



## ***Paid Search 101 - Getting Better Every Day***

Matt Van Wagner

Search Engine Strategies 2008, New York, NY Incisive Media

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***Search Engine***  
**STRATEGIES**  
CONFERENCE & EXPO®

## New Business Opened

Aug-07

Goal: Get people in store

## One Month Later:

124K Ad Impressions

300+ Qualified Visitors  
to Site

Cost - \$185

## Sales:

3 mos. ahead of projections!



**Bebop**  
BaBY SHoP

locally owned and operated

- Shop
- Full Gift Registry
- Upcoming Events & Classes
- About Us
- Contact

**Bebop Baby Shop is now OPEN!**

Swing by and check it out - we're at 167 Pearl Street in Essex Jct.  
Just look for the polka dot door.

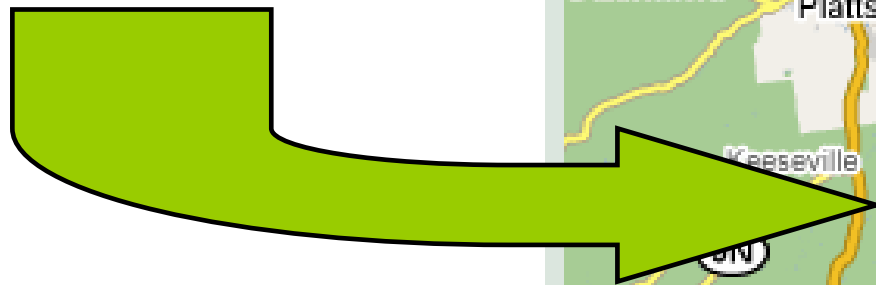
Shop Hours:  
Mon through Thurs - 9am - 7pm  
Fri and Sat - 9am - 5pm  
Sun - 11am - 5pm

167 Pearl St.  
Essex Jct, VT 05452  
802.316.3969  
802.316.3987 (fax)  
beth@bebopbabyshop.com  
kate@bebopbabyshop.com

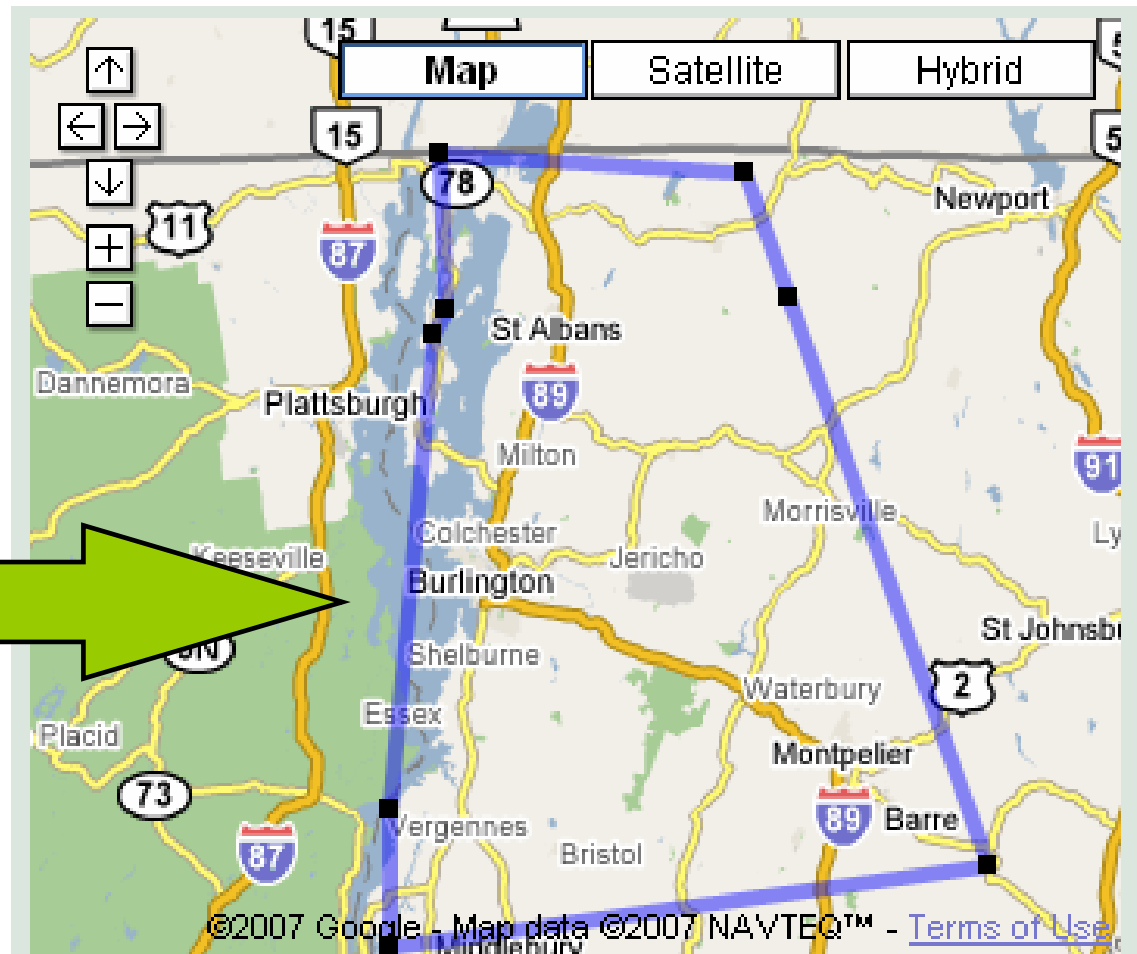
[catalog link](#)

## This Simple Ad...

• [BeBop Baby Shop](#)  
Organic Baby & Maternity Clothes  
Now Open in Essex Junction!  
[www.BebopBabyShop.com](http://www.BebopBabyShop.com)  
167 Pearl Street, Essex Junction,  
VT

