



ClickThrough
SEARCH ENGINE MARKETING

How To Implement Successful Pay Per Click Advertising

WHITE PAPER

Version 2.0

By Phil Robinson



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About the Author

Phil Robinson has worked as an online marketing consultant since 1994. Phil writes articles, gives presentations and workshops about online marketing, including special focus on search engine marketing, web site promotion and ROI-based web analytics. Prior to founding ClickThrough, Phil has worked in several management positions for IT and internet companies, responsible for driving online marketing strategies.

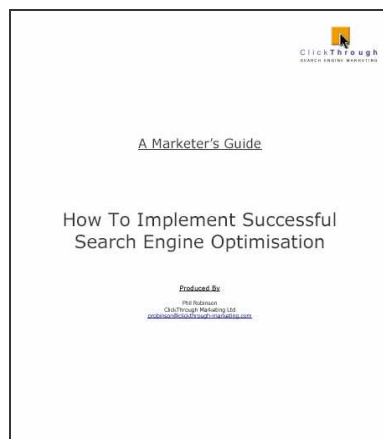
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Executive Summary

Over recent years pay per click (PPC) marketing has grown strongly, however, in 2004 expenditure on pay per click engines grew exponentially as an increasing number of businesses began to realise the returns available. Most of this growth has resulted from the mind share and public relations generated by Google's IPO.

By 2008, online marketers will spend an estimated £15.6 billion on PPC advertising (Forbes). As a result, PPC programs are going to get more competitive and increasingly expensive.

The great thing about Pay Per Click (PPC) is that almost anyone can setup a campaign themselves with a credit card and a few hours research. However, setting up campaign that performs and delivers maximum Return-on-Investment (ROI) requires skill, time and experience. Specialist bid management technology is now also essential to minimise bid prices while maximising visibility.

The objective of this paper is to provide a methodology and set of stages that can be followed to help simplify the process of setting up a successful PPC campaign. This paper also includes special focus to key stages including search phrase strategy, bid management, creative advert writing, landing page development and click fraud prevention.



Frequently Asked Questions

What is Pay Per Click Marketing?

Pay per click advertising (PPC) is a search engine marketing technique that requires you to pay a fee every time someone clicks to your website from an advert you've placed in a search engine's results. Therefore, you only pay each time someone visits your site.

Why do you need PPC?

85% of all searches online are done via search engines. A properly setup and maintained PPC campaign can provide huge volumes of traffic and resulting sales leads. Your competitors that are running PPC campaigns are winning business by being listed in the search engines for relevant search phrases.

PPC marketing offers an excellent alternative to achieving natural free listings on search engines through search engine optimisation (SEO). Implementing effective SEO can be time-consuming and can take several months before you start seeing results.

Which are the main PPC engines?

The main global PPC engines as at Jan 2005 are:

- ⇒ Google AdWords <https://adwords.google.com>
- ⇒ Overture <http://www.overture.com/>
- ⇒ Espotting <http://www.espotting.com/>
- ⇒ Mirago <http://www.mirago.com>
- ⇒ FindWhat <http://www.findwhat.com/>
- ⇒ LookSmart LookListings <http://listings.looksmart.com/>



How do I know which PPC engine to use?

The PPC engines serve varying geographical markets and have different percentage shares of the global search market. The major PPC engines are Google Adwords and Overture.

The best PPC engine to use depends on your chosen geographical target market, budget available and marketing objectives.

What are common problems people have with managing own PPC?

- ⇒ Poor click-through-rates (CTR)
- ⇒ No visibility of which phrases are generating real conversions on your site



- ⇒ Ads that repeatedly get disabled due to poor performance
- ⇒ Paying too high a price per click due to lack of effective bid management
- ⇒ Lack of time to properly review and manage the account and bids
- ⇒ Lack of experience with the advanced features that can drastically improve ROI and performance
- ⇒ Lack of knowledge and time to manage pay per click campaigns across several search engines

Why outsource pay per click management?

Our clients outsource to us for any of the following reasons:

- ⇒ We save up to 40% on bid prices using state-of-the-art bid management tools
- ⇒ Lack of time to properly implement and manage own pay per click campaigns
- ⇒ Poor click-through rates (CTR) or lack of impressions/clicks
- ⇒ The costs of outsourcing pay per click management is less than the savings we make on bid prices

What ROI will I get from outsourcing my current campaign?

This level of ROI depends on how well your current campaigns are being managed, how much you are spending and which search engines you are using.

For example, if you are spending over £2,000, have average click-through rates on your ads and are not utilising 3rd party bid management technology to find bid gaps on engines like Overture & Espotting – then outsourcing to us would save you money while improving the volume of traffic to your site.

How can I calculate whether I should invest in PPC?

Here is an example scenario:

If you allocate £2000 per month to pay per click and your average cost per click is 25 pence - assuming you generate enough clicks to use your budget, you will receive 8000 click-throughs to your site.

If you calculate that your web site converts an average of 6% of visitors to sales leads (form completions, white paper request etc.), then you will receive 480 leads.

If your average conversion rate of leads to sales is 15% from 480 leads and your average sales value is £100, then this is 72 sales @ £100 each = £7,200. Therefore, £7,200 sales from your £2,000 gives a Return on Investment of £5,200 in 1 month.



What are the key success factors of PPC campaigns?

