



# 5 THREATS TO YOUR PPC CAMPAIGN



## CONTENTS

<b>INTRODUCTION</b> .....	3
<b>1. MISUNDERSTANDING GOOGLE ADS' IMPRESSION-BASED METRICS</b> .....	3
<b>2. FAILURE TO OPTIMISE CAMPAIGNS</b> .....	5
<b>3. INACCURATE ATTRIBUTION</b> .....	8
<b>4. HORRIBLE LANDING PAGES</b> .....	10
<b>5. DISMISSING PAID SOCIAL</b> .....	11
<b>CONCLUSION</b> .....	12

## INTRODUCTION

Paid search (PPC) has come a long way since Google Adwords (now Google Ads) was launched 20 years ago. For many online businesses, it's a key marketing channel – but not one that you can simply set up and leave to tick over if you want to see real results.

Click Consult was among the first UK providers of PPC service to clients and through our many years gathering experience, we've learnt a thing or two about the common pitfalls advertisers face – and how to put them right.

## 1. MISUNDERSTANDING GOOGLE ADS' IMPRESSION-BASED METRICS

The 'average position' metric was removed from Google Ads in Sept 2019, but many marketers don't see this as an inconvenience – far from it: the new metrics are actually more insightful for auction performance. After all, 'average position' was a relative metric, but this doesn't tell you much if you don't know what it's relevant to. Some metrics matter to some advertisers more than others and this change allows for deeper analysis.

Also, different impression share metrics are more important to different keyword match types; for example, 'absolute top' is more important to exact match than it is to broad terms.

- **Top impression rate** tells you the percentage of your total impressions that are coming from the top of the SERP (above the organic results).

$$\text{Top impression rate} = \text{Top impressions} / \text{Total impressions}$$

- **Absolute top impression rate** tells you the percentage of your total impressions that are coming from the very top of the SERP.

$$\text{Absolute top impression rate} = \text{Absolute top impressions} / \text{Total impressions}$$

- **Top impression share** tells you the rate at which you're turning opportunities to appear at the top of the SERP into actual impressions at the top of the SERP.

$$\text{Top impression share} = \text{Top impressions} / \text{Eligible top impressions}$$

- **Absolute top impression share** tells you the rate at which you're turning opportunities to appear at the very top of the SERP into actual impressions at the very top of the SERP.

$$\text{Absolute top impression share} = \text{Absolute top impressions} / \text{Eligible absolute top impressions}$$

The image shows a Google search interface for the query "retail management software". The search results are displayed on a white background. On the left side, there is a vertical bar with a blue top section labeled "Absolute Top" and an orange bottom section labeled "Top". The search results are as follows:

- Retail Management Software | Tired of Manual Data Entry?** (Ad) [www.example.com/order/management](http://www.example.com/order/management) - Remove Complexities in Workflows, Save Time & Automate Your Back Office. Automated Workflows. Warehouse Management · Get A Free Demo · Pricing Plans · Request a Callback
- Retail Management Software | For Inventory Based Retailers** (Ad) [www.example.com/free-trial](http://www.example.com/free-trial) - Ultimate point of sale for growing retailers that works on any device, anywhere. Accept Any Payments. Sell In-Store & Online. Works Offline. 24/7 Expert Support. Scale At Speed, Not Cost. Pricing · Feature Checklist · Free 30-Day Trial · Getting Started · Free - from \$0.00/mo - For 1-10 products. · More
- Retail Software Development | For Integrated Solutions** (Ad) [www.example.com/Retail-Management](http://www.example.com/Retail-Management) - Reduce Shrink, Automate Reordering, Manage Channels & More w/ a Custom Solution. Omnichannel Solutions. Merchandising Software. Inventory Management. Ecommerce Integrations. Services: Project Planning & Design, Collaborative Development, Deployment & Integrations.
- Best Retail Management Software - 2018 Reviews & Pricing** <https://www.example.com/retail/retail-management-comparison/> - Find the best Retail Management Software for your store. Read user reviews of leading retail management systems. Free comparisons, demos & price quotes. What Are the Common ... · What Are the Benefits of ... · Essential Hardware for In ...