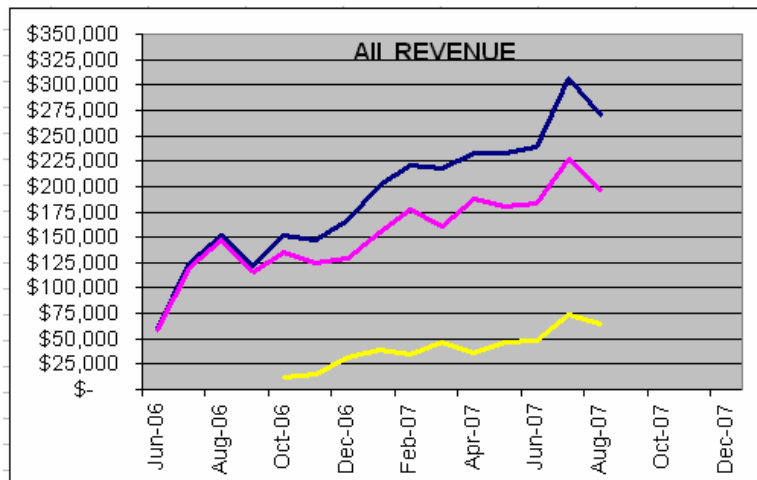
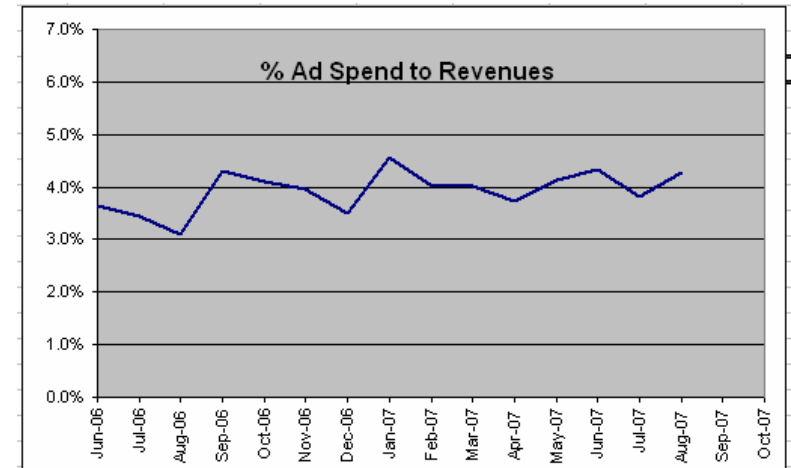
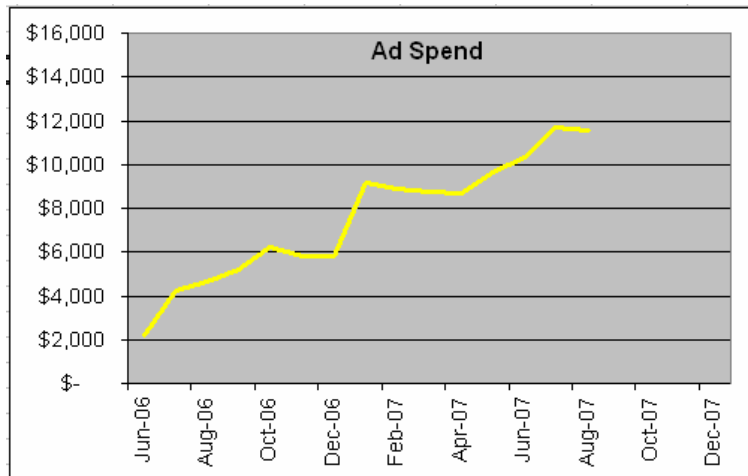


**Shows only to these  
people !!!!**



# Why I Love PPC

Investment in PPC Ads is measurable.



## PPC and SEO are Complementary

Get going quickly

Discover what words convert

Lower risk to sales when natural algorithms change

Predictable, dependable flow of traffic

## PPC Allows You More Control over Messaging

You control messaging through ad text.

You determine what pages visitors first land on.

# Why I Love PPC



## **Process Creates Sustainable Advantage**

Its not just about keywords, ads, bids and “secrets”

## **Use Systems-Level Thinking**

Align PPC campaign goals with larger company goals.

Increase sales, not just clicks

## **Track Performance, Make Adjustments**

Be methodical, measure and test everything you can

Don't react too quickly, but don't get analysis-paralysis

## **Set Good Goals and work towards them**

# Structure of a PPC Account

**Campaign**

**Ad Group**

**keywords**

keyword1

keyword2

keyword3

keyword4

.

.

Ad 1

Ad 2

**Landing Page**



# Keywords

## **Google / MSN Keyword Match Types**

**Broad**  
**Phrase**  
**Exact**  
**Negative**

## **Yahoo Keyword Match Types**

**Standard**  
**Advanced**  
**Excluded Words**

## Broad Matches

- *queries in any word order*
- *likely plurals*
- *likely equivalents incl. misspellings.*

If your Google/Microsoft keyword =		Pug dog
Type	User searches on:	Will your ad show?
Broad	pug dogs.....	yes
	what is a pug dog.....	yes
	dogs with pug noses.....	yes
	dog pugs.....	yes
	pug.....	good chance

## Phrase Matches - *exact query order*

If your Google/Microsoft keyword =		Pug dogs
Type	User searches on:	Will your ad show?
Phrase	pug dogs.....	yes
	what do pug dogs eat.....	yes
	dogs with pug noses.....	no
	dog pugs.....	no
	Pug.....	no

**Exact Matches:**      *- only if query matches keyword exactly*

<b>If your Google/Microsoft keyword =</b>		Pug dogs
<b>Type</b>	<b>User searches on:</b>	<b>Will your ad show?</b>
Exact	pug dogs.....	yes
	what do pug dogs eat.....	no
	dogs with pug noses.....	no
	dog pugs.....	no
	Pug.....	no

## Standard Matches:

- *exact query order*
- *common misspellings*
- *singular or plural forms*
- *words in your ad!*

If your Yahoo keyword =		Pug dogs
Type	User searches on:	Will your ad show?
Standard	pug dogs.....	yes
	what do pug dogs eat.....	yes
	dogs with pug noses.....	no
	pug dog.....	yes
	pug.....	no

## Advanced Matches:

- *queries in any order*
- *common misspellings*
- *singular or plural forms*
- *words in ad text or website!*

If your Yahoo keyword =		Pug dogs
Type	User searches on:	Will your ad show?
Advanced	pug dogs.....	yes
	what do pug dogs eat.....	yes
	dogs with pug noses.....	yes
	pug dog.....	yes
	pug .....	possibly

Use **Broad Match / Advanced Match** generate traffic and discover new terms.

