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PPC= PAY PER CLICK

SEO= SEARCH ENGINE OPTIMIZATION

INTRODUCTION:

Pay Per Click (PPC) is an advertising service that allows your ads to show in the top search results of Google (and Bing). It's important for businesses that are looking for a quick turnaround in leads since SEO (search engine optimization) takes longer than PPC to kick in. However, PPC is not something that should just be "turned on" and left alone to run on its own. The campaign itself needs on-going optimization to make sure the keyword strategy is leading to increasing sales. All of this data correlates directly with how your site would perform in organic search as well.

In this white paper, we will go through the set-up strategy as well as what to look for to continually optimize the PPC campaign in order to build something that works directly with your SEO strategy.



CURRENT CAMPAIGN AUDIT

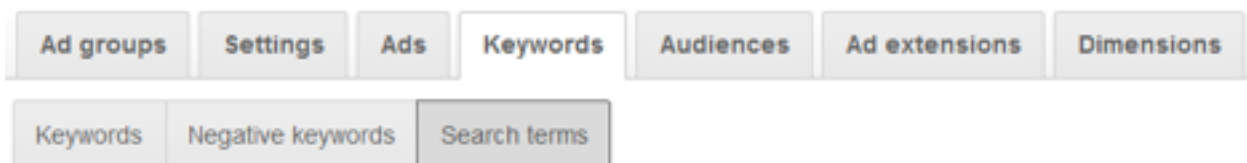
If you have an existing PPC campaign running, but it isn't producing enough qualified leads, the first thing to do is audit the existing campaign. You will want to know right away if certain keywords and ad copy aren't producing conversions. Here are some key performance indicators to look for when auditing an existing Google Adwords PPC campaign:

Current Keyword Strategy

Keyword Match Types – Match types are used to help control how your search ads are showing up in the search results. There are several different match types, including:

- **Broad match** – Your keyword could be 'drug rehab' in broad match, but your ad could still show for search terms with misspellings, synonyms, related terms, and more.
- **Broad match modified** – Similar to broad match, however, broad match modified does not show your ad for synonyms of the keyword, but different variations of that keyword in any order.
- **Phrase match** – A keyword phrase along with close variations of that keyword phrase.
- **Exact match** – The exact keyword term and sometimes very close variations of that term.
- **Negative match** – A keyword that you don't want your ads to show up for.

When auditing the keyword match types, you'll be able to see if the keywords are too broad for what users are actually searching. When auditing this part, look closely at the Search Terms area. You'll be able to tell what users are actually searching to see the ad and if those terms are really relevant to your business or not.



Auditing the current campaign keyword match types will help in the keyword research phase since you'll already know which terms are ineffective.

Keyword Cost Per Clicks (CPC) – Each time an ad is clicked from a user searching a keyword you're targeting, there is a cost per click. Evaluating the CPCs by comparing them to the estimated top page bid is one way to tell if keywords are costing you more than they should. CPCs can change dramatically depending on seasonal traffic and the competitiveness of the keyword itself. You'll want to identify any keywords that are costing too much per click. Also, you'll want to know which keywords are using up the majority of the budget and if those keywords are providing enough return on your ad spend.

Target Geo-Locations

Identify the current target locations and what data each individual location is bringing in. If there are more conversions in a specific location, you'll want to take note of that when building the strategy out for the campaign, which should involve a higher bid on that fruitful location. Also, identify which locations are providing the smallest number of conversions.

Placement Sites

If the current campaign has any display ads running, you'll want to identify which individual placement sites or demographics are providing the most qualified clicks. By "qualified," we mean the ads that have a higher Click Through Rate (CTR), conversion rate, and lower bounce rates.

Ad Delivery Settings

Are the ads set up on a specific schedule to only show during certain times of the day? Are the ads set up on an accelerated rotation or are they showing evenly over time? It's crucial to know when the ads are scheduled to show and how often they will be showing.

Keyword Quality Scores

The quality score is a measurement of the keyword quality in correlation with the landing page relevance and ad relevance. Quality scores determine where your ad will rank for a specific keyword in the search results. Analyze the quality scores for all the keywords attracting clicks to see where there is room for improvement.

