

Compliments of
Gannett



THE POWER OF

PAY PER CLICK

FOR LOCAL SMALL BUSINESSES



PPC:

Pay-Per-Click;

An advertising method where businesses pay a provider (like Google AdWords, Yahoo! Search Marketing and Microsoft adCenter) a fee when their ad is clicked as it appears on a search engine page.

SEO:

Search Engine

Optimization; A way to improve traffic to a web site from search engines through an unpaid (also known as organic) result. Image searches, local searches, backlinking, articles and social media all contribute to SEO.

SERP:

Search Engine Results Page; a list of web pages generated in response to a search. Results obtained through content appear on the left, while ads using the searched terms appear on the right.

81% of users find their desired destination through a search engine.
(Jupiter Research)

SEO vs. PPC

GannettLocal features several digital solutions, including Pay-Per-Click (PPC) and Search Engine Optimization (SEO.) Both methods use keywords and Search Engine Result Pages (SERP), but take a closer look at their distinct differences.

If you like fast results, a PPC campaign may be a better fit for your journey to get attention and sales.

You'll select keywords and write ads to reach an audience almost immediately in a paid position on a SERP. When someone clicks your ad, you'll pay a fee with the goal of turning that click into a purchase or sales lead. With a little prep work, regular inspection and maintenance, PPC ads can be highly effective in a short time period.

SEO is more like a winding drive on a Sunday afternoon: slower with more meaningful results.

Instead of a sudden burst of exposure like the PPC, this more detailed approach includes writing articles, linking/backlinking, business listings and social media networks to gain organic top rankings on the SERP. Your destination is the same, but the time and patience yields more customers over the long term.

Each method appeals to different audiences and will run simultaneously to complement each other. Companies should do both to reach a wider customer base.





CAMPAIGN

daily budget
location target
end dates

ADGROUP

keywords
& display URL

ADGROUP

keywords
& display URL

AD

AD

AD

AD

Google AdWords Basics

A **PPC** strategy on Google AdWords has three elements: The **campaign**, **adgroup** and **keywords**.

The **campaign** is your destination:

A specific goal that can have different aspects or audiences. The ads in your campaign share a daily budget, target location and timeline. Different ads within your campaign will focus on different configurations and products.

PPC:

Pay-Per-Click

CAMPAIGN:

The main structure of your AdWords account. Campaigns include adgroups and keywords.

ADGROUP:

A group of ads with a specific purpose within your campaign. Multiple adgroups within a campaign will target different products.

KEYWORDS:

Specific words in an ad group used to reach potential customers.



The **adgroup** is a billboard that will point customers to your site:

The adgroup targets something more specific within your goal, or campaign. You can have multiple adgroups within a campaign to accomplish different aspects of this goal.

Within the **adgroup** will be the meat of your project, your ads. Consider writing two versions of an ad that use slightly different **keywords** or design elements. As one performs better, you can pause that weak ad and improve the stronger one. This survival-of-the-fittest approach takes hard work and constant tweaking.

Keywords are the streets that guide the best possible audience to your business:

The **keywords** are the building blocks to your ads, **adgroup** and **campaign**. The most effective **keywords** are actually phrases that contain two to three words.



Getting Started on Your Own

Establish a goal.

Opening your own business took planning and strategy, something you need to revisit for your **PPC** advertising campaign, whether you've been operating 2 or 20 years. Order some pizza, gather staff members and define your niche and who you'd like to reach through advertising. Ask your regular customers to describe your business to gain consumer insight. Come up with a specific goal you want to accomplish.

PPC:

Pay-Per-Click

CAMPAIGN:

The structure that includes adgroups and keywords.

KEYWORDS:

Specific words in an ad group used to reach potential customers.

CPC:

Cost Per Click; The price you pay when a user clicks on your ad.

SEARCH VOLUME:

The statistics of a particular search on Google.

A more specific **campaign** will translate into easier-to-measure success.

Think of possible **keywords**.

Keep track of phrases and words from your brainstorming session, you will use the most detailed ones in your ad. The closer you can describe the unique aspects of your business, the more your ad will have relevance. If the goal is to gain more independent living residents, use **keywords** that distinguish your senior care business from your competitor like "upscale residences" or "furnished apartments." If your **keywords** connect well to your ad and business, you will get a better cost per click (**CPC**), and keep your costs lower.

Utilize **search volume** to create keywords.

Search volume is the amount of searches for a specific word or phrase on Google. Tools on Ad Words can help you weed out **keywords** from your initial list by comparing them to **keywords** users have actually used. **Keywords** within an ad with a low **search volume** will automatically be suspended, or paused, until those searches become more popular.

Sound too complex?
Give us a call...
602-444-1700



CPC:

Cost per click

QUALITY SCORE:

A measure of how relevant your ad, keyword and web page is to a search.

AD RANK:

The position of an ad on a search page.

CTR:

Click through rate; The number of times an ad is clicked divided by the number of times the ad appears.

DISPLAY URL:

The internet location displayed on the ad.

ADGROUP:

A group of ads within a campaign.

