

FIG 1.

**PERFORMANCE – DRIVEN
SEARCH MARKETING**



Providing the blueprint for success.

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THE SEARCH HAS JUST BEGUN

Keeping up with changes in the industry is not enough - agencies should be leading the way. Click Consult are making plans for a bright, more ethical future for search marketing.



Matt Bullas, CEO and Founder, Click Consult

Hello and welcome to Click Consult's search marketing supplement for 2015.

Since our last supplement in association with The Drum, it has been an incredible 12 months for both Click Consult and the search engine optimisation (SEO) industry in general.

For Click Consult, highlights from the past year included the launch of our new responsive website, our first Benchmark Search Conference (which featured contributions from major brands including Microsoft, Vodafone, O2 and Co-op) and a further increase in the size of our in-house team of search experts.

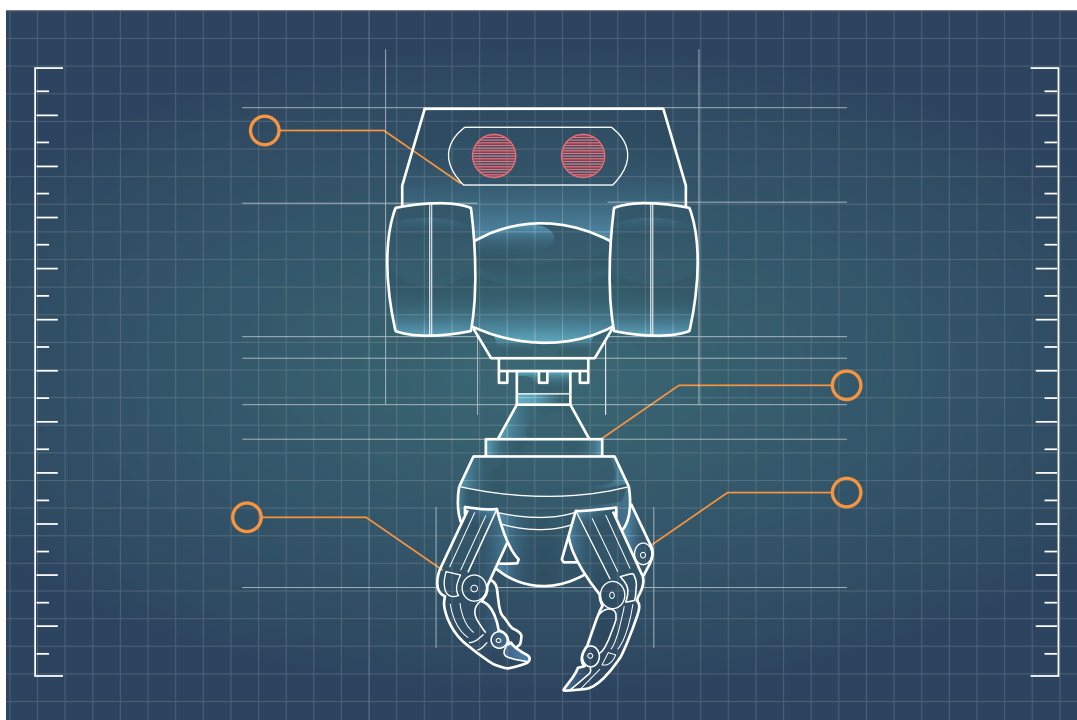
We've welcomed a number of leading brands on board - from Ireland's leading insurance intermediary Chill.ie to UK law firm DWF, fashion brand Motel Rocks, Oxfam, travel company Netflights.com and leading travel association ABTA. We've also grown our international client base, including brands such as Unibet, reflecting our abilities as providers of international and multilingual SEO.

While winning new business is exciting, I've always believed that retaining clients is the true indicator of an agency's ability to deliver and I'm delighted to report that our retention levels over the past year have been second-to-none.

From an industry perspective, there's no doubt that the market for SEO services has grown considerably, driven by an increasing awareness of what a well-executed search marketing strategy can do for a business of any size. The 'black hat' tactics adopted by early, unscrupulous search marketing practitioners have been consigned to the past, largely thanks to Google's continuous and genuine efforts to encourage best practice via changes to their algorithms.

Instead, creative, content-led campaigns in combination with solid technical SEO practices are being recognised as the only sustainable long-term search strategy.

As part of our desire to be at the forefront of



the search marketing industry, we've also been working on the creation of an in-house suite of TRAX technologies to enable us to really take a microscope to our clients' sites. This new tech will enhance our robust technical foundations and provide the granular real-time data insights needed to drive engaging, creative, successful search campaigns in the age of the mobile consumer.

While we're obviously fans and advocates of new technology at Click Consult, we never forget that, in the end, SEO is about people. Happy consumers are engaged, informed, moved; and it's this human element that can sometimes fall by the wayside when businesses develop their SEO strategy. By keeping a brand's

audience(s) central to a great SEO campaign, we not only produce results, we also ensure that any future algorithm updates will simply promote our clients' ethical, consumer centred strategy further.

I hope you enjoy the contents of this supplement. Written by members of Click Consult's senior team, each of the articles presented here offer a deeper level of insight into a key area of search marketing and aims to help you make informed decisions about your own strategy. Our hope is to encourage discussion and debate among the industry and its clients, cementing search marketing's position as an essential element within the arsenal of the modern marketer.

DIFFERENT STROKES

If you believe that the same basic SEO strategy can be applied successfully to different industry sectors, different businesses or even different campaigns, you could be making a costly mistake...



Jon Hunter, Organic Search Director

Having spent the last decade working at the coalface of the SEO industry, I often forget that most people actually have very little experience of search marketing and the vital role it can play in a business' commercial success. As a result, laymen tend to regard SEO as some kind of 'dark art'.

Others may have had direct experience of working on a search strategy but, more often than not, this will have been restricted to work within a few companies and almost always within one industry. Because of this, many people make the classic mistake of believing that the same basic search strategy can be applied with equal success across different business sectors and different markets. Unfortunately, that's not the case.

Don't get me wrong – all good SEO campaigns contain many of the same ingredients: for example, great business analysis; good searcher analysis; detailed and precise technical insights and solid technical platforms; engaging and focused on-page content; and creative off-page work to pull links into the site. What changes dramatically between campaigns is the importance, balance and priority of these elements.

