

Lesson no. 1: Google Adwords- PPC Advertising

I. UNDERSTANDING INORGANIC SEARCH RESULTS

It includes usually paid services such as

PPC – Pay Per Click

CPC – Cost Per Click

CPA – Cost Per Acquisition, banner ads, classifieds etc.

This service is very expensive. But those who want immediate results, they can go for inorganic service.

Benefits of Inorganic Search Engine Optimization:

- Results in short period.
- Site gains more visibility.
- More traffic in short period of time.
- Unlike organic SEO, inorganic SEO gets more effective result in very short time.

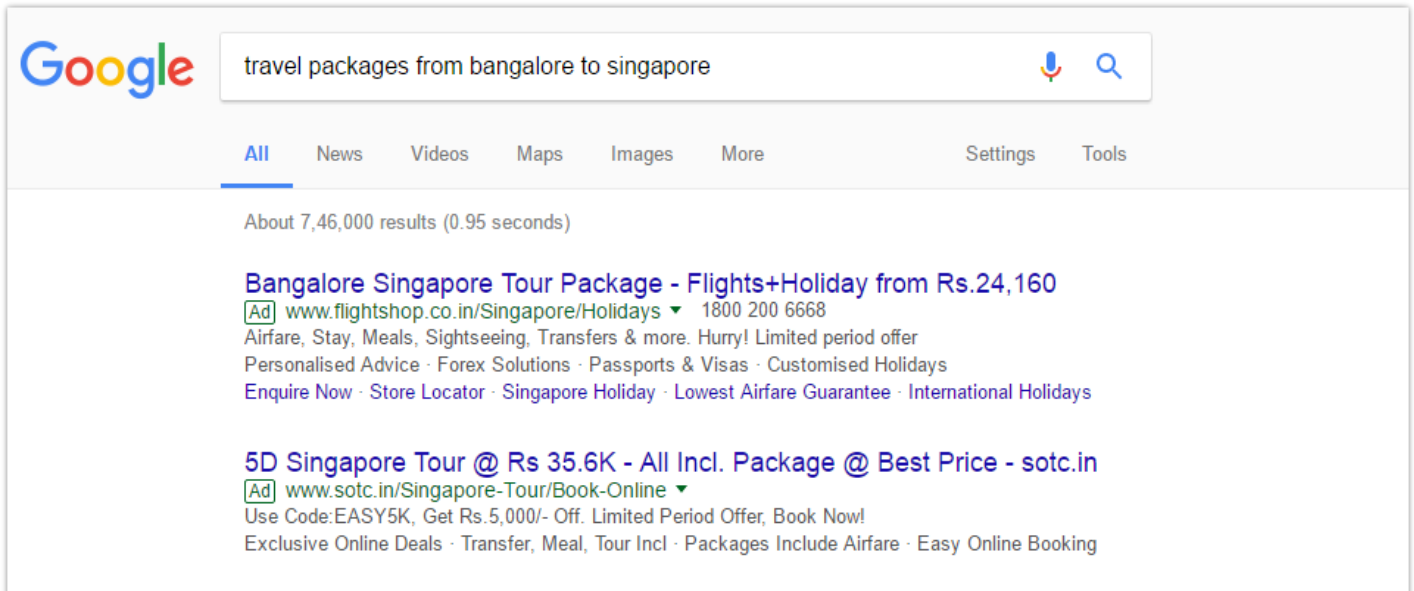
Inorganic SEO technique is quite risky; as its cost will be count as per clicks, webmaster must remain alert from competitors, they might click on your site unnecessarily to force you pay more. There is a solution to block those users, but for that you must be aware that they clicked you unnecessarily.

II. INTRODUCTION TO GOOGLE ADWORDS AND PPC ADVERTISING

i. GOOGLE ADWORDS

Google AdWords is an online advertising service developed by Google to help marketers reach their customers instantly.

When someone searches on Google for a particular term, say ‘travel packages’, Google would throw a list of searches for you. But if you look closely, you will notice that the top and the bottom results are generally ads.



The screenshot shows a Google search interface. The search bar contains the text "travel packages from bangalore to singapore". Below the search bar, there are tabs for "All", "News", "Videos", "Maps", "Images", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 7,46,000 results (0.95 seconds)". The first two results are paid advertisements:

- Bangalore Singapore Tour Package - Flights+Holiday from Rs.24,160**
[Ad] www.flightshop.co.in/Singapore/Holidays 1800 200 6668
Airfare, Stay, Meals, Sightseeing, Transfers & more. Hurry! Limited period offer
Personalised Advice · Forex Solutions · Passports & Visas · Customised Holidays
Enquire Now · Store Locator · Singapore Holiday · Lowest Airfare Guarantee · International Holidays
- 5D Singapore Tour @ Rs 35.6K - All Incl. Package @ Best Price - sotc.in**
[Ad] www.sotc.in/Singapore-Tour/Book-Online
Use Code:EASY5K, Get Rs.5,000/- Off. Limited Period Offer, Book Now!
Exclusive Online Deals · Transfer, Meal, Tour Incl · Packages Include Airfare · Easy Online Booking



ii. PPC ADVERTISING

- PPC is an online advertising model in which advertisers can display ads for their goods or services when users (people searching for things online) – enter relevant queries into search engines.
- Advertisers are only charged when a user actually clicks on their ad, hence the name “pay-per-click.”
- Due to the nature of keywords and the role they play in paid search, pay-per-click advertising can also be referred to as **keyword advertising**.

Lesson no. 2: Google Adwords- PPC Advertising

I. OVERVIEW OF MICROSOFT ADCENTER (BING & YAHOO) SETTING UP GOOGLE ADWORDS ACCOUNT

i. Sign up for a Bing Ads account

a) Go to the Bing Ads sign up page and select **Create a new email address** and click **Next**.

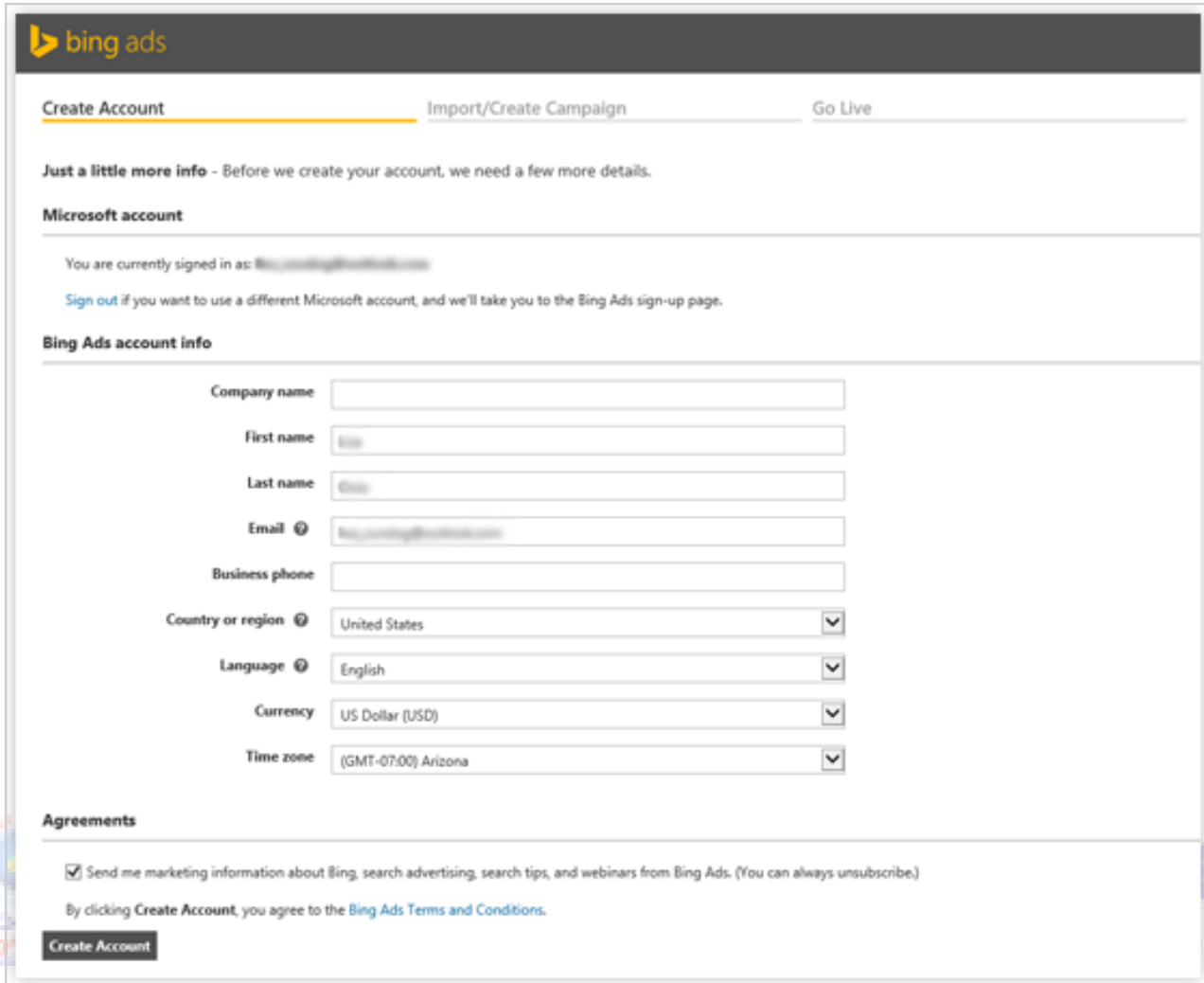
(A Microsoft account is an email address and password you use to sign in to Microsoft services or devices. If you use an email address and password to sign in to services like Skype, Xbox LIVE, or Outlook.com, you already have a Microsoft account).

b) **Enter information** for the new account.

c) Click **Create account**.

(You'll be taken to the Bing Ads Create Account page directly after creating your new Microsoft account and will already be signed in with your new account).

d) Enter **Bing Ads account info**.



e) Click **Create Account**.

(You'll be taken to the Bing Ads Create Account page directly after creating your new Microsoft account and will already be signed in with your new account).

f) After you've created your Bing Ads account, you can set up your campaign by importing from **Google AdWords** or by **creating a new campaign**. You can also **skip this step** and click **Continue**.

g) Enter your **billing and payment information** and click **Next**. You can also **skip this step** and enter your billing and payment information later by clicking **Skip**.

You're **now signed in** to Bing Ads!

ii. **Sign up for a yahoo ads account:**
Content not found

Lesson no. 3: Google Adwords- PPC Advertising

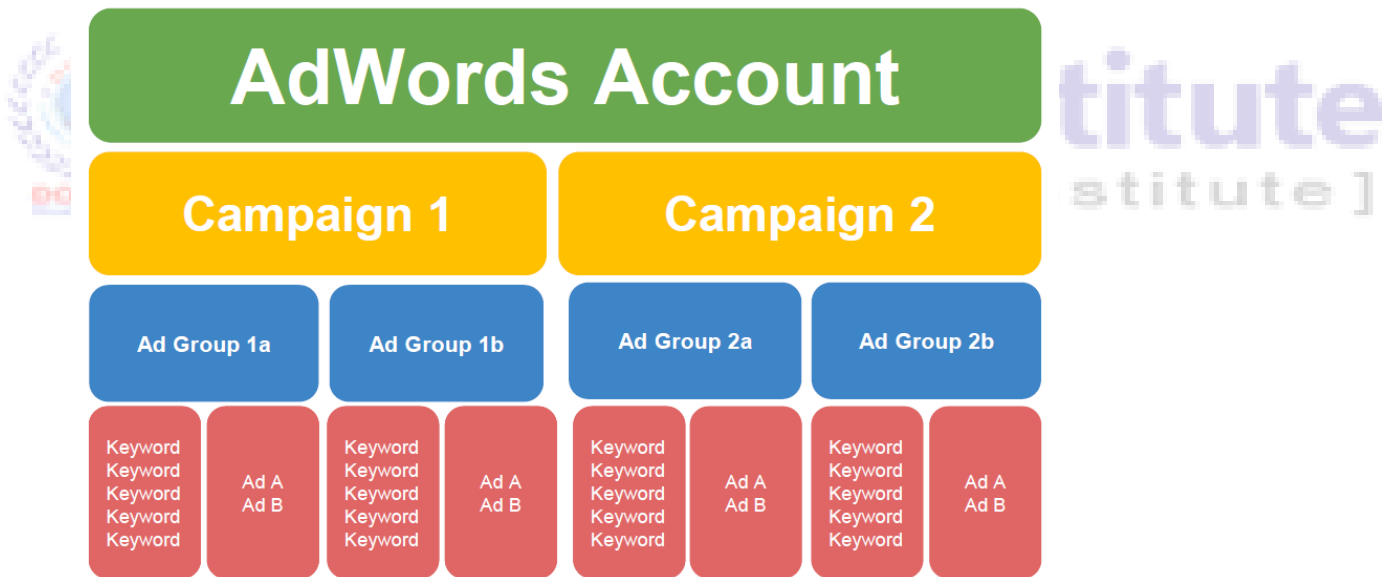
I. UNDERSTANDING ADWORD ACCOUNT STRUCTURE

i. CAMPAIGNS, ADGROUPS, ADS, KEYWORDS, ETC

We'll cover the basics of building out an awesome AdWords account structure in five parts:

- a) The Campaign Level: Laying the Foundation
- b) The Ad Group Level: Building Your House
- c) Keyword Selection: Interior Decorating
- d) Ad Copy: Exterior Design
- e) Ad Extensions: Adding a Backyard Pool

In the end, you'll have a beautiful campaign structure that looks like this:



Let's get to work.

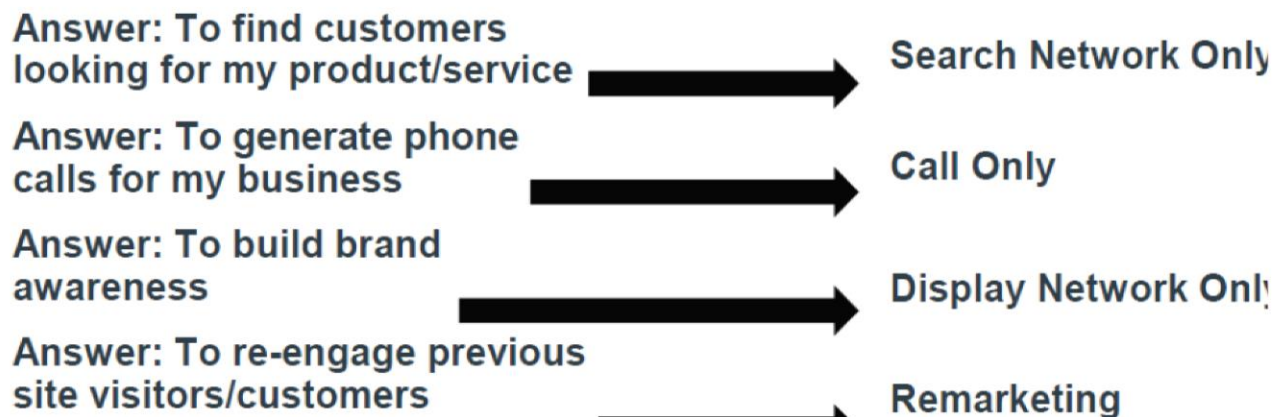
a) AdWords Campaign Structure: Laying the Foundation



Lesson no. 4: Google Adwords- PPC Advertising

Types of Campaigns & Settings

First, you need to lay a solid foundation for the rest of your account. Start by choosing your tools, i.e. your campaign type. Ask yourself, what is your advertising goal? The right campaign type for your business depends on your answer.



Most businesses will want to start with a search campaign, but if you're primarily looking to generate calls (if, say, you're an emergency plumber), a **call-only campaign** is the right choice.

If you're trying to generate awareness for a completely new brand/product, **display campaigns** are a great option. You can also create multiple campaign types to satisfy multiple goals.

The next step is **planning your blueprint**, depending on what kind of business you're running. In other words, how is your *business* structured?

When those decisions are made, it's time to consider your campaign settings:

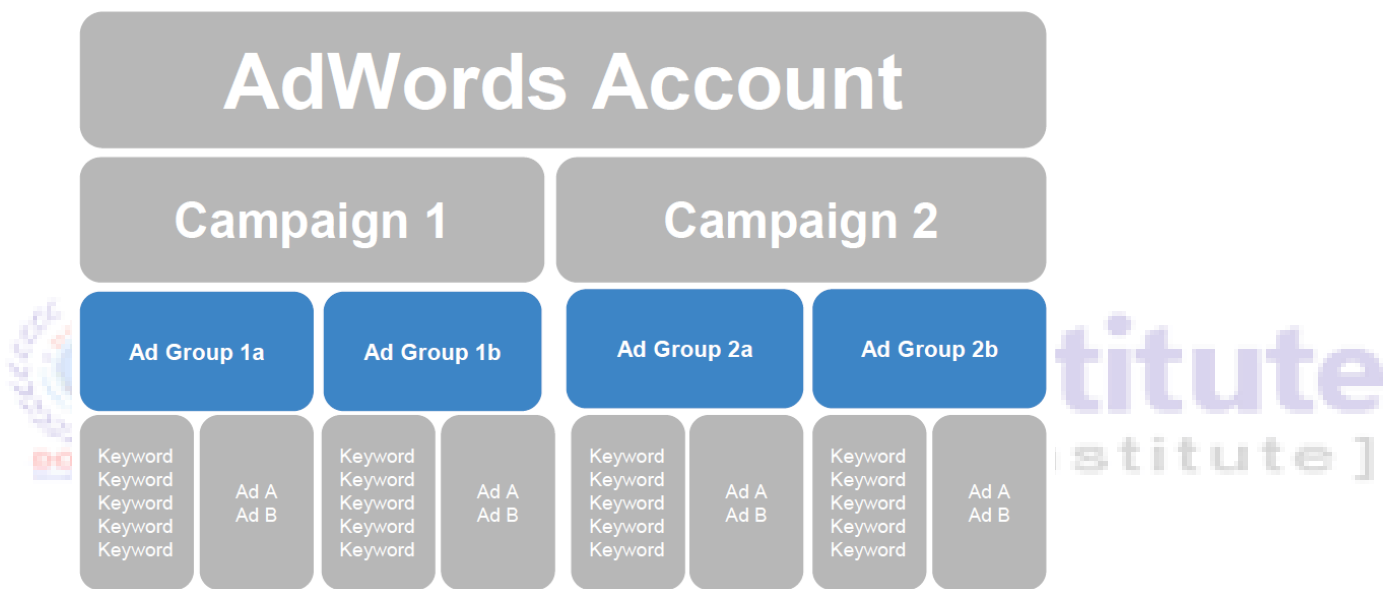
- Location Targeting
- Language Targeting - Any language customers speak
- Bid Strategy - Automatic vs. Manual
- Budget

How to set your campaign budget

Where to start? First, you need to know how Google spends your money. Your monthly budget is your daily budget x 30.4. So, start with a monthly budget and work backwards (divide by 30.4).

Consider: Based on your estimated CPC (cost per click), how many clicks per day can your budget support?

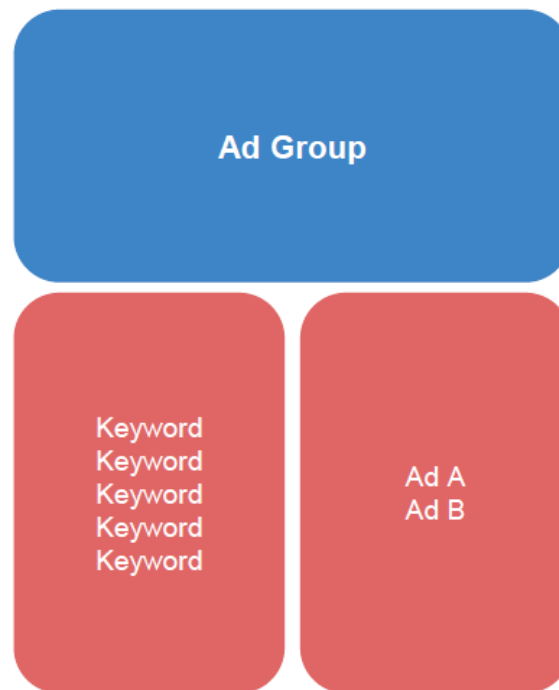
a) *The Ad Group Level: Building Your House*



What do ad groups accomplish?

The level below campaigns in your AdWords account structure consists of your Ad groups:

- Create the structure within each campaign
- Are organized by **theme**
- Control keyword/ad association



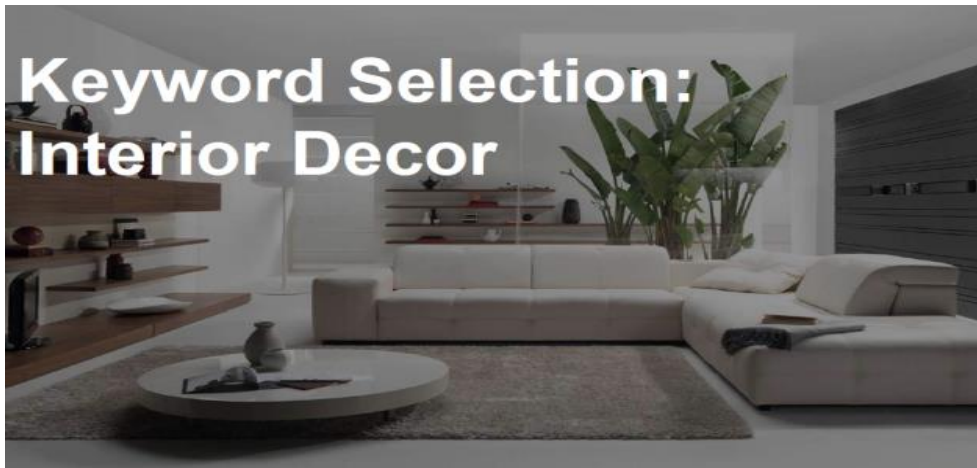
The golden ratios of ad groups

How big should an ad group be? Here are some guidelines to follow when determining the size of your Ad groups:

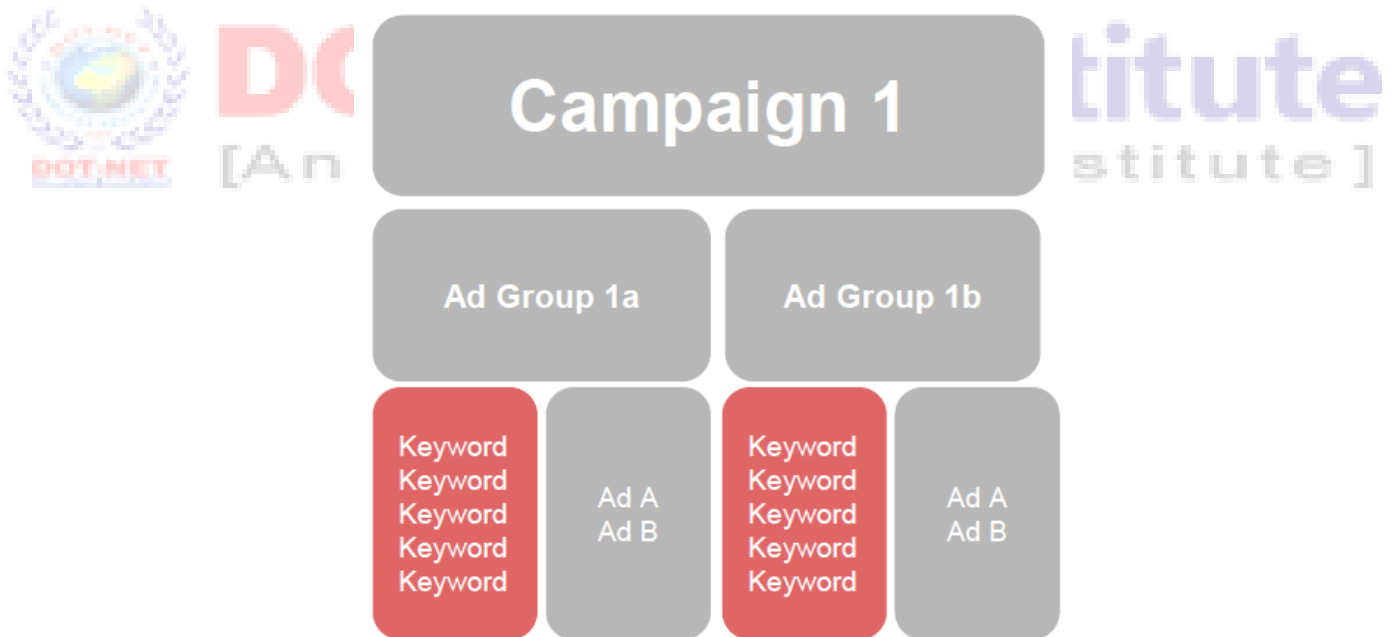
- Max of 7-10 ad groups per campaign
- Max of ~20 keywords per ad group
- 2-3 ads per ad group

Of course, there will be exceptions to these rules, but for most businesses, these are solid guidelines to make sure your ad groups don't get bloated and difficult to manage.

b) Keyword Selection: Decorating Your House



Now it's time to define your keywords, the level under your ad groups.



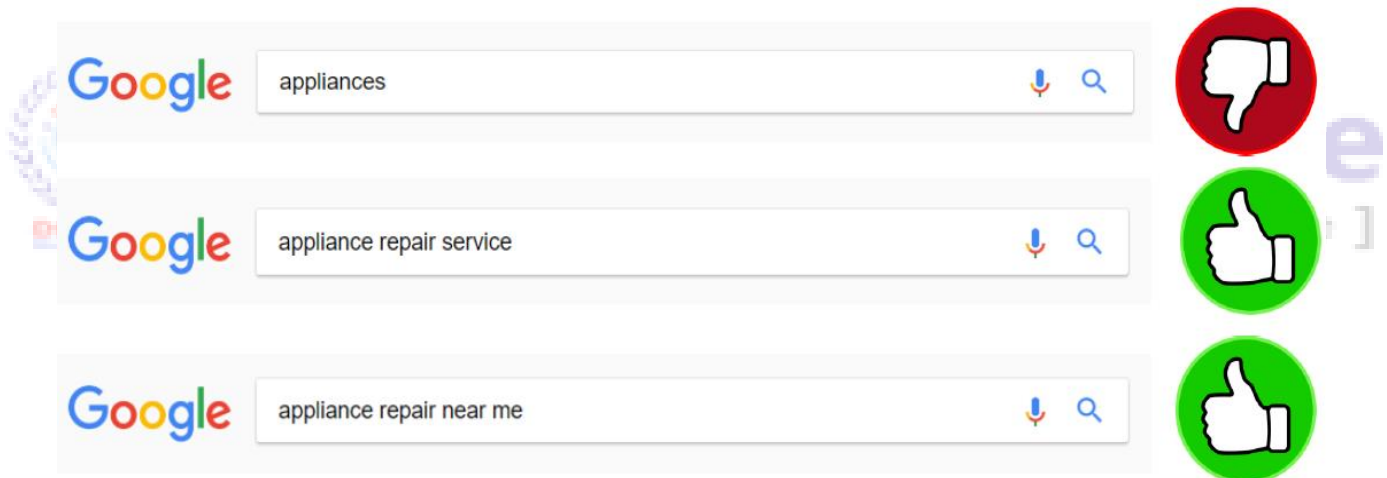
Don't rely on your instincts here – use keyword tools to do your keyword research so you'll know for sure that you're bidding on keywords with **search volume**.

AdWords Keyword Planner is available within your AdWords account, and you can also use **free keyword tools** or third-party paid options like SEM Rush.

The key to great keyword research is *intent*. You want to choose keywords that have clear *commercial intent*, meaning that people who search using those terms are looking to buy something. Keywords with intent often include:

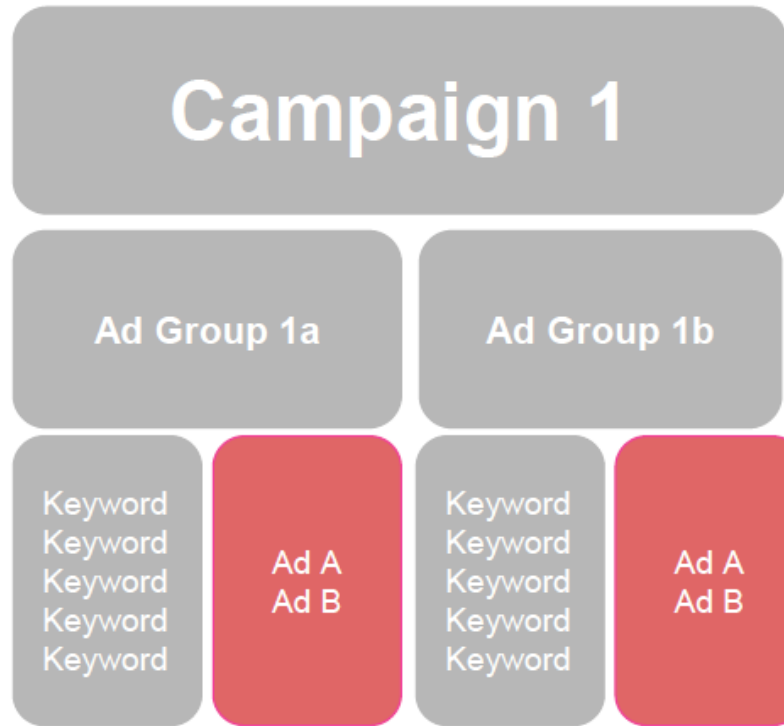
- Qualifying terms such as specific product details, brand names, the word “cost,” etc.
- Location terms (e.g. “used cars seattle”)

Generally speaking, very broad terms don't show much intent, and can have very low click-through and conversion rates, and **high CPA's**.



c) Ad Copy: Exterior Design

Now we come to part four of the guide, writing your ad copy – the part of your account “house” that most people are actually going to see.



First, a reminder that we're living in an **Expanded Text Ad world**. So-called ETA's are now the default ad type, and they're about twice as big as AdWords text ads used to be.

BEFORE

[Boston Construction Co. - bostonbuilders.com](http://www.bostonbuilders.com)
Ad www.bostonbuilders.com/Construction
Residential & Commercial Building. Get A Free Estimate Today!

AFTER

[#1 Boston Construction Company - Get Your Free Estimate Today](http://www.bostonbuilders.com)
Ad www.bostonbuilders.com/Construction
Residential & Commercial. No Job Too Big Or Too Small. Let's Get Started!

Make sure you're following ETA best practices, and pay attention to these **dos and don'ts** for ETA's.

d) Ad Extensions: Honey, Let's Get a Pool!

Ready for some home improvement?

Ad extensions are a foolproof way to make your ad more enticing – they garner high CTR's at no added cost to you. (I can't say the same for adding a pool, unfortunately).

Which extensions should I use?

There are many ad extensions available with new ones popping up all the time. Not all of them are going to be right for your account.

Here are my top four favorite extensions:

- Sitelinks
- Callout extensions
- Call extensions
- Location extensions

Sitelinks and callouts are almost universally applicable. Sitelinks are clickable links to other pages on your site (more options for the searcher than just one landing page) – but if you're using static lead capture landing pages, you may want to avoid these. Callouts are additional snippets of text that form an extra line of copy (but are not clickable).

Pool Supply World - Choose From 40,000 Products

Ad www.poolsupplyworld.com/ ▼

Expert Staff Available to Answer Any Pool or Spa Question That You May Have

Spring Black Friday Sale · In-Stock · Fast Shipping · A+ Customer Service · 40,000 Items Online

Brands: Pleatco, Unicel, OEM, Filbur, Sta-Rite, Jandy, Pentair, Hayward

Pool Perfect + PhosFree - \$44.99 - 3 Liter Natural Chemistry · More ▼

Replacement Parts

Pool Cleaners

Above Ground Pool Kits

Contact Us

Call extensions and location extension are not always, but often applicable. Call extensions make it easy for mobile users to call you direct from the SERP (skipping the landing page entirely). Location extensions offer your physical business information, **great for local businesses**.

Inground Pool Design - Call For Quote

 www.poolboys.com/inground-pools

Cool Off This Summer With A New
Inground Pool For Your Home. Start A
Design Now!




Pool Service Cost - Fully Certified Technicians

 www.southshoregunitepools.com/Pool-Service/Free-Estimate ▼

Complete In-House Team Of Technicians. Schedule Your Free Pool Quote Today!