Stick to 2 and 3 word terms

Use one word keywords only very rarely if at all.

Watch your conversion rates and web logs.

Use **Phrase and Exact Match** to hone in on important high-traffic terms.

Use **Negative Match** to reduce Ad Impressions on non-productive searches.



## Negative Match Keywords (aka Excluded Keywords)

- Prevent ads showing on non-productive searches
- Subtle differences across PPC networks
- Improves CTR, Quality Scores, & reduces costs.

### Search Term

Wool capes

### Possible negatives

-batman  
-costume  
-witches

**Google:** unlimited # negative keywords. Ad group & campaign level

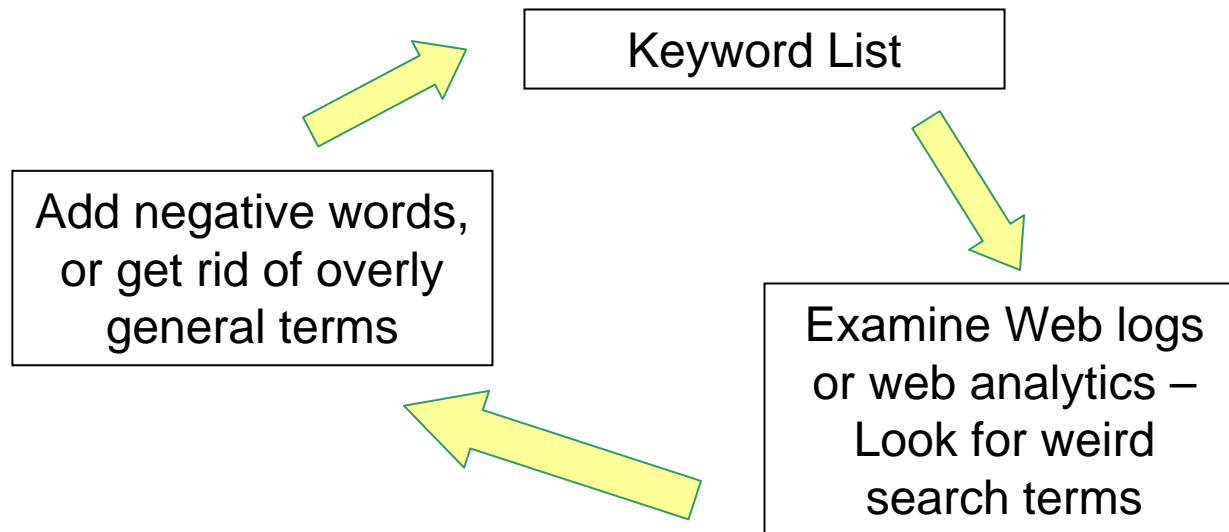
**MSN:** 1022 characters worth of negatives. Ad group & campaign level.

**Yahoo:** 250 words at ad group and 250 more at ACCOUNT Level


Click Through Rate (CTR) = **Clicks / Ad Impressions**

Reduce Unproductive Ad Impressions, Improve CTR

- Use Negative (Exclude) Keywords
- Fine Tune Your Lists



# Tune Your Keyword List



## Five Little Monkeys

Toys and Gifts (510)528-4411

Product Search

**FIND IT!**




(Advanced Search)

Top » Catalog » Theme » Classic Toys My Account | Shopping Cart | Checkout


### Classic Toys

Show:

Displaying 1 to 15 (of 30 products) Result Pages: 1 2 [Next >>]

Product Name+	Price	Buy Now
	10 inch Sock Monkey \$9.99	<b>Buy Now!</b>
	20 inch Sock Monkey \$15.99	<b>Buy Now!</b>
	48 inch Sock Monkey \$84.99	<b>Buy Now!</b>


**Monkey's Pick** →



Thomas Toll Booth Bridge  
\$29.99

---


**Specials** →



Poppa's Pizza Pile Up  
~~\$14.99~~  
\$11.24

---

**Reviews** →



Someone gave this rattle to our 4 month

**online toy store**  
browse by...

- Category ▶
- Theme ▶
- Age ▶
- Brand ▶

**All Products**

**Gift Certificates**

**Wish Lists**

**Store Hours**

**Directions**

**Special Events**

**Employment Opportunities**

**Discounts & Donations**

**Links**

# Tuning Broad Match Lists

Sock Monkey	557	.37	\$206.09
-------------	-----	-----	----------

Sock Monkey  
 old fashioned sock monkey  
 small sock monkey  
 monkey sock toys  
 stuffed sock monkey  
 jamondas sock monkey  
 sock gorilla  
 sock monkey clothes



**\$159.00**

<b>Tune-up Savings</b>	<b>23%</b>
------------------------	------------

# Ads

# Where do your Ads Show?

## Search Engine Results Page (SERP)

A user types in a query.

They are actively seeking answers, products, etc.

## Websites That Accept Ads (a.k.a. Content Sites)

User does not type in a query.

Users encounter ads while doing something else.

## Search Ads

More Directly Relevant Visitors

More Control on Placement

## Content Ads

Less control over where your ads are placed

Can be “spikey” – good or bad

Traditionally where more click-spam lives

**Tip** - If Ad Spend \$\$ for Content > Search,  
make adjustments...quickly!

# PPC Ads - Serve Two Purposes

## Ads Designed to Draw Clicks

- relevant to keyword, caregiver.
- Ad includes the keyword
- Good, strong offer
- Local campaign, you get a 5<sup>th</sup> line.  
(google only)

## Ads Designed to *Filter* Clicks

- ambiguous keywords like "home care" need ads that clearly identify purpose.
- impacts quality score, unfortunately.

### Find Caregivers in CA

Our Free Consumer Referral Services Help You Find Local **Caregivers**.