Source: Google blog

Top impression share and Top impression rate both sound like they do the same thing but give wildly different results.

The denominator difference means that sometimes one will be bigger than another (eligible impressions are bigger than impressions, and top impressions are smaller as a set than impressions, therefore eligible top impressions can be either bigger or smaller than total impressions).

It's important not to overlook the difference between these two metrics which, interpreted accurately, can provide a dual perspective on bidding and offer scope for a more sophisticated bidding strategy.

## 2. FAILURE TO OPTIMISE CAMPAIGNS

Each element of your paid search account can be optimised to boost performance and achieve the best results possible. If you're not doing this, you're probably wasting budget.

### The feedback loop

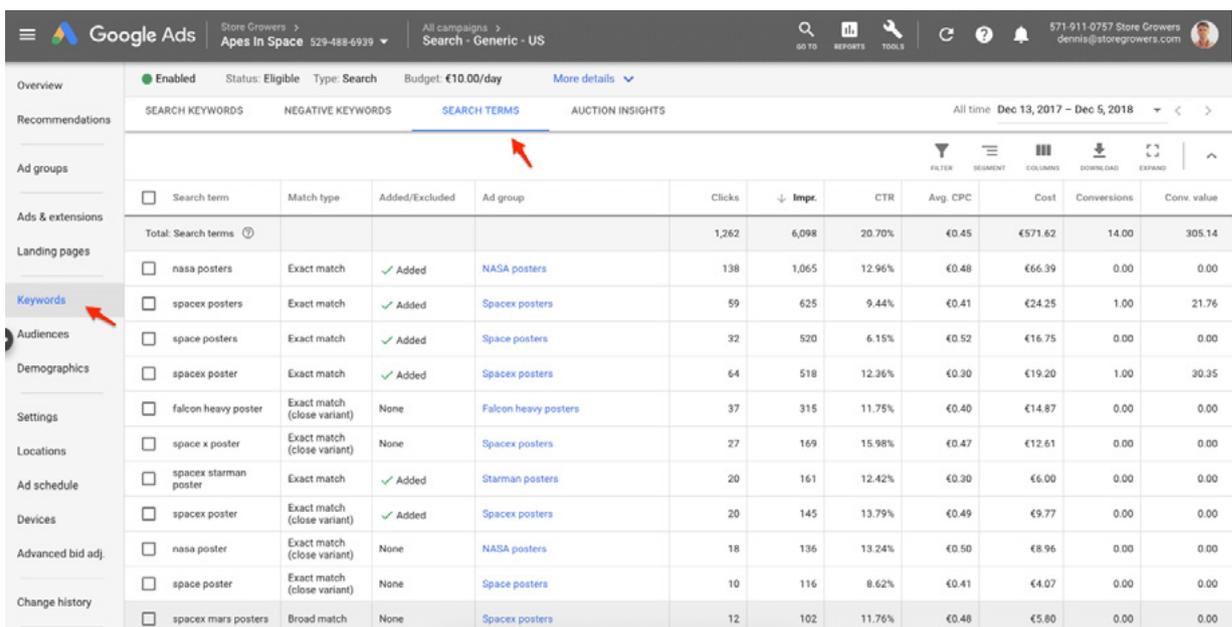
Paid search allows you to track what's working and what's not in near real time (for example, in Google Analytics) and make adjustments as necessary to your campaign. To make the most of this efficient feedback loop, you need to:

- Define your objectives and success metrics
- Review your current performance and that of your competitors
- Consider the opportunities raised by seasonal and market trends, as well as your own promotions and events

### Increase volume

If one of your commercial objectives is to drive a higher volume of traffic to your site, we recommend that you improve your click through rate (CTR) by:

*Regularly reviewing your keywords:* Google Ads' Search Terms report shows you the actual search terms people are using to trigger your ads, allowing you to optimise your keyword lists and 'match type' settings. If a search term is consistently generating relevant traffic, this should be added as a keyword, along with any relevant variations.



