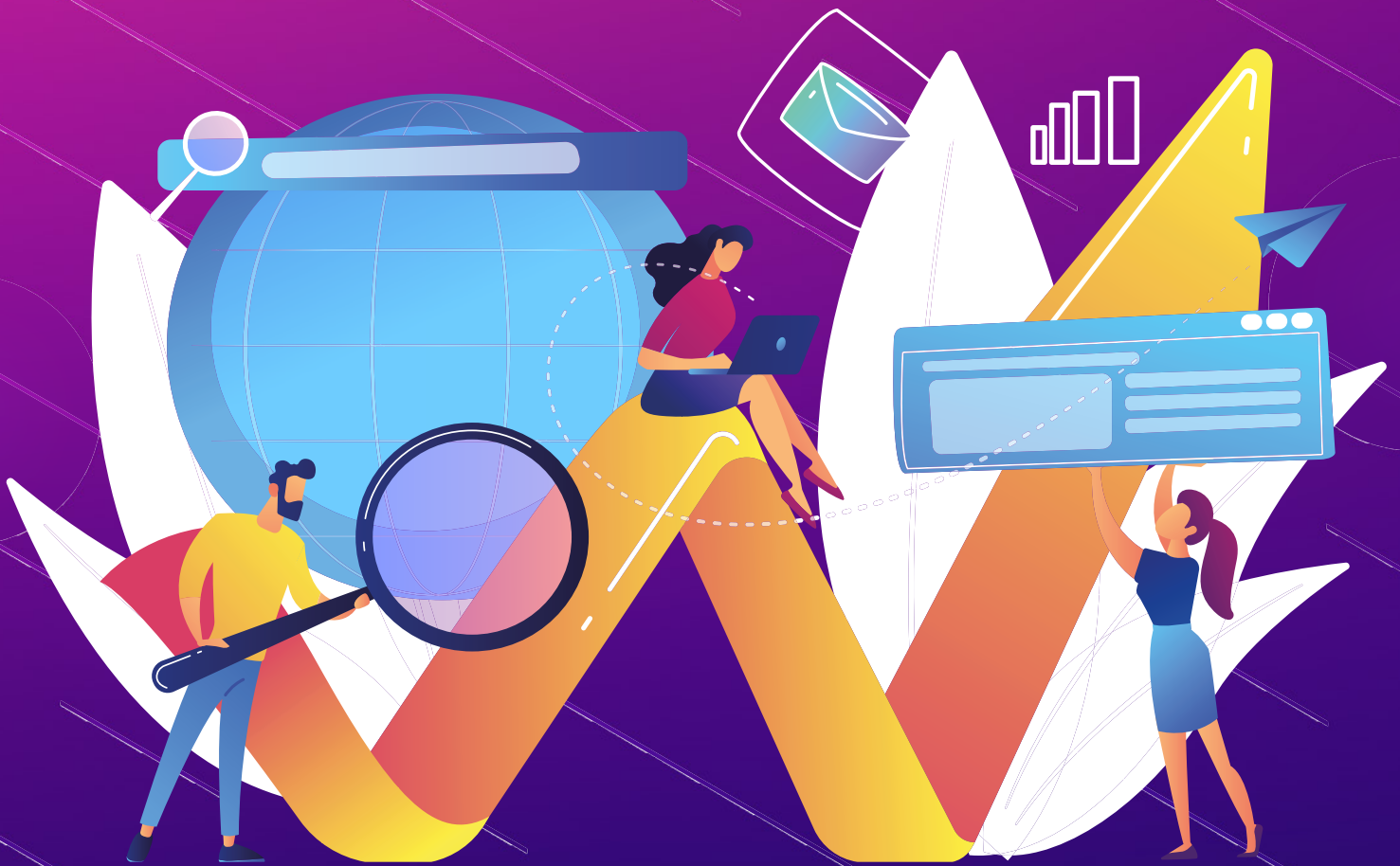




LOCAL PAID MEDIA STRATEGY



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INTRODUCTION

When it comes to paid media (PPC) one of the most important considerations is to think about the type of customer you are targeting and where you want your ads to be placed. We have written on the topic extensively over the years and it is important to have a basic grasp of the principals of paid search. If you have the basics down, things such as writing and designing your ads, and bid adjustments then you are in a strong position, but what happens when you need to drill down further and only run ads on a local level. Well, fear not, this eBook will give you everything you need to get started.

