

Pay Per Click Advertising

Getting the most out of your budget

Ann Stanley



Google - Search Results

[Sign in](#)



Web Images News Maps ^{New!} Products Groups Scholar **more »** Search using
hotel rooms derbyshire [Advanced Search](#)
[Preferences](#)
Search: the web pages from the UK

**Search using
Keypphrase**

Web Results 1 - 10 of about 710,000 for [hotel rooms derbyshire](#). (0.31 seconds)

Hotel Sponsored Links
www.expedia.co.uk Find your perfect **Hotel**. Tailor-make your trip & save money.
Derbyshire Hotel Deals
www.RatesToGo.com/Specials Special last minute internet rates. Instant confirmation. Easy & secure

Sponsored Links
Accomodation Derbyshire
Which recommended Bed & Breakfas in beautiful Peak District Park
www.stanshope.net
Hotel Nottingham
The most popular Hotels website for Hotels in Nottingham
www.Hotels.com
Hotel Rooms
The cheapest **Hotel Rooms** from the UKs leading comparison site.
www.travelsupermarket.com/hotels
Derbyshire Hotels & B&Bs
Find your ideal **hotel** & book online
Read guest reviews & save up to 70%
www.ActiveHotels.com
Premier Inn
Premier Inn - new name, same great night's stay! **Rooms** from just £48.
PremierInn.com
Hotels In Derbyshire
Wide Choice Of **Derbyshire** Hotels, Short Breaks And Special Offers

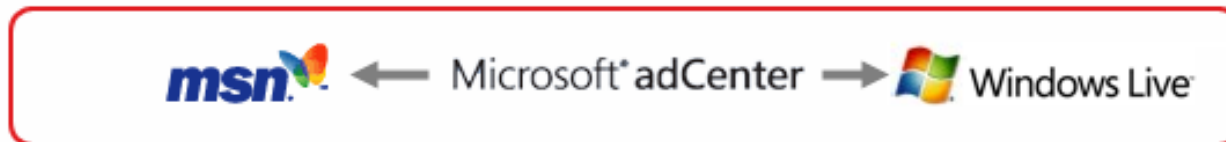
The Lion Hotel : Rooms : Food : Weddings : Conferences : Belper ...
The Lion **Hotel** in Belper has many comfortable **rooms** and a great bar and restaurant and also hosts weddings and special occasions.
www.lionhotel.uk.com/ - 5k - [Cached](#) - [Similar pages](#)
The Lion Hotel : Rooms : Food : Weddings : Conferences : Belper ...
The Lion **Hotel** in Belper has many comfortable **rooms** and a great bar and restaurant and ...
The Lion **Hotel** - Bridge Street - Belper - **Derbyshire** - DE56 1AX ...
www.lionhotel.uk.com/enquiries.htm - 9k - [Cached](#) - [Similar pages](#)
[[More results from www.lionhotel.uk.com](#)]
Morley Hayes: Hotel Derbyshire, Hotel in Derbyshire, Luxury hotel ...
Whether you are looking for a **hotel** in **Derbyshire**, luxury **hotel** ... We have varying sized **rooms** fully equipped and available for 1 to 90 delegates with full ...
www.morleyhayes.com/ - 16k - [Cached](#) - [Similar pages](#)
Morley Hayes: Hotel in Derbyshire, Luxury hotel Derbyshire, Hotel ...
The Morley Hayes **Hotel**. Wake up to a dream view at the AA 4 star Morley Hayes **Hotel** in **Derbyshire**. Click here for a virtual tour of the breakfast **room**. ...
www.morleyhayes.com/hotel.asp - 16k - [Cached](#) - [Similar pages](#)
Civil Weddings in Derbyshire
Also book **Derbyshire hotel** accommodation for your wedding guests at **Derbyshire**

