



## **10 PPC Strategies that Can Sink or Save Your Business**

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# Agenda

- Paid search (PPC) intro
- 10 PPC strategies that can sink or save your business
- Case Study
- Question & answer session

# Paid Search Introduction

- What is paid search?



- What is the difference between paid search and SEO?

# Strategy #1: Keyword List

**Sink:** “More keywords = more clicks. It’s just simple math!”

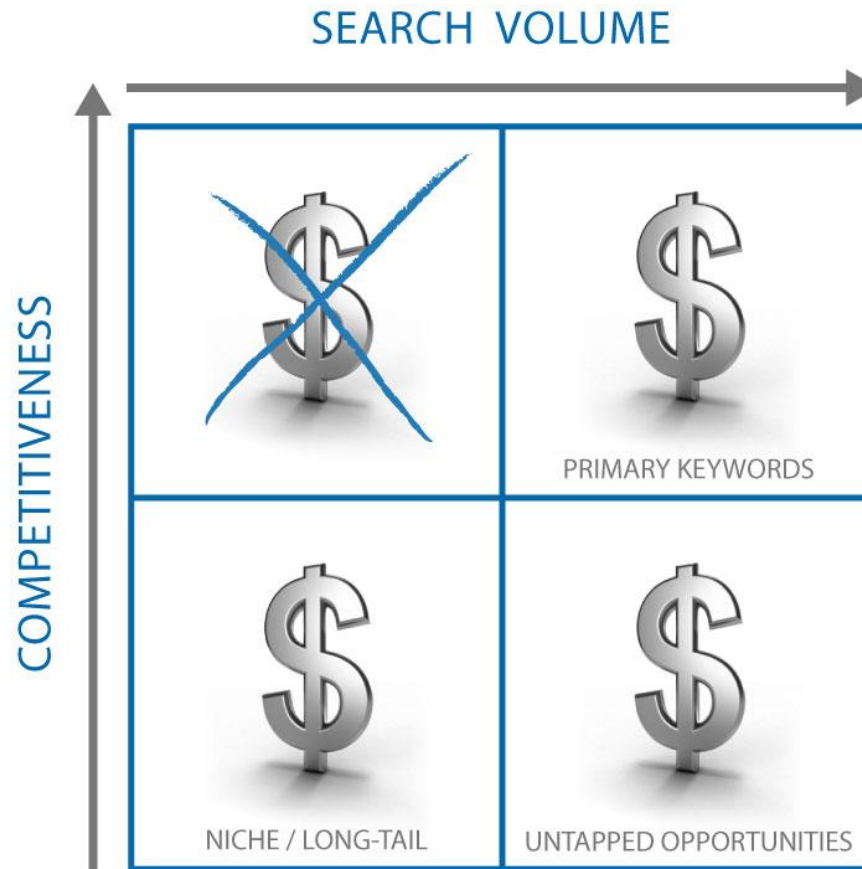
**Save:** Use the right number of keywords for your business

- Can’t create demand
- Consider your budget
- Quality over quantity





# Strategy #1: Keyword List



# Strategy #2: Match-Types

**Sink:** “Match-types are stupid. Who searches with brackets anyways?”

**Save:** Know your match-types and use them!

- Exact match: [Keyword]
- Phrase match: “Keyword”
- Broad match: Keyword
- Negative match: -Keyword

# Strategy #2: Match-Types

- Exact: [Carry on laptop bags]
- Phrase: “Carry on laptop bags”
- Broad: Carry on laptop bags
  - TSA safe *carry on* accessories
  - *Carry on* totes
  - Kansas- “*Carry On My Wayward Son*” download
  - “*Carry On*” British film series on DVD
  - *Laptop* chargers
  - Best *laptop* for a student
  - Folding bike *bags*
  - Reusable green grocery *bags*