The objectives of pay per click campaigns are to maximise impressions, clicks and onsite conversions while minimising costs. The main areas where this can be achieved are as follows:

Keyword Research & Selection – before implementing your campaigns you need to get a full list of all search phrases being used by your target market.

Creative Advert Writing – learn and follow best practice guidelines to maximise clickthrough-rates (CTR) while minimising time-wasters that waste your budget.

Automated Bid Management – due to the explosion in popularity of PPC engines, bid prices are continuing to rise rapidly. This means that 3rd party automated bid management tools need to be used to minimise cost per clicks (CPC) using Bid Gap Strategies.

ROI Tracking & Reporting – you must have feedback showing positions, impressions, clicks, cost per clicks, cost per conversions and cost per acquisitions. Also, when running campaigns across several engines, you need a central location for cross comparing stats across your search platforms. Without this, it will be almost impossible to properly allocate your budgets to the most effective keywords and engines.

What are the common problems people have with Pay Per Click accounts?

- ⇒ Poor click-through-rates (CTR).
- ⇒ No visibility of which phrases are generating real conversions on your site
- ⇒ Ads that repeatedly get disabled due to poor performance
- ⇒ Paying too high a price per click
- ⇒ Lack of time to properly review and manage the account and bids
- ⇒ Lack of experience with the advanced features that can drastically improve ROI and performance



Stages To Successful PPC

A best practice PPC campaign involves a number of key stages. In summary, these include:

Research, Planning & Setup Phase	
Objectives & Planning	<ul style="list-style-type: none">⇒ Define overall budget and maximum cost per click levels⇒ Select PPC engine/s depending geographical target market and budget available⇒ Determine Return-on-Investment requirements of PPC campaign⇒ Define conversion mechanism for measuring performance and ROI of the campaign (e.g. leads, sales, downloads)⇒ Define reporting requirements
Search Phrase Research	<ul style="list-style-type: none">⇒ Identify all search phrases that are being used by your target market
Search Phrase Selection	<ul style="list-style-type: none">⇒ Identify the most relevant, popular and niche search phrases⇒ Identify search phrases that will generate high clicks⇒ Identify phrases with low cost per clicks (CPC)⇒ Identify niche phrases that deliver high clicks for low cost per clicks (CPC)
Competitor Analysis	<ul style="list-style-type: none">⇒ Review competitor adverts and positions for benchmarking and highlighting successful strategies
Creative Advert Writing	<ul style="list-style-type: none">⇒ Create adverts using best practice guidelines that will generate high click-through rates (CTRs), maximise high value traffic while minimising time wasters
Campaign Implementation	<ul style="list-style-type: none">⇒ Upload search phrases and adverts into selected PPC engine/s⇒ Optimise PPC campaigns using advanced features of PPC engines where necessary⇒ Select best landing pages for each keyword group to maximise conversions



	<ul style="list-style-type: none">⇒ Use 3rd party bid management tool to setup bid price rules and bid gap strategy for minimising cost per clicks
Setup Conversion and ROI Tracking	<ul style="list-style-type: none">⇒ Setup reports and conversion tracking for monitoring positions, impressions, clicks, cost per clicks, conversions and cost per acquisition by search phrase.⇒ Utilise 3rd party reporting tool to provide all reports from a central console for multi-engine and keyword ROI comparisons
Conversion Enhancement Optimisation	<ul style="list-style-type: none">⇒ Implement onsite improvements that will help improve the conversion rate of visitors and the campaigns overall ROI⇒ Implement landing page strategies for specific search phrase groups to ensure maximum conversion rate of visitors to sales leads
Management & Reporting Phase	
Ongoing Reporting	<ul style="list-style-type: none">⇒ Monitor reports showing positions, impressions, clicks, cost per clicks, conversions and cost per acquisition by search phrase across all ppc search engines
Ongoing Management & Improvement	<ul style="list-style-type: none">⇒ Monitor and manage the account to ensure optimum performance and ROI⇒ Constant CPC monitoring to ensure the lowest CPC possible whilst maintaining prominent positions⇒ Experiment and test ads to increase CTR and reduce time wasters⇒ Optimise bid rules and bid gap strategy to reduce cost per clicks and achieve optimum positions⇒ Add, remove and edit adverts and keywords where necessary⇒ Review budget splits between search engines to ensure maximum ROI⇒ Allocate greater budgets to performing keywords or engines⇒ Review competitor adverts and positions for benchmarking and highlighting successful strategies⇒ If necessary, make improvements to landing pages to help improve conversion rates further



Search Phrase Research & Selection

The outcome of search phrase analysis should give you a comprehensive list of all search phrases relevant to your products/services. Remember there will be hundreds or thousands of search phrase combinations.

The right keywords drive targeted traffic to your website - prospects that are ready to buy. The wrong keywords attract visitors that are not likely to purchase your products/services - wasting everyone's time and your money.