Top 50 Pool Builder in US · Serving All New England · Custom Pool Designs · Best Warranted Pools
Services: Outdoor Living, Outdoor Kitchens, Outdoor Fireplaces, Firepits, Pergolas, Patios, Porches

 12 Esquire Rd North - (800) 649-8080 - Open today · 8:00 AM – 5:00 PM ▼

Depending on your business type there may be **other extensions you should explore**. All of these extensions have the power to:

- Provide a more direct path to conversion
- Take up more real estate on the results page
- Improve your Quality Score (by raising your click-through rate)

Don't launch your ads without them!

TL;DR – AdWords Account Structure, Simplified

Whether you're ready to build a brand-new AdWords account from scratch or want to overhaul a messy account you've just inherited, here are your main takeaways:

1. **Start with a strong foundation.** Give your campaign structure and settings the attention they deserve.
2. **Ad groups are simply containers**, but they're very important to control keyword and ad association.
3. **Make your keywords work for you:** Start with modified broad match keywords (2-3 terms in each keyword) that show clear intent.
4. **Write ad copy** that sets you up for conversions and always be testing!
5. **Remember ad extensions are your friends.** Choose wisely and don't start spending money until they're enabled.

i. TYPES OF ADVERTISING CAMPAIGNS-

a) Search network with Display select

The "Search Network with Display Select" campaign type helps you reach people as they use Google search or visit sites across the web. This article explains the basics of how this campaign type works, how it compares to the "Search Network only" campaign type which has similar features, and how to change a campaign to "Search Network with Display Select."

How it works?

You manage your "Search Network with Display Select" campaigns the same way that you'd manage a "Search Network only" campaign: set a budget, choose relevant keywords, create ads, and set bids.

Your ads can appear when people search for terms on Google search and search partner sites that match your keywords. They can also appear on relevant pages across the web on the **Google Display Network**. However, your ads are shown selectively on the Display Network and bidding is automated, helping you reach people who are most likely to be interested in the products and services you're advertising.

b) Shopping ads

If you're a retailer, you can use Shopping campaigns to promote your online and local inventory, boost traffic to your website or local store, and find better qualified leads. To get started, you'll send us your product data with Merchant Center and create a campaign in AdWords. Then we'll use your campaign to create ads on Google and around the web where potential customers can see what you're selling. We call these placements **Shopping ads**, because they're more than a text ad--they show users a photo of your product, plus a title, price, store name, and more. These ads give users a strong sense of the product you're selling before they click the ad, which gives you more qualified leads.

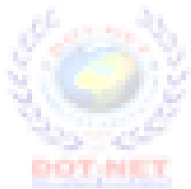
c) Video

Video campaigns let you show video ads on their own or within other streaming video content on YouTube and across the Google Display Network.

When to choose it

- You want to advertise videos on YouTube and across the Google Display Network.
- Recommended for all AdWords advertisers, from first-timers to more-experienced pros.

Showing video ads may seem pretty sophisticated, but that's the beauty behind these campaigns: They're simple to set up and manage. You can use videos from your own YouTube account, and similar to other AdWords campaigns, you can see video ad performance, and tweak video targeting.



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Lesson no. 5: Google Adwords- PPC Advertising

DIFFERENCE BETWEEN SEARCH & DISPLAY CAMPAIGN

Consider the seven primary differences between search and display:

a) One is pull marketing. The other is push.

Search customers are coming to you. In most cases, they're saying, "I'm in the market for your product and I'm considering buying it from you." Frequently, they are even saying, "I want to buy your product right now." The customer is pushing and the marketer is pulling. In display, users are rarely in that frame of mind at the time a marketer places an ad in front of them. They are usually doing something else – watching a video, checking in & on one of their favorite social networking sites, surfing the web, researching, or something else. In this case, the marketer is pushing. The marketer is effectively saying, "I'd like you to consider my product" or, "I'd like to change the conversation a little (or a lot) and talk about my product."

b) Where are we in the funnel?

Search and display have their own centers of gravity in two different locations. Search is as close to the bottom of the funnel as possible for an entire channel. Display is near the top. It is perhaps best suited for creating brand and product awareness, though lots of direct response marketers have found performance success in display. More often the objective of display is and should be to widen the funnel – getting more consumers considering your product.

c) There is not much branding in paid search.

This is very closely related to number 2. However, it is important to point out that display has pictures, video (sometimes), and sound (sometimes). These are the usual mediums for creating a brand, and creating a brand is almost always done before customers come looking for you. And if all things are equal (especially price and perceived quality), the

consumer will almost always choose the brand they've heard of or seen before versus the one they haven't.

This is why display is so important to all marketers. Because branding and awareness are so important, it is where the majority of advertising dollars are spent.

d) A different type of auction.

Perhaps the three biggest successes in online advertising have been Google, eBay, and Overture. All of them were built around an auction, so it is no wonder as display currently emerges to a winnable channel, its pricing mechanism is an auction. Except the auctions for impressions are different. Search is a cached or hosted auction. Marketers specify in advance what they are willing to pay for a given keyword and that bid sits on the search engine's server. This means that Google (or other) controls the optimization via smart pricing and other means. In display and the emerging RTB auctions, the optimization is maintained by the buying technology. This gives buyers more control in display – although with more variables and more unknowns to manage, the channel needs it. The auction is better served as a market-clearing mechanism that lets buyers be in control; there are simply too many variables that fall outside of the actual media being bought for a complex market to try to do everything.

e) Supply and demand.

There are so many customers in the world that will go to a search engine and type, "I would like to buy product x." And of course, every marketer and product seller in the world would like to have more of those. There is and always will be scarcity around those kinds of customers, which is largely why search is so competitive and the keywords are so valuable (whether measured on a CPC or CPM). To create new supply in display, one of millions of publishers merely needs to add another page. Because an impression requires so little action from the end user, there is an abundance of supply. (In fact, as display improves as a channel, consumers will all likely see more relevant ads, and less of them.)

f) **Google's part in the story.**

Arguably, Google currently plays the most influential role of any player for both search and display. That assertion is less controversial in search given that Google.com is the publisher of search 65 percent of the time. However, it is shaping display significantly, though it plays a very different kind of role. In display, Google.com or Google-owned sites are very rarely the publisher; instead, it's trying to become the primary conduit for connecting advertisers and publishers. Google can't control the display market with the same ease or margin that it did search. The medium and large publishers and the large advertisers keep Google honest and competition strong.

g) **The role of data. With display, the data play has no limits.**

With search, the data play has the limits of Google's legal team and its fear of regulators. Data is the center of the display game. Much more could be said about the role of data in both mediums, but as Martin Le Sauter, CEO of Acquisio has said, "Data is the new creative." This is especially true in display. Methodologies of retargeting and user-based targeting are staples in display. Display cannot be successful without user-based targeting. Outside of keywords, search doesn't allow for much user targeting at all. In the future, using data across search and display – especially using the data from search to target display – is critical to success.

Lesson no. 6: Google Adwords- PPC Advertising

UNDERSTANDING ADWORDS ALGORITHM

I. HOW DOES ADWORDS RANK ADS

AdRank determines the order in which competing ads should be ranked on a SERP, which (obviously) has a **huge** impact on the visibility of your ads to potential customers. Here's the basic concept:



AdRank in AdWords has historically been calculated based on your Max CPC and Quality Score.

The preceding figure illustrates how competing ads on Google are ranked in descending order of Ad Rank. The advertiser that has the highest product of maximum CPC bid and Quality Score wins the coveted top ad spot.

II. UNDERSTANDING ADWORDS ALGORITHM (ADRANK) IN DETAIL WITH EXAMPLES

The key to how Google AdWords works is the Quality Score. Quality Score is generally how well an ad group, keywords, ad, and landing page relate to what a person is searching for, and how likely someone is to click on the ad. Here is Google's page for "**Check and understand Quality Score.**"

Now every time someone does a search on Google, an AdWords auction is created. Every advertiser who has a keyword match to the search query competes in the auction. How well

each advertiser competes is based on their Ad Rank. Again, using a slightly simplified version:

Ad Rank = Quality Score * Bid

Ads are placed in order based on Ad Rank. The highest Ad Rank gets the top spot and so on down to either the last ad qualifying for the auction or the last position on the page.

What an advertiser actually pays is the lowest amount necessary to beat the Ad Rank of the competitor below them. This is called the discounter, and there are a few questions on every certification exam related to understanding this. In a lot of ways, understanding this information is the key to really unlocking AdWords. Every time I've presented this in a training class or seminar, a majority of the people about fall out of their chairs.

$$$ = \text{Ad Rank to beat} / \text{Quality Score} + \$0.01.$

Let's put this into action using real examples and I'll show what I mean about the importance of Quality Score (QS).

+virginia +beach+house +for +sale has a QS = 8

Let's say we want to show up in the 1st position on the page no matter what. We can't guarantee this, but we can certainly be pretty certain by over bidding the keyword to say \$100/click.

Ad Rank = 800 = (QS 8 * \$100 Bid)

To beat us, a competitor would have to get an ad rank > 800. This means even if they had a QS10 keyword, they would have to bid \$80.01/click to get the top spot. Assuming they have a more realistic bid of \$10/click, the amount we would pay in the auction is calculated as follows.

Ad Rank to beat = 100 = (QS 10 * \$10 Bid)

$\$12.51 = 100 / 8 + \$0.01 = (100 \text{ Ad Rank to beat} / \text{our QS } 8 + \$0.01)$

So even though we bid \$100, we only pay \$12.51.

If our Quality Score on that keyword in that auction was 10, then the amount we would pay is:

$\$10.00 = 100 / 10 + \$0.01 = (100 \text{ Ad Rank to beat} / \text{our QS } 10 + \$0.01)$

Here's where it really gets interesting; the person in the top spot could actually pay LESS than the people in the spots below them.

Crazy, right? Here's why that happens. Assume the same crazy \$100 bid for the top spot, but now let's say the next competitor only has a Quality Score 5 keyword on a \$10 bid, the position 3 person has a QS 7 keyword on a \$7 bid and the position 4 person has a QS 5 keyword on a \$9 bid.

Position 1:

Ad Rank to beat = 50 = (QS 5 * \$10 Bid)

\$6.26 = 50 / 8 + \$0.01 (50 Ad Rank to beat / our QS 8 + \$0.01)

Position 2:

Ad Rank to beat = 49 = (QS 7 * \$7 Bid)

\$9.81 = 49 / 5 + \$0.01 (49 Ad Rank to beat / #2 QS 5 + \$0.01)

Position 3:

Ad Rank to beat = 45 = (QS 5 * \$9 Bid)

\$6.44 = 45 / 7 + \$0.01 (45 Ad Rank to beat / #3 QS 7 + \$0.01)

In this example, our QS 8 keyword in position 1 actually pays less than positions 2 and position 3. This same calculation holds true no matter what position you show up in, so the person in position 3 could pay less than position 4 and so on.

III. WHAT IS QUALITY SCORE

Quality Score is **Google's rating of the quality and relevance of both your keywords and PPC ads**. It is used to determine your **cost per click (CPC)** and multiplied by your maximum bid to determine your ad rank in the ad auction process. Your Quality Score depends on multiple factors, including:

- a) Your click-through rate (CTR).
- b) The relevance of each keyword to its ad group.
- c) Landing page quality and relevance.
- d) The relevance of your ad text.
- e) Your historical AdWords account performance.

No one outside of Google knows exactly how much each factor “weighs” in the Quality Score algorithm, but we do know that click-through rate is the most important component. When more people who see your ad click it, that’s a strong indication to Google that your ads are relevant and helpful to users.

Accordingly, Google rewards you with:

- a) *Higher* ad rankings
- b) *Lower* costs

IV. WHY QUALITY SCORE IS IMPORTANT

Here are three reasons having a high Quality Score matters:

a) It Encourages a Great Consumer Experience

Google encourages AdWords advertisers to provide the best experience possible to consumers, and Quality Score essentially rewards advertisers who do just that. Because Quality Score is based on factors advertisers can largely control, like ad relevance and a good landing page, Google rewards those who are delivering a positive user experience for searchers.

b) It Affects Your Ad's Rank on the Search Results

Quality Score is an important component of Ad Rank, which is the value Google uses to determine where your ad will appear on the search engine results page (SERP) for a given query. If you have a poor Quality Score, your ad will likely not place well, or may not show at all for the term searched. A better Quality Score typically means a better placement for your ad for a related search term, which is important to getting quality clicks on your ad that can **turn into leads**.

c) It Can Minimize Your Cost Per Click

Your Quality Score can not only help your ad rank well on SERPs, but it can also help you achieve a lower cost per click – or the amount you pay for a click on your ad. This is another way Google rewards campaigns that have highly relevant ads, keywords, and landing pages, enabling you to get even more clicks on your ad for your budget. This, in turn, results in better return on investment for your **search engine advertising campaign**.

Lesson no. 7: Google Adwords- PPC Advertising

I. WHAT IS CTR

Click-through rate (CTR) is a performance metric expressed in percentages that measures the amount of times an ad or email is clicked versus the amount of times it's been viewed (impressions). It is most commonly used to measure the effectiveness of paid search, display and email marketing campaigns and can indicate the performance of ad copy, subject lines, and meta data (titles and descriptions).

Some common examples where CTR is measured include:

- a) A call-to-action button or link in an email
- b) A PPC ad on a SERP page
- c) A link on a landing page
- d) A Facebook display ad
- e) Any on-site element, such as button, image, headline, etc.

II. WHY CTR IS IMPORTANT

Here are five surprising benefits of having a remarkable, unicorn-worthy CTR across all your marketing channels.

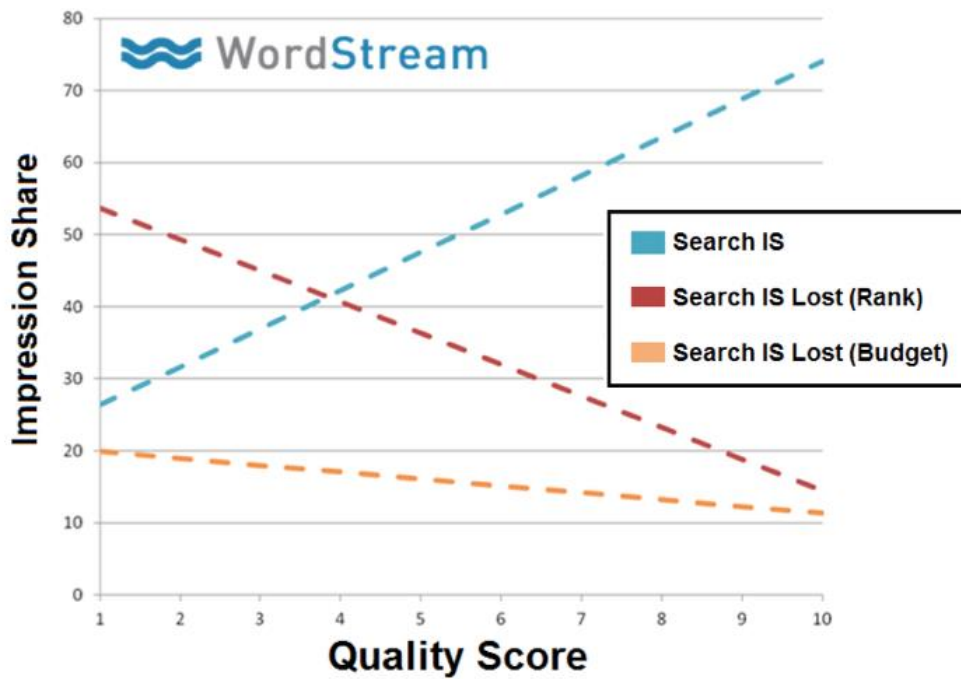
i. Much higher ad impression share

You get big discounts from having a high CTR. Namely, a lower cost per click, which really adds up as clicks accumulate.

This is true not just of vanilla search ads, but all Google properties, whether we're talking about the **Google Display Network or Gmail Ads**.

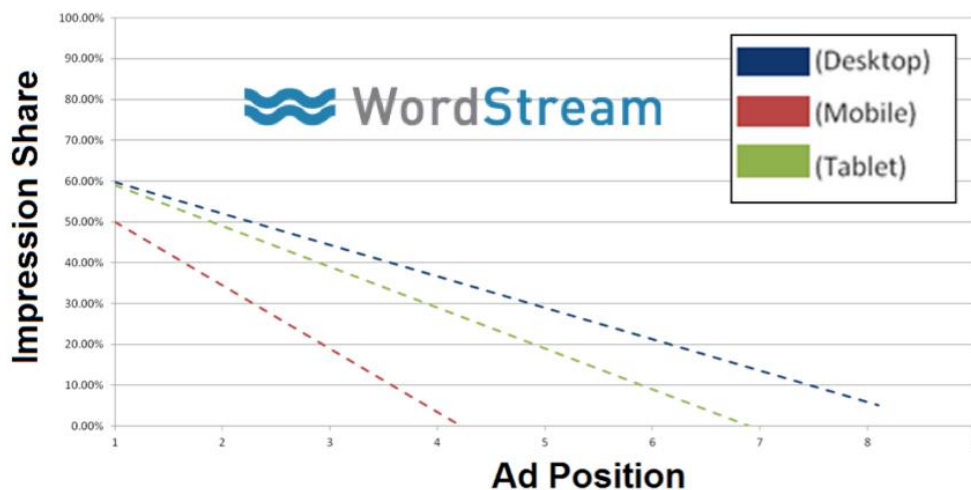
But a remarkable CTR doesn't just impact CPC. It also impacts your impression share – how often your ads show up in the first place.

On the Google Search Network, every increase (or decrease) of 1 point in **Quality Score** can make a huge positive impact on your impression share:



If you can increase your Quality Score by one point, your impression share on average will increase by about 6% on desktop.

This is even bigger deal on mobile, where impression share is twice as competitive.



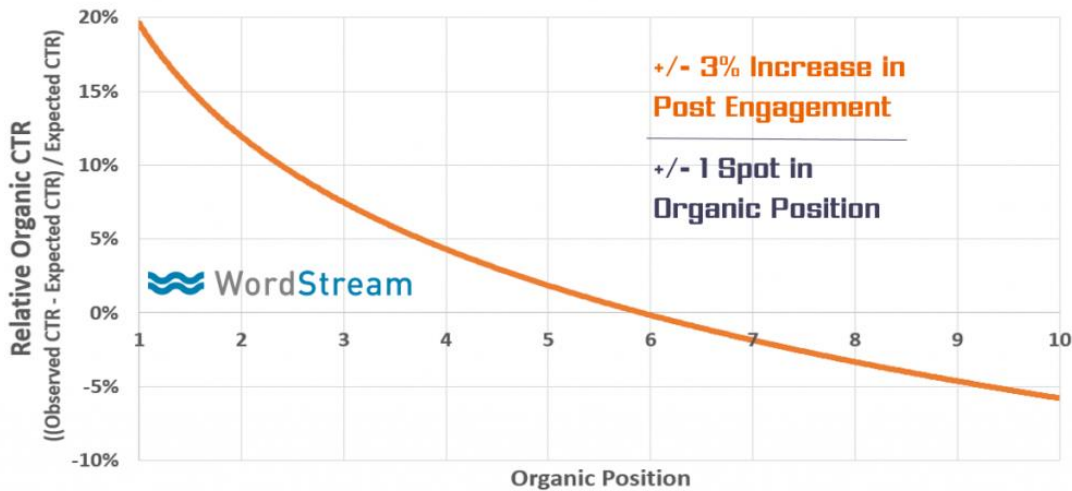
Increasing your Quality Score by one point would increase your impression share by an average of 12%!

Data sources: Impression share data is based on an analysis of approximately 10,000 small and medium-size accounts (spending between \$10,000 and \$15,000 per month), based worldwide, advertising on the Search network in Q1 and Q2 of 2015.

ii. Your organic search positions will get a boost

We recently **conducted research** to test whether achieving above-expected user engagement metrics results in better organic rankings. We observed an unmistakable pattern:

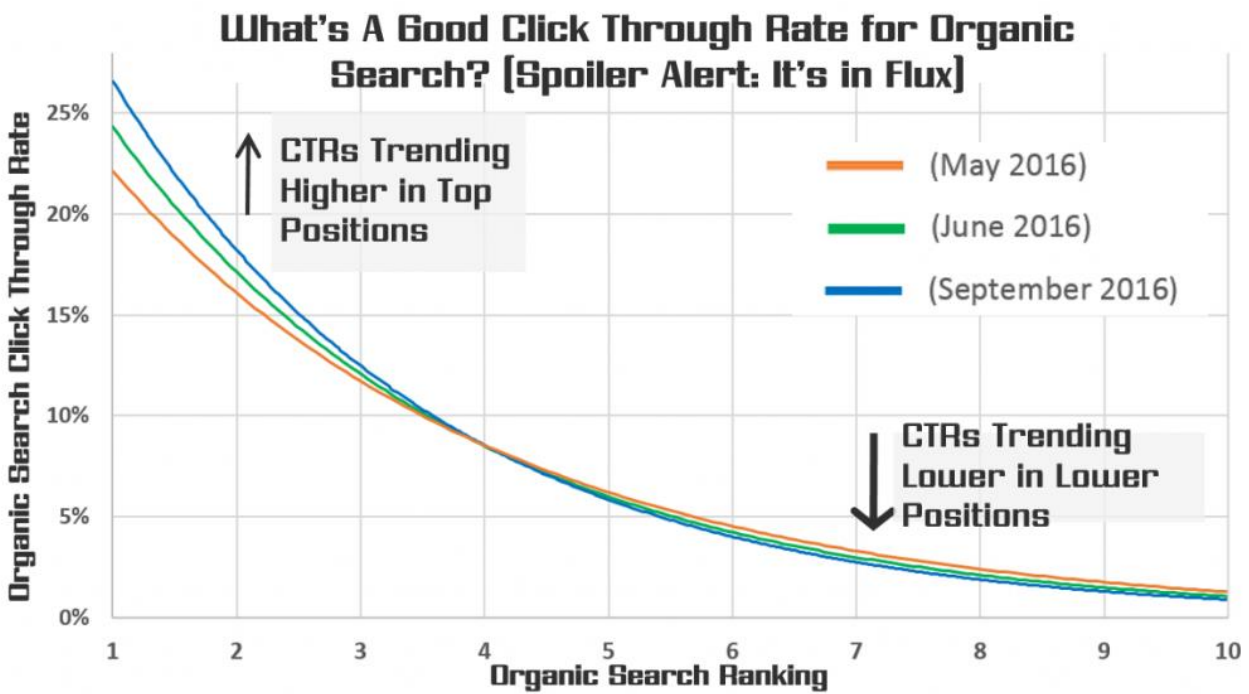
CTR Based Ranking Rewards in Organic Search?



- a) The more your pages beat the *expected organic CTR* for a given position, the more likely you are to appear in prominent organic positions. So if you want to move up by one spot (e.g., Position 5 to Position 4) in Google’s SERP, you need to increase your CTR by 3%. If you want to move up again (e.g., Position 4 to Position 3), you’ll need to increase your CTR by another 3%.
- b) If your pages fall below the expected organic search CTR, then your pages will appear in lower organic SERP positions. Basically, if your page fails to beat the expected click-through rate for a given position, it’s unlikely your page will appear in positions 1–5.

You want your pages get as many organic search clicks as possible, right? Attracting more clicks means more traffic to your site, which also tells Google that your page is the best answer for users – it is relevant and awesome.

Another thing we discovered was that the weighting of click-through rate is in Google’s organic search ranking algorithms is becoming more important every month this year.



Here I was tracking a group of 1,000 keywords and URLs for the past 5 months. What I found was that the Google algorithm is shifting to increasingly higher CTRs for top-4 organic ranking status.

This is what you would expect to see if Google Search were employing a machine learning-based algorithm that reordered listings based on CTR – people would see more of what they were hoping to see at the top, reducing the need to scroll lower down into the SERPs.

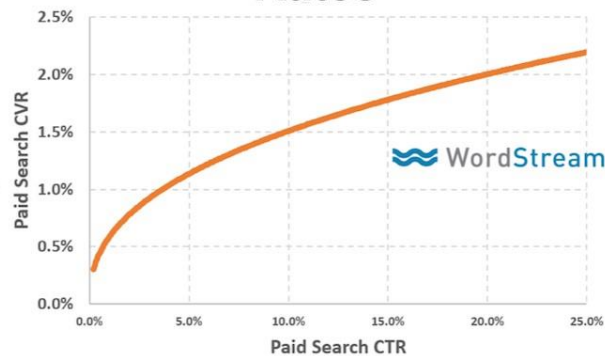
iii. Your conversion rates increase

Increasing your click-through rate will also increase your conversion rates. If you can increase your CTR by 2x then your conversion rate should increase by 50%.

That's why click-through rate is the most important conversion metric

For example, look at this data from one large client's account:

Higher CTRs = Higher Conversion Rates



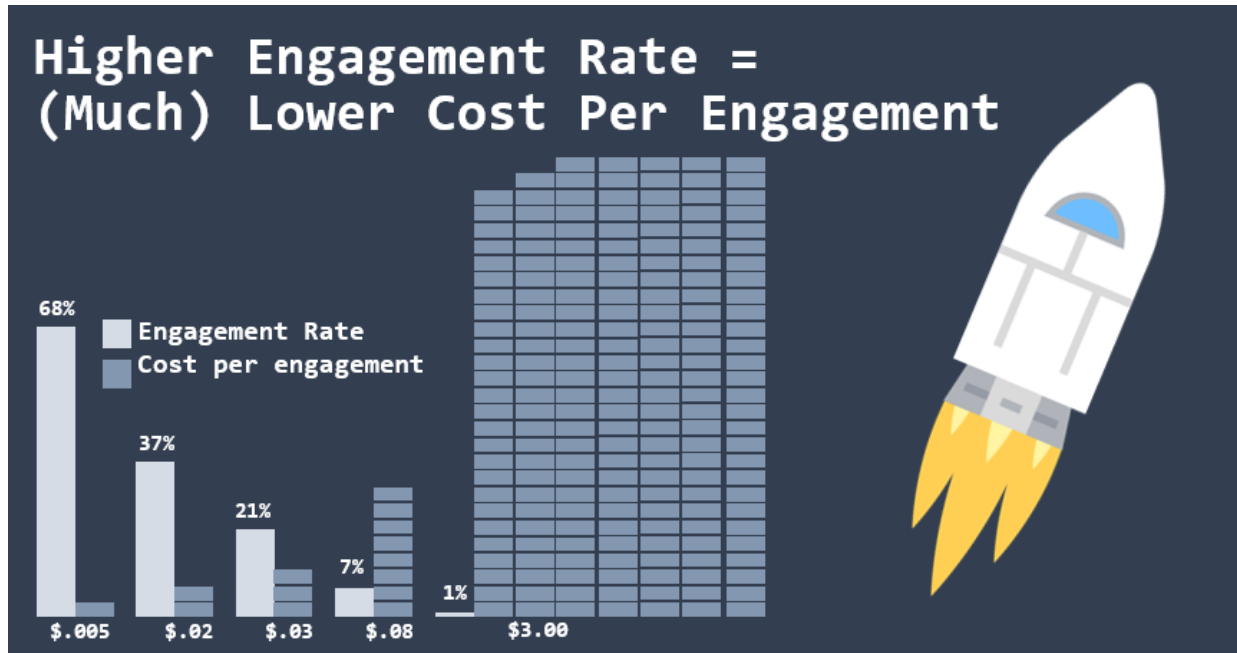
This is just one example. We see this same conversion curve in many accounts. (It's just difficult to combine multiple accounts into one graph because conversion rates vary depending on factors like the industry and offer.)

What's happening here is that if you can get someone excited to click on your website (via email, ads, organic search listings, or whatever), the excitement carries through to sign-up and purchase.

iv. Free clicks from social Ads

Facebook and Twitter don't have a Quality Score. Well, they do, Facebook just calls it Relevance Score and Twitter calls it Quality Adjusted Bid.

Whatever they call their version of Quality Score, having a higher score results in a higher ad impression share for the same budget at a lower cost per engagement. A high engagement rate means your ads will be more visible and more cost effective, as shown here:



Notice how the cost per engagement on Twitter Ads falls dramatically as the engagement rate of the post you're promoting rises.

One of the surprising benefits of having high engagement on Facebook and Twitter is that you'll benefit from free clicks. How?

On Facebook, if someone shares one of your boosted posts, that will show up in another person's news feed and you won't get charged for any of the additional engagements that happen there.

On Twitter, if you do a Promoted Tweet, when one of your followers retweets or shares it, you'll get more totally free organic impressions.

v. People will actually see your emails

Now let's talk about **email marketing**. How many emails do you get each day? Dozens? Hundreds?

If you engage with the emails that brands and businesses regularly send to you, you'll continue to see them. If not, it might get filed away in Outlook's Clutter folder or it may be relegated to Gmail's Promotions tab – or even worse, the Spam folder.

Microsoft Outlook's clutter filter **regularly filter emails I've opted into receiving – including internal emails from my own company!** These emails are being filtered out based on machine learning.

What does this mean for your company?

If your emails have a higher CTR (though for emails the better equivalent is actually higher open rate), then it's more likely that your emails will actually get seen, opened, and clicked on. If your click-through rates are terrible, your emails will be rounded up and thrown in the dark "clutter dungeon."

One thing we did was to delete people from our email lists who were unresponsive. If you're just accumulating emails over many years, why? Do you think someone who has been dormant and never engaged with your emails is going to magically turn into a sale 5 years later?

Deleting half your database is one way to instantly more than double your CTR. Email providers will notice that more people are engaging, making it less likely your emails will end up in the dungeon.

III. UNDERSTANDING BIDS

A bid is an offer made by an investor, a **trader** or a **dealer** to buy a security, commodity or currency. It stipulates both the price the potential buyer is willing to pay and the quantity to be purchased at that price. Bid also refers to the price at which a **market maker** is willing to buy; unlike a retail buyer, a market maker also displays an ask price.

Lesson no. 8: Google Adwords- PPC Advertising

CREATING SEARCH CAMPAIGNS

I. TYPE OF SEARCH CAMPAIGNS - STANDARD

Standard subtype is an option that is more suitable for beginners as it shows less options and settings. This subtype of the campaign includes basic location targeting, basic bidding and budget settings, location targeting, and common ad extensions.

Available features

- a) Basic location targeting
- b) Basic bidding and budget settings
- c) Common ad extensions to include a phone number, URL, location, or social link
- d) Language targeting

Unavailable features

- a) Advanced social and experimental settings
- b) Ad scheduling and ad delivery method options
- c) Advanced location options
- d) Mobile app extensions
- e) Advanced keyword matching
- f) IP exclusions
- g) Dynamic tracking URLs
- h) Remarketing lists for Search ads

II. ALL FEATURES

If you want to completely customize the campaign and to be able to choose more advanced options and campaign settings, you should choose “**All features**” campaign subtype.

With this option you get access to advanced social and experimental settings, ad scheduling and ad delivery methods, advanced location options, advanced keyword matching, etc.

DYNAMIC SEARCH

Dynamic Search Ads are the easiest way to find customers searching on Google for precisely what you offer. Ideal for advertisers with a well-developed website or a large inventory, Dynamic Search Ads use your website to target your ads and can help fill in the gaps of your keywords-based campaigns.

Without Dynamic Search Ads, even well-managed AdWords accounts with many keywords can miss relevant searches, experience delays getting ads written for new products, or get out of sync with what's actually available on advertisers' websites.

