

eCommerce Marketing



CHAPTER 10 PPC

Lecturer: Muslimbek Rakhmonov

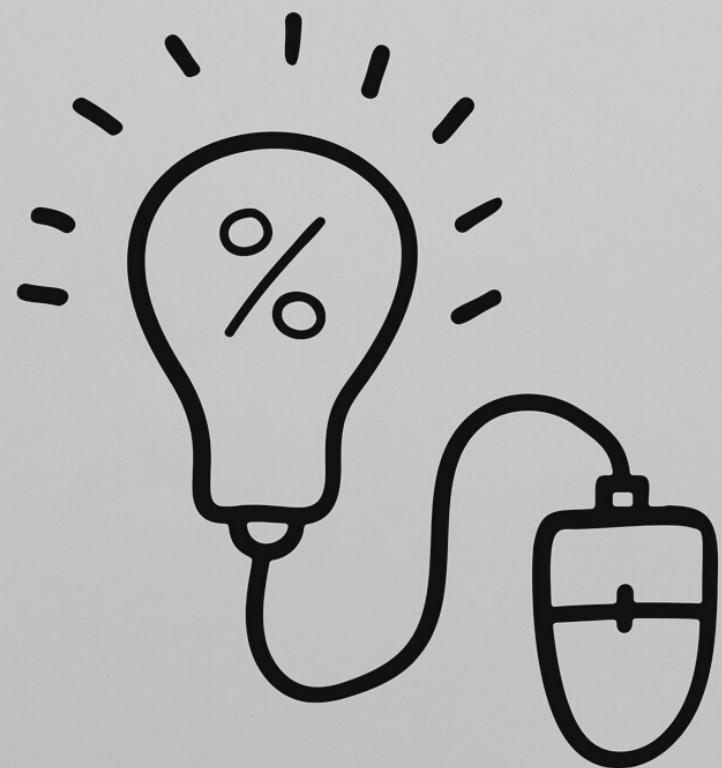


AGENDA

What is PPC?

Terms

Google Ads



WHAT IS PPC?

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

Google AdWords Software | Take Back Your Work Week

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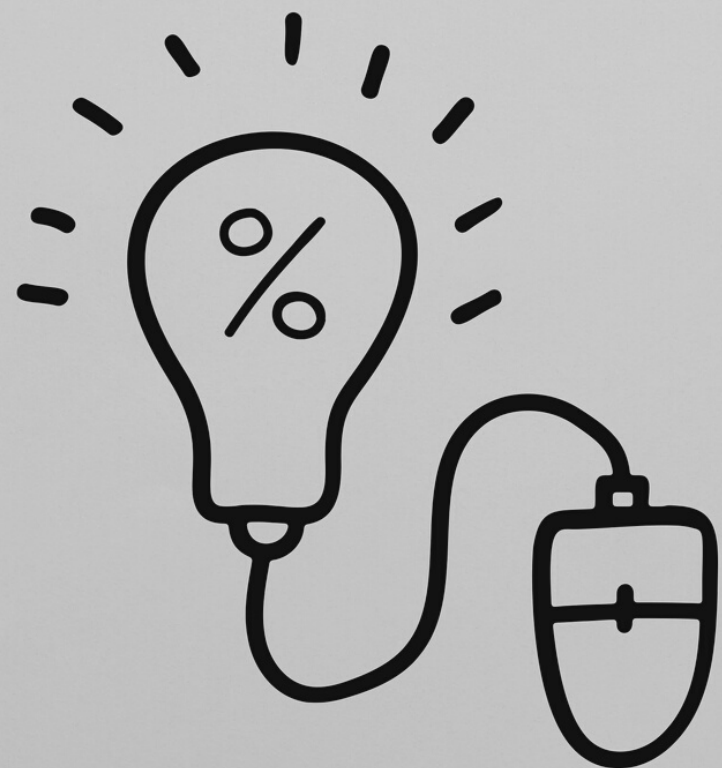
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A powerful PPC platform for search and display campaigns. Estimate CPC and volume at a local or national level. Get ideas for winning ad copy. All kinds of keywords. See CPC/competition level. Rivals' monthly budgets. 8 bln related keywords. Rivals' text/banner ads. Manage cross-negatives.

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**Search engines reward
advertisers who can create
relevant, intelligently
targeted pay-per-click
campaigns by charging them
less for ad clicks.**



WHAT IS GOOGLE ADS?