**Natural/Organic
Search**

**Pay Per
Click
Advertising**



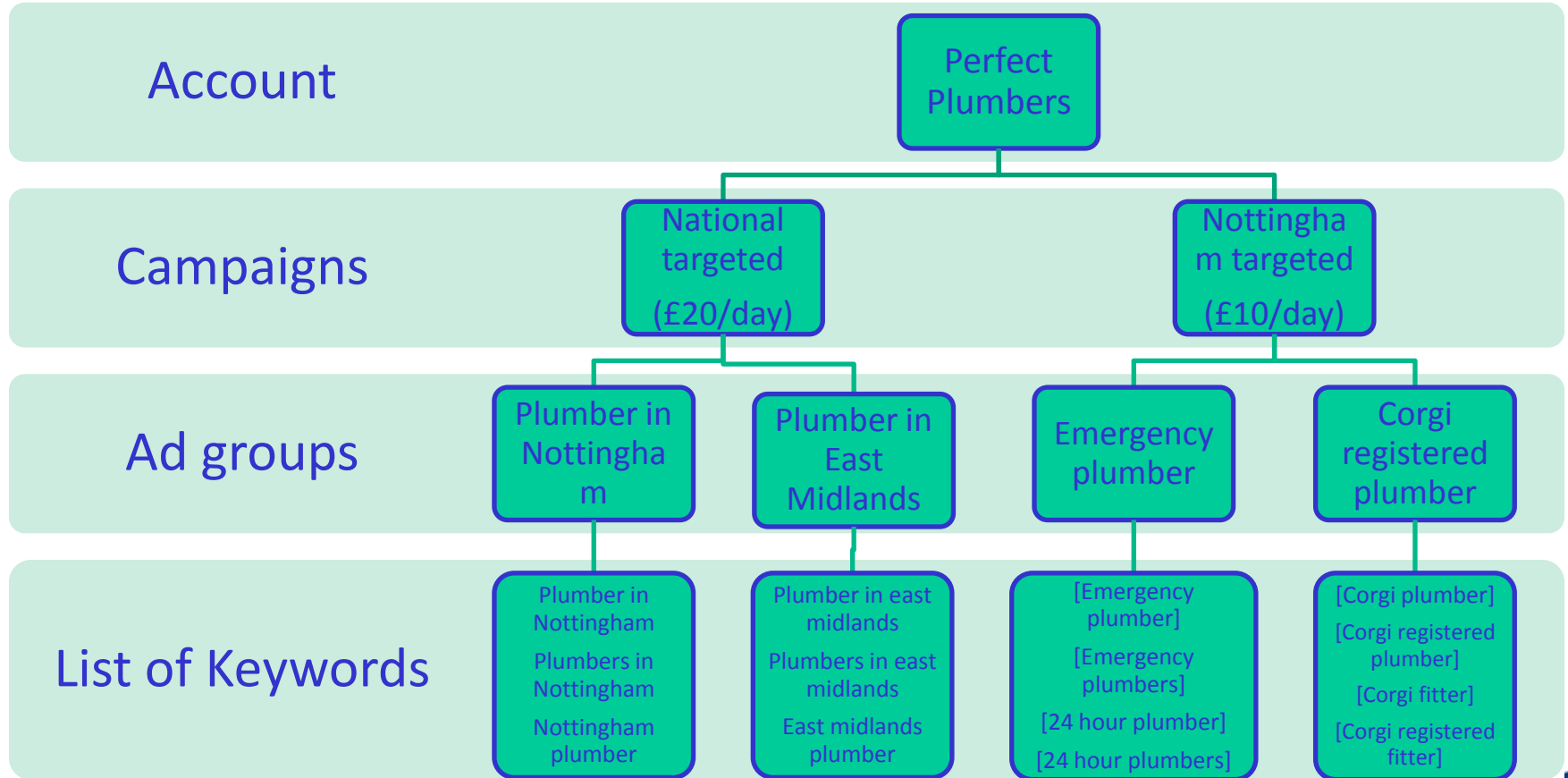
The Main PPC Engines



Essential background knowledge

- **PPC hierarchy**
 - the differences and level change between campaigns, ad groups and keywords
- **Keyword “match types”**
 - generate generic or targeted traffic
- **Click through rate (CTR) and “quality score”**
 - improve to get top positions in search engines

PPC Hierarchy for Perfect Plumbers Ltd



Keyphrases Match Type

- **[Exact match]**
 - ads displayed when the exact words are typed in
- **Broad match**
 - ads are displayed when the words are typed in any combination (and with other words either side)
- **“Phrase match”**
 - ads are displayed for the exact search term in the quotes but with other words either (a hybrid of exact and broad match)
- **Negative match**
 - ads will not appear if this word is typed in (used in combination with broad or phrase match)



Increasing keyword relevancy will result in higher positions and a lower CPC

- **Google**
 - based on the max bid price and relevancy (quality score)
- **MSN**
 - based on the max bid price and relevancy (click through rate)
- **Yahoo**
 - combines max bid price and quality (click through rate)



Google Quality score

- Influenced by:
 - keyword's Click through rate (CTR)
 - ad text relevance
 - keyword relevance
 - landing page relevance

Keyword view – showing quality score and click through rates (CTR)