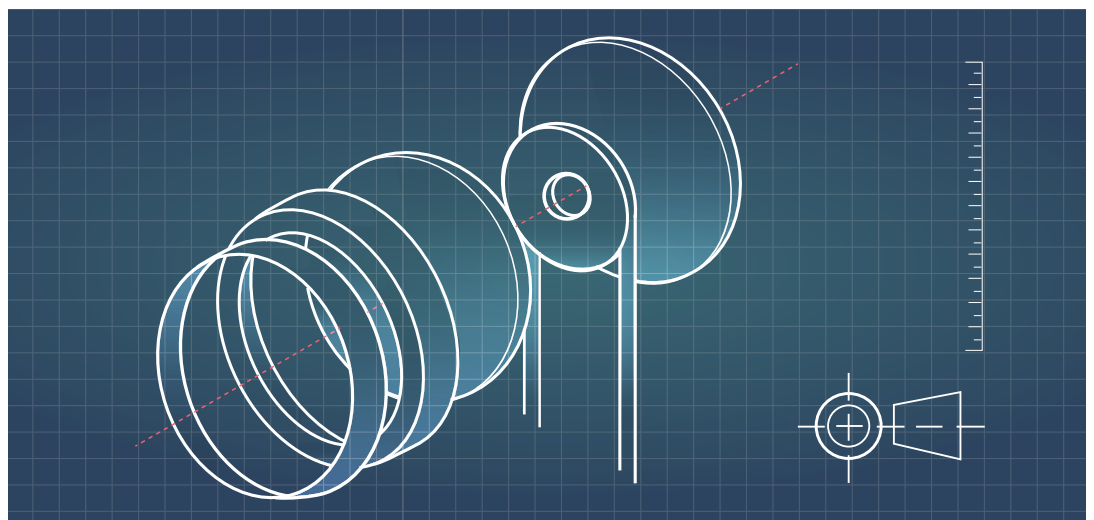
I suppose it's only people working in SEO agencies, working on hundreds of different campaigns over the years, who gain the overview required to see distinct patterns emerge.

The classic misconception about SEO is that getting a significant 'trophy keyword' to rank well makes all the difference but, in reality, this is true only in a small number of cases. In the majority of sectors, trophy keywords are responsible for less than five per cent of search traffic and less than three per cent of revenue.

LET'S TALK SPECIFICS

The principle reason for developing different search strategies for different sectors is to capitalise on the variety displayed in consumer search patterns.

For example, in the travel sector, headline search terms such as "cheap holiday" are a very small part of the market and, as a result, an SEO campaign has to target tens of thousands of different terms. By contrast, in a market such as car insurance, less than two dozen search terms account for an incredible 80 per cent of related searches.



“IN THE MAJORITY OF SECTORS, TROPHY KEYWORDS ARE RESPONSIBLE FOR LESS THAN FIVE PER CENT OF SEARCH TRAFFIC AND LESS THAN THREE PER CENT OF REVENUE.”

Once you realise this, it becomes a bit easier to understand why different situations require different strategies. Tackling a campaign with thousands of keywords could potentially involve analysing keyword patterns across hundreds of themes, creating a large amount of original on-page content, stimulating user generated content and developing an effective technical navigation strategy to ensure Google indexes all available pages.

On the other hand, a lead generation campaign with a small number of difficult keywords requires some very simple content and technical work at the start and then a firm focus on off-page factors, aiming to generate engagement and links with the brand. Similarly, companies working in e-commerce, the third sector or the media will all require a tailored SEO strategy that reflects their specific needs and goals at a given moment in time.

SIZE MATTERS

I mention 'time' at this point as the stage a company is at in its development can be an important factor. Google, in its ongoing efforts to provide the best possible search experience for its users, gives a lot of advantages to established brands, simply because people

expect to find trusted brands towards the top of the search engine rankings.

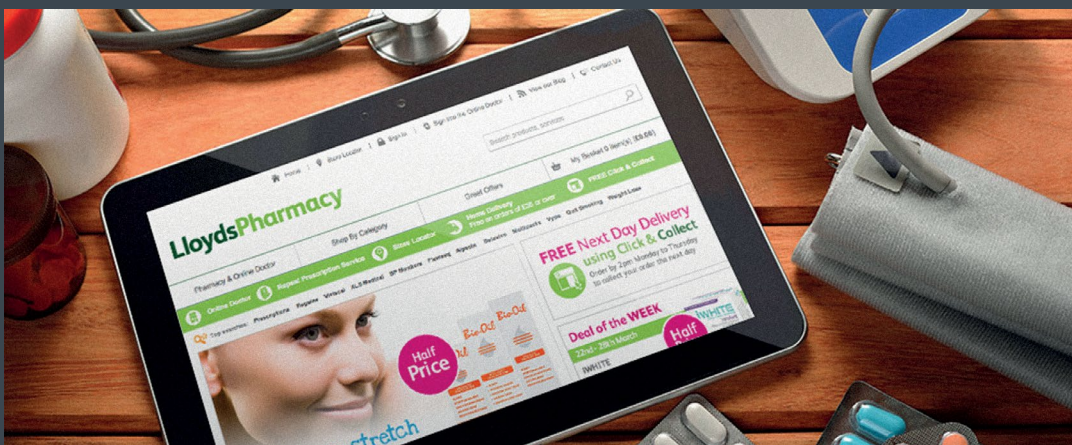
For this reason, many major brands can find success with a very conservative SEO strategy, for example, with a content strategy focused mainly on publishing material via their own site. Due to the fact that people actively want to engage with them, there is very little need to think outside the box.

By contrast, challenger brands employing a big brand style SEO strategy are usually wasting their time. Challengers have so much ground to make up that they need to get creative with their SEO strategy: find niches the major brands are not competing in; produce better, more relevant content than the big boys; explore creative engagement ideas which other brands may shy away from.

If your current search agency isn't providing you with a bespoke package, it's time to start asking why. At Click Consult, we have a rigorous audit system which means we take time to understand everything about a brand, its customers, its site, content, link profile and competitors, and use that information to create SEO strategies tailored to each client's unique needs.

JUST WHAT THE DOCTOR ORDERED

Click Consult formulated an SEO strategy for LloydsPharmacy Online Doctor that delivered a 144% increase in organic sessions and a 77.59% increase in organic revenue...