# Strategy #3: Long Tail Keywords

**Sink:** “Don’t use long tail keywords- more general keywords will get you more traffic!”

**Save:** Utilize long tail keywords every chance you get!

- More targeted traffic
- Less expensive



# Strategy #3: Long Tail Keywords

**General keyword:** women's jackets (13.1 million results)

**Long tail keyword:** lightweight women's winter jackets (299,000 results)

	Women's Jackets	Lightweight Women's Winter Jackets
Avg Cost-Per-Click	→ \$1.17	→ \$0.20
Conversion Rate	→ 0.50%	→ 2%
Clicks	500	100
Sales	2.5	2
Total Cost	\$585.00	\$20.00
Cost per Conv	→ \$234.00	→ \$10.00

# Strategy #4: Ad Text

**Sink:** “Don’t worry about ad text. No one reads these days anyways.”

**Save:** Treat ad text as the “street sign” for your online business.

- First impressions
- Tone
- Value Proposition
- Keywords
- Dynamic keyword insertion
- Requirements/regulations

# Strategy #4: Ad Text

## Professional Appearance



### Cleaning Supplies

Wholesale Prices & Great Selection  
On **Cleaning Supplies** at Grainger®



### cleaning supplies

45,000 Itmes 50% off and save  
Nationwide Free Delivery \$50

## Logical Text



### Women's swimwear

New 2010 Styles, Free Shipping,  
The Web's Most Popular Swim Shop!



### Swimsuits

Low Price! Shipping as low as \$3.50  
Jammer, Brief, Endurance, Solid

## Proper Targeting



### Send Florist Flowers

Secure Checkout & Same Day Delivery  
Save \$10 Today - use Coupon "SUNNY"



### Flowers Las Vegas

Family owned & operated over 25 yrs  
Citywide delivery - (800)-888-8888

# Strategy #5: Position

**Sink:** “If you aren’t in position #1, no one will click on your ad. If you are in position #1 everyone will!”

**Save:** Understand that being first doesn’t necessarily mean you win

- Fluctuations are normal
- Benefits of a lower position

# Strategy #5: Position

Ad Position	CTR	Conversion Rate	Cost per Conversion	Conversions per 10,000 Impressions
1.0-1.9	3.0%	1.9%	\$60	5.5
2.0-2.9	0.9%	2.4%	➔ \$38	2.1
3.0-3.9	1.0%	1.6%	\$60	1.6
4.0-4.9	2.3%	➔ 5.2%	\$60	12
5.0-5.9	1.0%	2.8%	\$84	2.8
6.0-6.9	1.5%	3.6%	\$57	5.2
7.0-7.9	1.0%	➔ 7.8%	➔ \$50	7.6
8.0-8.9	1.0%	2.9%	\$78	3.3
9.0-9.9	0.6%	3.4%	\$74	2.2
10+	0.7%	2.4%	\$85	\$2

\*Ad position study done by Engine Ready



# Strategy #6: Landing Pages

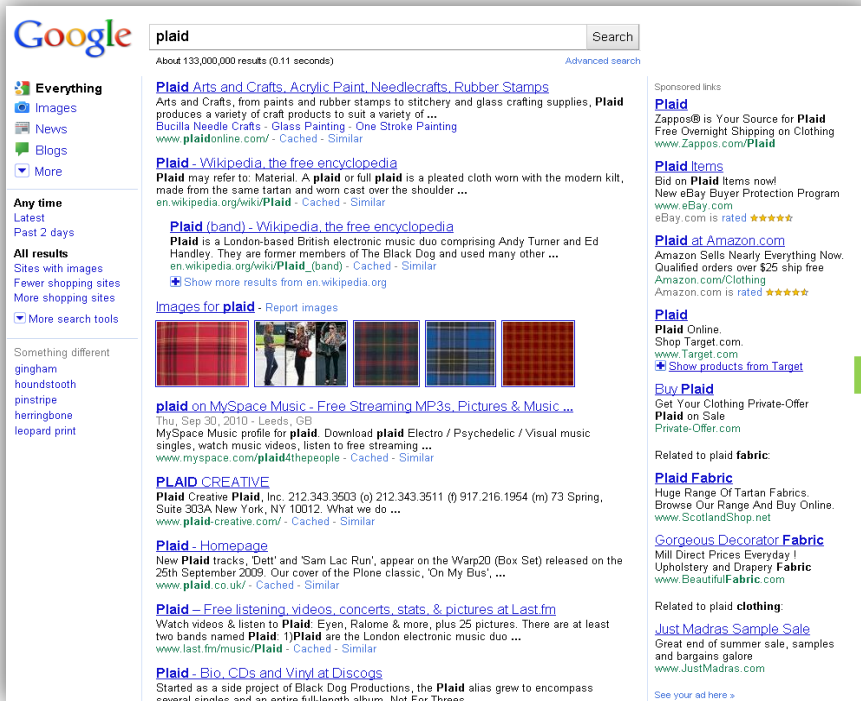
**Sink:** “It’s best to send people to your homepage no matter what they search for because they will see all of your products and want to buy more!”

