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# COMPELLING PPC - HOW TO CREATE ADS THAT CONVERT



Creating adverts for your business and distributing them in the correct channels, to the right audience, is one of many techniques that can lead to increased brand awareness and sales. In this eBook, we'll look at this area of the market and give you an insight into creating ads that convert.

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## WHAT IS PAY-PER-CLICK (PPC)?

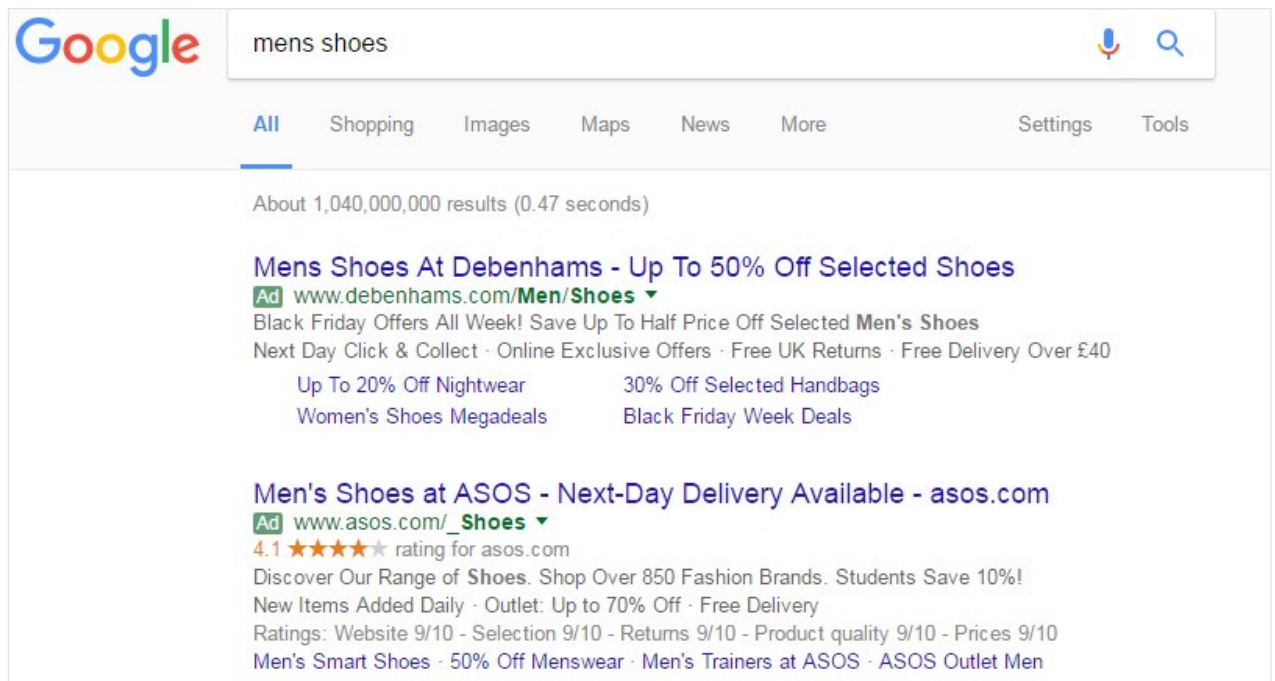
PPC is the model of internet marketing whereby businesses pay a fee every time one of their adverts is clicked on by a potential customer. Placing an advert that correlates with a specific search can help widen your audience, boost your traffic and convert the traffic into sales. This happens if the ad links to a fully optimised site, with unique well written content. If this is the case you should be able to climb the paid results on the search engine results pages (SERPs).



There are four main types of online advertising that play a role in the standard payment model of PPC. They are:

### Paid search

Paid search ads are those listings that appear at the top and bottom of SERPs, marked as ads, landing pages or 'sponsored results'. The listings are paid for by the advertiser either on a cost-per-click (CPC) basis when the visitor uses a link to navigate to the landing page, or less frequently, as a cost-per-impression, for being displayed next to the search.