PRODUCT LISTING

CONTENT NOT FOUND

III. GOOGLE MERCHANT CENTER

Google Merchant Center is a tool that helps you upload your store and product data to Google and make it available for Shopping ads and other Google services



Google Merchant Center is where your feed lives. It's also where you can easily set tax and shipping rules, both of which are required before running Google Shopping Ads. A feed is simply data about your products presented in a format that Google can read and understand. There are two main ways to build a feed:

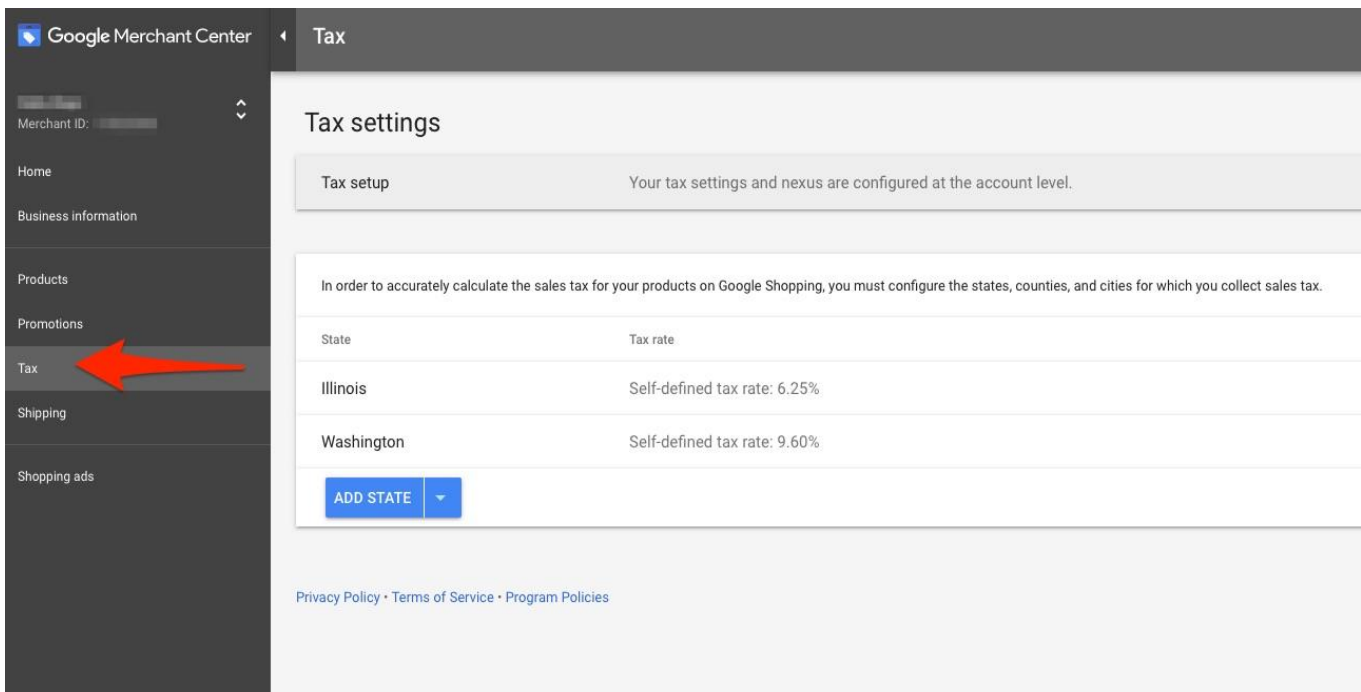
- a) **Manually**—by entering your product information into a spreadsheet according to Google’s specifications.
- b) **By using an extension, plugin, app, or service** that pulls data from your site and formats it in a way Google likes.

We’ll discuss the pros and cons later, for now, here’s how to create your Merchant Center account.

To get started visit www.google.com/merchants and click sign up. Here are a few tips in setting up shop.

Have access to your domain registrar - You’ll need to verify that you own your site and then claim it for use in Merchant Center. The easiest way to do this is by logging into your domain registrar and giving Google access. This can all be done directly from Merchant Center.

Know your tax and shipping settings - Under General Settings in Merchant Center you’ll need to set up both tax and shipping rules. For sales tax you can enter your rates directly or pick the states you charge sales tax in and allow Google to determine the rate. For shipping you can choose between a flat rate (which could include free shipping), carrier-calculated based on the carriers you use, or based on a rate table or rules.



Google Merchant Center Tax

Merchant ID: [REDACTED]

Home

Business information

Products

Promotions

Tax

Shipping

Shopping ads

Tax settings

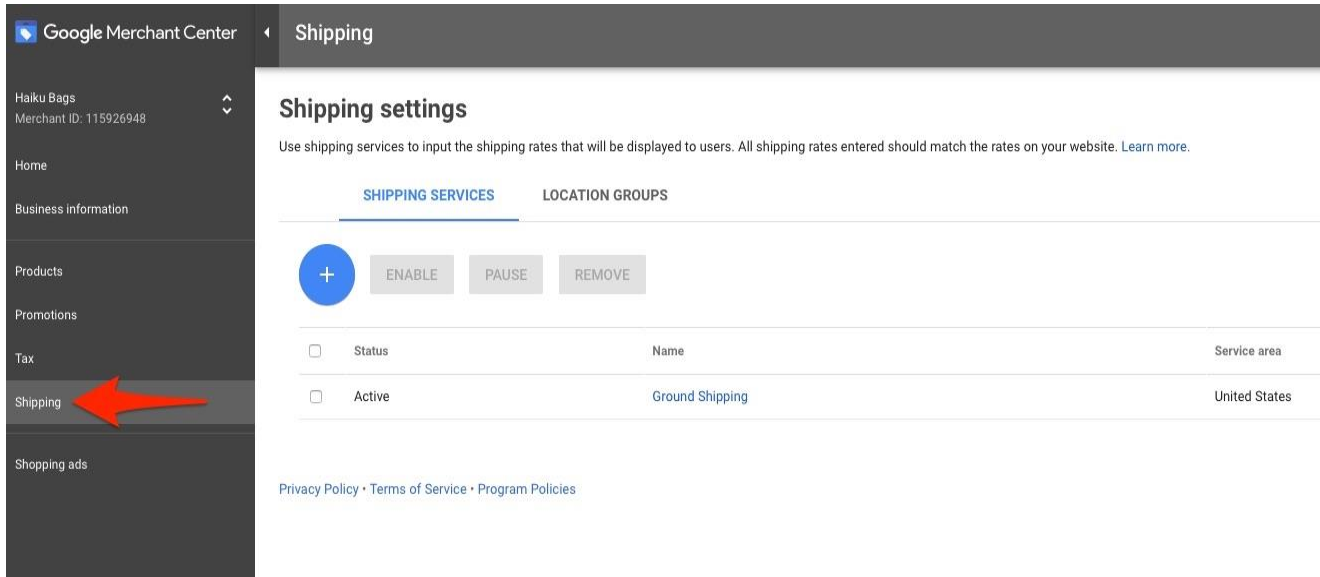
Tax setup Your tax settings and nexus are configured at the account level.

In order to accurately calculate the sales tax for your products on Google Shopping, you must configure the states, counties, and cities for which you collect sales tax.

State	Tax rate
Illinois	Self-defined tax rate: 6.25%
Washington	Self-defined tax rate: 9.60%

[ADD STATE](#)

[Privacy Policy](#) • [Terms of Service](#) • [Program Policies](#)



Shipping settings

Use shipping services to input the shipping rates that will be displayed to users. All shipping rates entered should match the rates on your website. [Learn more.](#)

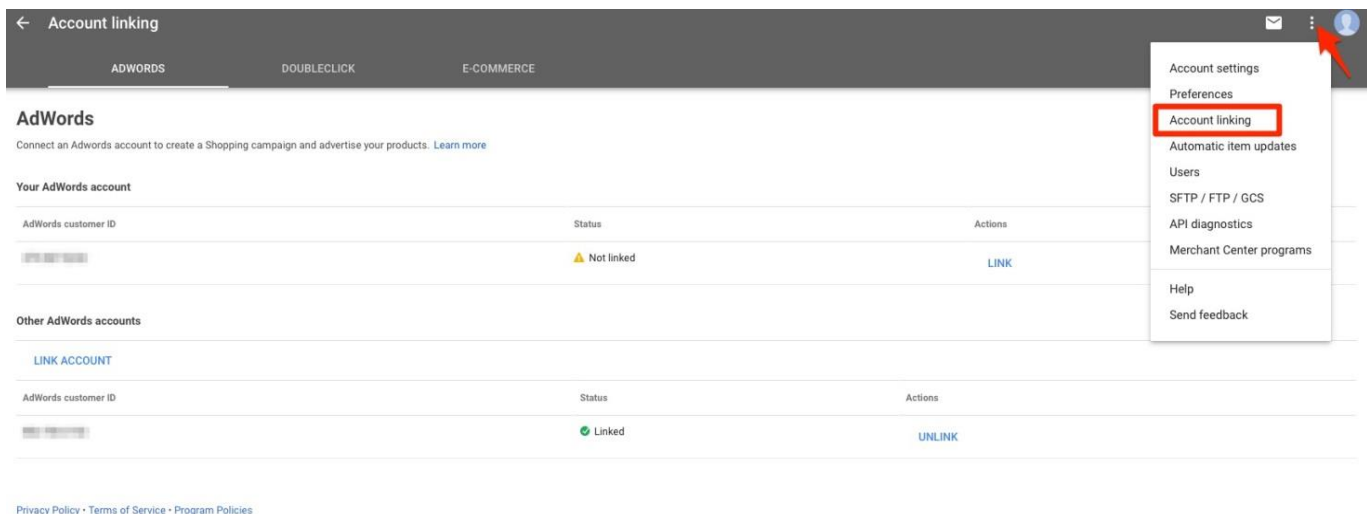
SHIPPING SERVICES **LOCATION GROUPS**

[+](#) [ENABLE](#) [PAUSE](#) [REMOVE](#)

<input type="checkbox"/>	Status	Name	Service area
<input type="checkbox"/>	Active	Ground Shipping	United States

[Privacy Policy](#) • [Terms of Service](#) • [Program Policies](#)

Link Merchant Center to AdWords - Under “Settings” and “AdWords” click to link to your AdWords Account. You’ll need a 10 digit AdWords ID in order to link the two. Also, you’ll need to be logged in with an email address that has admin access to both Merchant Center and AdWords.



Account linking

ADWORDS DOUBCLICK E-COMMERCE

AdWords

Connect an Adwords account to create a Shopping campaign and advertise your products. [Learn more](#)

Your AdWords account

AdWords customer ID	Status	Actions
[REDACTED]	⚠ Not linked	LINK

Other AdWords accounts

[LINK ACCOUNT](#)

AdWords customer ID	Status	Actions
[REDACTED]	✅ Linked	UNLINK

[Privacy Policy](#) • [Terms of Service](#) • [Program Policies](#)

Lesson no. 9: Google Adwords- PPC Advertising

I. CREATING OUR 1ST SEARCH CAMPAIGN

To start your campaign, go to <https://adwords.google.com>, find the “**Get started now**” button, and **sign up** for an AdWords account. Once you're logged in, click the “**Create your first campaign**” button.

a) **Select your campaign type and name-** First, choose the campaign type—for now, we highly recommend the “**Search Network only**” option, then give your campaign a name. Also remove the tick next to “**Include search partners**” for now (you can always change this later).

b) **Choose the geographic location where you'd like ads to show-** Next, decide how large or small a geographic area you want to target. You can choose whole countries, regions of countries, states or provinces, cities—even U.S. Congressional districts. You can also choose custom-designated geographic areas, such as latitude-longitude coordinates or the radius of a set number of miles or kilometers around a specific address. Click “Let me choose ...” and then search for the most appropriate area for you.

c) **Choose your “bid strategy,” and set your daily budget-** Change the default “**Bid strategy**” to “**I'll manually set my bids for clicks.**” This gives you more control and will help you learn AdWords at a greater level of understanding. You can always change to one of the many automatic options later.

Your daily budget is the maximum that Google is authorized to charge you per day. Chances are, you'll hit that maximum most days. Google offers several payment options: “You can make payments before your ads show (manual payments) or make payments after

your ads show, and have those payments made automatically (automatic payments). Some businesses are also eligible for a Google credit line (monthly invoicing).”

Set your daily budget so that if you screw up big-time, your checking account won't get emptied out. You can always come back and bump it up, but it's important to have a safety net.

Ignore the “Ad Extensions” section for now. This is an important part of any campaign, but leave this for now and add these later after you've finished all nine steps.

Click “Save and continue.”

d) Create your first ad group, and write your first ad- More people click on ads when the headline includes the keyword they're searching on. So use your keywords in your headline when you can. You're limited to 25 characters here, so for some search terms, you'll need to use abbreviations or shorter synonyms.

The second and third lines allow for 35 characters of text each. In most markets, you'll be more successful if you describe a benefit on the second line, followed by a feature or offer on the third line. Later on, you can test which order converts better.

Even though Google places the field for your display URL—the web address people see in your ad—below your main ad copy here, when your ad displays on the search results page, its URL will actually show up right below your headline. The display URL has to be the same domain as your site, though the URL itself doesn't necessarily have to be the specific landing page that you take people to.

The last line is your actual destination URL, or your specific chosen landing page. You can also use a tracking link here.

Here's the short version of your ad template:

Headline: up to 25 characters of text

2nd line: up to 35 characters

3rd line: up to 35 characters

4th line: your Display URL

e) Insert your keywords into the keyword field in your account- Paste in your keywords. Start with just one set, and add plus signs (+), brackets ([]), and quotes (“ ”) to see precisely how many searches of each type you’ll get. When you’re getting started, it’s *not* a good idea to dump hundreds or thousands of keywords in. Start with a tiny handful of important ones, and work from there.

f) Set your maximum cost-per-click- Set your maximum price-per-click now (called your “default bid”), but realize this: Every keyword is theoretically a different market, which means that each of your major keywords will need a bid price of its own. Google will let you set individual bids for each keyword later.

If you can only afford \$50 per day instead of, say, \$170, it’s better to bid on low-cost keywords so that your ad can be seen by as many people as possible. Due to the limitations of any budget, if you’re going after high-priced keywords, you’ll exhaust your budget quickly and your ads will only be seen part of the day rather than for a full 24 hours.

g) Review everything- Double-check your ad and keywords to be sure they’re the best possible match. Check your cost-per-click to be sure you get the positions on the page you want. Double check your daily budget to be sure you don’t unwittingly drain your bank account right out of the gate.

h) Enter your billing information- Your ads will start showing as soon as you confirm your payment

II. DOING CAMPAIGN LEVEL SETTING

CONTENT NOT FOUND

III.UNDERSTANDING LOCATION TARGETING

A setting that helps you show your ads to customers in a selected geographic location.

For each ad campaign, you can select locations where you want your ad to be shown. Then, location targeting allows your ads to appear for people in those locations.

You can choose locations such as entire countries, areas within a country like cities or territories, and even a radius around a location, or your Google My Business locations, for your ads to show. AdWords may also suggest related locations that you can choose to target based on your current settings.

Location targeting helps you focus your advertising on the areas where you'll find the right customers, and will hopefully help you increase your profits as a result. We suggest that you choose regions where your customers live and where your business can serve them.

Keep in mind that you can also select locations to exclude in your campaigns if you don't want your ads to show in specific regions.

Set Location Targeting for Multiple Locations

- a) Open AdWords
- b) Select your Campaign
- c) Select Keywords and Targeting
- d) Select Location
- e) Click make multiple changes
- f) Under “destination” select **My data includes columns for campaigns and/or ad groups** or **Use selected destinations.**
- g) Type your locations or paste your changes
- h) Click process
- i) Click continue and finish and review changes
- j) Click Keep

IV. TYPES OF LOCATION TARGETING

a) Target Commercial Areas

Whether it be a suburban strip mall or a corporate office park, you can target areas with heavy business activity. Go the extra mile by targeting all commercial areas within a certain region and layer it on top of your pre-existing targeting options.

b) Target Airports

Airports are becoming increasingly digital with ever improving WiFi services and even airport-specific apps where you can order your coffee ahead of time.

Targeting airports can prove to be a fruitful endeavor when promoting travel apps, ebooks, or even hotel services to this audience.

c) Target by Income

Targeting by income is an effective way to build out customized landing pages for differently priced products and services.

If you own a dealership selling a variety of cars, build a landing featuring luxury cars for people with higher incomes and a landing page featuring mid-range sedans for people making a little less money.

d) Target College Students

Although the common perception of college students are kids ingesting sriracha, ramen, and cheap beer, college students have incredible purchasing power that will determine which brands will win over the next 25 years.

Lesson no. 10: Google Adwords- PPC Advertising

I. WHAT IS BIDDING STRATEGY

a) Focus on conversions with Smart Bidding

If you want to focus on conversions, consider using AdWords Smart Bidding to take much of the heavy lifting and guesswork out of setting bids. Smart Bidding is a set of automated bid strategies that uses machine learning to optimize for conversions or conversion value in each and every auction—a feature known as “auction-time bidding.” It also factors in a wide range of auction-time signals such as device, location, time of day, language, and operating system to capture the unique context of every search.

Below are the four Smart Bidding strategies you can use-

- **Target CPA (cost-per-acquisition):** If you want to optimize for conversions, you can use Target CPA to help increase conversions while targeting a specific cost-per-acquisition (CPA). Learn more About Target CPA bidding.
- **Target ROAS (return-on-ad-spend):** If you want to optimize for conversion value, you can use Target ROAS to help increase conversion value while targeting a specific return-on-ad-spend (ROAS). Learn more About Target ROAS bidding.
- **Maximize Conversions:** If you want to optimize for conversions, but just want to spend your entire budget instead of targeting a specific CPA, you can use Maximize Conversions. Learn more About Maximize Conversions bidding.
- **Enhanced cost-per-click (ECPC):** If you want to automatically adjust your manual bids to try to maximize conversions, you can use ECPC. It’s an optional feature you can use with Manual CPC bidding.

b) Focus on clicks with CPC bidding

If you're focusing on gaining clicks to generate traffic to your website, there are two cost-per-click bid strategies to consider:

- **Maximize Clicks:** This is an **automated bid strategy**. It's the simplest way to bid for clicks. All you have to do is set a daily budget, and the AdWords system automatically manages your bids to bring you the most clicks possible within your budget. Learn more About Maximize Clicks bidding.

- **Manual CPC bidding:** This lets you manage your maximum CPC bids yourself. You can set different bids for each ad group in your campaign, or for individual keywords or placements. If you've found that certain keywords or placements are more profitable, you can use manual bidding to allocate more of your advertising budget to those keywords or placements.

c) Focus on impressions

If you want to focus on impressions, you can try one of the following bid strategies to help maximize visibility.

- **Target Search Page Location:** This is an automated bid strategy that automatically sets your bids to help increase the chances that your ads appear at the top of the page, or on the first page of search results. Learn more About Target Search Page Location bidding.

- **Target Outranking Share:** This is an automated bid strategy that lets you choose a domain you want to outrank so that your ad is displayed above that domain's ads, or shows when that domain's ad does not. You can set how often you want to outrank that domain, and AdWords automatically sets your Search bids to help meet that target. Learn more About Target Outranking Share bidding.

- **Cost-per-thousand impressions (CPM):** With this bid strategy, you'll pay based on the number of impressions (times your ads are shown) that you receive on YouTube or the Google Display Network.

- **Cost-per-thousand viewable impressions (vCPM):** This is a manual bidding strategy you can use if your ads are designed to increase awareness, but not necessarily generate clicks or traffic. It lets you set the highest amount you want to pay for each 1,000 viewable ad impressions on the Google Display Network. vCPM bidding probably isn't for you if the goal of your campaign is a direct response from customers, like buying a product or filling out a form.

d) Focus on views or interactions (for video ads only)

If you run video ads, you can use cost-per-view (CPV) bidding. With CPV bidding, you'll pay for video views and other video interactions, such as clicks on the calls-to-action overlay (CTAs), cards, and companion banners. You just enter the highest price you want to pay for a view while setting up your TrueView video campaign

II. WHAT ARE FLEXIBLE BIDDING STRATEGY

Flexible bid strategies automatically set bids to optimize for certain goals across set campaigns, ad groups and keywords.

Once you have created a strategy, it will be shared in your Shared Library in Google AdWords, making it accessible from one spot and making performance tracking easier. You can apply the strategy on the campaign, ad group or keyword level from each respective tab.

Flexible Bid Strategy	When to use it or not	Where it can be applied
<p>Maximize Clicks – set bids to get the most clicks for a target spend amount</p> <p>Flexible version of auto bidding</p>	<p>Use when your goal is to get traffic to your site. Do not use when you have strict ROI and CPA goals</p>	<p>Campaigns, ad groups, and keywords</p>
<p>Target Search Page Location – have Google set your bids in accordance to the First Page or Top of Page bid estimates</p>	<p>Use when you want to be on the first page or top of page and cost is not an issue. Do not use if you have a small budget or strict ROI and CPA goals</p>	<p>Campaigns, ad groups, and keywords</p>
<p>Target Cost-per-Acquisition – sets bids in accordance to reach your target CPA goal. Google will set bids to get you as many conversions as possible within an average CPA</p> <p>Flexible version of Conversion Optimizer</p>	<p>Use when you want to get the most conversions for a target CPA. Do not use when you want control over bids and ad scheduling</p>	<p>Campaigns and ad groups</p>
<p>Enhanced Cost-per-Click – adjusts the bid you manually set up or down based on a click's likelihood to convert</p> <p>Flexible version of Enhanced CPC</p>	<p>Use when you want to get more conversions but still want control over your bids. Do not use when you are limited by budget</p>	<p>Campaigns and ad groups</p>
<p>Target Return on Ad Spend (ROAS) – sets bids to maximize conversion value while aiming to reach an average return on ad spend</p>	<p>Use when conversions have different values and you want them to meet a target return. Do not use when you do not know the different values of your conversions.</p>	<p>Campaigns, ad groups, and keywords</p>

Lesson no. 11: Google Adwords- PPC Advertising

I. PROS. AND CONS. OF DIFFERENT BID STRATEGIES

a) Enhanced CPC

Adjust your manual Bid up or down to help you get more conversion

Pros-

- Google is helping you target high-converting click-throughs, which is the entire point of your campaign in the first place.
- In theory, this strategy should increase your conversion rate.

Cons-

- Potentially higher cost can exceed budget.
- Google's algorithm might not be successful in providing a meaningful conversion boost.

b) Target Search Page Location

Adjust bid to get your ads to the top of the page or the first page of search result.

Pros-

- Much higher ad visibility – potentially free exposure if ad unclicked.
- Potentially higher click-through rate – might be more cost-effective per click than other strategies.

Cons-

- If you're not careful, this could significantly bump your ad expense.
- No guarantee your click-throughs will be any more targeted than those with lower costs per click.

c) Target CPA

Sets Bid to get the most conversions possible while reaching your average Cost Per Acquisition (CPA) Goal.

Pros-

- Target CPA is basically the most automated way to run an AdWords campaign. It requires a lot less in term of manual implementation from the user.
- Every business has a target cost-per-customer. Target CPA helps you aim your agencies PPC campaigns directly at that number.

Cons-

- Potential for costs to skyrocket if you don't set a maximum bid limit.
- More automation can be a bad thing if you forget about monitoring campaign results.

d) Target Outranking Share

Target Outranking Share will simply ensure that your business outranks Business X on a set percentage of bids for your ad group

Or

Sets Bids to outrank another domain Rank.

Pros-

- Highly targeted way to increase search visibility over that of a direct competitor.
- If you have a specific competitor you are looking to take market share from, this strategy lets you target them specifically.

Cons-

- Significantly more expensive than other bid strategies, particularly if you are targeting competitors whose ads have better quality scores than yours.
- Inefficient strategy for obtaining conversions for your business.

e) Maximize Clicks

Use this strategy to maximize your clicks within a set budget.

Pros-

- Straightforward – this is basic automated bidding.
- Most efficient strategy for traffic generation.

Cons-

- Clicks might not be high quality.
- Less targeting could result in less meaningful results.

f) Target Return On Ad Spend (ROAS)

The primary goal is a maximum return on investment, even if the overall conversion numbers are lower.

Pros-

- One step beyond conversions – every business ultimately wants to maximize total ROI.
- Geared towards eCommerce platforms with multiple products – can take a headache out of identifying the right balance between volume sellers and high-margin winners.

Cons-

- This requires a much more sophisticated algorithm to get right, and the results might not be there for your business.
- Not useful for all websites.

In review, AdWords' flexible bid strategies include:

Google's Automated Bid Strategies

Bid Strategy	Goal	Level
Maximize Clicks	More Site Visits	Campaign, ad group, keyword
Target Search Page Location	More Ad Visibility	Campaign, ad group, keyword
Target CPA	More Conversions at Target CPA	Campaign, ad group
Enhanced CPC	More Conversions	Campaign, ad group
Target ROAS	More Return on Ad Spend	Campaign, ad group, keyword
Target Outranking Share NEW!	Outrank another domain's ads	Campaign, ad group, keyword

- a) Enhanced CPC – target high-converting clicks.
- b) Target Search Page Location – get your ads at top of the SERPS.
- c) Target CPA – target conversions by cost.
- d) Target Outranking Share – outrank direct competitors.
- e) Maximize Clicks – target maximum clicks.
- f) Target Return On Ad Spend – target overall campaign ROI.

II. UNDERSTANDING AD EXTENSIONS

Ad extensions are additional pieces of information about your business, like a phone number or a link to a specific page on your website, you can add to your ads. Ad extensions are free to add to your ads, with the usual charges for any clicks you get. Including ad extensions can improve the visibility of your ads, which can lead to more clicks and improve your ROI.

There are two categories of Ad Extensions: Automatic and Manual Ad Extensions. It's important to note that ad extensions don't always show, so be sure to keep the most important information in your text ad.

Manual Extensions	Automated Extensions
Apps	Consumer Ratings
Calls	Previous Visits
Locations	Seller Ratings
Reviews	Dynamic Sitelink Extensions
Sitelinks	Social Extensions (Deprecated from Dec ember 2015 onwards)
Callouts	Dynamic Structured Snippets



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Lesson no. 12: Google Adwords- PPC Advertising

CREATING ADS

I. UNDERSTANDING AD METRICS

Statistics that are collected and compared to help evaluate the effectiveness of a particular advertising campaign. The click-through rate is just one example of the explosion of new advertising metrics that have arisen, thanks to the internet.

Here are 21 metrics for measuring the success of your display advertising.

Impressions – It is the number of times your ad is displayed. The number by itself does not hold much value but it is a metric used to calculate other metrics and KPIs. Keep in mind that an impression does not mean that someone actually saw the ad, it just that the ad was shown on a web page/app.

i. **Reach** – This is the number of unique people (generally identified by cookies) that were reached by your ad. This number is always lower than the impressions because your ad is generally shown to same person (cookie) multiple times.

ii. **Cost** – The total cost of running the ad campaigns. This is calculated differently by different tools and organizations. Some use actual media cost while other use a fully loaded number that includes the agency cost, creative cost etc. Whichever number you use, be consistent in your approach. If you are going to do comparisons with **CPC** models such as Paid Search then I suggest using the actual media cost. Most of the publicly available benchmarks are based on actual media cost and are expressed in **CPM** (explained later in this list).

iii. **Engagement Rate or Interaction Rate** – This applies to the Rich Media Ads, where a user can interact with the ad without leaving the Ad unit/widget. Engagement Rate is the percentage of interactions per impression of the ad unit and is calculated as $(\text{Number of Interactions} / \text{Total Impressions}) * 100\%$.

- iv. **CPM** – This is the cost for 1000 Impressions of the ad unit. Display advertising is generally sold on CPM basis. (For more information on CPM, see Cost of Advertising: **CPM, CPC and eCPM Demystified**).

- v. **Clicks** – Number of clicks on an ad unit that lead to a person leaving the ad unit. Keep in mind that a click does not mean that a person landed on the intended destination of the banner ad click. There are multiple factors that could lead to a click but not a visit to the destination (I won't cover those here but am happy to discuss over email or a call).

- vi. **CTR (Click through rate)** – It is the number of Clicks generated per impression of a banner ad. This number is expressed as a percentage.

$$\text{CTR} = (\text{click/impressions}) * 100\%$$

- vii. **CPC** – Cost per Clicks is the cost that you pay for each click. Generally, display advertising is sold by CPM (see above), you can easily convert the cost in to Cost Per Click to compare it against other channels such as paid search. Cost per click is the effective amount you paid to get a click. It is calculated by dividing the cost with number of clicks. $\text{CPC} = \text{Cost/Clicks}$. Sometime this number is also referred as eCPC (effective Cost per Click).

- viii. **Visits** – As stated above in the definition of clicks, not every click turns into a person landing on your destination (generally your website). Visits measures the clicks that did end up on your site. (For more definition of visits, please see Page Views, Visitors, Visits and Hits Demystified)

- ix. **Visitors** – Visitors metric goes one step ahead of the visits and calculates the number of people (as identified by cookies) who ended up on your site as a results of the clicks on the banner ads.

- x. **Bounce Rate** – Is the percentage of visits that left without taking any actions on your site. It is calculated as $\text{Number of Visits with one page view} / \text{Total number of visits}$ resulting from the display ads. (Bounce Rate Demystified for further explanation).

- xi. **Engaged Visit Rate** – Generally this is opposite of bounce rate (though you can have your own definitions of engagement). It measure the quality of the visits arriving from your display advertising. You can calculate Engaged Visits as $(100 - \text{Bounce Rate expressed as percentage})$.

- xii. **Cost/Engaged Visit** – This is effective cost of each engaged visits. It is calculated as total Cost divided by number of engaged visits.

- xiii. **Page Views/Visit** – Page views the number of pages on your site viewed by each visit. With a lot interactions happening on one single page, this metrics is losing its value. However, for now, it is still a valuable metric for ad supported sites.

- xiv. **Cost/Page View** – As above, this is valuable metrics for ad supported site to figure out the cost of generating on extra page view.

- xv. **Conversions** – Conversion is defined as the count of action that you want the visitors to take when they arrive from you display ads. Some examples of conversions are – purchase, signup for newsletter, download a whitepaper, sign up for an event, Lead from completions etc.

- xvi. **Conversion Rate** – This is the percentage of visits that resulted in the desired conversion actions. $\text{Conversion Rate} = \text{Total conversions}/\text{visits} * 100$. If you have more than one conversion actions then you should do this calculation for each one of the action as well for all the actions combined. In case of Leads, you can take it one step

further and calculate not only the “Leads Generation Rate” (Online Conversion Rate) but also Lead Conversion Rate, which is, Leads that convert to a customer divided by total leads generated.

xvii. **Cost per Conversion** – This is the Total Cost divided by the number of conversions achieved from visits coming via display ads.

xviii. **Revenue** – This is total revenue that is directly attributed to the visits coming from display advertising. It is pretty straightforward to calculate in eCommerce but gets a little tricky when you have offline conversions.

xix. **Revenue per Visit** – Shows the direct revenue achieved per visit originating from the display advertising. It is calculated as Revenue Generated from Display Ads divided by the total Visits.

xx. **Revenue per Page** – This is useful for ad supported business models. This is sometimes expressed as

$$\text{RPM (Revenue per thousand impressions of ads)} = (\text{Total Ad Revenue/Number of page views}) * 1000$$

Note: In addition to Clicks, you can also look at View Through and calculate your other related metrics by view through. View Through is sum of all the cookies that visited a page that showed your ad on it, and then landed on your site. The assumption, in this calculation, is that you landed on the brand's site because of that ad exposure.

Where can you get these metrics from?

- a) Impressions, Reach, Cost, Engagement Rate, Clicks, CTR and CPC data is available from your agency or ad server tool.
- b) Visits, Visitors, Page Views, Bounce Rate, Engaged Visit Rate, Conversion, and Conversion Rate are available in your Web Analytics tool.
- c) Revenue is available in either your Web Analytics tool or other offline sales database.
- d) Cost/Conversion, Cost/Engaged Visits, Cost/Page view and Revenue/page are calculated using data from multiple tools.

II. DISPLAY AND DESTINATION URL

a) Display URL

The webpage address that appears with your ad, typically shown in green text.



Display URLs give people an idea of where they'll arrive after they click an ad. The landing page that you define with a final URL tends to be more specific. For example, if your display URL is www.example.com, your final URL might be example.com/sweaters.

For expanded text ads, your display URL consists of the domain of your final URL (and the subdomain, if you have one) and your two optional "Path" fields of up to 15 characters each.

In rare scenarios, your subdomain may not be added to your display URL. For example, if your subdomain uses a trademarked term, your display URL may not include your subdomain. Learn more about AdWords trademark policy.

Google constantly makes changes to AdWords. As a result, Google may update the domain component of your display URL.

Your display URL may appear in your ad with a "www." prefix in lowercase letters (even if you enter it with capitalized letters). If your URL begins with a subdomain, your display URL may include it (for example, the support in support.google.com).

ii) Destination URL

A Destination URL is simply the address of your webpage people reach when they click one of your ads. The way it's worked until now is that AdWords ad and keyword tracking relied on the Destination URL, which was made up of the landing page URL and tracking parameters.