WHAT IS PAID SEARCH (PPC)?

PPC is the model of internet marketing whereby businesses pay a fee every time their 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 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 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.

Getting to grips with these different options is vital and when it comes to a local campaign you need to be able to take different elements from a general paid search and incorporate them into a local paid media strategy.

WHAT IS LOCAL PPC?

Local PPC is an advertising strategy which is designed to target prospective customers within a specific geographical area. The strategy primarily consists of using local keywords, Google Map ads, and geo-targeting to better target potential customers. The objective of Local PPC is often to drive people physically store or business.

Actionable points to boost your performance

There are a number of considerations that you can make when it comes to boosting you paid search strategy and a number of those are primarily used in a 'local' setting. Here are the key points that we feel will give you the best opportunity to see real time changes in you paid performance.

Start with your local listing – this is more of an SEO tip but it helps if you actually let Google know that you are who you say you are, you are based where you say you are and you offer the services that you say that you do. By claiming your brand or businesses local listing on GMB (Google My Business) you are opening up opportunities to:

- Monitor and respond to reviews about your business
- Share promotions
- Unlock placements on the search engine result pages (SERPs)

The information that features on a business's GMB page can help to inform the ads placed and can generate reviews. There are also options to include local extensions on the GMB pages.

We have written extensively on landing pages and one of the things to consider when you are running a local ad is that when the user converts they expect to go to a page that highlights the 'local' aspect of your business. If you want to build trust and authority and make a conversion whether that be a service or a product purchase, you should include things on the local landing page such as:

- Local phone number and address
- Local customer reviews
- Local images
- Information about local staff – this is especially important if you a national firm of electricians who have regional workers
- On page content that shows local knowledge and expertise

Also brands should filter the top level nav on their site into a drop down menu. Maybe start with a drop down from the 'location' tab and then add subpages as follows:



Businesses should put a large focus on location extensions if they want to target customers in and around a certain area. Location extensions can help people find a business geographically by showing their ads with the business address, a map of their location, or the distance to their business. People can then click or tap the extension to get further details about the location on the location page, which includes the most relevant information all in one place.

To see an example of this in action Google ads help write: “Clara, a bakery owner, wants to draw foot traffic to her storefront. She adds a location extension to her campaign. Now, when people nearby search on mobile for one of her keywords (“best bakery nearby” or “fresh bread”), her extension is eligible to show and may give bread-lovers:

- the distance to her location, and its city (mobile)
- her location’s street address (computer)
- a clickable “Call” button
- a tappable or clickable access to a details page for her location—with information such as hours, phone number, photos, and directions.

“ Location extensions can also run on Display Network campaigns. Location extensions on Display help you close the loop between online ads and offline sales by driving foot traffic to stores. Here’s a Display Network example. A major clothes retailer wants to target the audience segment ‘Fashionistas’—encouraging people browsing online to come into the store and make purchases. To accomplish this goal, the store’s account manager sets up location extensions on Display ads. When people see her ads, they can check out the business photos, open hours, and store location on the map then click on ‘Directions’ to navigate to the store. ”

So where do they show?

Location extensions can show business information in various formats—on mobile devices and on computers—on the Search Network, Display Network, and Google Maps.

Google Search Network: On the Search Network, ads with location extensions can appear as a standard text ad with the location and phone number. On mobile, a clickable “Call” button may show in place of the phone number.

Amherst Ice Cream Parlour - Artisan Soft Serve
Ad www.example.com
Pistachio and Brown Butter Raisin On Tap. Fresh Baked Cookies.
📍 100 Dardanelles Rd, Amherst MA

Google search sites, like Google Maps: The location extensions can appear beside, above, or below search results on Google Maps, including the Maps app.

Google Display Network: Location extensions may show on sites and apps on the Display Network when people are near, or have demonstrated an interest in, the businesses local area.

YouTube Video Ads: A location extensions may show on YouTube TrueView in-stream and bumper ads when people are near, or have demonstrated an interest in, a certain local area.

