

Basic PPC/Adwords Concepts

- <> Pay SE to have Your PPC Ad returned as possible entry for user to notice/click on. Pay SE only Per Click amount which is an "Auction".
- <> A strategy of Attracting and Repelling by providing SE elaborate word phrases by type: Exact, Phrase, Broad, Broad with Modifier, and Negative
- <> Ranking based on three factors:
 1. Keyword
 2. Max \$CPC Bid
 3. Quality Score
- ◆ Effective campaigns integrate both Organic and PPC exposures constantly monitoring their relative positions by each Keyword.

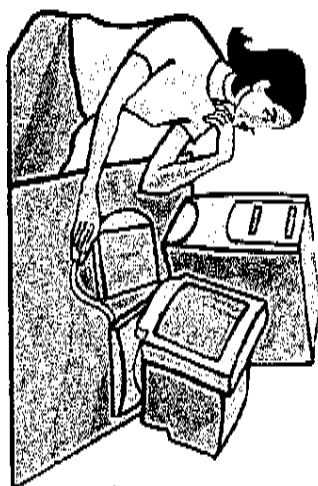
Keyword	Standard	Google Places	News, Image, ..	Paid Adwords
Atlanta Wedding Caterer	15	4	N/A	3



Rank Checker
www.seodidit.com
Effective, Free Tool (FIREFOX)

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What do people see, notice, really pay attention to from searches ???



- <> PPC
- <> Standard Organic entries
- <> Google Places
- <> Other

First let look at how people's attention is drawn between PPC and Organic listings ? What do YOU Think?

Study Completed on Eye Tracking



Position on First Page of Search Results

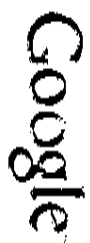
Organic entries get 2X to 6X Visibility over PPC Listings

Why would that be knowing that PPC entries usually first ?

Source: Study conducted by Enginro, Didit and Eyetools

Google Search Guidelines

- ◆ Not case sensitive: [NY Times] same as [ny times]
- ◆ Punctuation ignored: @#\$%^&*()=+[]\
- ◆ Therefore commas separating multiple terms unnecessary, blanks suffice
- ◆ Simple is Better: [weather cancun] versus [weather report for cancun]
- ◆ "Search": Returns EXACT match Google already uses the order and the fact that the words are together as a very strong signal and will stray from it only for a good reason, so quotes are usually unnecessary. By insisting on phrase search you might be missing good results accidentally. For example, a search for ["Alexander Bell"] (with quotes) will miss the pages that refer to Alexander G. Bell.
- ◆ Within a Website: Insert site:mytimes.com
- ◆ Exclude Terms: Minus Sign TermsSpace
- ◆ Logic
 - > OR: Insert OR with spaces
Between OR and Term
 - > AND: Default Logic, Space
Between Terms



Google Search: the Google Way

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I. New PPC Perspective on Keywords vs Organic

Different Strategy than Organic:

"The More the Merrier" Effective

1st: Separate campaigns/ad groups by product + geography

2nd: Brainstorm variations

✓ Relevant: brands, sizes, products

✓ Plural, singular, switch word order

✓ Hyphenated, split/merged

✓ Misspellings: Self-correct but SERP ⚡

3rd: Negative keywords to filter out

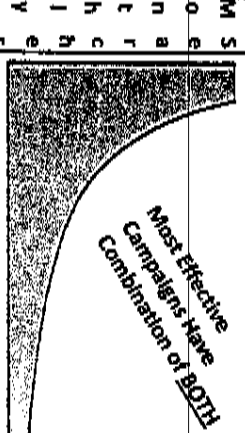
[cheap, upscale, discount, repair(s)]

4th: Avoid "Broad" use numerous Phrases as much more cost effective: WHY?

Process & Tools: Similar to Organic for ideas/traffic; Big List not as filtered down.

Remember: 1. NO ADDITIONAL COST for adding keywords;

Long Tail vs Short Tail Keywords



Targeting less-competitive niche keyword markets rather than hugely competitive broad keywords

Usually Cheaper CPC

Usually user more focused and conversion rates higher

Keywords can be split into two main groups, short tail keywords and long tail keywords, or broad keywords and narrow keywords. The term 'long tail' was coined by Chris Anderson and is used to describe the strategy of targeting less-competitive niche markets rather than the hugely competitive broad keywords. A long tail keyword is something like 'Small Business Web Design' while a short tail keyword is 'Web Design'.

Case Study: Long Tail vs Short Tail Keywords

I speak about www.NarutoWallpaper.biz a lot and I will speak about it again in this article, each day NarutoWallpaper gets over 1000 visitors from search engines from roughly 200 unique keywords but the best keyword brings almost 50% of those visitors, following is a list of the top 12 keywords. Notice that the first keyword brings 45%, the second keyword brings 20% and the remaining 198 keywords account for the remaining 35% of the searches.