Target Landing Pages

Identify all of the landing pages for your ads. From there, identify any landing pages that have a high bounce rate and low conversion rate. These landing pages may need to be optimized better or the target keywords need to be analyzed to determine what's best for the campaign.

Current Ad Group Structure

Ad group structure is important because the keywords need to correlate with the ad copy in order to obtain a high quality score. If ad groups aren't structured with a focus keyword strategy that correlates with the ads and target landing pages, the chances of the ads performing their best is miniscule.

Total Campaign Budgets

Is the current budget allowing enough clicks to your site to produce sales? The budget is a good indicator as to how many clicks you expect to receive on a monthly basis along with the average CPC.

Conversion Rates

Identify current campaign and ad group level conversion rates. Benchmark this data to compare it with next year's data if you do another campaign.

Ad Extensions

Audit any existing ad extensions and see which ones are providing possible conversions. Also, note the ad extensions that may be outdated or in need of updating, such as: sitelinks, phone numbers, locations, and callouts.

Researching Keywords *That Will Convert*

Now that you have gathered all this data from the existing campaign, you can easily do the keyword research with a pretty good understanding of what's working and what's not. Obviously, if there is not an existing campaign to assess, the keyword and market research would be your first step.

Keyword research is the core structure of the overall PPC campaign, which is very similar to how a SEO campaign is structured. This is when the SEO experts can really

weigh in on effective keywords for the business, root landing pages that are converting users into leads, and the audience you should be trying to attract with the website. This is where the strategies will begin to really intertwine, since lead generation from search traffic is based heavily off of several factors: keywords that attract users in the buying stage, well-optimized content that answers a problem for that user, and how easy it is for that user to perform the final call to action. All of these elements will be analyzed in the PPC campaign.

Identify Root Landing Pages for Keywords and Ads

Work with the SEO team to determine what the core landing pages of the site are. Core landing pages need to explain different services, programs, products, etc. Usually these pages explain a specific product or service that can be optimized easily using existing content that speaks to the target audience. Gather these landing page URLs in a separate excel file.

Identify Any Current *Organic* Keyword Rankings

If the website is already ranking organically for certain terms, you'll want to know exactly which keywords, because they can help with ideas during the research process. Chances are, if the website is already ranking for some decent-converting terms, you'll want to keep the keyword strategy going in that direction.

Research Competition



Another way to get keyword ideas is to visit your competitions' websites and extract relevant keywords from their website content.

Identify Root Terms for Ad Group Structure

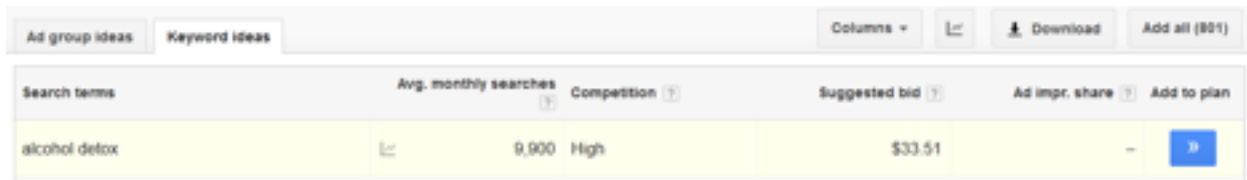
Now that you have an idea of which landing pages your ads will be pointing to on the site, as well as which potential keywords your audience is searching for, you can begin to build the foundation of the keyword strategy. The foundation of a keyword strategy is identifying a root keyword or keyword phrase that can encompass a slew of important keyword variations your ads could target, which is known as your ad group.

In Google's Keyword Planner, you'll want to use the keyword ideas you've collected and paste them in there to see search volume, competition, and average CPC. If there is a specific geo-location(s), you'll want to add those locations into Keyword Planner before researching the terms.

Search | Bulk locations

With this tool, you'll be able to see which keywords are searched in your target area and how competitive and expensive they are on average for PPC. The keywords with higher CPCs normally provide higher conversion rates, but they are a lot more competitive.



