**SW PPC**

[Slide 1 00:00]

Hi, everyone. Welcome to 12 Steps to More Leads, Customers, and Growth from Pay-Per-Click Marketing. We will get started here in just a few minutes. We still have a lot of people jumping onto the call, so we will let them get settled in.

It is a great time to grab a drink of water, finish up that last-second email or conversation, or run to the restroom. You have time to do it and we will get started here in just a couple of minutes. Thank you.

Okay, everybody, thanks again for joining me for 12 Steps to More Leads, Customers, and Growth from Pay-Per-Click Marketing. We will get started here in just one minute. We still have a number of people coming on board. We will give them one more minute to get settled and then we will get going. Thank you for your patience.

Let’s go ahead and get rolling. I appreciate everybody being here today. I know you are busy and you have a lot to do with your time, so I appreciate you spending some of it with me. We have about 45 minutes for today’s presentation and then we will get you back to work as quickly as possible.

There are a couple of things to note. I will answer questions at the end of the presentation, so if you have any questions, please type them into the Question box that you see down below this presentation. I will get to as many as I can at the end. If I am unable to answer your question on the call for some reason, I will follow up with you in the next 24 to 48 hours to make sure I get the answer for you.

The other thing is to let you know I am recording this presentation, so I will send out a replay to you. It is no problem if you cannot take copious notes. If you need to come back and refer to something you can; it is no problem.

Finally, if you take your mouse and you hover down on the lower right corner of this presentation, you should see a little box pop up. You can click on that box and it will put the presentation into full-screen mode which might make it easier for you to see. You can hit your Escape key any time you want to come back to regular presentation mode which will give you access to the Question box there.

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Let’s go ahead and get going with today’s agenda. First, we are going to cover what Pay-Per-Click is. I know for a lot of you Pay-Per-Click is new, so we will just do a brief overview there. Then 12 Steps to Effective Use of Pay-Per-Click For Your Business and then a handful of Must-Know Tips and Strategies on a bit more of the advanced side for those of you who are already doing Pay-Per-Click and are looking for ways to take it to the next level.

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Okay, Act One: What is Pay-Per-Click (or PPC, as it is commonly referred to)?

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PPC is search advertising. What exactly does that mean? Well, there are all kinds of forms of advertising. Search advertising, in particular, is advertising on the search engines targeting people who are searching for specific terms in those search engines.

Here you can see Google AdWords which is by far and away the 800-pound gorilla in the space. Then you have Yahoo and Bing which combined a handful of years ago in an effort to give Google a run for their money. They are in a distant second place, but still a strong contender and are experiencing some decent growth now.

However, I am sure you are very familiar with the Google search engine, in particular, although some of you may prefer to use Yahoo and Bing for your search engines. Regardless, in either one of the search engines you have a search box where you type in a phrase of something you are looking for or searching for. When you do, you get results in the search engines.

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This is a Google search result for something totally random here, New York City Volvo Repair. You can see here that the results come in two columns, left column and right column. I am sure most of you are aware of this, but if you look closely, all of the right column results are ads. In this case, the top several results in this main column are ads.

This is search advertising or PPC advertising being done by these businesses targeting the phrase “New York City Volvo Repair” or maybe “New York Volvo Repair” or just “Volvo Repair” depending on what campaign they have created for their business. We will talk about some of those details in a bit. This is search advertising or PPC advertising.

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Really, any time you are searching typically, if you just look towards the top and towards the right, you will see advertising being done on a PPC basis within the search engines.

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This is a multi-billion-dollar industry. This has been the engine of growth and the engine of massive riches for Google. This is what has allowed them to become one of the most influential businesses over the last decade or so.

You can see in 2012 that 95% of Google’s $50 billion in revenue came from advertising. This is a massive, massive opportunity now for these search engines to really create a cash gusher in the form of this PPC advertising.

As I mentioned earlier, Yahoo and Bing have joined forces and now own about 30% of the market. You can see over here that this industry has become so big and so lucrative and touches so many businesses in so many ways that you have companies like comScore and other companies that really have created this whole cottage industry just out of studying what is going on in the PPC marketplace, where the money is being spent, how effective it is, and all of that good stuff.