Google Ads is the single most popular PPC advertising system in the world. The Google Ads platform enables businesses to create ads that appear on Google's search engine and other Google properties.

PRIZED AUCTION ITEMS

"Insurance"

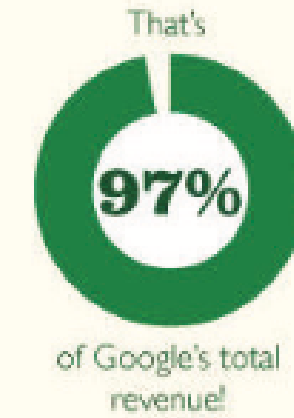
"Loans"

"Mortgage"

"Attorney"

TOTAL GOOGLE EARNINGS

\$32.2 BILLION
in advertising revenue.



IT ALL STARTS WITH A QUERY



When someone searches for something on Google, Google looks at the AdWords advertisers pool and determines whether there will be an auction.

1

search |

2

bid!

bid!



advertisers pool

3



If one or more advertisers are bidding on keywords that **Google deems relevant to the search query**, an auction is triggered.

NOTE: Keywords are not search queries! Specific keywords (such as "pet medicine") may be entered into auctions for a wide range of search queries (such as "medicine for dogs" or "pet supplies"), depending on your match type.



KEY FACTORS

DETERMINING PPC SUCCESS

Keyword relevance

Landing Page Quality

Quality Score

WHAT GETS ENTERED INTO THESE AUCTIONS?

Advertisers **identify keywords they want to bid on**, how much they want to spend, and create groupings of these keywords that are paired with ads.

Google then enters the keyword from your account it deems **most relevant** into the auction with the maximum bid you've specified as well as the associated ad.

NOTE: You can only have one entry into any query auction from your account.



HOW DOES GOOGLE DETERMINE WHICH AD IS SHOWN WHERE?

Once you are entered into the auction, Google looks at two key factors to determine where your ad ranks: your **maximum bid** and your **quality score**.



$$\text{AD RANK} = \text{CPC BID} \times \text{QUALITY SCORE}$$

The best combined **CPC Bid x Quality Score** gets the best position:



This is the maximum bid you specify for your keyword.



This is a metric to determine how relevant and useful your ad is to the user (components are CTR, relevance, and landing page). The higher your quality score, the better.

Source: wordstream.com

PPC Keyword Research

Keyword research for PPC can be incredibly time-consuming, but it is also incredibly important.



HOW DOES GOOGLE DETERMINE WHAT YOU PAY?

You pay the minimum amount you can pay for the position you win if your ad is clicked on.

AN EFFECTIVE PPC KEYWORD LIST SHOULD BE:

- Relevant
- Exhaustive
- Expansive

Source: wordstream.com

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00 	10 	20	$16/10 + 0.01 =$ \$1.61 
Advertiser II	\$4.00 	4 	16	$12/4 + 0.01 =$ \$3.01 
Advertiser III	\$6.00 	2 	12	$8/2 + 0.01 =$ \$4.01 
Advertiser IV	\$8.00 	1 	8	Highest CPC 

Notice how Advertiser I can pay less for a higher position due to his high quality score.

Source: wordstream.com



TO OPTIMIZE YOUR PPC CAMPAIGNS

- Add PPC Keywords
- Add Negative Keywords
- Split Ad Groups
- Review Costly PPC Keywords
- Refine Landing Pages