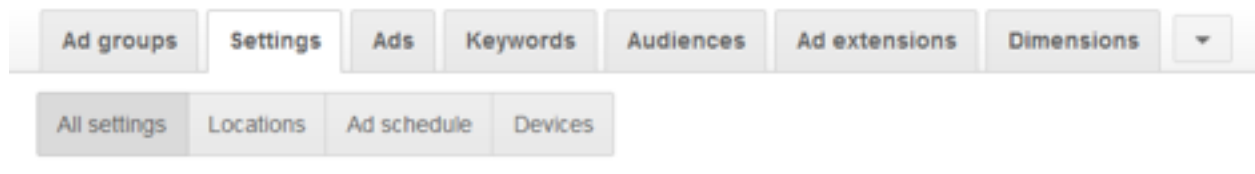
Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
alcohol detox	9,900	High	\$33.51	—	<input type="button" value="➤"/>

To identify the right root terms for your ad groups, go back to the document with your landing pages and specific long-tail keywords that would most likely attract leads. Each landing page should have a dedicated ad group, since the landing page is going to speak to a specific audience. Some landing pages can have multiple ad groups, depending on how the page is optimized, much like SEO where landing pages can have multiple keyword rankings all for one page.

Start identifying root keywords for each landing page. Place those ideas into your spreadsheet, so you know your root terms when you start setting up each ad group officially.



SEARCH CAMPAIGN SETTINGS



Campaign settings are extremely important because you want to make sure your campaign is set up to show the ads at the appropriate times, on the right devices, and in the right areas.

Campaign Name

Name your campaign something that's relevant to the overall strategy. If the current strategy is specific to a service, name the campaign with that service included. For example, if you're a drug rehab facility specifically targeting your detox services, you'll want the name to look like this: Detox - Google Search Campaign.

This helps with tracking down the road if you decide to add more campaigns targeting different services under separate budgets.

Networks

Google Search Only

Devices

All (unless your website is not mobile friendly)

Locations

This is where you can manually add specific cities or geographic areas you'd like to target.

Bid Strategy

Focus on clicks, manual maximum CPC bidding

Keeping the CPC bidding manual is the best practice because you have a reason to look at each keyword and its individual performance.

Delivery Method

Standard: Optimize delivery of ads, spending budget evenly over time you want your ads to show evenly over time so that you can evaluate how each individual ad is performing later on. If the budget is not being spent each day, then change it to “Accelerated.”

Ad Schedule

If your business only operates during certain times of the day, it’s suggested to have your ads only run at those times. If not, this can be optimized later after some data is accrued to show when users are converting the most, so that you’re only spending money on ads during those specific periods of time.

Ad Delivery

Optimize for clicks or conversions depending on if you’re going to be utilizing Google Adwords’ conversion tracking feature. Otherwise optimizing for clicks is best since you want users to click on your ad to see the offer.

Ad Extensions

Add a call button to mobile ads. Add a phone number to desktop ads. Use callout extensions to provide a CTA, such as “24 Hour Emergency Hotline.” Add sitelink extensions to highlight specific services that are relevant to the primary service, such as “Insurance Accepted.”

Start Planning Ad Groups *in Keyword Planner*

Keyword Planner

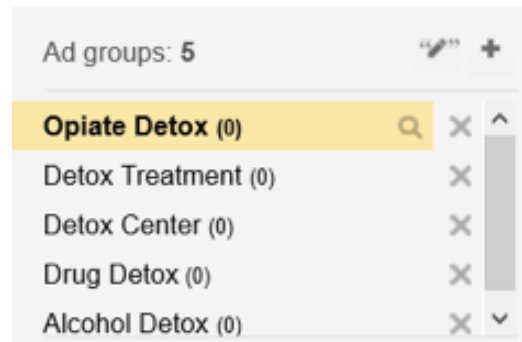
Where would you like to start?

Find new keywords

- ▶ Search for new keywords using a phrase, website or category

Keyword Planner is often used for keyword research for organic search. In reality, it was created by Google Adwords for PPC, specifically to plan your ad groups and keywords right in the tool. The service will give you estimated forecasts for the chosen keywords based off average CPCs, daily budget, and search volume for all the keywords researched.

Now that you've got your spreadsheet with root keywords picked out, label each ad group right in Keyword Planner first. Your ad groups should be named around each root keyword or phrase. Now, start adding keywords to each group, keeping in mind what's relevant to the root phrase and what your ad copy could be. Don't forget to add your root terms to the list as well.



