



INTRO TO PAY-PER-CLICK ADVERTISING: GOOGLE ADWORDS

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Introduction

As an inbound marketing tool, pay per click advertising (PPC) has rapidly become a key component in an internet marketer's arsenal. Executed correctly, a PPC campaign is a quick and efficient method of driving qualified traffic to your website, increasing brand awareness, and generating qualified inbound leads. Each major search engine, as well as platforms like Facebook and LinkedIn, has their own PPC system in place for marketers. For the sake of simplicity, this whitepaper will focus on the most popular - Google AdWords. In its most basic form, this paper will cover the following elements:

- What Is Pay Per Click Advertising?
 - The Simple Definition
- Choosing The Right Keywords
 - Quality Over Quantity
 - Helpful Tools
- Market Segmentation
 - Campaigns
 - Ad Groups
- Writing Quality Ads
 - Quality Score
 - Best Practices
- Does Your Business Need It?

What Is Pay Per Click Advertising (PPC)?

PPC, often referred to as 'paid search', is the process of placing ads for your website in the search results for target keywords and phrases relating to your business. The advertiser specifies which keywords and phrases they would like to target, and then bids on a maximum cost per click they are willing to pay for the designated term. Essentially, PPC advertising is like a silent auction. The most common form of bidding for keywords is the cost per click (CPC) method, where the advertiser only incurs a cost when their ad is clicked on. Basically, if your ad receives 1,000 impressions (views) but is only clicked 10 times, you are only paying for the cost per click of each of those 10 clicks.

It is important to take a moment to note the difference between paid search (PPC) and organic search. When Google displays the search results for a query, there is the main column of organic search results as well as the "sponsored results" on the top or side of the page (often in a lightly shaded box). The websites in the organic listing do not incur a fee if they are clicked

on, as they are perceived to be the most relevant websites in the eyes of the search engine for this given search term. Search Engine Optimization (SEO) is the process of placing your website at the top of organic search listings. For more info on SEO, download the free whitepaper [Search Engine Optimization: The Fundamentals](#).

Depending on the PPC platform you are using, there may be multiple types of ads available to you. Google AdWords, for example, allows the advertiser to create image ads (comparable to banner advertisements on a website) that would display across the Google Display Network. For the sake of simplicity, this paper focuses only on text ads and the most popular PPC engine, Google AdWords.

Choosing The Right Keywords

When it comes to creating a list of target keywords, the most important aspect to consider is your target market. Your end user is (usually) not an industry insider, so don't expect them to search like one. As an advertiser, it is imperative that you put yourself in the shoes of your consumer and be sure to utilize keywords that an 'outsider' would search. For instance, if I am selling a tile treatment that makes your floor less slippery, I will not target "micro etching acid treatment for hard surfaces". Targeting keywords that my end user would search (perhaps a home owner); I would try something like "anti slip floor treatment" or "how to make wet floors less slippery".

Another important element of choosing the right keyword is finding the balance between competition and traffic. Since PPC advertising is essentially an auction, the more companies that target a keyword (higher competition), the higher the cost per click will be. Generally speaking, a company is better off targeting specific keywords instead of broad topics. There may be 10,000 sites on the internet bidding for placement for the word "coffee", but there will be significantly less companies bidding for "gourmet coffee" or "Jamaican blue mountain coffee". Many advertisers neglect specific keywords because they have a lower search volume than their broad counterparts. Specific, or long tail keywords, almost always result in a more manageable cost per click and a higher click through rate (CTR). The click through rate, or number of clicks divided by number of impressions, is an extremely important piece of information to any advertiser. A low CTR is usually the result of one of a couple possible issues. At the keyword level, a low CTR often tells the advertiser that the people searching this particular keyword do not find their ads to be relevant to what they are looking for.

In summation the, ideal keyword:

- Considers the way your target market would speak
- Has moderate search volume
- Is not tremendously competitive
- Is exceptionally relevant to your website

In addition to the various tools on the internet for keyword research, Google provides its own free tools for assisting in the basics of [keyword suggestions](#), [traffic estimation](#), and CPC bidding.

