

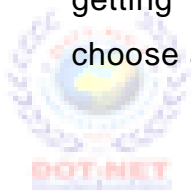
Lesson no. 19: Google Adwords- PPC Advertising

HOW TO INCREASE CTR

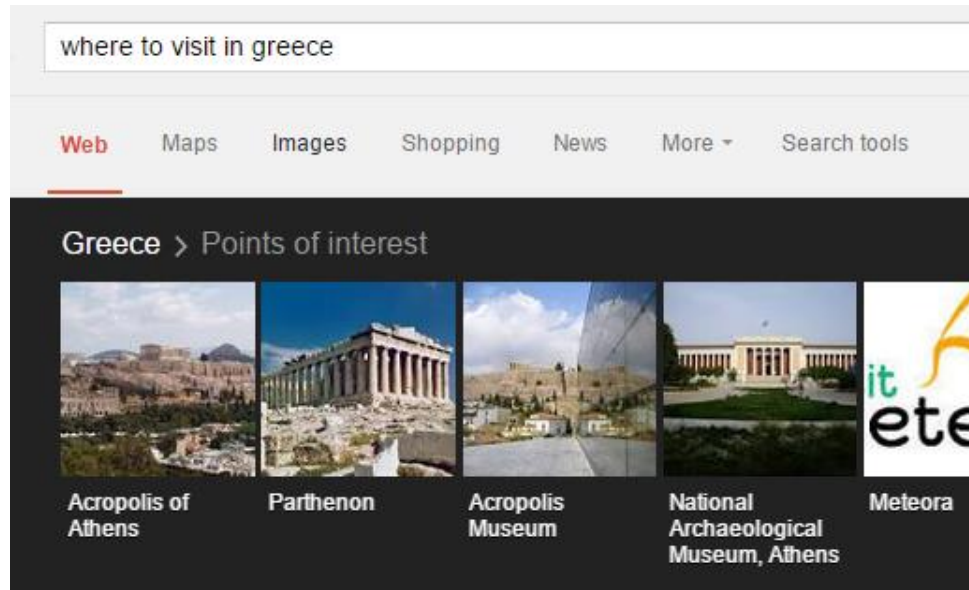
Step One: Craft Attention-Grabbing Headlines

One way to stand out, in the search engine results pages (SERPs), is by crafting attention-grabbing headlines. From your banner ads to your ad copy, your content and even your email campaigns with a solid subject line – good headlines pull people in.

Why is your title so important, why does your subject line matter? It's because in SERPs, 8 out of 10 users will click the title, if it's compelling. Straightaway you can see, this is going to boost your click through rate. You can also take this on board when it comes to your email marketing. A solid email marketing campaign is about getting your users to open your emails. To improve your open rates you need to choose a high quality subject line, and utilize the tips below.



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Explore Greece with Rough Guides: find out the best places to visit, when to go, view itineraries and read about meze, monasteries and island-hopping.

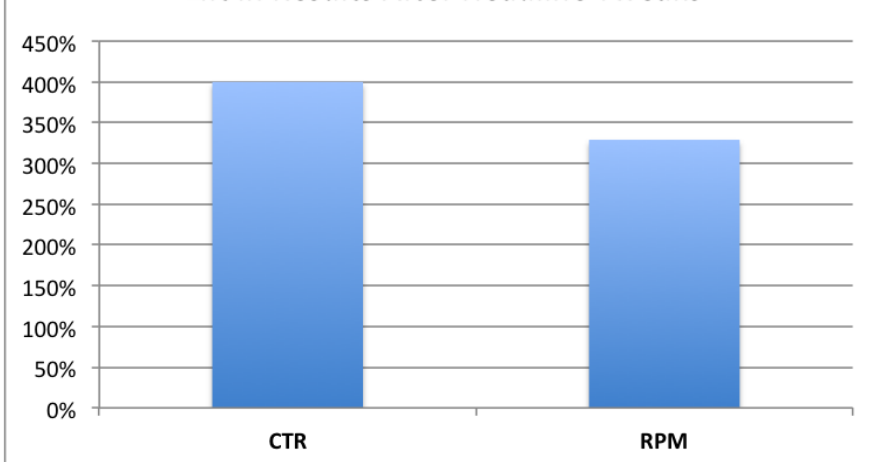
Things not to miss - Where to go - Itineraries - Explore Greece