<input type="checkbox"/>	Keyword	Status <small>?</small>	Quality Score <small>?</small>	Current Bid Max CPC	Show Settings	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
Search total		Enabled		Default £1.71 [Edit]		82	6,830	1.20%	£1.37	£112.09	5.9	0.00%	£0.00
All sources total						82	6,830	1.20%	£1.37	£112.09	5.9	0.00%	£0.00
<input type="checkbox"/>	villas in bulgaria	Active	Great Minimum bid: £0.03	£1.71	Settings	23	1,173	1.96%	£1.32	£30.37	4.1	0.00%	£0.00
<input type="checkbox"/>	real estate bulgaria	Active	Great Minimum bid: £0.03	£1.71	Settings	18	1,155	1.55%	£1.38	£24.80	5.9	0.00%	£0.00
<input type="checkbox"/>	bulgaria for sale	Active	OK Minimum bid: £0.05	£1.71	Settings	10	1,029	0.97%	£1.34	£13.42	4.6	0.00%	£0.00
<input type="checkbox"/>	bulgarian builders	Active	OK Minimum bid: £0.05	£1.71	Settings	7	603	1.16%	£1.39	£9.72	4.6	0.00%	£0.00
<input type="checkbox"/>	property bulgaria	Active	OK Minimum bid: £0.05	£1.71	Settings	5	686	0.72%	£1.47	£7.34	7.7	0.00%	£0.00
<input type="checkbox"/>	bulgaria properties	Active	Great Minimum bid: £0.03	£1.71	Settings	4	502	0.79%	£1.39	£5.54	6.4	0.00%	£0.00
<input type="checkbox"/>	bulgarian properties	Active	Poor Minimum bid: £0.25	£1.71	Settings	4	207	1.93%	£1.35	£5.41	7.3	0.00%	£0.00
<input type="checkbox"/>	investment in bulgaria	Active	OK Minimum bid: £0.05	£1.71	Settings	3	119	2.52%	£1.46	£4.37	4.5	0.00%	£0.00
<input type="checkbox"/>	bulgarian property	Active	OK Minimum bid: £0.08	£1.71	Settings	2	99	2.02%	£1.46	£2.91	10.5	0.00%	£0.00
<input type="checkbox"/>	property rental bulgaria	Active	Great Minimum bid: £0.03	£1.71	Settings	1	189	0.52%	£1.43	£1.43	4.0	0.00%	£0.00
<input type="checkbox"/>	property in bulgaria	Active	OK Minimum bid: £0.08	£1.71	Settings	1	121	0.82%	£1.30	£1.30	7.8	0.00%	£0.00
<input type="checkbox"/>	real estate in bulgaria	Active	OK Minimum bid: £0.05	£1.71	Settings	1	84	1.19%	£1.45	£1.45	10.3	0.00%	£0.00

[Value Property Bulgaria](#)
New payment terms - 2.5% deposit!
3 easy stages, makes it simple.
www.yoobulgaria.com

Although the CTR is 1.93% the words Bulgarian & properties do not appear in the ad copy – resulting in a poor quality score



PPC Strategies

- Selecting the right network and campaign type
- Campaign settings
- Setting your budget
- Bidding strategies
- Keyphrase strategies
- Ad copy strategies
- Landing page strategies
- Management and use of the free tools



Selecting the right network and campaign type in Google

- **Networks**
 - Search network
 - Content network
- **Campaigns**
 - Keyword targeted
 - Placement targeted (formerly site targeted)
- **Limited budget**
 - keyword targeted campaigns on the search network
- **Yahoo and MSN**
 - often at a lower CPC and cost per conversion



Campaign settings

- **Campaign structure**
 - separate phrases into logical ad groups and campaign hierarchy (not all in the same ad group)
- **Geo-targeting**
 - campaigns can be targeted to different locations
 - countries, regions, counties, cities or map area
- **Content network**
 - separate campaign and delete when it uses too much of your budget or does not convert
 - do not turn ads off in the evening or weekends unnecessarily

Edit campaign settings

Basic Settings

Campaign name:

Start date: 1 Jul 2007

Will run until: No end date
This is a new setting. [Learn more.](#)

31

Budget Options

Budget: £17.00 / day [?](#)

[How will my budget affect my ad performance?](#)

[View Recommended Budget](#)

Delivery method: [?](#) Standard: Show ads evenly over time

Advanced Options

Keyword Bidding: Maximum CPC bidding
[View and edit bidding options](#)

Ad scheduling: Off. Ads running at all times.
[Turn on ad scheduling](#) [?](#)

Position preference: Enable position preferences [?](#)

Ad serving: [?](#)

Optimise: Display better-performing ads more often

Rotate: Show ads more evenly

Networks

Show my ads on:

- Google Search**
When users search for my keywords on Google
- Search network** [?](#)
When users search for my keywords on Google's search partners
- Content network** [?](#)
When users visit sites on Google's content network that match my ad settings
- Content bids** [?](#)
Let me set separate prices for content clicks

Target Audience

Languages:
Chinese (simplified)
Chinese (traditional)
Danish
Dutch

Hold down the control or command key to select multiple items. Ads should be written in the above language(s).