KEYWORDS:

Specific words in an ad group used to reach potential customers.

RELEVANCE:

The usefulness of ads, keywords and landing pages to the user. AdWords uses relevance to match ads as close as possible to searches.

Determining Ad Rank

You've selected a direction and destination, established **keywords** and figured out a budget, it sounds simple, right?

Not so fast — your **CPC** is based on a fairly complex algorithm, the basic standards on how Google views and ranks clients.



The official formula is
maximum **CPC** bid
x **Quality Score**
= **Ad Rank**

The **Quality Score** is determined by several factors:

- The click through rate (**CTR**) of the keywords in the ad along with the **CTR** of ALL the ads and **keywords** in your account.
- The **CTR** of **display URLs**.
- The relevance of the **keywords** to the ads in its **adgroup** and the relevance of the **keywords** to the search.
- The performance of your account in the region (country, city, area, etc.) where you've chosen to display your ads.
- Other "dynamic variables" determined by Google programmers. These variables shift and adjust to keep advertisers from manipulating the system to trick Google users.

This is just for Google. Bing, Yahoo! and other search engine sites have slightly different methods. Give us a call to get your PPC campaign across several search engines.



QUALITY SCORE:

A measure of how relevant your ad, keyword, or web page is to a search.

AD RANK:

The position of an ad on a search page. Ad rank determines your CPC.

DAILY BUDGET:

The amount you're willing to spend on a campaign each day.

CPC:

Cost Per Click

HOW TO GET A LOWER CPC

The more your keywords will answer searches
→ higher Quality Score

A higher Quality Score
→ higher ad rank and conversion of searchers into customers.

A higher Quality Score
→ lower CPC

DID YOU KNOW?

As a bulk purchaser of PPC ads, GannettLocal can leverage our clicks for your campaign.

The Bidding Process

The amount you want to pay when someone clicks on your ad is your bid.

A bid alone will not place you high on the page, since your rank is determined through a combination of bid AND Quality Score. Between two companies with the same bid, the one with a better Quality Score will have a higher ad rank.

Your daily budget is the amount you feel comfortable spending on your campaign each day. A low daily budget is stretched throughout the day.

Your maximum bid fuels your campaign.

AdWords will charge one cent more than the next highest bid. For example, if you are ranked 2nd on the page and the 3rd ranked spot CPC is .75, you will only be charged .76, even though your max CPC was \$1.

Feeling overwhelmed? Give us a call and we can give you the gift of time... we can do this with proven results!



Establish a budget

Don't blindly attach a number to your budget, use this formula: You are a beauty shop and want to sell hair extensions.

You figure that investing \$5 into selling each set of hair extension will still give you a decent return. Multiply your investment (\$5) by the number of sales you'd like for the month (for example, 60) to get \$300. Divide by 30 days to get a daily budget of \$10 per day.

Consider time constraints to stretch your budget. Run two similar ads at different times- one weekday and one weekend. If you notice a dramatic difference in response, switch to that option for all of your ads.



KEYWORDS:

Specific words in an ad group used to reach potential customers.

VANITY KEYWORDS:

Basic and nondescript keywords

LONG TAIL KEYWORDS:

Two or three word phrases that describe a product or service.

CAN YOU DO IT ON YOUR OWN?

Anything is possible, and of course you can tinker with **keywords**, switch ads, research search volume and change ad versions to accomplish your goals. If you enjoy the method of fiddling and tweaking, this would be a good way to tap into those interests if you have the time.

Other options are to use a marketing firm like GannettLocal or computer programs to automate some of the maintenance work. It is still your goal and ideas, but we can handle the grunt work, and share our expertise on our lessons learned over the years.

Keyword Selection

Be specific.

Just like you wouldn't direct a customer to your store with vague directions like "we're on the West side of town," you wouldn't direct them to your web site with a vague term like "weight loss."

Your **keywords** needs to be relevant to reach the best possible match for a potential customer. Broad keywords waste money on clicks from users who aren't necessarily interested. The clicks on generic terms will bust your budget without providing gains.



Avoid **vanity keywords**.

Shoot for two-or-three word phrases, also known as **long tail keywords**. The more you can describe your product or service, the more relevance you will have with a potential customer.

Vanity: Home improvement

Long Tail: Eco-friendly kitchen materials

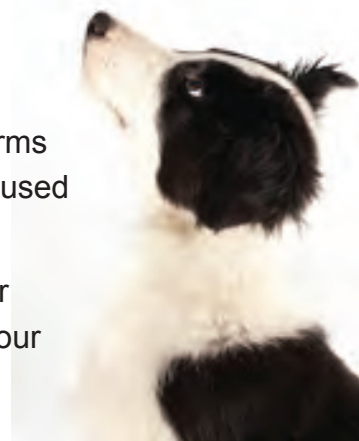
Vanity: Legal

Long Tail: Copyright infringement lawyer

Determine a problem you can solve.

If your customer wants a better lifestyle for their dog, their search may be for organic pet food- which is also your product! Once your ad appears, use AdWords' Search Terms Report to learn the exact searches people used to find you.