[www.SeniorCaregivers.com](http://www.SeniorCaregivers.com)

California

### Home Care for Elders

Need help with in-home care for an elderly loved one? Call us.

[www.home-care.com](http://www.home-care.com)

California





# Increase CTR - Write Great Ads

[I'll Be Safe Here at Home](#) Sponsored Links  
[www.LifelineSystems.com](http://www.LifelineSystems.com) I've got the Lifeline Button **and can get** help if something happens.

["Top Rated Medical Alert"](#)  
[MedicalAlarm.com/Special\\_Offer](http://MedicalAlarm.com/Special_Offer) 11/05 Good Housekeeping Magazine. AARP® & AAA® Member Discounts

[Help I've Fallen](#)  
[SeniorSafety.com](http://SeniorSafety.com) Affordable Medical Alarm System For Seniors. Call Or Order Online!

Sponsored Links

[I've Fallen Medical Alarm](#)  
30-Day Satisfaction Guarantee.  
Nationwide UL Medical Alarm System  
[www.MedicalMonitoringUSA.com](http://www.MedicalMonitoringUSA.com)

[R A Medical Alert Systems](#)  
Rates as low as \$19.95 / month  
Dependable help for your loved ones  
[www.RescueAlert.com](http://www.RescueAlert.com)

[Call 911 with Button](#)  
Call 911 with a medical alarm  
button. Call (800) 542-0438  
[www.americanmedicalalarms.com](http://www.americanmedicalalarms.com)

[Medical Alert Guide](#)  
Independent guide on how to find  
the right medical alert service.  
[www.medical-alert-guide.info](http://www.medical-alert-guide.info)

[Vital Link Medical Alert](#)  
No marketing hype no sales gimmicks  
Our concern is keeping people safe  
[avitalink.com](http://avitalink.com)

## Note the Variety of Copy Styles:

1<sup>st</sup> Person story.

Trusted Authority – “Uses Quotes”

Price Appeal

Convenience - Call 800 #

Get Information – Medical Alert Guide

We're different from “Them”

Which of these is the Best Ad?

# Evaluating Ad Performance

## Which of these Ads is performing better?

### [Beep Beep](#)

Don't you just hate that sound?  
Stop it now with ACME TNT  
[www.acme-dynamite.com](http://www.acme-dynamite.com)

62 Clicks | 6.0% CTR | \$1.67 CPC  
Served - 42.9% [\[more info\]](#)  
[Edit](#) - [Delete](#)

### [Beep Beep](#)

Don't you just hate that sound?  
Stop it now with ACME TNT  
[www.acme-dynamite.com](http://www.acme-dynamite.com)

173 Clicks | 4.1% CTR | \$1.18 CPC  
Served - 41.1% [\[more info\]](#)  
[Edit](#) - [Delete](#)

### [Dynamite](#)

Take care of that road-runner  
once and for all  
[www.acme-dynamite.com](http://www.acme-dynamite.com)

63 Clicks | 4.6% CTR | \$1.72 CPC  
Served - 57.1% [\[more info\]](#)  
[Edit](#) - [Delete](#)

### [Dynamite](#)

Take care of that road-runner  
once and for all  
[www.acme-dynamite.com](http://www.acme-dynamite.com)

241 Clicks | 4.0% CTR | \$0.89 CPC  
Served - 58.9% [\[more info\]](#)  
[Edit](#) - [Delete](#)

**Conversion Rate: 10.5%**

**Conversion Rate: 2.5%**

Lessons: Watch small samples sizes.  
Track Conversions, not click-throughs.

## **What is the Your Primary Goal of Your Campaign?**

Leads, Sales, Brand Building?

## **How Do You Define Success?**

Online vs. Offline Sales Conversions

Steps on the path towards sales conversion

## **How Do You Measure Success?**

Google, Yahoo, and (soon) Microsoft Free Conversion Tracking

3<sup>rd</sup> Party Web Analytics Tools (Hitslink, WebTrends, Webside Story, etc)

How much the phones are ringing.

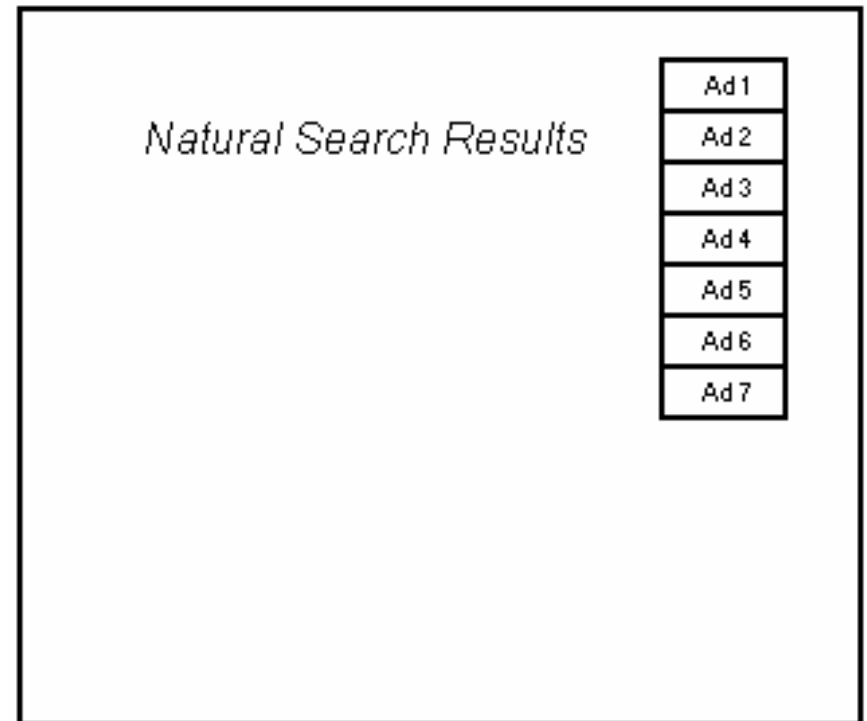
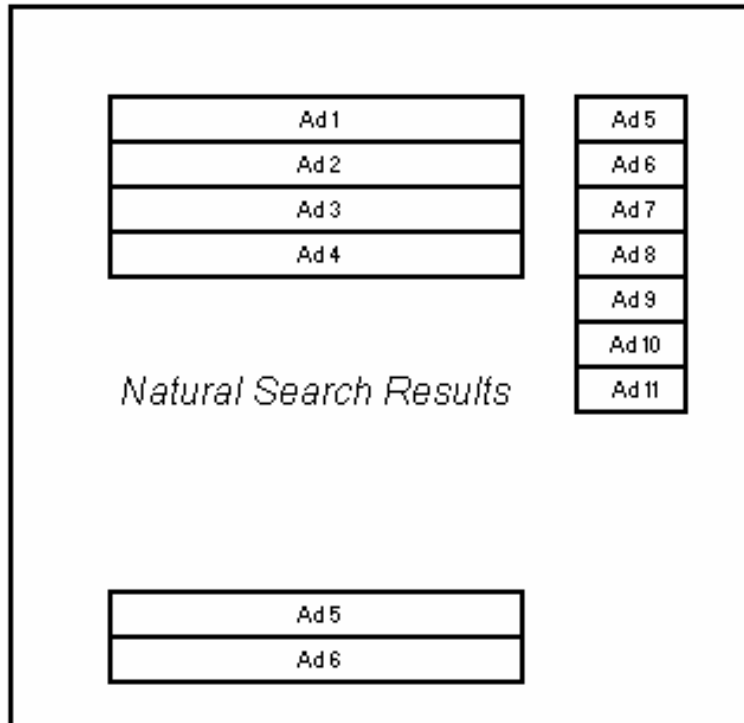
Hybrid reporting approaching using Key Performance Indicators (KPIs)

