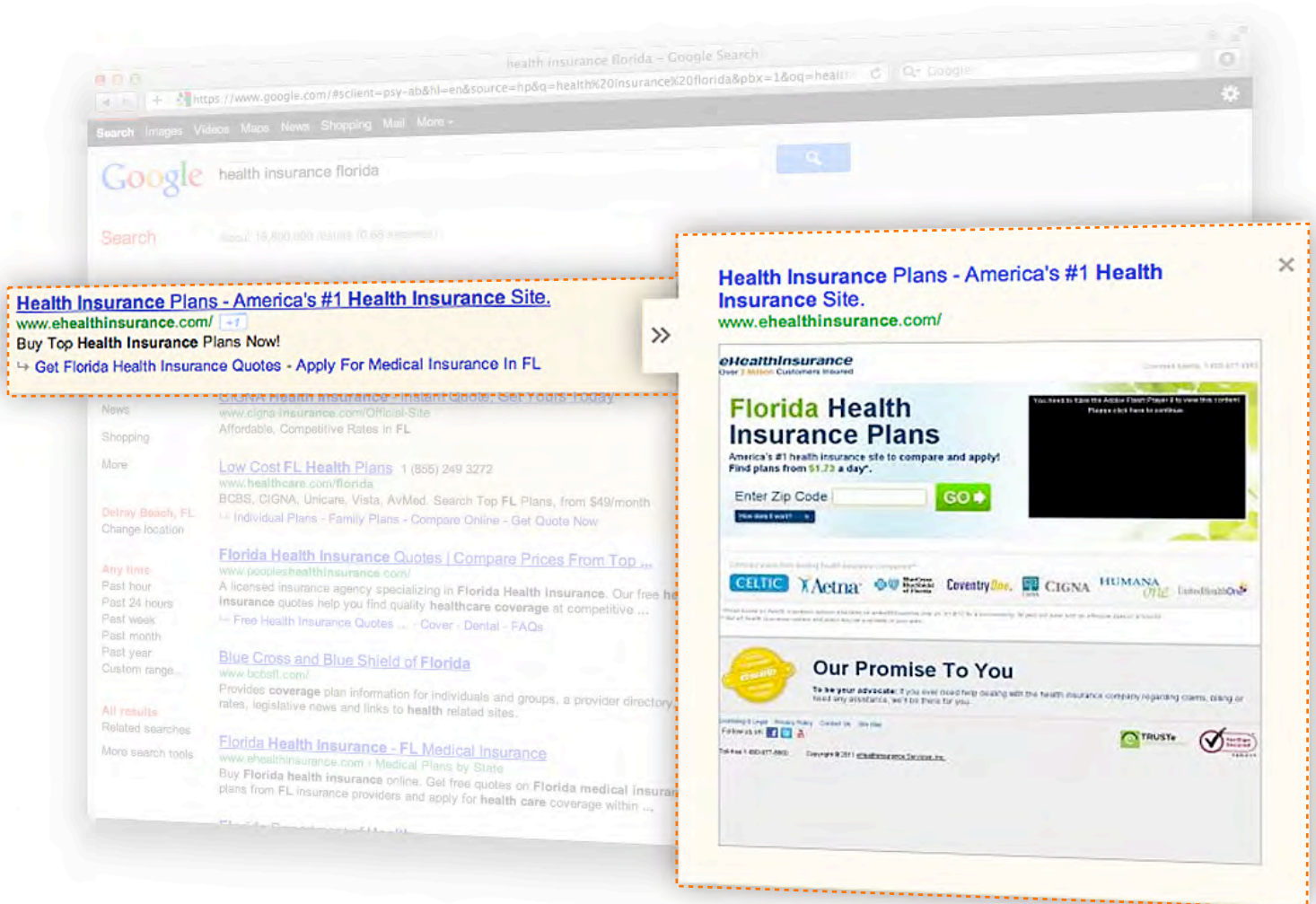