THE CLIENT

Founded in 2013, LloydsPharmacy Online Doctor provides patients with an additional channel through which to receive care for health problems. The Online Doctor team now provides a breadth of remote medical services in partnership with both the NHS and private organisations for patients across the UK.

THE PROJECT

Click Consult was tasked with increasing organic traffic and search visibility for a number of key search terms. The strategic approach was to enhance the backlink profile of the LloydsPharmacy Online Doctor site by undertaking blogger, social and PR outreach to identify relevant influencers within the online pharmaceutical industry and offer innovative

and creative content to their audiences.

THE RESULTS SO FAR

- 144% increase in organic sessions;
- 43% increase in overall sessions;
- 77.59% increase in organic revenue;
- 17% increase in online revenue.

LloydsPharmacy Online Doctor now ranks on the first page of Google results for 36 of its targeted search terms. Thanks to the exceptional results achieved to date, the search strategy has been expanded to include more Online Doctor clinics, such as emergency contraception, hair loss and travel health.

WHAT THE CLIENT SAID

"From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive."

LONG LIVE THE KING

While digital marketing technology continues to advance, great original content remains the most important tool at the disposal of marketers...



Beth Rycroft, Head of Campaigns and Social

In 2015, content, data and analytics technology have emerged as the key tools of marketers operating in the digital, social and mobile marketplace.

Trends witnessed over the last 12 months have included: the growth of real time marketing, with the mobile consumer moving at their own pace, engaging when they want, where they want; the rise in big data, enabling increased personalisation in marketing campaigns; the rise in big content, creating a digital arena where quality and relevance of content is key; and the emergence of the Internet of Things (IoT) and the Quantified Self, including wearable computing, which has presented further opportunities for social marketing.

In short, responsive content has developed, not just in relation to changes to a Google algorithm, but in response to real people in real time. Digital marketing evolves constantly, be it advances in data mining, behavioural analytics or customer segmentation, but, in spite of it all, content remains king when it comes to online visibility.

Across all digital platforms, the quality and relevance of content is key. To develop a real relationship with customers online, you need to be creating content that really is of interest to them, content that entertains and informs and reflects consumers' needs and interests. This content must then be delivered through a digital platform, relevant to the consumer, at the time and in the place of their choice.

INTERACTION IS THE GOAL

So, against this churning backdrop of innovation, what does a modern digital marketing strategy look like?

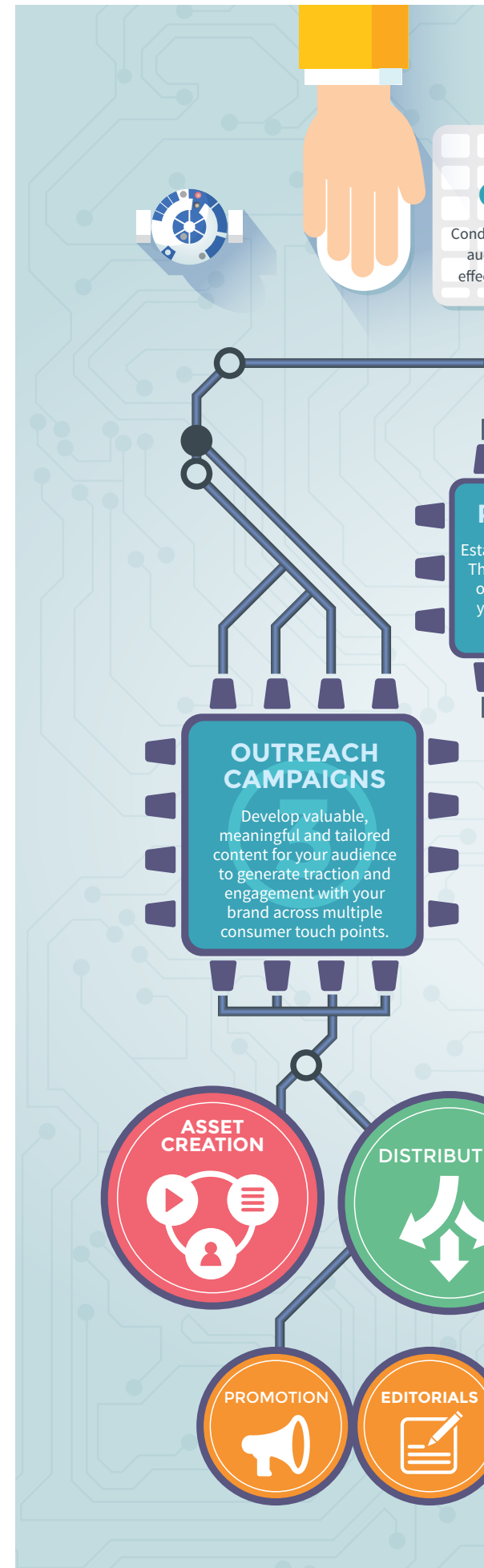
In broad terms, a modern marketing campaign builds a relationship with customers