You can see here that in terms of search share, in March 2013 Google has 67.1% of the market. If you combine Microsoft and Yahoo, they are close to 30% although they are not quite there.

It is a very, very big industry and a very lucrative industry. It is very powerful for these search engines and also for the businesses and advertisers that know how to take advantage of the PPC advertising.

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You can see here Top Ten Industries Advertising on Google AdWords. AdWords is the name of Google’s PPC advertising program.

The Top Ten Industries are: finance, travel, shopping, jobs and education, Internet and telecom, computers and electronics, business and industrial (which is a pretty broad category), home and garden, autos and vehicles, beauty and fitness.

Just about everything you can imagine falls into one of those ten categories. If it is not on that list, I can assure you that, no matter what industry it is, people are still doing PPC advertising even if it is not in the top ten here. There is success being had across every industry when it comes to PPC advertising.

No matter what business you are in as you sit and listen to this presentation, I can assure you that there are opportunities to successfully take advantage of PPC advertising for your business.

Again, here are some interesting stats. As I said, it has become a cottage industry to study everything that is happening in the PPC marketplace. There are huge, huge amounts of data out there and there is some pretty interesting data. Depending on what industry you are in you can see some of the numbers. It is nice because you can get some benchmarks as to how your ads or your campaigns are performing against other people in your industry.

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How does this industry that popped up from nothing about a dozen years ago now do a $50 billion or $100 billion or whatever it is business? How does it all work?

As an advertiser, it is actually quite simple. You create ads and you set bids for those ads. In other words, how much are you willing to pay per click (which is why it is called Pay-Per-Click or PPC)? You then total budgets.

You could say, “I am willing to spend a dollar a click and I have $100 a day to spend.” Theoretically, you could get $100 worth of clicks at a dollar per click for your bid. There are some nuances there. Just because you bid a dollar does not necessarily mean you are going to pay as high as a dollar; you may actually pay less. However, you will not pay more, so you could actually get more than 100 clicks there.

It is pretty simple. You create the ad and set the bid and the budget. As you can see here, this is creation of an ad inside of Google’s AdWords’ program. You can see how simple it is, right? You have headline, description line one, description line two, display URL which is the URL showing in the ad, and the destination URL which is the actual location to which you are going to send the person who clicks on this ad. This can be a little different than the display URL.

It is a very, very simple process. Once you have created the ad and you have bid, then the ads appear based on specific keyword searches. You can see here that this ad is for gas grills on sale.

If I was to target this ad when I am creating my campaign to searches for the term “gas grills,” this ad would show up. Again, it is pretty simple. As always with everything there are the details and nuances once you get into these programs of how to do it most effectively. There is a lot to that in this particular case, but the basics of it really are simple.

Searchers who click through are taken to your page of choice which is this destination URL, the destination you are sending them to. You account then gets charged until the maximum budget is reached, pretty straightforward.

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What are the advantages of using PPC? Why has this caught on so wildly? Well, first of all, ads only appear on relevant searches. When you consider any other form of advertising, you are sending an ad out to the world for somebody to see regardless of whether or not they have actually expressed any interest at all in seeing that ad.

In search advertising, in PPC advertising, people have typed in certain words. You are only showing your ad to people who have typed in a relevant keyword or keyword phrase. Your ads are very, very targeted which is the real allure of these ad programs. It is very targeted advertising and targeted spending.

The other major allure is that you are only paying when someone clicks on the ad. If you show that ad and, for whatever reason, the person who saw the ad was the wrong person to see it or they were not interested and so they do not click on your ad, you are not charged. Again, this is very, very powerful. It is very compelling concept when it comes to advertising. There is very little advertising that works this way.

It is easy to measure ROI. The beauty of doing online advertising is that everything is captured and every detail is tracked. It is very simple to track how these ads are doing for you. In fact, businesses are tracking at making two dollars in revenue for every dollar spent on PPC advertising.

You have high ROI, easy-to-measure ROI, a very attractive pay-for-performance model, and ads only appear on very targeted, relevant searches. When you combine all of those things, you can see why PPC advertising has taken off.

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It levels the playing field for many advertisers. If you consider the number of businesses out there that cannot possibly afford to compete on advertising budget with massive brands and massive companies, PPC advertising brings a whole new opportunity for those small businesses with smaller budgets to still compete.