**Save:** Remember that people searching online don’t want to work to find products/services.

- 4 to 6 seconds
- Quality score



# Strategy #6: Landing Pages



**Google** plaid Search

About 133,000,000 results (0.11 seconds) Advanced search


**Plaid Arts and Crafts - Acrylic Paint, Needlecrafts, Rubber Stamps**  
Arts and Crafts, from paints and rubber stamps to stitchery and glass crafting supplies, **Plaid** produces a variety of craft products to suit a variety of ...  
[Bucilla Needle Crafts - Glass Painting - One Stroke Painting](#)  
[www.plaidonline.com/ - Cached - Similar](#)

**Plaid - Wikipedia, the free encyclopedia**  
Plaid may refer to: Material. A **plaid** or full **plaid** is a pleated cloth worn with the modern kit, made from the same tartan and worn cast over the shoulder ...  
[en.wikipedia.org/wiki/Plaid - Cached - Similar](#)

**Plaid (band) - Wikipedia, the free encyclopedia**  
Plaid is a London-based British electronic music duo comprising Andy Turner and Ed Handley. They are former members of The Black Dog and used many other ...  
[en.wikipedia.org/wiki/Plaid\\_\(band\) - Cached - Similar](#)

[Show more results from en.wikipedia.org](#)

**Images for plaid - Report images**



**plaid on MySpace Music - Free Streaming MP3s, Pictures & Music ...**  
Thu, Sep 30, 2010 - Leeds, GB  
MySpace Music profile for **plaid**. Download **plaid** Electro / Psychedelic / Visual music singles, watch music videos, listen to free streaming ...  
[www.myspace.com/plaid4thepeople - Cached - Similar](#)

**PLAID CREATIVE**  
Plaid Creative **Plaid**, Inc. 212.343.3503 (o) 212.343.3511 (f) 917.216.1954 (m) 73 Spring, Suite 303A New York, NY 10012. What we do ...  
[www.plaid-creative.com/ - Cached - Similar](#)

**Plaid - Homepage**  
New **Plaid** tracks, 'Dett' and 'Sam Lac Run', appear on the Warp20 (Box Set) released on the 25th September 2009. Our cover of the Plone classic, 'On My Bus', ...  
[www.plaid.co.uk/ - Cached - Similar](#)

**Plaid - Free listening, videos, concerts, stats & pictures at Last.fm**  
Watch videos & listen to **Plaid**: Eyen, Ralome & more, plus 25 pictures. There are at least two bands named **Plaid**. 1) **Plaid** are the London electronic music duo ...  
[www.last.fm/music/Plaid - Cached - Similar](#)

**Plaid - Bio, CDs and Vinyl at Discogs**  
Started as a side project of Black Dog Productions, the **Plaid** alias grew to encompass several singles and an entire full-length album. Not For Threes ...

**Sponsored links**

**Plaid**  
Zappos® is Your Source for **Plaid** Free Overnight Shipping on Clothing  
[www.Zappos.com/Plaid](#)

**Plaid items**  
Bid on **Plaid** items now! New eBay Buyer Protection Program  
[www.eBay.com](#)  
eBay.com is rated **★★★★★**

**Plaid at Amazon.com**  
Amazon Sells Nearly Everything Now. Qualified orders over \$25 ship free  
[Amazon.com/Clothing](#)  
Amazon.com is rated **★★★★★**