Best Practice Rules

Rule #1 - You can use the following resources for finding relevant search phrases:

- Review of current web site copy
- Your competitors' websites
- Research and reference live real time searches
- Your web traffic analysis tool (look for "natural search engine" keyword phrases)
- Specialist Tools: Altavista's PRISMA search, Teoma search, Wordtracker's lateral & thesaurus, Overture's Search Term Suggestion Tool

Screenshot - using WordTracker to research search phrases

Wordtracker
Webmaster Keywords

Order Support Guarantee Manual Testimonials

1 2 3 4 Help? Click here

Click any keyword below
(to search our database of metacrawler queries. Results will appear in the right window)

Related keywords for marketing services

Why do I need related keywords? [Click here](#)

1. [marketing services](#)
2. [marketing](#)
3. [ecommerce](#)
4. [direct marketing](#)
5. [internet marketing](#)
6. [advertising](#)
7. [web](#)
8. [email](#)

Click on keywords below to add to basket

Searching... 100 row(s) returned
(taken from 352 million search queries over the last 90 days)

Click here to add all keywords to your basket

Keyword	explain	Count	Predict	Big
search engine marketing services		313	264	↗
internet marketing services		311	262	↗
online marketing services		228	207	↗
marketing services		175	159	↗
on-line marketing services		140	127	↗
on line marketing services		137	124	↗
consulting and internet		78	71	↗

Screenshot - using Overture's Suggestion Tool to research search phrases

Search Term Suggestion Tool

Not sure what search terms to bid on? Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in September 2004

Count	Search Term
375647	translation service
840	language translation service
488	free translation service
391	japanese translation service
350	russian translation service
309	business services translator
307	spanish translation service
288	french translation service
239	german translation service
186	chinese translation service
176	translation service company

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Rule #2 - 'Think' about your potential customers and what direct or indirect keywords they may use to find your products or services. Never give up searching for new keywords to setup and test. Both seasonal and even weekday keyword performance fluctuations should be analysed, as well as the potential association people make to find your products and services.

Rule #2 - Look at complementary products and services that people tend to buy that you don't offer. Often, these keywords generate good prospects and typically have less competition than your primary search phrases.

Rule #3 - Don't forget Geography. If your products/services are local or regional, be sure to research phrases that include a state or city. For example, a property or cleaning business that conducts most of its business in London and Birmingham would want to find high value phrases like "office cleaning London or buy Birmingham property".

Rule #4 - Take a look at your major competitors. Review their websites for phrases being used to describe your products/services area. Also, look at their META keywords to get a good idea of what search terms they think are important.

Rule #5 - Analyse your website traffic. Make sure you are using a quality web traffic analysis tool that allows you to analyse search phrase referrals. This will tell you the top search terms and search engines currently being used to find your website.

Rule #6 - Select keywords that represent your company's "bread and butter." What products and service lines are the most profitable, have the strongest sales, and continue to show good market demand? Remember the 80/20 rule - 80% of your sales and sales leads are produced by 20% of your search phrases.

Rule #7 - Do not simply choose search phrases that generate the most impressions because they will be the most expensive. Look for niche phrases that have a low number of competing sites (low CPC) and good impressions.

Rule #8 - Remember that good keywords are not what generate the most clicks, but what generates conversions (except for brand building campaigns). Ensure you have a quality conversion tracking tool so that you can measure conversions by individual search phrase.

Rule #9 - Remember that if you bid on popular search phrases like Sony TV and use the broad match settings (i.e. show your ad for all phrases that contain Sony TV) you could end up paying 80% more than you need to. For example, if the bid price for Sony TV was 130p and you used broad matching, you will pay 130p for all




phrases containing the words Sony TV. However, if you selected specific phrases like Sony TV 28 Widescreen or even the model number, then bid prices for these could be much lower, at 15p.

How We Do It?

As well as utilising the methods explained above, ClickThrough have their **own technology** for **interrogating** and exporting from the major real-time search phrase libraries including Overture and WordTracker.

Our keyword research reports contain **5 major components**, each designed for a specific purpose. Together, they provide a comprehensive set of keyword metrics to **guide your search term selection**.

Our reports can be delivered in **Excel or Access**, meaning that you have **instant access** to all search phrases being used globally by your target market, as well as access to all the **metrics required** to guide to search phrase selection process

PPC Competition Report						
Keyword Analysis Spreadsheet Format Copyright 2004 For information, contact Clickthrough Marketing Ltd: http://www.clickthrough-marketing.com +44 (0) 845 057 3349 experts@clickthrough-marketing.com						
						
About the PPC Competition Report						
Search Term	Count	1	2	3	4	5
translator	4063	\$0.23	\$0.22	\$0.16	\$0.11	\$0.10
translation	3103	\$0.26	\$0.15	\$0.13	\$0.10	\$0.10
spanish translator	2445	\$0.11	\$0.10	\$0.00	\$0.00	\$0.00
spanish translation	2036	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
online translator	1480	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
translations	1407	\$0.26	\$0.15	\$0.13	\$0.10	\$0.10
language translator	1338	\$0.28	\$0.27	\$0.26	\$0.24	\$0.23
french translation	1021	\$0.19	\$0.12	\$0.10	\$0.10	\$0.10
english to spanish translation	953	\$0.13	\$0.12	\$0.11	\$0.10	\$0.10
language translation	936	\$0.56	\$0.55	\$0.45	\$0.43	\$0.23

Screenshot – Pay Per Click Competition Report

Traffic Calculator Report							
Keyword Analysis Spreadsheet Format Copyright 2004 For information, contact Clickthrough Marketing Ltd: http://www.clickthrough-marketing.com +44 (0) 845 057 3349 experts@clickthrough-marketing.com							
							
About The Traffic Calculator							
Search Term	Count	Google Ranking			Yahoo Ranking		
		1	5	10	1	5	10
marketing	3818	120	53	30	69	34	20
advertising	2860	85	42	24	55	27	15
search engine submission	1115	37	16	9	21	11	6
search engine optimization	1045	35	15	9	20	10	6
internet marketing	1040	35	15	9	20	10	6
marketing plan	1003	33	15	8	19	9	5
free advertising	960	32	14	8	18	9	5
search engine submissions	879	29	13	7	17	8	5
product research	806	27	12	7	16	8	4

Screenshot – Traffic Calculator Report

To read more about our reports visit www.clickthrough-marketing.com



Bid Management

What is bid management?