If you wanted to adjust your tracking for any reason, you had to update the Destination URL, which sent your ads back to editorial review. Your ads would stop running during this review and whatever information was tied to the old URL was lost.

What's Changed?

This upgrade basically splits the Destination URL into two parts – you can now enter the landing page portion of the URL and the tracking information separately. It's so much easier and more convenient! Changing your tracking parameters at any level except the ad level doesn't trigger a review, your ads don't have to stop running, and you can update your tracking at the account, campaign or ad group level without seeing your ad stats go down the drain.

Lesson no. 13: Google Adwords- PPC Advertising

I. HOW TO WRITE A COMPELLING AD COPY

i. Show viewers how you'll solve their problem

When it comes to **writing ad headlines**, most businesses start and stop at plugging in keywords. This is the first thing a visitor will read after all.

Though using the keywords you're bidding on, is important for Quality Score, when everyone (your competition included) is using the same keywords, you don't really attract much attention.

To stand out, your ad headline needs to mirror the visitor's end goal.

People click on an ad because it promises to help & solve their problem, not because they think the ad checks all the right keyword boxes.

Before you create an ad, think about what the user on the other end wants to accomplish and how your headline can help fulfill that need.

For example, take a look at the ads for the keyword "sell books":



The screenshot shows search results for the keyword "sell books". At the top, there is a "live update" button and the text "ADS COPIES". Below this, four ads are displayed in a 2x2 grid:

- Top Left Ad:** "Sell Your Books For Cash - Compare prices from 45 websites". URL: www.bookscounter.com. Description: "Find out who pays the most money!"
- Top Right Ad:** "Sell Books - Cash4Books - Cash4Books.net". URL: www.cash4books.net. Description: "Fast Cash For Your Used Books. Very Straightforward & Easy To Use!"
- Bottom Left Ad:** "How To Sell Your Books Online - Cash For Your Textbooks Here.". URL: sellbackyourbook.com. Description: "Legitimate Online Book Buyer - We Have Paid Out Over \$10,000,000!"
- Bottom Right Ad:** "\$2.99 flat-rate shipping - We buy & sell used books and CDs". URL: www.bookmonster.com. Description: "free shipping on over 1M books!"

Apart from writers and publishers, most people searching for this query are likely to be college students and readers who want quick cash for their books.

The first ad focuses on exactly this: **sell your books for cash**.

It doesn't try to push their service's features and quality. Instead, it tells viewers immediately that they can use the service to get cash (the end goal) for their books.

Try doing this in your ad copy as well: focus on the end-solution (cash for books) that solves customers' problems.

ii. Include emotional triggers

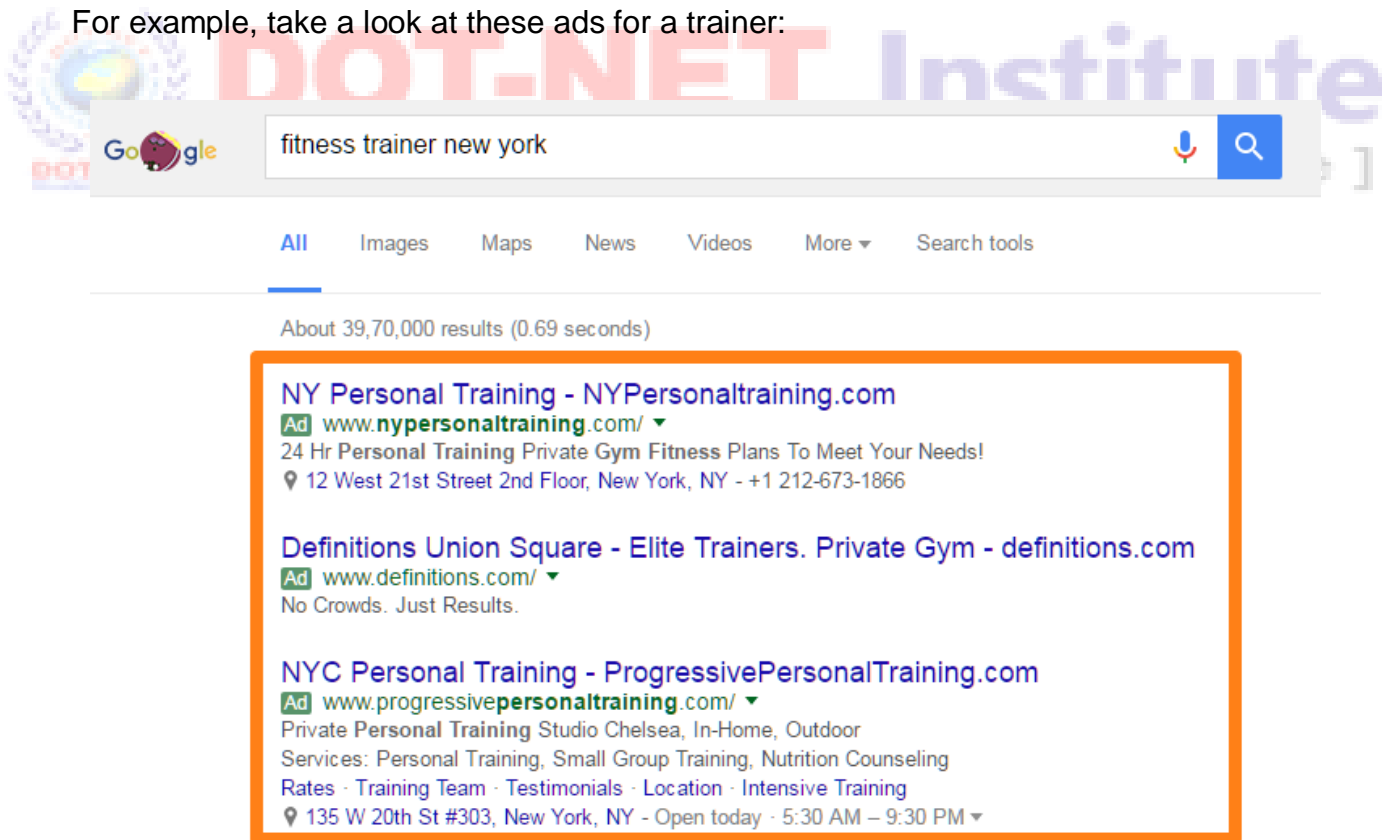
While some visitors might be looking for a site with an end goal in mind, often people are browsing casually to get information or discover what solutions and services are available for a potential problem.

For these kind of visitors, you have to spur them into action. One way to do this is through emotional triggers.

The reason behind this is simple: people don't make decisions based on logic alone. Instead, they are driven by emotions.

If people read something and experience a strong emotional reaction (such as fear, anger, or disgust) they will click through.

For example, take a look at these ads for a trainer:



The image shows a Google search interface for the query "fitness trainer new york". The search results page displays three ads, which are highlighted with an orange border. The ads are:

- NY Personal Training - NYPersonaltraining.com**
Ad www.nypersonaltraining.com/
24 Hr Personal Training Private Gym Fitness Plans To Meet Your Needs!
12 West 21st Street 2nd Floor, New York, NY - +1 212-673-1866
- Definitions Union Square - Elite Trainers. Private Gym - definitions.com**
Ad www.definitions.com/
No Crowds. Just Results.
- NYC Personal Training - ProgressivePersonalTraining.com**
Ad www.progressivepersonaltraining.com/
Private Personal Training Studio Chelsea, In-Home, Outdoor
Services: Personal Training, Small Group Training, Nutrition Counseling
Rates · Training Team · Testimonials · Location · Intensive Training
135 W 20th St #303, New York, NY - Open today · 5:30 AM – 9:30 PM

Most of these ads simply describe the services on offer. There is no way to differentiate between them apart from their locations and their prices.

While this can work when the competition is limited, for most keywords, such ads will just blend in with the others.

In contrast, take a look at this ad for a cosmetic surgeon in New York:

Top Cosmetic Surgeon NYC

Ad www.drjenniferlevine.com/ ▼

Look Younger & Feel Great. Call Dr. Levine For A Consultation.

Friendly Doctor & Staff · Convenient Appointments · Attention To Detail · Achieve Natural Results

Cosmetic Surgery in NYC - NYULangone.org

Ad www.nyulangone.org/ ▼

Visit our State-of-the-Art Facility at NYU Langone. Learn more.

Accredited Hospital · Compassionate Care · Cutting-Edge Technology

[Meet our Doctors](#) · [Learn More](#)



This ad works because it addresses the single biggest issue anyone who seeks a cosmetic surgeon has: that they *look* older and as a result, don't feel good about themselves.

By highlighting how cosmetic surgery will help you, the patient, “look younger and feel great,” this ad triggers a far more emotional response than the ad below it (which mostly talks about the “state of the art facility”).

Here's how to make your ad copy emotional:

- a) Determine who your customer is
- b) Determine the persona you want to take on to appeal to that customer
- c) Write emotional ad copy from that persona

You have to be careful to balance this reaction with the rest of your message as you don't want your customers to associate your brand with a negative emotion.

Instead, focus on resolving the fear or concern.

iii. Focus on benefits, not features

When it comes to **writing the body of your ad**, don't waste time by stating how amazing your brand is. Instead, get visitors to take action by telling them how your brand or your product will improve their lives.

Your ad needs to be personal (use "you") and must be able to demonstrate how your service can benefit the visitor.

Here's an example from the pet insurance industry:

Petplan Pet Insurance

Ad www.gopetplan.com/ (800) 241-1449

Save 5% When You Sign Up Online! Cut Costs Without Cutting Coverage.

Works w/ any licensed vet · Hereditary issues covered · Endorsed by AARP®

[Dog Insurance Plans](#)

[What Pet Insurance Costs](#)

[What Pet Insurance Covers](#)

[How Pet Insurance Works](#)

Nationwide® Pet Insurance - America's Most Trusted

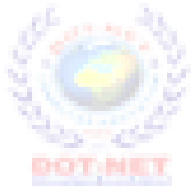
Ad www.petinsurance.com/

Visit Today For Your Free Pet Insurance Quote!

Save Big With VPI - Insure Your Pet Today

Insurance coverage: Dog Insurance, Cat Insurance, Exotic Pet Insurance

[Dog Insurance Quote](#) - [Pet Insurance Plans](#) - [Cat Insurance Quote](#)





The first ad focuses on *benefits* by stating in its copy:

- How much the visitor will save (5%)
- How a visitor can cut costs without cutting coverage (use of you)
- Informing that the plan works with any licensed vet (convenience)

Compare that to the ad just below it, which is vague:

- States "Save Big" but what does that mean exactly? How much?
- States "Visit Today" which doesn't need to be said if someone is already searching for you (they are already interested). This just wastes ad space.

Similarly, take a look at these two ads for "lasik surgery NYC":

lasik surgery nyc  

All Videos News Maps Images More ▾ Search tools

About 3,73,000 results (1.05 seconds)

Next Gen Bladeless LASIK - manhattanlasikcenter.com

Ad manhattanlasikcenter.com/\$2995LASIK ▾ +1 212-759-9617

Zeiss LASIK - More Comfortable, Faster & More Precise. Book Now!

Best Price Guarantee · Got Insurance? Save 25% · Next Day Recovery · Get a Free Consultation

📍 110 East 55th Street, 3rd Floor, New York, NY

Next Generation LASIK

Insurance Discounts

Procedures

Premier Doctors

TLC Lasik Eye Surgery Centers - \$400 Off LASIK Surgery at TLC.

Ad www.tlcvision.com/ ▾

51 Years and 2.2 Million Surgeries. Schedule A Free Consultation Today.

Pricing · Do You Qualify? · About Us · TLC Lifetime Commitment



A customer who wants to get laser surgery done doesn't really care about the exact brand name of the equipment or even the technology used.

What he actually cares about it whether the surgery is fast, comfortable and accurate – benefits, not features.

This is exactly what the first ad focuses on: surgery that is *more comfortable, faster & more precise*.

Only after mentioning the benefits does the ad talk about features – “best price guarantee,” “next day recovery,” etc.

In contrast, the second ad doesn't talk about benefits at all. Instead, it approaches the ad from a position of authority by stating how many surgeries they've performed (which is a useless number because most customers have no idea what number of surgeries is normal for a Lasik practice).

If you are finding it hard to differentiate or provide benefits in a short amount of space, you can use psychology to drive conversions, as we'll see below.

iv. Implement FOMO

Yes, the fear of being left out can be a catalyst to get visitors to your site.

Loss aversion is a real psychological force and using it in your ads is a easy way to drive conversions.

The easiest way to implement this online is to use countdown timers which run in real time.

Here's an example from a business selling TVs online:



These ads work because humans are more motivated by the idea of **losing out than gaining something** and by instilling time-limits, more people are more likely to click through.

This is also an example of scarcity in action – one of the 6 principles of persuasion according to Robert Cialdini (author of *Influence: The Psychology of Persuasion*). By showing that the sale is going to end soon, you create a sense of scarcity which compels action.

With competition online only getting more intense, writing compelling ads is a powerful tool to drive conversions. Though it takes time and practice, following the above tips will help you get ahead of your competition.

Lesson no. 14: Google Adwords- PPC Advertising

I. BEST AND WORST EXAMPLES OF CREATING ADS

i. Worst examples

a) Pepsi Trivializes Social Justice Movements

Here's What Happened

This one's still fresh. At the beginning of April 2017, Pepsi debuted an ad depicting Kendall Jenner in the middle of a photoshoot when she spots a protest happening in the middle of the street. Beckoned by a nod from a passing protestor, she whips off her wig to join in.



Things don't get really bad, though, until she walks up to a police officer manning the protest crowd and hands him a Pepsi, therefore stopping protests—and socioeconomic conflict, racial tension, gender inequality, and really just, like all bad vibes—forever.

Why It Missed the Mark

Pepsi mistook social justice movements for opportunities to sell soda, which is pretty disrespectful to the people who have suffered and sacrificed for the sake of protest and change.

What's worse? At the center of Pepsi's apology wasn't BLM supporters or Women's Marchers as expected, but Kendall Jenner herself.

Takeaway

Wanting to lend a helping hand for social change is good. Using serious social issues to sell a product is insensitive and insulting.

b) Burger King Botches Their Own Version of "Where's Waldo."

Here's What Happened

Let's throw it all the way back to 1985. This one's just one big giant mess, so let's break it down:

- Burger King kicks off a campaign called "Where's Herb?" by telling customers that if they can find Herb at a Burger King location (a random and disappointingly ordinary guy not very worthy of being the centerpiece of an ad campaign), they'll win \$5,000
- Finally, a 15-year-old spotted Herb but was rejected the cash prize
- Then Burger King gave the cash prize to his 16-year-old friend instead because the actual Herb discoverer was younger than the not-so-well-advertised contest age minimum of 16.



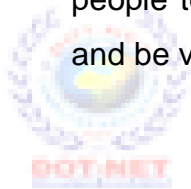
Why It Missed the Mark

A few reasons:

- 1) No one cared who Herb was.
- 2) It was just too random: who is this guy and why are we trying to find him? No one really knew.
- 3) The contest rules were poorly communicated and resulted in a nasty PR situation.

Takeaways

If you're going to have a brand mascot, try to have it make some sense. Don't try to get people to care about your mascot or promotion without giving them a reason to first. (Oh, and be very, very clear about contest age restrictions.)



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ii. Best examples

a) Nike: Just Do It.



Source: brandchannel

Did you know that, once upon a time, Nike's product catered almost exclusively to marathon runners? Then, a fitness craze emerged -- and the folks in Nike's marketing department knew they needed to take advantage of it to surpass their main competitor, Reebok. (*At the time, Reebok was selling more shoes than Nike*). And so, in the late 1980s, Nike created the "Just Do It." campaign.

It was a hit.

In 1988, Nike sales were at **\$800 million**; by 1998, sales exceeded **\$9.2 billion**.

"**Just Do It.**" was short and sweet, yet encapsulated everything people felt when they were exercising -- and people still feel that feeling today. Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It. It's a slogan we can all relate to: the drive to push ourselves beyond our limits.

The Lesson

When you're trying to decide the best way to present your brand, ask yourself: What problem are you solving for your customers? What solution does your product or service provide? By hitting on that core issue in all of your messaging, you'll connect with consumers on an emotional level that is hard to ignore.

b) Coke: Share a Coke



Big brands are often hard-pressed to do something ground-breaking when they're already so big. So, what did Coca-Cola do to appeal to the masses? They appealed to individuals -- by putting their names on each bottle.

The Share a Coke campaign **began in Australia in 2011**, when Coca-Cola personalized each bottle with the 150 most popular names in the country. Since then, the U.S. has followed suit, printing first names across the front of its bottles and cans in Coke's branded font. **You can even order custom bottles on Coke's website** to request things like nicknames and college logos.

It was a breaking story across the marketing and advertising industry. Many consumers were enchanted by it, while others were confused by it -- why make a temporary item so personal? Pepsi even released counter-ads shortly after the campaign launched.

Nonetheless, Coke received immediate attention for it.

The Lesson

Coke fans are regular buyers, and the company leaned into that sense of individual ownership with full force. Wondering what name you'll get out of the vending machine was a fun thrill in and of itself -- even if it isn't yours, it encourages you to "share a Coke" with whomever's name is on the front.



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Lesson no. 15: Google Adwords- PPC Advertising

TRACKING PERFORMANCE/CONVERSION

I. WHAT IS CONVERSION TRACKING

Conversion tracking is a free tool that shows you what happens *after* a customer interacts with your ads -- whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app. When a customer completes an action that you've defined as valuable, these customer actions are called **conversions**.

Below is a basic scenario to illustrate how conversion tracking works.

Step 1: You create a campaign in mMedia with an App Tracking ID aiming to drive downloads of your application.

In this scenario, you have already integrated our conversion tracking tools into your application and have created an App Tracking ID. Your goal is to drive app downloads.

Step 2: Someone sees and clicks on your ad.

A user navigates to a mobile site on his or her device and sees your banner ad. The user is intrigued, and clicks on the ad.

Step 3: The conversion event begins.

Our system will recognize that click and make a note of that click in our system.

Step 4: The user downloads your mobile application and launches it for the first time.

The user decides to download your app. After they have downloaded the app and it launches for the first time, a trigger in your mobile app will notify us that the app has been launched by the user.

Step 5: We match the click to the conversion.

When we are notified that there has been a download, we will match that download event to the click based on the user ID.

Once the match is made, a “completed event” is recorded in our system.

II. WHY IS IT IMPORTANT

When you see what turns a marketing technique into a valuable conversion, you can repeat that scenario over and over again. For instance, if certain keywords seem to work well to create conversions, you can generate more content with the same keywords for SEO purposes, thus expanding your chances of bringing new people to your site, and creating more conversions.

It is also important to track this data so you can see what your cost per conversion is. If you are spending too much on converting customers, it may be time to change your tactics to something more cost effective.

Improving your conversions can be as simple as making your site more accessible and easy to navigate, creating a new digital marketing technique that helps your company stick out in people's minds, or working on your search engine optimization tactics to ensure that your company appears high on search engine results pages.

Once you have gotten into conversion tracking, you should be able to see what is working for you and what needs improvement. Then you can direct your resources toward bettering your conversion rate.

Lesson no. 16: Google Adwords- PPC Advertising

OPTIMIZE SEARCH CAMPAIGNS

I. HOW TO OPTIMIZE CAMPAIGNS AT THE TIME OF CREATION?

i. Focus on profit

There are a lot of metrics you can use to measure the success of your campaigns such as: cost per click (CPC), cost per thousand impressions (CPM), cost per acquisition (CPA), return on ad spend (ROAS), click through rate (CTR), conversion rate and average value order. Often these metrics are reported in conjunction so that you get a clear picture of each campaign in comparison, allowing you to optimise accordingly. However, while these metrics give you the surface return on investment (ROI) which is important for adaptive campaign management, what is the net profit of each transaction that's generated? Understanding this will allow for more informed decisions.

For example:

Campaign A – generates a large volume of transactions at a high CTR and low CPC

Campaign B – generates a smaller volume of transactions at a lower CTR and higher CPC

Campaign A delivers a high volume but low value transactions, while Campaign B delivers a lower volume but higher value transaction. Therefore, the surface ROI of Campaign A is the clear winner but Campaign B actually returns the highest net profit. It should be noted here that there could also be additional customer service benefits or cost savings when dealing with a lower volume of deals.

ii. From click to customer

Do you know what the complete user journey is like for people clicking on your ads? The last thing you want to do is spend money on targeting and having the right people click or view your business, only to have them abandon the process. Here are some basic steps you can take to start checking your user journey:

- a) What happens when the user clicks through from mobile, tablet or desktop? Are all the pages optimised for the relevant screen size?
- b) What does your landing page communicate above the fold? Do you have a clear call to action?
- c) How fast does your page load?
- d) If the customer abandons the process, what steps do you have in place, eg. re-marketing campaigns or abandon cart/form triggered emails?
- e) If they do become a customer, do you place them into an onboarding process to mitigate churn and stimulate activity?

iii. Analytics

Creating a trading room floor mentality to campaign management is crucial to great optimisation, but to do this you need to have your analytic platform set up correctly. Ensure that you have the right analytics platform such as Google Analytics set up correctly and syncing with your own admin system. This will create accurate attribution and reporting of revenue figures against a respective campaign, channel (paid search, organic, email, social, etc), and source or medium.

iv. Timing is everything

There is such a thing as 'right place, right time' in the world of digital advertising. Sure, you could go out and buy as many eyeballs as possible, but how is that going to allow you to drive budgetary efficiency? One of the key aspects of getting the timing right on a large scale is understanding what events like school holidays, public holidays, sports, conferences, concerts and festivals might impact your business. Using the **PredictHQ web app** you can not only get event visibility across the world, you can also understand what events impact your business and when on average customers are most likely to buy relative to that event.

With this timing in mind, you can start to leverage overt and covert marketing tactics as explained here to ensure you're increasing your ad spend at the right time.

v. Understand who your target audience is

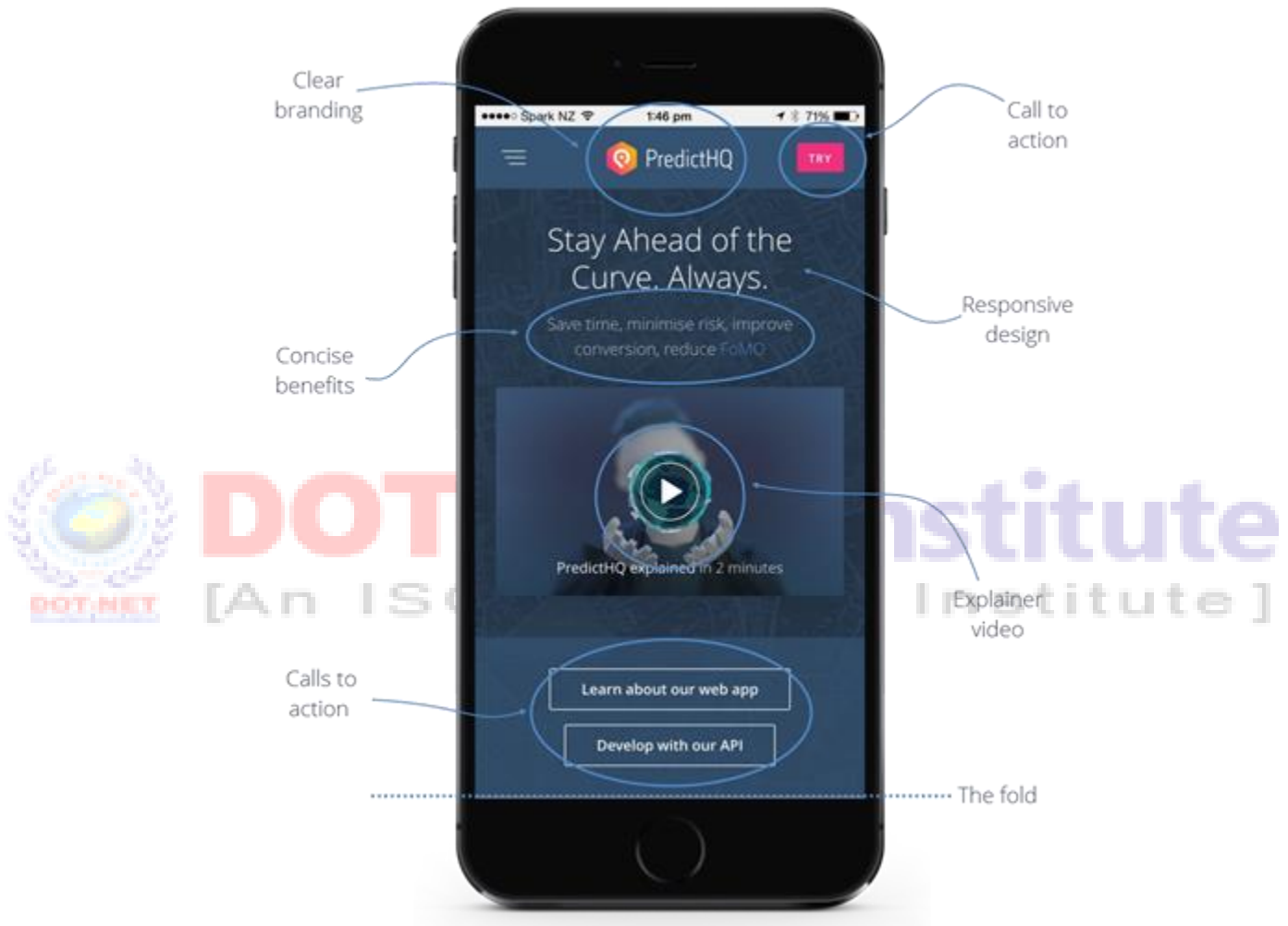
Who are the customers that are buying your product or service? There's no point trying to sell Sea World family holidays to a male student with no dependents and a penchant for beer. Use the intuitive platforms of today that come complete with a wealth of targeting options to help you zero in on the people you want to target and better-understand your audience, not just in the traditional sense of demographics but also their interests.

vi. Landing pages

Having optimised landing pages is a crucial step in generating the best-performing campaigns. So much can be won or lost on your customer's first click experience. Below are some quick tips about establishing a great landing page:

- a) Put content on the page which relates to your campaign to improve the quality score of your search campaign ads.
- b) Make the landing page relevant. For example, if a user is clicking or tapping on an ad which is for 'car hire from San Francisco airport,' send them to a localised landing page that contains elements including but not limited to:
 - o An image of San Francisco airport;
 - o A title which includes the term 'San Francisco;'
 - o Deals available from San Francisco airport;
 - o Localised content about hiring a car from San Francisco airport (which will also help with your quality score for Google Adwords campaigns).
- c) Clear branding
- d) What content and calls to action are above the fold?
- e) What trust elements do you have on the landing page which validate your brand and reassure the users? Initial elements could include:

- User reviews;
- Awards or accreditations;
- Social media following count;
- Number of bookings, transactions or members;
- Concise benefits of using your business.



vii. Consistency

This is probably the easiest tip but something that is not often followed. What do we mean by consistency? It's about ensuring that your potential customer has a familiar brand experience all the way through from seeing the hero image on the display ad, to it appearing on the landing page. The tone of voice, colours, logo, and other creative and visual cues you use should remain consistent all the way through the journey. Creating familiarity is a sure-fire way to keeping them on the path to conversion.

viii. Abandonment

No matter what you do, there will be times when certain users abandon the process. Even worse is when these users become qualified leads and abandon at the point of signing up or transacting. To mitigate losing the cost spent in getting them to your landing page, try implementing abandonment tactics. This means if the user is either logged in or has completed an email field as part of the process but then abandons, you can trigger an email response.

ix. A/B testing

You're probably sick of hearing about A/B testing but there is a reason it comes up so much – it works. If used and quantified correctly in isolation, it can be an exceedingly useful tool for eliminating the subjective and asserting the objective. My only side note is that you should work towards a 95% (or higher) confidence level when assessing the results to ensure they are statistically significant. For extra certainty, build in a margin of error that you must be over to justify implementing the change.

So what should you be A/B testing on your landing page? It could be anything from including a video on your homepage or not, through to simply changing the text on the main call to action button from 'view now' to 'start free trial'. Whatever the tests are, we recommend testing each element in isolation, which means only having one A/B test running on the landing page at any given time.

x. Fail fast

There are myriad advertising platforms out there that promise the world but deliver very little. However, diversifying your advertising platforms is a great way of finding new channels that can deliver higher value ROI than the usual self-service advertising platforms of Google (et al), Facebook, Twitter and LinkedIn, plus third-party players like Marin, Kenshoo, AdRoll, etc. Fortunately, if you implement most or all of the above, then you should be able quickly identify which platforms deliver the most accurate targeting options and in turn generate optimal levels of conversion.

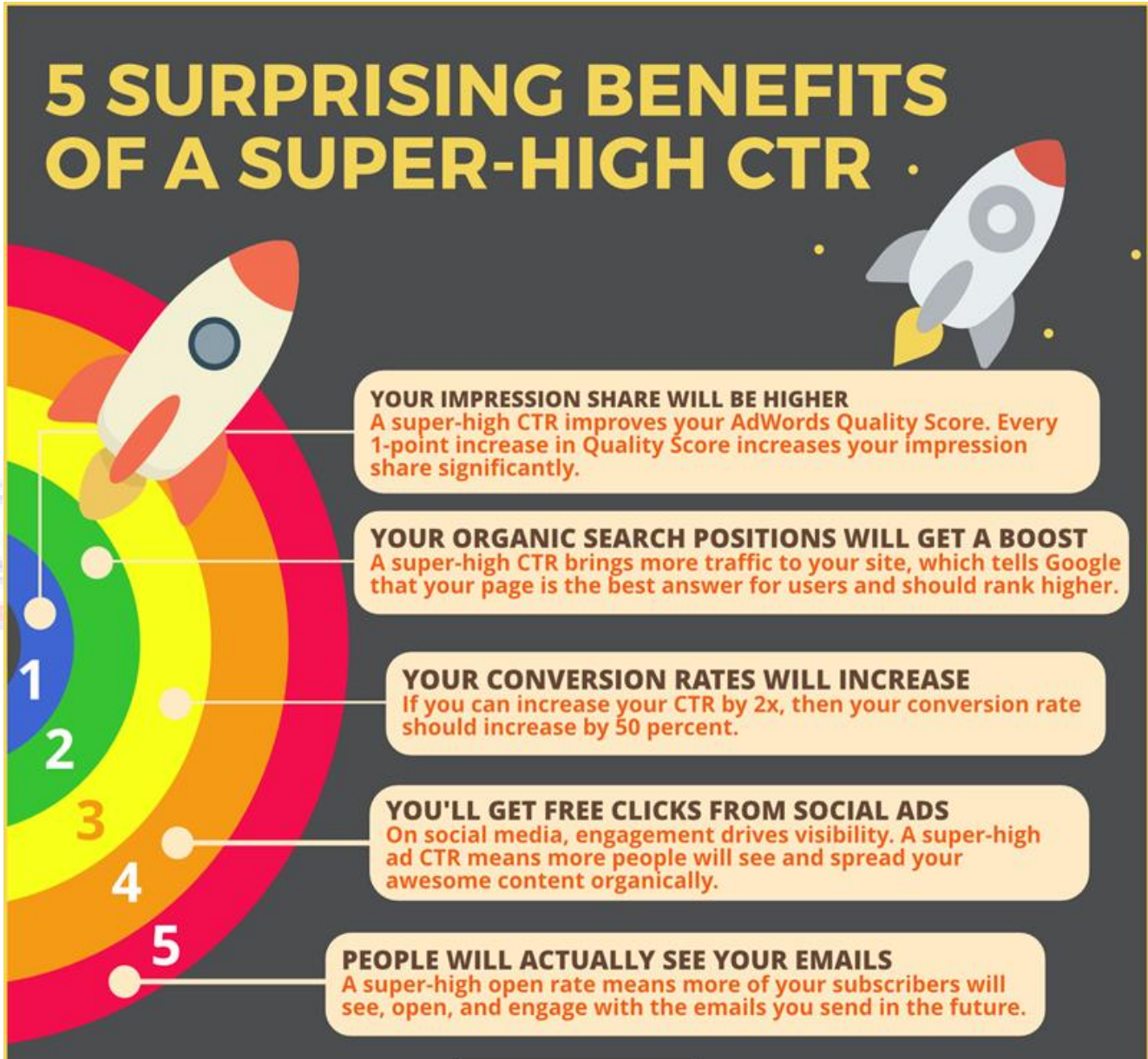
If a certain platform is not delivering the results you want, then you will have the ability to quickly assess and switch off. Likewise, if you find a platform that works for you then you can ramp up ad spend accordingly.



