SEM – Google Adwords PPC

Tuesday, February 31st

NINTEX®

Agenda

1. SEM options and channels
2. General campaign structure
3. Relevance and bidding
4. Search engines text ads
5. Display ads and remarketing
6. Other channels
7. Best practices
8. Questions

SEO vs. SEM

SEM
Pay for placement on a
search engine results page

SEM gets your listing up ASAP

SEO
Techniques used to help your site
show in organic search results

SEO helps users find your site
without paying for the listing

What is SEM?

Allows you to bid on search engines and other sites to get your site listed fast

Pay Per Click (PPC) and Cost Per Impression (CPM) marketing

Purchase a set of keywords or placements

Users search on those keywords; see ads in placements

Users click on your ad

Robust targeting and budgeting options

Target by country, region, city, or geographical area

Target by device (mobile or desktop)

Budget by campaign, time of day, day of week

Why do SEM?

GETS LINKS UP FAST
SEO takes time
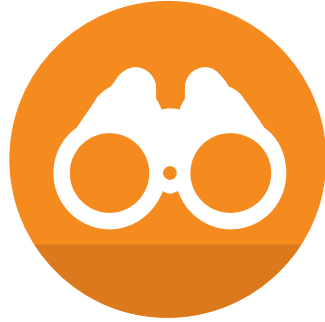
HIGHLY TARGETABLE
demographics,
interests, locations…

**ABILITY TO
CAREFULLY
CONTROL
CREATIVES:**
images and text

**TARGET USERS
WHERE THEY ARE AT**

And most of all…

Why do SEM?

SEM options and channels

SEM channels

✓ **Text ads on search engines**
Google, Bing, Yahoo

✓ **Display ads on display networks**
Google, Yahoo

✓ **Third party display ads**
Steelhouse, Spiceworks, etc.

✓ **Social (display)**
Twitter, Facebook, LinkedIn, Pinterest, others

✓ **Specific placements**
Sites, magazines…

General campaign structure

Structure
AD GROUPS AND CAMPAIGNS

Campaigns hold your ads, ad groups, and keywords

Controls the budget (how much you are willing to spend daily)

Controls targeting: regional, time of day, day of week, device, sometimes placements

Controls ad extensions: click to call, sitelinks, reviews…

Ad groups hold tightly themed ads and keywords

Focus on a common theme

Sets a default bid for all keywords in the group

Can also control placements for display

Structure
KEYWORDS, ADS

Keywords are what users search on to find your ads

Can have multiple match types

Can have individual landing pages per term (usually set at the ad level)

Can have individual bids

Can drive what sites display ads show on

Ads are what the user sees in search results

Should be concise and relevant

Can use extensions (text ads)

Can be images, videos, HTML5 interactive elements…

Best practices

1

Don't make ad groups broad—focus on 1 particular concept

2

Use campaigns for segmenting by **region/ placement**, and **budget**

3

The ads in an ad group **MUST be tied** to the **keywords** as well as the **landing page**

For best relevance the keyword(s) must be **echoed** in the **ad**, and the landing page must speak to the **ad** and **keywords**

Relevance and bidding

Relevance and ads

Almost every ad service is looking to show the most relevant ads for a query or placement

The more relevant your ad is to the query, the higher it will rank, the more likely it will be shown and the less you will pay

How to be relevant:

AD COPY THAT SPEAKS TO THE QUERY

DESIGN ELEMENTS FOR DISPLAY ADS THAT SPEAK TO THE QUERY

CONSISTENT TEXT AND DESIGN BETWEEN ADS AND LANDING PAGE

The auction

EVERY TIME A QUERY IS FIRED OFF, AN AUCTION FOR AD SLOTS IS RUN

Your ad will show if:

✔ Ad is relevant to the query

✔ Bid is high enough

✔ You have budget to display the ad

Similar concept applies to display ads

The bid you set is the MAXIMUM you are willing to pay for a click or an impression

Auction and relevance example

Nintex bids on "Nintex"

Nintex sets a $3 CPC

User searches for "Nintex"

Nintex ad shows in position 1

Nintex pays $1.25 for the click

NINTEX

K2

K2 bids on "Nintex"