There are two types of bid management:-

- ⇒ Manual bid management using interfaces provided by the search engines
- ⇒ Automated rules-based bid management using specialist 3rd party tools.

The objective of bid management is to pay the lowest bid prices and maintain good positions, while maximising the volume of traffic to your web site.

What are the problems with using interfaces provided by the search engines?

The search engines do not provide the bid management rules required to ensure that you get the optimum position and lowest bid price. After all, why would they, when this would lower their own revenues.

For you to ensure that you get the best positions for the best bid prices and to instantly respond to competitor bids you would need to permanently monitor the search engine interfaces 24 hours per day, 7 days per week.

When running campaigns across multiple engines, this proposition becomes more impossible. Plus, you will be unable to cross compare clicks, cost per clicks and cost per acquisitions of to other engines – meaning you are unable to allocate your budget effectively.

Why is automated rules-based bid management so important?

The increased competition on PPC engines is resulting in rising cost per clicks, making it more important to optimise your pay per click advertising program. Automated bid management technology is now crucial to ensure that you can drive maximum visitors for minimum cost, and can make the difference between a campaign that fails and one that delivers outstanding performance

Also, bid management tools allow you to manage 1000's of keywords on multiple search engines and give you multi-campaign reporting and ROI tracking in one interface.

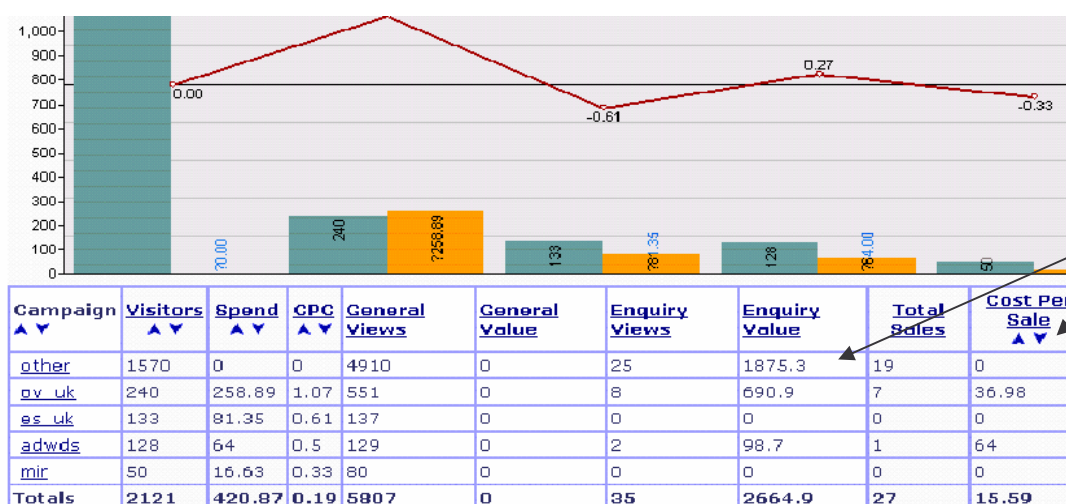
If you are in vertical sectors such as travel, finance and retail, you can expect to pay much higher bid prices than other sectors because there is more competition for the phrases you want to target. If you are in specialised, less competitive sectors with lower search activity, effective pay per click management delivers new traffic for lower cost.



Perhaps most valuable, is that bid management tools allow you to assign specific bid gap strategies for each bid ensuring optimal positions and lowest bid prices. Also, bids are checked automatically every hour to ensure your account is adapted in line with competitor bids and strategies

What is Cost Per Sale based bid management?

Unlike some bid management tools, the search engines don't allow you to integrate **sales values** for products into their reporting systems. Without cost per sales by keyword it is difficult to calculate which keywords are being successful for sites with online shopping carts



Enter sales values and track cost per sale by search engine and search phrase

ClickThrough's bid management technology calculates the cost per sale (CPS) of each keyword and enables you to set and manage your bids to a specific CPS or other ROI target.

Automated Bid Management Tools

There are a number of tools available on the markets which vary in quality, functionality and pricing.

ClickThrough conducted a review of the top PPC management tools in 2004. One of the technologies we found was so good we setup an OEM partnership, whereby we combined 3rd party technology with our knowledge of running PPC campaigns.



Bid Strategies: The Essentials

Bid management tools offer various bid strategies. ClickThrough's bid management technology offers a number of different bid strategies depending on the situation. Here are some scenarios;

Standard - this strategy uses system intelligence to decide the most appropriate position based on the settings you have provided. The system assesses each position within your Drop zone which are below your Max Bid to identify gaps bigger than your Gap Price. Where gaps exist the system bids 1p above the lower bid. Where gaps don't exist the system bids at your preferred position.