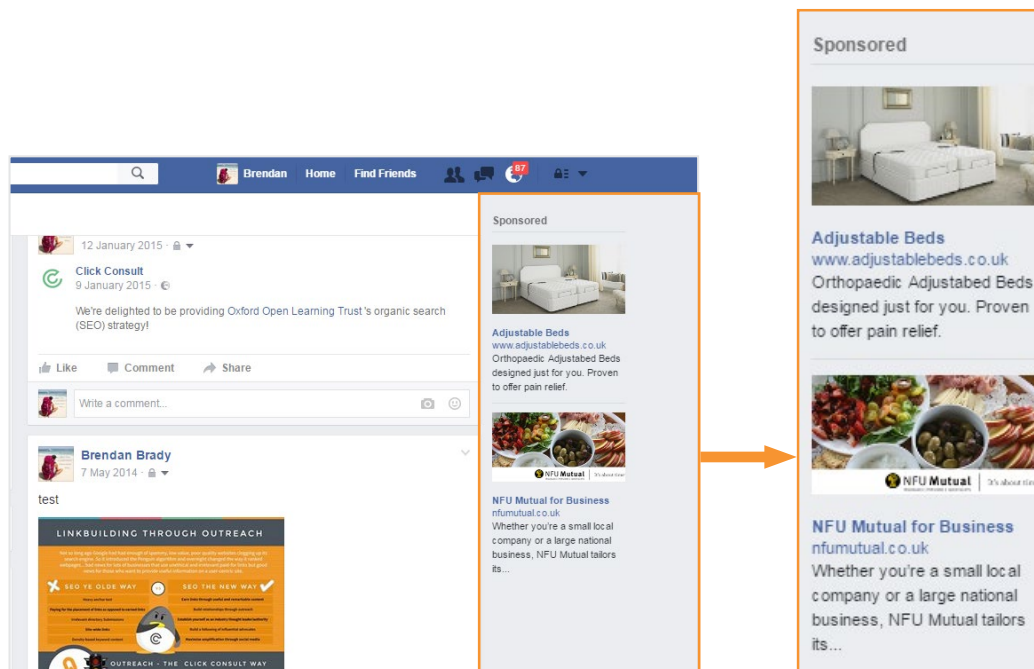
### Display advertising

Display advertising is advertising on websites. It includes many different formats and contains items such as text, images, flash, video, and audio. The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.



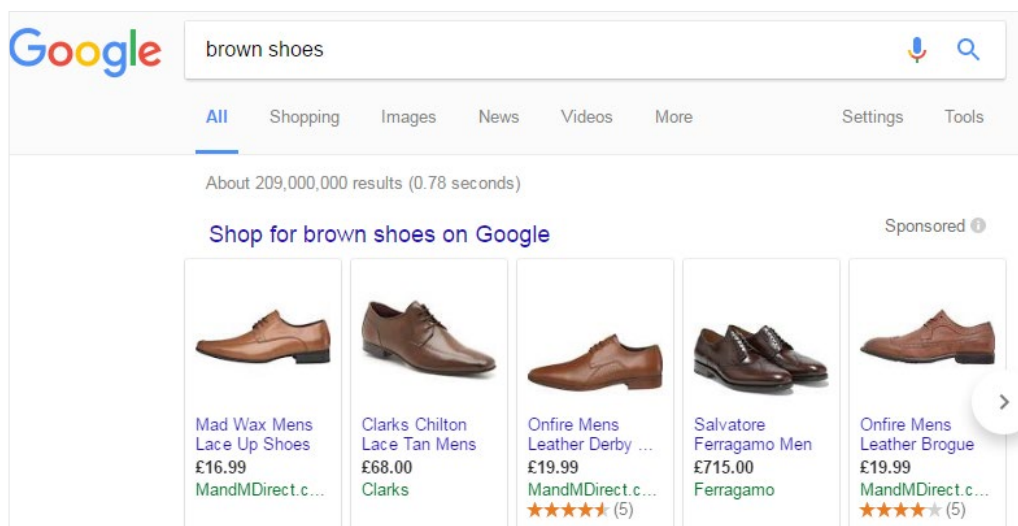
## Social advertising

Social advertising relies on social information or networks in generating, targeting, and delivering marketing communications. The advertising platforms provided by Google, Twitter, and Facebook involve targeting and presenting ads based on relationships articulated on those same services. Social advertising can be part of a broader [social media](#) marketing strategy designed to connect with consumers.



## Shopping

Shopping ads offer a different experience for those searching for a product, mainly because they display more than the ad text. Shopping ads show users a photo of the item as well as the title, price and retailer. The overall concept of a shopping ad gives the user a stronger perception of what you are offering them and this can lead to more conversions.





## WHY CHOOSE ADS?

It goes without saying that there are many benefits to running digital ads as part of a search marketing strategy. The first main benefit is that well-crafted and highly optimised ads can raise brand awareness and exposure. They put your immediate details into the public domain at the time they are searching for products in your sector. Your ads get your message out to a highly relevant audience which ultimately increases the potential of extra traffic.

If your ads are correctly placed and optimised to appear next to certain searches then they can improve your unique visits. If the content on the landing page is specific to the user search and includes a clear call-to-action (CTA) such as a downloadable brochure, an email subscription or a call back request, you are another step along the marketing path. These leads direct customers to your online store where they can convert from browsing to purchasing.