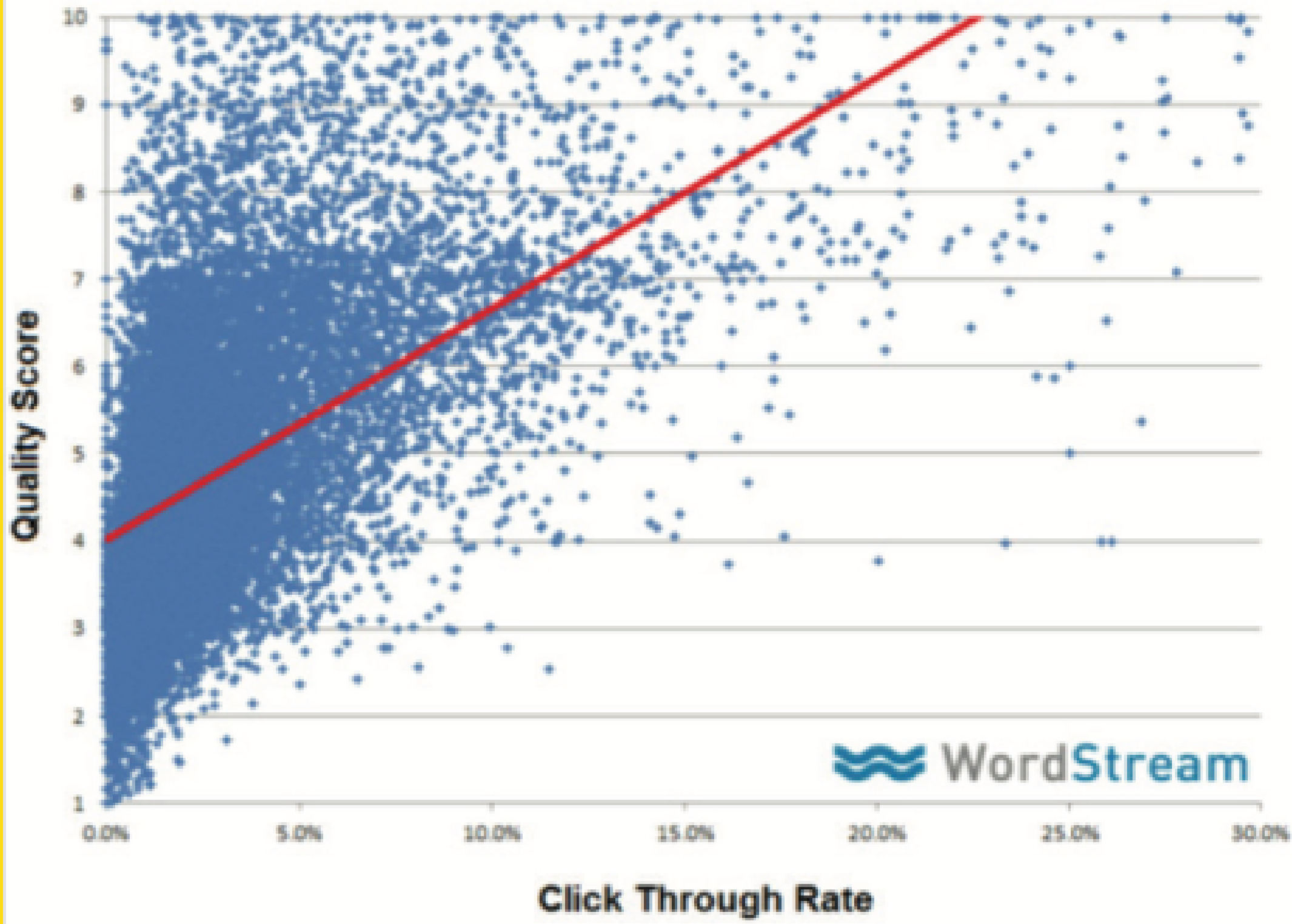
CLICK-THROUGH RATE (CTR)

IS A METRIC THAT MEASURES THE NUMBER OF CLICKS ADVERTISERS RECEIVE ON THEIR ADS PER THEIR NUMBER OF IMPRESSIONS.

Source: [wordstream.com](https://www.wordstream.com)



QS vs CTR



$$\frac{(\text{Total Clicks on Ad})}{(\text{Total Impressions})} = \text{Click Through Rate}$$



WHY DO CLICK-THROUGH RATES MATTER?