Once there are 10-20 terms per ad group, you can review the forecasts to see what sort of click volume you're going to receive with your budget. If the keywords you chose aren't going to provide clicks, you will need to do additional research.

Once you're happy with the keywords and ad groups, you can save this strategy to your account. Keyword Planner will then import all of the ad groups and keywords into the chosen campaign.

Create a **Negative Keyword List** and Import Those Terms

Every campaign is going to have negative keywords, because there are specific search terms that you will not want to waste budget on. These usually entail words like “careers, jobs, competitor names, used or new products, specific brands you don’t carry,” etc.

Write **Compelling Ad Copy**

Now that your ad groups and keywords have been chosen, it’s time to write the ads for each ad group. The goal with your ad copy is to make sure that it is compelling enough for users to click the ad, but also relevant enough to their search query. Ads that don’t include keywords in them often don’t have as high of a quality score. Also, the ads need to be creative with the limited amount of space.

Character limits

Text ads must meet the following length requirements:

	Example ad	Limit for most languages	Limit for double-width* languages
Headline:	Example website	25 characters	12 characters
Description line 1:	Summer sale	35 characters	17 characters
Description line 2:	Save 15%	35 characters	17 characters
Display URL:	www.example.com	255 characters (35 shown)	255 characters (17 shown)

Keep It Specific to Your Ad Group

If your ad group is tailored to Alcohol Detox services, for example, make sure your ad has “Alcohol Detox” somewhere in the copy. Being specific with your ad writing makes your ad relevant to what the search query is. Normally, the headline includes your focus keyword, but it will not always fit there.

Explain What Makes Your Company Different

You have two description lines that can be utilized to explain your offer and how you’re different than the competition.

Include a Call to Action

What is the user's next step? What is the end goal for the offer? Make sure that goal is clear in the ad, whether it's to call you or receive a free estimate, etc.

Destination Landing Page

Choose the destination landing page most relevant to the ad group or your focus term, which should have already been chosen earlier.

Top ad

Is Alcohol Consuming You?

alcoholdetoxcenter.com

Holistic Detox Center Dedicated to Your Lifelong Recovery. Call Today

Top ad

Alcohol Detox Center

alcoholdetoxcenter.com

Detox Naturally in a Relaxing Setting. Speak to a Counselor Today



LANDING PAGE
OPTIMIZATION

LANDING PAGE OPTIMIZATION

Now that your campaign is fully set up with ad groups chosen, keywords picked, and ads written, you can optimize your destination landing pages. When optimizing a landing page, SEO also needs to be considered, since you want to attract organic users to the website. The whole point of the PPC campaign is to supplement leads while the SEO kicks in.

What each page needs for **full optimization**

- **Goal Setting**
- **Page Identification**
- **Market and Competitive Analysis**
- **Root and Supporting Keywords**
- **Design**
 - » Layout/Wireframe
 - » Images
 - » Videos
- **Content**
 - » o Headline Optimization
 - » o Optimized Web Copy
 - » o Calls to Action
 - » o Customer Testimonials
 - » o Trust Badges (i.e. PayPal / VeriSign Verifications)
 - » o Chat and Live Help
- **On-page SEO**
 - » Title Tag
 - » Meta Keywords
 - » Meta Description
 - » Image Tags
 - » Header Tags
 - » Internal Linking
- **Development**
 - » Custom Coding (HTML, PHP, etc)
 - » Form Integration
 - » Analytics Code Integration
 - » Call Tracking Code Integration

The Importance of Landing Page Optimization for PPC and SEO

No matter what, we're dealing with Google here. Google is going to want users to receive the best experience possible. The landing page is the solution to the user's problem. That needs to be clearly defined in the landing page. If the content headlines don't match the ad copy, it will cause users to bounce off the site. If the CTA isn't clear to the user, it will cause them to bounce. If the content overall isn't relevant at all to their query, it will cause them to bounce. All of these failings can be assumed for organic users as well.

By understanding the SEO and PPC strategies combined, the landing page can easily be optimized for target keywords for both strategies and tested to see which keywords are providing the highest conversions from PPC. Since Google doesn't allow us to see which keywords users are querying for organic search, we can use PPC search to determine if that keyword was effective. If it's not as effective, the landing page can be re-optimized with keywords that did produce results. Chances are if the keyword did well with PPC, it will do well with organic search too.

