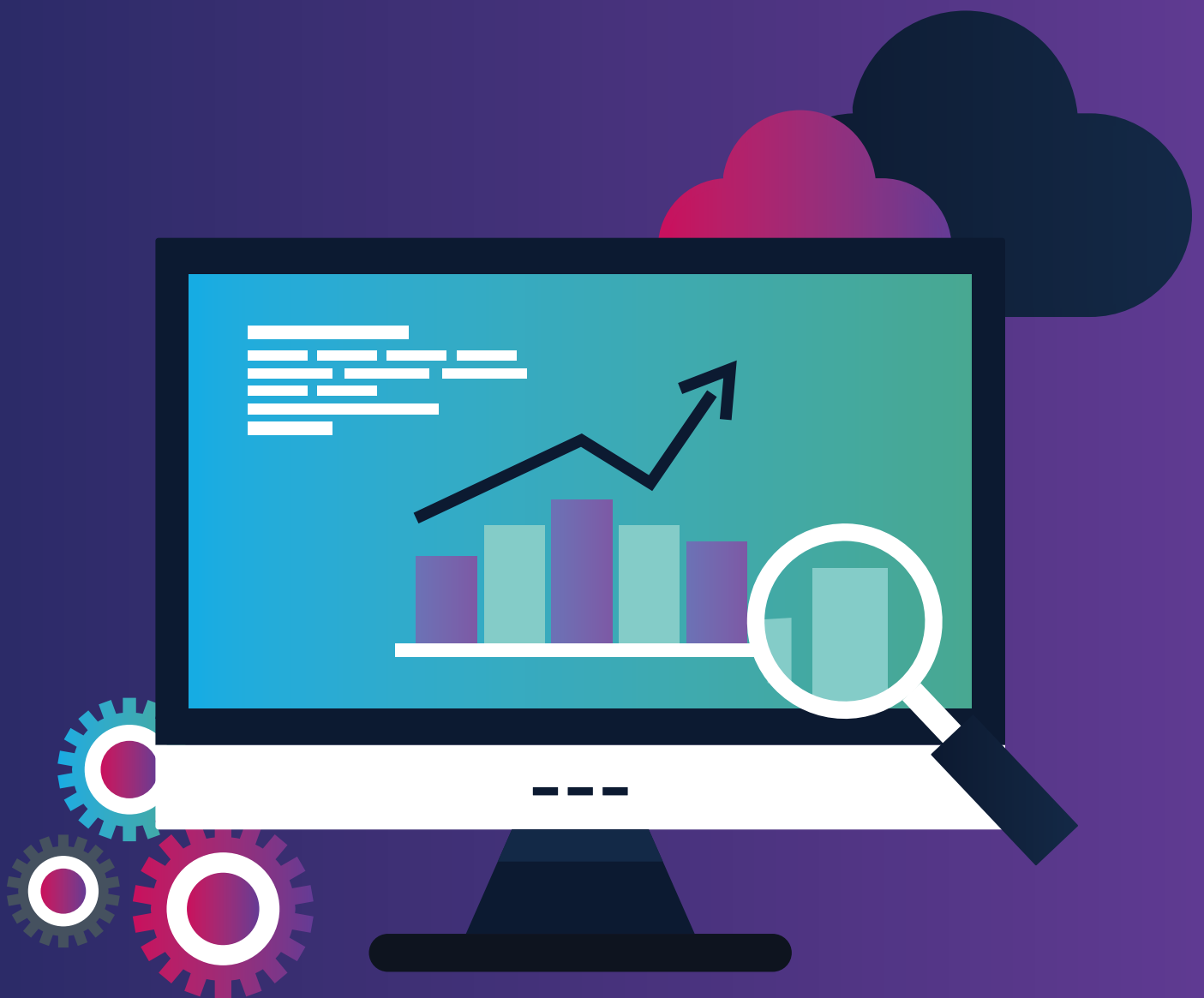




# ENHANCING YOUR PAID SEARCH PERFORMANCE

(IDENTIFY, OPTIMISE, RECTIFY)



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## INTRODUCTION

When it comes to digital marketing, there are a whole host of tactics that can be implemented. One of the main facets of a good search and digital strategy is to have an approach that looks at different areas to identify what resonates with different parts of your audience. One of the main areas that we are seeing an increase in is the use of paid search (PPC) as a way of increasing both traffic and leads/conversions.