**Start Measuring ACTIONS.  
Don't Manage Just CTR or CPC**

## You know the questions:

- What's the best position for your ads?
- Does the highest bid always get the top spot?
- How much will I pay? (Max CPC vs Avg. CPC)
- What's all this stuff about Quality Score?

# What Position Should I Bid to?



*Tip* – In general, the higher ads appear, the more clicks you get and the more you pay.

## Your Keywords & Max Bids

Red Widgets	\$ .10
Blue Widgets	\$ .10
Blue Green Widgets	\$ .10

## Your Ad

### Blue Widgets

Buy blue widgets today.  
Free next-day shipping.

[www.widgetworld.com/bluewidget](http://www.widgetworld.com/bluewidget)

## Your Site:



The screenshot shows a website dashboard with a search bar at the top. Below the search bar, there are several categories of widgets: Dashboard Software, Top Sites, Widget Downloads, Handheld Widgets, and Investment Widgets. Each category has a list of sub-items. For example, under 'Widget Downloads', there are items like Vista Widgets, Macintosh Widgets, Linux Widgets, and Widgetize. A search bar is located at the bottom of the page.

## User Search Query:

Blue Widgets

### Wooden Blocks by Barclay Wood Toys

These are the wooden building blocks of legend. Kids love them and they teach a basic idea of life. You can't buy a better toy. ...  
[www.barclaywoods.com/ - 32k - Cached - Similar pages](http://www.barclaywoods.com/)

### Classic toys for American children focusing on Made-in-USA. Wooden...

Natural wood toys for infant, toddler, preschool. Wooden toy spinning tops, unit blocks, wood toy trains, woodkins, natural wooden baby teething rattles, ...  
[www.tunetoy.com/ - 50k - Cached - Similar pages](http://www.tunetoy.com/)

### Back To Basics Toys • Classic Toys, Blocks, Dolls & Games for ...

Welcome to Back to Basics Toys. Browse our catalog online to find everything from classic children's toys to kids' educational games, dolls, play furniture, ...  
[www.backtobasictoy.com/ - 73k - Cached - Similar pages](http://www.backtobasictoy.com/)

### Children's Toy Blocks from Fun Toy

### Blue Widgets

Buy **blue widgets** today.  
Free next-day shipping.  
[www.widgetworld.com/bluewidget](http://www.widgetworld.com/bluewidget)

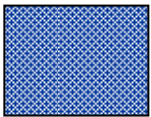
**You're a Winner!!!**  
**CPC = \$.10 or less!**

# Search Engines Want Relevant Results

On a search for the color blue...

...this would be a great set of answers.

## Ads Competing Against Each Other



### [Wooden Blocks by Barclay Wood Toys](#)

These are the wooden building blocks of legend. Kids love them and they teach a basic idea of life. You can't buy a better toy. ...

[www.barclaywoods.com/](#) - 32k - [Cached](#) - [Similar pages](#)

### [Classic toys for American children focusing on Made-in-USA. Wooden ...](#)

Natural wood toys for infant, toddler, preschool. Wooden toy spinning tops, unit blocks, wood toy trains, woodkiss, natural wooden baby teething rattles, ...

[www.tomertoy.com/](#) - 50k - [Cached](#) - [Similar pages](#)

### [Back To Basics Toys - Classic Toys, Blocks, Dolls & Games for ...](#)

Welcome to Back to Basics Toys. Browse our catalog online to find everything from classic children's toys to kids' educational games, dolls, play furniture, ...

[www.backtobasictoy.com/](#) - 73k - [Cached](#) - [Similar pages](#)

### [Children's Toy Blocks from Kaplan Toys](#)

Children's toy blocks from Kaplan Toys make learning fun for curious infants, toddlers, and preschoolers, providing crucial stimulation for developing ...

[www.kaplan toys.com/children-toy-blocks/index.asp](#) - 20k - [Cached](#) - [Similar pages](#)

### [Building Toys for Kids: Building Block Sets and other Building ...](#)

Building toys for Kids from Highlights includes erector sets, building blocks and other building block toys for children.

[www.highlights.com/jump.jsp?itemID=119&](#)

[itemType=CATEGORY&MainCat=107&SubCat=119](#) - 40k - [Cached](#) - [Similar pages](#)

# Advertisers Want Their Ad at #1 Spot

If highest bid determined ad display...

...results may not be quite as relevant.

Ads Competing  
Against Each Other  
on Bid Price

\$ 1	\$ 3
\$ 2	\$ 4
\$10	\$.25
\$ .30	\$ 6



**Wooden Blocks by Barclay Wood Toys**

These are the wooden building blocks of legend. Kids love them and they teach a basic idea of life. You can't buy a better toy. ...