# PICKING YOUR TARGET

Audience is everything when it comes to marketing. You want to reach a targeted audience who are much more likely to convert if taken to the correct page or products. In order to [choose](#) the right audience for your advert, there are a number of factors to consider and questions to ask. You could use a user targeted approach for those that have shown a particular behaviour or interest, or you could use inventory targeting whereby you focus on a type of content that is often visited by individuals within a particular demographic.

The screenshot displays the Facebook Audience Definition interface. On the left, under the 'Create New' tab, there are sections for 'Custom Audiences' (with a search bar and 'Exclude | Create New' options), 'Locations' (set to 'People who live in this location' with a list including 'United Kingdom' and 'Include'/'Add locations' buttons), 'Age' (set to '18 - 65+'), 'Gender' (set to 'All'), and 'Languages' (set to 'English (UK)'). On the right, the 'Audience Definition' section features a gauge showing the audience is 'fairly broad' and lists 'Audience Details' including 'Location - Living In: United Kingdom', 'Age: 18 - 65+', 'Language: English (UK)', and 'Placements: Facebook Feeds, Facebook Right Column and Audience Network'. Below this, it states 'Potential Reach: 37,000,000 people'. The 'Estimated Daily Reach' section shows '2,600 - 6,900 people on Facebook' (0 of 29,000,000) and '3,300 - 8,700 people on Instagram' (0 of 8,200,000).

You could also choose to create ads that will occur based on the searches of an individual or on factors like gender, age, income, location, marital status etc. Above is an example of the pages within Facebook that allow you to choose a location specific campaign. Here you can use a preset or saved audience, or can make a bespoke strategy for your campaign.

<b>Page Likes</b> Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance	Audience	Facebook	Affinity
Runner's World	1	244.6K	819.5K	13.8x
Brooks Running	2	110.5K	442K	11.6x
Running on the Wall	3	44.6K	94.3K	21.9x
Eat To Perform	4	155.5K	1.1m	6.8x
Women's Running Magazine	5	78.3K	289.3K	12.5x
Runner's World Magazine	6	59.2K	168.8K	16.2x
RunHaven	7	101.7K	502.4K	9.4x
I <3 to run	8	65.8K	219.5K	13.9x
Kara Goucher	9	48.2K	132.3K	16.9x
lululemon athletica	10	127.6K	863.8K	6.8x
See More				

You can also gather information from competitors and see what your followers might also be looking at, via their likes on social media. Above is an example from Facebook. When picking an audience based on behaviour you may decide to look at dayparting – the practice of targeting individuals at a certain time of the day or day of the week. You may also wish to retarget past visitors to your site.

Depending on the aim of your ad there are a number of different ways you can track these interactions and measure their performance; all you need to do is establish your goal and what you would consider the key performance indicators (KPIs). If you are looking to use the ad to generate leads, then this can be measured in terms of the cost per acquisition (CPA). Your plan could be to generate a certain number of leads from a predetermined budget, e.g. 250 leads for £2500 or £10 per lead.

When your aim is to encourage brand awareness and exposure, then the success of a campaign will be based on the number of views and then the click through rate (CTR) from this. If you were to receive 20,000 clicks and had a landing page CTR of 5%, you put yourself in a solid position to convert a high percentage of these to sales.

The index that most businesses want to talk about however is the ROI, in terms of PPC this is often referred to as return on ad spend (ROAS). The KPI could be to generate 100 sales with a return of £5 per £1 spent.



# SET YOUR BUDGET

When it comes to the planning stage of a PPC ad campaign it is important that you understand your market and have a clear set of objectives. If you are in a competitive marketplace, you may find that your budget doesn't go as far as you thought.

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ

Daily Budget ▼

£20.00

£20.00 GBP

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

☒ Run my ad set continuously starting today

☐ Set a start and end date

You'll spend no more than **£140.00** per week.

Optimization for Ad Delivery ⓘ

Conversions ▼

Conversion window ⓘ

1 day after clicking ▼

Bid Amount ⓘ

☒ Automatic - Let Facebook set the bid that helps you get the most results at the best price.

☐ Manual - Set your target cost per result ⓘ

When You Get Charged ⓘ

Impression (CPM)

Ad Scheduling ⓘ

Run ads all the time

More Options

A restricted or smaller budget can be targeted into very specific areas which in turn should increase the chance of conversions in your identified market, not matter how niche. Big brands throw huge amounts of money at certain advertising and marketing strategies, so make sure you are realistic.