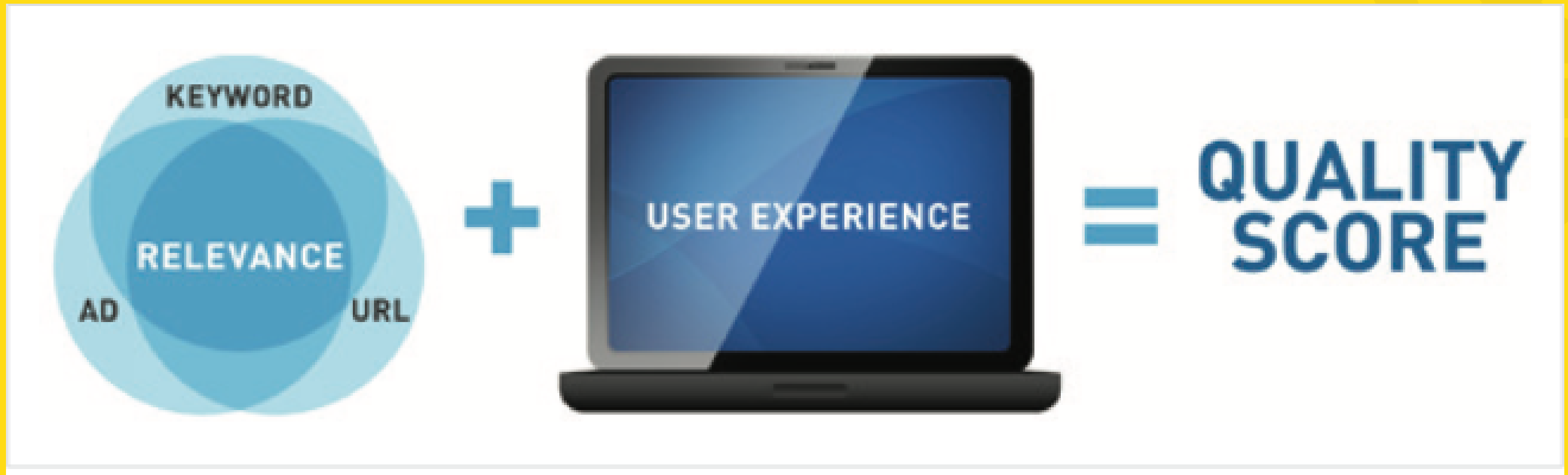
Because it directly affects your Quality Score. Google Ads and other search marketing platforms offer pricing discounts for ads that offer high relevance



ACHIEVING HIGHER CTR FOR YOUR ADS

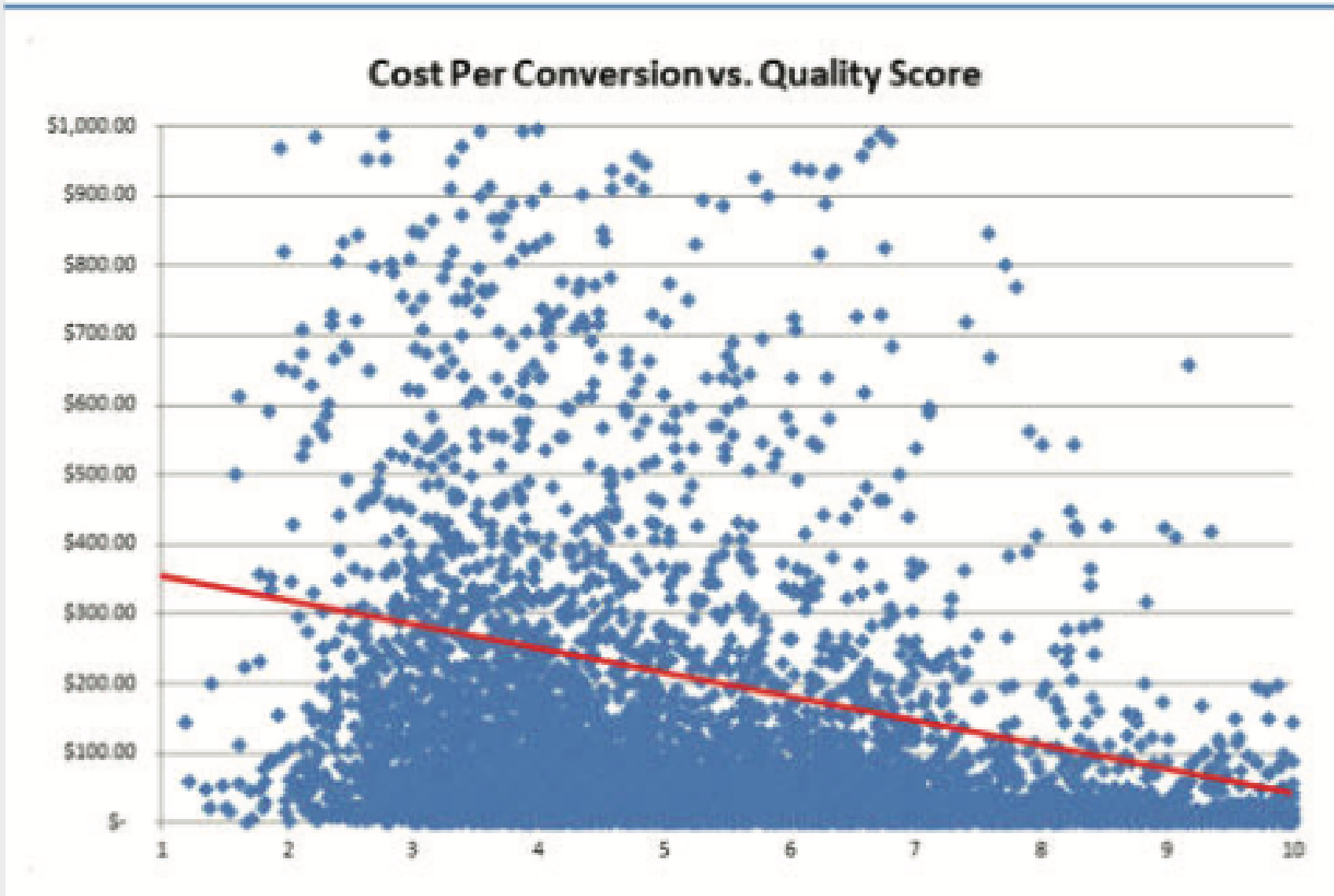
- Targeted keywords to bid on.
- Cost-efficient clicks.
- Tools and methodology for closely integrating keywords with ad text and landing pages.
- The ability to quickly and efficiently segment keyword groups to generate closer targeting.