[www.barclaywoods.com/](http://www.barclaywoods.com/) - 32k - [Cached](#) - [Similar pages](#)

**Classic toys for American children focusing on Made-in-USA. Wooden ...**

Natural wood toys for infant, toddler, preschool. Wooden toy spinning tops, unit blocks, wood toy trains, woodkiss, natural wooden baby teething rattles, ...

[www.tamertoy.com/](http://www.tamertoy.com/) - 50k - [Cached](#) - [Similar pages](#)

**Back To Basics Toys - Classic Toys, Blocks, Dolls & Games for ...**

Welcome to Back to Basics Toys. Browse our catalog online to find everything from classic children's toys to kids' educational games, dolls, play furniture, ...

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[itemType=CATEGORY&MainCat=107&SubCat=119](http://www.highlights.com/jump.jsp?itemID=119&itemType=CATEGORY&MainCat=107&SubCat=119) - 40k - [Cached](#) - [Similar pages](#)



$$\text{Ad Rank} = \text{Quality Score} \times \text{MAX Bid}$$

## What Goes Into a Quality Score:

- Relevancy: Keywords → Ads → Landing page
- Historical Performance (CTR)

your keywords

your keywords + ads in combination

your ad groups, campaigns, account

Tip: CTR is normalized by ad position.

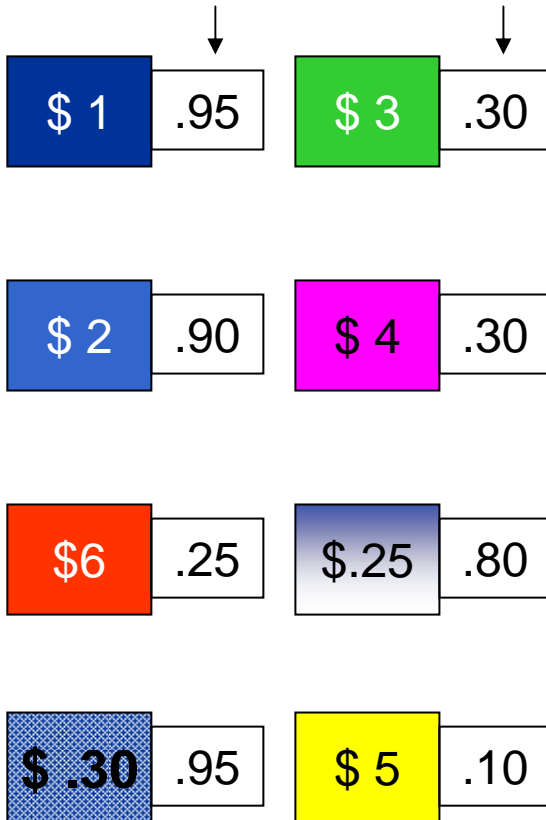
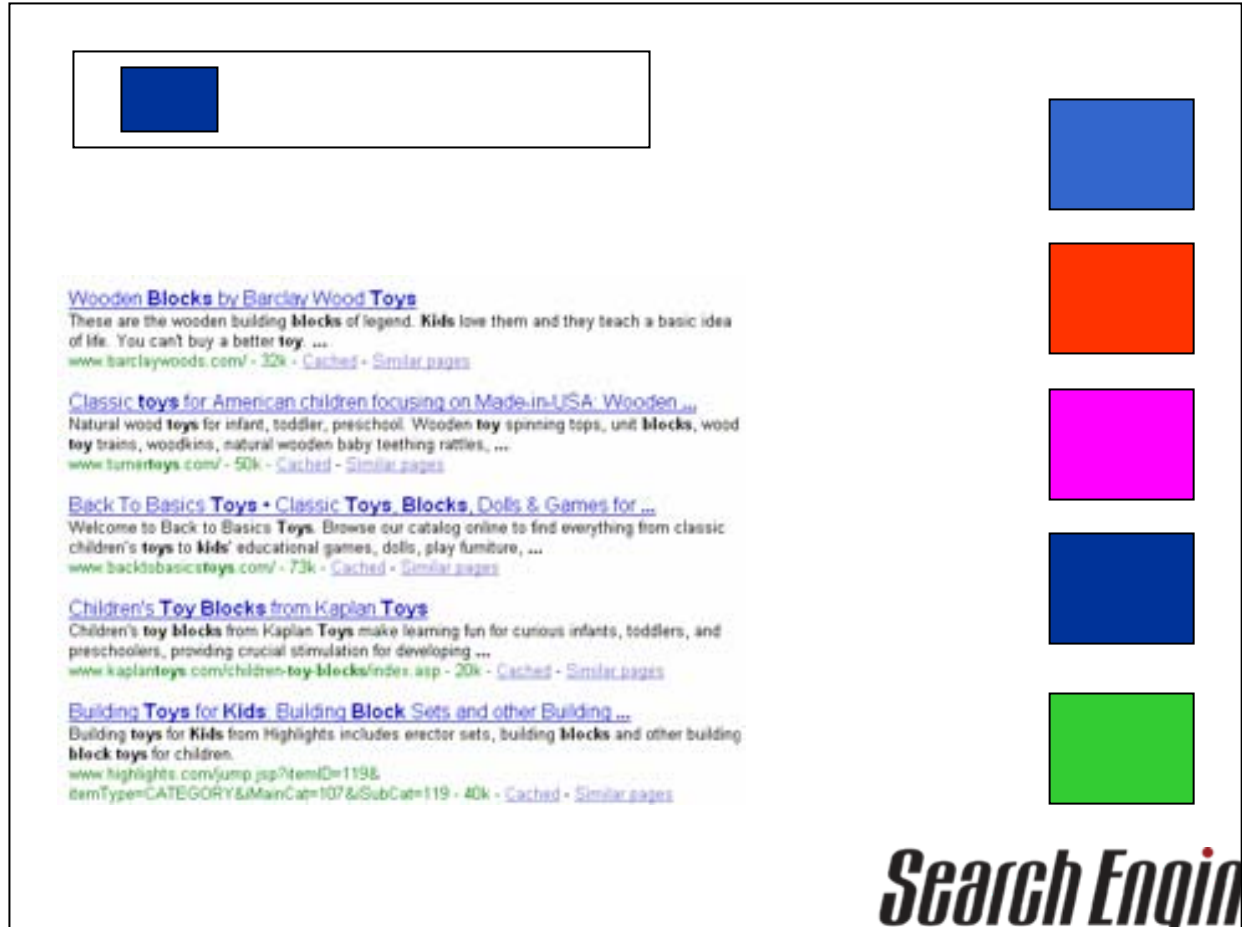
It doesn't help to muscle your quality score with high initial bids.