Search term	Match type	Added/Excluded	Ad group	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Conv. value
Total: Search terms				1,262	6,098	20.70%	€0.45	€571.62	14.00	305.14
nasa posters	Exact match	✓ Added	NASA posters	138	1,065	12.96%	€0.48	€66.39	0.00	0.00
spacex posters	Exact match	✓ Added	Spacex posters	59	625	9.44%	€0.41	€24.25	1.00	21.76
space posters	Exact match	✓ Added	Space posters	32	520	6.15%	€0.52	€16.75	0.00	0.00
spacex poster	Exact match	✓ Added	Spacex posters	64	518	12.36%	€0.30	€19.20	1.00	30.35
falcon heavy poster	Exact match (close variant)	None	Falcon heavy posters	37	315	11.75%	€0.40	€14.87	0.00	0.00
space x poster	Exact match (close variant)	None	Spacex posters	27	169	15.98%	€0.47	€12.61	0.00	0.00
spacex starman poster	Exact match	✓ Added	Starman posters	20	161	12.42%	€0.30	€6.00	0.00	0.00
spacex poster	Exact match (close variant)	✓ Added	Spacex posters	20	145	13.79%	€0.49	€9.77	0.00	0.00
nasa poster	Exact match (close variant)	None	NASA posters	18	136	13.24%	€0.50	€8.96	0.00	0.00
space poster	Exact match (close variant)	None	Space posters	10	116	8.62%	€0.41	€4.07	0.00	0.00
spacex mars posters	Broad match	None	Spacex posters	12	102	11.76%	€0.48	€5.80	0.00	0.00

Google Keyword Planner allows you to research potential new keywords and estimate how they may perform in terms of traffic and cost based on the keywords and landing page you provide.

*Reviewing ad quality:* To gain optimum performance from your campaigns, you must be continually looking at ways to improve your ads. Having three standard ads in every ad group which you review on a regular basis, pausing and replacing the one with the lowest performance, allows you to systematically test while maintaining consistency.

*Improving campaign structure:* A well-structured campaign provides the foundation for all of your other optimisation activities, so it's essential to monitor the performance of your campaigns, ad groups and keywords. This will help you to understand if you're grouping keywords in a way that maximises results.

*Reviewing your impression share:* You can use Auction Insights to keep track of your impression share for specific keywords, ad groups or at campaign level and compare your performance with other advertisers bidding on the same auctions as you.

*Using ad customisers:* These are powerful features that enable greater personalisation and customisation of ads dynamically, based on real time signals. They allow you to create personalised text which changes based on signals such as location, time of day, device and audience, without changing the base ad. This will allow the ads to be as relevant as possible, whilst improving Quality Score and CTR. Added personalisation can see up to 150% increases in CTR, particularly when relating to delivery.

*Expanding your network:* For example, by including 'search partners' in a Google Ads campaign, your ads could also appear on Google-owned sites such as Google Maps and YouTube, as well as non-Google sites, like AOL. There could be less competition on additional networks.

*Expanding geographical reach:* You can expand the geo-targeting options in your campaign settings to include additional locations, or to exclude irrelevant areas. This can be especially useful if you serve other regions or countries that you're not currently promoting, or if your offering varies by location.

## **Increase efficiency and profitability**

Use performance data to refine your campaigns so that they reach the most qualified, highly-targeted audience possible.

*Negative keyword review:* Find, refine, and organise your negative keywords to help filter out unwanted clicks. You can use both Google Suggest and your Search Terms report to identify search terms that aren't relevant to your business, and add them as negative keywords to your campaigns and ad groups.

*Landing page review:* More on this in Point 4.

*Keyword bidding:* The basic principle is to reduce bids if you're spending over your target for a keyword, or increase bids if the keyword isn't in position one and your spending is below-target. Remember that KPIs and targets can vary by keyword depending on how much volume they drive and their assisted value. This process reduces investment in poor performing keywords and increases investment in high performing keywords.

*Day parting:* Analyse which days and times of the day are most profitable or contributing the most towards your KPIs. By segmenting your Google Ads data in this way, you can drill down past the aggregate summaries (which show statistics combined from several measurements) to view deeper insights. This allows you to change your settings to choose the days of the week, hours of the day, etc, that you want your ads to be shown.