# MAKING GREAT ADS

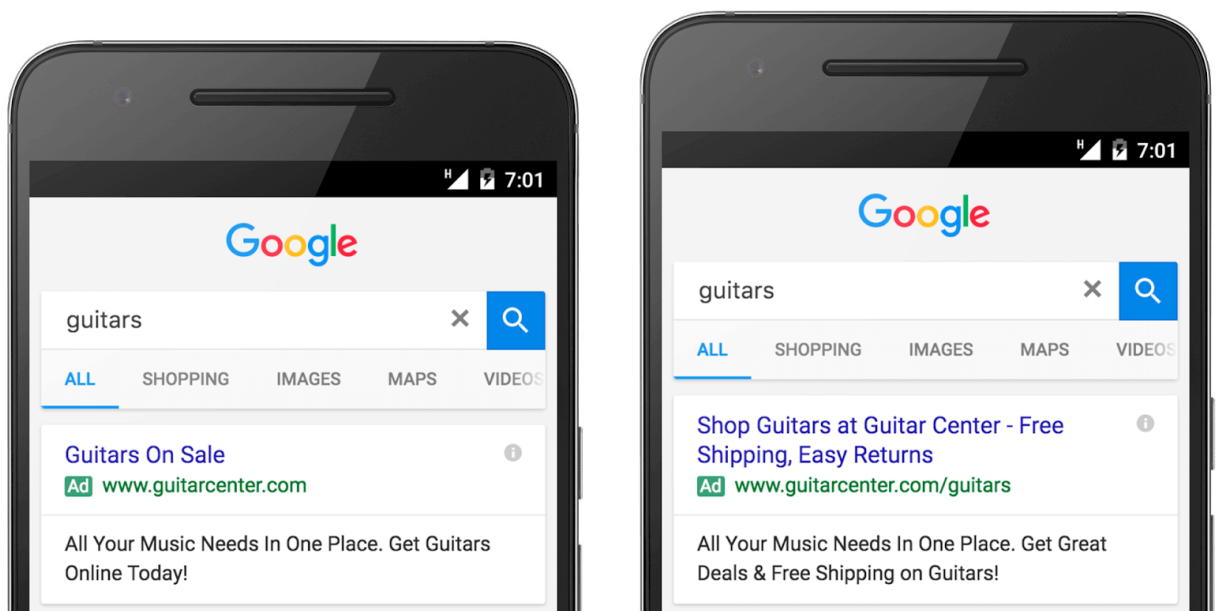
Utilising a PPC-heavy approach for any business can be highly beneficial and is one of the most popular internet marketing strategies. This popularity however means that there is a lot of competition, regardless of what industry you are in.

Whilst competition is healthy for businesses, when it comes to converting leads into sales and gaining brand recognition you must stand out.

## Expanded text ads

Expanded text ads are deemed as the next generation of text ads. With so much focus on the way search marketing has transferred from desktop to mobile, Google decided that it had to change in order to reflect this whilst keeping both parties - the users and the advertisers in mind.

Expanded text ads give advertisers additional control over their messaging, and provide users with more information before they click your ad. Like text ads, expanded text ads are available on both the Google Search Network and the Google Display Network (GDN), and are supported by all the AdWords tools that currently support text ads.








## Responsive display ads

All of this talk about the mobile revolution means that if you want to get ahead and increase your chances of engaging with customers through ads, they have to be responsive. According to recent [figures](#) there are 2 million apps and websites on the GDN and this number is rapidly expanding. Responsive ads automatically adjust their size, format and appearance to fit the available ad space across the various screen sizes and content types. GDN responsive ads are formatted in such a way that they can appear more than twice as large as the old text ads. They can also hold more text with the allowance of 25-character and 90-character headlines, a 90-character description, an image, and a URL.

## Personalised ads (eg.location customised ads)

Personalised advertising is a type of advertising that reaches out and impacts the customer based on their individual preferences. These traits could include but are not limited to demographics like age or gender, psychographics and behavioural patterns such as product purchasing history. This area has been expanded with the introduction of location-based advertising, (LBA). LBA is a format of digital advertising which plays on the strengths of mobile search and technology. The technology that most mobile devices are now fitted with means that the users' location can be pinpointed and therefore location specific ads can be pushed to or displayed on the device.