**Plaid**  
Plaid Online.  
Shop Target.com.  
[www.Target.com](#)  
[Show products from Target](#)

**Buy Plaid**  
Get Your Clothing Private-Offer **Plaid** on Sale  
[Private-Offer.com](#)

**Related to plaid fabric:**

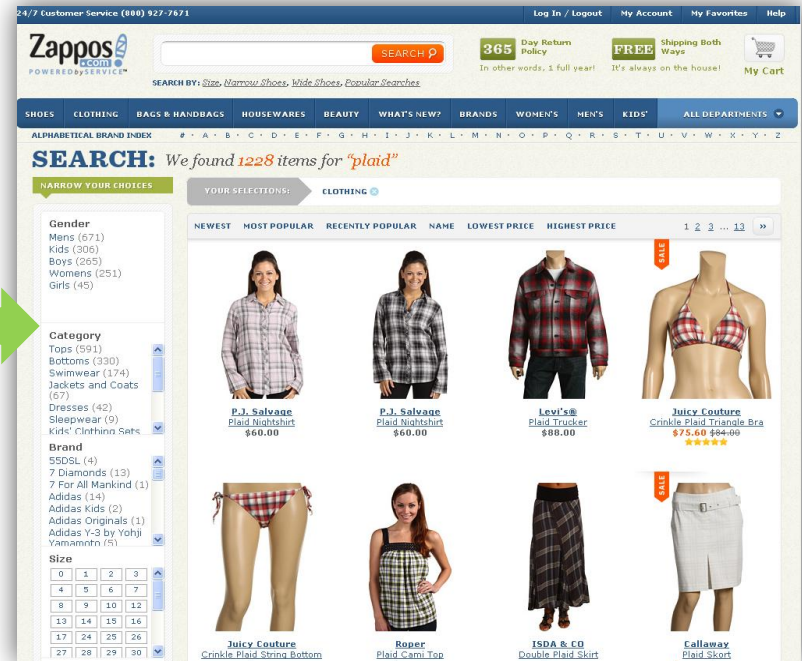
**Plaid Fabric**  
Huge Range Of Tartan Fabrics. Browse Our Range And Buy Online.  
[www.ScotlandShop.net](#)

**Gorgeous Decorator Fabric**  
Mill Direct Prices Everyday! Upholstery and Drapery **Fabric**  
[www.BeautifulFabric.com](#)

**Related to plaid clothing:**

**Just Madras Sample Sale**  
Great end of summer sale, samples and bargains galore  
[www.JustMadras.com](#)

[See your ad here >](#)



24/7 Customer Service (800) 927-7871 Log In / Logout My Account My Favorites Help

**Zappos** POWERED BY SERVICE™

SEARCH BY: Size, Narrow Shoes, Wide Shoes, Popular Searches

365 Day Return Policy In other words, 1 full year! FREE Shipping Both Ways It's always on the house! My Cart

SHOES CLOTHING BAGS & HANDBAGS HOUSEWARES BEAUTY WHAT'S NEW? BRANDS WOMEN'S MEN'S KIDS' ALL DEPARTMENTS

**ALPHABETICAL BRAND INDEX** # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**SEARCH:** We found 1228 items for "plaid"

**NARROW YOUR CHOICES** YOUR SELECTIONS: CLOTHING

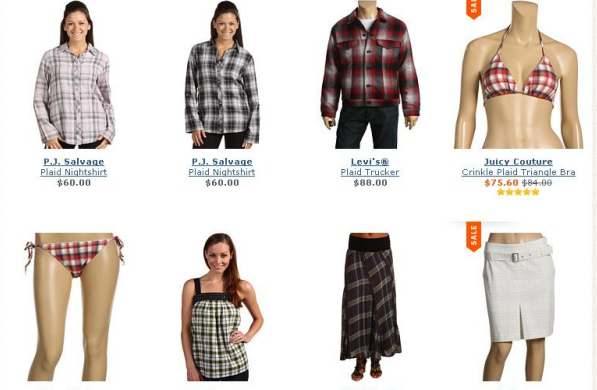
**Gender**  
Mens (671)  
Kids (306)  
Boys (265)  
Womens (251)  
Girls (45)

**Category**  
Tops (591)  
Bottoms (330)  
Swimwear (174)  
Jackets and Coats (67)  
Dresses (42)  
Sleepwear (0)  
Kids' Clothing Sets