K2 bids $6 CPC

K2 in position 2
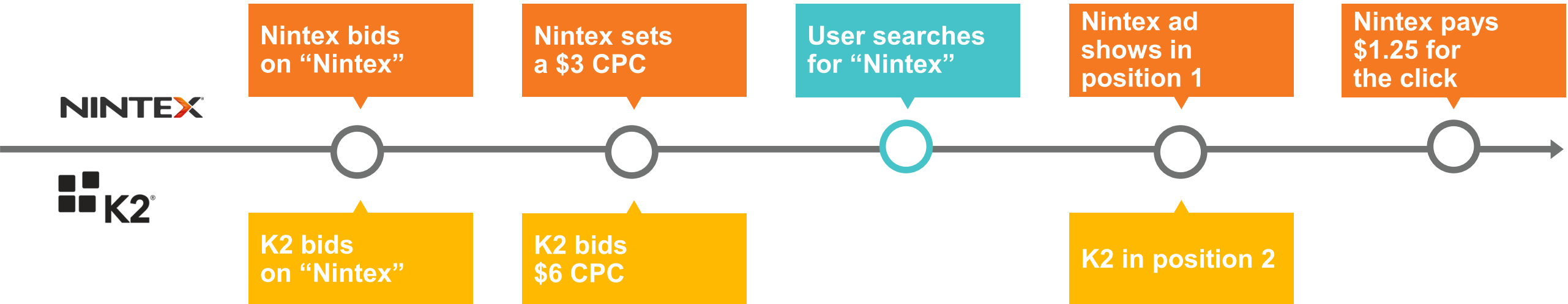
What just happened?!

Auction and relevance example

NINTEX | **K2**

Nintex points to www.nintex.com	➡	K2 points to www.k2.com
Keyword is in page title, description, URL	➡	Site does not mention Nintex anywhere
Ad is highly relevant, speaking to Nintex	➡	Ad doesn't talk about Nintex, is not very relevant

Because the Nintex ad is highly relevant, they get top placement and pay much less for it than K2

How to do better?

K2 could create a **comparison** page between Nintex and their own product

Their ad could speak to this comparison
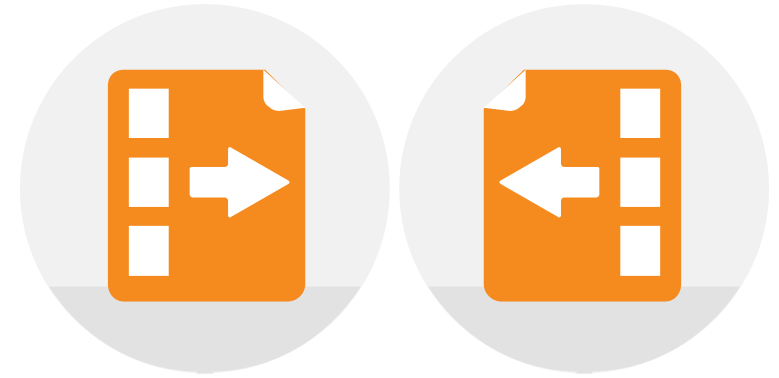
While they still will pay more and may still not rank for #1, this would **increase relevance** of their ad, which can **increase ranking** and **lower costs**

Search engines text ads

Search text ads

Show at top, bottom, side of results

Keyword-driven: show when a user types in a term you are bidding on, or a close term (see Match Types)

Most engines allow for **ad extensions**: extra text, phone numbers, callouts, etc.