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Lesson no. 17: Google Adwords- PPC Advertising

OPTIMIZING CAMPAIGN VIA ADGROUP



5 SURPRISING BENEFITS OF A SUPER-HIGH CTR

- YOUR IMPRESSION SHARE WILL BE HIGHER**
A super-high CTR improves your AdWords Quality Score. Every 1-point increase in Quality Score increases your impression share significantly.
- YOUR ORGANIC SEARCH POSITIONS WILL GET A BOOST**
A super-high CTR brings more traffic to your site, which tells Google that your page is the best answer for users and should rank higher.
- YOUR CONVERSION RATES WILL INCREASE**
If you can increase your CTR by 2x, then your conversion rate should increase by 50 percent.
- YOU'LL GET FREE CLICKS FROM SOCIAL ADS**
On social media, engagement drives visibility. A super-high ad CTR means more people will see and spread your awesome content organically.
- PEOPLE WILL ACTUALLY SEE YOUR EMAILS**
A super-high open rate means more of your subscribers will see, open, and engage with the emails you send in the future.

i. Test in market audience

Ever wonder what Google does with the enormous amounts of data they're quietly collecting about all of us as we sail through a variety of Google products and Google-tracking-infused websites?

A recently-released AdWords feature called **in-market** audiences makes use of this treasured info.

The idea behind this feature is to allow advertisers to look beyond demographics and **target users who have demonstrated that they're in the market for a specific product based on their web behavior.**

Because Google knows when a visitor is actively researching and comparing products, or clicking on similar ads and converting, they can leverage this data to help advertisers reach potential customers on various sites across the web.

Here are some of the available in-market audiences and where they appear in AdWords:

Interests Remarketing lists Custom combinations

Search by list name

Categories: 2,494

- Family audiences (ready)
- In-market audiences (ROI)**
 - Autos & Vehicles
 - Baby & Children's Products
 - Computers & Peripherals
 - Consumer Electronics
 - Education
 - Financial Services
 - Home & Garden
 - Real Estate
 - Software
 - Telecom
 - Travel

Target and bid
Show ads only to people associated with these lists or categories, v

Bid only
Add these lists or categories so I can set bids on them, but show ac



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In-market audiences allow you to leverage Google's data to target customers who have shown that they're in the market for your product.

Let's say you're a car dealer and you want to market to people whose web behavior has indicated that they're planning on buying a new car soon. This feature is a great way to get after this audience using a rich volume of Google's data.

You can (and should) layer in-market audiences on top of the keywords you're already targeting in your search campaigns.

ii. Try out AdWords dynamic ads

Standard remarketing serves up ads without knowing which specific product a visitor looked at on your site.

But Google recently launched the ability to do **product-specific remarketing**. Especially for retailers, this is a feature worth testing.

With a little help from your friends at Google, you can **determine which products people looked at and serve up remarketing ads featuring those very products.**

In other words, you can give people exactly what they want.

Here's what a dynamic ad looks like:



As you can see, I recently checked out some socks on Amazon. Don't judge.

Now as I hang out elsewhere on the web, they're reminding me that I looked at this item but never bought it. As you can imagine, this remarketing tactic creates highly relevant ads that convert quite well.

Want to give it a go?

Here's a **detailed guide** to setting these up.

iii. Customize ads with real-time updates

You know that **urgency** is an important component of high-performing ad copy, but who has time to constantly run promotions, update coupon codes and tweak ad text accordingly? Not you.

That's why Google has introduced a **handy set of scripts** that the layman ad copywriter can understand.

For example, you can now tell Google, "My sale begins today and ends in 14 days, so update my ad copy accordingly every time you show it." You can even use this strategy *down to the hour*. "Webinar starts in two hours – don't forget to claim your seat."

But that's just the tip of the iceberg.

There are many other dynamic elements in the ad you can control, too. Take the example below, where everything highlighted in yellow is dynamic:



ProWhip 300 Stand Mixer
Ad www.example.com
5 quart tilt-head stand mixer.
\$199 - sale ends in 5 days.

You can now encode the product name (ProWhip 300), product detail (5-quart), price (\$199) and promotion end date (5 days).

Before this type of customization was available, old school AdWords retailers would have to set up a massive spreadsheet where inventory was cataloged and updated. This way, Google could pull in the appropriate product model, pricing and sale parameters.

Now, **you can do this with a tiny bit of code simple enough for us online marketers to wrangle directly within the AdWords interface**. The times they are changing'.

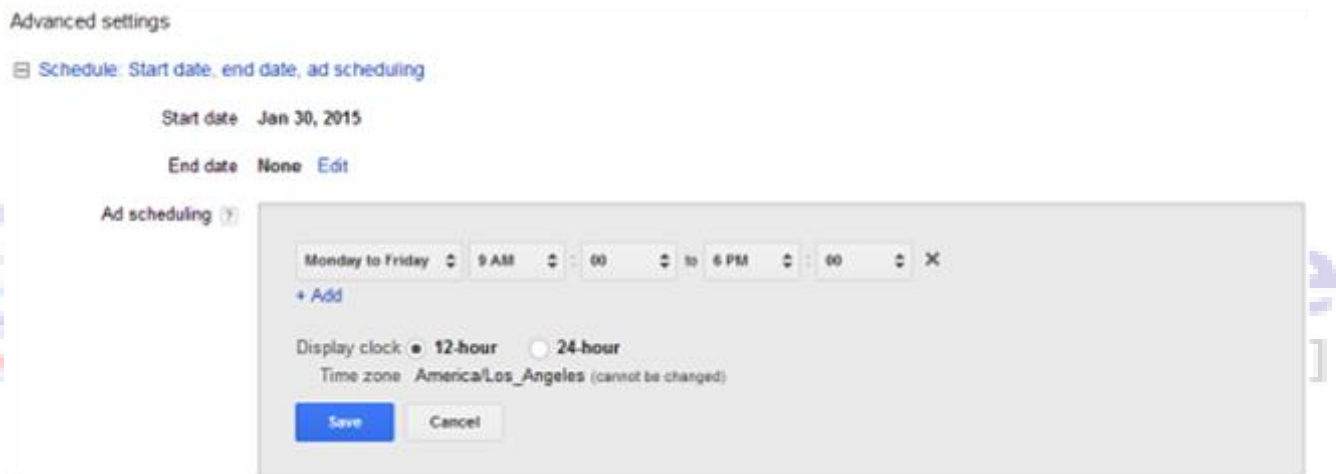
iv. Schedule ads to correspond to your sales bandwidth

There's nothing more frustrating than paying for leads that have gone cold. So why do we run ads that drive leads at 3 AM when there's no one there to call them back?

In some businesses, your customer will wait for that call – but others are different. When a lead is hot, it's hot, and after a few hours have passed, a **burning need becomes a passive query at best.**

To maximize return on ad spend, some companies use **ad scheduling** religiously.

It's found under advanced campaign settings and it looks like this:



This is especially useful if, say, your offices and sales team are located in the Netherlands while your prospects loom large in the US. Or if you determine that your audience is more likely to purchase at a certain time of day.

This simple tweak helps you ensure that you only pay for leads that are hot off the press.

v. Don't let competitors drain your ad budget

Your competitors are clicking your ads – I guarantee it. There's a golden hack you can employ to keep from paying for these clicks.

The hack? **Use IP exclusions.**

There's a trick for how to discover and block your competitors' IP addresses, precluding them from ever seeing your ads again. And I'm going to teach it to you.

First, you need to determine your competitors' IP addresses. You may need to try a few different tactics:

- a) Find an email from the company. You can locate the IP address by **looking at the email header content.**
- b) Locate the IP address for the **company's domain name.** Here's an eHow article explaining how to do this. Sometimes companies use a different IP address to browse the web than the one their site is hosted on, so this can be tricky. Give it a shot.

Once you have the IP addresses, just scroll down to "**IP address exclusion**" in your AdWords settings and paste them in. Here's what that screen looks like:

IP address exclusion

Enter the Internet Protocol (IP) addresses you want to exclude from seeing your ads.

Note: You may still get some impressions and clicks from excluded IP addresses if a Google Network site doesn't provide users' IP information. Keep in mind that this list will apply only to ads in this campaign.

Enter one IP address per line.

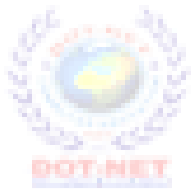
Format: 123.145.167.89

You can use full IP addresses or the wildcard character (*) for the last 3 digits for blocks of addresses.

Examples:

- 123.4.5.67
- 123.4.5.*
- 123.45.167.1

And voilà. Their IPs are now blocked.



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Lesson no. 18: Google Adwords- PPC Advertising

IMPORTANCE OF CTR IN OPTIMIZATION

A higher CTR means a higher **Quality Score**, which reduces your CPC and improves your ad rank.

But it goes much further than that.

A remarkable CTR is not only the most important thing in AdWords, but it is also extremely important for other marketing channels. These include organic search, CRO, social media, and email marketing.

Here are five surprising benefits of having a remarkable.

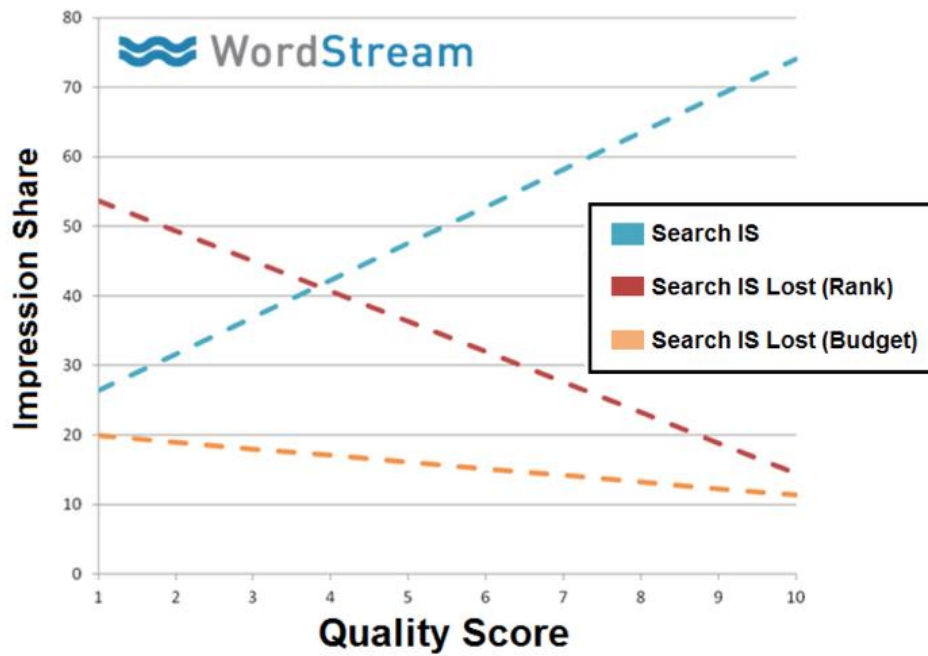
i. Much Higher Ad Impression Share

You get big discounts from having a high CTR. Namely, a lower cost per click, which really adds up as clicks accumulate.

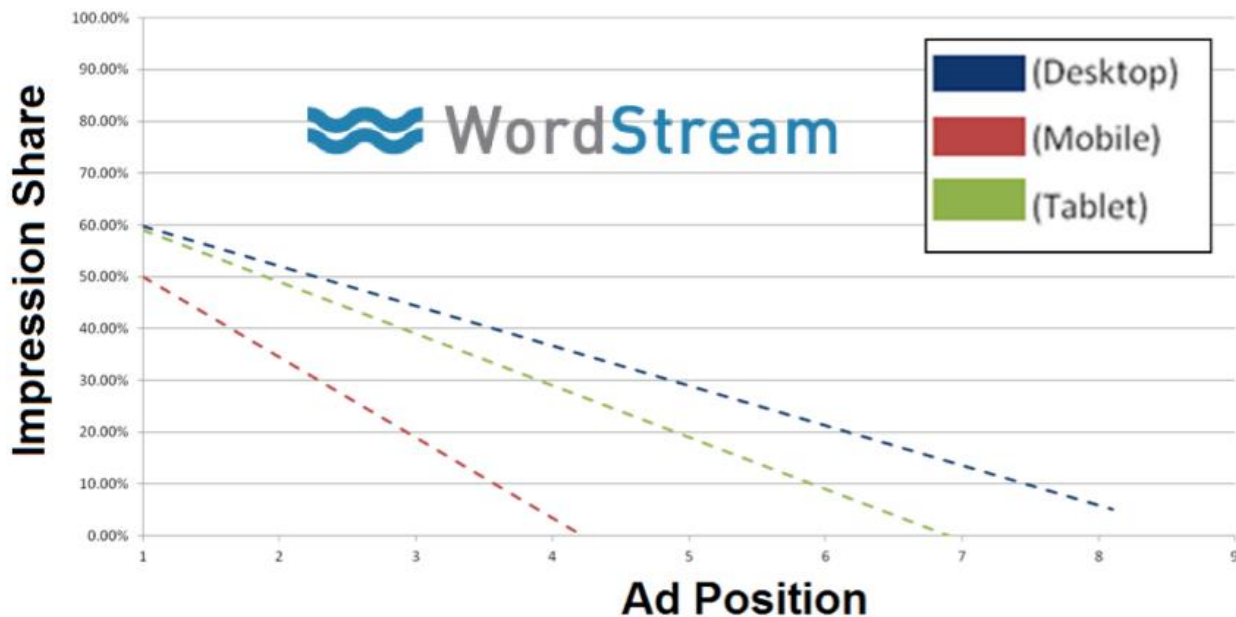
This is true not just of vanilla search ads, but all Google properties, whether we're talking about the **Google Display Network** or **Gmail Ads**.

But a remarkable CTR doesn't just impact CPC. It also impacts your impression share – how often your ads show up in the first place.

On the Google Search Network, every increase (or decrease) of 1 point in Quality Score can make a huge positive impact on your impression share:



If you can increase your Quality Score by one point, your impression share on average will increase by about 6 percent on desktop.



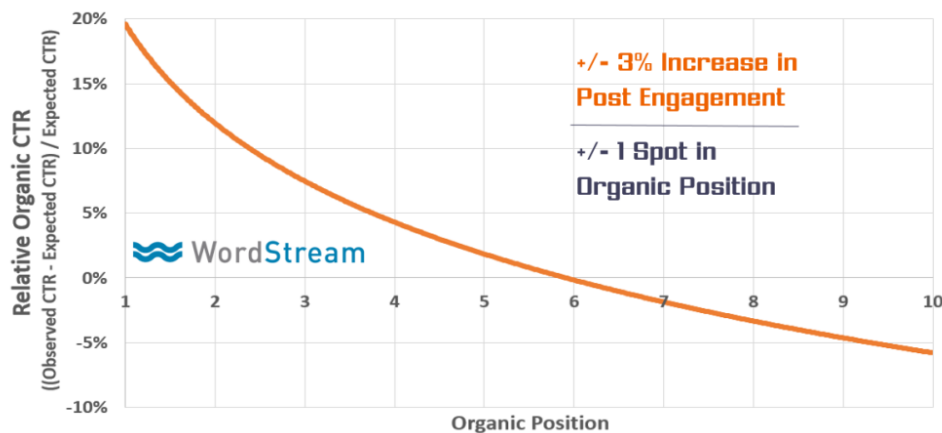
This is even bigger deal on mobile, where impression share is twice as competitive.

Increasing your Quality Score by one point would increase your impression share by an average of 12 percent!

ii. Your Organic Search Positions Will Get A Boost

We recently conducted research to test whether achieving above-expected user engagement metrics results in better organic rankings. We observed an unmistakable pattern:

CTR Based Ranking Rewards in Organic Search?

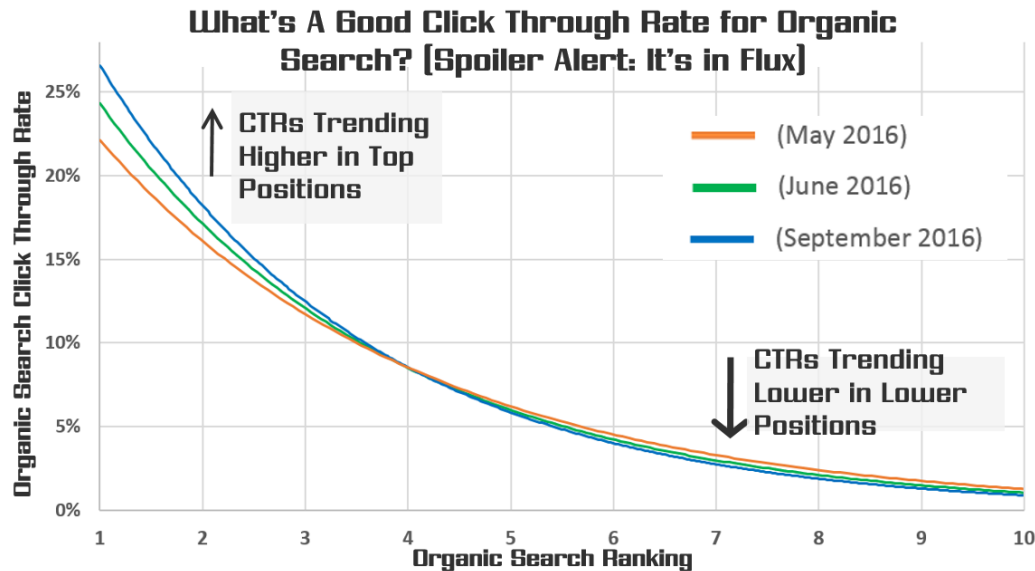


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- a) The more your pages beat the *expected organic CTR* for a given position, the more likely you are to appear in prominent organic positions. So if you want to move up by one spot (e.g., Position 5 to Position 4) in Google's SERP, you need to increase your organic CTR by 3 percent. If you want to move up again (e.g., Position 4 to Position 3), you'll need to increase your CTR by another 3 percent.
- b) If your pages fall below the expected organic search CTR, then your pages will appear in lower organic SERP positions. Basically, if your page fails to beat the expected click-through rate for a given position, it's unlikely your page will appear in positions 1–5.

You want your pages get as many organic search clicks as possible, right? Attracting more clicks means more traffic to your site, which also tells Google that your page is the best answer for users – it is relevant and awesome.

Another thing we discovered was that the weighting of click-through rate is in Google's organic search ranking algorithms is becoming more important every month this year.



Here I was tracking a group of 1,000 keywords and URLs for the past 5 months. What I found was that the Google algorithm is shifting to increasingly higher CTRs for top-4 organic ranking status.

This is what you would expect to see if Google Search were employing a machine learning-based algorithm that reordered listings based on CTR – people would see more of what they were hoping to see at the top, reducing the need to scroll lower down into the SERPs.

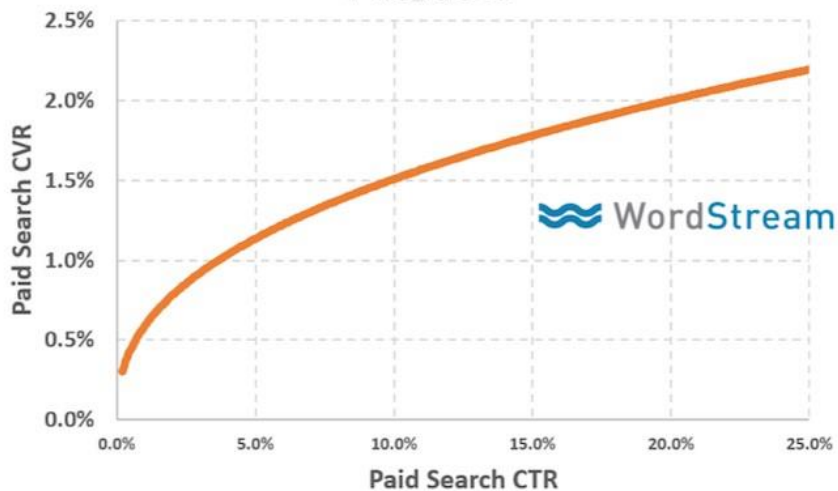
iii. Your Conversion Rates Increase

Increasing your click-through rate will also increase your conversion rates. If you can increase your CTR by 2x then your conversion rate should increase by 50 percent.

That's why click-through rate is the most important conversion metric (in my opinion).

For example, look at this data from one large client's account:

Higher CTRs = Higher Conversion Rates



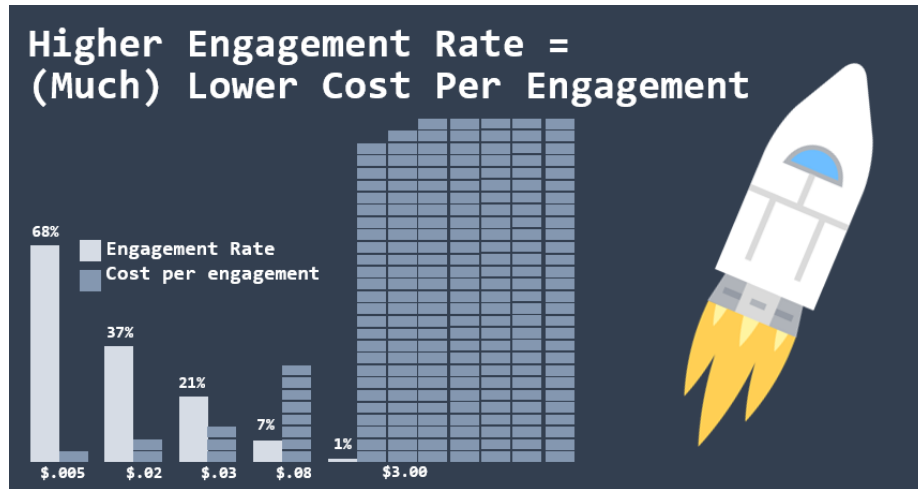
This is just one example. We see this same conversion curve in many accounts. (It's just difficult to combine multiple accounts into one graph because conversion rates vary depending on factors like the industry and offer.)

What's happening here is that if you can get someone excited to click on your website (via email, ads, organic search listings, or whatever), the excitement carries through to sign-up and purchase.

iv. Free Clicks From Social Ads

Facebook and Twitter don't have a Quality Score. Well, they do, Facebook just calls it Relevance Score and Twitter calls it Quality Adjusted Bid.

Whatever they call their version of Quality Score, having a higher score results in a higher ad impression share for the same budget at a lower cost per engagement. A high engagement rate means your ads will be more visible and more cost effective, as shown here:



Notice how the cost per engagement on Twitter Ads falls dramatically as the engagement rate of the post you're promoting rises.

One of the surprising benefits of having high engagement on Facebook and Twitter is that you'll benefit from free clicks. How?

On Facebook, if someone shares one of your boosted posts, that will show up in another person's news feed and you won't get charged for any of the additional engagements that happen there.

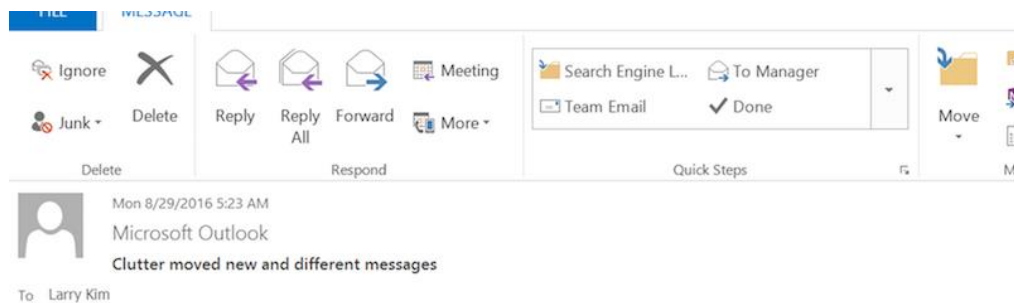
On Twitter, if you do a Promoted Tweet, when one of your followers retweets or shares it, you'll get more totally free organic impressions.

v. People Will Actually See Your Emails

Now let's talk about email marketing. How many emails do you get each day? Dozens? Hundreds?

If you engage with the emails that brands and businesses regularly send to you, you'll continue to see them. If not, it might get filed away in Outlook's Clutter folder or it may be relegated to Gmail's Promotions tab – or even worse, the Spam folder.

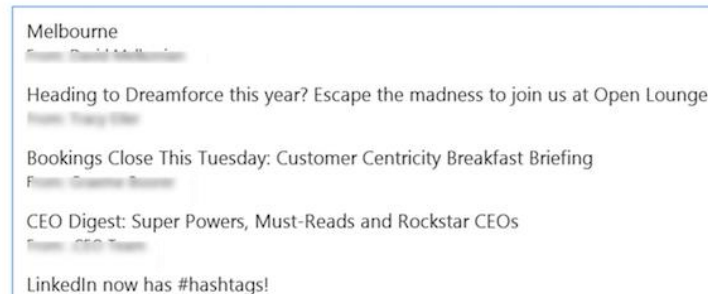
Case in point:



Are these messages important to you?

For some time, Clutter has been moving messages to the Clutter folder. Recently, some new and different messages were there back to the inbox. Clutter will learn from this and do better next time.

New messages we moved



Microsoft Outlook's clutter filter **regularly filter emails I've opted into receiving – including internal emails from my own company!** These emails are being filtered out based on machine learning.

What does this mean for your company?

If your emails have a higher CTR (though for emails the better equivalent is actually **higher open rate**), then it's more likely that your emails will actually get seen, opened, and clicked on. If your click-through rates are terrible, your emails will be rounded up and thrown in the dark "clutter dungeon."

One thing we did was to delete people from our email lists who were unresponsive. If you're just accumulating emails over many years, why? Do you think someone who has been dormant and never engaged with your emails is going to magically turn into a sale 5 years later?

Deleting half your database is one way to instantly more than double your CTR. Email providers will notice that more people are engaging, making it less likely your emails will end up in the dungeon.



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Lesson no. 19: Google Adwords- PPC Advertising

HOW TO INCREASE CTR

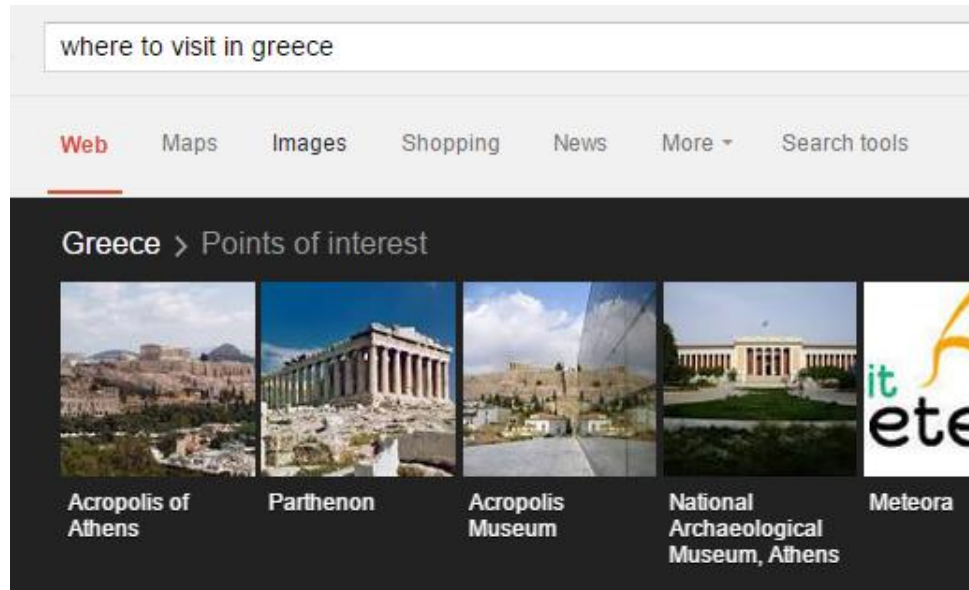
Step One: Craft Attention-Grabbing Headlines

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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Best places to visit in greece - TripAdvisor.com

Ad www.tripadvisor.com/Greece

Book the best hotels in Greece. Find 676466+ Greece hotel reviews.

Greece Travel | Places to visit in Greece | Rough Guides

www.roughguides.com/destinations/europe/greece/

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.

