



Understanding Pay Per Click Advertising

5 Ways to Ensure a Successful Campaign

- Seven years as WSI Internet Consultant
- Five years a Google Certified Partner
- Previous Positions:
 - Vice President of Event Marketing for Gartner
 - Director of Marketing for Wards Home Office division
 - Director of Retail Programs for Intelligent Electronics (at the time the largest US distributor of computer products)

- The Numbers
- Overview
- Benefits
- 5 ways to ensure a successful campaign
- Questions



The Numbers

- Active Internet Universe: 1.596 billion
- North American users: 266.2 million
- European users: 475 million

Source: internetworldstats.com June 2010

- 131.4 Billion worldwide Internet searches a month
- 22.7 Billion US Internet searches a month
- 17.2 Billion UK, France, Germany Internet searches a month

Source: comScore Networks December 2009

- 30% of searches are for products and services

Source: Nielsen/NetRatings June 30, 2006

WSI | Overview

Web Images Videos Maps News Shopping Gmail more ▾

Dennis Masella ⚙

Google

lawn mower parts

Search

Instant is off ▾

About 3,190,000 results (0.20 seconds)

Advanced search

- Everything
- Images
- Videos
- News
- Shopping
- Places
- More

Nashua, NH
Change location

- Any time
- Latest
- Past 24 hours
- Past week
- Past month
- Past year
- Custom range...

All results
Wonder wheel
More search tools

Sears® Mower Repair

Bring Your **Mower** In and Let A Local Repair Pro Fix It.
www.searshomeservices.com

Pay per Click Advertising

Ads

Briggs Lawn Mower Parts

Look Up Genuine **Parts & Diagrams** for All Models. Shop For **Parts** Now!
Oil Filters - Oil - Lawn Tractor Parts - Air Filters
www.briggsandstratton.com/Parts

Lawn Mower Parts - Shop Outdoor Living Products Here.

Save with Free Ship-to-Store!
www.truevalue.com/Outdoor

Lawn Mower Parts ☆ 🔍 Organic/Natural Search

Lawn Mower Parts - Your source for **lawn mower parts** for over 50 trusted brands, including original and aftermarket parts for Briggs and Stratton, Snapper, ...
Parts Look Up - Snowblower Parts - My Account - Briggs and Stratton Parts
www.jackssmallengines.com/ - Cached - Similar

Lawn Mower Parts ☆ 🔍

Lawn mower parts, original and aftermarket **lawn mower parts**. Over 1000000 **lawn mower parts** from Ariens, Briggs and Stratton, MTD, Murray, Noma, Scag, ...
Ariens Parts - Toro Parts - Parts Lookup - Briggs & Stratton Parts
www.rcpw.com/ - Cached - Similar

Lawn Mower Parts ☆ 🔍

Mowpart.com - **Lawn mower parts** are what we specialize in at Mowpart.com, In business since 1978!...
www.mowpart.com/ - Cached - Similar

Places for lawn mower parts near Nashua, NH

Google Places/Maps

- A** [Father Ed Power Equipment Rpr](#) ☆ 🔍 - Place page
www.fatheredrepair.com - 115 Vine Street, Nashua - (603) 595-2000
- B** [Nashua Outdoor Power Equipment](#) ☆ 🔍 - 1 review - Place page
www.nashuapower.com - 332 Amherst Street, Nashua - (603) 598-4644
- C** [Blaisdell Lawnmower Repair](#) ☆ 🔍 - Place page
maps.google.com - PO Box 7161, Nashua - (603) 321-8341
- D** [Lexmark International Inc](#) ☆ 🔍 - Place page



Pay per Click Advertising

Lawn Mower Parts 🔍

Lawn mower parts for all major manufacturers.
[jackssmallengines.com](http://www.jackssmallengines.com) is rated ★★★★★
www.jackssmallengines.com

MTD Replacement Parts 🔍

Need Genuine MTD **Parts**? Look Up **Parts** and Diagrams for All Models.
www.partstree.com/mtd_parts

John Deere Parts-Service 🔍

Full line of **parts** in stock.
We'll handle all your service needs
Boston, MA-Manchester, NH
www.padulabrothers.com

Riding Lawn Mower 🔍

Specializing in **Lawn Mower**
Sales, Repair & **Parts** Since 1955.



Overview

Watering

In dry periods, water newly laid turf, freshly sown areas, and high-quality lawns. Leave established lawns unwatered, but stop mowing because longer grass helps protect the roots. The grass may turn brown, but will recover once it rains.