**Brand**  
550SL (4)  
7 Diamonds (13)  
7 For All Mankind (1)  
Adidas (14)  
Adidas Kids (2)  
Adidas Originals (1)  
Adidas Y-2 by Yohji Yamamoto (5)

**Size**  
0 1 2 3  
4 5 6 7  
8 9 10 12  
13 14 15 16  
17 24 25 26  
27 28 29 30

**NEWEST MOST POPULAR RECENTLY POPULAR NAME LOWEST PRICE HIGHEST PRICE** 1 2 3 ... 13 >>



**P.J. Salvage Plaid Nightshirt \$60.00**

**P.J. Salvage Plaid Nightshirt \$60.00**

**Levi's® Plaid Trucker \$88.00**

**Juicy Couture Crinkle Plaid Triangle Bra \$75.60 \$84.00**

**Juicy Couture Crinkle Plaid String Bottom**

**Roger Plaid Cami Top**

**ISDA & CO Double Plaid Skirt**

**Callaway Plaid Skirt**

# Strategy #7: Display (Content) Network

**Sink:** “Always use the display network- it’s the best value out there. You can target exact demographics and get a ton of clicks for next to nothing!”

**Save:** Learn how the display network works and determine if it aligns with your business goals.

- General Display Network
  - Content matching limitations
  - Demographic targeting at the site level, not searcher level
- Managed Placements
  - Control WHERE ads are shown
- Remarketing Ads
  - Control WHO sees ads

# Strategy #7: Display (Content) Network

Let's look at the numbers!

	Number of Clicks	Cost per Click	Cost	Sales	Conversion Rate	Cost per Conversion
Search Network	180	\$0.85	\$153	8	4.44%	➔ \$19.13
Content Network	340	\$0.60	\$204	8	2.35%	➔ \$25.50

# Strategy #8: Default Settings

**Sink:** “Search engines don’t care about making money- just helping you meet your goals.”

**Save:** Figure out how various settings will affect your campaigns

- Getting the most exposure- for better or worse





# Strategy #8: Default Settings

## Settings Overview:

- Locations
- Networks
- Devices
- Schedule

Google AdWords

Home Campaigns Opportunities Reporting Billing My account

Select campaign settings Create ad group

Select campaign settings

Load settings Campaign type or Existing campaign

**General**

Campaign name Campaign #1

**Locations and Languages**

Locations In what geographical locations do you want your ads to appear?

- Bundle: All countries and territories
- Bundle: United States, Canada
- Country: United States
- State: Texas, US
- Metro area: Austin TX, US
- City: Austin, TX, US

Select one or more other locations

Languages What languages do your customers speak?

- English

**Networks and devices**

Networks  All available sites (Recommended for new advertisers)

Let me choose...

Devices  All available devices (Recommended for new advertisers)

Let me choose...

**Bidding and budget**

Bidding option  Basic options |  Advanced options

Manual bidding for clicks

You'll set your maximum CPC bids in the next step

Automatic bidding to try to maximize clicks for your target budget

Budget \$ per day (Format: 25.00)

Actual daily spend may vary.

Position preference, delivery method (advanced)

**Ad extensions**

You can use this optional feature to include relevant business information with your ads. [Learn more](#)

Location  Extend my ads with location information

Product  Extend my ads with relevant product details from [Google Merchant Center](#)

Sitelinks  Extend my ads with links to sections on my site

Phone  Extend my ads with a phone number

**Advanced settings**

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Demographic bidding

Save and confirm Cancel new campaign

# Strategy #9: Tracking

**Sink:** “Tracking links are unnecessary; you already know how well your marketing performs.”

**Save:** Get hard numbers for the metrics that mean the most for your business!

- Google Analytics
- AdWords Conversion Tracking
- Volusion ROI Tracking Links

# Strategy #9: Tracking

## Google Analytics

Sources / Medium	% Revenue
google (organic)	31.41%
google (cpc)	25.88%
(direct) ((none))	22.08%
bing (organic)	4.79%
yahoo (organic)	4.14%