Locations:
[How will my location choices affect my ad performance?](#)

Currently targeting: [Edit](#)
• United Kingdom (Country)

Setting your budget

- **Set a realistic budget**
 - use the traffic estimator and keyword tools
- **Limited budget**
 - only bid on specific keyphrases
 - do not use the content network
- **Do not “starve the budget”**
 - ads will be shown intermittently throughout the day or you will run out of budget in the afternoon
- **Allocate your campaign budgets**
 - according to the predicted spend, this will help to maximize your traffic
- **Generic and specific terms**
 - separate into different campaigns ie generic phrases v’s performing phrases

Bidding strategies

- **Bidding for positions 3-6 (not top)**
 - Still get good click through rate (CTR) and less expensive
- **Bidding too low**
 - result in very poor positions and low click through
- **Cost per acquisition (CPA)**
 - maximum you can afford to spend to gain a sale?
- **Maximum cost per click (CPC)?**
 - $\text{Divide CPA} / 100 = \text{estimate of the maximum CPC}$

Keyphrases strategies

- **Keyphrase match types**
 - use the different types
- **Keyword tool**
 - to identify all the [exact match] phrases; targeted, cheaper and more likely to convert
- **Improve your “Quality score” & CTR**
 - do not bid on very generic phrases - low CTR and poor quality score
 - delete keyphrases with a low CTR - demote the quality score of phrases in ad group

Google keyword tools

Keyword Variations | Site-Related Keywords

Enter one keyword or phrase per line:

new homes Use synonyms

[Get More Keywords](#) [Show list of my top performing keywords](#)

Choose data to display: [\[?\]](#)

More specific keywords - [sort by relevance \[?\]](#)

Match Type: [\[?\]](#)

Keywords	Advertiser Competition[?]	Search Volume[?]	
new homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
persimmon homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
bellway homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new builds	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new homes build	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new homes for sale	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new homes sale	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new homes uk	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new homes yorkshire	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new houses for sale	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
new york homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
brand new homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
building new homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »
buy new homes	<input type="checkbox"/>	<input type="checkbox"/>	Add Exact »

Selected Keywords:

Click 'Save to Ad Group' when you have finished building your keyword list.

No keywords added yet

[+ Add your own keywords](#)

[Save to a different Ad Group](#)

[Estimate Search Traffic](#)

[Save to Ad Group](#)

Ad copy strategies

- **Create small ad groups**
 - with 1-20 similar or related phrases; write ad copy that includes these phrases
- **Improve the quality score and CTR**
 - test different ad copy for each ad group
 - delete poor performing ads
- **Dynamic keyword insertion**
 - add the keyword directly into title of your ad

Creating Great Ads



french translation service

Search

[Advanced Options](#)

Search: Web UK Pictures News Products [More »](#)

Web Search: french translation service

Web Results

[UK Translation Company](#)

Quality translation services All languages serviced efficiently
www.lingo24.com



Sponsored result

[french translation](#)

0207 580 4441 - Free Trial all languages - all industries
www.bilinguagroup.com

Sponsored result

[French Translation](#)

Quality French translation & DTP from leading European specialists
www.push-international.com/

Sponsored result

[French Translation UK](#)

Credential native translators Free instant quote. T:020 7435 3624
www.world-translations.co.uk

Sponsored result

[Need a Translation?](#)

All Fields. 135 Languages. Quality. Benefit from US rates - Free Quote
www.clarktranslations.com



Sponsored result



Ad copy view showing different CTR's

Summary Keywords **Ad Variations**

1 Oct 2007 to 31 Oct 2007 [Change range](#)

Today 1 Oct 2007 - 31 Oct 2007

Include deleted items


+ Create New Ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile text ad](#) | [Click-to-play video ad](#) [Customise columns](#) 1 - 3 of 3 ads.