Bidding is on a Cost Per Click (CPC) basis and can be very, very cheap
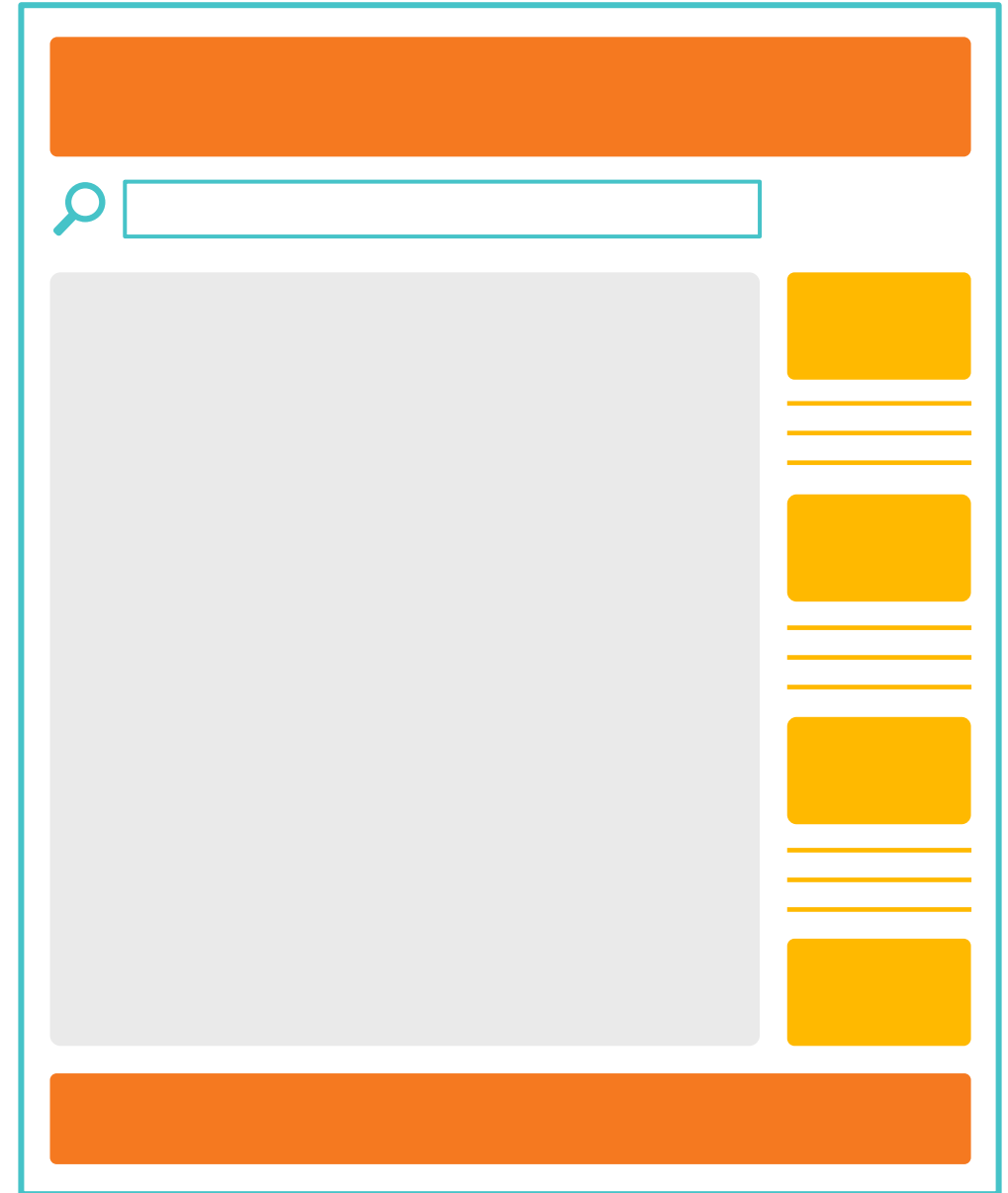
Keyword match types

BROAD MATCH KEYWORD:	ADS MAY SHOW ON SEARCHES FOR:	ADS WON'T SHOW ON SEARCHES FOR:
tennis shoes	- tennis - shoes - buy tennis shoes - tennis shoe photos - running shoes - tennis sneakers	Anything not related to **tennis** or **shoes**

PHRASE MATCH KEYWORD:	ADS MAY SHOW ON SEARCHES FOR:	ADS WON'T SHOW ON SEARCHES FOR:
"tennis shoes"	- red tennis shoes - buy tennis shoes - tennis shoes photo	- shoes for tennis - tennis shoe - tennis sneakers

Keyword match types continued

EXACT MATCH KEYWORD:	ADS MAY SHOW ON SEARCHES FOR:	ADS WON'T SHOW ON SEARCHES FOR:
[tennis shoes]	tennis shoes	• red tennis shoes • tennis shoe • buy tennis shoes

NEGATIVE KEYWORDS:	ADS MAY SHOW ON SEARCHES FOR:	ADS WON'T SHOW ON SEARCHES FOR:
tennis shoes -used	• tennis shoes buy tennis shoes tennis	• used tennis shoes • shoe used for tennis

Keyword match type summary

Broad match will collect the most amount of traffic, but much of it will be unqualified