I cannot compete with Coca Cola on Super Bowl ads. I cannot compete with Geiko Insurance on radio ads. There is no way I possibly can. Those brands can afford to absolutely blanket the market with their advertising.

However, I can compete absolutely directly head-on with those brands when it comes to specific search terms in the search engines. I have the ability to run my ads against the biggest brands; I have the ability to show up on the first page of Google or Bing just by placing an ad and being willing to pay for it.

Even if my site does not organically rank really high in the search engines, I can make sure that I show up. Here is an ad for Perfect LA Headshots, a very, very competitive market for actors and models out in the Los Angeles area where there are tons and tons of aspiring actors, actresses, and models. They come out to L.A. and need to get their headshots done, so it is a very lucrative little niche business.

Well, if Perfect LA Headshots does not rank organically because somebody else has been there running headshots in L.A. for decades and they have the number one spot on Google, they can still compete by running an ad and showing up on page one.

This gives you instant reach to a massive amount of qualified prospects and allows you to skip that organic SEO waiting game that can be so painful and unreliable.

This is a very, very attractive advertising model for all kinds of businesses, but I think particularly smaller businesses looking for the absolutely highest bang for their buck when it comes to their advertising.

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What is PPC advertising? Let’s now move onto Act Two: 12 Steps to Effective Use of PPC for Your Business. As I mentioned earlier, creating an ad, creating a campaign is very simple, but there is a lot of planning that should go into it. There is a lot of nuance in how to do it most effectively.

In my business, we do PPC management for many businesses and I find that most businesses, because it is so simple and easy to set up campaigns, do so by trying to take advantage of PPC. However, because they have a full-time business they are running, they do not have the time to pay attention to the details and nuances of setting up a campaign effectively. They end up with poor results and a lot of wasted money in the process.

These 12 steps are going to give you fundamentals to setting up your campaigns and managing your campaigns properly.

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Okay, the first step is to define a clear goal. Depending on the nature of your business, that goal will vary widely from one business to another. Some businesses are looking to drive somebody to a shopping cart and have them make a purchase right at that minute.

If you are selling some lower-end, commoditized product or you just have a retail, e-commerce-in-nature product, you can drive people straight to a cart and have them buy something.

For other businesses such as an insurance agent, a law firm, or things like that, capturing a lead is the goal. They are trying to get somebody to ask for more information about their firm or their services.

It is important that you are clear about what is realistic for your business and that you define a clear goal. You then think through the actual sales or marketing funnel that you plan on bringing that prospect or customer through to try to turn them into revenue.

This diagram represents a sales funnel laid on its side. It says, “We have 10,000 total visitors to a site; 6,000 of those visited our shopping area; 1,800 of them actually placed something in the cart; and 54 made an actual purchase.”

You are able to visual and measure every step of the way and then strategically plan for the best way to get a prospect through the funnel and, therefore, create the best ad to run to make it possible.

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Defining a clear goal is absolutely critical and, again, depending on the kind of business you have, your goal will vary.

A merchant or a producer of a product may be going straight for sales in an e-commerce store. Other types of businesses may be going for leads and downloads of a white paper or a request for services. A publisher, someone who is publishing content online, may just be looking for traffic. A brander, however, could just be looking for awareness for their brand.

Depending on the type of business you have and the goals of your campaign, these things will change. You need to make sure you are clear about what you are looking for. Of course, your strategy in your campaign, how much you are willing to spend on it, and things like that will vary.

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All right, Step 2: Research Your Competitors. You always want to get out there and take a look at what your competitors are doing. Who seems to be the strongest? Who is out there running campaigns with the most keywords? Who is running campaigns as consistently as possible?

If you see that a competitor is running ads every single day for a big variety of keywords and they have been doing it for months and months, well, it is quite possible that this competitor is doing pretty well with those ads.

Go and study what their ads look like. When you click on the ad, where does it take you? What does their funnel look like? If you opt into a page for a report or a request for services or you buy a product, how are they keeping in touch with you? How are they trying to convert you into the most lucrative customer you can be?

This is a fantastic market research vehicle because all of your competitors ads are essentially right there in front of you to see.