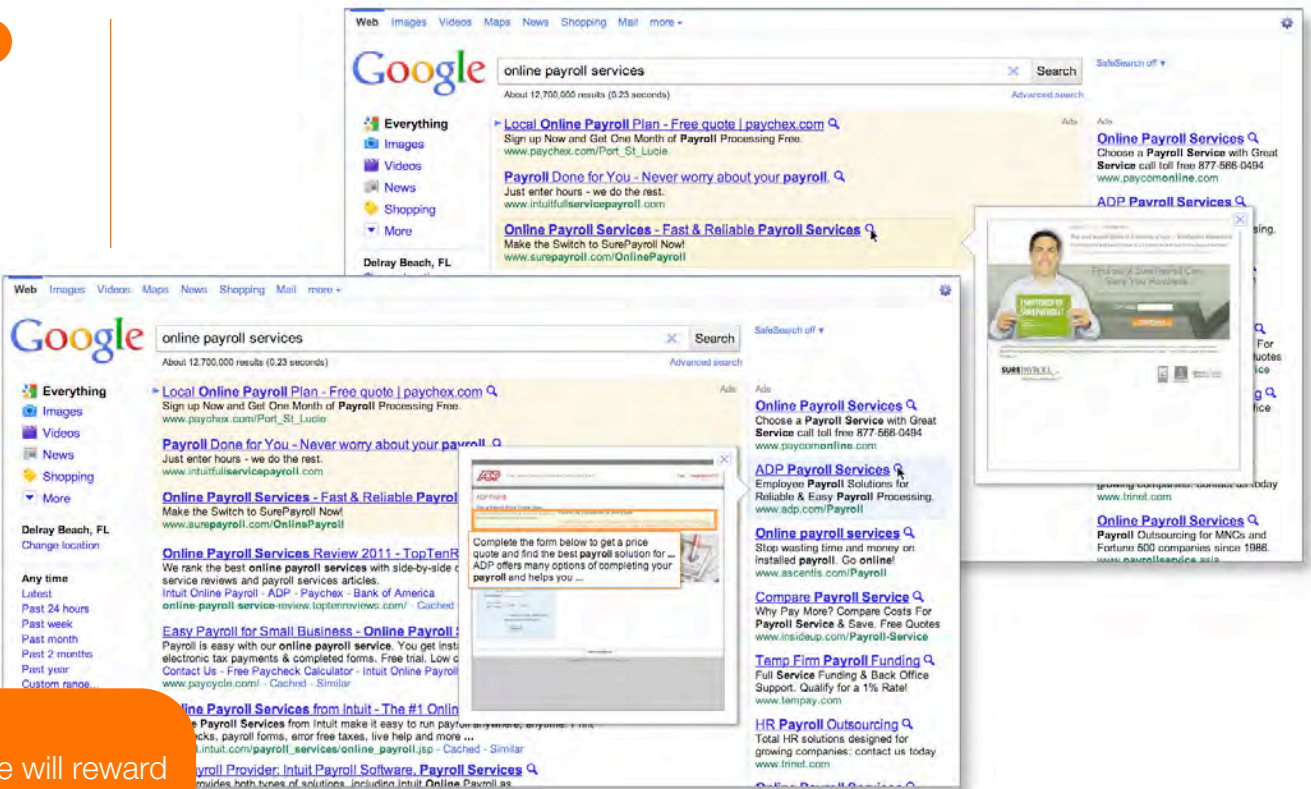