Example: You set the position you are willing to drop to (the drop zone) to #5 and your gap price to £0.10. If there is a gap of £0.10 or more in the top five listings, the system automatically places you in that gap. This can save you lots of money by placing you in your preferred range of positions rather than just bidding to get as high as possible, which could lead to you spending your max bid.

Standard2 - works the same as 'standard' but reduces your Pref and Drop positions by 1 for every competitor bidding above your Max bid. This raises your rank to compensate for the higher value bids. Pref and Drop minimums are 1/2.

Standard3 - bids at your Max Bid but when a gap equal to or larger than your chosen Gap Price appears below the #2 position, the system bids 1p below the highest bid. This strategy generally ensures that you remain at the #1 position but underbids the competition to avoid them driving up your bid costs.

Example: You set your max bid to £1 achieving 1st position, Bid #2 is 0.58, Bid #3 is £0.49, Bid #4 is £0.39. If you set the gap price to £0.10 and the bidder at #3 pulls out, the system will drop down into the £0.11 gap that is created. This will take your CPC from £0.58 to £0.40, saving £0.18 per click.

CPA Bidding - allows the system to change bids based on a preferred cost per acquisition (CPA). Using conversion analysis the system monitors the CPA and adjusts bids as necessary inline with the desired CPA that you set.

Example: If your desired max CPA is £10, the system will monitor the actual CPA and if the CPA is above £10, it will adjust your bid to lower the CPA to your preferred level.



Timed-based Bidding - helps you to avoid wasted impressions. For example, an advertiser serving only UK customers may not want ads to show when most UK users are in bed. The advertiser can set listings to go offline in the evening and come back online in the morning. This helps improve targeting, CTRs and CPA by avoiding wasted clicks.

Top - bids 1p above the highest ranking bid below your Max Bid. This strategy generally achieves a #1 ranking within your bid limits but does not look for gaps between lower bids.

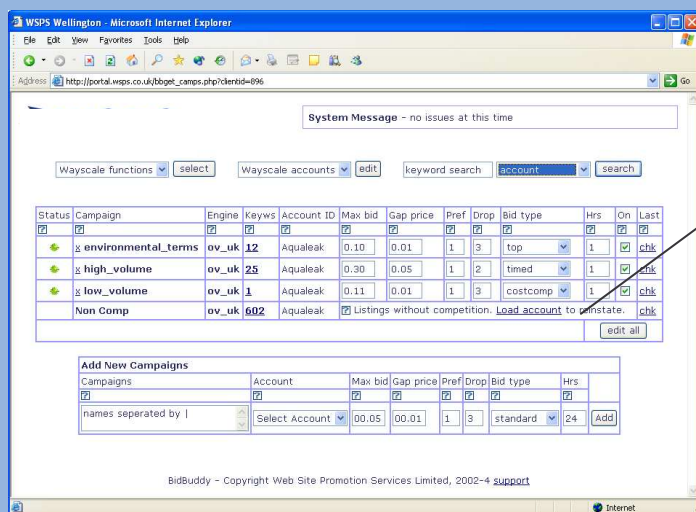
Top2 - bids 1p above the #2 position below your Max Bid. This generally allows a visible listing on most search engines at the most cost effective price. Competitor bids above your Max bid are ignored.

Top3 - bids 1p above the #3 position below your Max Bid. This generally allows a visible listing on most search engines at the most cost effective price. Competitor bids above your Max bid are ignored.

How We Do It?

ClickThrough's bid management technology has the following features:-

- ⇒ Automated **hourly checks** (24 hours / 7 days per week) on every keyword, search engine and bid price to ensure **optimal position** and **lowest bid price**
- ⇒ Manages **unlimited keywords** across **unlimited search engines** as a **single keyword portfolio**
- ⇒ Supports and **accredited** by Overture, Google, Espotting, Mirago, WebFinder, Kanoodle



Max bid	Gap price	Pref	Drop	Bid type	Hrs	On
0.10	0.01	1	3	top	1	<input checked="" type="checkbox"/>
0.30	0.05	1	2	timed	1	<input checked="" type="checkbox"/>
0.11	0.01	1	3	costcomp	1	<input checked="" type="checkbox"/>

Listings without competition. [Load account](#) to reinstate.

Setup a range of cost saving bid strategies for each search phrase



Reporting & ROI Tracking

As with any marketing activity, reporting and ROI tracking is essential to give the intelligence required to manage and maximise the performance of pay per click campaigns.

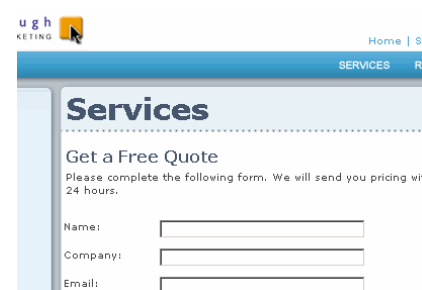
What are the drawbacks of using search engine reports?

Search engines do provide useful information for managing pay per click campaigns, but it is no where near good enough.

At a basic level, all well known search engine interfaces provide you with the ability to monitor traffic by keywords and conversion by keyword. All you need to do is install the tracking code they give you.

[AdWords Management](#)
Increase Clicks & Pay Less Money
Get a Free Quote Now!
www.clickthroughppc.com

[Pay Per Click Management](#)
Increase Clicks & Pay Less Money
Get a Free Quote Now!
www.clickthroughppc.com



The problem is you cannot cross compare multiple PPC campaigns, meaning a lack of key information that would help you allocate your budget more effectively.

