

Seven Stages of Pay Per Click Management

Optimising the performance of
your PPC Campaign

PPC Management

Pay per click management is increasing complex. And pay per click market categories are increasingly competitive.

Google are constantly updating the Adwords system and providing increasing levels of detail, enabling advertisers to adjust their PPC campaigns for a wider range of display and device variables.

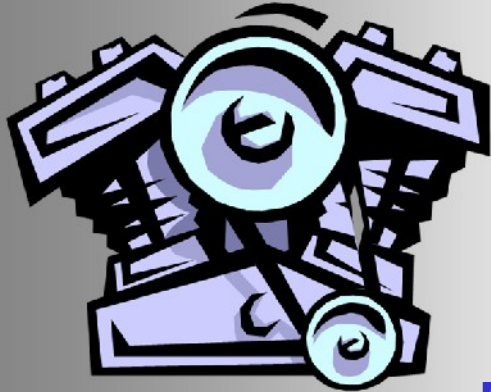
Meanwhile, advertisers are using improved keyword research, specially tailored landing pages, automated bidding tools and detailed feedback from web analytics to improve the performance and effectiveness of their PPC campaigns. As a result, the better performing keywords are becoming more expensive, leading to click and conversion cost inflation.

This presentation should help you understand the key aspects of setting up and managing a successful pay per click campaign. In order for you to optimise your PPC performance.

This presentation will help with generic PPC as well as setting up a campaign with Google Adwords or Bing Search Marketing.

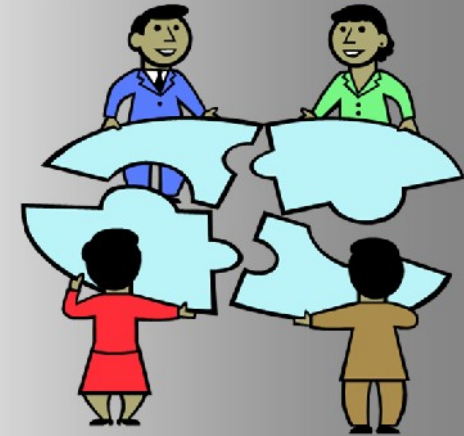
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7. Amend,
Tune & Test

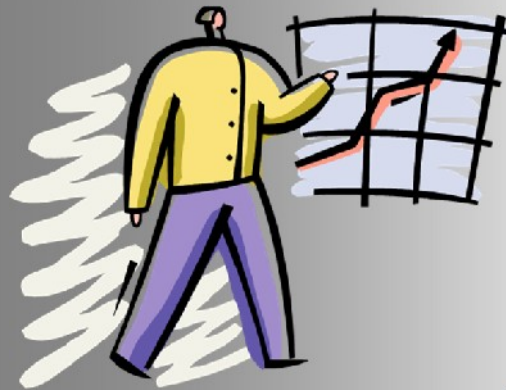


1. Research
Category

2. Plan & Structure

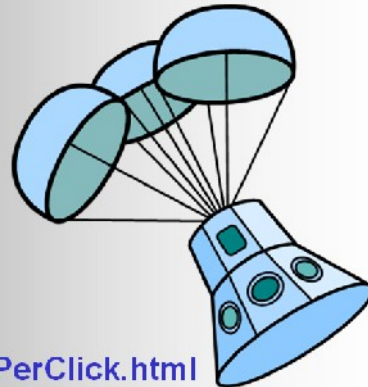


7 Stages of PPC Management

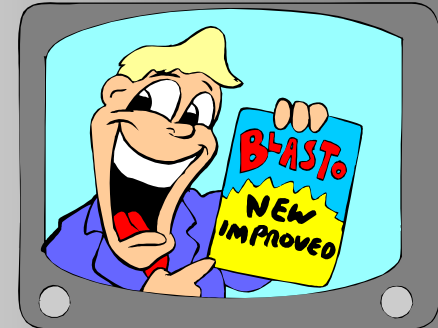


6. Review
Performance

5. Build Landing
Pages



4. Organise
Bids



3. Write
Copy

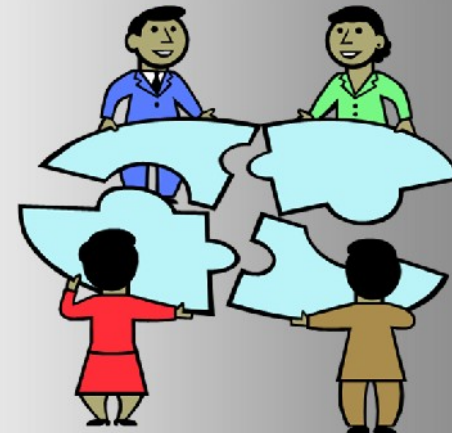
1. Research Your Market Category

- Customers, Competitors, Keywords
- Core, shoulder, long tail keywords
- Understand the buying process
- Branded vs. generic searches
- Website analytics
- Visits, revenues, margins
- Conversion funnel is key
- Local vs. National vs. International
- Desktop vs. Tablet vs. Smartphone