Use broad match terms, but monitor their performance closely

Exact and phrase match will collect less traffic, but the traffic will be more qualified since the searches are more relevant

Phrase match allows for more variations in searches

Negative keywords will block your ad from displaying on matches that contain the term

If you wanted to display ads for "workflow" but not for "K2 workflow",
add "K2" as a negative keyword

Keyword bids
SET A MAXIMUM BID PER KEYWORD

How much you pay depends on several factors:

How much other competitors are bidding
Your ads Quality Score

Quality Score is determined by the relevance of your ad to the keyword, and both to your landing page

Automated tools to set bids:

Increase/decrease bids to support conversions
Increase/decrease bids based on time of day, day of week, device, location

Ad copy relevance

Each ad group has **1 or more** ads in it

Each ad is triggered by the keywords in the group

Ads should be:

→ Relevant to the query and landing page

→ Entice the user to click

→ Use action words

Use Dynamic Keyword Insertion (DKI) to insert the user's search term

→ **WARNING:** use this with care as it may change the meaning of an ad or inadvertently insert a trademarked name

Ads

Title with DKI

Branding

Relevant Term

Relevant Term

CTA

Call Extension

Callout Extensions

Sitelinks

{KeyWord:Nintex For SharePoint}
Nintex Solutions for SharePoint.
Download a Free 30 Day Trial Today!
Nintex.com/Forms

Nintex USA - Nintex Solutions for SharePoint - Nintex.com
Ad www.nintex.com/Forms ▾ (877) 925-8567
Download a Free 30 Day Trial Today!
Used by the Best · Power over Processes · Workflow Solutions · 30 Day Free Trial
Nintex Workflow   Schedule a Demo
Nintex Forms   Nintex Mobile

Optimization

UNDERPERFORMING TERMS	Look for underperforming terms; pause these or rework into more useful terms
AD PERFORMANCE	Look at ad performance; pause those ads that don't perform, make new versions of performing ads
PLATFORM AND SITE ANALYTICS	Use platform and your site analytics to see if extensions are helping
KEYWORDS	Always look to expand keywords; are there new ways of searching for your product or offering?
BIDS AND POSITION	Watch bids and position; falling off the first page won't help, but alternately you don't always want to be in position #1

Display ads and remarketing

Display ads

ALSO CAN BE CALLED "BANNER ADS", THESE SHOW ON SPECIFIC SITES

They can be anywhere and in any standard IAB size

Display now also includes: social networks, video, and interactive/HTML5 ad elements

Display tends to work best for branding over direct conversion; use them to increase awareness of your brand or to promote content

29

Display ad examples

Display ad targeting

Ads can usually be targeted to any:

LANGUAGE   **LOCATION**   **INTEREST**   **INDIVIDUAL PLACEMENT**

Watch placements carefully: your ad may show in places you don't want it to if you don't monitor carefully!

As with keywords, the placement/targeting must match the ad and landing page

Some ad buys take over the entire site/run on specific sites. They tend to cost more than the big display networks, but potentially can reach a more targeted audience

Remarketing

Remarketing shows ads to users who have visited your site and taken some sort of action, or did not take action

Lists can be built in the ad system tool or in Google Analytics

Ads should speak to the purpose of the list

What were they interested in? What might make them come back and convert?

These ads usually should be run without restriction

Your ads may show on what you may think are irrelevant sites, but remember they show because the user is on your list

Remarketing ads tend to have decent conversion potential

Conversions and view-throughs

As with any ad, the end goal should be to get direct conversions

Display ads however can support what is called a "view-through"

User sees ad, but doesn't click it

User then converts on your site another way (email, direct, search either paid, or organic)

In theory, because the user saw your ad, it compelled them to convert

Use care in reporting these numbers: you are making an assumption that viewing the ad led to a conversion

Display ad optimization

LIKE TEXT ADS, PAUSE ADS THAT DON'T PERFORM AS WELL CAN BE CONVERSION, CLICKS, IMPRESSIONS

✓ Generate new versions of ads that do perform well

✓ Watch placements carefully: some sites your ad show on just may not work for you

Pause remarketing placements carefully: these are the sites your users are on, as irrelevant as they may seem to your business

✓ Expand placement and targeting criteria when applicable

34

Other channels

Social

Many social networks now allow for purchasing ads

Sponsored tweets or posts, text ads, etc.