10 Best Places to Visit in Greece - Touropia

2nd listing

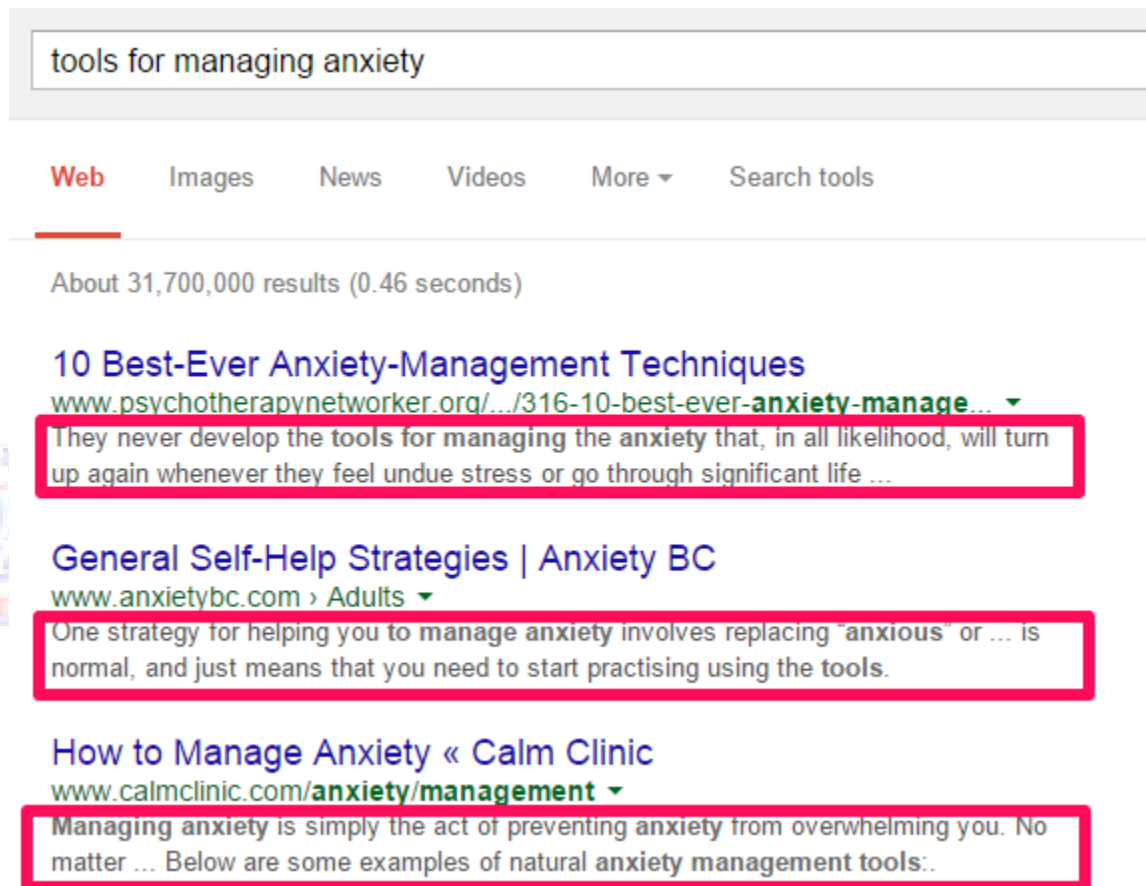
Dec 12, 2014 - An overview of the best places to visit in Greece: ... The Greek word **meteora** means "suspended in the air," and this phrase aptly describes ... The northernmost of Greece's **Ionian Islands**, Corfu was controlled by many foreign ...
10 Best Greek Islands - Santorini - Top Tourist Attractions in Athens - Mykonos

Lift in Results After Headline Tweaks



Step Two: Strategically Optimize Your Meta Descriptions

Are your pages' meta descriptions optimized for a better click-through rate? This is an important aspect of on-page SEO. Because without snippet text optimization, your headline won't be likely to get the right kind of attention and this won't lead to open rates or high CTR:



tools for managing anxiety

Web Images News Videos More Search tools

About 31,700,000 results (0.46 seconds)

10 Best-Ever Anxiety-Management Techniques
www.psychonetworker.org/.../316-10-best-ever-anxiety-manage...
 They never develop the tools for managing the anxiety that, in all likelihood, will turn up again whenever they feel undue stress or go through significant life ...