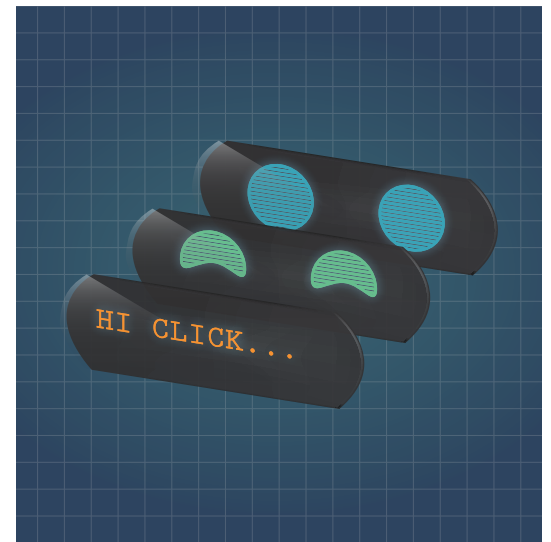
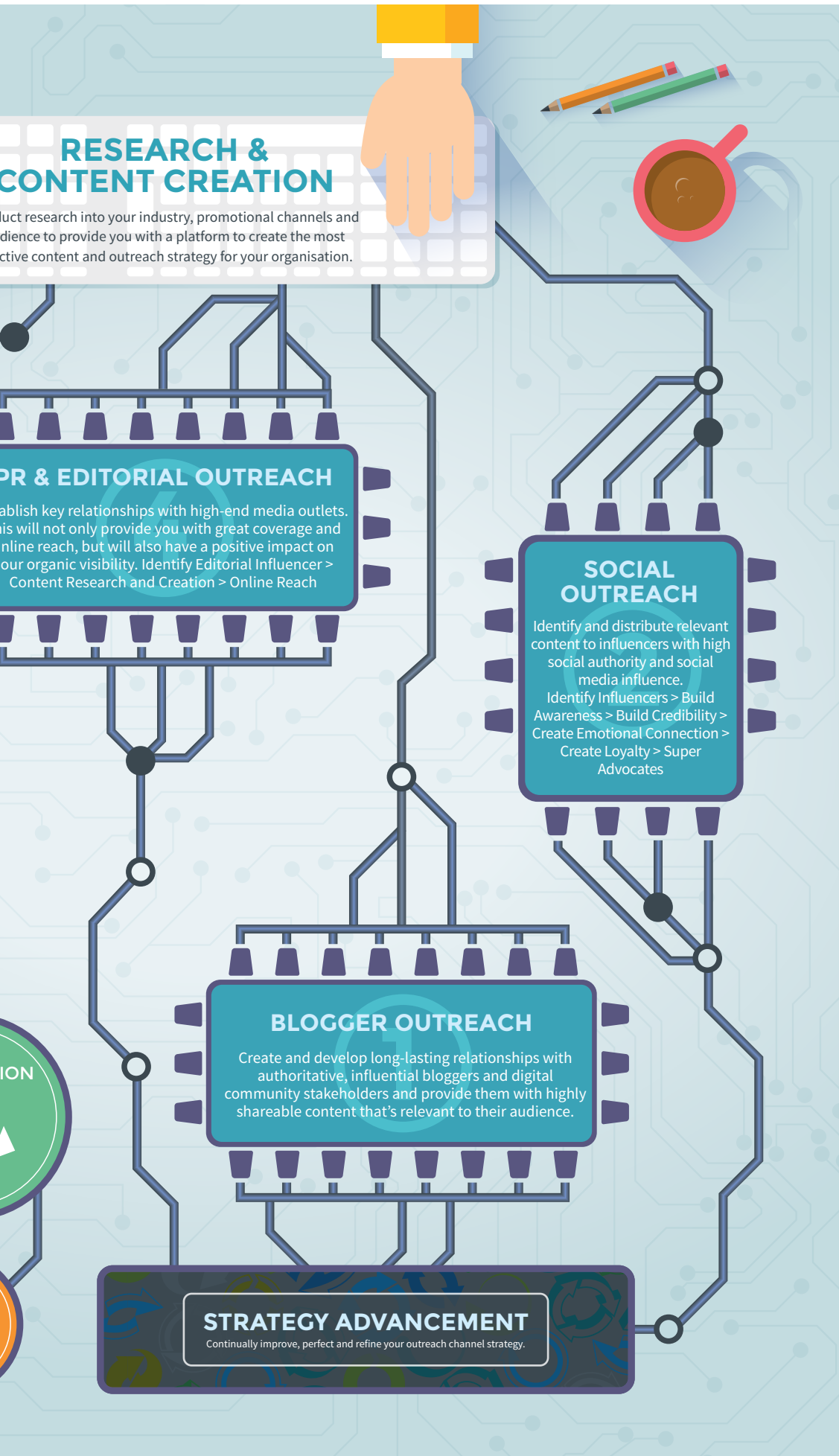
online and leads to interaction. Social media content and search engine optimisation should work together to create the optimum user experience and provide a level of brand consistency across campaigns.

A content strategy focused upon targeted consumer segments should then be further segmented to provide opportunities for personal interaction, delivering brand messages, opportunities and offers tailored to each individual. Happy consumers act as brand advocates online and customers given the tools to do so will willingly become valuable brand ambassadors for you, sharing your brand message far and wide if it truly resonates with them.

Content, wherever possible, should be personalised, not only in terms of the individual consumer's interests but also in terms of the consumer's position in the sales funnel (pre-sale or post-sale) and length of their association with the brand, i.e. a new customer as opposed to a long-standing returning customer. This personalised content should look to develop diverse strategies of interest to their target consumer. For example, if you sell bicycles, don't simply provide your customer with cycling-related content, especially if you already know that the customer is a 26 year old female who loves cats and heavy metal!

Rather than attempting to deliver a one way message about a product or service, brands should remember that social media is about people. Content should be focused on something the consumer has an emotional or intellectual response to. Something they want to engage with and share. Video has a growing role in this. Given the enthusiastic consumer response to original video content from brands so far, we're likely to see much more of this moving forward.





“BLOGGERS LOOK FOR CONTENT THAT IS NEW AND RELEVANT TO THEIR INTERESTS. PRESENT YOUR BRAND, PRODUCT OR SERVICE IN A MEANINGFUL WAY.”

REACHING OUT

Blogger outreach is a great way to work with influencers, get leads and discover valuable insights. It's important, however, to take the time to do your research and match the right blogger to the right content. If you take a scattergun approach to distributing content, sending everything to everyone, you'll quickly run out of publishers willing to utilise your work.

Bloggers look for content that is new and relevant to their interests. A key tip when working with bloggers is to ensure that they become as interested and passionate about your product as possible.

If you want them to present your brand, product or service in a meaningful way, give bloggers the motivation or the tools to actually engage. For example, if you are promoting a stain remover, why not send the blogger a free item of clothing, matched to their tastes, but with a stain in it? That way, they are more compelled to actually use the product and then vlog or blog about how amazing it is in action. Or perhaps you could invite the blogger on a day trip tailored to their interests, giving you the opportunity to spark an emotional response and develop a deeper connection with the blogger.

Once they have experienced something for themselves, they can vlog or blog from first-hand experience, sharing tips and advice with their followers – your target audience.

Creativity has never been more important, not only in terms of the content itself, but also in terms of the fresh and original ways you attract the interest and attention of your target bloggers and media outlets.