WHAT IS QUALITY SCORE?



BENEFITS OF IMPROVING GOOGLE QUALITY SCORE

Impact on Cost Per Conversion





HOW DO YOU INCREASE YOUR QUALITY SCORE?

- Keyword Research
- Keyword Organization
- Refining Ad Text
- Optimizing Landing Pages
- Adding Negative Keywords



KEY RESOURCES

TO IMPROVE QUALITY SCORE

[marketing.wordstream.com/
Quality-Score-Toolkit](https://marketing.wordstream.com/Quality-Score-Toolkit)

[marketing.wordstream.com/
Quality-Score-White-Paper](https://marketing.wordstream.com/Quality-Score-White-Paper)

WHAT IS CPC?

A “click” on one of your PPC text ads represents a visit, or an interaction with your company’s product or service offering. Every click in a PPC campaign represents attention from a person who is searching for something that you offer.



HOW TO CALCULATE?

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

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Notice how Advertiser I can pay less for a higher position due to his high quality score.

WHAT IS CPA?

Cost per action, or CPA – sometimes referred to as cost per acquisition – is a metric that measures how much your business pays in order to attain a conversion.



HOW TO CALCULATE?

$$\text{YOUR PRICE} = \frac{\text{THE AD RANK OF THE PERSON BELOW YOU}}{\text{YOUR QUALITY SCORE}} + \$0.01$$

HOW TO LOWER CPA?



WHAT IS CRO?

Conversion rate optimization (CRO) is the process of optimizing your sponsored search ads, landing pages, and overall website design to raise your conversion rate.





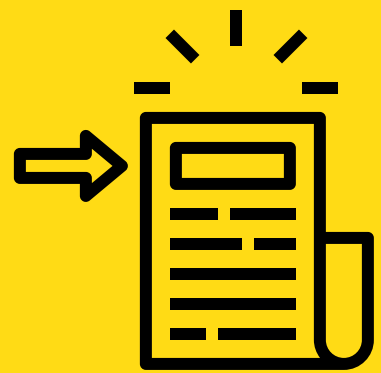
HOW TO OPTIMIZE CRO FOR PPC?

- Write compelling, clickable PPC ads
- Maintain a high degree of relevance between your ads and corresponding landing pages
- Test your Landing Page design



Poorly constructed landing pages can also cause your Quality Score to drop, which will raise your cost per click, cost per action, and reduce your ad rank.

WHAT MAKES A GOOD LANDING PAGE



Compelling
headline



Concise,
targeted
copy



Eye-catching,
clickable
call-to-action
(CTA)



User-friendly
lead capture
form



Attractive
overall design

KEYWORDS

**TO SUCCEED AT PPC,
YOU NEED TO MAKE
SURE YOU'RE
BIDDING ON THE
RIGHT KEYWORDS.**

- PPC Keyword Research
- Keyword Grouping and Organization
- Negative Keywords
- Keyword Bid Optimization

Laptop bags Accessories

www.radioshack.com/

Get Affordable Laptop Bags & Cases.
Visit Your Local RadioShack Today!

