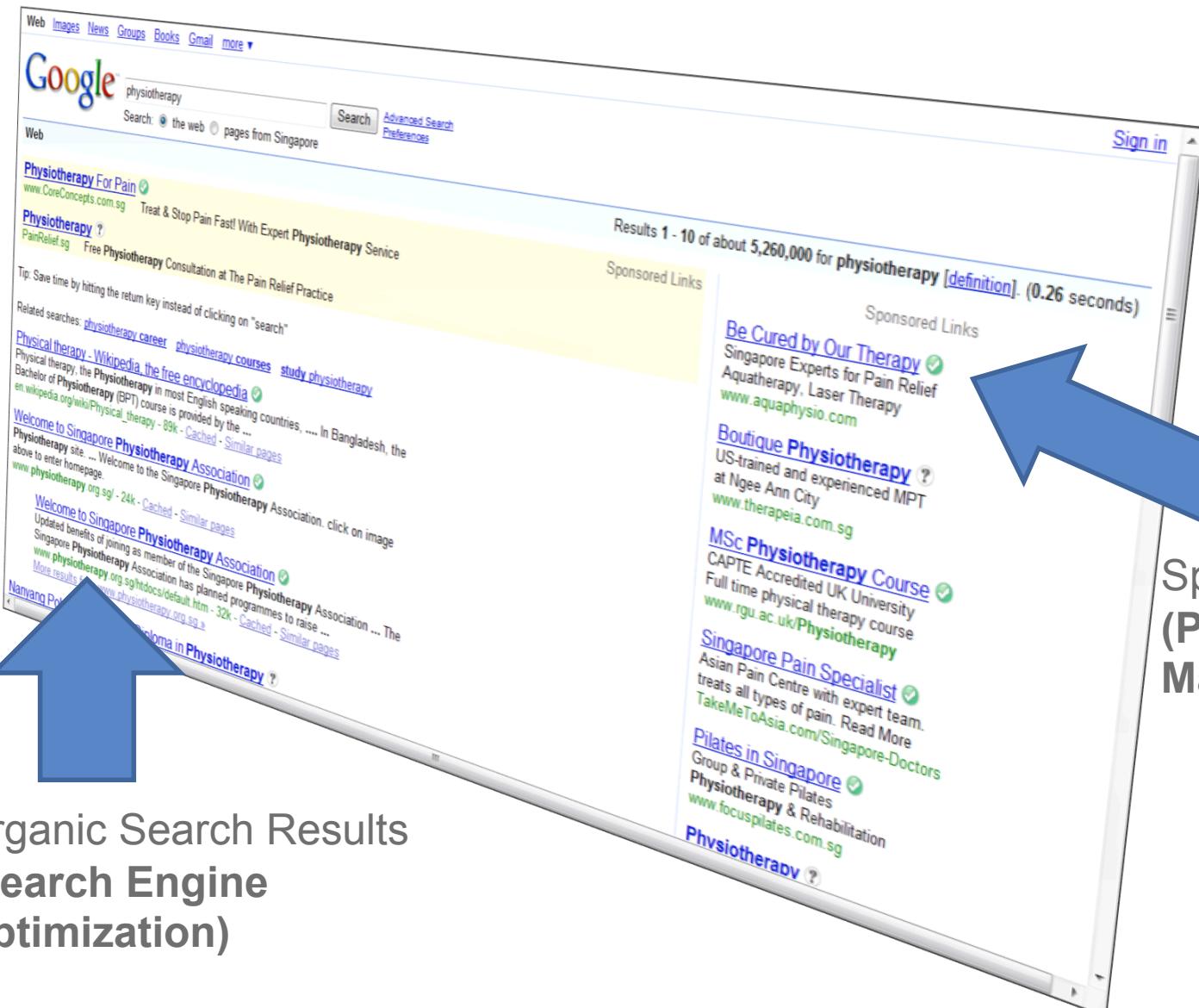
## Pay-Per-Click Marketing (PPC)

