10 PPC Strategies that Can Sink or Save Your Business

November 18, 2010
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

- **SEARCH VOLUME**
- **COMPETITIVENESS**

- **PRIMARY KEYWORDS**
- **NICHE / LONG-TAIL**
- **UNTAPPED OPPORTUNITIES**
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)

<table>
<thead>
<tr>
<th></th>
<th>Women's Jackets</th>
<th>Lightweight Women's Winter Jackets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avg Cost-Per-Click</td>
<td>$1.17</td>
<td>$0.20</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>0.50%</td>
<td>2%</td>
</tr>
<tr>
<td>Clicks</td>
<td>500</td>
<td>100</td>
</tr>
<tr>
<td>Sales</td>
<td>2.5</td>
<td>2</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$585.00</td>
<td>$20.00</td>
</tr>
<tr>
<td>Cost per Conv</td>
<td>$234.00</td>
<td>$10.00</td>
</tr>
</tbody>
</table>
**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®

**Logical Text**
- **Women's swimwear**
  New 2010 Styles, Free Shipping,
  The Web's Most Popular Swim Shop!

**Proper Targeting**
- **Send Florist Flowers**
  Secure Checkout & Same Day Delivery
  Save $10 Today - use Coupon "SUNNY"

- **cleaning supplies**
  45,000 Items 50% off and save
  Nationwide Free Delivery $50

- **Swimsuits**
  Low Price! Shipping as low as $3.50
  Jammer, Brief, Endurance, Solid

- **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

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

*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
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!

<table>
<thead>
<tr>
<th></th>
<th>Number of Clicks</th>
<th>Cost per Click</th>
<th>Cost</th>
<th>Sales</th>
<th>Conversion Rate</th>
<th>Cost per Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Network</td>
<td>180</td>
<td>$0.85</td>
<td>$153</td>
<td>8</td>
<td>4.44%</td>
<td>$19.13</td>
</tr>
<tr>
<td>Content Network</td>
<td>340</td>
<td>$0.60</td>
<td>$204</td>
<td>8</td>
<td>2.35%</td>
<td>$25.50</td>
</tr>
</tbody>
</table>
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
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

<table>
<thead>
<tr>
<th>Sources / Medium</th>
<th>% Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>google (organic)</td>
<td>31.41%</td>
</tr>
<tr>
<td>google (cpc)</td>
<td>25.88%</td>
</tr>
<tr>
<td>(direct) ((none))</td>
<td>22.08%</td>
</tr>
<tr>
<td>bing (organic)</td>
<td>4.79%</td>
</tr>
<tr>
<td>yahoo (organic)</td>
<td>4.14%</td>
</tr>
</tbody>
</table>

AdWords Conversion Tracking

<table>
<thead>
<tr>
<th>Clicks</th>
<th>Impr.</th>
<th>CTR (%)</th>
<th>Avg. CPC</th>
<th>Cost</th>
<th>Avg. Pos.</th>
<th>Conv.</th>
<th>Cost / conv.</th>
<th>Conv. rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>2,363</td>
<td>0.63%</td>
<td>$0.69</td>
<td>$10.37</td>
<td>9.1</td>
<td>1</td>
<td>$10.37</td>
<td>6.67%</td>
</tr>
<tr>
<td>23</td>
<td>208</td>
<td>11.06%</td>
<td>$0.56</td>
<td>$12.89</td>
<td>2.8</td>
<td>2</td>
<td>$6.44</td>
<td>8.70%</td>
</tr>
<tr>
<td>361</td>
<td>2,353</td>
<td>15.34%</td>
<td>$0.60</td>
<td>$218.09</td>
<td>1.4</td>
<td>39</td>
<td>$5.59</td>
<td>10.80%</td>
</tr>
<tr>
<td>30</td>
<td>791</td>
<td>3.79%</td>
<td>$0.72</td>
<td>$21.63</td>
<td>3.6</td>
<td>2</td>
<td>$10.82</td>
<td>6.67%</td>
</tr>
<tr>
<td>443</td>
<td>7,589</td>
<td>5.84%</td>
<td>$0.62</td>
<td>$273.72</td>
<td>5.6</td>
<td>44</td>
<td>$6.22</td>
<td>9.93%</td>
</tr>
</tbody>
</table>
Strategy #9: Tracking

Volusion ROI Tracking Links

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.

ROI Tracker > All Campaigns
08/16/2010 through 09/15/2010, grouped by Past 30 Days

<table>
<thead>
<tr>
<th>Affiliate Record</th>
<th>Customer Record</th>
<th>Group</th>
<th>Campaign</th>
<th>TrackingURL</th>
<th>Most Recent Click</th>
<th>Most Recent Sale</th>
<th>Conversion Rate</th>
<th>Total Clicks</th>
<th>Total Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1666</td>
<td>1666</td>
<td>Volusion</td>
<td>Volusion Custom Fast Traffic</td>
<td>?Click=1666</td>
<td>09/15/2010 09/14/2010</td>
<td>5.41%</td>
<td>887</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>1665</td>
<td>1685</td>
<td>Volusion</td>
<td>Volusion Custom Fast Traffic</td>
<td>?Click=1665</td>
<td>09/15/2010 09/18/2010</td>
<td>3.46%</td>
<td>289</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>1082</td>
<td>1082</td>
<td>Volusion</td>
<td>Volusion Custom Fast Traffic</td>
<td>?Click=1082</td>
<td>09/14/2010 09/07/2010</td>
<td>7.04%</td>
<td>71</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

New / Inactive Campaigns... Add
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

<table>
<thead>
<tr>
<th>2010</th>
<th>AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>Monday</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>9</td>
</tr>
<tr>
<td>22</td>
<td>16</td>
</tr>
<tr>
<td>29</td>
<td>23</td>
</tr>
<tr>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>31</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>Launched Analyze Competition</td>
</tr>
</tbody>
</table>

*Volusion*
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

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!