Create Multiple Landing Pages to Test

If you're considering A/B or multivariate testing for your ads and landing pages to find out which content converts the best, you'll want to create multiple optimized landing pages up front. Each landing page should have one or two elements different, so that you can really dial in which page is more effective over time. Testing is part of the on-going management, which we'll get into next.



ON-GOING CAMPAIGN MANAGEMENT AND TESTING

Once the campaign is implemented and optimized, it's ready to go live. Keep in mind, your ads are not going to necessarily show up in the top three positions right away, depending on how competitive the market is. It takes time to optimize the ad groups in order to get shown in the top spots. It's sort of the same concept as SEO, where it takes time to build domain authority in order to show up in those top organic positions. PPC is not much different, other than the fact you receive immediate traffic, while organic traffic takes time to build up.

As the campaign runs, the data will start pouring in, which will help you make educated decisions for campaign optimization. Each campaign will be different in terms of how often it needs love. Larger campaigns with more keywords and ad groups often need a lot more attention than one focused campaign with a small budget.

Daily

Manual Keyword Bidding

Bid on important keywords and make sure the bids are close to, or match, the Estimated Top Page Bids. Those bid estimates are available so you can tell what your competitors are bidding for a keyword that day. Keyword bids change daily, so these need to be looked at daily or weekly in order for your ads to show up in the top positions.

Search Terms

See which terms users are searching when they click on your ad. Are there keywords in there that could be useful? Add those terms to the appropriate ad group. If there are keywords that are completely irrelevant and causing a high bounce rate, add those as negative keywords.

Weekly/Bi-Weekly

Quality Score Review

Which keywords have low quality scores? What is the reason for the low quality scores? Optimize each important keyword so that it has a higher quality score.

Search Impression Share

You want your important keywords to trigger your ads to show up most of the time (if your budget allows). Make sure the keywords have high enough bids to show in the SERPs (search engine results pages) as much as possible. A decent Search Impression Share for a keyword should be 70% or higher, approximately.

Bounce Rate

If there are specific keywords providing 100% bounce rate, try and optimize the keyword by changing the match type first. If that doesn't work, try a longer tail keyword phrase. If that doesn't work, pause the keyword altogether, since it's not performing well for your campaign.

Monthly

CTR Review

After you have enough data, you can analyze the effectiveness of the keywords by looking at their impressions divided by the clicks the ad received, which is known as Click Through Rate (CTR). If certain keywords or ad groups have CTRs under 1%, those keywords or ad groups need more attention. Review the ads in the ad group to make sure they're relevant to the keywords. Pay attention to the individual keywords for that ad group. Which keywords are providing the lowest CTRs? Those keywords will need their match types changed or need to be paused altogether. Sometimes rewriting the ad can also help increase CTRs.

Campaign and Ad Group Conversion Rates

Certain ad groups are going to provide more conversions. Other ad groups might not provide any conversions. If there are ad groups not providing conversions, those ad groups need to be looked at closely. Compare those ad groups to the ones that are performing well and see what's different. Maybe the keywords are too broad. Maybe the ad isn't relevant to the landing page. All these factors need to be considered to optimize the ad group for conversions.

Average CPC

The overall average CPC is important to note, since it gives you an idea of what all your keywords are going to cost you per click on a monthly basis. The average usually increases dramatically within the first six weeks while the keyword strategy is being dialed in. After that, you want to make sure the average CPC is at a place

that's providing legitimate return on ad spend. If you're spending too much per click on average, your business won't see a high return on its investment overall.

Landing Page Conversions

When doing A/B testing, there can be two landing pages for the same ad group. The ad group will contain all of the same keywords and ad copy, but the landing pages will have different headlines, design, or final CTA to test conversions. You'll want to see which landing page is providing the highest conversion rate month over month and finalize your landing page optimization with the most effective information.

Geo-Locations

Certain locations you're targeting will provide higher conversion rates. You'll want to update the bidding strategy for that location to make sure your ad is always shown higher and receives the most clicks.