# Who Wins the Ad Rank Auction?

AD RANK =  
QS x MAX Bid



Lets Say Quality Scores look like this

**Wooden Blocks by Barclay Wood Toys**  
These are the wooden building blocks of legend. Kids love them and they teach a basic idea of life. You can't buy a better toy. ...  
[www.barclaywoods.com/ - 32k - Cached - Similar pages](#)

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[www.highlights.com/jump.jsp?itemID=119&itemType=CATEGORY&MainCat=107&SubCat=119 - 40k - Cached - Similar pages](#)

# Who Pays What CPC?

Lets Say Quality Scores look like this

\$ 1	.95	\$ 3	.30
\$ 2	.90	\$ 4	.30
\$6	.25	\$.25	.80
\$.30	.95	\$ 5	.15

AD RANK =  
QS x MAX Bid

1.8	1.5	1.2	.95	.90
-----	-----	-----	-----	-----



\$1.68

\$4.81

3.18

\$.96

\$.10

## BIG DISCLAIMER

These CPC prices are shown for **demonstration purposes only**

Actual pricing algorithms likely vary.

[www.highlights.com/jump.jsp?itemID=119&itemType=CATEGORY&MainCat=107&SubCat=119](http://www.highlights.com/jump.jsp?itemID=119&itemType=CATEGORY&MainCat=107&SubCat=119) - 40k - Cached - Similar pages

**Forget everything** you just learned about Ad Rank.

Please remember only that Ad Rank exists.

Concentrate on creating great PPC Campaigns.

Sorry.

# Structure of a PPC Account

Campaign

Ad Group

Landing Page

keywords

keyword1

keyword2

keyword3

keyword4

.

.

Ad 1

Ad 2

# Campaign Organization – Beginners

## Campaign

Campaign #1



Campaign #2

## Adgroup

Top Words



Other

## Keywords

German Shepherd Puppies  
German Shepherds  
Pug Dog  
Pug Dogs  
Mutts  
Big Dogs  
Apartment Sized Dogs

snakes  
pet snakes  
house gators  
how to house train an iquana  
worms  
worms  
what snakes eat  
what to do when your snake is acting 'moody'

# A Well Organized Campaign

## Campaign

Dogs

## Adgroup

Pug

## Keywords

Pug dog  
purebred pug  
pugs  
pug dogs  
buy pug dogs  
dog that looks like churchill  
wrinkly face dogs

Collie

collie  
collies  
sweet collies  
rough collies  
lassie dogs  
buy collie puppies

---

# Abrupt Transition Slide

**Time is running short.  
We need to switch gears.**

**We're going to talk about Additional  
Targeting Options.**



# Geo Targeting

Where you have an advantage...Exploit it!

**Improve Ad Position & Investment**

**Choose Your Battles and Win**

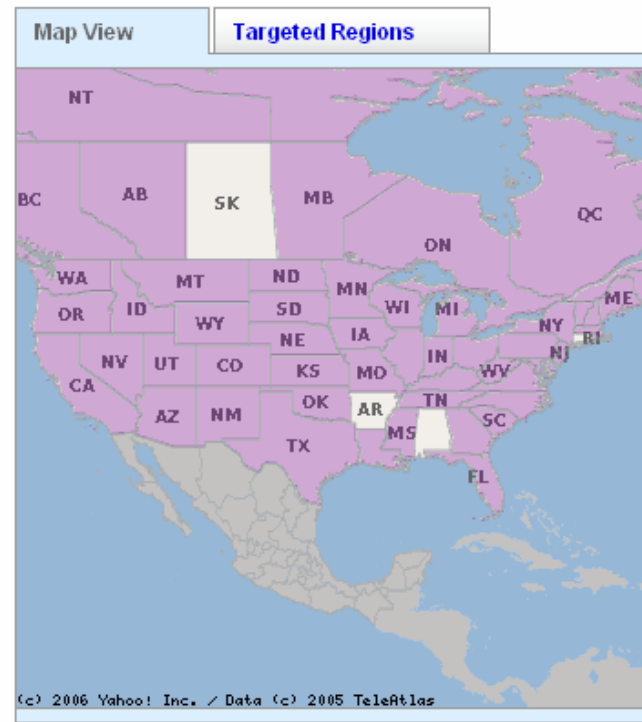


Market: United States and Canada\*\*

Choose your geo-targeting preference:  Entire Market ?  Specific Regions ?

Target by: State/Province/Territory ▼

- States/Provinces/Territories within the U.S. and Canada
- Alberta
  - British Columbia
  - Manitoba
  - New Brunswick
  - Newfoundland and Labrador
  - Northwest Territories
  - Nova Scotia
  - Nunavut Territory
  - Ontario
  - Prince Edward Island
  - Québec
  - Saskatchewan



# Time & Day Targeting

## Microsoft AdCenter

### Target your customers by day of week

- All days of the week
- Select specific days of the week

Available:

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Add >

< Remove

Selected:

### Target your customers by time of day

- All times of the day
- Select specific times of the day

Available:

- 3 A.M. to 7 A.M. (early morning)
- 11 P.M. to 3 A.M. (late night)

Add >

< Remove

Selected:

- 7 A.M. to 11 A.M. (morning)
- 11 A.M. to 2 P.M. (midday)
- 2 P.M. to 6 P.M. (afternoon)
- 6 P.M. to 11 P.M. (evening)