General Self-Help Strategies | Anxiety BC
www.anxietybc.com > Adults
 One strategy for helping you to manage anxiety involves replacing "anxious" or ... is normal, and just means that you need to start practising using the tools.

How to Manage Anxiety « Calm Clinic
www.calmclinic.com/anxiety/management
 Managing anxiety is simply the act of preventing anxiety from overwhelming you. No matter ... Below are some examples of natural anxiety management tools:.

By itself, a **meta description** may not improve your search rankings and your quality score. However, it'll definitely earn you more click through rates, when it's crafted correctly. As your pages move up the rankings list, a good meta description will yield a higher CTR.

Step Three: Utilize Rich Snippets

Search algorithms have changed quite a bit over the past few years. However, certain ranking factors are still relevant. One example: rich snippets. We see them in SERPs all the time.

[Amazon.com: Bose® QuietComfort® 15 Acoustic Noise Cancelling ...](#)

[www.amazon.com](#) > > Audio & Video Accessories > Headphones

★★★★★ Rating: 4.4 - 312 reviews - \$299.00 - In stock

QuietComfort 15 headphones feature exclusive Bose advancements in noise reduction technology. You hear less noise and more of your music and ...

[PDF] [QUIETCOMFORT® 15 - Bose](#)

[www.bose.no/.../owners-guide_QuietComfort_15_headphones...](#)

File Format: PDF/Adobe Acrobat - Quick View

QUIETCOMFORT® 15. ACOUSTIC NOISE CANCELLING® HEADPHONES. Q. UIE. TC. OM. FORT. ®. 15. A. CO. US. T. IC. N. OIS. E. C. AN. CE. LL. ING. ®. H. E. ...

Rich Snippets

[Bose QuietComfort 15 Acoustic Noise Cancelling Headphones ...](#)

[www.bestbuy.com/.../QuietComfort%26%23174%3B-15.../945...](#)

★★★★★ Rating: 5 - Review by from Cuyahoga Falls, OH on ... - Apr 1, 2013 - \$299.99 - In stock

BOSE QuietComfort 15 Acoustic Noise Cancelling Headphones: Noise-canceling design; rare earth magnet; TriPort® acoustic headphone structure; 5-1/2' cord ...

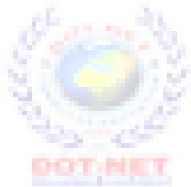
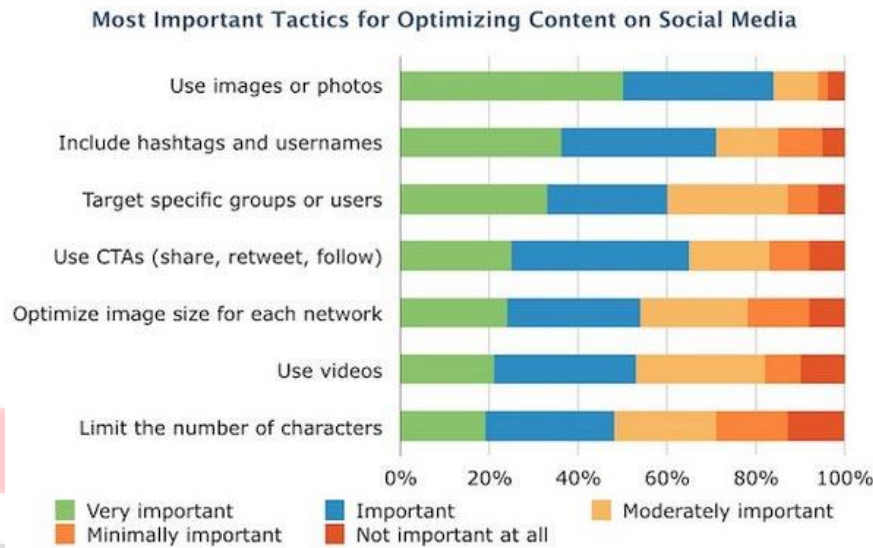


The benefits of rich snippets include:

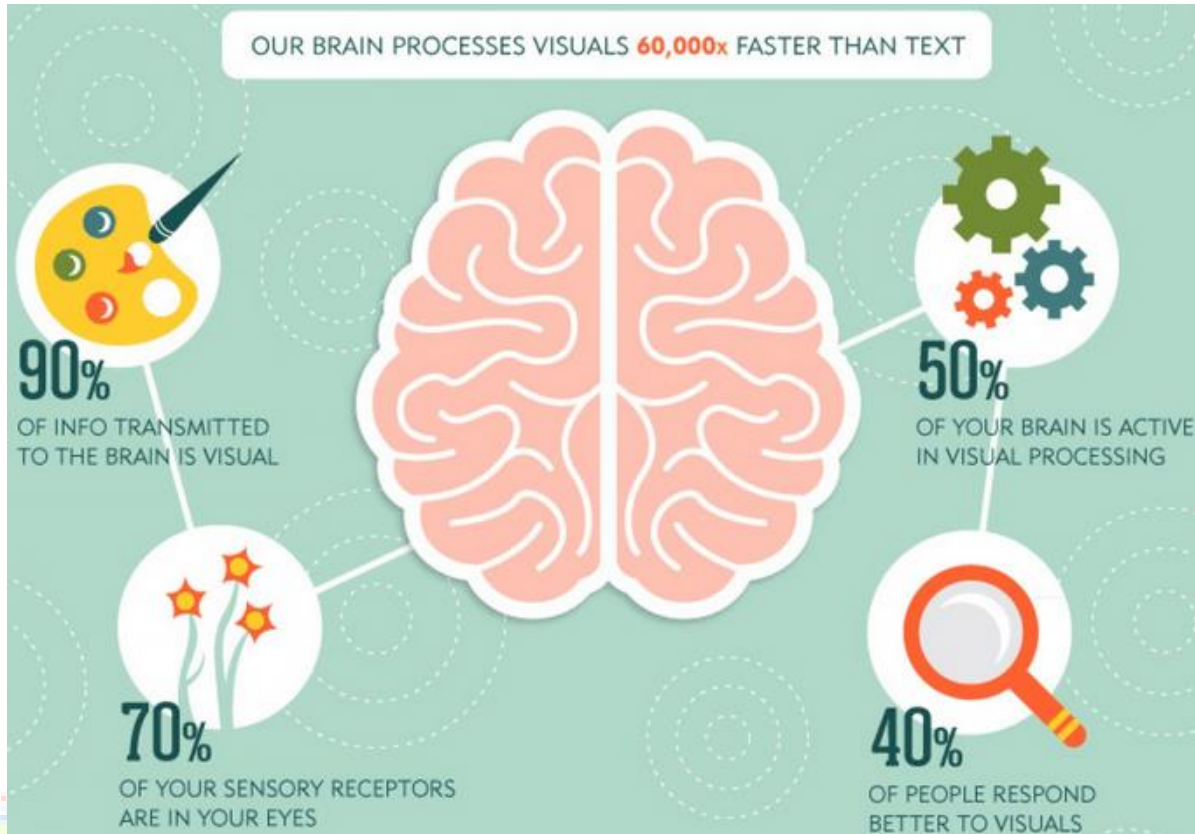
- Drawing the reader's eye to a relevant search result
- Giving more information and social proof about the result
- Telling the user exactly what's on the other side of that link, even before they click
- Increasing click-through rate

Step Four: Persuade the User With Quality Visual Assets

One of the most effective tactics for optimizing content on social media is using images and photos. This is true, because the human brain responds to visual information 60,000x faster making it a sure fire way of improving your click-thru rate.



This is why there are so many software solutions, such as **Piktochart**, **Powtoon** and **Canva**, quickly turning average bloggers and self-published authors into graphic designers and **visual marketers**.



These are people who ordinarily wouldn't have considered becoming designers. When it comes to maximizing your search click through rate, you've got to use persuasion with visual assets.

So, if you want to improve your open rate and for people to click your organic listing and visit your web page, because of the **valuable content** that you've got waiting for them, then make sure that your content is:

Findable

Can the user find the content?

- An h1 tag
- At least two h2 tags
- Metadata, including title, descriptors & keywords
- Links to other related content
- Alt tags for images

Readable

Can the user read the content?

- An inverted pyramid writing style
- Chunking
- Bullets
- Numbered lists
- Following the style guide

Understandable



Can the user understand the content?

- An appropriate content type (text, video, etc.)
- Reflection that you considered the user personas
- Context
- Respect for the audience's reading level
- Articulate an old idea in a new way

Step Five: Activate Breadcrumb Navigation

When you want to **increase organic clicks**, one technique that's supported by Google is *breadcrumb navigation*. This SEO concept is particularly important in today's mobile age.

