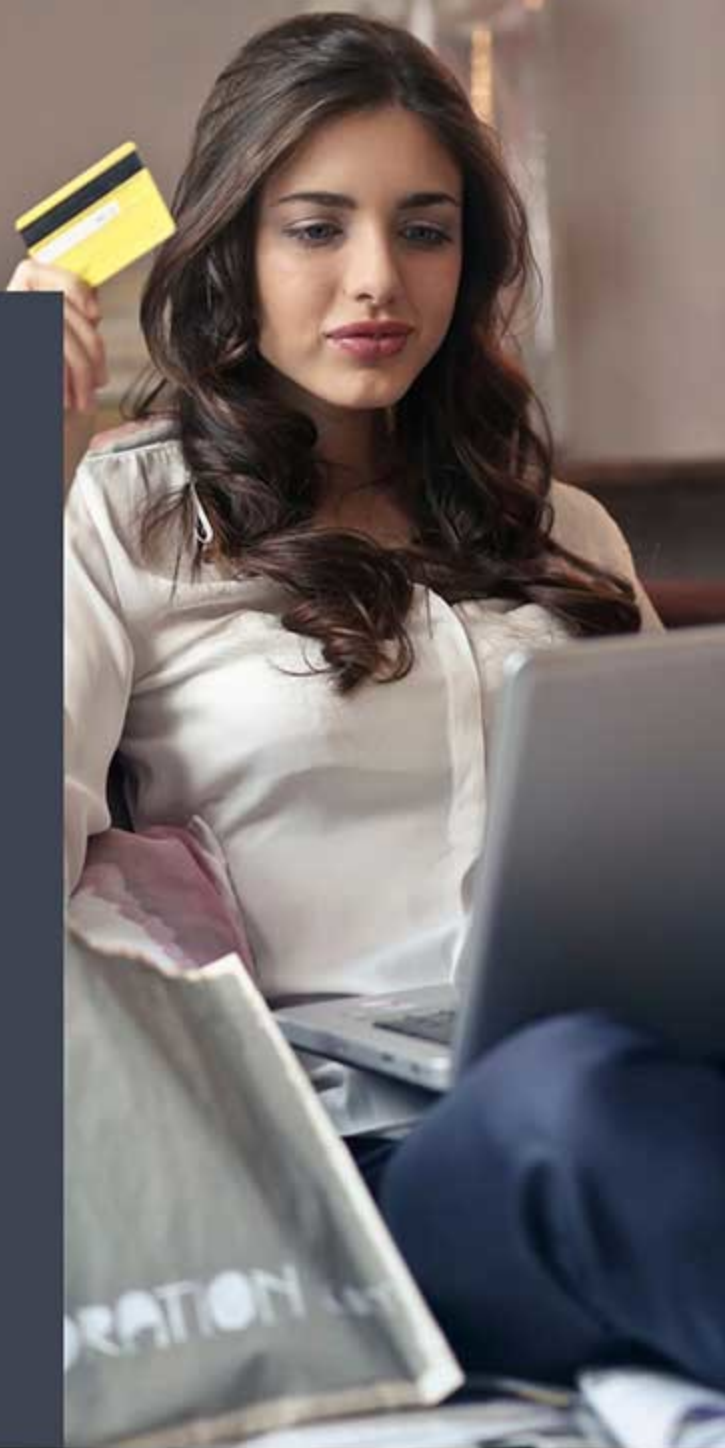


WIDE WEB  
ADVISOR

# PPC PLAY BOOK



ADS DESIGNED TO  
DRIVE TRAFFIC TO  
YOUR WEBSITE

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Split testing, analytics,  
reporting & results.

# Pay-Per-Click Advertising

## What is PPC

PPC (Pay-Per-Click) are ads published on major internet search engines (i.e. Google and Bing) to drive traffic to websites. The advertiser only pays when the ad is clicked, hence the term pay-by-click.

## PPC Management

We take a holistic approach to PPC management. We take the time to ensure tracking analytics are set up correctly, that your landing pages are helping boost your quality scores (which helps lower your cost per click), and we also provide feedback on how we can further improve your conversion funnel to get the best return on investment.