<input type="checkbox"/>	Variations	Actions	Status	% Served	Clicks ▼	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	Value Property Bulgaria New payment terms - 2.5% deposit! 3 easy stages, makes it simple. www.yoobulgaria.com	Edit	Active	53.3%	48	3,639	1.31%	£65.76	0.0%	£0.00
<input type="checkbox"/>	New Property in Bulgaria Starting from just £46,000 New payment terms - 2.5% deposit! www.yoobulgaria.com	Edit	Active	36.3%	23	2,477	0.92%	£30.73	0.0%	£0.00
<input type="checkbox"/>	{Keyword: yooBulgaria: Beach Living} Bulgaria beachfront designer apartments from only 68,250 Euros! www.yooBulgaria.com	Edit	Active	1.0%	1	69	1.44%	£1.47	0.0%	£0.00
	3 edited or deleted ads			9.4%	10	645	1.55%	£14.13	0.00% (0)	£0.00
	Total: Text ads on content network			0.0%	0	0	-	£0.00	0.00% (0)	£0.00
	Total: Text ads on search			100.0%	82	6,830	1.20%	£112.09	0.00% (0)	£0.00

Landing pages & conversion tracking

- **Deep Link**
 - most relevant page - not the home page
- **“Calls for action”**
 - add to landing pages eg registration forms/ability to buy
- **Conversion tracking**
 - add tracking code to the “thank you” page
- **Lots of clicks - no conversions**
 - delete phrases/ad copy as they don't generate sales

PPC landing page





lxdirect.com
PART OF THE LITTLEWOODS SHOP DIRECT GROUP


- MY ACCOUNT
- TRACK ORDER
- HOME
- VIEW BASKET
- LOG ON
- MONEY ZONE
- HELP

Women Men Kids Sports Your Home Appliances Electronics Toys & Gifts Real Deals Xmas

→ Home / ANDREW COLLINGE straighteners / ANDREW COLLINGE - digital ceramic straightener



digital ceramic straightener
Catalogue price
£49.99
online price
£24.99

 enlarge image

Save 50%
Extend your warranty 2 yr. extra cover £12.00
Model: "11904-10".
Ready to use in 30 seconds. Top temp 200°. LED indicator LCD display. Digital heat and time settings. Ready to use sound timer. 1 hour auto shut off safety feature. Salon length cable. Includes stand.
cat no : PK3314

BUSY LIFESTYLE ?
Choose your own delivery day - FOR NO EXTRA COST


Delivery within 7 Day(s)

1 @ £24.99

Portable Ultrasonic Flowmeter from Flowline - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.flowline.co.uk/products/portable.html> Go Links



[home](#) [products](#) [application notes](#) [flow solutions](#) [technology](#) [suppliers](#) [literature](#) [enquiry](#) [site map](#)

Contact Us

Email: sales@flowline.co.uk

Tel: 020 8207 6565
Fax: 020 8207 3082

Flowline Manufacturing Ltd
11a Shenley Road
Borehamwood
Herts WD6 1AD

Site Search


Search >>

Mailing List

Join our mailing list and receive regular updates on new products and application success stories.

Join >>

MINISONIC P
THE NEW ULTRASONIC PORTABLE FLOWMETER



Exactly what I need

The MINISONIC P flowmeter is THE new portable metering tool.

Features includes :

- a massive battery life : up to 40 h

Management and using the available tools

- **Monitor your campaign**
 - daily during the first few weeks
- **Collect sufficient data**
 - before making changes, eg altering/deleting keyphrases/ad copy
- **Free Tools**
 - Optimising tools
 - Google Editor
 - Google Analytics

SUMMARY

Top Tips for Improving Campaigns



Campaign set-up

- **Create separate campaigns for:**
 - products or services
 - search and content networks
 - geo-targeting
 - generic vs specific phrases
- **Create Ad Groups**
 - small number (5-30) of similar keyphrases
 - ad copy containing the keywords
 - relevant landing page with calls for action

Bidding

- **Bid on specific terms**
 - Use [exact match] rather than broad match
- **Negative keywords**
 - to exclude things you don't want to be found for
- **Do not starve the budget**
 - put popular Ad Groups in different campaigns
- **Do not aim for position 1**
 - aim for position 3-8 (ad is seen on first page)
- **Test and make changes manually**

Improving your CTR and Quality Score

Quality score is “poor” or the CTR is <2%:

1. Restructure ad groups - smaller number of similar keyphrases with matching ad copy
2. Amend title & description (test several to review which ad works the best!)
3. Pause or delete keyphrases with a CTR of <1% - too generic and will effect quality score of other keyphrases in their ad group

Improve sales conversion rate

- **Conversion tracking**
 - aim for >1% conversion rate
- **Content network**
 - pause if converts at lower rate than the search network
- **High clicks no conversions**
 - pause any Ad Groups/keyphrases with large amount of clicks but lower than average conversion
- **Landing pages**
 - deep link to most relevant page
 - add calls for action
 - test different landing pages to maximise conversions

**Probably the most important way to
maximise your PPC budget
is to ensure that your website looks
professional and is easy to use!**