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

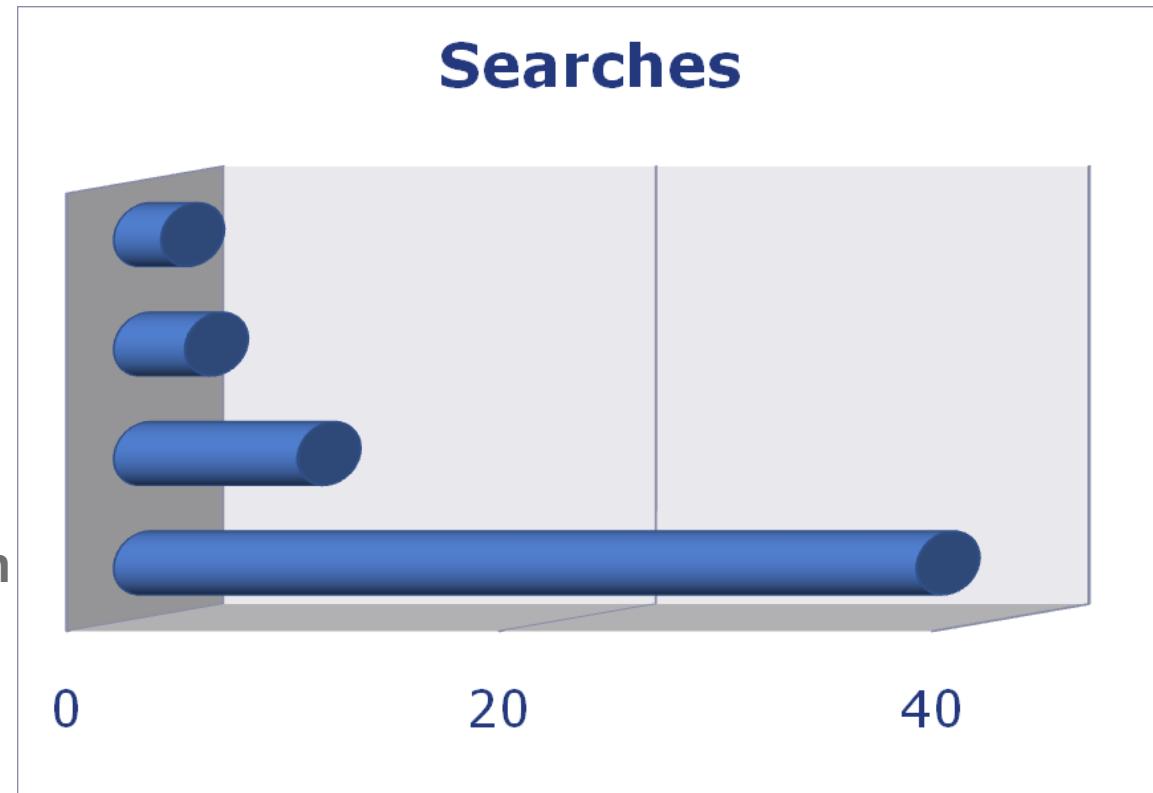
# Introduction To PPC

**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 red box highlights the first organic search result for "Good Keywords". A large red arrow points from this result to a red callout box containing the text "Text Ads For Search".

**Organic Search Results:** A Google search results page for "keyword software". A red box highlights the first organic search result for "Good Keywords". A large red arrow points from this result to a red callout box containing the text "Text Ads For Search".

**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 red box highlights the sponsored link for "File Taxes w/ H&R Block". A large red arrow points from this link to a red callout box containing the text "Text Ads For Content Sites".