### Customers Who Bought This Item Also Bought

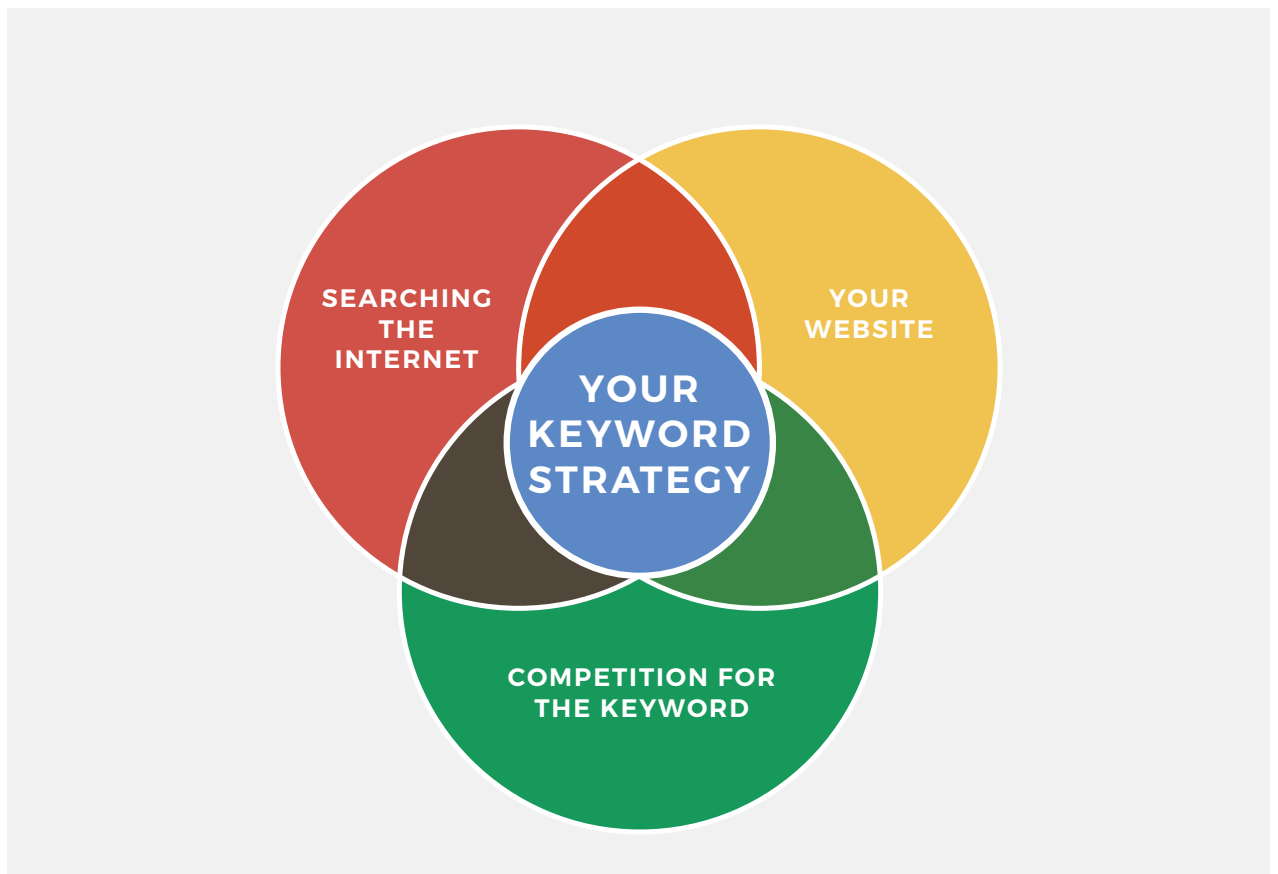
				
Amazon Protect 3 year Breakdown & Accidental Damage Cover for Small Kitchen Appliances from £20 to £29.99 £5.00	Breville 2-Slice Toaster, Black ★★★★☆ 17 £18.99 ✓Prime	Tefal TT550015 Toast and Egg Two Slice Toaster and Egg Maker, 1200 W - Black ★★★★☆ 896 £33.88 ✓Prime	Stanley 193968 Mobile Work Center ★★★★☆ 509 £30.59 ✓Prime	Russell Hobbs 20413 Colours Plus Kettle, 3000 W, 1.7 Litre, Black ★★★★☆ 73 £20.30 ✓Prime

## Landing pages

Making great ads is one thing, but the truth is you have to back this up. If you have a content-filled ad which engages with the visitors, you must also have a [landing page](#) of equal standards. One mistake that is often made by those new to the industry is that they see a high quality ad that promotes you as a brand to associate with and then they reach your URL, and feel disappointed. A content rich website is a must as it encourages further interactions and ultimately sales.

# KEYWORD STRATEGY

Choosing your keywords might just be the most important consideration to make when it comes to creating a successful ad campaign. If you are looking to make impressions that convert into sales you have to make sure that you're bringing the correct audience to your page. If a user makes a general internet search for a product that you specialise in yet you don't feature as an ad or in SERPs you are missing out. Cover your bases and perform thorough research.



Good keyword research will reveal gaps in the market and highlight areas your competitors are not competing in, or competing only marginally. If your brand is new to a marketplace, the chances are that competitors will be well established for some of the prize keywords, whereas industry specific long tail gaps might not be covered. A [good strategy](#) means you can exploit these gaps to get ahead with your ads. As you can see from the above chart, getting the balance right is key if you are to identify a good keyword strategy. The words that form the strategy will be based on internet searches, your content and the competition for keywords in you industry.