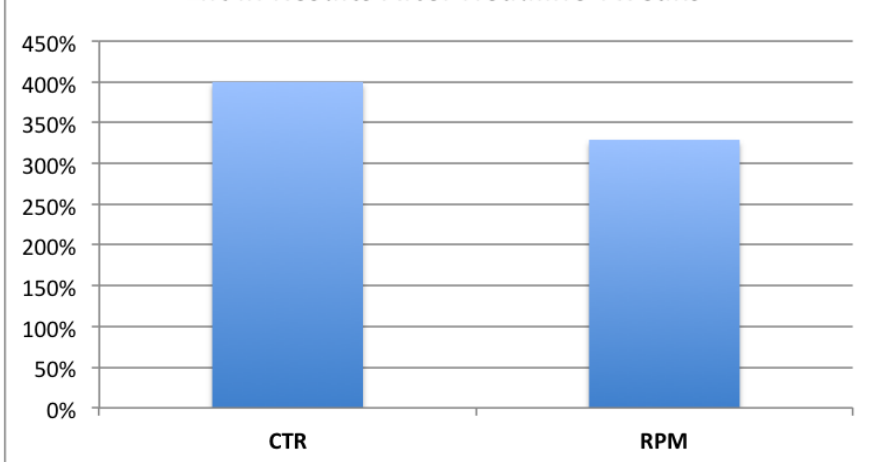
Things not to miss - Where to go - Itineraries - Explore Greece

10 Best Places to Visit in Greece - Touropia

2nd listing

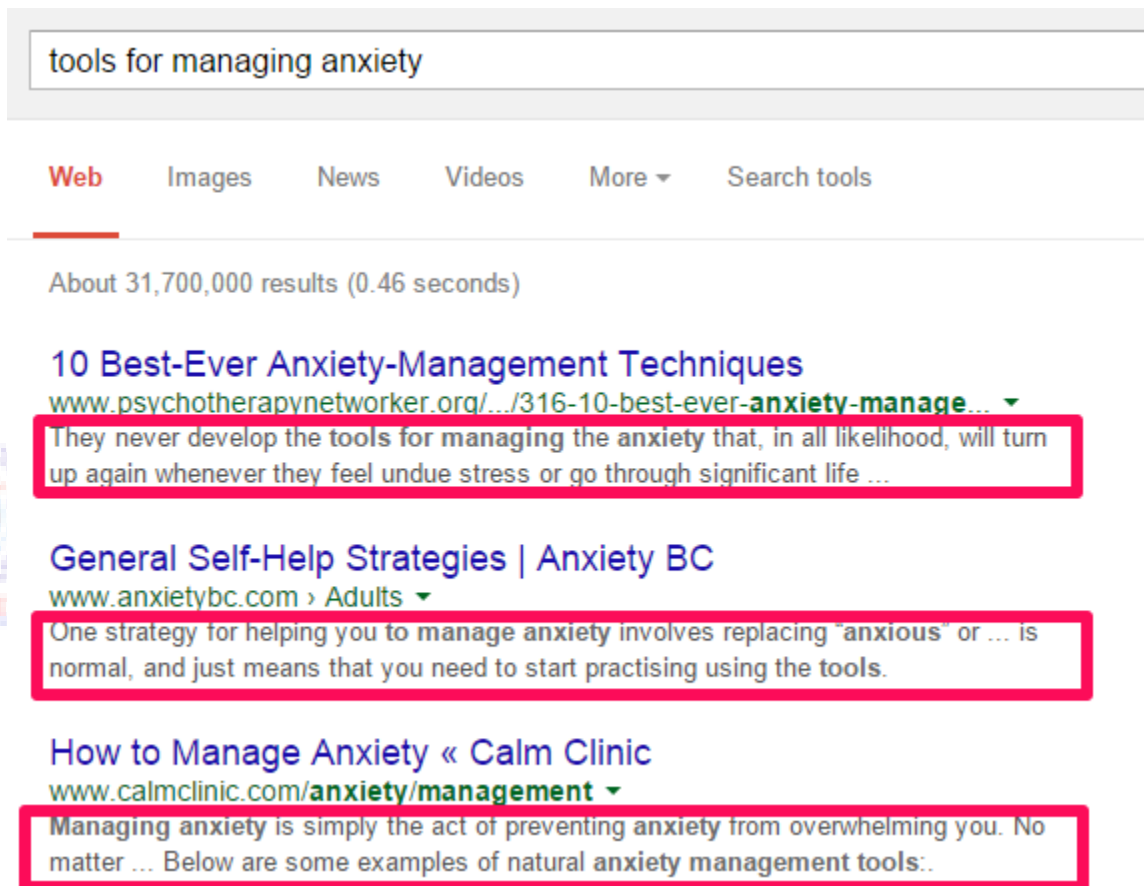
Dec 12, 2014 - An overview of the best places to visit in Greece: ... The Greek word **meteora** means "suspended in the air," and this phrase aptly describes ... The northernmost of Greece's **Ionian Islands**, Corfu was controlled by many foreign ...
10 Best Greek Islands - Santorini - Top Tourist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

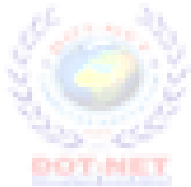
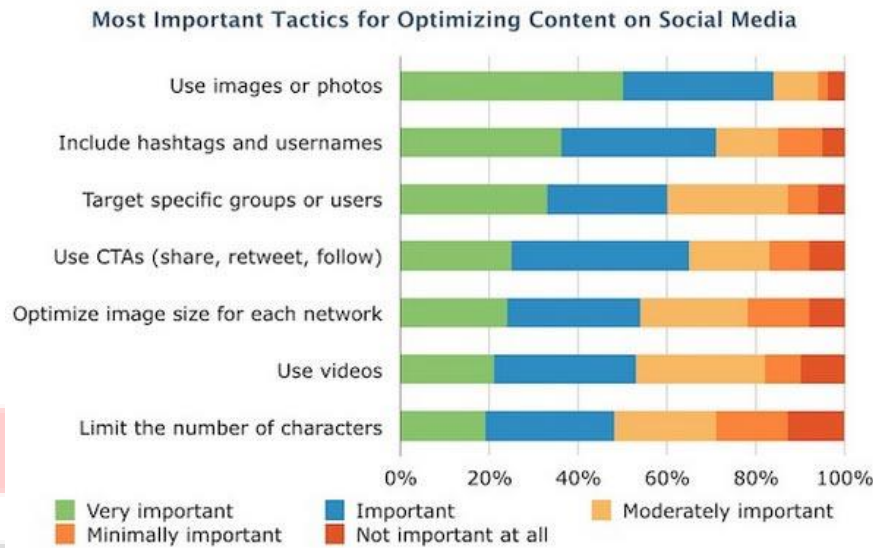


The benefits of rich snippets include:

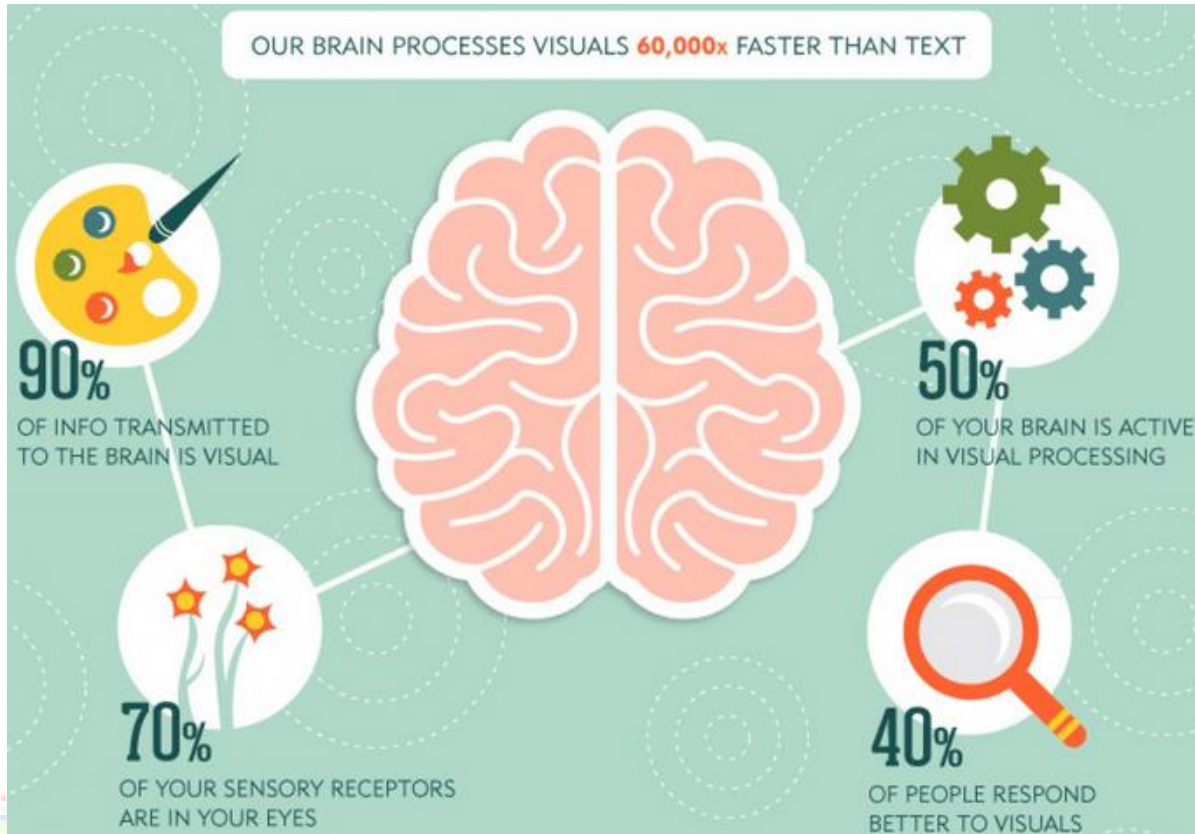
- Drawing the reader's eye to a relevant search result
- Giving more information and social proof about the result
- Telling the user exactly what's on the other side of that link, even before they click
- Increasing click-through rate

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.

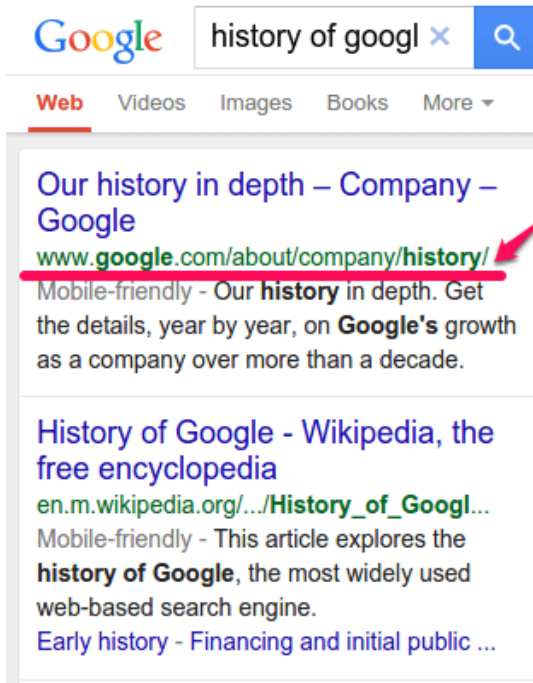
The Best Sneakers for Every Workout - FITNESS Magazine ...
www.fitnessmagazine.com > ... > Exercise Equipment > Running Shoes ▾
Fit to Be Tied: The Best Sneakers for Your Favorite Workouts ... the court and even the
water — to find the stellar pairs that will take your workout to the next level.



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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



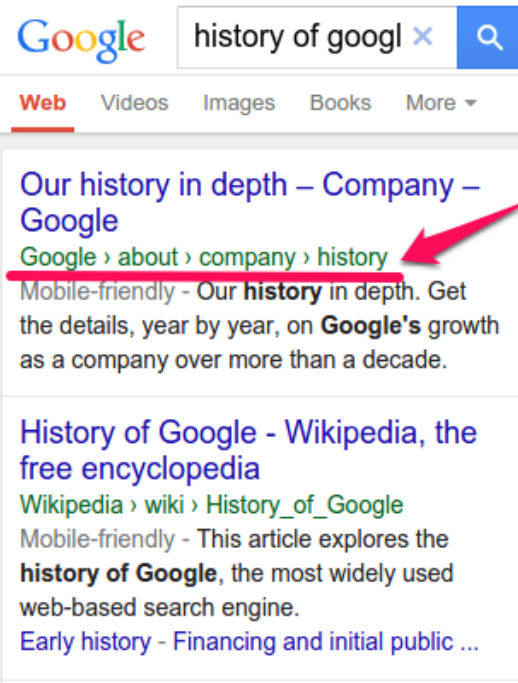
Google history of googl × 🔍

Web Videos Images Books More ▾

Our history in depth – Company – Google
www.google.com/about/company/history/
Mobile-friendly - Our **history** in depth. Get the details, year by year, on **Google's** growth as a company over more than a decade.

History of Google - Wikipedia, the free encyclopedia
en.m.wikipedia.org/.../History_of_Googl...
Mobile-friendly - This article explores the **history of Google**, the most widely used web-based search engine.
Early history - Financing and initial public ...

AFTER



Google history of googl × 🔍

Web Videos Images Books More ▾

Our history in depth – Company – Google
[Google > about > company > history](#)
Mobile-friendly - Our **history** in depth. Get the details, year by year, on **Google's** growth as a company over more than a decade.

History of Google - Wikipedia, the free encyclopedia
[Wikipedia > wiki > History_of_Google](#)
Mobile-friendly - This article explores the **history of Google**, the most widely used web-based search engine.
Early history - Financing and initial public ...

Step Six: Leverage Google Analytics Reports

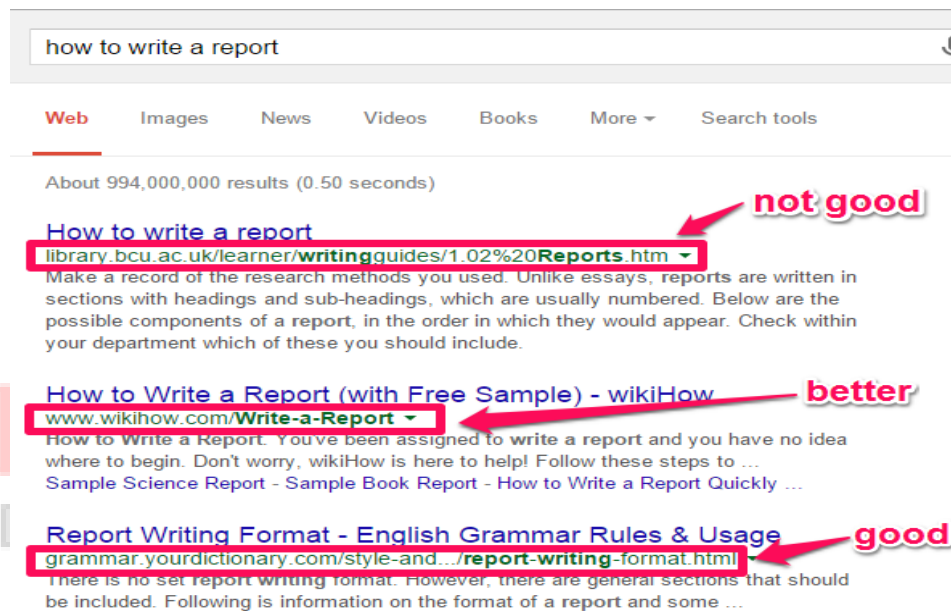
If content marketers made proper use of their Google analytics reports, they'd not only improve organic search performance, but they'd increase their landing page conversion rates as well, leading to better call to actions, stronger email campaigns, and a higher quality score.



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)".

The first result is "How to write a report" with a URL: library.bcu.ac.uk/learner/writingguides/1.02%20Reports.htm. A red box highlights the URL, and a red arrow points to it with the text "not good".

The second result is "How to Write a Report (with Free Sample) - wikiHow" with a URL: www.wikihow.com/Write-a-Report. A red box highlights the URL, and a red arrow points to it with the text "better".

The third result is "Report Writing Format - English Grammar Rules & Usage" with a URL: grammar.yourdictionary.com/style-and-.../report-writing-format.html. A red box highlights the URL, and a red arrow points to it with the text "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.

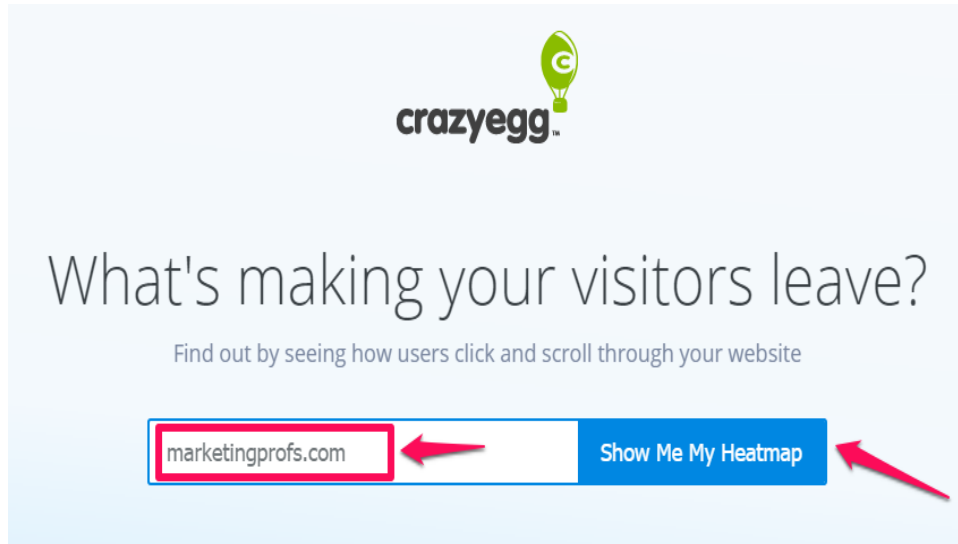
Step Nine: Use Heatmaps to Improve Site Clicks

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**.

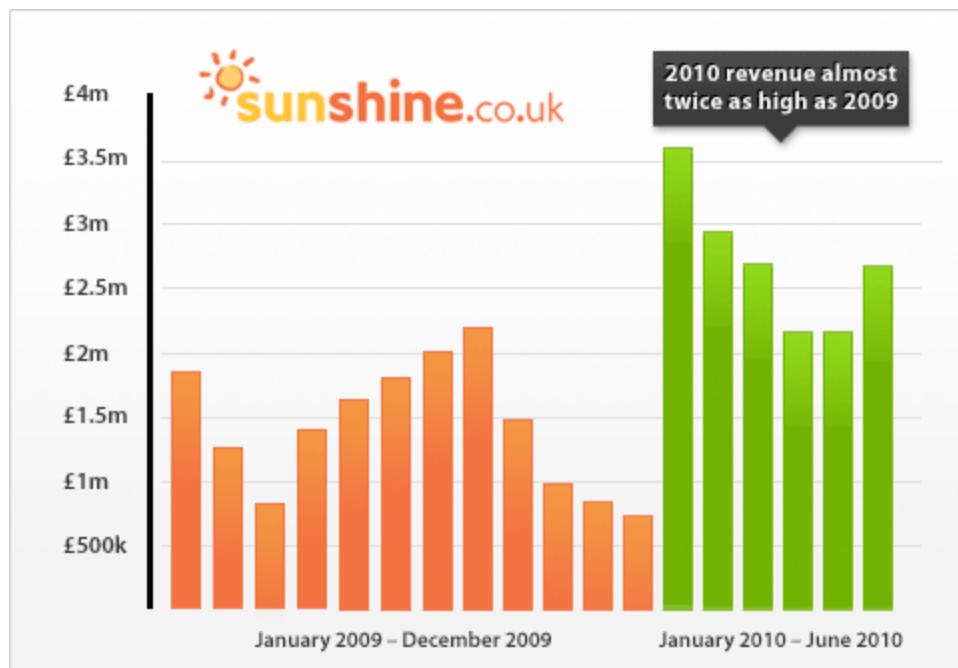


The best way to know exactly what's happening on your blog and where search users are contributing to those high CTR's the most, is by using a heatmap tool.

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

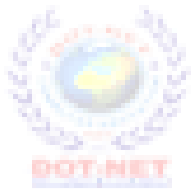


Heatmaps are very powerful. For example, Conversion Rate Experts generated an **extra £14 million a year for Sunshine.co.uk**. One of the strategies that helped them achieve this result was the use of CrazyEgg, to know where their users are clicking on a given page.



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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Lesson no. 20: Google Adwords- PPC Advertising

IMPORTANCE OF QUALITY SCORE IN OPTIMIZATION

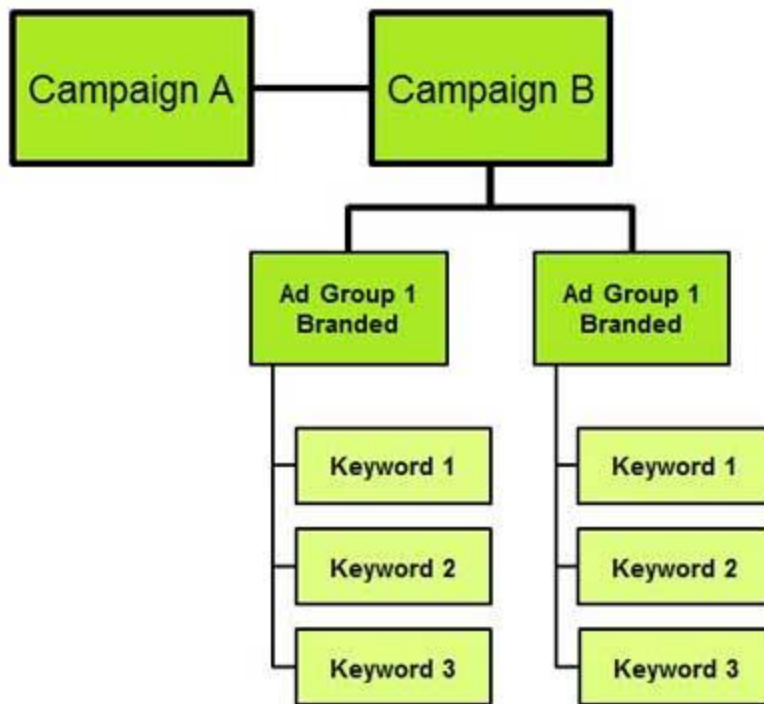
Google has thousands of Ads and lakhs of Keywords in the Data Base. When the user searching for any specific Keywords then Google always try to find out the details in respect of the relevant and usefulness of the keywords. Google show the Ads to the right viewers to have good / high, Keywords Quality Score.

Factor depending upon Quality Score:

- a) Ad auction eligibility
- b) Keywords actual CPC (Cost Per Click)
- c) Keywords 1st page bid estimate
- d) Keywords TOP of the page bid estimate
- e) Ad position
- f) Eligibility of Ad title, extensions and other Ad formats.

HOW TO INCREASE QUALITY SCORE

- i. **Structure your campaigns into smaller yet targeted ad groups-** By structuring your campaigns into targeted ad groups, you are elevating the relevancy between the search query and the ad. So set up your campaigns with many ad groups that are specific and related to the keywords it contains. This can be a challenge but well worth it in the end. Don't have just one or two ad groups with all of your keywords in them. You cannot maintain a high degree of relevancy this way. Additionally, have a smaller number of keywords per ad group. The smaller the number of keywords per ad group, the better. Good examples of types of keyword variations are plurals and singulars and other close associations.



Look at your list of keywords and group them into logical groups or themes like branded, non-branded, specific products, or services. This will help you as you set up your ad groups and keep them focused and relevant. Also, don't forget to include negative keywords lists for even better performance.

Account organization is the key to efficiently managing a good Quality Score as well as increasing your click-through rates. So take the time to methodically plan, set up, and structure your account, campaigns, and ad groups and you will find they will run much more efficiently and bring you your desired results.

- ii. **Optimize keyword ad copy-** Choose ad copy that is closely tailored to your keywords. This will increase the relevance of your keywords to each of your ads. Not only will this help you increase your Quality Score, but it will also help to increase your click-through rate. Be sure to get your keywords into your ad copy as well. You can do this manually or use dynamic keyword insertion (DKI), which can insert them automatically. Matt Van Wagner has some great tips on how to use DKI to help with placing your keywords into your ad copy.

- iii. **Target your landing pages-** Your landing pages should be designed to contain content that uses your targeted keywords for each ad group. It may not be practical to design a landing page for each ad group, but it will help to increase relevancy. A highly relevant landing page will also help you with increased conversions. If your searchers read your ad, then click through and they land on a page that fulfills their expectations, then you are likely to have happy visitors that may turn into customers.

- iv. **Know the Quality Score factors-** Brad Geddes of bgTheory has a nifty Quality Score Chart with all of the scoring factors you can use to view the different Quality Score types. (Chart below is reformatted from the original.) Use this or one of your own to help track your campaign and insure you have covered all of the bases.



	First Page Bid	Search Quality Score	Content Quality Score (and placement CPC)	Placement (CPM)
CTR on Google.com	Yes	Yes		
CTR on content site (specific of related sites to your ad display)			Yes	
Display URL CTR	Yes	Yes		
Account History	Yes	Yes		
Relevance of keyword to ads in ad group	Yes	Yes		
Relevance of keyword and ad to search query (for site)		Yes		
Geographic Factors	Yes	Yes		
Landing Page		Yes	Yes	Yes
Other Relevancy Factors	Yes	Yes	Yes	



v. **Decrease your landing page load times-** Landing page load time has become an important consideration in calculating Quality Score. Take the time to check the load times on each of your landing pages and see what can be done to reduce them. Some of the factors that contribute to longer load times are:

- a) Meta refreshes
- b) Slow redirects
- c) Multiple redirects
- d) Interstitial pages
- e) Slow server
- f) Large page size



Lesson no. 21: Google Adwords- PPC Advertising

IMPORTANCE OF NEGATIVE KEYWORDS IN OPTIMIZATION

Negative keywords are an essential piece of any AdWords campaign to help get the right type of traffic based on the goals of a campaign. A negative keyword is a word or phrase that will prevent your ad from being triggered if used in the search term. Negative keywords follow the same rules as regular keywords in that you can use them as exact match, phrase match, modified broad match, and broad match. This allows you to get creative and trim out specific types of traffic that you do not want coming to a site.

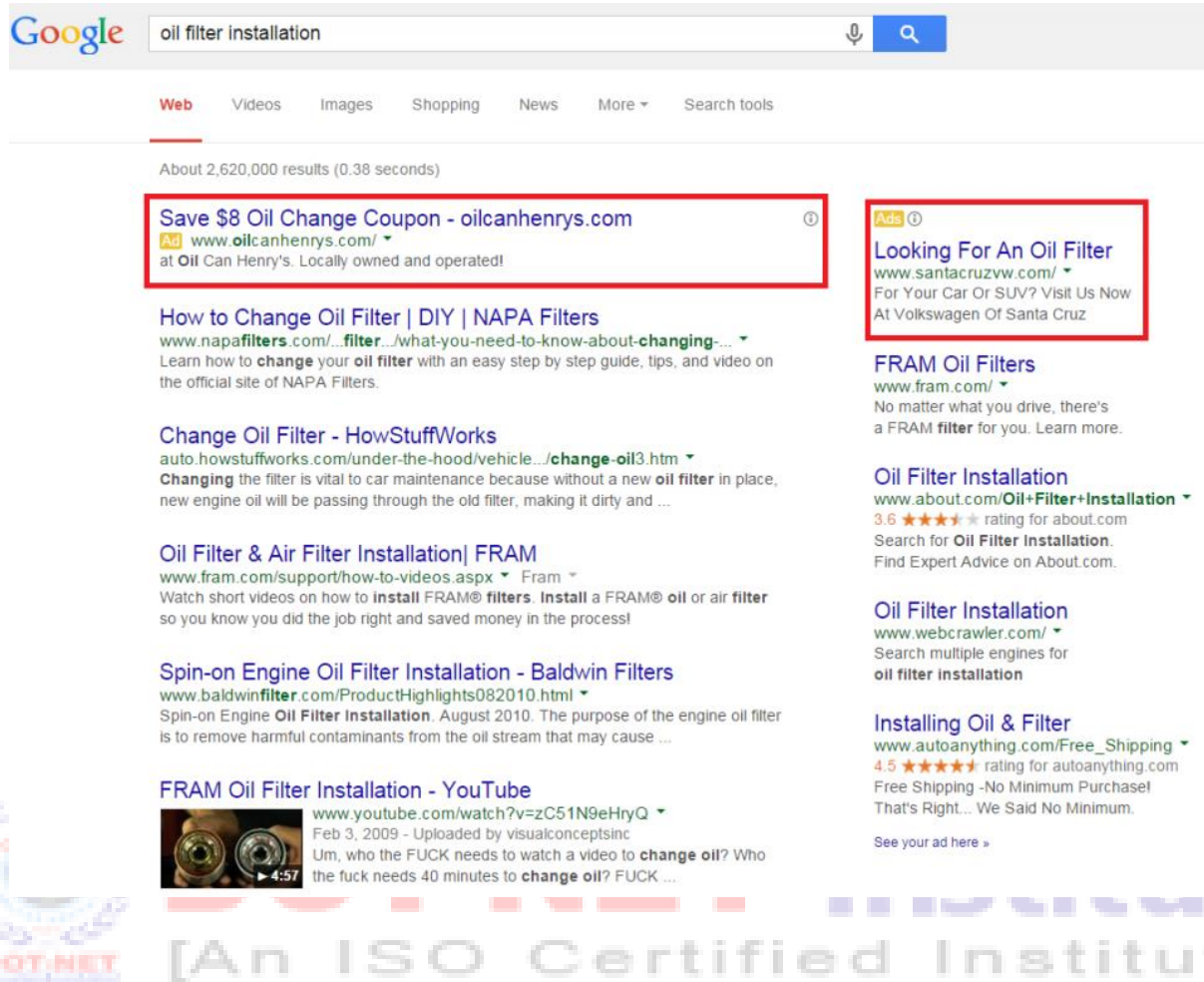
The best way to think about negative keywords would be if you have a tree that is growing out of control. While it is great that the tree is thriving, it needs to be trimmed in order for it to grow in a healthy and sensible way, especially in relation to everything else around it. The same goes for your AdWords campaigns. If you are getting lots of clicks and impressions that are eating up your budget, but have a low conversion rate it may be a good idea to trim out the bad traffic with negative keywords.

How and when to use negative keywords

This will vary from situation to situation depending on the type of site that you have.

For e-commerce sites, some common bad traffic issues we see come from educational traffic, discount traffic, and competitor brand traffic. As an e-commerce site, you only want to pay for purchasers who are ready to buy and not traffic looking for information because of their low conversion rate. By adding question and information words to your negative keyword list, it will help to bring in more effective traffic

In the example below we see oil filter and oil change ads popping up for the search term **“oil change installation”**. The keyword installation implies that they already have the product and are looking for a “how to”, which means traffic coming from this keyword likely will not result in conversion.



The screenshot shows a Google search for "oil filter installation". The search bar is at the top with the text "oil filter installation" and a search button. Below the search bar are navigation tabs for "Web", "Videos", "Images", "Shopping", "News", "More", and "Search tools". The results section shows "About 2,620,000 results (0.38 seconds)".

Organic Results:

- Save \$8 Oil Change Coupon - oilcanhenrys.com**
Ad www.oilcanhenrys.com/ at Oil Can Henry's. Locally owned and operated!
- How to Change Oil Filter | DIY | NAPA Filters**
www.napafilters.com/...filter.../what-you-need-to-know-about-changing-... Learn how to change your oil filter with an easy step by step guide, tips, and video on the official site of NAPA Filters.
- Change Oil Filter - HowStuffWorks**
auto.howstuffworks.com/under-the-hood/vehicle.../change-oil3.htm Changing the filter is vital to car maintenance because without a new oil filter in place, new engine oil will be passing through the old filter, making it dirty and ...
- Oil Filter & Air Filter Installation| FRAM**
www.fram.com/support/how-to-videos.aspx Watch short videos on how to install FRAM® filters. Install a FRAM® oil or air filter so you know you did the job right and saved money in the process!
- Spin-on Engine Oil Filter Installation - Baldwin Filters**
www.baldwinfilter.com/ProductHighlights082010.html Spin-on Engine Oil Filter Installation. August 2010. The purpose of the engine oil filter is to remove harmful contaminants from the oil stream that may cause ...
- FRAM Oil Filter Installation - YouTube**
www.youtube.com/watch?v=zC51N9eHryQ Feb 3, 2009 - Uploaded by visualconceptsinc Um, who the FUCK needs to watch a video to change oil? Who the fuck needs 40 minutes to change oil? FUCK ...

Sponsored Ads:

- Looking For An Oil Filter**
www.santacruzvw.com/ For Your Car Or SUV? Visit Us Now At Volkswagen Of Santa Cruz
- FRAM Oil Filters**
www.fram.com/ No matter what you drive, there's a FRAM filter for you. Learn more.
- Oil Filter Installation**
www.about.com/Oil+Filter+Installation 3.6 ★★★★★ rating for about.com Search for Oil Filter Installation. Find Expert Advice on About.com.
- Oil Filter Installation**
www.webcrawler.com/ Search multiple engines for oil filter installation
- Installing Oil & Filter**
www.autoanything.com/Free_Shipping 4.5 ★★★★★ rating for autoanything.com Free Shipping -No Minimum Purchase! That's Right... We Said No Minimum. See your ad here >

At the bottom of the screenshot, there is a logo for DOT-NET Institute and the text "[An ISO Certified Institute]".

EVALUATING CAMPAIGN STARTS

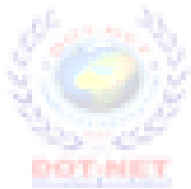
Evaluating the campaign should not start after the campaign but from the very beginning: it should always be a formative evaluation. This is one of the many tasks of the **campaign manager** or of the Secretary General of the party. To evaluate a campaign, you need to know **the goals that were defined at the beginning**. A written strategy of the campaign is the basic document for its evaluation.

Formative evaluation is a process of ongoing feedback on performance. Already at certain milestones during the campaign (e.g. after choosing the candidates, after deciding on the programme, after the launch of the campaign) it is very useful to discuss among the campaign team which targets have been met and what has gone right and wrong so far.

The summative evaluation after the campaign tries to identify larger patterns and trends in performance – and to judge these against the targets that were set at the beginning. One of the best ways to do it is a facilitated half-day workshop. The participants (not more than 40-50) should include the main campaign staffers, certain members of the Board and from regional and local levels, some volunteers (from online and offline campaigning!), 1-2 sympathising journalists, somebody from the PR agencies involved (if trusted) – and a person to take notes! The summative evaluation workshop schedule could be like this:

9:00	Welcome
9:10	Quick start: everybody should write down the 5 best and the 5 worst things about the campaign
9:15	Buzz groups (à 3 people) discuss their findings, and each buzz group agrees on the 7 best and 7 worst things, writing them on cards in 2 different colours
9:25	Bigger groups (à 3 buzz groups = 9 people) agree on the 10 best and 10 worst things, writing them on cards in 2 different colours
9:40	Plenary: presentation of the results of the bigger groups, clustering the results. Patterns? What is missing?
10:05	Input/Reminder: our campaign strategy as we developed it at the beginning (goals, message, target groups, competitive position)
10:15	<i>Coffee break</i>
10:25	Prepared inputs and discussion. The input can be provided by several people. It should be well structured and give facts and figures not just opinions. Certain aspects should be mentioned, such as: <ul style="list-style-type: none"> • Our opposition research – and our opponents • Our performance online in the campaign • Our media relations • Our grassroots activities • Our big events or: decisive moments in our campaign • The last 72 hours before the election • Cooperation with volunteers • Our youth organisation (or other important parts of the party) in the campaign • Our campaign finances and fundraising • Cooperation with PR agencies • Our campaign team • Our candidates Do not forget to gather the inputs and to take notes of the discussion.
11:40	<i>Coffee break</i>
11:50	Conclusions (moderated discussion, visualisation on flip chart and pin board)
12:45	Feedback on the workshop
13:00	LUNCH (together!)