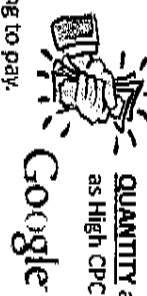
Keyword (Phrase)	Daily Visits	% of Total	???????
naruto wallpaper	483	45%	
naruto wallpapers	217	20%	
naruto shippuuden wallpaper	25	2.3%	
www.naruto-wallpaper.net	14	1.3%	
naruto-wallpaper	12	1.1%	
qaara wallpaper	10	.93%	
sasuke wallpaper	9	.84%	
akatsuki wallpaper	9	.84%	

What did Blog writer fail to address that so important ??

Source: www.marketinghub.info/long-tail-versus-short-tail-keywords

III. Return Metrics with Ad Rank and Max/Actual CPC - 1

Why Quality Score



QUANTITY as well as High CPC

- Ad Rank by Google (Other SES may differ)
- 1. Maximum CPC Bid Price
- 2. Quality Score/QS: The "SEO for PPC Adwords"
- Short-term: relevance of keywords embedded in ad copy and landing pages, campaign/account CTR
- Long-term: CTR of Ad Group/Campaign

Max CPC is not what you pay, it's what you are willing to pay.

Actual CPC Cost is typically much less than your Max CPC and depends upon other Max bids (above and below) as well as your Quality Score.

Limited Google statement: Amount you actually pay — no more than maximum bid specified for your ad group, keyword or placement. The AdWords gives you the lowest possible price in order for you to maintain your ad's position. Basically a "mystery"

Old (Simple) Model: \$.01 more than Max CPC below you in descending Max CPC order

PPC Position	Max CPC	Actual CPC Cost	Minimum Bid Price is the minimum acceptable bid by SE that can change constantly based on volume of traffic/CTR
1st	\$4.05	\$2.76	
2nd	\$2.75	\$2.26	
3rd / 4th	\$2.25/\$2.10	\$2.11	

SOURCES: Google Adwords videos, JM Internet Group, PPC SEM for Dummies, Peter Kent

III. Return Metrics with Ad Rank and Max/Actual CPC - 2

New (Complex) Model: Your QS (vs. others) interenes, and you pay just a bit more in the long run than the bid below you as adjusted by your QS ... JM Internet Group.

Relevant to keywords, Original content, Quality navigation (pop-ups, load time) Privacy

Landing Page 10%

Relevance 30%



CTR: Inside/Outside Campaign, Ad Groups

CTR 60%

Keywords: Ad copy, implied website, pages

Max CPC	QS	Ad Rank Score [Max CPC * QS]	Ad Rank Position
\$4.00	1	4	4th
\$3.00	3	9	2nd
\$2.00	6	12	1st
\$1.00	8	8	3rd

Max CPC	QS	Ad Rank Score	Actual CPC (ARS Below/Your QS)
1. \$4.00	7	28	\$3.42 (24/7)
2. \$4.00	6	24	\$2.00 (12/6)
3. \$4.00	3	12	Minimum Bid

SOURCES: Google Adwords videos, JM Internet Group, PPC SEM for Dummies, Peter Kent

Increasing your QS results in lowering Actual CPC:
#1: QS 7 → 10
New Actual CPC = 24/10 = \$2.40

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III. Return Metrics with Ad Rank and Max/Actual CPC - 3

Actual CPC Issues/ Strategies

- Strategies of Max CPC being significantly above, or just above next player(s) ?
- 3rd-6th positions may be great value positions. JM Internet feels THIRD Best. Why? "When we opened a new account we found that minimum bid were huge. So we moved to an existing account and the minimum click price dropped from above \$5, to below \$1."

Return Metrics

- Conversion Activity: Once user has clicked through to Landing Page, does user then carry out desired action including: buying, lead generation, free trial, register, ...
- Conversion Rate %: Percentage of users brought to landing Page that perform Conversion Activity. Typical ranges 0.5 → 3%.
- See Additional Handout

Example 1: - Guitars: Aver. Rev/Unit = \$400
Aver. Cost = \$235 Converter Rate projected = 2.5%
First page exposure will require a Max CPC of \$2.60 that results in an Actual CPC of \$2.10.
Sell 500 guitars in 1st Qtr. Consulting Fees \$5K

- i) Average PPC Order Cost =
- ii) Unadjusted Gross Profit/Unit =
- iii) Breakeven PPC (Make Sense) =
- iv) Adjusted Gross Profit and ROI %

Example 2: Personal Injury attorney has Aver. lead generation conver 2% and 20% of these leads result in cases. Gross profit per case \$75,000. Able to attribute 15 cases from PPC. Actual CPC is 30% of BE CPC.

- v) Client Case Conversion Rate =
- vi) Average PPC Order Cost =
- vii) Unadjusted Gross Profit/Unit =
- viii) Breakeven PPC (Make Sense) =
- ix) Adjusted Gross Profit and ROI %