## Google's Day Parting

Set time based on where **campaign is setup.**,

			Midnight	4am	8am	Noon	4pm	8pm	
<b>Monday</b>	7:00am - 10:00pm	<a href="#">Edit</a>	✕	✕	✓	✓	✓	✓	✕
<b>Tuesday</b>	7:00am - 10:00pm	<a href="#">Edit</a>	✕	✕	✓	✓	✓	✓	✕
<b>Wednesday</b>	7:00am - 10:00pm	<a href="#">Edit</a>	✕	✕	✓	✓	✓	✓	✕
<b>Thursday</b>	7:00am - 10:00pm	<a href="#">Edit</a>	✕	✕	✓	✓	✓	✓	✕
<b>Friday</b>	7:00am - 10:00pm	<a href="#">Edit</a>	✕	✕	✓	✓	✓	✓	✕
<b>Saturday</b>	Paused all hours	<a href="#">Edit</a>	✕	✕	✕	✕	✕	✕	✕
<b>Sunday</b>	Paused all hours	<a href="#">Edit</a>	✕	✕	✕	✕	✕	✕	✕

## Simple Concept Show your ads to most likely buyers.

**Set incremental pricing for targeting** ?

Use these options to set additional bid amounts for ad delivery that targets certain audience segments.

Do not use incremental pricing  
 Set incremental pricing for the locations, days, and times, plus age and gender.

**Location and Time**

**Selected Locations**

United States  %

Also display ads in all others at the base rate

**Selected Days of the Week**

*Not Targeted*

**Selected Hours of the Day**

7am to 11am (Morning)  %

11am to 2pm (Mid-Day)  %

2pm to 6pm (Afternoon)  %

6pm to 11pm (At Home)  %

Also display ads in all others at the base rate

**Demographics** ?

**Gender**

Female  %

Male  %

**Age Groups**

35 to 50  %

50 to 65  %

65+  %

18 to 25  %

25 to 35  %

## Demographic Targeting

Microsoft - Available, Bid Boost

Google - Available, sort of, on Content network only

## **Excel – Become an expert**

Learn these functions: Filter, SORT, LEN & Text to Columns  
CONCATENATE to build lists and URLs.

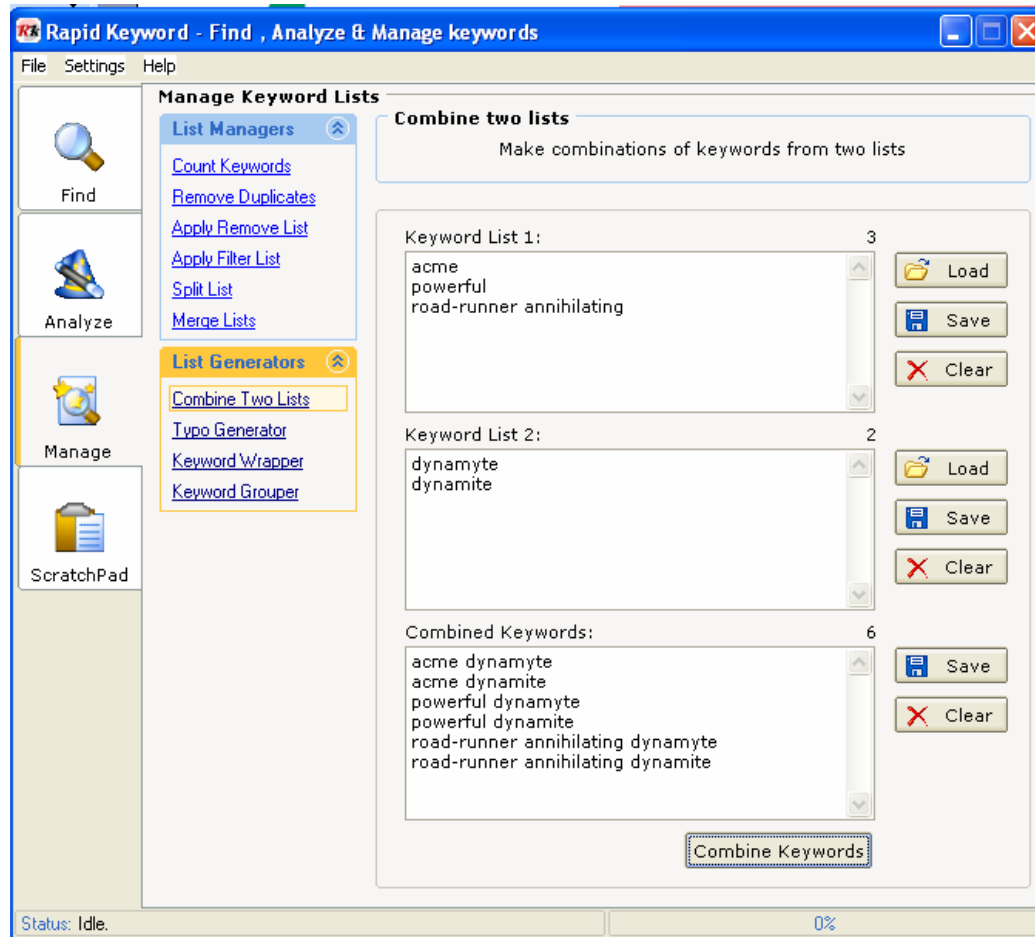
**TextPad** – Industrial Strength Text Editor. Beats Word / WordPad. \$29

**Rapid Keyword** – Combine Lists quickly. Wrap Keywords into Match types

## **Other Resources**

[www.clixmarketing.com/blog](http://www.clixmarketing.com/blog) (David Szetela)

SEMPO ([www.sempo.org](http://www.sempo.org))



This tool will save you hours in text manipulations

## Focus on Search Networks First

- Content Networks can be good, but get search right first

## Organize your Campaigns Logically

- Easier Campaign Management.
- Be prepared to redo your campaign structure at least once.

## Balance Your Time and Efforts

- Don't spend all your time on changing bids
- Keep track of changes. Jot down what you did and what outcome you expected. Did it actually happen?

## Process is Your Long Term Advantage

- Don't spend all your time on changing bids
- Keep track of changes. Jot down why you made a change and what outcome you expected.
- Test. Test. Test.

# The End