Breadcrumbs allow a search user to see and use a step-by-step pathway of links, from your homepage to the specific page that they clicked on in their SERPs. Breadcrumbs help your user navigate your site, improving your page open rate and contributing towards higher CTR.

top rated fitness shoes  

Web Images News Videos More ▾ Search tools

About 32,800,000 results (0.45 seconds)

Buy Shoes at JUMIA™ - Best Selection of Fashion Online
Ad shoes.jumia.com.ng/ ▾
Order Now & Pay at Your Doorstep!
Pay Cash at your Doorstep · 14 Days Free Returns · Free Delivery in Lagos
Jumia Nigeria has 39,573 followers on Google+

Women's Shoes Fashion Clearance Sale
Men's Shoes St Genevieve Fashion

The Best Running Shoes and Sneakers for Every Workout ...
www.fitnessmagazine.com > ... > Exercise Equipment > Running Shoes ▾
Our testers put dozens of the latest pairs through their paces to find these top picks.
Here, find the best running shoes for the trail, cross training and more.

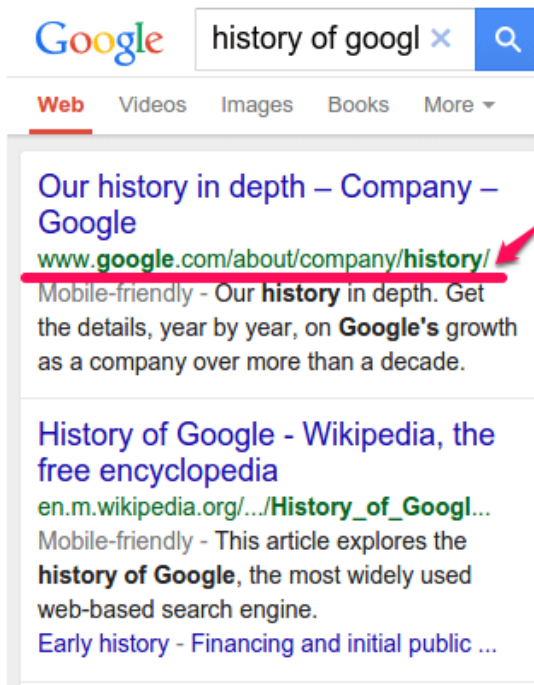
The Best Sneakers for Every Workout - FITNESS Magazine ...
www.fitnessmagazine.com > ... > Exercise Equipment > Running Shoes ▾
Fit to Be Tied: The Best Sneakers for Your Favorite Workouts ... the court and even the
water — to find the stellar pairs that will take your workout to the next level.



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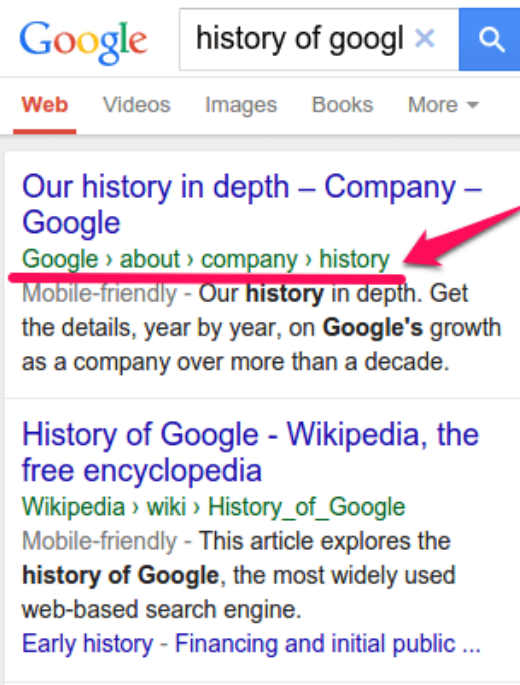
Recently, Google announced that it will be replacing the URL that usually appears within the result snippet with a site name and breadcrumb path. This will affect mobile searches only, for now. If you look at recent organic search listings on any mobile device, there's a difference that you can see in the example below:

BEFORE



Google search results for "history of googl". The top result is "Our history in depth – Company – Google" with the URL www.google.com/about/company/history/ underlined in red. A red arrow points to the URL. Below it is a Wikipedia result for "History of Google".

AFTER



Google search results for "history of googl". The top result is "Our history in depth – Company – Google" with the breadcrumb "Google > about > company > history" underlined in red. A red arrow points to the breadcrumb. Below it is a Wikipedia result for "History of Google".