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Next you want to do keyword research. Step 3: Do Keyword Research.

Keyword research means that you can essentially peer into the guts of the search engines to see what people are searching for; how often they are searching for it; how competitive those keywords are in terms of other advertisers bidding for them; how much those keywords cost to bid on them.

It is really amazing how much information you can get from the search engines to help you plan your campaigns. With search advertising, it is all based on the keyword or the keyword phrase that somebody is searching for. This is how you base the target of your ad campaign. It is based on the keywords or keyword phrases.

You want to discover exactly what people are looking for. You want to learn their preferred keywords, too. This is so important. You need to realize that the language you use for your products and services may not be the same language used by your prospects.

You really want to investigate this, especially those of you in industries where there are a lot of buzz words and industry-specific jargon. Your customers may not be aware of that jargon like you are. They may use a totally different language, so it is important that you do not just assume that your language is the language of the customer. Get in there and do the research and find out.

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Again, find out how heavy the competition is for each of those keywords. You can see here that this is from the inside of Google. Google changes up their tools for doing keyword research all the time.

Here is a screen shot about cars. It shows you new cars, used cars, and cheap cars. You can see the estimated average cost-per-click. This is how much they estimated it will cost you to get a click for these keywords.

With advertiser competition, you can see there are full green bars and, in this case, all of them are full green bars. This means it is very, very competitive.

You can see the search volume in one month. Man! Look at the search volume! It is 101,000,000 searches in one month for the term “cars!”

The data is very, very cool that you can get from the search engines.

[Slide 18 23:52]

Step 4: Choose Your Destination Wisely. When you are paying for somebody to click on your ad, you want to make sure that when they click you are sending them to the right place to get the desired result that you are looking for.

A lot of PPC advertisers make a big mistake in that they send everybody to the very same page and it is usually just the home page on their Web site. That is a very, very ineffective way to get the most from your advertising budget.

Decide where you are going to send the visitors that click through and you want to make sure that the destination is consistent with the ad message.

In this case for SEO Management Software, if I had done a search for “Web site templates” and then I was brought to a landing page that said “SEO Management Software,” it is obviously going to be a poor fit. It is not in alignment with the message I was expecting to see. I am most likely going to hit my Back button in my browser and look for one of their competitors.

You want to make sure that the destination is consistent with the ad message. When somebody sees a certain message on the ad and they click to it, they should see a very, very similar, if not the same, message on the page where they end up.

You want to design the ad for conversion for your specific goal. Again, if it was to get somebody to buy something, you might take them right to a product page with a price listed, a guarantee, and a little Add to Cart button.

In this case, you can see very clearly that they are hoping to get you to start a 30-day free trial. They have made that very prominent and made it quite simple. You just have to put in your full name, your email address and password to go ahead and get started with your free trial.

This page, you will notice, is very simple. There are not a lot of options to it. I can fill out this form for my 30-day free trial or, honestly, I can leave the page. There is nothing else but some images and some text telling me what I am about to get into and that’s it. It is designed this way on purpose. By eliminating the options of the person who visits that page, I am more likely to get them to take the action I want them to take.

Be clear about what you are hoping the person does at the destination to which you take them and then design that page 100% around making that action happen.

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Step 5: Create a High-converting Ad. This is where the magic happens in PPC advertising. If you can write a good, high-performing ad, you can absolutely crush your competition which does not do as good of a job at that.

If you are going to do PPC advertising, you really want to know the best practices of successful ads. You want to spend time studying those best practices. Study your competition; study people writing very effective ads in other industries and learn from those best practices and incorporate them into your ads.

You want to carefully review your headline, your message, your offer, and the destination page. Those are the biggies. You definitely want to spend a good amount of time refining those, testing those, and tweaking them to try to make them better and better over time.

As much as possible you want to differentiate your offer to make it stand out from the crowd. If you look at any industry, you will see that many, many advertisers within that industry are offering the very same thing. Obviously, this makes it hard for a prospect to decide which ad is the most attractive if they are all offering essentially the same thing.

Look for opportunities to differentiate your offer and make it stand out from the competition.

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Step 6: Add Some Local Flavor. If you are going after local customers, make your ads local in nature. It is a proven way to boost the effectiveness of your ads and boost the ROI of your campaigns.