Water a new lawn every week in dry spells, until it is established. You can tell when fine lawns need watering because they lose their spring when walked on. Reduce water evaporation by using sprinklers early in the morning or at night. Move seep hoses by 8 inches every half hour.



How To Grow Practically Everything ©Dorling Kindersley Limited 2010

Feeding

The amount of fertilizer you need to maintain lush green grass depends on how rich the underlying soil



Stylish Storage



Best Headboards

Shop Outdoor Products

Ads by Google

Southern Lawn Weed Killer

Ortho® Weed-B-Gon Max®. Easy-To-Use & RainProof™ in 1 hour. Learn More.

www.Scotts.com/Ortho

Affordable Rubber Mulch

Best Price On Rubber Mulch Buy Bulk , Buy Direct (815)436-5587

www.discountrubbermulch.com

High Quality Fescue Grass

Low Input, Superior Weed Control. Shade, Cold, and Heat Tolerant.

www.scottsproseed.com



Overview

- Advertising with one key difference - customers are actively searching for you
- Pay only when someone clicks through to your website
- Be found on hundreds of keywords
- Measurable Return on Investment
- Your ad appears almost immediately



Benefits

- Visibility
 - Get on the first page of search results
- Reach
 - Local, National, Global
- Cost
 - Set your own Budget
- Timing
 - Ads appear only on keyword search
- Flexibility
 - Unlimited, quick changes