## What to Expect

**Tracking** – You'll receive analytics tracking and conversion tracking codes for your PPC initiatives. We can install them for you if needed. Tracking is essential to PPC success so we'll work with you to ensure accuracy. We will specifically monitor all relevant conversion points, which should include a lead generation form and a newsletter sign up form.

**Keyword Selection** – Selecting the “right” keywords is the foundation for the success of any PPC campaign. We believe in a very comprehensive long-tailed keyword\* approach, as it has a positive effect in reducing costs per click and increasing relevance. We will bid less on the more general terms since the conversion rates will be lower.

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## PPC Services drive traffic to your website

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**Competitors** – We recommend targeting competitors' names as keywords. We will target the competitor's name for highly relevant clicks. For this to be effective, we need well-composed ads and high-quality landing pages.

**Quality Scores** – High-quality scores are vital to your success, so we regularly review quality scores and restructure campaigns when needed. We anticipate creating a search, display network, and remarketing campaigns. Each of the search and display campaigns will have dozens of ad groups with tightly knit keywords to achieve the highest quality scores.

**PPC Match Types** – We recommend focusing on exacting match types. Quoting from the Moz Blog Exact match in AdWords means that you only want your ad to show up for a specific word or phrase. For the most part, we avoid broad matched keywords, except where a keyword has proven to have exceptionally low conversion costs. This allows us to better micromanage bids with the exact keywords. More importantly, when Google sees that a keyword is present three or four times in different variations in an ad group, the relevancy between the keywords goes way up. That tends to lead to higher quality scores, which in turn lowers your cost per click.

**Negative Keywords** – A "negative keyword" is a keyword that prevents your ad from being triggered by a certain word or phrase. It results in your ad not being shown to anyone who is searching for that phrase. This is also known as a negative match. Because we are Digital Marketing experts with a long history of success, we will have a significant number of negative keywords that we have identified from previous clients in your industry. We can incorporate those into your account. Ongoing reviews of search queries and the addition of negative keywords are part of our standard operating procedure.

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**Bid Adjustments** – We have proprietary bid management software that we will use along with our expertise to bid on the keywords and websites that best reach your campaign's target audience for the most cost-effective rates. As a general rule, we find that positions two and three are often the most cost-effective, but we will treat each keyword individually and use our tools to push them to the optimal positions.

**Managing by Device** – With the advent of Google enhanced campaigns, the mobile marketplace has changed. Mobile traffic composes a huge segment of the online marketplace, because of this, it tends to convert at a lower rate. We adjust to this conversion rate in two ways.

- We will incorporate click-to-call into our strategies.
- Unless you have internal data on your marketplace to refine our recommendation, our experience indicates that a reduction of 10 to 15 percent for mobile bids is a good starting point.

**Time of Day/Day of Week Adjustments** – While it is appropriate to run the campaigns 24/7, it is important to adjust bids by the time of day and day of the week. Why?).

- Being more aggressive when the best traffic is available, we adjust by the time of day so that we are only paying what a click is truly worth, and saving money during the off times.
- Smaller adjustments are made for the day of the week. Again, we use our experience from clients in your industry, or we'll use any internal data you may have to further refine our adjustments

**Ad Creation** – The key to successful PPC marketing is “getting the message right.” We have seen messaging have profound effects on both click-through rates and conversion rates; it is why we strongly recommend a high-level of client interaction with us when we're creating your campaign(s). We incorporate your message with our standard best practices for ad copy to create compelling ads. We can either use existing image ads that you have created or create new and unique ads with images that you provide us.

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**Ad Variations** – We split test variations of an ad. To accomplish this we create a series of optimized ads and test them against one another. We will also incorporate ad extensions (extra information shown below your ad copy) into every ad group. We'll optimize them as well, in an effort to improve click-through rates.