Maybe after the workshop if somebody want to sit down and write an article for the party members' journal in which she or he reflects on the campaign? In any case: write the minutes, distribute them among the participants and keep them for the next campaign. It will be a valuable document to start with!



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Lesson no. 22: Google Adwords- PPC Advertising

OPTIMIZING WITH CONVERSION REPORT

Increased traffic won't help you reach your business goals unless some of that traffic converts. Having your visitors perform a desired action once they land on your pages is the driving force behind increased revenue.

Every website has a unique set of goals. An industrial website generates leads, an ecommerce store sells products, a blog converts visitors to subscribers. If you're unfamiliar with the term, a conversion is essentially any action that moves a site visitor towards becoming a customer, and your conversion rate is the percentage of visitors who make a conversion. So if your company overlooks conversion rate optimization, you're missing out on the opportunity to make the most of your website as a marketing and sales tool.

It's easy to get caught up in measuring metrics like traffic and rankings, in part because Internet marketing is so data-driven. But monitoring and improving your conversion rate is more effective for driving the metrics that really matter, like sales and revenue.

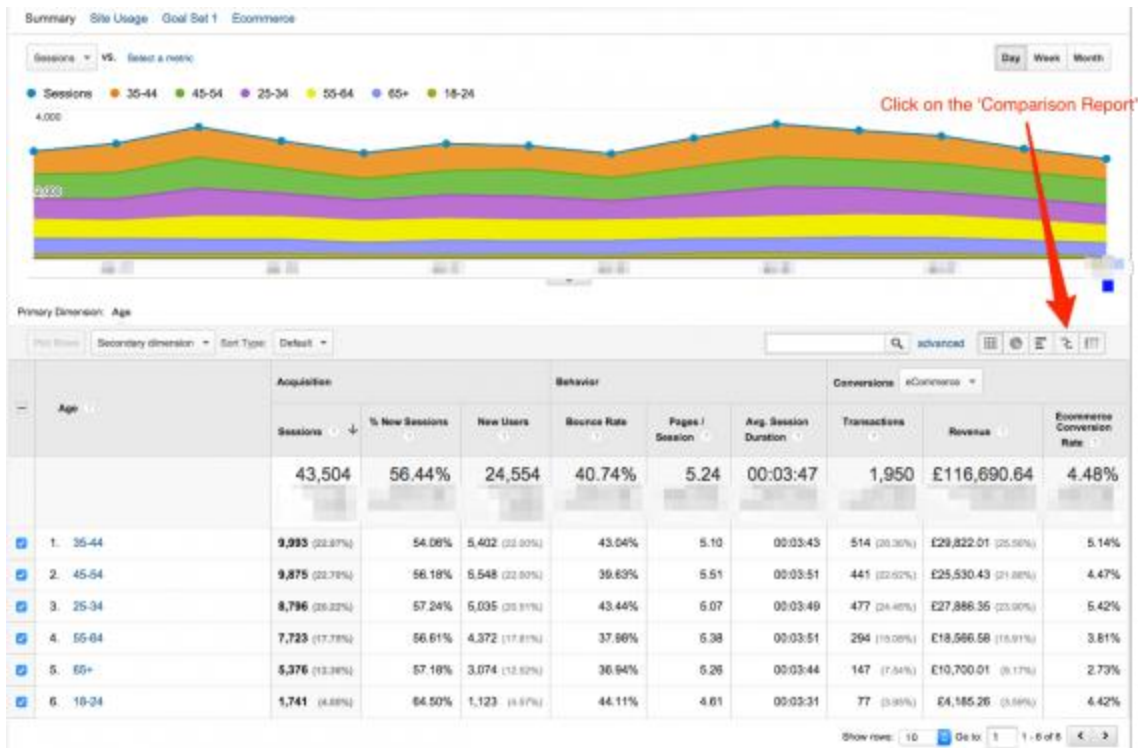
That's why conversion rate optimization, or CRO, has become so important — it gives you the power to identify what isn't working, why, and how you can fix it.

Following points aims to list of key reports and hidden features in Google Analytics to begin your conversion rate optimization — CRO — efforts.

i. Audience Demographics Report

Understanding your audience is an essential foundation to any successful CRO campaign. Slicing and dicing data available in your audience demographic report will provide unique insights on the shoppers that generate revenue for your business.

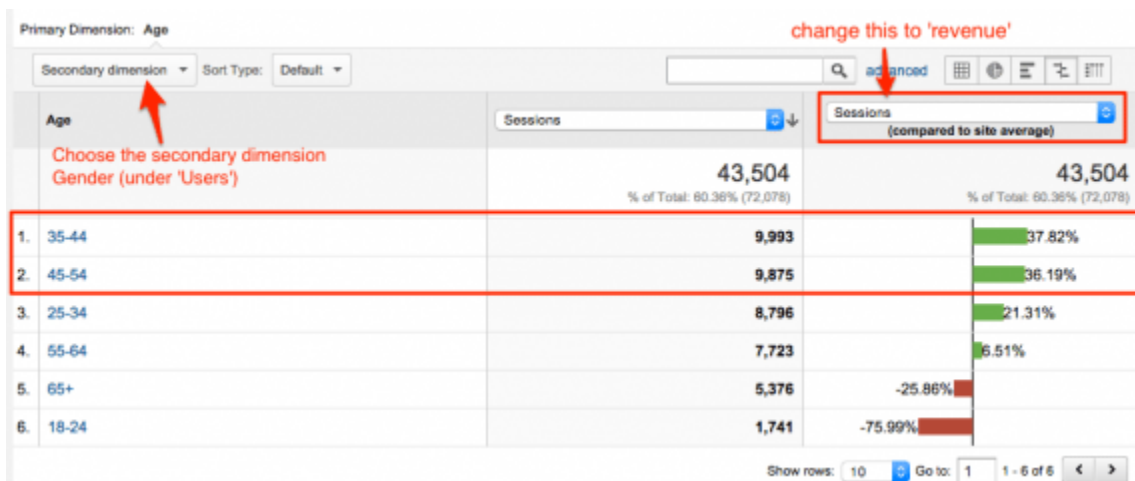
To delve into the report, go to: Audience > Demographics > Age.



Understanding your audience is key to any successful CRO campaign.

Then be sure to change the view from data (as displayed above) to “comparison,” which compares a particular metric against a site’s average.

It should look like this when you have changed it.



Change the view from data (as displayed above) to “comparison,” which compares metrics against a site’s average.

The data from the Audience demographic report above indicates that two age groups — 35-44 and 45-54 visit this site 37.82 percent and 36.19 percent more, respectively, than the site average.

To delve more into the data, use the Secondary dimension (the drop down on the top level corner), and select *Users > Gender*. Or, select any of the other secondary dimensions, such as City, Country, Browser, or Language.

Also change the drop-down on the top right of the table from **“Sessions” to “Revenue.”**

Age	Gender	Sessions	Revenue (compared to site average)
1. 45-54	male	5,203	53.46%
2. 35-44	female	5,182	37.36%
3. 35-44	male	4,810	40.37%
4. 45-54	female	4,671	10.00%
5. 25-34	female	4,665	44.78%
6. 25-34	male	4,127	42.99%
7. 55-64	female	3,951	-35.97%
8. 55-64	male	3,770	23.43%
9. 65+	male	2,710	-20.58%
10. 65+	female	2,665	-69.01%

Change the drop-down on the top right of the table from **“Sessions” to “Revenue.”**

The report above reveals that we should target our user-testing activity towards 35-44 year old females and 45-54 year old males and, also, that 65+ adults are not our target audience. Some of this data can also be fed into the targeting of paid media acquisition campaigns.

ii. Using Advanced Segments

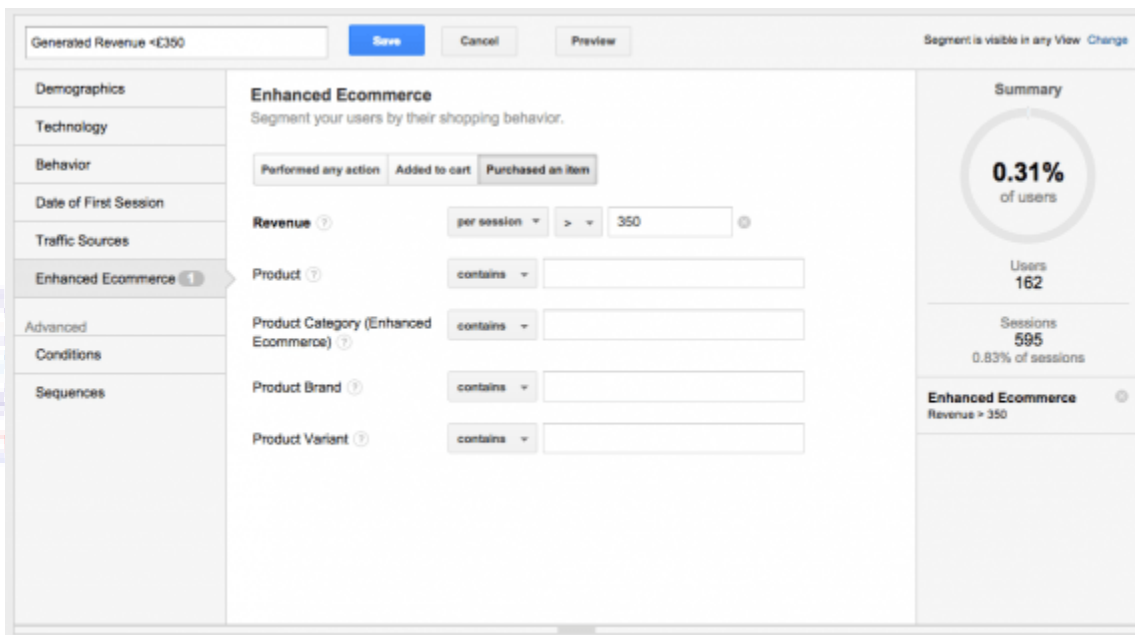
Segments are a powerful way to view sources or groups of traffic. It is also a good way to understand sources of traffic that are more valuable than others.

To access the full option segments interface, browse to **Admin > then under the View list click Segments > and then click “New Segment” button.**

You can segment traffic by Demographics, Technology, Behavior, Date of First Session, Traffic Sources, and Enhanced Ecommerce.

For a CRO campaign, this is a treasure-trove of data. My favorite segment category for analyzing the sales funnel is “Enhanced Ecommerce.” It provides several action criteria, such as filters by sales, revenue, product name, category, and brand. It also filters sessions that added items to their cart and for purchases.

The example below is basic — i.e., it is segmenting sessions that have generated revenues of £350 or more.

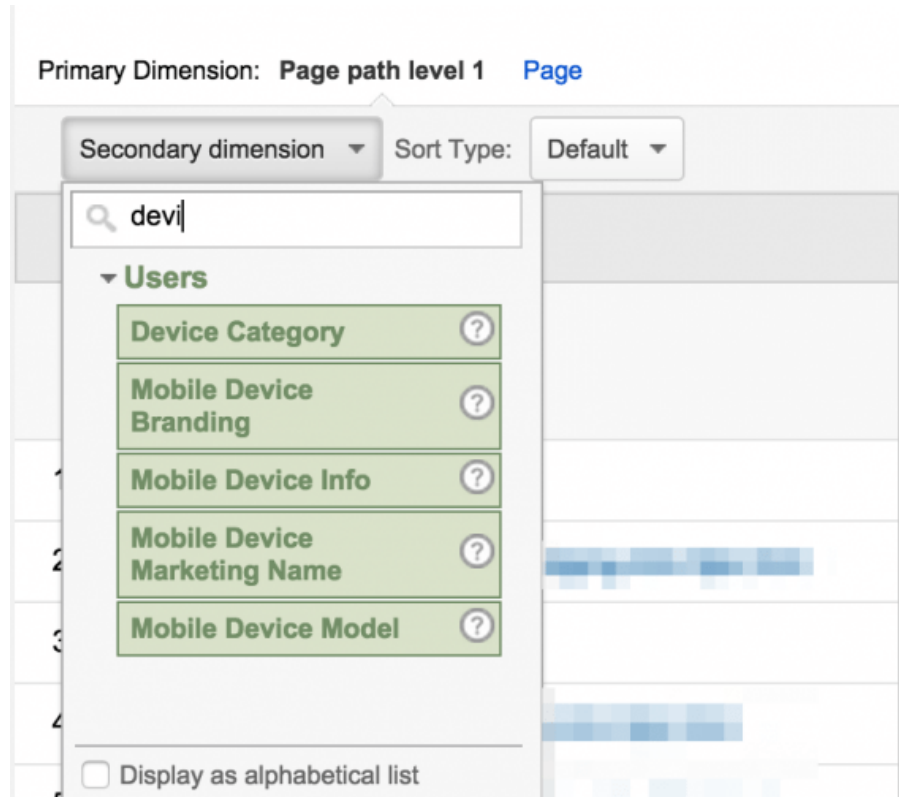


This basic segment is for sessions that have generated revenues of £350 or more.

iii. Optimizing for Mobile Traffic

To find poor-performing category or product pages from mobile traffic, this report will come in handy. Browse to **Behavior > Behavior Flow > Site Content > Content Drilldown**.

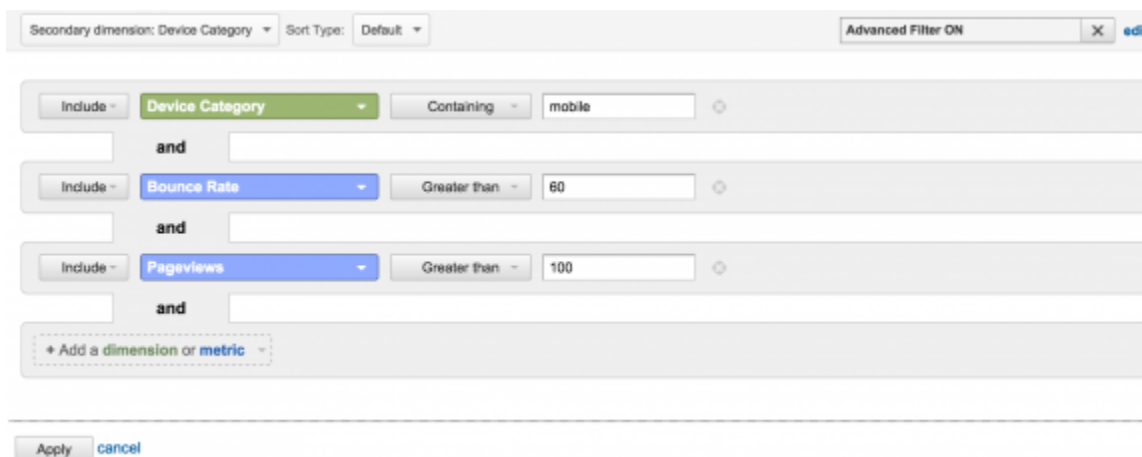
Add a secondary dimension: “Device Category.”



To find poor-performing pages from mobile traffic, add a secondary dimension: **“Device Category.”**

Then apply an advanced filter to “include bounce rate over 60” and **“Device category containing mobile.”**

You may want to only see pages with over a specific number of page views. In the example below, I have specified only pages with 100 views or more.



You can see pages with only a specific number of views. I have specified only pages with 100 views or more.

Another point worth noting is if your URL paths are well structured — i.e., your products are in a /prod/ or /product/ folder and category-page URLs can be filtered out — then you could apply a filter with the “Page path level 1” dimension that will display only product or category pages for your analysis.

Page path level 1	Device Category	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
		30,850 <small>% of Total: 8.99% (268,746)</small>	21,983 <small>% of Total: 9.59% (229,267)</small>	00:00:56 <small>for View: 00:00:54 (3.01%)</small>	68.22% <small>Avg for View: 43.42% (57.12%)</small>	25.40% <small>Avg for View: 20.03% (26.77%)</small>
1.	mobile	23,534 (76.29%)	16,400 (74.60%)	00:00:54	65.10%	23.69%
2.	mobile	3,106 (10.07%)	2,131 (9.69%)	00:00:56	62.34%	19.99%
3.	mobile	888 (2.87%)	697 (3.17%)	00:00:45	69.23%	18.82%
4.	mobile	519 (1.69%)	438 (1.99%)	00:01:42	85.33%	69.36%
5.	mobile	494 (1.60%)	410 (1.87%)	00:01:37	79.41%	20.24%
6.	mobile	468 (1.52%)	405 (1.84%)	00:01:49	75.22%	65.81%
7.	mobile	397 (1.29%)	318 (1.46%)	00:00:55	87.90%	22.92%
8.	mobile	293 (0.95%)	260 (1.19%)	00:00:48	87.18%	45.38%
9.	mobile	205 (0.67%)	125 (0.57%)	00:00:45	66.67%	10.00%
10.	mobile	182 (0.59%)	142 (0.65%)	00:01:06	73.94%	64.29%

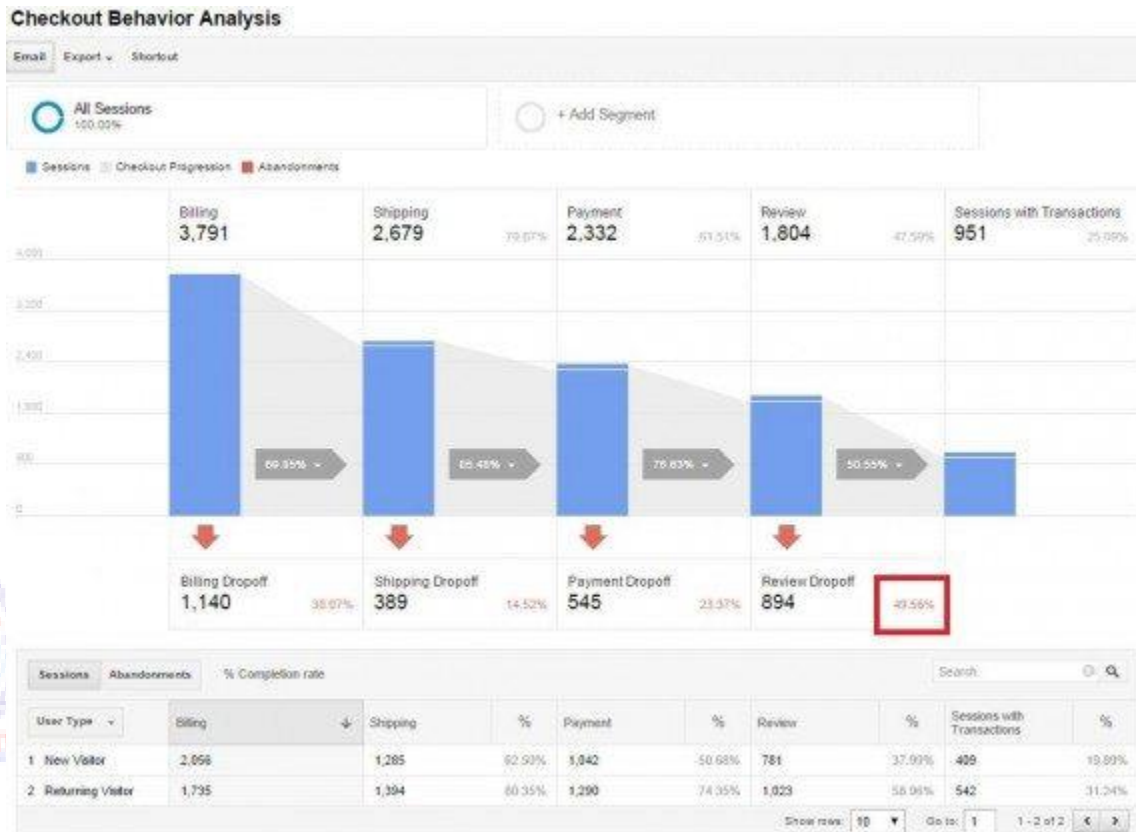
You can apply a filter with the “Page path level 1” dimension that will display only product or category pages.

iv. Optimizing the Checkout

Whilst the home page and category pages form the top of the ecommerce sales funnel, product views and basket-add actions form the mid-stage of the funnel. The checkout process — the final stage — attracts only a small portion of traffic. Conversion rate campaigns that aim to start optimization of the checkout process result in quicker results.

To measure user and traffic movement through checkout, use the **“Checkout Behavior Analysis”** report under Conversions > Ecommerce > Shopping Analysis > Checkout Behavior Analysis.

Try to determine where drop-offs occur during checkout. The example below shows that 49.56 percent of shoppers dropped off from the checkout process after reviewing their order total — i.e., the “Payment” to “Review” step. This requires further investigation. The “Billing” to “Shipping” drop-off is also quite high at 30.07 percent.

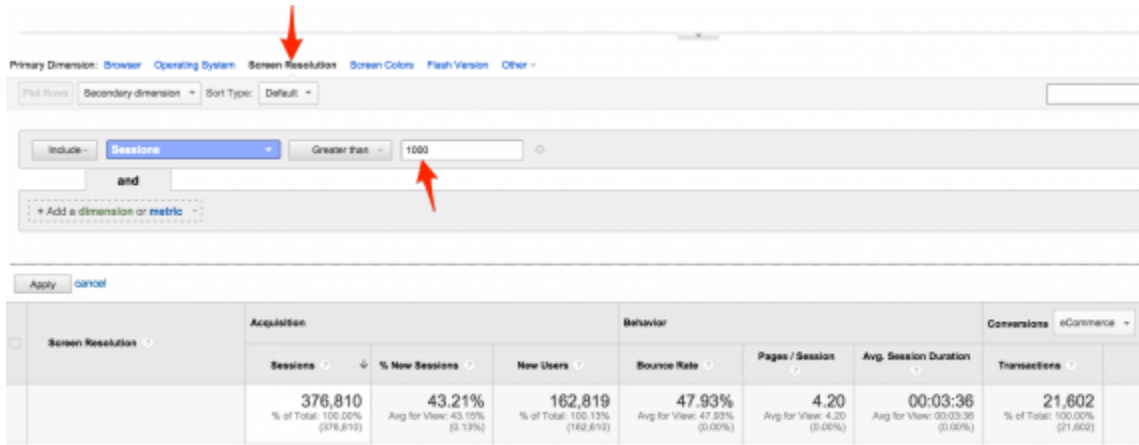


Try to determine where drop-offs occur during checkout. In this example, 49.56 percent of shoppers dropped off from the checkout process after reviewing their order total.

v. Optimizing Screen Resolutions

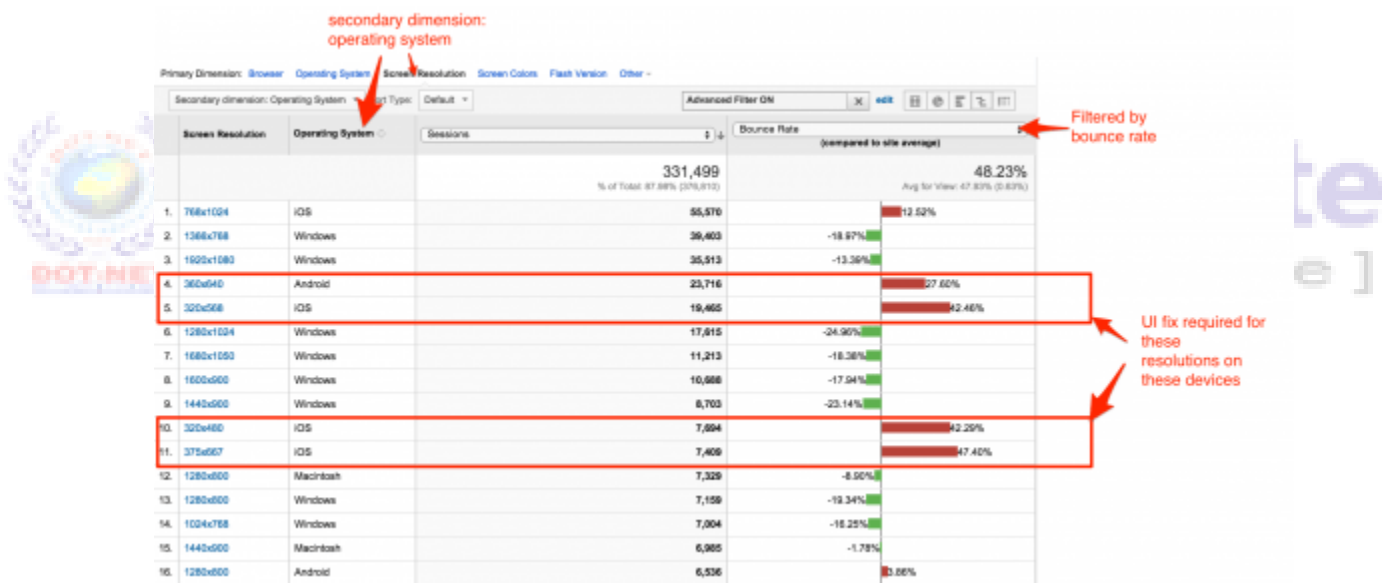
To determine the screen resolutions your site is not optimized for, go to **Audience > Technology > Browser & OS**. Then click the Primary Dimension “Screen Resolution.”

Then create an advanced filter to drill down to resolutions with significant traffic over the period of time you are analyzing. To do this, use the “Sessions” dimension under “Site Usage.” In the example below, I am filtering out entries with 1,000 sessions or less.



In this example, I have filtered out entries with 1,000 sessions or less.

Add the secondary dimension: “Operating System.” Change the view from “table” to “comparison” and Filter by “Bounce Rate.”



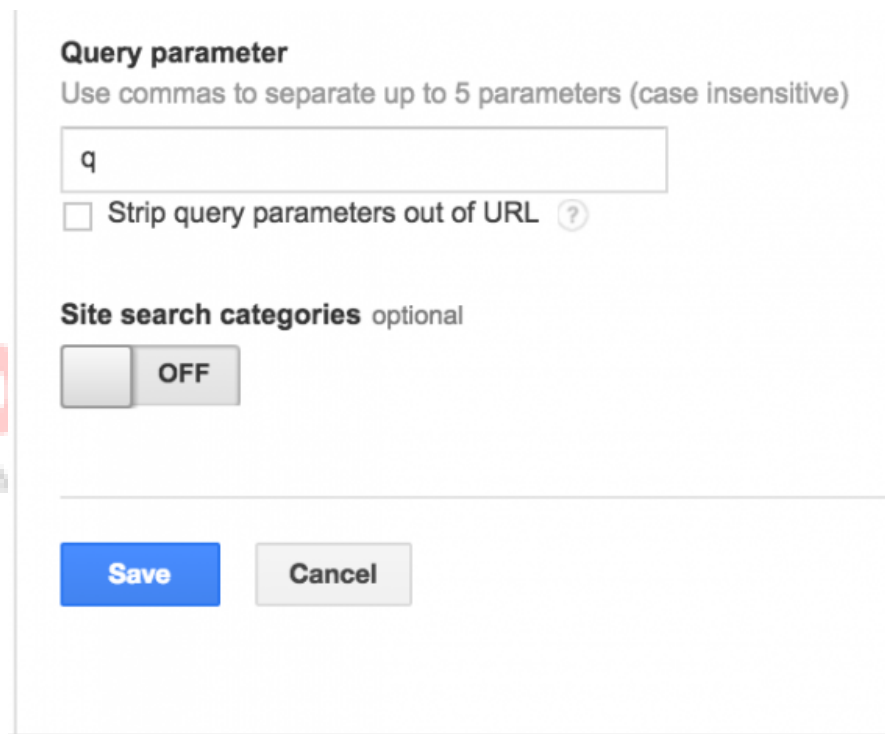
Add the secondary dimension: “Operating System” and change the view from “table” to “comparison” and Filter by “Bounce Rate.”

vi. Optimizing Site Search

Ecommerce merchants should know if shoppers are getting relevant results from the site search function. This is an important CRO question because shoppers arrive on product pages from different sources, such as the following.

- a) Home page: featured products.
- b) Category pages.
- c) Search engines, social shares, or direct links.
- d) Searching for products.

Remember that site search must be enabled and “search query parameter” must be set in Admin. To do this, go to **Admin > View Settings (under view) > and enter your Query parameter (most Magento sites have a ‘q’ as a search query parameter).**



The screenshot shows the 'Query parameter' section of the Magento Admin interface. It includes a text input field containing the letter 'q', a checkbox for 'Strip query parameters out of URL' which is unchecked, and a 'Site search categories' section with a toggle switch set to 'OFF'. At the bottom of the form are 'Save' and 'Cancel' buttons.

Query parameter
Use commas to separate up to 5 parameters (case insensitive)

q

Strip query parameters out of URL ?

Site search categories optional

OFF

Save Cancel

Site search must be enabled and “search query parameter” must be set in Admin.

Next, go to Behavior > Site Search > Search Terms.

Search Term	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	Time after Search	Average Search Depth
	101,049 % of Total: 100.00% (101,049)	1.79 Avg for View: 1.79 (0.00%)	27.06% Avg for View: 27.06% (0.00%)	25.39% Avg for View: 25.39% (0.00%)	00:03:24 Avg for View: 00:03:24 (0.00%)	2.06 Avg for View: 2.06 (0.00%)
1.	319 (0.31%)	3.08	26.13%	12.77%	00:04:32	2.41
2.	302 (0.30%)	3.38	36.41%	9.30%	00:03:55	1.93
3.	292 (0.29%)	3.34	36.62%	8.82%	00:06:16	2.84
4.	288 (0.29%)	3.43	32.62%	10.89%	00:06:11	2.33
5.	281 (0.28%)	3.64	41.06%	9.27%	00:04:36	1.94
6.	234 (0.23%)	2.61	35.95%	8.18%	00:04:00	1.99
7.	234 (0.23%)	3.15	32.48%	15.85%	00:03:54	2.01
8.	229 (0.23%)	2.23	32.31%	10.78%	00:05:27	2.94
9.	214 (0.21%)	2.62	33.64%	11.43%	00:04:57	2.46
10.	209 (0.21%)	3.63	24.88%	12.21%	00:06:48	2.32

Identifying site search terms.

Here is how to interpret the report.

- Sort the table by “Total Unique Searches” to view the most popular searches. Do you stock products that people search most for?
- In the top 10 or 20 results of Total Unique Searches, view the “Average Search Depth” column. What are the lowest numbers? They indicate visitors who have the least engagement with search results as compared to other search queries.
- Also analyze the “Time after Search” data to identify the lowest time sessions after search queries, which is another engagement metric.
- Finally, click the “Ecommerce” link on the “Explorer” tab and note the total revenue generated from internal search queries and average order value.
- View other queries that should generate revenue but currently are not. Further investigate these queries in your CRO campaign.

