

MINISTRY MARKETING

VOLUME FOUR

PAID SEARCH ADS VS. PAID DISPLAY ADS



ASK, AND IT WILL BE GIVEN TO YOU; SEEK, AND YOU WILL FIND...

FACTS ABOUT
PAY-PER-CLICK ADVERTISING

PAID SEARCH ADS
AND
PAID DISPLAY ADS

The Difference between Paid Search Ads and Paid Display Ads

PPC – Search Ads

Paid search advertising is one of the most popular forms of PPC advertising in which brands pay (using an auction-based model) to have their ads displayed above and below organic search engine results when users search certain keywords. For example, a search for "Local Christian Churches" showed this text ad above the organic results on Google's SERP:



Search ads have three main components (you can see each in the ad above)

1. A headline,
2. Display URL
3. Description text

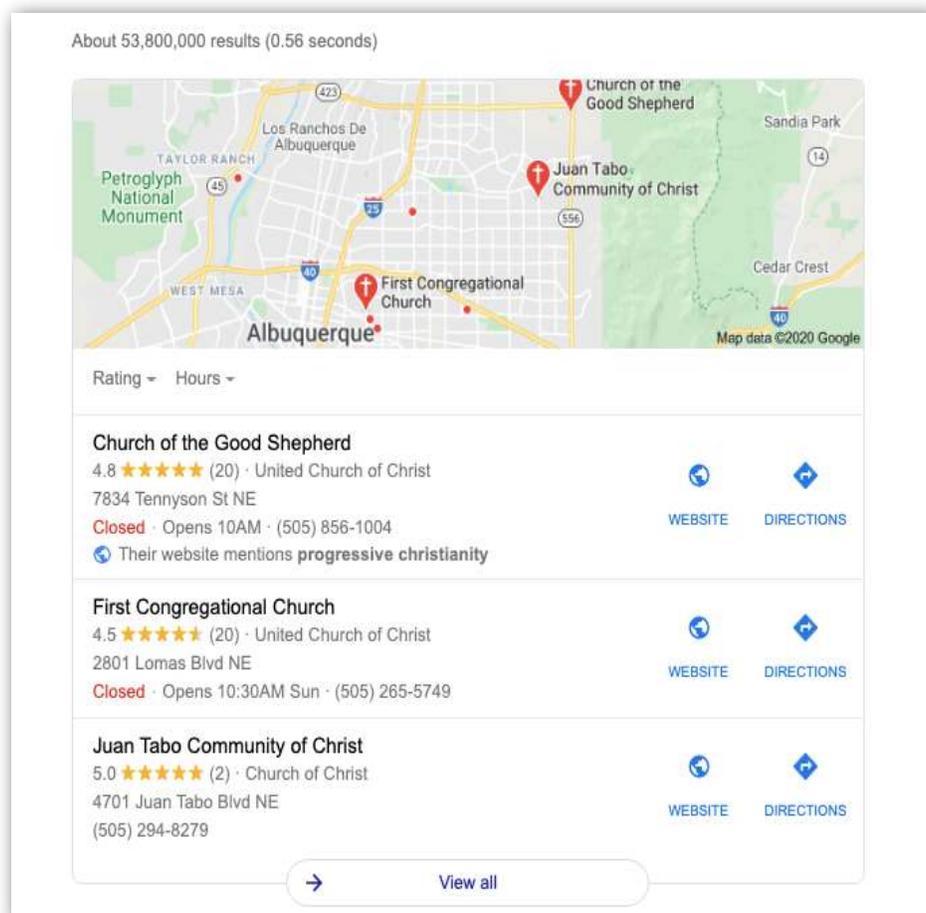
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All are created with the end goal of convincing users to click through. Ad extensions can also be included to provide users with additional information.

How often search ads appear, their rankings, and the cost per click — all depend on the bid and Quality Score.

If a church is not paying for text ads like the one above, it may not appear on the first page of the Google search, which is where we all want to be!. Shown below is an example of our church which is known as a progressive Christian church. Here is the page result when I performed a search for “progressive Christian churches.”

Note: Google’s local search will always pull a business from a search that is closest to your location as a matter of course.