Step Six: Leverage Google Analytics Reports

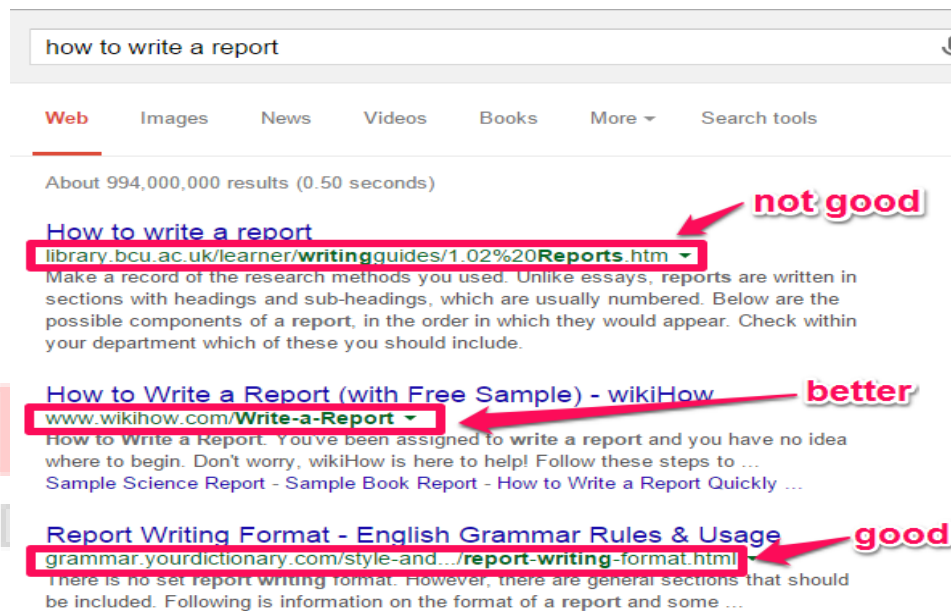
If content marketers made proper use of their Google analytics reports, they'd not only improve organic search performance, but they'd increase their landing page conversion rates as well, leading to better call to actions, stronger email campaigns, and a higher quality score.



We often forget about the data that's available about our pages. If you know what to look for, your Analytics dashboard can tell you exactly how Google and your users perceive your site's pages.

Step Seven: Optimize Your URL for Users

How do your web page URLs appear in search results? Are they clickable and relevant? Take a closer look at these three search results in Google:



The screenshot shows a Google search for "how to write a report". The search bar contains the text "how to write a report". Below the search bar, there are tabs for "Web", "Images", "News", "Videos", "Books", "More", and "Search tools". The search results show "About 994,000,000 results (0.50 seconds)".

Three search results are highlighted with red boxes and arrows pointing to them:

- The first result is "How to write a report" with the URL library.bcu.ac.uk/learner/writingguides/1.02%20Reports.htm. A red arrow points to the URL with the label "not good".
- The second result is "How to Write a Report (with Free Sample) - wikiHow" with the URL www.wikihow.com/Write-a-Report. A red arrow points to the URL with the label "better".
- The third result is "Report Writing Format - English Grammar Rules & Usage" with the URL grammar.yourdictionary.com/style-and-.../report-writing-format.html. A red arrow points to the URL with the label "good".

Step Eight: Build High-Converting Landing Pages

Conversion rate optimization is one aspect of digital marketing that most bloggers haven't fully embraced yet. Sure, a lot of people want to attract more traffic from Google, but they lack a strategy to convert that traffic, once it arrives. When you start attracting that traffic its the perfect opportunity to use it to help your email marketing campaigns, and to encourage other call to actions.

However, that's starting to change. Many businesses have come to recognize the importance of CRO and are starting to invest heavily in it. According to **Marketing Charts**, in 2013, 85% of search marketing professionals intended to focus more on CRO the following year.

Without conversion optimization, all of your research efforts, writing, optimization, **link building** and constant tracking of your search performance are wasted.

The solution is to create high-converting landing pages. Several companies that have invested in unique landing pages are reaping huge rewards for their efforts, scoring high CTR's, boosting their email marketing, and getting those completion rates.