Primary Dimension: Search Term Site Search Category

Secondary dimension Sort Type: Default

shows that 35% of revenue was generated from on-site search

average order value (AOV) from on-site search is 14.3% higher than site average

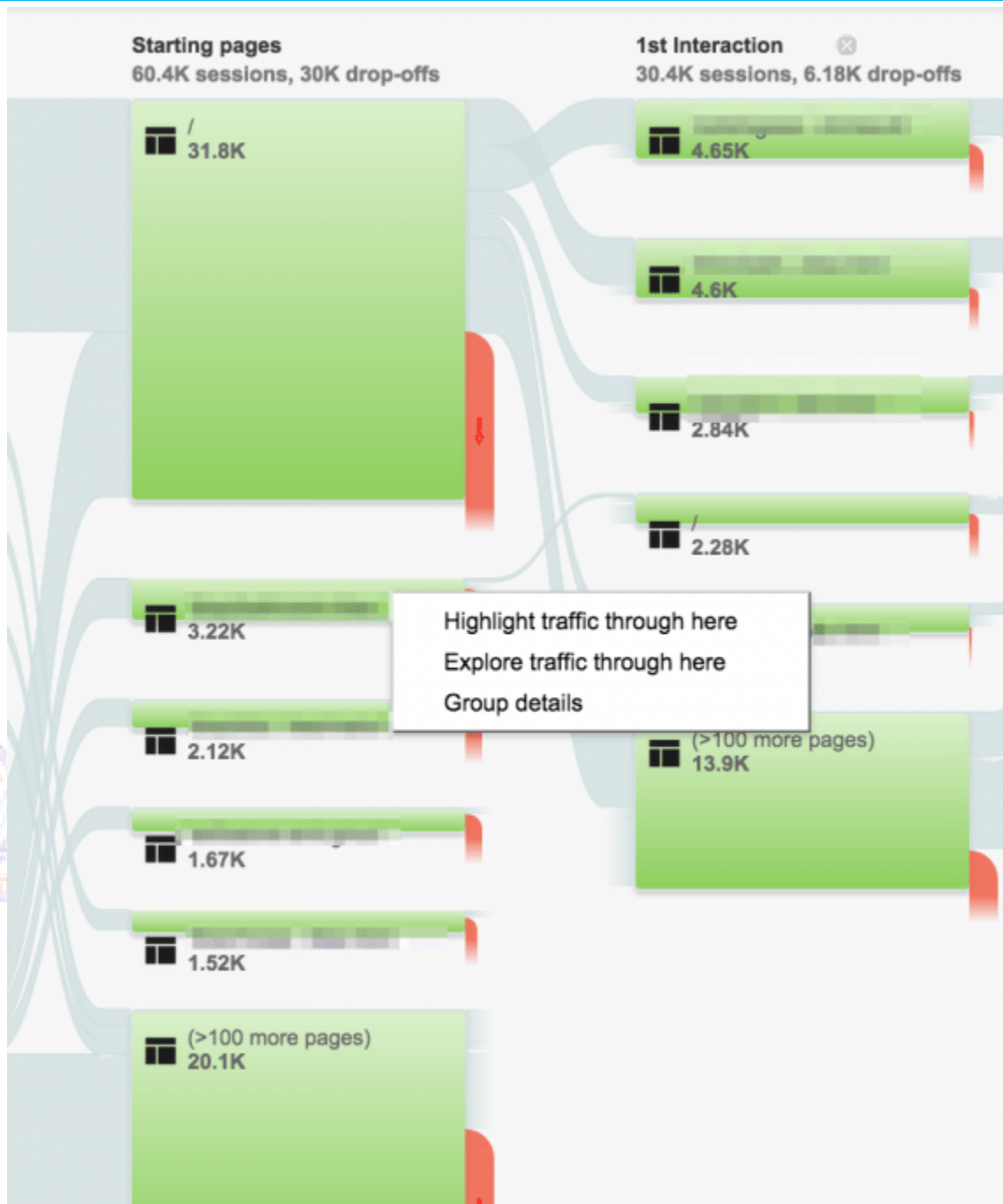
Search Term	Total Unique Searches	Revenue	Transactions	Average Order Value	Ecommerce Conversion Rate
	101,049 % of Total: 100.00% (101,049)	£167,964.88 % of Total: 35.27% (£476,215.05)	6,666 % of Total: 30.86% (21,602)	£25.20 Avg for View: £22.04 (14.30%)	6.60% Avg for View: 21.38% (-69.14%)
1.	310 (0.31%)	£361.30 (0.22%)	16 (0.24%)	£22.58	5.16%
2.	302 (0.30%)	£234.31 (0.14%)	15 (0.23%)	£15.82	4.97%
3.	292 (0.29%)	£411.82 (0.25%)	18 (0.27%)	£22.88	6.16%
4.	286 (0.28%)	£384.09 (0.23%)	18 (0.27%)	£21.34	6.29%
5.	261 (0.26%)	£410.47 (0.24%)	27 (0.41%)	£15.20	10.34%
6.	234 (0.23%)	£354.79 (0.21%)	12 (0.18%)	£29.57	5.13%
7.	234 (0.23%)	£344.31 (0.20%)	17 (0.26%)	£20.25	7.26%
8.	229 (0.23%)	£386.91 (0.23%)	13 (0.20%)	£29.76	5.88%
9.	214 (0.21%)	£764.89 (0.46%)	33 (0.50%)	£23.18	15.42%
10.	205 (0.20%)	£439.39 (0.26%)	27 (0.41%)	£16.27	13.17%

Analyzing revenue and orders from site search.

vii. Behavior Flow Reports

Access Behavior Flow reports from *Behavior > Behavior Flow*.

Viewing the Behavior Flow report can be intimidating at first glance. Simplifying the data you view would be a good first step. Start by using an advanced segment to view a specific portion of traffic, like paid search traffic or paid social traffic.



Simplify data by using an advanced segment to view a specific portion of traffic, like paid search traffic or paid social traffic.

However over a starting page (of your choice) and you will be presented with three options.

- a) *Highlight traffic through here.* Highlights the five most popular pages after the selected page.
- b) *Explore traffic through here.* Resets the starting point from your home page to the selected page and then further reveals the next three steps.
- c) *Group details.* Generates an easy-to-analyze table based on the current visualized data of the most popular pages after the selected page.

In the context of CRO, Behavior Flow reports are a gold mine to help you understand traffic flows within your site.

viii. In-page Analytics

For page-by-page or on-page template CRO analysis, don't forget to use In-page Analytics, which is accessible from *Behavior > In-Page Analytics*.

It is most powerful when used with advanced segments. Use it as a precursor to using more sophisticated heat maps and eye tracking platforms (such as Crazy Egg and EyeQuant).

For example, you can use the in-page feature to analyze click behavior in your checkout page or a specific product page over a specified date range. In-page analytics also has a scroll map to analyze how far down visitors scroll down pages — this is particularly useful in category pages.

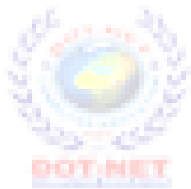
X. OPTIMIZING WITH KEYWORDS

Keyword optimization (also known as **keyword research**) is the act of researching, analyzing and selecting the best keywords to target to drive qualified traffic from search engines to your website.

Keyword search optimization is a critical step in initial stages of search engine marketing, for both paid and organic search. If you do a bad job at selecting your **target keywords**, all your subsequent efforts will be in vain. So it's vital to get keyword optimization right.

BEST PRACTICES

- a) Drive qualified traffic to your website: To drive searchers to your site, you must optimize for the keywords they're searching for
- b) Measure traffic potential: Analyzing the popularity of keywords helps you gauge the size of a potential online market.
- c) Write effective content: By incorporating optimized keywords into your website content, you can connect instantly with potential customers and address their needs.
- d) Understand user behavior: By analyzing the words that your customers use, you get an idea of their needs and how to service those needs.



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Lesson no. 23: Google Adwords- PPC Advertising

OPTIMIZING PERFORMING KEYWORDS

i. Regular Review of your Negatives list

Negative keywords are one of the most powerful features of Adwords. When you setup an adwords campaign you define the keywords that will trigger your ads but this doesn't always work as originally planned. Adwords in an effort to get more views and clicks for your campaign may show your ads for search queries that have no business value for you.

Of course this is not done on purpose, it depends on how you have setup your keyword match types but still there are cases where your ads are triggered for keywords that you don't want.

A classic example is when you are selling a product and what to exclude people looking for 'reviews'. Even if you make use of broad match modifier to restrict as much as possible the queries you get, there will still be queries with the word 'reviews' in your search terms report.

Adding 'reviews' as a negative keyword eliminates this problem once and for all.

ii. Use exact match for high volume keywords

When doing your keyword research identify those keywords that are highly relevant to your campaign and are most popular in terms of search volume. These keywords are candidates to be used as 'exact match' keywords.

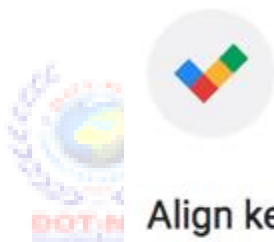
The exact match keyword type instructs adwords to show your ads for queries that are a close match to your specified keywords. By close match I mean that they are in the same order, misspellings, singular and plural forms, acronyms and abbreviations.

iii. Pause low performing keywords

This is a really easy one, when you view your keywords report in the status column you may see the message 'Low Search Volume'. This means that for the particular period the number of searches for that keyword were very low so adwords temporarily made those keywords inactive.

When and if there are more searches for them, adwords will re-activate them and put them back to the auction (the checks are made once per week).

The problem is that if you have a lot of 'low search' keywords in your account this affects the overall performance of your campaigns, having a negative impact on the other keywords and your quality score.




Keywords connect your ads with users and their searches. Effective keyword management helps you reach the right customers and grow your business.

Align keywords with your business goals

1. **Think holistically about the different ways that customers could reach you.** [Read more](#) 

Why: Your keywords should reflect all of the different types of user queries that could help someone find you when they're looking for something you offer.

2. **Align your keywords and their management with your overall business goals.** [Read more](#) 

Why: Different keywords have different purposes, and they should be held accountable to the goal that most aligns with their purpose.

3. **Delete your low search volume keywords.** [Read more](#) 

Why: Reduce clutter. If keywords aren't going to drive any traffic for you, there's no need to keep them around.

iv. Use Broad Match Identifier

The **broad match identifier** is one of the most powerful keyword match types, even more than exact match that can get your highly targeted traffic with less keyword management and trouble.

By adding the + in front of a keyword, you 'tell' adwords that the particular word has to be included in the search query in any order. The more good news is that you can add the + to one or more words in your keyword set.

v. Remove keywords not related to your landing page

A basic principle for high conversions is that your landing page should support both your ads and keywords. This means that the landing page should be highly relevant and offer people what promised in the ad and at the same time the content of the landing page to be highly relevant with the keywords in your campaigns.

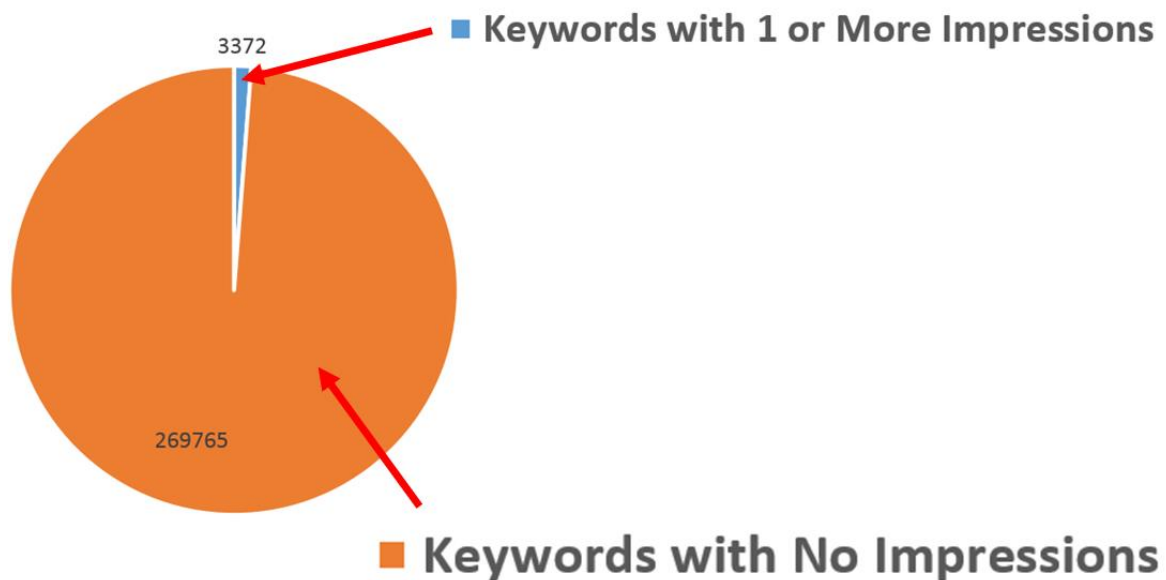
There are cases that during keyword research you come up with some nice keywords that seem a good match for your campaigns but these may not be fully supported by the landing page. You like the keywords and add them but as a result you negatively impact your quality score, ad rank and costs.

OPTIMIZING NON-PERFORMING KEYWORDS

i. Pause Low-Performing Keywords

I'd be willing to bet that the majority of keywords in your AdWords account are rotting away like the leftover pizza from three weeks ago that's still sitting in your fridge. Gross.

Take a look at the sample account below, where roughly 98% of the keywords have no impressions at all! Only 1.2% of keywords in this account are getting any visibility, and whether or not those keywords are bringing in clicks and conversions is another story.



I could go on and on as to why it's useful to get rid of the junk in your AdWords account – it spreads your budget across unprofitable keywords, it makes it harder to optimize, and it brings your account quality score down (yes, that does exist) to name a few.

If you have keywords that are rotting away in your account with no impressions for several weeks then pause or delete them. Your focus should be directed to the keywords that are actually generating awareness, clicks, and profit to work towards your ultimate goals.

ii. Use the Search Query Report (or QueryStream) to Identify Negatives and New Keyword Opportunities

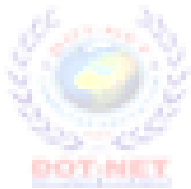
Just because you're taking the trash out of your account doesn't mean you should close your mind off to new profitable keyword opportunities. The best way to ensure that you're staying up-to-date on what your audience is actually searching for is by checking the Search Query Report in AdWords. This report allows you to see what people are typing into Google to make your ads appear. This can help you find new opportunities to bid on profitable keywords that people are actually searching for.

The report can also inform you if the right people are seeing your ads.

iii. Increase Bids on Keywords with Low Positions

I know I just told you to pause keywords with 0 impressions, but not so fast! One column that you should always be looking at when evaluating your keyword lists in the **average position metric** to ensure that you're not appearing insanely low on the page. If you're in position 5 or below it's likely that you're not seeing impressions, clicks, or conversions coming in through that keyword because you're simply not being competitive enough.

Imp.	CTR	Avg. CPC	Avg. Pos.	▲
93	4.30%	\$1.96	4.9	
97	1.03%	\$1.98	4.9	
6	-	-	5.0	
1	-	-	5.0	
4	-	-	5.0	
1	-	-	5.0	



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If the keyword is relevant to your business, and you think there's potential to gain new visitors from it, then up the bid slightly to ensure you're being competitive enough. Take a look at the first page bid and top of page bid estimates, and set a price that's reasonable to get higher up on the page.

Lesson no. 24: Google Adwords- PPC Advertising

HOW TO DECREASE CPC



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i. Lower Bids

Lowering your bids is the most basic way to lower your AdWords campaign average CPC. By lowering your bids you give Google a lower Max CPC to charge for every click your campaign receives.

ii. Research and Find Additional Keyword Variations

Let's assume you're running a new campaign for a flower shop, but are facing tough competition, and since you're a small startup business, you cannot afford a huge AdWords budget. Here you could definitely benefit from performing additional keyword research. A good tool to help you out in this quest to find alternative lower cost keywords is the Keyword Planner.

Here you could use a couple of approaches to find new keyword variations.

As you can see on the screenshot below you could run your main keyword to get additional ideas. Once you do that, then you could filter out the results by competition to find lower competition keywords.

Usually these keywords have lower search volumes, but they also have much lower avg. CPC due to lower competition on Google's keyword auctions.

By performing this filter, you could find a couple of keywords that are in that "sweet spot" where they have low competition and high search volumes.

In this case, the keyword '**Flowers & Gifts**' would represent a good option with high avg. monthly searches and low competition.

The screenshot shows the Google Adwords Keyword Planner interface. The search term is 'flower delivery service'. The results table is as follows:

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr.
flower delivery service	1,300	High	\$6.46	
flowers order delivery	10	Low		
valentine's day flowers				
flowers for valentine day	50	Low		
flower delivery valentines	20	Low		
flowers & gifts	12,100	Low	\$3.61	
bouquet	40,500	Low	\$2.00	
roses	246,000	Low	\$1.67	
affordable flower's delivery	30	Low	\$2.42	

Include Long Tail Keywords

If you're advertising on a highly competitive industry, chances are that the avg. CPC for your campaign could be very expensive.

In this case, to avoid using high-cost keywords, you could do some research and try to find out long tail keyword alternatives.

Long tail keywords tend to have higher Quality Scores, and having a better Quality Score is the most effective way of lowering avg. CPC while maintaining a good avg. position.

iii. Use Different Match Types

Depending on your campaign structure and the industry you're competing on, there might be a slight to a significant avg. CPC variation for the same keywords in different match types.

You could set up your campaign with different ad groups to test out the same keywords in different match types, or you could even create separate campaigns to run on the different keyword match type you want to test out.

If you're concerned as to how expensive some of those keywords could be, you could upload them to AdWords with the campaign paused, and then view the first page and top page bid estimates recommended by Google to get an idea of the avg. CPC for those particular keywords.

iv. Change the Ads to Make Them More Relevant

Your campaign ad's relevance is part of the formula use by Google to determine the Quality Score for your keywords.

To find out the relevance of your ads, you could go to your keywords tab and then hover over the speech bubble of each keyword to find out the ad relevancy level.

As you can see on the image below, if your ads are not highly relevant to your keywords, you would see them labeled as **"Below Average"**.



In this case, you should either edit the ads labeled as below average or create new ones to improve their relevancy to your keywords.

v. Try Using Different Landing Pages

Now, if we assume that you create really good and highly relevant ads and have managed to get them labeled as “above average” by Google, you could probably still improve on your ad’s relevancy.

As you can see on the image below, the landing page experience is also taken into consideration by Google as a factor to calculate the Quality Score for your keywords.

Let’s say you have a great and relevant ad and it’s labeled as an above avg. ad, but the landing page experience is below average.

Here the best thing to do is to test out different landing pages to find the one that is more relevant to both your keywords and your ads. Try to find a page that includes some of the keywords on your ad group, or that includes some of the features you’ve highlighted on the ad.

By changing your ads to a better landing page, you will be able to increase relevancy and therefore improve the Quality Score for the keywords in the ad group, thus lowering average CPC.

Keyword: **pallet stacker**

Showing ads right now?

Yes

Quality score [Learn more](#)

5/10

Expected clickthrough rate: **Average**

Ad relevance: **Above average**

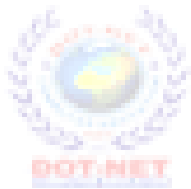
Landing page experience: **Below average**

[Ad Preview and Diagnosis](#)

vi. Create Tightly Themed Ad Groups

Google is all about relevancy, therefore creating tightly themed lists of keywords and ad groups is usually one of the best practices recommended to set up a campaign and achieve a good Quality Score.

Based on your business and your webpage setup, you should structure your keywords and ad groups by different categories of products and services you provide and want to promote online.



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Lesson no. 25: Google Adwords- PPC Advertising

ANALYZING YOUR COMPETITORS PERFORMANCE

Competitive analysis is a marketing strategy to gather deeper understanding on who your competitors are and what makes their business or, in this case, their blog, tick. It's having an in-depth knowledge of:

- a) Their successes and failures
- b) Their content strategy
- c) What works for them and what doesn't
- d) What their marketing channels are
- e) Why (and how) they are a threat to you
- f) What opportunities they have that you don't
- g) What competitive advantage you have against them (and they against you)



Let's see how to do it :

i. Identify your top 10 competitors

If you need a little help identifying your competitors, Google is a great resource. By simply "Googling" the type of service or product you are offering, it is pretty likely a few of your top competitors will show up.

Another great way to discover who your top competitors are, is by using online tools such as SEM Rush. **SEM Rush** is a great software to get a look into what other companies are ranking for your keyword and how you stack up against them.

ii. Analyze and compare competitor content

Once you've identified your competitors, you can kick start your competitive analysis and dig a little deeper to gain a better understanding of what type of content they're publishing.

Analyzing their content can help you determine what opportunities you have to help outperform your competitors. What types of content creation do your competitors focus on, a blog? Case studies? Premium content?

Different types of content can include:

- a) Blog posts
- b) Whitepapers
- c) eBooks
- d) Videos
- e) Webinars
- f) Podcasts
- g) Slides/Powerpoints
- h) Visual content
- i) FAQs
- j) Feature articles
- k) Press releases
- l) News
- m) Case studies
- n) Buyer guides

Once you've located their content, you can determine the quality, and most importantly you can see how it compares to yours. Be sure that you look for how frequently they are blogging, adding, and updating new content, as well as what topics are they frequently discussing.

iii. Analyze their SEO structure

So far your competitors have the same type of content, update it just as frequently, and have awesome quality. So what are they doing differently from you?

It might be the structure of their SEO.

If your company has a blog, you know how important your SEO structure is. While conducting a competitive analysis on the type of content your competitors are generating, it is also beneficial to check out the SEO structure of that content.

How are your competitors using keywords, are they included in:

- a) The page title
- b) The URL architecture
- c) H1 Tags
- d) Content
- e) Internal links
- f) Image alt text

Not only should you check the SEO structure of the content but also what types of keywords your competitors are utilizing.

iv. Look at their social media integration

A company's presence on social media is becoming increasingly important everyday and every company is utilizing each platform differently. Social media networks are a great way for companies to interact with users and fans.

Additionally these sites allow you to share your content.

The next step of your competitive analysis should be to determine how your competitors are using social media and integrating it into their marketing.

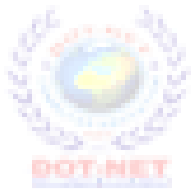
Not only is it important to see if your competitors can be found on social media platforms, but you also want to see how effectively they're using their profiles.

v. Identify areas for improvement

After performing a competitive analysis, you now have a better idea and understanding of what your competitors are doing.

Take all the information you gathered about each competitor and identify particular areas that need improvement. After looking at your competitors, you cannot tell me that you didn't find at least one thing you need to improve on.

Not only will you be able to identify key areas that you can improve upon in regards to your content creation, search engine optimization, and social media engagement, but you can also help establish your company's presence with potential customers, blog readers/subscribers, and social media users.



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Lesson no. 26: Google Adwords- PPC Advertising

CREATING DISPLAY CAMPAIGN

I. TYPES OF DISPLAY CAMPAIGN

i. ALL FEATURE

Display Network reaches a large audience through a wide variety of third party websites, this campaign type is perfect for building brand awareness or reaching customers who are browsing online and not specifically searching for your product.

This campaign type is by default “all features” –it allows for bidding and budget settings, ad extensions (like phone numbers, URLs, location, or social links), ad delivery methods, and targeting by location, language, operating systems, device models, carriers, and wireless networks. Display Network Only campaigns also allow you to target pages about specific topics, certain sites, and demographic groups so your ads are more likely to reach your intended audience.

ii. MOBILE APP REMARKETING

App remarketing allows you to target users who already have your app installed with ads that can help drive additional usage. Some uses for app remarketing include:

- a) Show app engagement ads announcing a new feature to current users of your app.
- b) Remind users who had downloaded your app but haven't been using it recently.
- c) Encourage users to upgrade to the latest version of your app.

You can even segment users based on past actions in order to tailor more relevant messages to them. For example, you can show a particular ad to users who have made a purchase in your app.

Configuring your app to send remarketing events to AdWords allows you to run these types of app engagement ad campaigns.

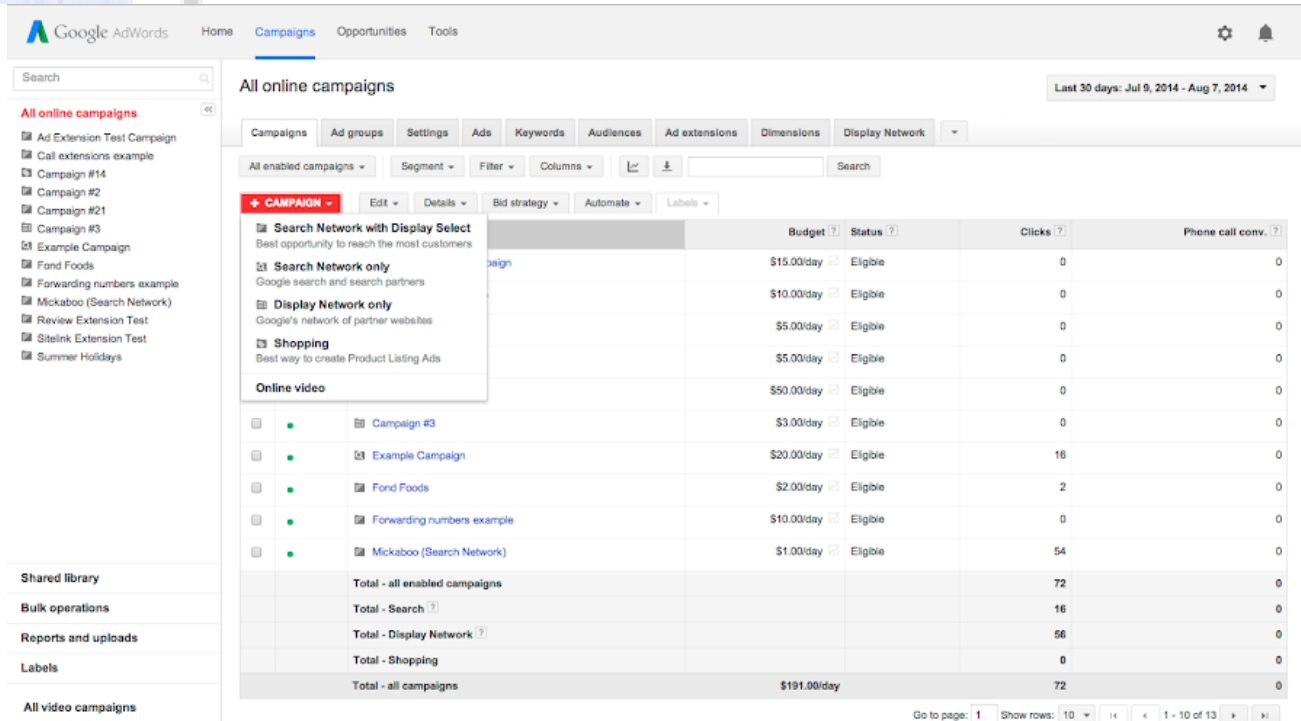
iii. ENGAGEMENT

Engagement Ads begin visually as a traditional Display Ad, however behind this “teaser” image, searchers have the ability to interact with the Display Ad. After hovering over the “teaser” image for two seconds (or if on a mobile device, tapping on the “teaser” image), rich interactive media is loaded either within the ad, or into an expanded canvas. This type of interaction reduces accidental engagements and provides a better experience for searchers. Since someone is now interacting with an ad that is relevant and engaging for them, these ads provide a better value for advertisers.

CREATING 1ST DISPLAY CAMPAIGN

Instructions

- a) Sign in to AdWords.
- b) Click **Campaigns**.
- c) Click **+Campaign** and select "Display Network only".

Campaign	Budget	Status	Clicks	Phone call conv.
Search Network with Display Select	\$15.00/day	Eligible	0	0
Search Network only	\$10.00/day	Eligible	0	0
Display Network only	\$5.00/day	Eligible	0	0
Shopping	\$5.00/day	Eligible	0	0
Online video	\$50.00/day	Eligible	0	0
Campaign #3	\$3.00/day	Eligible	0	0
Example Campaign	\$20.00/day	Eligible	16	0
Ford Foods	\$2.00/day	Eligible	2	0
Forwarding numbers example	\$10.00/day	Eligible	0	0
Mickaboo (Search Network)	\$1.00/day	Eligible	54	0
Total - all enabled campaigns			72	0
Total - Search			16	0
Total - Display Network			56	0
Total - Shopping			0	0
Total - all campaigns	\$191.00/day		72	0

For instructions on how to create a remarketing campaign for the Search Network, read About AdWords remarketing lists for search ads.

- d) Leave the "Marketing objectives" option selected and select "Buy on your website".
- e) Choose a campaign name, bid strategy, and budget.
- f) Click **Save and continue**.
- g) Enter an ad group name and bid.
- h) Under "Choose how to target your ads", click **Interests and remarketing**.
- i) In the "Select a category" drop-down menu, choose **Remarketing lists**.
- j) Click **Set up remarketing** to begin the 2-step process for creating your remarketing tag and lists:

Step 1: AdWords will create the remarketing tag for you. You'll be able to email the website remarketing tag or mobile app tag ID to yourself or your webmaster, along with instructions on how to add it to your website or app. If you use Google Analytics, you'll see a checkbox to use the tracking code that's already on your website instead.

Step 2: AdWords will create an "All visitors" list to get you started, so you don't need to create this list yourself. The "All visitors" list includes everyone who has visited tagged pages on your website. You can later create new lists for your different groups of website visitors.

- k) Enter an ad group name and bid.
- l) On the **Remarketing lists** tab, you'll find the "All visitors" list added to your ad group.
- m) Click **Save and continue** if you want to create your ads, or **Skip ad creation** if you want to do this later. To increase the range of placements where your ads may appear, add both text and image ads in as many ad sizes as possible.

DIFFERENCE IN SEARCH AND DISPLAY CAMPAIGNS

SEARCH CAMPAIGN:

- a) People search and finds your ads.
- b) Keyword based targeting
- c) Shown on search networks
- d) Very targeted apps
- e) Costs more

DISPLAY CAMPAIGN:

- a) People surf and see your ad
- b) Targeted by demographics, interests, keywords, and placements.
- c) Text, image, video formats.
- d) Not as targeted as search.
- e) Cost less, more general targeting.

IV. CAMPAIGN LEVEL SETTING

Once you have a campaign, you can edit its settings as often as you like. Here's how to do it:

1. Sign in to your AdWords account.
2. Click the **Campaigns** tab.
3. Under **All campaigns**, click the name of the campaign that you'd like to edit.
4. Click the **Settings** tab.

Google AdWords Home Campaigns Opportunities Tools

Search

All online campaigns

All online campaigns >

Campaign: Campaign #2

Enabled Type: Search Network only - Mobile app installs Budget: \$1.00/day Targeting: Canada; United States

Ad Groups Settings Ads Keywords Dimensions

All settings Devices

Campaign settings

Campaign name **Campaign #2** Edit

Type ? **Search Network only - Mobile app installs**

Mobile app ?

Networks ? **Search** Edit

Devices ? **All**
[Change mobile bid adjustment »](#)

Locations ? Targeted locations:
• **Canada (country)**
• **United States (country)**
Edit

Location options (advanced)

Languages ? **German** Edit

Bid strategy ? Edit | Select

Budget ? **\$1.00/day** Edit

Delivery method (advanced)

Advanced settings

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Keyword matching options

Reporting is not in real time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library

Bulk operations

Reports and uploads

Labels

5. Click **Edit** next to the settings that you'd like to change.
6. Click on **Save** after each change.

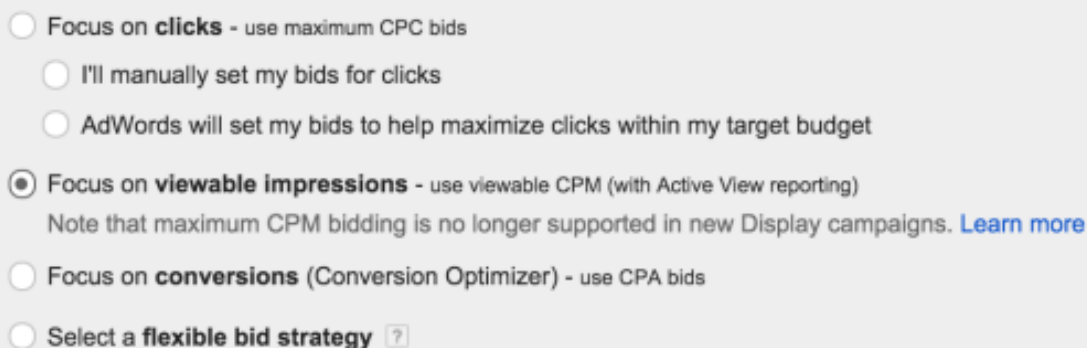
V. UNDERSTANDING CPM BID STRATEGY

Only available for Display network campaigns (like remarketing), CPM bidding allows you to set target bids that accumulate after 1,000 impressions.

Google once allowed max CPM bidding, but has since changed it to what's called **Viewable Cost Per Thousand Impression bidding (vCPM)**.

CPM bidding doesn't charge you for clicks, but it will charge you for impressions of your ads even if they're shown below the fold (where a user never sees them).

Here's what that bidding strategy option looks like within a Display network only campaign:

- 
- The screenshot shows a dialog box with five radio button options for selecting a bidding strategy. The 'Focus on viewable impressions' option is selected. Below this option is a note about the discontinuation of maximum CPM bidding. At the bottom of the dialog are 'Save' and 'Cancel' buttons.
- Focus on **clicks** - use maximum CPC bids
 - I'll manually set my bids for clicks
 - AdWords will set my bids to help maximize clicks within my target budget
 - Focus on **viewable impressions** - use viewable CPM (with Active View reporting)
Note that maximum CPM bidding is no longer supported in new Display campaigns. [Learn more](#)
 - Focus on **conversions** (Conversion Optimizer) - use CPA bids
 - Select a **flexible bid strategy** [?](#)

Save

Cancel