## DOS AND DON'TS

### Improve your Quality Score

Quality Score is one of the most important considerations when it comes to PPC and ads. The Quality Score is the result of Google's analysis of your keywords and PPC ads. It is the figure by which your CPC is calculated and this is then multiplied by the maximum bid set in your campaign for a certain keyword. This calculation gives you your [Ad Rank](#) ready for the ad auction process.

#### **The main factors for determining your Quality Score are as follows:**

- Click through rate (CTR)
- Relevance of every keyword to ad group
- Quality of the landing page and relevance to the ad
- Relevance of the ad text
- AdWords performance historically

Whilst the algorithm for determining Quality Score is something of a grey area in terms of how much focus it puts on these factors, it is well documented that CTR is the main factor. Google trusts and rewards sites which are linked to relevant ads, meaning that if you have a high CTR, then you're sending strong indications to Google that the relevancy of your ads are high and helpful to visitors. There is a direct correlation between Quality Score and ROI so making sure that your Quality Score is optimised is vital. A high Quality Score can reduce both the cost per click and cost per conversion.

Making every effort to improve your Quality Score is a must as it has such a huge impact on the effectiveness and cost of your paid search campaigns. Luckily there are several ways of doing this.





One of the first things that you can do is to improve upon your keyword research. If you can discover additional highly relevant keywords including long tail derivatives you have the greatest chance of covering large portions of your market. Once you have identified all of these keywords then grouping them is a must. The tighter the ad groups, the more relevant your ad copy will be.

Optimising the landing pages and refining the ad text promote a better user experience and a higher CTR respectively. This means that the correlation from keyword to conversion is working and Google will be more inclined to increase your Quality Score.

Much like coming up with a keyword strategy, the Quality Score follows a similar pattern. It is generated as a result of the three factors highlighted. Click-through-rate offers the most weight to a Quality Score, then relevance of the information and finally the landing page experience.

### Don't just send visitors to your home page

Once you've set up a PPC campaign for a set of specific keywords, it is something of a cardinal sin to then not use this advert to take your visitor to the exact product they were looking for. Dumping them on the homepage simply means that you have taken a satisfied, engaged user, who is ready to buy and potentially turned them into an unengaged user who loses trust in your brand.

The hope of the visitor is that after making a search and seeing a relevant ad, they are going to head straight to the landing page for that product by clicking on it. If they are then redirected to a home page, this can be highly frustrating. If this is the case, it then presents the visitor with two choices. They can either stay on your site and try to navigate through the page that they want or they can go back to the initial search and see if there is another link. If they take the first option they are likely to feel a little disgruntled that the navigation wasn't exactly what they expected. If they choose the latter option then there is a high chance they will click on a rival advert or website - this nearly always leads to a lost sale and defeats the object of the initial advert.

This sort of approach will ultimately hinder your Quality Score and ultimately will lower the ranking of your ad and increase the cost per click.



### Don't rely on broad match keyword ads

Broad match keywords are used as a trigger for ads when someone searches for a particular phrase, but can also show results for a whole host of other similar phrases, synonyms, singular or plural formats and stemmings (such as motor and motoring). They can also prompt the ad if there is a misspelling.

A broad match strategy can be an advantage as it gives you a large amount of exposure, but be warned there are some pitfalls such as increased spend in areas that you do not wish to target.

An example of the features in a broad match keyword search would be if you were a brand that sells watches. If you decided to run a campaign for 'luxury watches' the broad match this could mean that your ad could also appear for the search terms 'expensive watches' or 'watch repairs'. In the first case, the ad might still be worth the click from the consumer and therefore would be worth you paying for that click as the end user is still your target market. The second user could be seen as a wasted click and fruitless payment. This will no doubt have an effect of ROI and hitting your targets.