You can see here there is Denver Web Design local to Denver with a Denver address and things located here and a phone number from Denver.

You can see Colorado Veda Salon and Spa using a ColoradoVeda.com domain.

There is a number of things you can do in your ads to make them local. We actually used to use the phrase “wicked smaht” in some ads we were running in Boston to accomplish this. It is something that a Bostonian would understand and know what you are talking about.

There is a number of different options. In the advanced portion of this training, I am going to show you a couple more things you can do.

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Step 7: Place the Right Bid. This is the way PPC advertising works. If you bid highest along with a combination of other factors, you can try to bid your way to the top by your willingness to pay more per click than your competition. This does not guarantee your position in the top spot, but it is a big part of how you do get to the top.

This is the key: Being first may not always be best and here is the reason. This top spot tends to get a lot of junk clicks. People see it as the first thing that shows up on the page and they just click for it. This may or may not be the place where you want to be.

It is the same with the number two spot. It may be much better for you to be over here where people are more thoughtfully taking the time to determine if yours is an ad that they really want to click on.

Those higher positions can cost a lot more, so often positions three and four are actually the ideal positions in terms of ROI. It is all about ROI, right? You want to see how you are doing per dollar invested.

Place the right bid. Sometimes it is something with which you have to experiment over time to see what will bring the best results for you.

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Step 8: Focus on Profitable Keywords. When you create campaigns, if you are running campaigns for 100 different keywords, you may find that you get all of your conversions, all of the sales, all of the leads, or whatever it is, from only five of those keywords. Essentially, 95 of them are doing nothing for you.

People make the big mistake of not going in and checking the keyword performance reports on a regular basis to see what is working for them. You are potentially wasting a huge percentage of your budget if you have 95 out of 100 keywords that are not doing anything for you while you are continuing to spend money on them.

You want to find the winning keyword phrases that get you results and you want to focus on those keywords and spend as much money on those as possible. Focus your spending on the ones that are getting you the results and then milk them for as long as you possibly can.

At the same time, have a test budget—maybe 10% of your budget—where you are testing new keywords all the time because language changes. People use different phrases based on things they hear in the media, changes in your industry, or changes in products, and things like that. You just want to make sure you are looking for new keywords and updating your keywords on a regular basis with a little test budget. You want to try to make sure you are keeping up with the changes that are happening.

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Step 9: Measure Your Results. Again, the beauty of online marketing is that everything can be measured. You definitely want to make sure you have the right systems in place to be able to measure everything you should. Otherwise, you are just throwing money away. Just as with the keywords, if you do not have the report to tell you that 95 out of 100 of your keywords are not performing, then you are throwing money away.

It is the same thing with the data you can get on every step of your sales process. For most local businesses and small businesses, having some sort of call tracking technology is an absolute must. People will pick up the phone to call you after they have clicked on your ad. This is a preferred way for a lot of people to do business. They like to pick up the phone and call.

You definitely want to have those phone numbers on there and have call tracking to be able to test.

Place Google Analytics across all of your Web pages. Google Analytics is a nice, free program, a very, very powerful program provided by Google that gives you data as to how everything in your sales funnel and in your Web sites is working; what kind of attention you are getting from people; what kinds of behaviors they exhibit when they are on your site.

Measure the entire customer journey. You can see here is a digital dashboard where you can see the unique visitors to a site and you can see where they all came from. You can see the average time on the site, so you can see the behavior of the people on the site.

What number of pages did they visit? How many times did you get visitors there? What social actions did they take? You can see the outcomes, how many of them actually achieved the goal you were looking for.

It may be calling a number, filling out a form, or putting something into an e-commerce shopping cart. Whatever it is, you can actually track everything that is going on and assign dollar values to it so you can very clearly see ROI from the specific campaigns you are running.

Again, everything can be tracked online. There is really no excuse not to track all the details you need to track in order to have good information about your campaigns.

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Step 10: Focus on ROI, Not on Costs. As I said earlier, it is all about ROI. I point this out again because a lot of people who are new to PPC marketing see an expensive keyword term or a very competitive keyword term and they chicken out. They say, “No! That is way too expensive! It is way too competitive! I don’t want to go and waste my money there!”