**Display Network** – As we begin your campaigns we recommend that no more than 10-15% of your budget be used for display ads. Why? Typically, people who are searching for information on websites that are relevant to your industry see display ads. Our experience suggests that traffic quality there is lower than in the search networks. While the click cost in the display networks is a fraction as much as the search networks, it is low enough that this can be a small source of cost-effective traffic. In particular, we want to focus on remarketing (see below). However, if the data proves otherwise, we will increase the budgets for these campaigns and expand the display networks

**Remarketing** – We believe that “remarketing” (sometimes called “retargeting”) is a vital component to the success of any digital marketing efforts. Here is a brief explanation. A “cookie” can be placed on the computer of any website visitor, with the exception of those few people who have cookies disabled on their computer. It doesn't matter how they arrived on the website. Those people can then be targeted with low-cost ads. This scenario is very cost-effective and can turn a one-time visitor into a customer, essentially multiplying our efforts towards target marketing.

**Tools** – We will share our proprietary reporting tool with you, as it shows trending data. These reports along with a personal analysis of your account will be sent to you on a weekly basis.

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**Initial Competitive Intelligence Analysis** – This step involves looking at who your top 10 competitors for the keywords and search phrases are and where they rank for keywords. As part of strategy and setting expectations, we have to know who your competitors are online and where they rank for the same keywords we're going after. This analysis can help us dissect competitive websites and give us distinct advantages.

**Backlink Strength Report** – This report includes many mathematical details showing the strength of your inbound links to the pages within your website. Every link that comes from another website or blog has a mathematical value called "citation flow." There are many factors that influence the "flow," where the links are coming from, the age of the domain, the content on the website, etc. These links can either hurt or help your website. Building a solid backlink program that progresses steadily and is rich in relevant content is vital to the structure of any SEO program.

## SEO with Monthly Commitment

**On-Page Optimization:** Optimization services include writing new properly optimized content for your website. We'll adhere to best practices with proper keyword density, having the keyword in the title, keyword alt tags, and meta tags. Clients may provide access to the back-end of the website and we will post the content for you after you have given your approval.

Quite often, we only need to optimize the content that already exists instead of writing new content. We can either provide our recommendations on how to improve your existing on-page content and implement them or you can add them and we will ensure that the changes adhere to our recommendations and best practices.

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## PPC Services drive traffic to your website

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**Off-Page Optimization:** Not all backlinks are equal. We will not promise to gather “x” number of backlinks for you since that has little value when it comes to improving your ranking. What we will gather for you are quality backlinks from blogs that talk about the keyword we’re trying to optimize. We’ll use that keyword as anchor text and link back to the article we want to rank for that keyword. We believe in a sustainable approach and remaining in control of the backlinks. Google continually makes changes to the way they view backlinks by updating their algorithm. We then alter our approach and make changes to all of the backlinks we’ve previously developed for you. This is one of the many reasons our clients become successful and remain successful in the particular niche space.

**Toxic Backlink Removal:** We will look for and continually monitor for toxic backlinks that come from unfavorable backlink neighborhoods. When we discover them, we’ll go through a process known as “disavowing.” This is a tedious process, however, since the announcement of Google’s Disavow Tool, we have streamlined the disavow process by updating our own software. Our tool helps locate toxic backlinks, requests the site to remove them, and automatically checks in one week to see if removal has occurred. If they have not been removed, Google requires documented proof, at which point we submit a report to Google.

**Social Signal Development:** Social signals (human interaction metrics on social platforms like Facebook, Twitter, LinkedIn) which commonly help to showcase popularity and affinity for a specific piece of content are beginning to have a significant impact on SEO. When we post a new piece of content for a client, we develop social signals to that content. This activity is completed through our social signal network that tweets, +1s, and shares the content.

**Weekly Meetings:** We schedule regular weekly meetings with you, this keeps us all accountable to one and another. In these meetings, we will review reports on the progress of the campaign.

## Our SEO Ethics

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We practice white hat SEO and go one step further; we pass everything through a five-question litmus test.

- • Is it the truth?
- • Is it fair to all concerned?
- • Will it build goodwill and better friendships?
- • Is it beneficial to all concerned?
- • Is it the right thing to do?

*We do not engage in underhanded marketing techniques or black hat SEO techniques. We do not work with companies involved in adult themes, gambling, or activities which we consider morally questionable, or that may exploit anyone.*