Paid search can be complex at times, and the volume of data can be overwhelming to those who don't deal in this area on a daily basis. With that in mind, we have decided to share a few of our secrets and publish this eBook which will give you a three step approach to bettering your PPC performance.



## WHAT IS PAID MEDIA?

PPC is the model of internet marketing whereby you pay a fee every time your ad is clicked on by a potential customer. Placing a PPC advert that correlates with a specific search can help expose your offering to a relevant audience, driving highly targeted traffic to your website.

This exposure improves if the ad follows best practice and goes to the correct landing page, if it has 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).

Here at Click Consult we deem all of the component parts of PPC as Paid Media. This collective term allows us to differentiate between 'full service' strategies and 'bespoke' strategies. Brands and businesses have differing goals and as such they may need to focus on just on part of the paid media model.

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 search engine results pages (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 third party 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 and other social platforms 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 Campaigns

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.

### What are the benefits?

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.

Here at Click Consult we like to think of PPC as a five stage process. First of all you have the set up stage where you understand who your audience is and what your competition are doing before actually building your ads and deciding which keywords to target. Stage five is the ongoing analysis and how you report the performance of your PPC campaigns but we are most interested in three middle three steps:

- Identify
- Optimise
- Rectify

These stages are the most important of the process as they are the steps that allow you to test new ads and see what is working both in terms of reach and conversions.

## IDENTIFICATION

At this stage of a PPC strategy, you are looking to not only identify the performance of your existing campaigns but also things like new keywords to target and new demographics to target. If you are able to successfully identify your audience and the audience that your direct competitors are targeting, then you are well on the way to success.

[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.

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.

You can also gather information from competitors and see what your followers might also be looking at, via their 'likes' on social media. When picking an audience based on behaviour you may decide to look at day parting – 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.

Aside from choosing your audience, 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 your industry.

## OPTIMISATION

This stage of the project is perhaps the most important. Optimisation is a sure fire way to improve your strategy and can be done incrementally so that you can see the effect in action. There are many ways to optimise a paid search campaign and these are the most useful to remember.

Think about the channel and your key performance indicators KPIs – There are so many different channels you can use to house your ads, when you are advertising in multiple channels or campaigns, it's important to see which channel is performing best for your primary KPI.

Writing effective ad copy with a compelling call to action of course is key, and Google now offers advertisers more control over this than ever. The optimisation that comes into play with expanded text ads is vast and in truth one of the most important areas of paid search to consider.

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.

They give advertisers additional control over their messaging, and provide users with more information before they click on an 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.



Expanded text ads differ from standard text ads in a few important ways. 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)

**Luxury River Cruise Holidays – Book Your Getaway Today**

[www.example.com/Cruises](http://www.example.com/Cruises)

Explore the world along rivers. Selected locations on sale!

Since the formation of AdWords, those working in PPC have stuck to the trusty 25-25-35 combination of ad writing. The numbers in the sequence relate to a 25-character headline and the two 35-character description lines that standard text ads were formatted in. Expanded text ads means that the developers and writers have two 30 word headlines and an 80 word description line as displayed in the image below.



The extra word count is vital for optimisation and should be a major consideration for those looking to improve performance. Expanded text ads also offers two optional “Path” fields, which can hold up to 15 characters. The “Path” fields are part of the Display URL in expanded text ads, which is typically displayed in green text below the headline and above the description. The fields give potential customers an idea of where they will end up on your site once they have clicked your ad, so the text you put in the fields should describe the product or service described in the ad in more detail.

They are part of your Display URL, and are placed after your website’s domain. So if your final URL is [www.example.com/sports/tennis/tennisshoes](http://www.example.com/sports/tennis/tennisshoes) you might want your path text to be Tennis and Shoes so your ad’s display URL is [www.example.com/Tennis/Shoes](http://www.example.com/Tennis/Shoes).

The text that you put in the path fields (below) doesn’t necessarily have to be part of your website’s URL, but it should be related to the content on your landing page.