However, it is really not about the cost of the keyword. It is about the ROI from the campaign. A more expensive keyword can get a much, much better conversion than a less expensive keyword. The ROI on it can actually be much higher.

You have to use the data to your advantage. You have to measure the results you are getting from those keywords, measure the cost-per-lead, measure the cost-per-customer, measure the revenue you are getting from those campaigns, and tie it back to the keywords to see which ones actually have the highest ROI.

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Step 11: Use Remarketing. If you are not familiar with what remarketing is, remarketing is a very cool advertising technology that allows you to follow your target audience around the Web. What do I mean by that? If somebody comes to visit your Web site, you can drop a little cookie into their browser and it will then tell the browser to display your ads as that person is surfing around in other places on the Internet.

After they have left your site, let’s say they go to CNN.com. While they are at CNN.com, they can still see an ad for your brand. This is very, very cool technology. It is literally like you are stalking them on the Internet. It is a very powerful technology for advertising because once somebody has visited your site, there is obviously some interest there. By showing them another ad after they have left your site, you have a much better chance of reengaging them and getting them back to your site to make some sort of purchase.

This is very, very cool advertising technology. It will definitely do a ton to keep your brand top of mind with those prospects.

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You can see an example here. This is somebody who obviously visited this Center for Orthopaedics. They maybe have some sort of knee or shoulder injury or something like that. This is CNBC, first in business worldwide and, yet, here I am seeing my Center for Orthopaedics ad based on the site that I visited earlier. This is a pretty cool example of remarketing there.

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Step 12: Always, always, always split-test. What do I mean by split-test? Split-test means that you can run two different ads and change something about those ads in order to determine if the change made a difference in the performance of the ad.

If you are just running one ad and you are only getting data on that one ad, you do not know if you could be doing better by running an ad with a slight change. When it comes to direct marketing, this is a fundamental. You split-test all the time and it allows you to continuously measure and improve to optimize your ads.

You can see here these are all ads for Five Senses Spa and Salon. You can see that there is a split-test going on here. They are using the very same headline across all three, so they are not testing the headline.

However, look at the message in the ad. Here you have “Hair treatments for men and women;” and here you can see “Hair services for men, women, and kids.” Down here you can see “Experience Peoria’s top hair salon.” They are split-testing the message in the body of the ad to see if one performs better than the other.

You want to test the most important factors first. Typically, you start with the headline; you can start with keywords. Then you can go to copy and offer. You just move your way systematically through to test those variables.

You will see in many cases massive, massive differences between the performance of one ad over another based on what you thought was a pretty insignificant change. However, it was not necessarily insignificant to your prospects.

You will see huge changes of 30%, 40%, 50%, 60%, and 70%. Those are the big gains. I suggest you stop when you see gains of 10% or less. At that point it is kind of hard to say you are making any progress. There are bigger things you could be testing.

Okay, so those are 12 steps for effective PPC at your business. They really are kind of the fundamentals of PPC advertising.

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All right, let’s move onto Act Three, some “must know” tips and strategies if you want to take your PPC campaigns beyond just those fundamentals to give you the best chance of success.

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First of all, you have to make sure when you are setting up your campaigns that you are separating your search campaigns and your display campaigns. What do I mean this that? Well, there is search advertising which is what we have been talking about throughout this entire presentation.

Then there is display advertising. Display is a totally different form of advertising. These are the banner ads you see when you are out on a Web site. You see the big banner that goes up and down on the page or across the page. It has images and letters and maybe it is flashing around, somebody is dancing on it, and stuff like that. That is display advertising.

These are totally different forms of advertising using totally different strategies, approaches, budgets, and all of that stuff. However, there is a very common mistake which people make when they are setting up their advertising campaigns in Google. Shame on Google, I think, for making it easy to make this mistake by making it the default.

When you set up your campaign, your search campaign and your display network campaign will actually be combined by default. You need to go in and click on Display Network Only or Search Network Only when you are creating your campaigns. Otherwise, your budget goes towards these blended campaigns.

There should be different budgets, different strategies, and different tactics to try to make them work. You really want to separate your search and your display campaigns. This is a fundamental that a lot of people do not know about.