Laptop Cases

www.target.com/

Find Laptop Cases Today.
Shop Laptop Cases at Target.com.
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Laptop Cases at Macy's™

www.macys.com/LaptopCases

★★★★★ 50 reviews for macys.com
Shop Laptop Cases at Macy's.
Free Shipping w/\$99 Order Today!

Laptop Cases at REI

www.rei.com/Travel-Gear

★★★★★ 5,147 reviews for rei.com
Carry-On Luggage & Laptop Bags.
Free Shipping on Orders Over \$50!

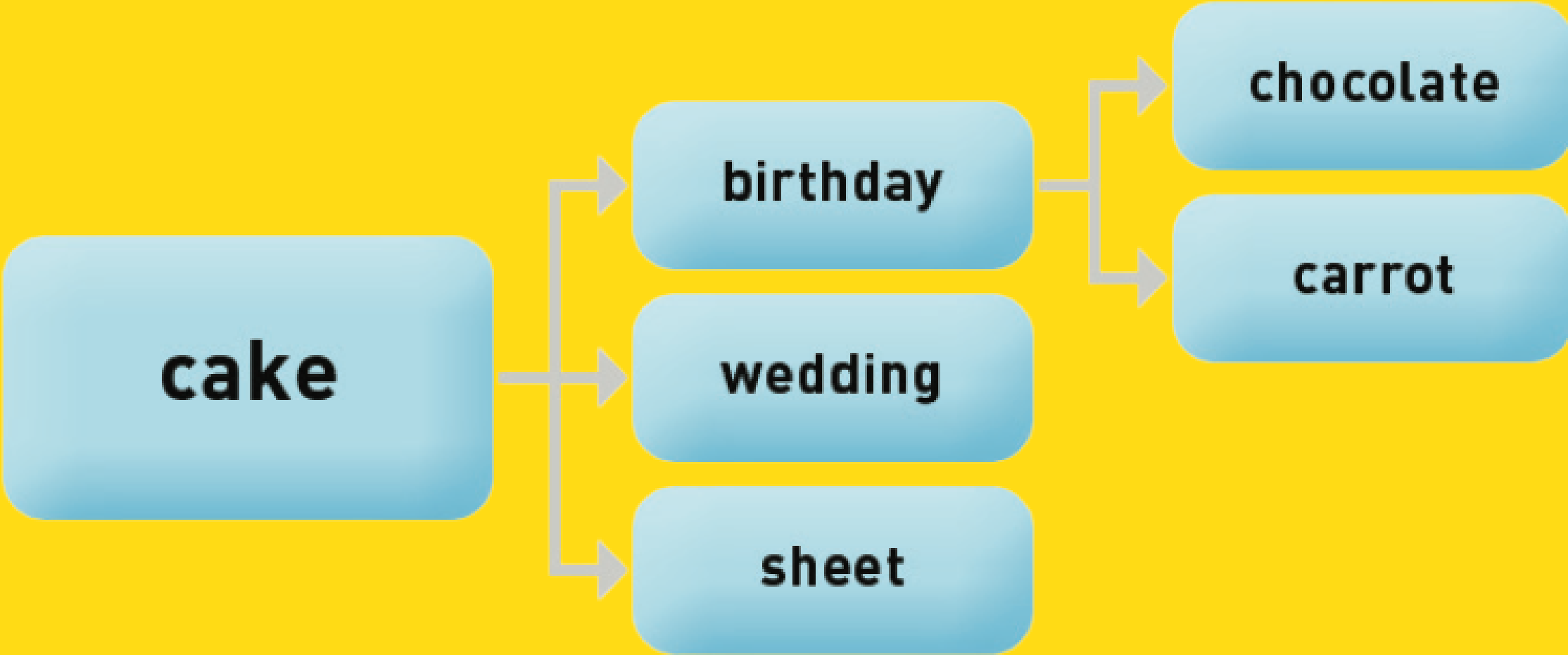
2013 Best Laptop Cases

www.shop.housekool.com/

2013 Best-Rated Laptop cases
Buy More. Give More. Save More!

Source: wordstream.com

IMPORTANCE OF KEYWORD GROUPING



KEYWORD MATCH TYPES

- Broad match – This is the default keyword match type. Google will match your ad against the greatest number of possible queries. For example, if you bid on the keyword “massage,” your ads might show when people search on longer phrases that include “massage,” like “Miami massage” or “deep tissue massage therapist.” Your ads might also show for closely related searches like “hot stone therapy.”
- Modified broad match – With modified broad match, you can tell Google to only display your ads when one or more words is in the query, preventing synonym matches. If you bid on “+massage,” only queries that actually include the word “massage” will trigger your ad.
- Phrase match – This match type allows you to tell Google to display your ad only when the search query includes a full phrase, such as “hot stone.” (The words have to appear in that order.) Other words may be included in the search query before or after the phrase.
- Exact match – The most restrictive match type, exact match tells Google to only match your ads to queries that are exactly the same, word for word, as your keyword.