2. Plan & Structure Campaign

- Campaigns
 - Budgets
 - Territories
 - Devices
 - Site links
- Ad groups
 - Keywords
 - Match types
 - Landing pages



3. Write Advertising Copy

- Matching copy to keywords improves click thru rate
- Tailored Ad Groups
- Write at least two ads per group
- Use all four lines
 - Headline
 - 2 x Copy lines
 - Display URL
 - Plus site links
- Call to action, trigger word or USP
- Minimise dynamic keyword insertion



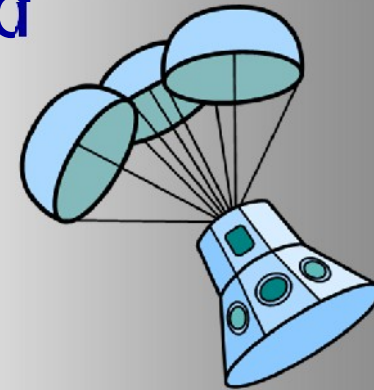
4. Organise Bidding

- Understand the value of website visits
- Decide on your bidding posture
- Know value of conversions
- Quality Score is key
- Set up a keyword match hierarchy
 - [Exact], “Phrase” or +broad match
- Bid more only when Quality Score is high
- Reduce bids if conversion cost is unprofitable



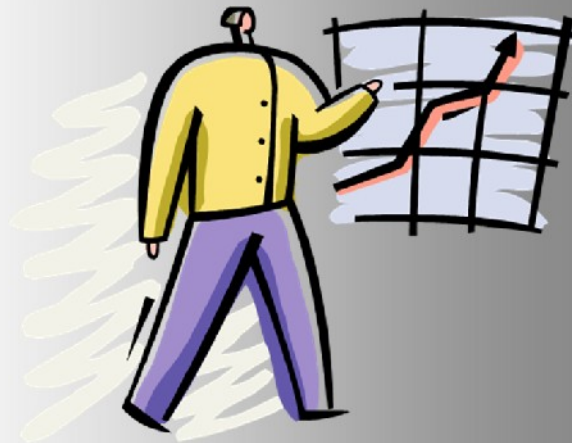
5. Select & Build Landing Pages

- Send click traffic to most appropriate page
- Build page if one does not exist
- Keep the landing page focused
- Focus on achieving goals
 - Ecommerce sales
 - B2B/B2C lead generation
- Eliminate distractions
- Learn from successful landing pages



6. *Track & Review Performance*

- Link Analytics to Adwords & vice versa
- Establish key performance metrics
- PPC reports and analytics
- Cost per click (CPC)
- Click through rate (CTR)
- Quality score
- Goals and Conversions
- Cost per conversion or per sale
- What is target ROI?



7. Amend, Test & Tune

- Look for conversion winners and replicate components.
- Look for blockages and eliminate
- Eliminate negative terms
- Test different keywords
- Test different ad copy
- Test different landing pages
- Test different bid levels



Pay Per Click Management

Simply Clicks has been managing Pay Per Click campaigns since 2003. We manage client budgets in a range from £1,200 to £300,000 per annum. As pay per click specialists, we can generally make significant savings over an in-house managed PPC campaign. At the cost per click level, savings of up to 70% are not unusual. At the conversion level we can do even better. More importantly, several of our clients have used our pay per click management services and PPC training courses to transform the scale and profitability of their businesses.

Most of our pay per click clients are based in the UK, although we have managed campaigns for clients based in France, Germany, Italy, Spain and North America. Most of our work is in English, although we also run campaigns in French, Spanish, German and Russian.

Whether you have an existing Google Adwords or Bing campaign, or are just curious about exploring a new PPC campaign, you are welcome to contact us.

For more information, contact:

David Burdon, Simply Clicks, 2 New Rents, Ashford, Kent TN23 1JH

Telephone: +44 (0)1233 670006 e-mail: ppc@simplyclicks.com