[Slide 30 40:13]

An advanced strategy is to test dynamic keyword insertion. What is that? It is a big, fancy phrase. Dynamic keyword insertion into an ad is essentially a way that you can take the search term that somebody typed in and automatically make it a part of your ad.

You can see that all of these ads are from Sweetshop.com. Sweetshop.com is a shop that sells pretty much any type of candy, right? If you search in any of the phrases related to candies—chocolate bars, Stinger bars, brown bread, lollypops—they are automatically building an ad where they dynamically insert that search term into their ads.

In this case, somebody typed in “chocolate bars” and they automatically the title of their ad “Chocolate bars,” the headline. They inserted “chocolate bars” here and they inserted “chocolate bars” here. When the very same search was for Stinger bars, then “Stinger bars” was incorporated. For lollypops, “lollypops” was incorporated.

You can dynamically insert those keywords into the ads making the ads more relevant and essentially allowing you to have unlimited ads. You can just say, “Hey, look, no matter what they search for, if it is a candy term, go ahead and dynamically create the ad with that candy term in it.”

It is a very, very cool technology and it can be applied in a case like this where you are trying to sell any type of candy or category of products to searchers. It can also be used for local advertising in some pretty creative ways. There is a number of things you can do here.

[Slide 31 42:02]

Next is “Use Ad Extensions.” This is one of the most underutilized and also most powerful things you can do to your ad campaigns to take them to the next level.

An ad extension is information you can add to your ad. It makes the ad stand out from other ads and it will dramatically increase the responsiveness of those ads. Let me show you some examples to make this clear to you. What do I mean by “information you can add to your ad”?

Well, you can see here a search I did for “best steak knives.” Amazon came up and Overstock came up. Look at what is included in their ads. There is a star rating for the steak knives and the thing says “374 reviews for Amazon.com.”

Over here on Overstock, you can see here again these reviews with 5,927 seller reviews. These ads obviously show up much better than the competitions’ ads which are not using these reviews. You have these colorful stars that now make the ad kind of pop, right?

If you do searches in the search engines now and start paying attention, you will notice that some ads have additional information that others do not. There is a variety of things you can use. You can put in the stars from ratings; you can put in the Google +1 number. If people are “plus-ing” your content or your product or whatever using Google + social network, you can see it there.

You can put various types of tags, comments, and reviews. You can put information about your location. You can put your address and things like that in the ad. You can put a hyperlink and your phone number in the ad.

There is a number of things you can now use in these ad extensions and they are changing all the time as Google thinks of new things to roll out. Take advantage of these ad extensions that can make your ad stand out dramatically versus the competitors’ ads.

[Slide 32 44:12]

Last, but not least here, get off of Google! Even in my presentation here you can see that with 90% of the content I mention Google just because they are the gorilla in the marketplace. Of course, if you are doing search advertising, you should probably be on Google.

However, most people just focus on Google 100% and leave out some really interesting opportunities. As we said, Bing and Yahoo have about 30% of the marketplace now and 7 Search is a network that maybe some of you have never heard of. However, they actually have some pretty decent search volume. You can do search campaigns, PPC campaigns there, as well.

Look for your other opportunities. You can get campaigns that definitely get cheaper clicks, better clicks, better results than you do on Google. Just because Google is that 800-pound gorilla, they do control the market to a large extent and control pricing, so it is much more competitive. Consider getting off of Google and running your campaigns in other places.

[Slide 33 45:20]

On that note, I want to say thanks. We are just over 40 minutes. Thank you, I appreciate your time and I appreciate you joining us. As I said, I want to keep this to about 45 minutes and let you get on your way.

Before I let you get back to work, I want to say that this is what we do for a living. We help companies run PPC campaigns. We help them set those up; we help them optimize them and run them on an ongoing basis. We take over the complete management of those campaigns in many cases for our clients.

In almost all cases, we can do this in a way that you actually see a positive ROI on the money spent with us within the first 30 days of working with us. Our fee is usually paid for almost immediately in the results that we get in either improved ad performance or decreased budget in your campaigns.

If you are running PPC campaigns today or you are considering running PPC campaigns, we would love to have the opportunity to talk to you and to demonstrate how our services can be a positive ROI for your business almost right out of the gate.