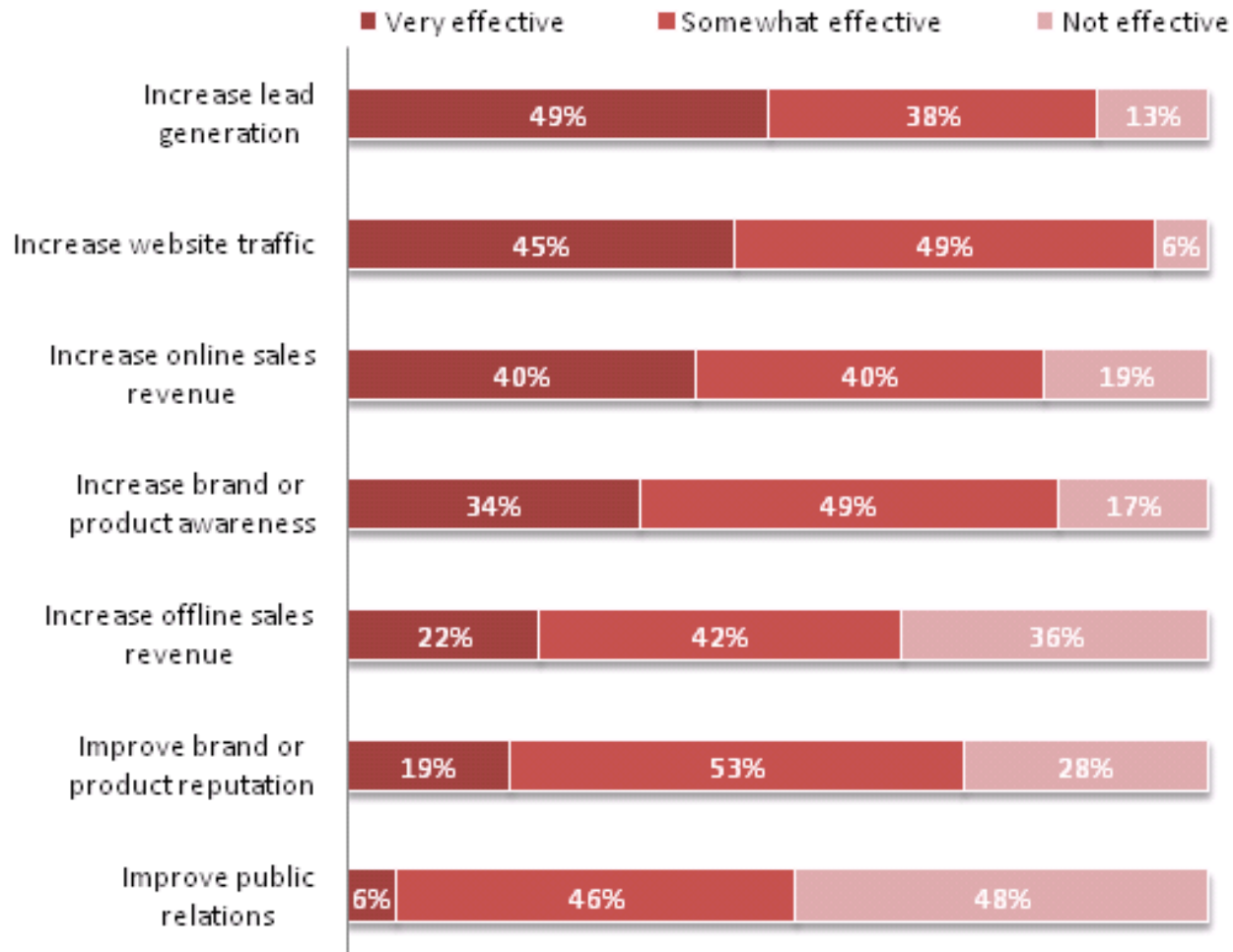
5 Keys to A Successful Campaign

- Set Goals
- Select Appropriate Keyword Phrases
- Focus On the Niche
- Write Effective Ads
- Optimize Your Landing Pages

- Increase visibility
- Expand reach
- Develop new markets
- Intensify marketing activities
- Enhance corporate brand
- Effectively compete in industry and market
- Lower client acquisition cost for marketing spend
- Track and measure marketing activities



Goals



Source / Methodology: MarketingSherpa Search Marketing Benchmark Survey / Fielded April, 2010 N=2,194



Select Keyword Phrases

- What would your clients use to find your products and services?
- What do your sales people use to open the most doors?
- What does your marketing material say?
- Make a list
- Search Engines provide tools to expand this list based on their knowledge of searches



Select Keyword Phrases

- Making sure your keywords work for you
 - Broad match
 - Phrase match
 - Exact match
 - Negative match



Keyword Matching

- Broad Match – broadly interpreted
 - *High definition television* triggers an ad on searches:
 - television
 - definition
 - definition of the word television
 - LCD television
 - high definition
 - high definition television programs
- Receive the greatest number of clicks



Keyword Matching

- Phrase Match – phrase must match in order
 - *“High definition television”* triggers an ad on searches:
 - high definition television
 - LCD high definition television
 - Plasma high definition television
 - high definition television programs
 - high definition television research
- Fewer clicks but still allows some flexibility



Keyword Matching

- Exact Match – only that phrase
 - [*High definition television*] triggers an ad on searches:
 - high definition television
- Very few clicks but very targeted traffic



Keyword Matching

- Negative Match – stops ad from showing
 - - program
 - - research
 - - cheap
 - - broken
- Powerful technique to keep keyword phrases broad to capture the most traffic, yet stop useless clicks through to your site



Select Keyword Phrases

- Other tips:
 - Use long tail keywords
 - Use Model names and numbers
- Search Engines provide tools to expand this list based on their knowledge of searches
- Your WSI Internet Consultant has additional tools to help you with constructing an effective keyword list



Focus On the Niche

- Break your keyword list into small groups based on the niche they serve. Examples for a consumer electronics store:
 - Televisions
 - Speakers
 - Radios
 - Cameras
 - Camcorders



Focus On the Niche

- Questions to ask yourself. Do you have...
 - Different business units
 - Product segments
 - Market segments
 - Geographical markets



Writing Successful Ads

- Use your most likely searched keyword in the heading and if possible in the text of the ad
- Be promotional if possible
 - Free shipping
 - Sale going on
 - 10% off
- Utilize a “call to action” or “sense of urgency”
 - Visit our website today
 - While supplies last
 - Don’t delay



Anatomy of an ad

- Headline is limited to 25 characters
- Two lines of text limited to 35 characters
- Display URL limited to 50 characters
- Example:

Wide **Television** Selection – exactly 25 characters.

Television clearance sale going on. – 35 characters.

Visit our Website supplies limited – 35 characters

www.consumerelectroincs.com – Display URL

<http://www.consumerelectroincs.com/televisions/clearance-items>

Destination URL , Landing Page



Writing Successful Ads

- More tips for ads
 - Create multiple ads for each ad group to test their effectiveness
 - Tweak and test again
 - Change Headlines
 - Change text
 - Use different Keywords
 - But only one thing at a time



Optimize Your Landing Pages

- The main goal in creating landing pages is to ensure visitors quickly find essential information about the products and services you are offering
- Your second goal is to make sure the content on your landing page contains the main keywords you have in your PPC campaign and in your ads
- Usually, these two goals are the same



Optimize Your Landing Pages

- Quality Score
 - Keyword bid *plus...*
 - Keyword relationship to ad *plus...*
 - Keyword and ad relevance to Landing Page *equals...*