STRONGER, FITTER, BETTER

Click Consult not only helped Monster Supplements to recover quickly from the commercial impact of a Google unnatural link penalty, it then rebuilt the brand's online authority and visibility with a targeted content and outreach strategy...

THE CLIENT

Established in 1994, Monster Supplements is one of the UK's leading suppliers of sports supplements, helping its health-focused customers to achieve their fitness goals.

THE PROBLEM

Monster Supplements approached Click Consult in April 2014 following a partial-match unnatural link penalty on their domain by Google, which was seriously hampering online visibility and sales across several key product categories. The brand's search ranking across target terms such as 'weight loss' and 'protein supplements' (traditionally, strong drivers of high traffic to Monster Supplements' website) had suffered badly.

THE REMOVAL

In June 2014, Click Consult's team of organic search executives began with a period of link auditing, using the industry-leading software Link Detox. All websites with unnatural links pointing to the Monster Supplements' domain were identified, then individually contacted and asked to remove each harmful backlink.

By October 2014, the link removal process was finalised and both a disavow file containing 875 domains and a reconsideration request explaining our link removal actions were





submitted to Google. Upon completion of the process, Monster Supplements' manual spam action was revoked.

THE RECOVERY

Having successfully removed the Google penalty, Click Consult's organic search experts then developed a strategy that aimed to rebuild the authority of the Monster Supplements' website and increase its online search visibility. Audits of technical on-page SEO and website content were carried out to highlight areas of the website that required improvement.

The project then focused on enhancing the backlink profile of Monster Supplements' website through a content outreach process, actively creating and placing shareable content with relevant and influential bloggers within the sports nutrition industry.

“THE PROJECT FOCUSED ON ENHANCING THE BACKLINK PROFILE OF MONSTER SUPPLEMENTS’ WEBSITE THROUGH A CONTENT OUTREACH PROCESS, ACTIVELY CREATING AND PLACING SHAREABLE CONTENT.”

THE CONTENT

Challenged by Monster Supplements to find a creative and engaging way to bring new customers to their site, Click Consult first created the Kickstart 2015 campaign and downloadable eBook. This was developed from scratch and launched in a few short months in order to capitalise on the widespread desire to make health and fitness changes after the festive period. Our team of outreach specialists tapped the blogger community for health professionals to add their knowledge and tips, e.g. recipes using supplements, and to share news of the eBook with their own

communities.

The success of the Kickstart 2015 campaign at enhancing the brand's SEO visibility led to Click Consult creating further eBooks for the brand. The 'Different Kinds of Strong' range targets specific growth areas for sports supplements, with the first two eBooks focusing on bodybuilding and triathlon.

THE RESULTS

- 34.34% increase in organic sessions
- 47.87% increase in new users
- 10.69% increase in transactions
- 3.57% increase in revenue

LET'S GET TECHNICAL

Creative, content-driven search campaigns may be the 'hot' part of SEO right now, but they need a solid foundation of technical on-page SEO to achieve their full potential...



Charlotte Chapman, Senior Organic Search Executive

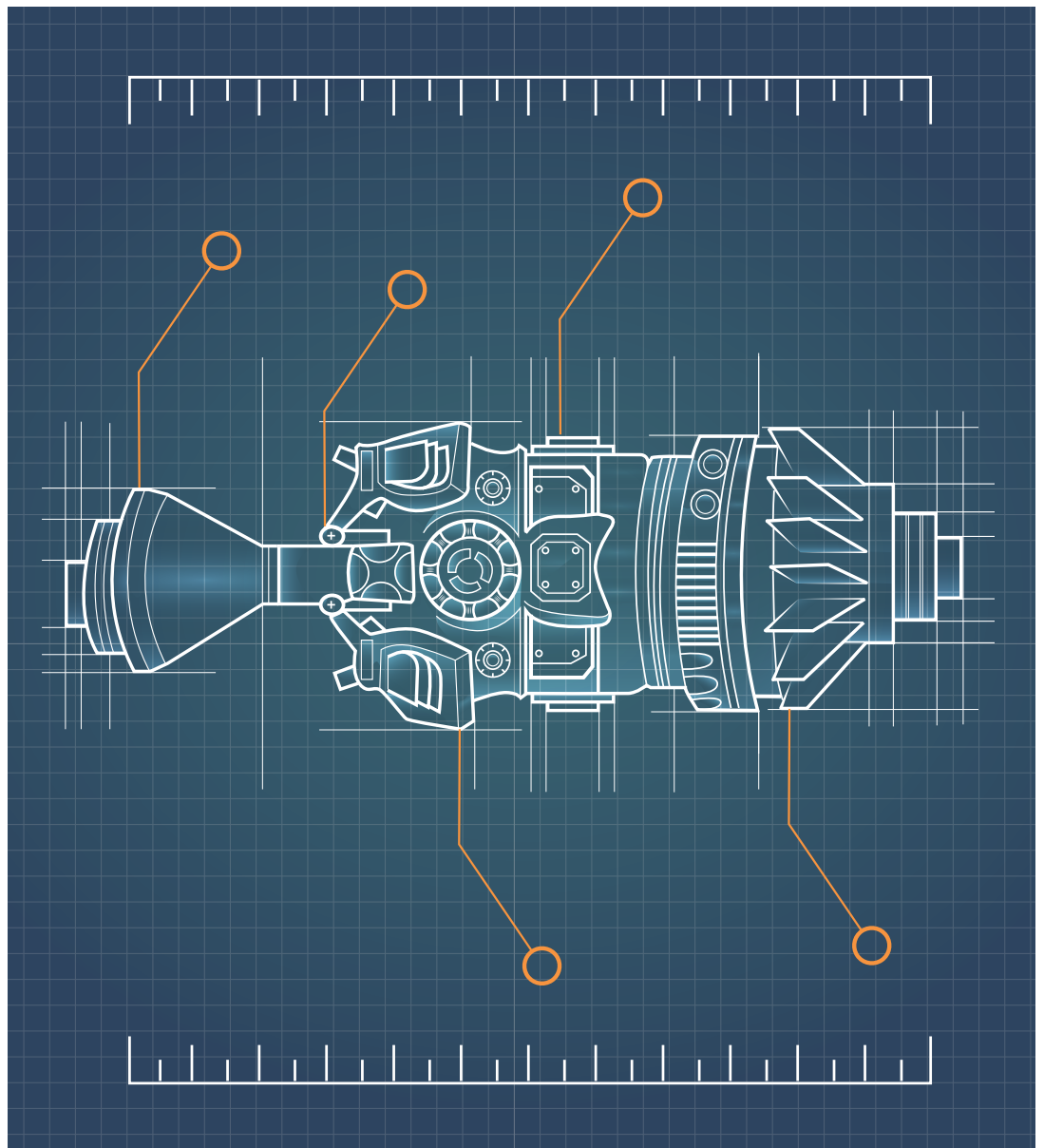
Historically, technical on-page SEO has struggled to be recognised as a vital ingredient within a successful search strategy.