The New Impact of PPC Landing Pages.



Google has announced new quality score algorithms. Learn how to stay ahead of the changes.



Google will reward accounts with high quality landing pages by giving them higher-ranking ad placement for lower-cost bids.

Anyone who has managed campaigns in Google AdWords will agree that Quality Score can make or break a campaign. It can be the difference between paying \$1 per click or \$10 per click.

Google has always ranked ads according to two criteria: the "Quality Score" of what you are advertising and the price you are willing to pay. The Quality Score is essentially made up of three elements — the historical performance of the ad; the relevance of the ad copy to the search query; and, finally, the quality of the landing page.

On October 3, 2011 Google launched its new AdWords algorithm that will greatly change the way landing pages are used in pay per click advertising — and how they may impact your ROI.

With the new algorithm, Google is attempting to ensure that ad copy is related to the content found on the landing pages. Google plans to enforce this by crawling every landing page associated with an ad and using the algorithm to determine a quality score. Accounts with low quality landing pages will be penalized by not having ads served or even suspension. Google will reward accounts with high quality landing pages by giving them higher-ranking ad placement for lower-cost bids.

If you want your campaign to have search visibility and efficiency, your overall content marketing efforts should meet Google's standards.

Google's provides two basic guidelines to for marketers to consider when creating positive landing page experiences

- **Functionality.** Landing pages must be functional and easy to navigate.
- **Usefulness.** Landing pages must have a useful and distinct experience.

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Not very helpful at first glance, but these points do make it clear that landing pages need to deliver ideal experiences for visitors. Better user experiences, score better with Google. It's that simple.

Quality Starts with Targeted Landing Pages

Offering high-quality, relevant content has always been the benchmark of a high-performing search campaign. To avoid a lot of 'back-button' action, low conversion rates, and wasted marketing spend, ads need to deliver a relevant experience after the click.

Your landing page should mirror the language used in your ad. This concept has become increasingly important since the release of [Google Instant Preview](#), which allows users to preview landing pages **before** they click. With the new algorithm, Google has increased the importance of highly relevant landing experiences on quality score.

Everything on your landing page must be relevant to what you offer in the ad — the copy, the offer and the images need to be cohesive.

Three Simple Rules of High-Scoring Landing Pages

1. Extend Message Match Beyond Ad & Landing Page Copy

Everything on your landing pages must be relevant to what you offer in the ad — the copy, the offer and the images need to be cohesive. Some tools, like LiveBall, offer advanced features like its Conditional Logic that allow you to dynamically insert copy into the landing page based on a search query, images based on IP address, or any other specific content that assures you achieve as much relevance as possible — maintaining the scent from the ad to the page.

2. Keep It Simple

Make your landing pages easy to scan. Users should easily see what they expected to find when they clicked on your ad. And Google's bots should be able to do the same. At a quick glance it should be very clear what the key action is on the page. Vary the length of sentences, use bullets, and make sure paragraphs aren't too long. Avoid filling up space with heavy images and files that will slow your load time and hurt your score.

3. Test and Optimize Pages & Get Better Scores

How do you determine if your landing page will provide a positive experience for users and get the results you need? By testing. Test copy, images, offers, layouts, and forms. Try different calls-to-action and headlines. List features and benefits and test which ones perform best. Test long pages versus short pages. Quickly applying what you learn in tests to active campaigns can dramatically improve their quality score and overall performance. Users convert when your pages are easy to navigate and the call-to-action is clear. If you aren't already testing your landing pages, it may be time to explore a platform that will allow easy A/B (split) and in-page multivariate testing (MVT) so you can design future pages smartly and launch campaigns with pages that score high — right out of the gate.

Incorporate these three rules of highly effective landing pages into your PPC campaigns to keep current with Google's guidelines. Don't be afraid to design completely new landing pages.

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Google will reward accounts with high quality landing pages by giving them higher-ranking ad placement for lower-cost bids.

Organizations have seen 30-400% lift in conversion rate simply by creating & optimizing new landing pages.

With the new AdWords algorithm, Google is rewarding a new level of sophistication. Advertisers should evolve their landing pages to a new level of relevancy in order to survive in the paid search space. Never before has the need for a campaign-specific, targeted landing page program been more crucial. Google has raised the bar for PPC landing pages.

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The Best Landing Pages Start with You. And LiveBall.

LiveBall is ion's web-based platform that empowers marketers to launch and test advanced landing pages without code or IT. If you're looking to grow your landing page program, check out these resources and find out how LiveBall can help.

Next steps for your landing pages:

If you want to stay up to-date on the latest online marketing trends and best practices, subscribe to the **ion landing page blog**.

Learn more about how you can improve your online marketing ROI by checking the free **webinars**, **white papers** and **presentations** in our library.

Join us for a **Live Demo** and see just how easy it is to use LiveBall to create conversion-focused landing pages.

Ready for more effective landing pages? **Let's talk LiveBall!**



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