# 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's homepage. At the top, there's a pink header with the 'DateInAsia' logo, a 'GO!' button, and member statistics: '5 559 members online now', '619 771 members registered', and '123 681 723 messages sent'. Below the header is a login form with fields for 'UserName' and 'Password', and buttons for 'Member Login', 'Forgot it?', and 'Sign In'. A search bar with options like 'Search', 'Last Active', and 'Sign Up' is also present. The main content area features a banner for 'AsianDatingMall' with the tagline 'Meet Sexy Asian Girls'. A red callout box with the text 'Image Ads For Content Sites' and a blue arrow points to this banner. Below the banner, there are user profiles. One profile for 'monta\_kk' from Udon Thani, Thailand, shows a photo of a woman, her bio ('Friends ::: more'), and buttons for 'View Profile', 'Send Message', 'Show Interest', and 'Add Favorites'. Another profile for '\_shiwawafone' from Ubon Ratchathani, Thailand, shows a photo and the message 'Happy new year'. Navigation links at the bottom include '< Prev 1 2 3 4 5 6 7 8 9 10 Next >'.

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 in to 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 Start advertising online page. It features sections for 'What', 'How', 'Learn', 'Success', and 'How it works'. There's a 'Sign Up Today' button and a 'Tell me more' link at the bottom.