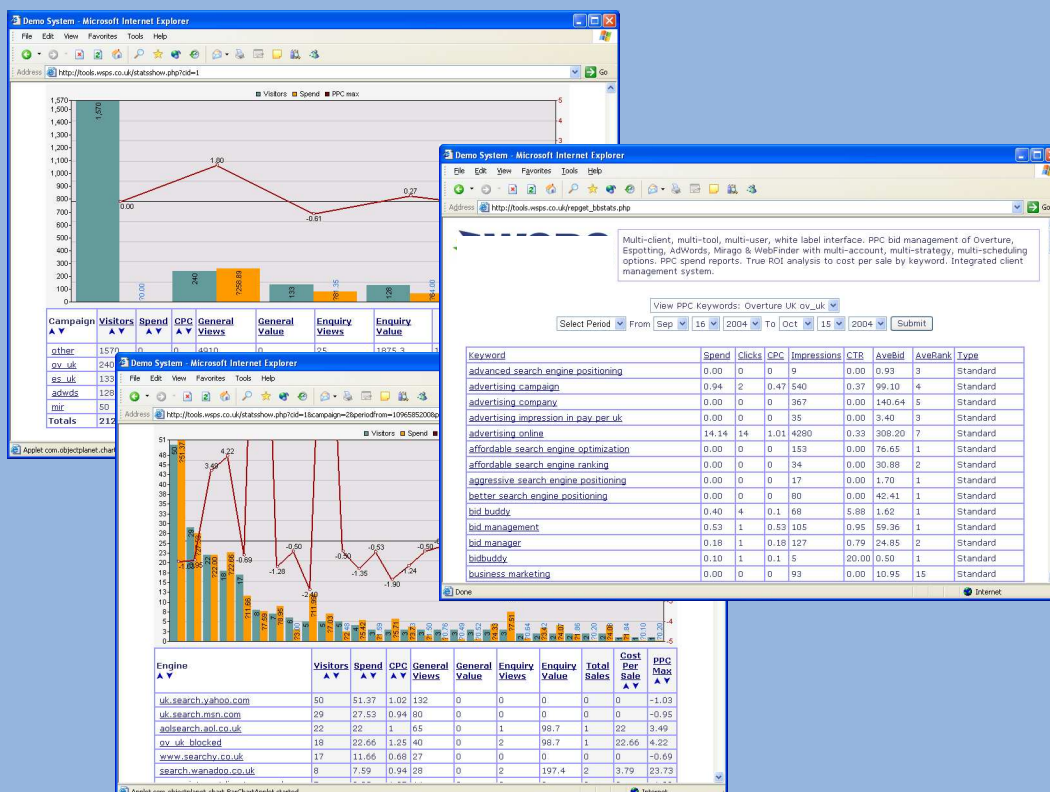
Taking this a stage further, search engines do not allow you to enter sales values per action. For example, if you can assign an actual sales value to an action on your site, then imagine the power of being able to integrate these values into your management reporting interface. You could then manage your budgets based on actual sales values rather than conversions or clicks!



How We Do It?

Our ROI tracking technology gives web-based access to all the knowledge required to **make informed judgements** on **budget allocations**.

- ⇒ Tracks keywords and metrics **across multiple engines** for powerful comparison.
- ⇒ Tracks **any online activity** including **banners, links, search engines, affiliates and emails**.
- ⇒ Tracks sales, registrations and any action points
- ⇒ Tracks visitor **acquisition costs** and **cost per sale** analysis for ultimate ROI tracking
- ⇒ Fully **customisable** so you can create a bespoke ROI tracking interface.
- ⇒ Ability to specify Cost Per Acquisition or Cost Per Sales targets, **automatically managing your bids** to these targets.





Creative Advert Writing

Pay per click ads must appeal to your audience, deliver good click-through rates and enhance your brand. It is also important to maximise click-through rates (CTR) while avoiding time wasters clicking on your ads.

Good and Bad Examples

Try running some random searches on search phrases, and see if you can see examples of good and poor advert copy. Here is an example of a good and poor advert on Google Adwords for the phrase 'translation services'

The image shows a screenshot of a Google search for 'translation services'. The search results are divided into two columns. The left column shows the search interface with the search term 'translation services' and the search type set to 'the web'. The right column shows two search results. The first result is for 'TM SYSTEMS' with the description 'The Emmy Award Winning Translation, Dubbing & Subtitling System' and the URL 'www.tm-systems.com'. The second result is for 'Translation Services' with the description 'Professional language translations. Fast turnaround & quality service.' and the URL 'www.oxford-conversis.com'. Brackets on the right side of the image group the two ads with their respective analyses.

TM SYSTEMS
The Emmy Award Winning Translation,
Dubbing & Subtitling System
www.tm-systems.com

The underlined title of the advert is unrelated to the search phrase

It wastes space by using the company name 'TM Systems' twice

The advert copy is not strongly benefit orientated

Translation Services
Professional language translations.
Fast turnaround & quality service.
www.oxford-conversis.com

The underlined title of the advert exactly matches the search phrase, encouraging browsers to click

The advert copy uses positive benefit words like 'professional, fast, quality'

While the Oxford Conversis advert is a good example for the phrase 'Translation Services', it does not mean it should be used for all search phrases. The key is to create adverts for each individual search phrase, so that it appeals to each individual person searching for your products/services.