There is no hard sales pitch here, but you can see all around this presentation that we have our contact information. We would love to hear from you.

Again, it will not be a high-pressure sales pitch. If we look at your campaigns and we believe we can get a positive ROI for our fee within the first 30 days, we will let you know and we will put together a plan to do so. If not, we will also let you know that we do not think we can help.

If you are running campaigns or considering running campaigns, we would love to be in touch with you.

Jim asks, “What are the major differences in capabilities between the Google PPC network and those found in Bing, Yahoo, and 7 Search?”

I would not say there are major differences. Each search engine has subtle differences and nuances. I think the biggest difference between them is just the volume of prospects you will find on the search engines. Google is much bigger than the others, so there will be a much higher volume there.

You will also find, though, much higher competition on Google and you will find much higher costs often on a per-click basis.

Technology-wise I would say they are very similar. I would say that Bing and Yahoo have done a very, very nice job, though, of making their platform easier to use. I am a big fan of Bing and Yahoo and their PPC network, as well. Obviously, we still do most of our investment in Google, both for ourselves and for our clients. However, you have really good opportunities in all of them.

Julie says that they have raised their bid on their competitive keywords, but they are still not getting to the first position in the ad results and this is what they want.

I am assuming you are talking about Google here. Google, in particular, will not place your ads number one necessarily just because you are willing to pay more. They take other factors into account such as how many people click on your ad. That is how they make money; it is by the click not just on the bid. They are considering the click-through rate of your ad.

What happens to visitors after they click on that ad? Do they stay on your site and seem engaged or do they immediately see the page you sent them to and then bounce back?

Google takes in all kinds of factors so they have quality control there, so it is not just money spent. If you are not getting as highly positioned as you would like, it is probably those other factors. We can certainly sit down with you and help you on that.

Bing, Yahoo, and 7 Search are less concerned about some of those other factors. You can usually bid your way more aggressively to the top. That might be something for you to try, as well.

Carrie asks, “What are ‘best practices’ for landing pages? We have a professional services firm, a law firm, and are looking for best practices on how to get our ads more productive once they have made it to our landing page.”

It is great that you are looking at that. It is great that you are spending time analyzing it and trying to make it better. It is a huge opportunity for anybody to improve their landing pages.

Best practices for professional services firms usually include a handful of things. One is offering some sort of educational content. Often people coming and exploring your firm are not yet at the stage of buying where they want to just hop onto the phone and talk with somebody. They are looking to do investigation about your firm, so they can use it to compare to others.

You want to have some sort of educational resource there that you can offer them to download. Once they have downloaded it, follow up with them using email or phone calls to reach out to them proactively. This is definitely a best practice.

You can create white papers, presentations, recorded Webinars like this; there are all kinds of things you can do to get them to opt in from an educational marketing perspective.

I would add that you want to include your phone number on the landing page. If you are not doing so, make it very prominently displayed. Again, many people want to just pick up the phone and call. They do not want to opt in; they do not want to download something that they have to read through. Test having the phone number on there and make sure you have call tracking being utilized for that phone number, as well.

In most cases with landing pages, remove the options for people to go to many places. A lot of beginner marketers think they have to give their visitors options to visit the rest of their Web site, but this is usually counter to getting them to convert on what you want them to convert.

Test limiting the options. Set it up for them to do that one thing or maybe just two things. Maybe they can opt for that white paper or presentation you created for them or just pick up the phone and call you. Do not have links that will take them out to other parts of your Web site or anything like that.

Then again, it is all a test. That is the beauty of this form of marketing; it is very trackable; it is very testable. Whatever I tell you is speculation until we actually set up the systems to effectively measure the data and test how it will go.

All right, those were three good questions, so thank you very much. We are past our 45 minutes, so I want to let you guys get back to work. Thank you very much for joining me here today. Again, the offer is there. If you feel like you could use any help with your campaigns, we would love to talk to you. Just get in touch and let us know. We would be happy to take a look at what you are doing and see if we feel like we can make some significant improvements for you.

Thanks again. We will get the recording out to you very shortly. With regard to any questions that I did not answer, we will follow up with you shortly, as well. Thanks and take care.