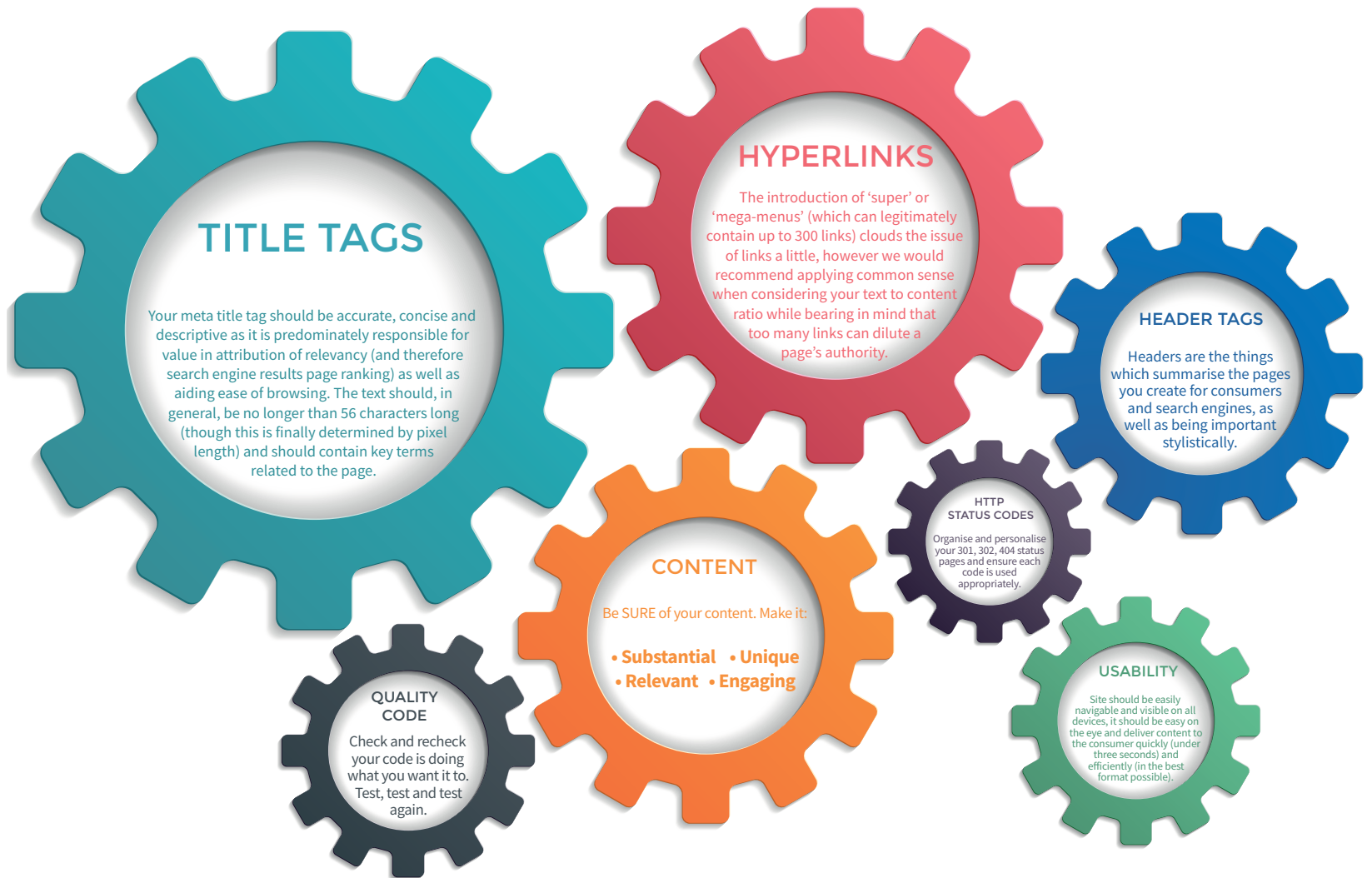
In simple terms, technical on-page SEO refers to how well search engines can crawl and index the content within a site. Enabling Google to understand all on-page elements of a site gives its content the best chance of ranking for relevant keywords and phrases, driving increased traffic, conversions and ROI on your search budget.

Just a few years ago, many businesses believed that the best approach to SEO was to buy hundreds of external links and stuff their content full of keywords. Things have moved on considerably since then but, even today, technical on-page SEO is often overlooked by businesses focused on the 'glamorous' content side of search.

Sometimes recommended technical SEO changes are overlooked due to internal politics within a business or perhaps due to the in-house web development team being too busy. On other occasions, technical on-page SEO isn't discussed until too late in the process of implementing a new site. Development projects are often led by marketing managers who are unaware of just how important technical SEO can be. Then, by the time SEO practitioners are brought into the discussion, the available budgets and web resources have been drained.

Technical SEO activity will usually involve changing the structure or the navigation of a site and this can lead many businesses to be resistant to making the necessary changes. I have lost count of the number of times SEO technical recommendations are made and continually ignored on a monthly basis as clients deem the issues irrelevant or unimportant. This can be frustrating, particularly when the recommended changes are key to the overall success of a campaign.





SAVIER SEO

Today, the situation is beginning to change. Clients are becoming savvier when it comes to SEO and understand that it is now much more difficult to rank within Google's search results due to increased competition in the marketplace and Google's algorithmic changes.

Technical on-page SEO has become far more important as a direct result of the increased difficulty of link building. It is increasingly acknowledged among marketers that technical on-page SEO has to be spot on and high quality links need to be earned through campaigns and relationships with influential publishers to secure high search rankings.