The need to have specific adverts for each search phrase can be incredibly time consuming, particularly when you have multiple search engines running hundreds or thousands of search phrases. Do not let this put you off, either invest the time, or outsource to a specialist agency that already knows the secrets of effective advert writing.

Effective Ad Copy Rules

Rule #1 - Always use the keyword in your title (and if possible, description). Industry research indicates that the “perceived” quality is approximately 60% higher in listings where the search term is included.

Rule #2 - In the description; include short, concise statements communicating your key benefits. If you have limited room, then prioritise the benefits.

Rule #3 - Stay within the boundaries of the pay-per-click search engine’s editorial guidelines.

- ⇒ Do not use superlatives like “best” or “lowest”
- ⇒ Do not use excessive capitalisation
- ⇒ Do not write misleading titles or descriptions that do not describe accurately what you are offering a customer.
- ⇒ Do not include contact information in your title or description like “call 0207....”
- ⇒ Do not use numbers in place of words like “4” instead of “for”.



Rule #4 - Because you have limited character space, you must choose your words wisely. Certain words like, "Maximise", "Exclusive" and "Indulge" have a positive persuasion affect on potential visitors versus negative ones like "Difficult" or "Expensive".

Rule #5 - If you have an e-commerce website include a product's model number, your shipping incentives and shipping reach (nationwide or international), any guarantees, the price, potential inventory restrictions or other specific product or service information.

Rule #6 - Test different ads by interchanging words in the title and description. For Google Adwords, try split-testing two different titles and descriptions and add a unique tracking code to each one so you can identify which one gives the best sales conversion increase.

Rule #7 - You should try to "negatively-qualify" clicks on your "advert" by explicitly stating discriminating product or service attributes. For example, if you sell luxury watches like Cartier, you may add a price qualifier, like "starting at £1,500" to minimise bargain shoppers who may not be familiar with the brand name.

Rule #8 - If a specific keyword regardless of how the ad is written and tested still does not generate a sale or lead - get rid of it before it wastes more budget. Unless the keyword has some significant and justifiable "brand appeal" then do not continue fueling the pay-per-click search engine's revenue stream.

Finally, remember that even when you think you have created some great adverts, never stop thinking of extra ways to improve because that extra 0.5% CTR or reduction in CTR to eliminate time wasters can have huge effects on your ROI.

Sponsored Links

Cleaning Service

Professional and quality **cleaning** services for each individual client
www.homeclean.co.uk

← 8% CTR
15 pence per click

UK Office Cleaning Guide

Guide to office **cleaning** services in the UK. Independent. Free.
www.office-cleaning.qck.com

House Cleaning Services

End of Tenancy/One Off **Cleaning Service**. Call Terry 0845 1084241
www.houseangels.me.uk
England

Cleaning Service Secrets

Simple methods to start your own **Cleaning** Business fast.
www.Cleaning-Biz.com

Office Cleaning Business

\$54,000 Part Time Your First Year! No Experience Or Investment. aff.
www.CleanUpTheProfits.com

← 1.5% CTR
23 pence per click

TOP TIP FOR GOOGLE

Remember that on Google Adwords, the position you achieve is related to the **click-through rate (CTR)** of your advert, not just the **bid price**.

Therefore, the higher the CTR's of your adverts, the **better position** you can achieve for **lower bid prices**

Example,
Homeclean are bidding for the phrase Cleaning Service. Their advert is in position 1, has a 8% CTR and a bid price of 15p per click

CleanUpTheProfits are bidding for the same phrase. Their advert is in position 5, has a CTR of 1.5% and a bid price of 23p per click



Conversion Enhancement

**Make it easy for your visitors and they
will reward you with sales!**

Improving the conversion rate of your web sites landing pages has a huge impact on the ROI of your campaigns. For example, if you receive 1000 visitors and your sites conversion rate is 2%, you will receive 20 conversions. However, if your site conversion rate is 5%, you will receive 50 conversions.

Strangely, little has been written about the conversion of visitors once they arrive on your web site from pay per click campaigns.

Pay-per-click marketing is unique compared to other mainstream forms of online marketing. In part because marketers have the opportunity to select specific keywords, write specific ads and direct the click-through to a specific web page. This "connect-the-dots" structure creates the need to develop consistency among the visitor's expectation from the keyword they enter to the ad that draws their attention and down to the web page they "land-on". Relevancy and consistency are essential for an effective pay-per-click marketing program.

If your pay-per-click marketing is not living up to your expectations, consider which web pages you are sending visitors to. Are they relevant and consistent with your pay-per-click ads and keywords? Do they offer too many calls-to-action? Do they "fit" the expectations of the visitor searching on the particular keyword?

Relevant Content

If someone clicks on your PPC advert, then they are expecting to see relevant content to the advert they followed. It is amazing how even many of the largest online brand names are spending thousands on pay per click campaigns, but are giving little consideration to converting traffic when it arrives.

For example, if you do a search for 'LCD televisions', and click on a pay per click advert that says 'LCD TVs', then if you arrive on a page of electronics products including TVs, DVD players, Video Recorders – you are less likely to stay than if the page contained a well presented list of a wide range of LCD TVs with links to full feature specifications.

Another example, is where pay per click adverts get directed to the home page, rather than direct to a page about the specific topic being described in the advert.