AD GROUPS

[Campaigns](#)
[Ad groups](#)
[Settings](#)
[Ads](#)
[Keywords](#)
[Audiences](#)
[Ad extensions](#)
[Auto targets](#)

All enabled ad groups ▾ Segment ▾ Filter ▾ Columns ▾ Search

Conv. (1-per-click) ▾ vs Clicks ▾ Daily ▾

Tuesday, October 1, 2013

[+ Ad group](#)
[Edit](#) ▾
 [Details](#) ▾
 [Bid strategy](#) ▾
 [Automate](#) ▾
 [Labels](#) ▾

<input type="checkbox"/>	<input type="checkbox"/>	Ad group	Campaign name	Status <small>?</small>	Default Max. CPC <small>?</small>	Clicks <small>?</small>	Impr. <small>?</small>	↓ CTR <small>?</small>	Avg. CPC <small>?</small>	Cost <small>?</small>
		Total - all ad groups				15,019	6,191,911	0.24%	\$4.10	\$61,532.18
<input type="checkbox"/>	<input checked="" type="checkbox"/>	wordstream	Branded	Eligible	\$10.00 (enhanced) <input checked="" type="checkbox"/>	522--	11,097	4.70%	\$1.75	\$914.04
<input type="checkbox"/>	<input checked="" type="checkbox"/>	tool keyword research	Keyword Research	Eligible	\$3.74 (enhanced) <input checked="" type="checkbox"/>	436--	10,367	4.21%	\$1.82	\$793.19
<input type="checkbox"/>	<input checked="" type="checkbox"/>	negative	Negative words	Eligible	\$4.00 (enhanced) <input checked="" type="checkbox"/>	-65--	1,570	4.14%	\$2.68	\$174.25

Source: wordstream.com

TEXT ADS

Compelling, targeted text ads are crucial to a high performance PPC campaign.

They're often the first contact that a potential customer has with your site: they search for something related to your business, and your ad shows up in the results.

[Patio Umbrella Sale](#)

www.patioumbrellas.com/ ▼

4+ Star Rated Umbrella.

Most Patio Umbrellas Ship Free!