Clients can no longer overlook any elements of their search marketing. The focus has to be on understanding your users, producing shareable and valuable content and providing a great user experience as well as ensuring that both the visibility and authority of the site are high. Technical SEO is a big piece of the puzzle - no matter how engaging your site's content is or how great the user experience,

“TECHNICAL ON-PAGE SEO HAS BECOME FAR MORE IMPORTANT SIMPLY BECAUSE LINK BUILDING HAS BECOME MUCH HARDER.”

without visibility within the search results, there will be no organic visitors or online revenue growth.

It follows that there are several potential negative implications of not having any technical SEO in place on a site. If a site is implemented using an unfriendly SEO technology such as Flash, or if a no-index tag has been added to the site's template, Google won't index the site. If a site is incredibly slow, users will bounce and engagement will be low. If a site's navigation and internal linking structure isn't understandable, Google may not reach all pages on the site and the minimal content reached may be classed as unimportant and again not indexed.

It is for this reason that Click Consult places such a large degree of importance on the practice of technical on-page SEO. It is a very important factor in any search strategy and, in my opinion, will always remain an essential

part of search efforts. As the industry develops and evolves, one thing we can rely on is the necessity for a site to have excellent technical foundations for any resultant search marketing campaigns to build upon. It is for this reason that, with the input of our SEO specialists, we have developed the monitorTRAX® tool giving our SEO experts over 75 on and off-page data points to aid their insights, all of which, in line with the industry, are continuously updated.

The continuously evolving nature of search makes it difficult to predict if new developments are likely to hinder sites more or less in the future. Google is getting better and better at crawling the web and sites will always have to compete against each other for the top spot in the search results; but those sites with the knowledge and experience to technically improve their visibility will always reap the rewards of increased traffic and improved performance in the future.

PAID SEARCH WITH STYLE

Click Consult devised a pay per click (PPC) and Google Shopping strategy for home furnishings retailer Julian Charles that delivered a 38.15% increase in revenue...



THE CLIENT

Julian Charles is a luxury home furnishings retailer offering superb style and exceptional value. Family-run for almost 65 years, the brand is now a multi-channel retailer with more than 140 stores across the UK.

THE PROJECT

Click Consult established the relationship with Julian Charles towards the end of 2014, just as the brand was launching a new website. Alongside steering their organic search (SEO) activity, Click Consult devised a PPC and Google Shopping strategy designed to increase traffic to the new site, increase conversions and drive down cost per click (CPC).

THE RESULTS

After introducing our latest feed optimisation technology feedTRAX between January 2015 and August 2015, Julian Charles achieved:

- 336.58% increase in clicks on Google Shopping;

“THE TEAM AT CLICK CONSULT HAVE PLANNED AND EXECUTED A CAMPAIGN THAT UNDERPINNED OUR OBJECTIVES AND HAVE ACHIEVED FANTASTIC RESULTS”

- 133% increase in the number of overall PPC clicks;
- 50.65% increase in transactions;
- 38.15% increase in revenue;
- 13.55% reduction in CPC (from £0.35 to £0.30 per click).

WHAT THE CLIENT SAID

“The team at Click Consult have planned and executed a campaign that underpinned our objectives and have achieved fantastic results within a very short space of time. We look forward to our relationship going from strength to strength.”

Tom Wilcock, Head of E-Commerce



JULIAN CHARLES

— HOME —

Established 1947

WHY IT'S TIME TO PUT A BIT MORE ON DISPLAY

The marketplace for programmatic display advertising has evolved significantly over the past 18 months, making it an attractive option to more businesses than ever before...



Alan Reeves, Operations Director

Until recently, most companies with a focus on search would tend to dismiss significant investment in display advertising for two main reasons.

Firstly, companies often expected to get the same results from display as they were getting via search. Many companies' first forays into display would have been the Google Display Network (GDN), several years ago which, as part of Google AdWords, didn't help to make the distinction between search and display campaigns particularly clear and at the time would have likely resulted in performance well below the expectation set by search.

A second reason was that, until recently, there were very few alternatives to the GDN that didn't involve signing an insertion order for tens of thousands of pounds, with no real guarantee of results beyond impressions. However, the last 18 months or so has seen more sophisticated demand-side platforms (DSPs) become widely available, with many offering very low cost of entry. Google has also done a lot to develop its display advertising proposition and to educate its user base on its benefits.

WHAT'S NEW?

The recent proliferation of alternative DSPs has resulted in important changes to cost structures, leading to an ability to bid per thousand impressions (CPM) or per click (CPC). This evolution and growth in available services also provides many more targeting options which often take the lead from Google - such as affinity audiences, in-market audiences, smart lists in remarketing, and so on.

Google has also made it much easier to create micro-targeted remarketing lists using Google Analytics and has further improved the relevancy of contextual keyword targeting on the GDN. The fact that these new targeting options can now be layered on top of each other and used as bid modifiers is a major evolution for the programmatic display market.

Three years ago, a traditional display campaign may have been a copy of the search campaign targeting the GDN using just contextual keyword targeting with image ads.

The bids would typically be set at Ad Group level. The aim would be to appear on blog, news, Q&A sites and forums next to relevant content; unfortunately this content was often irrelevant, resulting in poor campaign performances.

Today, you could still have contextual keyword targeting, but with keyword level bidding, you could also bid 30% more for users who are, for example, green-living enthusiasts (based on past online behaviour) using affinity audiences, bid 30% less for users based in Scotland and 20% more if they are aged 45-54, and much more depending on the profile of your ideal prospect. This is known as real-time bidding (RTB) as the actual bid for each impression is calculated in milliseconds with each individual auction.

There have also been many developments in the ad formats available including native ads, dynamic ads based on your Google Merchant Centre feed, Gmail Sponsored Promotions, Lightbox ads and more. While many of these formats are not necessarily new, they were previously unaffordable for companies with low budgets.

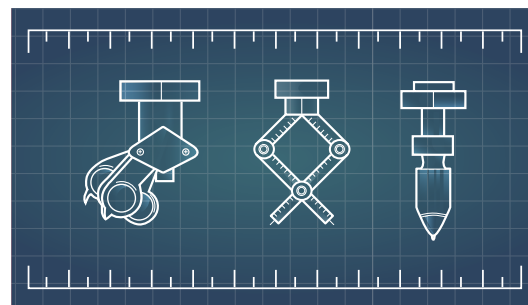
The latest change is that Google is adopting 100 per cent viewable pricing, which means you will only be charged if 50 per cent or more of your ad shows onscreen for one second or longer. It's estimated that 56 per cent of ads are never viewed so this is a major increase in the quality of an ad impression on the GDN.