Check all your landing pages for natural and paid listings and take a critical view of how the content can be made more relevant to the text in your PPC ads.

At the most basic level, here is an example of a poor landing page for the search phrase 'Spanish Translation'

Poor landing page

Good advert

Web Images Groups

spanish translation

Search: the web pag

[Spanish translation](#)

Fast, accurate & cost-effective

Get your **Spanish translation** here!

www.101translations.com

As you can see the advert is relevant, however, the landing page talks generally about translation services, and not about Spanish translations which the visitor wants information on. This will result in visitors leaving, therefore, lowering conversion rates to sales leads.

One of the major reasons why pay-per-click marketing programs fall short of their intended goal is because businesses direct all of their click-throughs to their home page. Since most businesses' home pages are designed to serve multiple audiences (i.e. media relations, investors, current clients, potential prospects, customer services, etc.) they do not provide the level of relevancy and consistency expected from the visitor to get them to act confidently.

Negatively Qualify Visitors

In the goal of achieving higher visitor numbers it is natural to want higher clickthrough-rates for your adverts. But, the real result is attracting visitors that click on your compelling advert, and then leave your site because it is not what they want.

One of the goals should therefore be to avoid situations where surfers click on your adverts that have no chance of converting. This can be achieved by ensuring your adverts are not so generic that they appeal to everyone,



plus you should try to understand what your target audience needs are and match your adverts to these needs. In some sectors, a 'Prices From' can help avoid paying for visitors that are only looking for cheap bargain goods.

By experimenting with this, you will find your pay per click costs will reduce, while your conversion rates will increase.

Calls To Action

Implementing clear, enticing calls to action can have a huge impact on the leads and sales generated from your web site. When was the last time you visited every page of your web site to see whether each page has a call to action that encourages the user to engage with you?

By this, I don't mean a Contact Us page, but something of real value to the visitor. For example;

- ⇒ White Paper Download
- ⇒ Special Offers (buy now)
- ⇒ Send Me Requests
- ⇒ Email Newsletters
- ⇒ Online Quote Estimator
- ⇒ Return on Investment Calculator

Before you begin experimenting with calls to action, ensure that you have a benchmark by measuring the current conversion rate of your site.



Click Fraud

What is click fraud?

Repeatedly clicking to artificially boost the click costs is a common form of fraud in the pay per click market. But it's also common for a competitor to automate this process in order to make the advertiser lose money by paying for fraudulent clicks.

Click fraud is typically perpetrated by the content partners of PPC search engines and your competitors. Both manual and automated means are used to generate fake clicks.



How much of a problem is click fraud?

Sixty percent of the respondents to a recent survey conducted by the Search Engine Professional Organisation recognise click fraud as a problem. Signs of possible false clicks include low rates of onsite conversion, clicks made during odd hours of the day or the same high cost key words being clicked on repeatedly.

While click-fraud is a problem, it depends on the sector, competitiveness and how ethical or desperate your competitors are to get you to drop your PPC spending.

There are some parties that stop at nothing to avoid being found, such as using roaming IP addresses. Reports even suggest some companies employing Indian based firms to conduct click fraud on their competitors' adverts.

Contrary to popular belief the search engines try hard to combat click fraud. Google uses its own proprietary technology to determine if clicks exhibit a pattern possibly meant to artificially drive up an advertiser's costs. The company employs experts in computer science, statistics, mathematics, machine learning and artificial intelligence, whose jobs are to develop current and new click fraud detection technologies. Google also encourages advertisers to use other third-party tracking products or methods.



Tracking & Prevention Tools

On PPC campaigns spending more than £2000 per month, we recommend actively tracking potential click fraud.

Some web traffic reporting tools like ClickMetrix (www.click-metrix.com) store the details of visitors to your site, meaning that you can trawl through the log files to locate potential click fraud.

On some client campaigns, ClickThrough will install automatic tracking and prevention software that picks up robotic and invalid manual click activity using a rules-based engine. The system also displays a friendly warning message to inform the surfer that their clicks are being monitored and that they should bookmark your site, rather than repeatedly clicking on PPC adverts.



Who Are ClickThrough

ClickThrough is an international Search Engine Marketing & Analytics consultancy formed by a team of marketing experts and search engine experts. Our superior research; proven best practice strategy and timely implementation of SEM campaigns helps companies reach new customers within the online market place.

We offer a **managed service** that increases online exposure, search engine rankings and web sites ROI. ClickThrough only use safe strategies that are consistent with the guidelines provided by the search engines and SEM industry. Our credibility is a result of our deep commitment to providing ethical search engine optimisation services that deliver traffic and ROI in the long term.

www.clickthrough-marketing.com

Why Use ClickThrough

State-of-the-art technology - our automated bid management technology drives down cost per clicks and manages budgets across several PPC engines

PPC Campaign Managers – you will be assigned a dedicated specialist to research, implement and manage your pay per click account on a daily basis to ensure maximum ROI.

Industry Credibility - We provide training and present at search engine seminars such as for the Chartered Institute of Marketing, speaking on a range of online internet marketing topics such as search engine marketing and advanced web analytics.

Focus – ClickThrough is a pure search engine marketing company, meaning we are 100% focused on maximising ROI of search marketing

Knowledge & Skills - ClickThrough was formed by a team of marketing experts and search engine specialists with 6 years experience in search engine marketing.