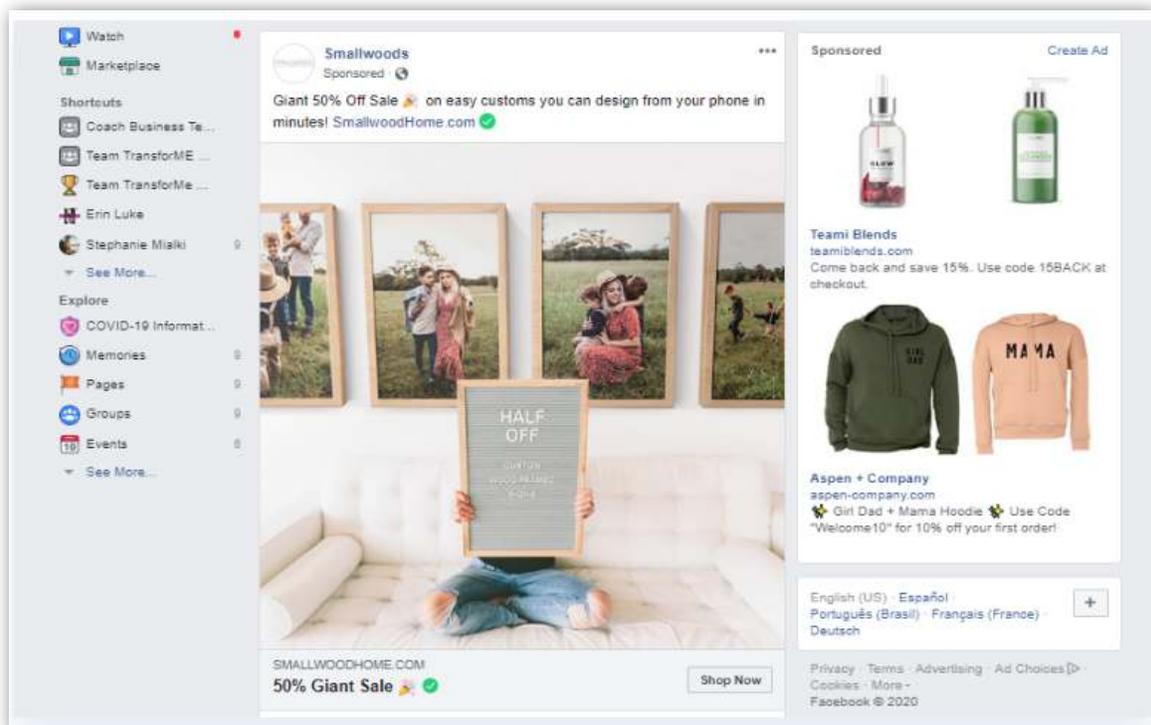
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PPC – Display Ads

Although [Google display advertising](#) still originates within the Google Ads interface, display ads perform very differently from their paid search counterparts.

The main difference between Google search ads vs display ads is that search ads are designed for Active Prospects* i.e. “pull” advertising meaning, search ads only appear to those who are already searching for your product or service. While display ads are for Passive Prospects, “push” advertising. Display ads are paid placements that appear based on various targeting parameters.

Display ads aren't limited to appearing in only one location like search ads. Display ads appear across the entire GDN (Google Display Network) on over 2 million sites reaching over 90% of online users. For Example: They can show up in multiple places on social media, such as natively in news feeds or on the side of the main feed as in the display ads shown on the right side of this Facebook page.



The image shows a screenshot of a Facebook page. The main content area features a sponsored ad for Smallwoods, which includes a photo of a person holding a sign that says "HALF OFF" and a "Shop Now" button. To the right of the main content, there are two sponsored ads in a sidebar. The first is for Teami Blends, showing two bottles of products. The second is for Aspen + Company, showing two hoodies. At the bottom of the sidebar, there are language options and a privacy/terms link.

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Display ads may also appear as banner ads above the main content on sites as shown by the blue and black banner ads below, or to the right of the main content as shown by the ad that appears to the right of the weather photos.

The screenshot shows the top navigation bar of The Weather Channel website, including the logo, "An IBM Business" tagline, a search bar for "City or Zip Code", and location settings for "Summerville, SC". Below the navigation bar, there are tabs for "Today", "Hourly", "10 Day", "Weekend", "Monthly", "Radar", "Covid-19", and "More Forecasts".

The main content area features a large black banner ad for Postclick with the text "We turn your ad clicks into more conversions." and a "See how" button. Below this banner, there are several article thumbnails and a large advertisement for Emgality.

- Weather Article:** "Why Easter Weekend Forecast Has Us Worried" with a sub-headline "A potentially dangerous severe outbreak is possible" and a "SEE MORE" link. The thumbnail shows a weather map with "Severe Storms" and "JET STREAM" labels.
- White Easter Article:** "Here's Who Will See a White Easter" with a thumbnail showing a map of the United States.
- Stimulus Payments Article:** "Stimulus Payments Set to Go Out" with a thumbnail showing a map of the United States.
- Species Article:** "Species Could Be Wiped Out This Decade" with a thumbnail showing a sea turtle.
- Emgality Advertisement:** A large vertical ad for Emgality with the headline "Even if you have just one migraine headache day a week, ask your doctor if Emgality is right for you." and a "Discover Emgality" button. It includes a "PURPOSE and SAFETY SUMMARY" section.

The Difference between Paid Search Ads and Paid Display Ads

Getting more affordable clicks

Given the reach that the Google Display Network we might come to the conclusion that impressions are less expensive on the display network than they are on the Search Network. Although the click-through rates on the display network are less expensive, actually more people will see your ad. However, don't assume that the display network clicks are more expensive. In fact, clicks on the display network are far cheaper than those on the search network.

Moving forward

Should you expend your marketing \$ on paid search ads or paid display ads? If so, how much should you allocate? Should you spend your precious dollars on Search ads or Display ads?

We can help you with that as part of our [PPC services for ministries](#).

Definitions of Terms Used

Active Prospect An Active Prospect is one who receives information from a specific search on the Google network (or other major search engines.) For instance, a search query for "Progressive Christian" is entered into the search bar.

Passive Prospect A Passive Prospect is one who may be reading about Christianity on a blog or page on the internet. A PPC ad featuring the words "Progressive or Christianity" appears on the right side of their screen.

SERP According to Wikipedia - Search Engine Results Pages (SERP) are the pages displayed by search engines in response to a query by a user. The main component of the SERP is the listing of results that are returned by the search engine in response to a keyword query.