WHAT DOES IT MEAN FOR YOUR BUSINESS?

While I wouldn't suggest that anyone approaches display as an expansion of their search campaigns (the two channels are still very different and often have different KPIs), companies should certainly consider testing display to extend their overall reach and build upon existing performance.

With many more targeting options, RTB, new ad formats and easy access to a huge inventory of placements, you can expect much better performance from a new programmatic display campaign than traditional display advertising.

Those looking to dip a toe in the water with display could perhaps start with remarketing



as a minimum as that typically gets the same level of direct return as generic search, if not better. You can then branch out further using a combination of other targeting methods if you want to increase volume. Most forms of display will add more value to your brand awareness and perception than search campaigns, even when they are run as direct response (DR) campaigns

Being creative, designing killer ads, defining your target audience and getting your message across is still really important in display. However, running an effective RTB display campaign requires the skills of a data analyst to fine-tune audiences based on large amounts of data and determine the precise value of each audience. These are the skills that a good paid search specialist will have in abundance.

Ideally, to fully capitalise on the potential of RTB display, you'll need a small team of people: at the very least, a creative who can devise successful ads, an analyst who can manage the campaign day-to-day and a strategist that understands the bigger picture beyond display and search.

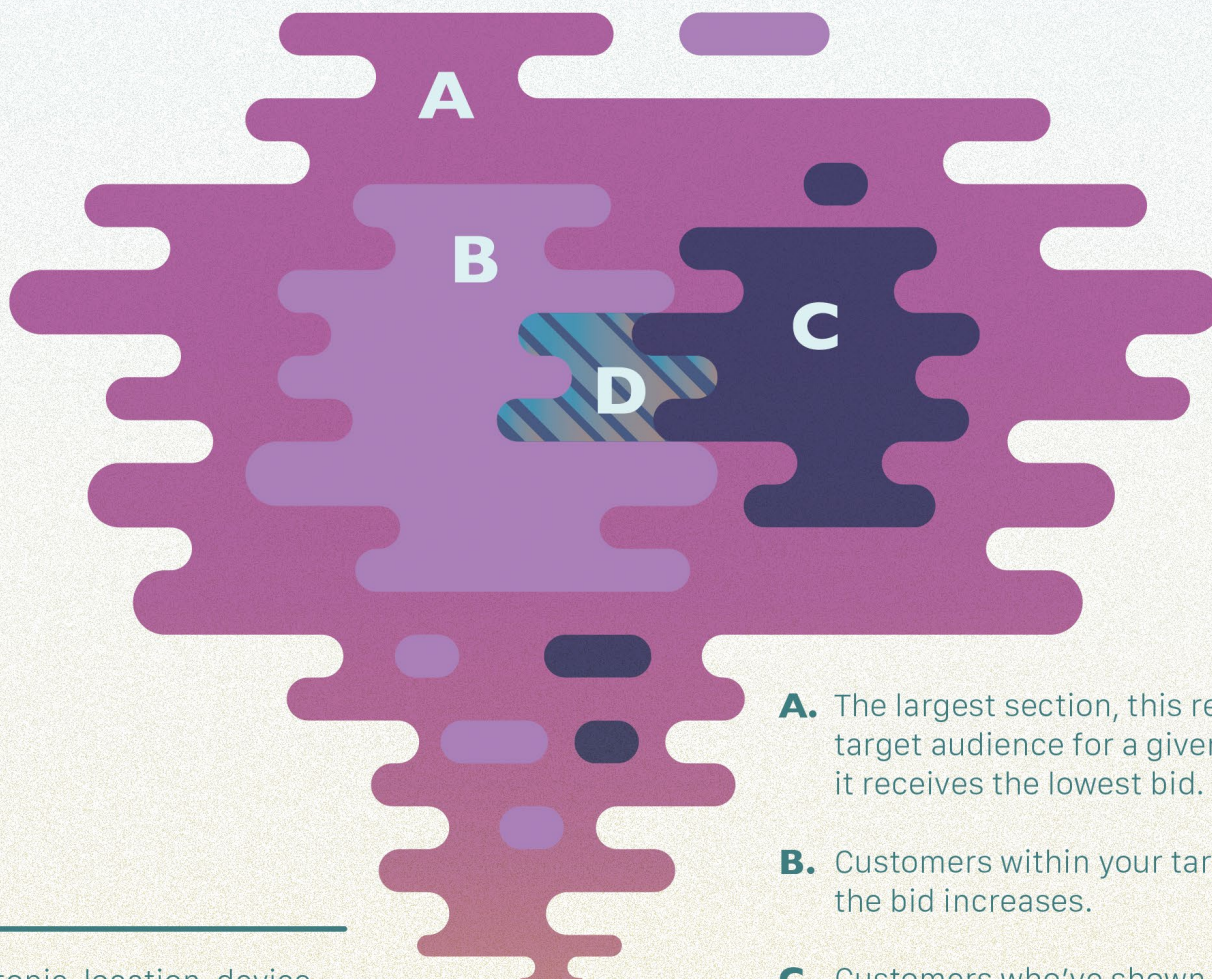
Moving forward, ongoing improvements in cross-device tracking will make display an even more attractive option for marketers, with more data tracked by logged-in user activity rather than by cookies alone.

The market for programmatic display has become much more affordable, adaptable and accessible than ever before. Even if you had disappointing results from display campaigns as recently as 12 months ago, it could be time to take another look.

PROGRAMMATIC DISPLAY

HOW DOES IT WORK?

PROGRAMMATIC DISPLAY SETUP



Factors such as topic, location, device used and time of day are all entered into software which sorts them according to a series of rules. It then outputs targeted bid values for different customers according to their interest.

- A.** The largest section, this represents the target audience for a given website, where it receives the lowest bid.
- B.** Customers within your target demographic, the bid increases.
- C.** Customers who've shown an interest in the subject area, bid increases again.
- D. *The sweet spot:*** Where B and C intersect, place the highest bid.





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