Market Segmentation

One of the contributors to the widespread success of internet marketing is that it gives the marketer the ability to be targeted and precise in everything they say. PPC advertising is no different; in fact, the most successful campaigns are those that have taken the time to be painstakingly specific. Most businesses offer more than just one product or service, and often cater to more than one target market. Google AdWords gives a marketer the ability to differentiate between their markets, allowing for specific ads to get shown to users searching specific terms in specific areas! To accomplish this goal, Google allows for the creation of “Campaigns” and “Ad Groups”.

- **Campaigns.** The basic component of a Google Adwords account, each campaign consists of one or more ad groups and has one defined objective. When creating a campaign, it is important to determine this objective and be sure not to stray too far off the path. A campaign objective may be to target a specific audience, or feature a certain product, etc. Each campaign has its own adjustable settings, including target geography, language, distribution preference, and budget.
- **Ad Groups.** An ad group is the segment of a campaign that determines which set of ads will get shown with which corresponding set of keywords. While a campaign has one overarching objective, it is more than likely that there are a variety of keywords that will need to be utilized. Creating specific ad groups allows Google to show the ad that is most closely related to the keyword and best speaks to the person searching it. Campaigns with precise ad groups tend to have higher click through rates, and in turn, higher ROIs.

Writing Quality Text Ads

As a method of ensuring only the most relevant websites get shown to their users, Google AdWords has developed a system of assigning a “quality score” to each advertisement. Given a score between 1 and 10 (10 being the best), the ads with the higher quality score will receive premium placement over an ad with a lower quality score – even if they have the same bid! The quality score is essentially a rank determined by a combination of technical and conceptual qualities of the ad. For example, an ad that contains the keyword in it will be considered more relevant to the search and will usually receive a higher quality score. Additionally, if your landing page (where the user goes when the ad is clicked) does not contain information relevant to the keyword you are targeting, your advertising will be seen as less pertinent to the search and will therefore receive a lower quality score. Quality content never stops being important. Here are some other ideas to consider while writing ads:

- **Be enticing.** Stand out from your PPC competitors by highlighting differences and unique features about your company.
- **Be specific.** You have to pay if someone clicks on your ad, so being vague gets expensive. If you are running promotions on a certain product, let the searcher know. If you have a high end product/service, advertise a high end product/service. Including the price of something in the text further qualifies the lead and ensures you do not waste money on clicks where the searcher did not know what they were truly clicking on. If you sell gift baskets starting at \$150, put that in the ad. This way, you know that anyone clicking on your ad is interested in a potential purchase at that price and you save the cost of clicks for people who are not.
- **Call To Action.** Although text ads offer limited space, it is important that all text ads contain a strong call to action. Your ad should remind the consumer what to do next – encourage them to “buy now”, “order online”, or “call today”.
- **Use Your Keyword.** Including one of your keyword in your ad text not only tells Google that your ad is relevant to the search, but will also appear in bold when someone searches that term. This will help draw attention to your ad and allow you to stand out from your competition.

Does Your Business Need Pay Per Click Advertising?

Statistically, almost half of all search users click the top ranking link, 62% of all searchers click a link on the first page, and 33% of searchers click on a sponsored search result when they are searching to make a purchase. There is no denying that millions of people search the internet for products or services every day, and at least some of them belong to your target market. Even if your market isn’t aware they are searching for you specifically, a good PPC

campaign ensures that they find you. PPC has been proven effective in increasing brand recognition, driving qualified web traffic, growing internet sales, launching new products, and expanding the reach of existing products and/or services.

It is always important to remember that there may never be a single “magic marketing tool” that accomplishes all of your overall marketing objectives. Pay per click advertising is an extremely effective form of marketing when done right, and is even more effective when used in conjunction with complimentary marketing tools as part of an integrated plan.

Interested in learning more about incorporating a pay per click strategy into your overall marketing plan? [Contact Peerless Media Group to schedule your free consultation today.](#)