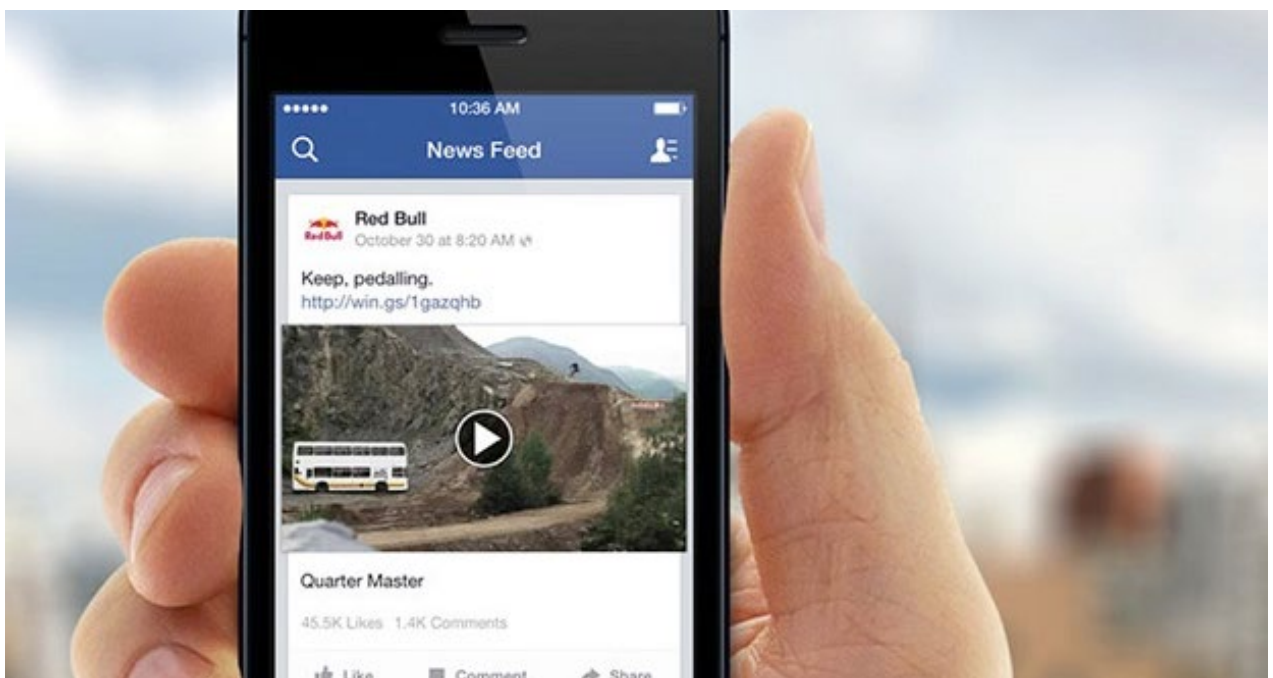
### Use negative keywords to improve relevancy

One of the biggest mistakes that you can make when it comes to making ads that convert is not implement a strategy that looks at negative keywords. Negative keywords allow you to add more relevancy to your ads as they can filter out all of the search terms that might be linked yet you do not want. An example of this would be for you to use the negative keyword 'free' and add it to your campaign or ad group. In Google AdWords this would prevent your ad then popping up when 'free' is included in the search.

One reason that many refuse to adopt this strategy is that it can be time consuming. Finding all of the possible keywords that may associate with your advert can be arduous but the results are worth it in the long term.

### Optimise your ads for mobile

Once you have you ad and you are happy with the content, you must again reflect on the buyer personas, what are they looking for and at what stage in the buying cycle will they want to know it? The rise of [mobile search](#) has been well documented and as such you need to think about how ads display on a phone or tablet as opposed to on desktop. All ads should be optimised for different browsing habits to make sure that you don't miss these key conversions.





### Include a punchy call to action

One of the worst mistakes that an advertiser can make is to forget to put a call to action (CTA) in their ads. Having a punchy, visible CTA can rapidly increase the click through rate and boost the results of the campaign. The reason that the CTA needs to stand out is because in a competitive market and in a page full of ads it can be one of the only differentials. Use the CTA to let the searcher know exactly what they will get when they click.

### Get to the point

When it comes to writing the ads you must make sure you get to the point. Initial ad titles were limited to 25 characters and the two description lines were limited to 35 characters each. This limited space meant that it was imperative to get all of your keywords in.

As we move to a more mobile-friendly climate, with mobile searches overtaking desktop, Google has acted with the launch of its next generation ads - expanded text ads. There are a few significant differences all of which means that you have a little more freedom and you can get a more comprehensive ad to the user.

**The main changes between expanded text ads and standard text ads are that they have:**

- Two headline fields (up to 30 characters each)
- A single, expanded description field (up to 80 characters)
- A Display URL that uses your final URL's domain
- Two optional "Path" fields, used in the ad's Display URL (up to 15 characters each)

You must remember that for the best chance of conversion you must use these features efficiently – insert the things that will add value to your business and be mindful that you might only have 5-7 seconds to grab the consumer's attention before they move on.