*Bid multipliers:* Bid modifiers allow you to adjust bids for a specific criterion without changing the targeting of your campaign or ad group. For example, by device type or location.

*Review Quality Score:* Quality Score is a metric used by Google to measure the quality of your ads and determine your ad rank and CPC (cost-per-click). The higher your Quality Score, the higher your ads can rank and the lower your CPC, so it's a vital metric to keep an eye on.



*Consider retargeting:* Returning visitors typically perform better – try adding remarketing lists for search ads (RLSA) to your campaigns with a 0% bid modifier to see the effect on returning visitors. This [cheat sheet](#) goes into more depth on the subject.

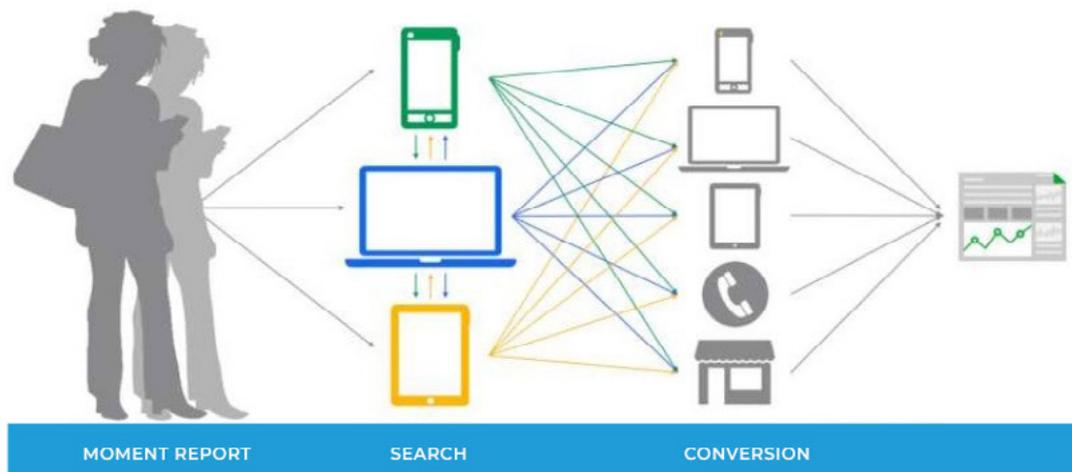
### 3. INACCURATE ATTRIBUTION

Marketers are waking up to the limitations of the default last-click model; measuring ROI this way can skew the true user journey by undermining the value of any interaction that assists a user by moving them down a purchase funnel without actually getting them to convert yet.

There are several rules-based attribution models to consider when managing your paid search campaigns. Each has pros and cons, and so the onus is on you as an advertiser to decide which one most adequately meets your business objectives – and best fits your needs and the behaviour of your visitors. Remember that data is meaningless without if you can't take action from it to improve your ROI.

- *Last interaction:* The last interaction receives 100% of the credit for the sale/conversion.
- *Last non-direct click:* Direct traffic is ignored here, in favour of the last channel the consumer clicked through prior to converting.
- *First interaction:* The customer's first interaction with one of your brand's channels receives 100% of the credit.
- *Linear:* Each channel with which the consumer interacts is given equal credit for the conversion.
- *Time decay:* The channel closest to the conversion receives the most credit which then diminishes the further back in conversion path the interaction lies.
- *Position based:* 40% of the credit for the conversion goes to both the first and last interaction and the remaining 20% is distributed to the intermediate stages.

*Data-driven attribution (DDA):* Uses Google’s machine learning technology to determine how to evaluate each click in the user journey (of you have enough conversions to qualify). This means it gives credit based on how people search for your brand - and decide to become your customers - using data from your account to determine which ads, keywords and campaigns have the most impact on your business goals.



This last one, DDA, can deliver the most accurate value of each step in the conversion funnel by taking the guesswork out of choosing a model that’s right for your audience. It also paints the clearest possible picture of success in your account by helping you to determine where to invest more.

Some devices act as conversion assisters but don’t get credit – attribution tracking helps identify common device paths taken.