Change the geographic location to a tighter radius to make **keywords** relate closer to your message.





Writing your ad is only half the process. Call PPC experts at GannettLocal to ensure maximum placement and design.

KEYWORDS:

Specific words in an ad group used to reach potential customers.

DISPLAY URL:

A clickable web site link.

DESTINATION URL:

The actual web address of your landing page.

LANDING PAGE:

The web page where customers will 'land' when they click your ad.

CTR:

Click through rate

CPC:

Cost per click

Writing PPC ads

The ad structure consists of four parts:

1. **Headline:** This will double as a link to your web site. Use one of your **keywords**.
2. **Text:** Two lines describe your product. Focus on the benefits and details of what you're trying to sell. Use **keywords** to achieve a bolded look.
3. **Display URL:** The last line is a clickable web site link. It gives the user a glimpse of your business name.
4. **Destination URL:** The user won't see this URL, it is your **landing page**. Remember to have a different and highly specific landing page to make a clear conversion from the click.

To sell a product, include a price and an action word like "buy."

To entice a buyer to participate in your special offer, state the offer for "50% off," not just "discounted" and consider listing it as a time-limited offer to entice an instant response.

Write the ads appropriate to your industry.

You wouldn't present a nursing home in the same way you'd sell children's clothes.

Revisit and track your **CTR**.

Take advantage of the information AdWords interprets from your data. Effective ads will reduce your **CPC**, which will benefit your bottom line.

The less you can spend to gain a lead or sale, the more profit you'll have in return.





CAMPAIGN:

The main structure that includes adgroups and keywords.

KEYWORDS:

Specific words in an ad group used to reach potential customers.

SERP:

Search Engine Results Page

LANDING PAGE:

The web page where customers will 'land' when they click your ad.

DISPLAY URL:

A clickable web site link.

DESTINATION URL:

The web address of your landing page.

LANDING PAGE:

The web page where customers will 'land' when they click your ad.

CONVERSION RATE:

The frequency that a customer completes an action on your landing page such as a purchase or form completion.

Landing Pages

Your customer has arrived.

You've got your map (your **campaign**), streets (a killer set of descriptive **keywords**), a billboard (your ad). The potential customer clicks, only to arrive at a dead-end home page that causes them to high-tail it back to the **SERP**. What happened?

The **landing page** must be as specific as the other aspects of your campaign.

Otherwise, you've just wasted the money paid to AdWords when the customer clicked on your site.

Keep the page free of excess navigation.

This is their destination, don't give them a chance to stray without a return on your investment. Display the relevant **keywords** and phrases clearly on the page in a larger, bold font. Don't clutter it with links or content unrelated to your specific goal. Inform and educate the customer about the product. Avoid a ton of images. You don't want to lose a customer at the last minute because they're tired of waiting to load photos.

Use the page to gather information to convert an searcher into a customer.

If they don't convert on the spot, provide a phone number and address in case they prefer a more hands-on approach. Test two versions of **your landing page** to see which yields a higher **conversion rate**.



Save time and call GannettLocal to manage your PPC campaign! We'll use our extensive knowledge base and experience to provide results. **602-444-1700**

CONVERSION:

A way to measure success with a PPC ad. It occurs when a user participates in the landing page.

LANDING PAGE:

The web page where customers will 'land' when they click your ad.

SITE CONVERSION CODE:

A method to record web site activity and produce data that will enhance your strategy.

CALL TRACKING:

A method to record calls through specific numbers placed on a landing page. Tracking enables you to see how your PPC ad performed in converting users into customers.

Conversion vs. Clicks

Clicks don't mean your PPC campaign is a success — you need conversions.

A **conversion** is when the user clicks your ad and participates on your **landing page**. AdWords allows you to track those transactions to see how your clicks compare to your conversions- the ultimate end destination you've worked hard for. When you figure out the profitability of your campaign, you will have the tools to make bids and budgets and make changes to keywords .

Call tracking and site conversion codes tell what users are doing once within a site.

Call Tracking: With the ability to place local phone numbers on your **landing page** will let us measure the return on advertising. With 86% of online users not purchasing through the internet and either placing a call or making an in store visit, this helps us show the return through a valued lead.

Site Conversion Code: GannettLocal has a distinct code that will track the user through the time spent on the consumers web site after the click has taken place. With the embedded code, we will be able to see numerous statistics such as entry pages, **keywords** used to enter site, time spent on site as well as internal pages. The key to the site

tracking code is that it will show a conversion happened once the user who has clicked has stopped on a page where it asks the person to call or send an e-mail. This clarifies that the click turned into a lead and a potential client.





**GannettLocal delivers
big results for small businesses.**
We can do the same for you!



Start a conversation today
with a GannettLocal Navigator.
GannettLocal is the local marketing partner
small business owners rely on to get
maximum exposure and bring in new customers
– easily and affordably – with a proven set
of local marketing programs that combine
online and print media.

Call 602-444-1700
to talk with a GannettLocal Navigator