These are considered display ads, and sometimes are priced
in Cost Per Thousand Impressions (CPM)

Usually comes with extensive targeting capabilities

Be sure to follow all network guidelines for creatives

Like other display ads, these tend to work best for branding and content promotion over direct conversion

Use network-provided tracking pixels when available to support automated bidding and placement features

Social examples
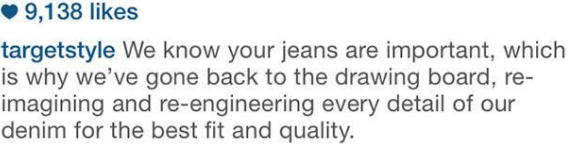
Third-party ad networks

THESE ARE DISPLAY AD NETWORKS OUTSIDE OF WHAT IS PROVIDED ON GOOGLE AND BING

They often target the same sites as Google/Bing, but may offer better pricing and/or different sites

Some are self-service, most at least offer supported services… at a cost

Might we worth a try if you have the budget, but use with care

Direct placement

This is buying ads on a specific site or publication

Can be highly targeted; if all your users are on thiscoolsite.com and the only way to get ads there is their own system, that's what you have to do

Usually much more expensive than Google/Yahoo

Often requires signed contract and commitment

Performance can vary

Tip: see if the site you are interested in is available in Google/Yahoo first

Best practices

Summary

1

Set clear conversion goals and ensure they are tracked

Conversion code from the ad platform on your site

Importing goals from Google Analytics

You can't optimize without performance data

2

Monitor your campaigns and make changes as needed

Use automated reporting to send yourself daily reports

View reports in context: look at current performance but make changes based on performance over time

3

Note that campaign budget caps are a daily maximum, not an exact spend

Your total spend can be lower

Campaign and ad group best practices

✓ Create separate campaigns to control spend and set targets

✓ Create tightly themed ad groups with relevant keywords, ads, and landing pages

Split different concepts into their own group

✓ Test at a minimum 2 ads per ad group

Always have at least 2 different ads running at a time

✓ Use the same landing page for each ad in an ad group

Don't set separate pages per ad

✓ Pause instead of delete

Preserves historical information, makes it easier to re-enable

Keyword best practices

✔ **Enter keywords in all 3 match types in their own individual ad groups: Broad, Exact, Phrase**

Turn off or replace broad keywords that are not converting

✔ **Add negative keywords to suppress clicks on phrases that don't apply to your products**

✔ **Expand keywords with related terms—use tools like the AdWords Keyword Tool for suggestions**

✔ **Be conservative with your bids—you don't always want to be in position 1**

✔ Don't set separate pages per ad

Pause instead of delete

Preserves historical information, makes it easier to re-enable

43

Ad copy best practices

✔ **Write compelling, relevant ads**

Ensure the ad's content or promise matches both the keywords
in the ad group and the landing page

Use action terms: why would you click this ad?

Use "official", "highly rated" when warranted

Use "sale", "discount", "limited time" when warranted

✔ **Use dynamic keyword insertion to increase ad relevance**

{keyword:default text}

✔ **Test multiple versions of your ads**

✔ **Ensure landing page URLs are changed
if the page is being removed!**

Display best practices

✔ Pause ads that don't perform as well; generate new versions of ads that do perform well

✔ Expand placement and targeting criteria when applicable

✔ Watch placements carefully: remove those that don't perform for you (though use care with remarketing campaigns)

✔ Try new ad formats when resources allow:

Videos

HTML5/interactive

Different sizes

To remember

ENSURE YOUR SITE HAS ANALYTICS AND GOALS SET
Use this data to double-check data provided by the ad platform, ESPECIALLY for social/third-party systems

ENSURE YOU SET REALISTIC BUDGETS AND BIDS
Spending all your money on day 1 or going over budget does not help

MAKE SURE YOU CHECK REPORTS DAILY, EVEN IF FOR A FEW MINUTES

ALWAYS TEST AND OPTIMIZE
Ads, keywords, placements, landing pages…

Sam Li Sheng is a website developer and SEO specialist from Shanghai China, with a passion for e-Commerce, content marketing, website development and search engine optimization. When he is not sitting behind a computer, you will find him Zumba dancing at Gym, mountain hiking or adventure photography.

Email: seo.shengli@gmail.com
Skype SEEKART
Phone (wechat) 18918151538
www.seotalent.tech