### DDA calculates the incremental impact on conversion rate



#### Useful tip

To collect your PPC attribution data effectively, make sure all your PPC marketing channels are tagged with URL parameters (search, social, display, retargeting etc).

Want to read more about paid search attribution? Download our [PPC attribution eBook](#).

## 4. HORRIBLE LANDING PAGES

What's the point in generating a high level of traffic if they've got little chance of finding your site relevant or interesting, and even less chance of converting?

Successful paid search (PPC) isn't all about getting people to click on your ad - if you want a respectable conversion rate, you also need to put careful thought into what they see when they arrive on your landing page; if it doesn't match the expectations you set in your ad, it's unlikely they'll convert.

Google takes the quality of your landing pages into account (along with CTR and relevance keywords of ad text) when calculating your QS, so poor landing pages have a direct impact on your cost-per-click.

### What makes a good landing page?

The content of each landing page should follow logically from the ad that triggered it, giving users a consistent message. The relevancy of your landing page is crucial to your Quality Score and performance. Review conversion rates, bounce rates and time on site for each landing page to see which are working best.

Other essential activities when reviewing your landing pages, or creating new ones, are:

*Relevance:* Cater to the expectation you set up with your trigger ad. Ideally, this would mean creating multiple landing pages with content tailored to different levels of intent.

*Design:* A site must be easily navigable for the user to achieve their (and your) goal, be that to purchase an item or retrieve a certain piece of information.

*Copy:* This should be persuasive and engaging, offering a useful and engaging user experience and containing a clear call to action.

*Testing:* Testing different colours, placements and copy for your CTA buttons is a good way to try running A/B user tests as part of a [CRO \(conversion rate optimisation\)](#) strategy.

Our eBook [Secrets of Successful Landing Pages](#), explores this subject in more detail.

## 5. DISMISSING PAID SOCIAL

Paid social's importance in a paid media strategy has been increasing steadily for a number of years. Once, paid social campaigns were primarily the domain of advertisers who didn't have budgets large enough to make an impact with Google Ads.

Now, almost every large advertiser is spending significant shares of their marketing budget towards paid social activity. Expect big changes in all paid social platforms as larger advertisers move more budget towards these channels, as they increase more opportunity for adding value and advanced feature usage, such as social commerce

Social advertising has several advantages over media buying for other channels. For a start, you can immediately see at a glance who's engaged with your ads and patterns in performance (each platform has built-in analytics), allowing you to refine your approach.

You have a great deal of control of the management of your campaigns and can target very specific demographics, which means you reach a highly relevant audience.

### **Social selling**

Consumers now routinely use social networks to inform their purchases, eg, looking to influencers for ideas, checking out product reviews and discover promotional offerings.

Social referral to retail ecommerce sites has grown 110% since 2017, outpacing all other referral channels, and 30% of online shoppers say they would be likely to make a purchase from a social media network like Facebook, Pinterest, Instagram, Twitter or Snapchat.

Once seen as just a way of driving people to your site to make a purchase, the increasing adoption of social commerce functionality by the major platforms offers the ability to make purchases without leaving a social app is big business – and a major trend for the 2020's.

It supports the holy grail of online shopping: a frictionless eCommerce experience – vital in a world where consumers expect fast, straightforward and convenient experiences – they want things now and if you're not giving it to them, someone else (ie, your competitor) will.

The players to watch are not just the ones you'd expect – Facebook, Instagram and current darling TikTok – but also Pinterest (which has been further refining its powerful visual search engine).

## CONCLUSION

This eBook isn't exhaustive: there are many facets to PPC optimisation and there's no quick fix solution that fits all advertisers. Regularly testing performance and making tweaks to your approach to ads and campaigns is the only way to find out what works for you.



# 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 SEO Agency of the Year 2019, 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



Follow us on [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

**0845 205 0292**

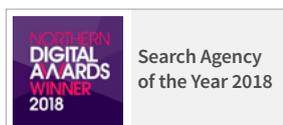
## OUR ACCREDITATIONS



## OUR AWARDS



SEO Agency of the Year 2019



Search Agency of the Year 2018



Most Effective Agency 2018



Digital Agency of the Year 2018

## OUR TECHNOLOGIES

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