## AdWords Conversion Tracking

Clicks	Impr.	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost	Avg. Pos.	Conv. (1-per-click) <sup>?</sup>	Cost / conv. (1-per-click) <sup>?</sup>	Conv. rate (1-per-click) <sup>?</sup>
15	2,363	0.63%	\$0.69	\$10.37	9.1	1	\$10.37	6.67%
23	208	11.06%	\$0.56	\$12.89	2.8	2	\$6.44	8.70%
361	2,353	15.34%	\$0.60	\$218.09	1.4	39	\$5.59	10.80%
30	791	3.79%	\$0.72	\$21.63	3.6	2	\$10.82	6.67%
443	7,589	5.84%	\$0.62	\$273.72	5.6	44	\$6.22	9.93%

# Strategy #9: Tracking

## Volusion ROI Tracking Links

**Admin Area** [Dashboard](#) | [Storefront](#)

**Orders** **Reports** **Inventory** **Marketing** **Customers** **Design** **Settings**

Reporting ROI Tracking Affiliate Stats Search Terms

### Use ROI Tracker

This tracker allows you to closely monitor the ROI generated from all of your advertising campaigns. You can setup specific campaigns to accurately reflect referrals. To monitor all other traffic, you can view the default campaign labeled "Other". Please note that each newsletter you send out is automatically added as a new campaign.

**Date Range** Select  To

**Exclude**  Free Orders

**Include**  Regular Affiliates  
 Advertising Campaigns  
 Newsletters

**Group By** Selected Date Range

**AffiliateID**  (optional)

[Generate Report](#)

### ROI Tracker > All Campaigns

08/16/2010 through 09/15/2010, grouped by Past 30 Days

Affiliate Record	Customer Record	Group	Campaign	TrackingURL	Most Recent Click	Most Recent Sale	Conversion Rate	Total Clicks	Total Sales
<a href="#">1666</a>	<a href="#">1666</a>	Volusion	Volusion Custom Fast Traffic - [redacted]	?Click=1666	09/15/2010	09/14/2010	5.41%	887	<a href="#">48</a> <input type="button" value="x"/>
<a href="#">1665</a>	<a href="#">1665</a>	Volusion	Volusion Custom Fast Traffic - [redacted]	?Click=1665	09/15/2010	09/10/2010	3.46%	289	<a href="#">10</a> <input type="button" value="x"/>
<a href="#">1882</a>	<a href="#">1882</a>	Volusion	Volusion Custom Fast Traffic - [redacted]	?Click=1882	09/14/2010	09/07/2010	7.04%	71	<a href="#">5</a> <input type="button" value="x"/>

[New / Inactive Campaigns...](#) [Add](#) [Save](#)

# Strategy #10: Regular Maintenance

**Sink:** “It’s good to really let PPC campaigns get into a groove so make sure to let them run unchanged as long as possible!”

**Save:** Be aware of when and how often you should make changes.

- Find the right balance
- Lean on the numbers
- Keep up with the search engines
- Remember your competition



# Strategy #10: Regular Maintenance

## Google Improvements and Changes

2010							AUGUST						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 Updated text trademark policy	5	6	7	8	9 Updated Keyword Tool - out of beta	10 Launched Small Business Blog	11 DIRECTV Partnership for TV ads	12	13	14
15	16 Launched Enhanced CPC	17 Added MCC features (labels & search)	18 Two AdWords policy updates	19 Launched Small Business Corner	20	21	22	23	24	25	26	27 Launched Analyze Competition	28
29	30	31											

# 10 PPC Strategies in Review

- Keyword List
- Match-Types
- Long Tail Keywords
- Ad Text
- Position
- Landing pages
- Display (Content) Network
- Default settings
- Tracking
- Regular Maintenance

# Case Study-

# [www.AbsolutelyAudrey.com](http://www.AbsolutelyAudrey.com)

## Goals:

- Brand awareness
- Competition
- Conversion rate

## Results:

- Consistent placement in top paid search results
- Surpassed other marketing channels
- 3% increase in conversion rate



# Thank you!

To learn more about Volusion's PPC Marketing services visit:

<http://www.volusion.com/paid-search/>

## Happy Selling!