# KEY PPC CONCEPTS

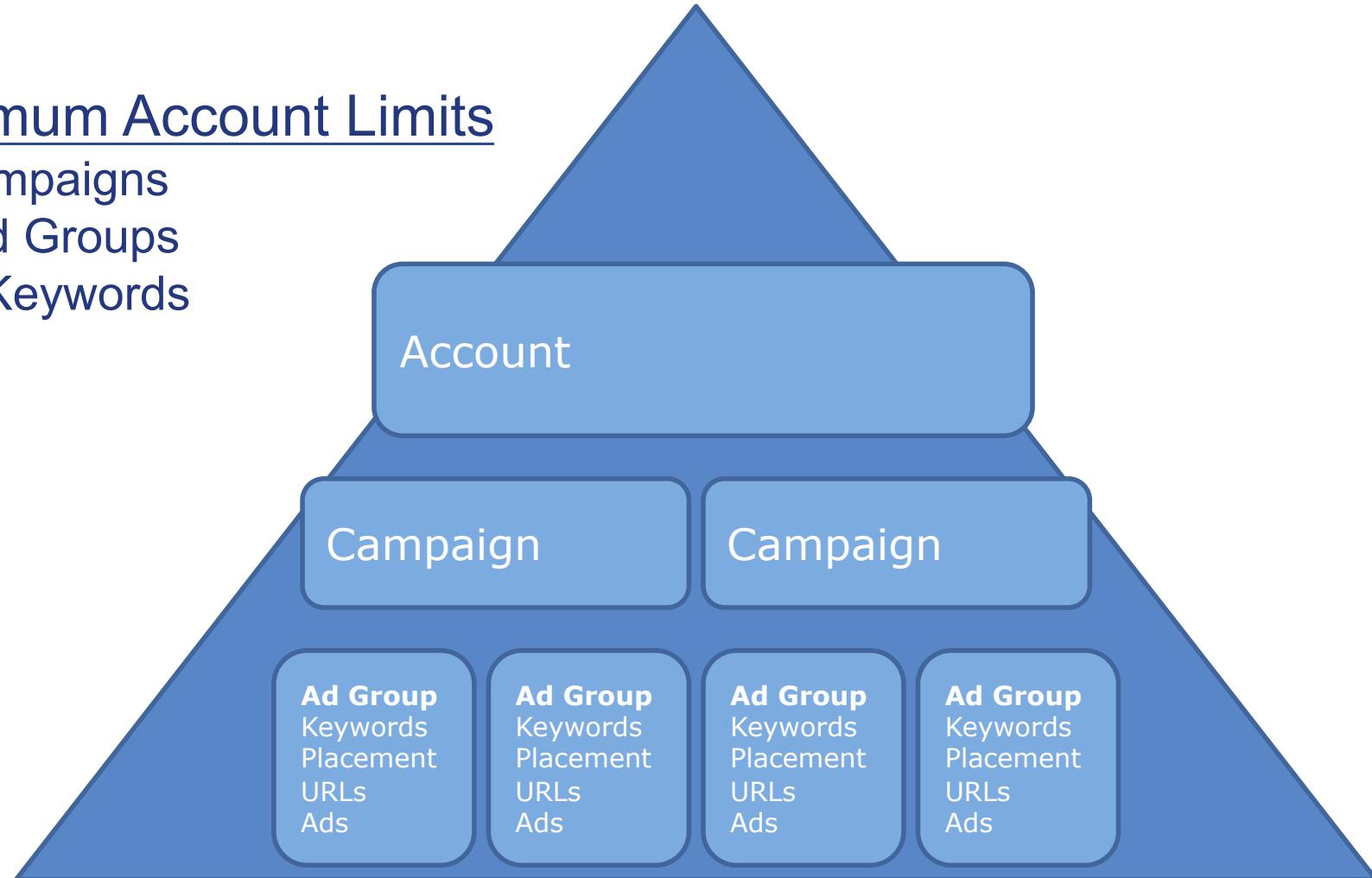
# Key PPC Concepts

## 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 displays a search results page from the Singapore Expats website. At the top, there's a banner for 'singapore expats' with the tagline 'Advertise with us !'. Below the banner, several PPC ads are shown:

- A green ad for 'YEAP Plastic Reconstructive & Cosmetic Surgery' with the headline 'Define A Fine Line' and a call-to-action 'Ads by Google'.
- A blue ad for 'Singapore Gynaecologist' with the headline 'Diagnoses & Treats Endometriosis, Fibroid, Ovarian Cyst' and a phone number '65-6352 9227'.
- A purple 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'.
- A grey ad for 'ExpatMotor Singapore' with a phone number '6732 6248'.
- An orange ad for 'DBS MasterCard® MoneySend™ The most direct way to send your love.'

Below the ads, there are navigation links for 'Search Condo for RENT by Districts', 'Expat Message Board', 'Classifieds Ads', and 'Merchant Directory'. The 'Merchant Directory' section lists categories such as 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', 'Resources', and the 'singapore expats' logo.