Ad position on Search Results Page



Optimize Your Landing Pages

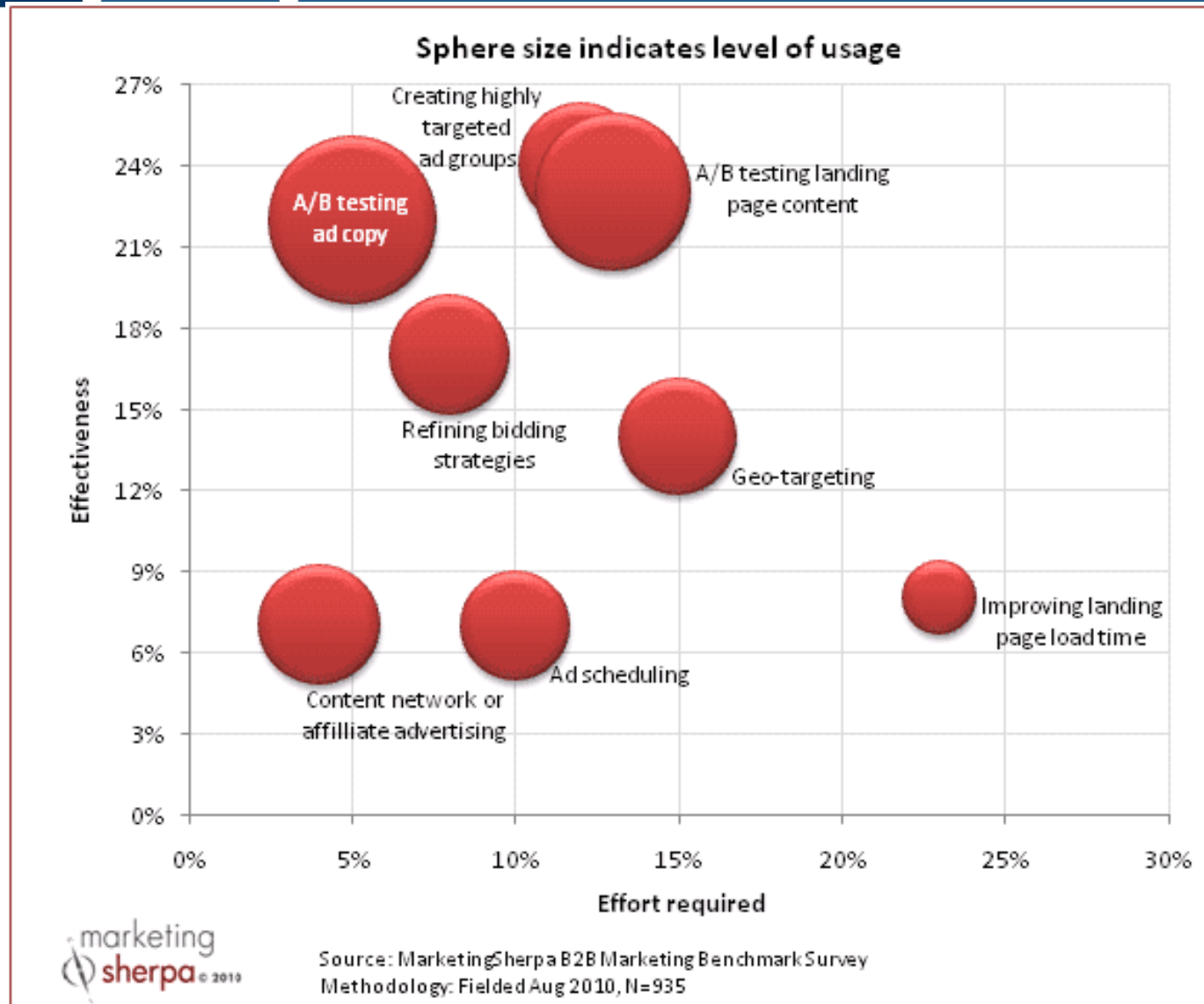
- Tips for an effective Landing Page
 - Headline that captures attention
 - Goal is clearly stated
 - Offer
 - Purchase
 - Sign-up
 - Lead paragraph speaks to unique selling proposition (USP), benefits
 - Images support products and services
 - Look and feel of site is professional



The end is just the beginning

- Review your campaign results frequently
- Check bid prices for first page display
- Remove poorly producing keywords
- Continue to test and tweak your ads
- Monitor your position to make sure your competition isn't pushing you down
- Make sure your goals are current

The end is just the beginning





Questions

Thanks for attending
Download our White Paper

www.getwsipowered.com/ppc2011