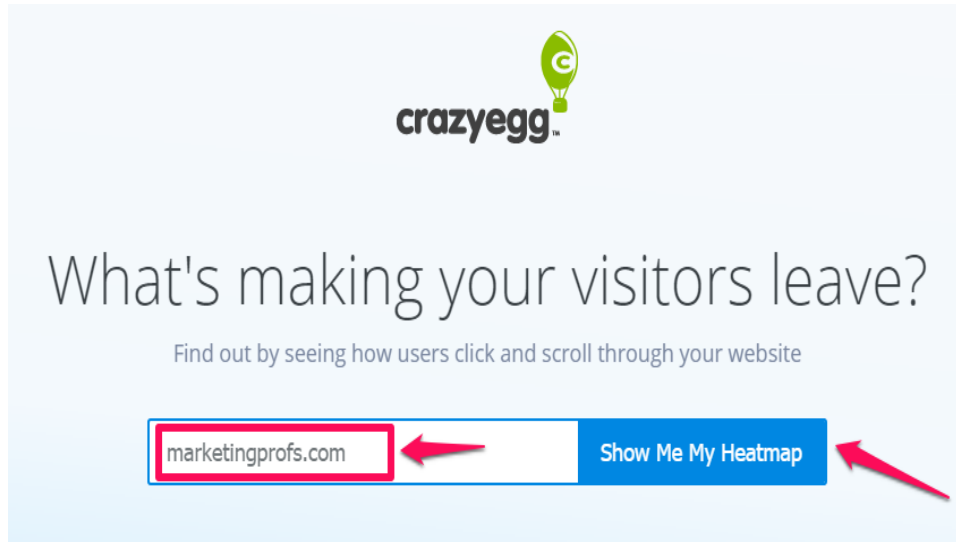
Step Nine: Use Heatmaps to Improve Site Clicks

A smart way to get the most out of your site users is to understand the areas of your web page where they **click the most**.

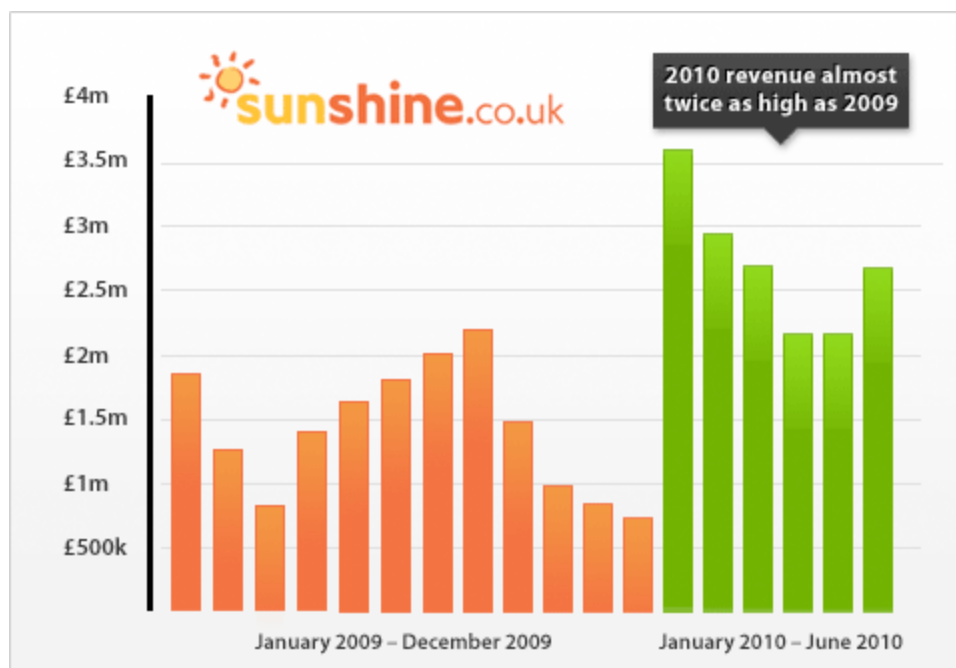


The best way to know exactly what's happening on your blog and where search users are contributing to those high CTR's the most, is by using a heatmap tool.

Heatmap tools, such as **Crazyegg**, will show you exactly how users are interacting with your site.



Heatmaps are very powerful. For example, Conversion Rate Experts generated an **extra £14 million a year for Sunshine.co.uk**. One of the strategies that helped them achieve this result was the use of CrazyEgg, to know where their users are clicking on a given page.



Of course, you can always carry out **A/B testing** or multivariate testing, to determine what works for you.

But, start today. Don't just let search users come to your web page and leave, get those high CTR's and improve your quality score. Get to understand what content they're most excited about, then work hard to create more like it.



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