Think about local service ads

Local Services ads allow for brands to advertise their business on Google and receive leads directly from potential customers. These leads come in as phone calls and messages sent through the Local Services ad.

The business running the ad can reply to messages, track bookings and manage all of their leads at any time online and through the app which is Android & iOS compatible.

What are the benefits?

There are many benefits from being listed in local search through Local Service ads

- Get seen at the top of Google
- Connect with potential customers who are searching for services that you provide and are most likely to book
- Get more store visits. Local search ads can mean that you don't miss out on foot traffic nearby your location.
- Get calls. Local search ads may include an option for users to call your locations. They use the phone number of the featured business location.
- Help customers learn more about your business. Local search ads link to your business's location page, which includes information such as store hours, address, customer reviews, and photos.
- Make use of simple tools to help you get started and create a personalised profile
- Use the mobile app to communicate with customers at any time
- Build trust with the Google Guarantee
- Pay only for leads related to your business and the services that you offer
- Customers choose you: You only hear from customers who have specifically selected your profile out of all the rest

How do they work?

The Local Services unit is shown at the top of Google Search results when people search for the services that you offer in your area. Potential customers can click or tap on your ad to either call you or send you a message request. When they do, you'll get an email and notification from the Local Services ads app. From this point on, the lead is yours to turn into a customer.

To ensure that you continue to receive messages, respond to as many of them as you can (even if you decline to provide the requested service). If you regularly fail to answer calls or respond to messages, your ad ranking may be affected.

At this time, Local Services ads are available only for certain service categories and areas such as:

- cleaning services
- electricians
- estate services
- financial planning services
- plumbers
- pest control
- locksmiths

Additional benefits of Local Service ads

There are many other benefits of Local Service ads and they include:

- Increased exposure
- The ability to connect with customers at the moment they're looking for services you provide, ultimately leading to higher conversion rates
- Access to an easy-to-use management platform
- Receiving the Google Guaranteed badge – a signal of trust, and along with Google reviews a great way to build authority
- Limit wasted time, as customers come directly to you
- Increased chance of turning more leads into customers
- Optimising the performance of your ads

As we have written in the past, there are no definitive answers when it comes to how the Google algorithm works. With over 300 signals, all with differing levels of importance, brands must be doing everything possible to get their ads to show and their site to rank for their chosen keywords. As always with your search marketing you should:

Focus on the quality of your offering, making sure you are showing relevant pages and ranking or relevant keywords

- Invest time on rating and reviews
- Respond immediately to your messages and phone calls (failing to do so may lower your ad ranking)
- Put a focus on your Google My Business listing
- Understand bidding and the cost of ads

The cost of ads depends on a number of factors and the main selling point of these ads is that you only pay for leads related to your business and the services you offer. The actual costs change depending on the type of lead, your location, and the type of job needed. You only pay if you receive a message or phone call through the platform. You'll be charged a standard cost-per-click (CPC) for these types of clicks on local search ads:

- Get location detail clicks
- Get direction clicks
- Mobile clicks-to-call clicks
- Website clicks

You can set a weekly budget based on the number of leads you want to receive, and you can always track your progress in the app by viewing your payment and charge history. You can also set up a monthly payment plan which should mean you never exceed maximum budget. If for whatever reason you get leads that exceed your monthly budget, they will be credited back to you.

One other thing to note is that trust and reputation is a two-way thing with Google. If you get a number of 'spammy' leads that don't appear legitimate, you can dispute it with Google.

FINAL THOUGHTS

Understanding both the basics of paid search and the nuances of operating a local strategy is vital. The points in this eBook should enable you to hit your targets. For businesses which operate physical sites or stores then a local strategy will no doubt produce the best results.



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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



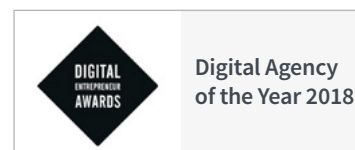
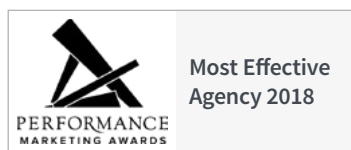
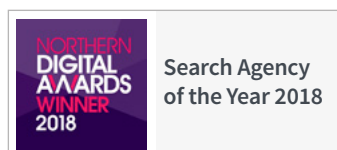
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