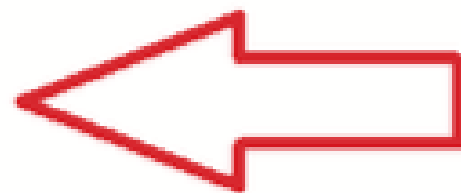
HOW TO SET UP A GOOGLE ADS ACCOUNT

Step 1. Sign up for Google Ads account

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now

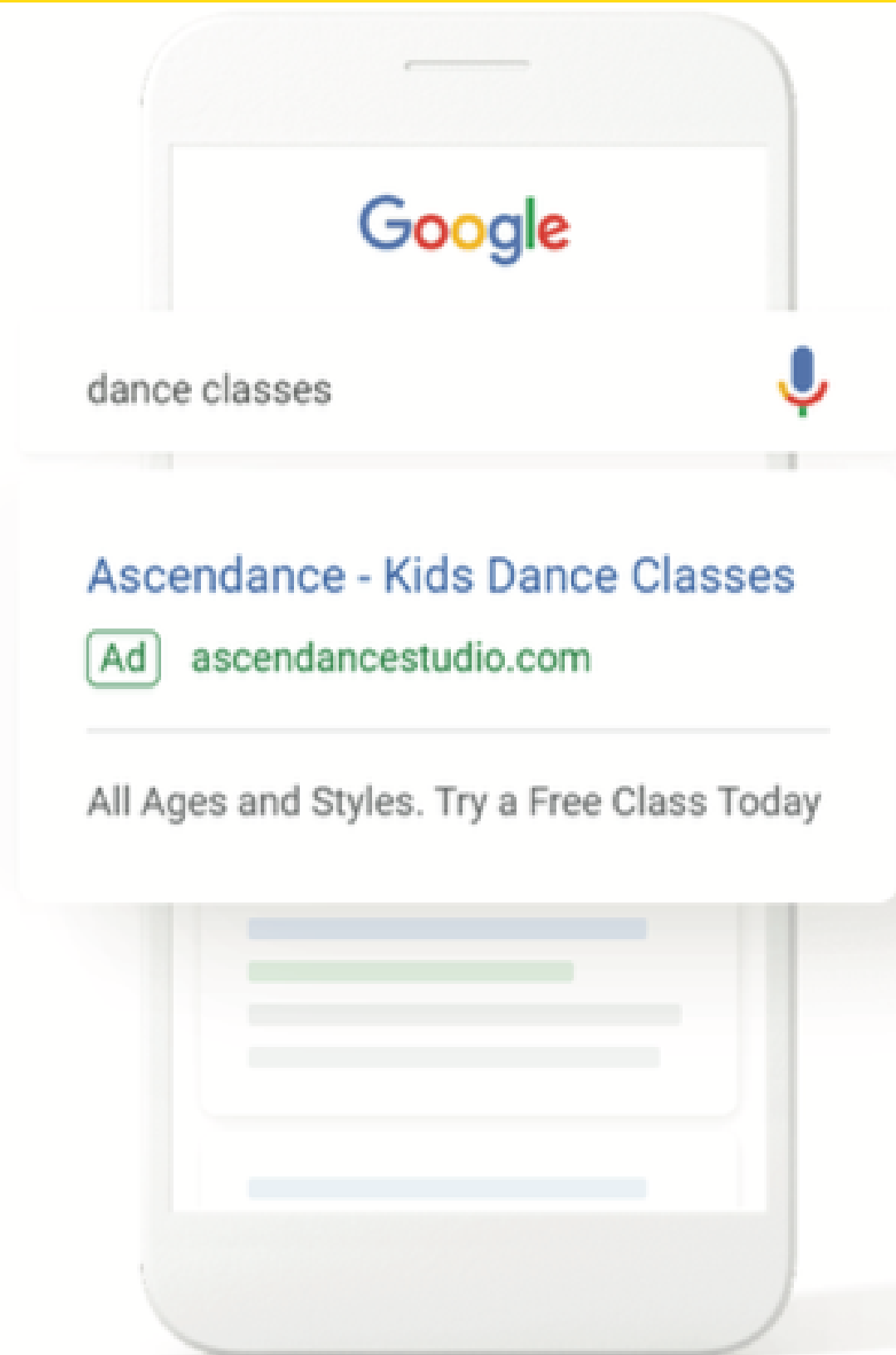


Call to get set up by a Google Ads specialist

📞 1-844-245-2553*

*Mon-Fri, 9am-9pm ET

Source: wordstream.com



HOW TO SET UP A GOOGLE ADS ACCOUNT

Step 2. Create your first Google Ads campaign

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads

Ad #1

Headline 1
Local Professional Services
27 / 30

Headline 2
Call Us Now
11 / 30

Description
A Broad Range Of Comprehensive Support For You & Your Business In Bosto
72 / 90

Your ad preview

Local Professional Services | Call Us Now
Ad <https://timesupllc.com/>
A Broad Range Of Comprehensive Support For You & Your Business In Boston

SEE HOW YOUR AD WILL APPEAR

WRITE ANOTHER AD

Clicks on your ad go to
<https://timesupllc.com/>

BACK NEXT

HOW TO SET UP A GOOGLE ADS ACCOUNT

Step 3. Submit your billing information

Set your budget

\$ 21.38 per day average [?]
\$650.00 monthly maximum

Typical competitor budget range [?]

How your budget works

What you pay for Pay only when people click your ad or call your business.	How much it costs Costs vary for each click, but you won't spend more than your monthly budget.	If you change your mind Try running your ad, but no need to commit. Change your budget or cancel your ad at anytime.
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Estimated performance [?]

- 619 - 1,085 impressions per month
- 28 - 49 clicks per month

This estimate is based on businesses with similar ad settings and budget.

BACK **NEXT**

Source: wordstream.com