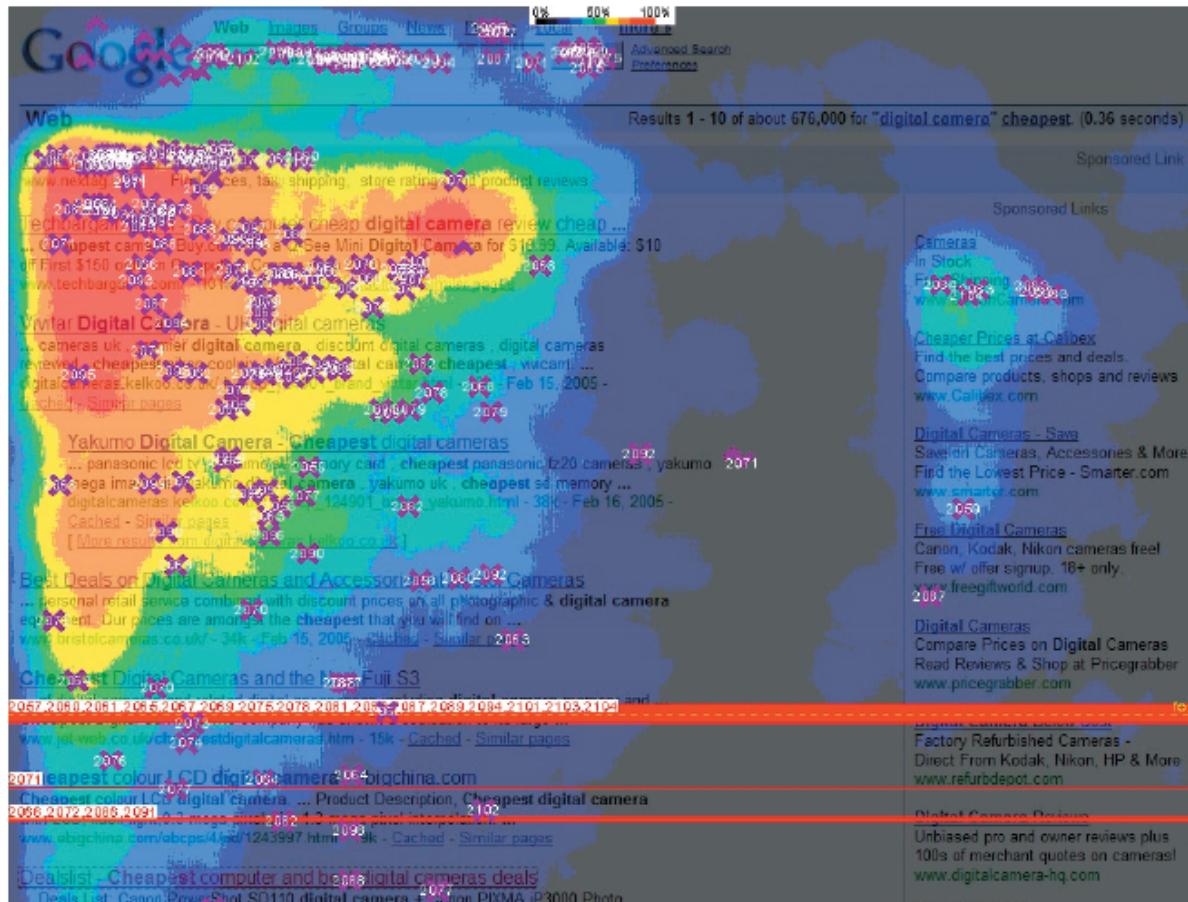
# Key PPC Concepts

## 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

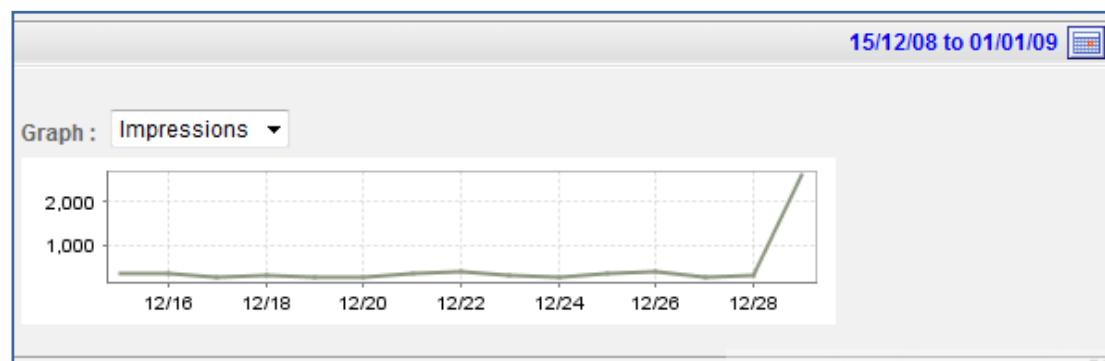
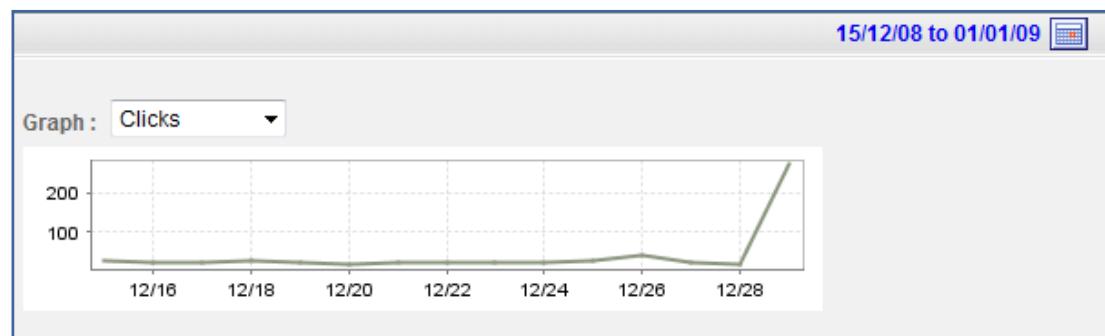
## Invalid Clicks

- 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