SEO CAMPAIGN  PPC SEARCH CAMPAIGN DATA

HOW YOUR SEO CAMPAIGN WILL BENEFIT FROM PPC SEARCH CAMPAIGN DATA

While you're optimizing your PPC Search Campaign, your organic SEO will eventually start to kick in. You definitely want to invest in SEO, since it is a long-term strategy that will help your website's search engine presence permanently. PPC is not a permanent solution, since the ads will always need a dedicated spend in order to be in the top positions. The PPC data can really help boost your SEO strategy because you'll already know which keywords and landing pages are providing the most success.

Dial in Your Keyword Strategy

Google limits our ability to see organic keyword data in Google Analytics. The good news is you have Google Adwords keyword data to back you up. This allows you to dial in your focus keywords per landing page. Optimize each landing page with the new focus keywords that provided more conversions.

Optimize for a Better User Experience

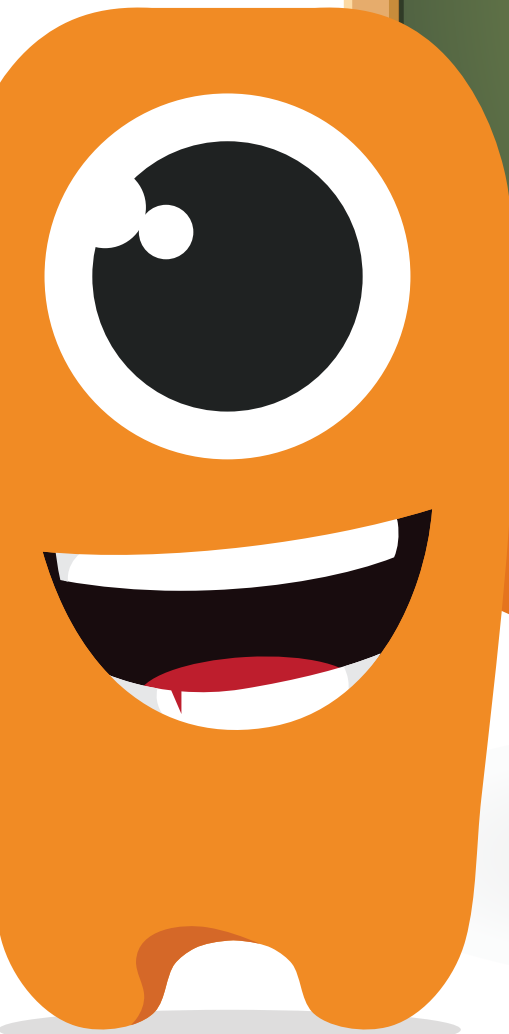
Now that you've attracted the right users with your keyword optimization organically, you'll want to make sure the landing page is providing a valuable user experience. With landing page testing and data accrued from a few months of tests, you'll be able to optimize each landing page for the best possible user experience for both organic and paid search.

Invest More Budget into Organic Search as Rankings Are Achieved

As long as you have call tracking or some form of conversion tracking set up correctly, you can correlate the data to determine which marketing source is the most effective for your business. A majority of the time, SEO will provide a much higher ROI than PPC. The latter is much more expensive, since there is a lot of competition trying to target the same exact keywords you are. SEO is also competitive, but if you invest in it monthly, your website will become an authority over time. Once that authority is achieved, your website can rank for hundreds of terms without paying an outrageous CPC. That's when you'll want to make the switch to investing more money towards organic search traffic, and cut back the PPC budget.

TAKE AWAYS

- ✓ PPC and SEO both require on-going optimization with the same goal in mind: **more sales**.
- ✓ Your SEO campaign will be more effective when using existing PPC data to determine effective keywords and landing pages.
- ✓ PPC and SEO campaigns both require some sort of audit in order to develop a campaign that's most effective for your business.
- ✓ **You can't do PPC without on-page SEO**, and you can't determine a good SEO strategy without existing data to back up the assumptions.



NEXT STEPS

Eminent SEO is a results based SEO firm that specializes in all of the above. Our digital marketing experts can take your PPC and SEO campaigns to the next level by using the data to make knowledgeable campaign changes and recommendations.

Interested in having a team of experts manage your online presence by utilizing a cohesive strategy like this?
Call today to speak with a PPC and SEO expert:

800-871-4130