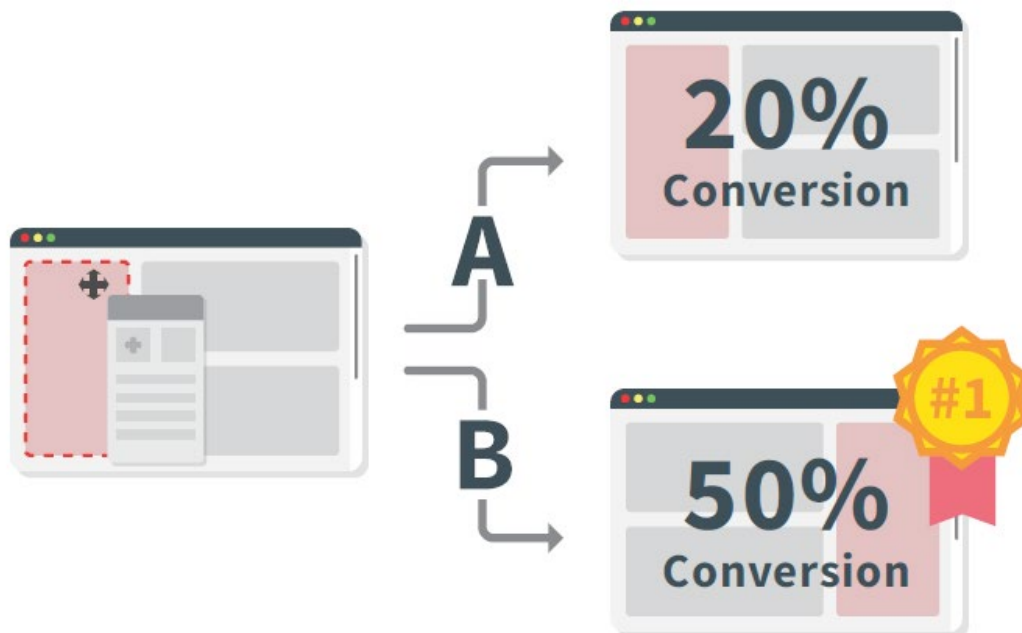
# A/B TESTING YOUR ADS

## SOME OF YOU MIGHT ASK, WHAT IS SPLIT-TESTING?

[A/B testing](#) is the technique of comparing multiple webpages or adverts to see which one will convert the most visitors. When in the test stage, the traffic to the website is split between the different ad versions and the performance is tracked. This allows you to rank performance and to choose the final edition.

A/B testing is one of the most important methods that you can employ to make sure that you get the best out of your clients' ads. If you get your A/B testing right, then you could see a substantial return on your conversions.

In the world of home insurance for example you may have two similar ads one offering tips and the other offering a quote. Creating multiple ads with varying CTAs means that you can run tests on them to ensure that you hit their target market and that customers can find exactly what they are looking for. Doing this as part of the A/B testing process should improve interaction with the ad.



## TRACK YOUR PROGRESS

As we mentioned in the previous section, there is a lot of testing that needs to be done in order to get the very best out of your advertising campaign but just because you've picked the best performing advert at the time, it doesn't mean that this will continue. In order to make your campaigns stand out and to ensure that there is a constant high performance it is imperative that you get behind the numbers and track their progress.

An analytical approach to advertising will allow you to see the results of a campaign, how much you are spending and the returns on these ads. You can also incorporate more testing at the analytic stage to identify areas where there is money being wasted, or where performance is not what you expected. You can also track the length of a campaign and identify periods where the ad performs well, especially with seasonal products.

Getting a handle on your data can give you the insights you need to keep developing your advertising strategy and identify new or missed opportunities.



## CONCLUSION

In essence, you are looking for value for money in the same way that consumers are. You want to know that the PPC ads you are running are getting to the right people at the exact time those potential customers are looking for the products you sell. You want to generate as much traffic as possible and make sure that the yield on this traffic leads to the greatest return on investment.

Regardless of how competitive your market is, the primary reason that you are advertising is to try and capture that extra business. Our results in this sector speak for themselves and creating ads that convert is our speciality.



# GET IN TOUCH WITH US TODAY

## ABOUT US

We are a multi award-winning search marketing agency working with brands & SMEs that want a tangible, measurable return from their online budget.

Our [website](#) features a comprehensive [resource](#) page, full of useful eBooks and actionable insights. We also write a [blog](#), where you can find an abundance of search marketing tips.

If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

To find out how we can help you to grow your business and strengthen your search profile, call us today on

**0845 205 0292**

## WHAT OUR CLIENTS SAY

*"Great agency at the forefront of search marketing. Fantastic account management coupled with real experts working on your campaigns = a winning combination."*

**Truprint**

*"Click have really stepped up to the plate when it comes to performance marketing, their tenacity and desire to help us as a company improve is second to none. They're always offering up the best in cost per lead performance, which is seeing our ROI on digital marketing grow exponentially as our relationship goes on. Brilliant project planners, superb project delivery and results to boot, what more could you ask for?"*

**Adjustamatic Beds**

## OUR ACCREDITATIONS



Accredited  
Professional



## OUR TECHNOLOGIES

monitor **TRAX**<sup>™</sup> rank **TRAX**<sup>™</sup> feed **TRAX**<sup>™</sup> link **TRAX**<sup>™</sup> pro **TRAX**<sup>™</sup>



EXPERTS IN SEARCH. SIMPLE.