PLAYBOOK

Ads designed to drive traffic to your website. Split testing, analytics, reporting and results

PAY-PER-CLICK ADVERTISING

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.

PPC Services drive traffic to your website

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.

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.