The image is a screenshot of the Google AdWords interface for creating an expanded text ad. It shows several input fields: 'Final URL' with a dropdown set to 'http://' and a text box containing 'www.example.com'; 'Headline 1' with a text box containing a vertical bar and a character count of '30'; 'Headline 2' with a text box containing 'Best NY Hotel Rates in Seconds'; 'Path' with a text box containing 'www.example.com / NewYorkCity / Budget'; and 'Description' with a text box containing 'Stylishly Comfortable. Students save 20%. Multi-day discounts. 4.5 star reviews'. Each field has a question mark icon to its left.



Another aspect of boosting your ads' success is by optimising your Quality Score, which is Google's 1 to 10 rating of the quality and relevance of both your keywords and PPC ads; this is the figure used to calculate your CPC, your ad position and your eligibility for auctions.

The main factors for determining your Quality Score are:

- 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
- Google Ads performance historically

You can improve your Quality Score by:

- Ensuring your landing page is relevant, transparent and easy to navigate
- Ensuring your ad groups are relevant to the keywords utilised

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.

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, eg, 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.

Make small tweaks to your forward strategy based on previous results and look at KPIs regularly to ensure your ad are performance based and fully optimised.

## RECTIFICATION OF AD ISSUES

One thing that many users forget is that just because they create ads that are well targeted and keyword rich it doesn't necessarily mean that they are going to be approved. To keep ads safe and appropriate for everyone, ads are reviewed to make sure they comply with Google Ads' policies.

Their policies cover four broad areas:

- Prohibited content
- Prohibited practices
- Restricted content
- Editorial and technical issues

According to Google support: "Google Ads prohibit the sale or promotion of counterfeit goods and to keep people safe both online and offline, so we don't allow the promotion of some products or services that cause damage, harm, or injury.

"We (Google) also value diversity and respect for others, and we strive to avoid offending users, so we don't allow ads or destinations that display shocking content or promote hatred, intolerance, discrimination, or violence and content which is designed to enable dishonest behaviour."

After you create or edit an ad or extension, the review process begins automatically. All content in your ad is reviewed, including your headline, description, keywords, destination, and any images and video. During this process, the ad's status will be "Under review".


If your ad passes the review, its status will change to "Approved," and it will start to run. If the review indicates that your ad violates a policy, its status will change to "Disapproved," which means it can't show anywhere. You'll be notified of the policy violation and told what you can do next.

If any of your ads are disapproved, it unfortunately means that the ad isn't able to run at the moment. To get your ad up and running, find out which ad was disapproved and then edit it so that it meets Google policies.

In order to rectify ad issues, Google suggests the following:

1. Go to the **Ads and extensions** page and find the disapproved ad or extension.
2. Look in the ad's "Status" column to find the reason your ad was disapproved. Hover over the "Disapproved" status for a link to the policy explanation.

**Note:** Some policies apply to the ad's destination. If your ad complies with the policy, check your destination to see if it's causing the disapproval and make any necessary changes before proceeding.

3. Hover over the ad or extension and click the pencil icon .
4. Edit the ad or extension so that it complies with the policy.
5. Click **Save**.

## FINAL THOUGHTS

PPC advertising is win-win for you and your potential customers: you drive highly targeted traffic to your website, while they get to see ads that are most relevant to their needs or requirements. PPC campaigns are quick to implement, easy to track or amend and have the potential to yield immediate results. So why not start today?



# GET IN TOUCH WITH US TODAY

## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Search Agency of the Year and Digital Agency of the Year 2018, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

## YOUR BESPOKE PAID SEARCH (PPC) ANALYSIS AND REVIEW

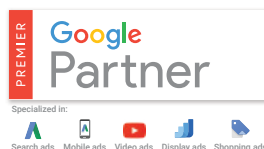
REQUEST NOW



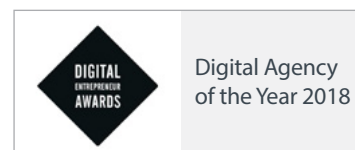
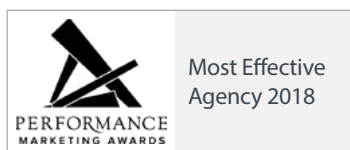
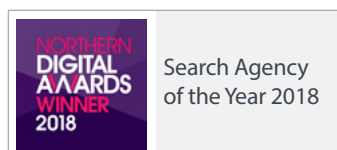
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**0845 205 0292**

## OUR ACCREDITATIONS



## OUR AWARDS



## OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**