



## ***Pay Per Click Advertising Process***

### **Step 1. Discovery**

The most important step in the pay per click (PPC) advertising process is for us to understand the business goals your PPC marketing campaign needs to achieve. We work with you to establish your short- and long-term needs. Our goal as PPC advertising experts is to not only provide you with traffic, but to also provide you with qualified traffic you can convert. Qualified traffic is the metric by which all PPC advertising campaigns and their managers should be measured by.

### **Step 2. Keyword Development**

When it comes to keyword development for PPC marketing campaigns, research and knowledge are the keys to success. Based on our experience, effective pay per click advertising campaigns start with thoroughly researching hundreds, if not thousands, of keywords. The research takes into account search volume, competition level and their anticipated cost per click, amongst other things. Once the research is complete, the PPC advertising campaign begins to come together.

### **Step 3. Campaign Design**

The purpose of the campaign design phase is to fashion the pay per click advertising campaign based on the strategy and needs identified in the discovery phase, and to help develop your bidding strategy.

Unless prior data exists to suggest otherwise, most our pay per click campaigns are launched using broad matching. "Broad matching" means your ad will show if the search is for a keyword directly related to the one we are bidding on. "Excluded or negative keywords" should be uploaded as well. These are words we know in advance that based on our research we don't want to be associated with. For example, if you are a home contractor advertising your replacement window business with PPC, we would add "Microsoft" as a negative keyword to ensure your ads do not show up to people searching for computer information. With broad matching enabled, there is a fair chance your ad would show up for the search term "Microsoft windows" if we don't add "Microsoft" as a negative keyword.

### **Step 4. Ad Development**

The purpose of the ad development phase is to develop the PPC marketing campaign as a result of the short- and long-term needs, strategies and the campaign design produced in the first three phases. This phase includes converting the audience issues into "creative content statements," which consists of a title (typically about 25-characters) and a description (the next line or two, around 70 characters). Once the creative content statements are finalized, the ads are customized for each search engine (typically Yahoo, MSN or Bing, and Google) to adjust for each engine's constraints, such as the length of the ad, the reach and demographics of the engine, etc., and bidding strategies are developed.

For ad copy to convert readers to visitors, it must have a good "call to action." Whether it is a print ad in a magazine or newspaper, a display ad on a Web Page, or a sponsored listing on a search engine results page (SERP), your message must convey your call to action to the person reading it. The best thing about pay per click ads is that a potential customer is executing a search and looking for something specific that you have to offer when your ad appears. They are ripe!

The second most important process in Step 4 is to evaluate your website's landing page for a particular keyword campaign. In order to maximize our efforts, we analyze each page on your site and then send the corresponding keyword campaign traffic to the optimal page for conversions. If we were to send the visitor to your home page every time, but the product or information they are looking for is on one of your interior pages, your conversion rate will be low.

For some keywords, it may be best to link the PPC ad to the homepage. These are often keywords that are general keywords for that market or service. More often, it is best to link the PPC ad to a page containing targeted information about the subject matter of the keyword AND is action oriented for the visitor (e.g., the page contains a "Buy" button, or a "More Information" link, or a phone number). In some situations it may even be necessary to develop new landing pages, or optimize existing pages, to help increase site-level conversion.

Conversion tracking is the most important part of any pay per click advertising program. If you cannot track conversions, you will not know how to measure the success of a PPC advertising campaign. We utilize our proprietary tracking technology to ensure the quality of the traffic and help increase the conversion rate.

At the conclusion of the Ad Development phase, you should have:

- Development of a creative Title and Description by PPC Engine for each keyword
- Application of tracking URLs and reporting tools
- Development of new destination pages or editing existing pages
- Implemented tracking and reporting tools

### **Step 5. Deployment of Campaign**

The purpose of the deployment of campaign phase is to "launch" and monitor the search engine marketing campaign, as a result of the short- and long-term needs developed in Step 1. The phase begins by uploading the PPC advertisements to the search engines. Some search engines allow advertisements to "go live" almost immediately, but in most cases they may require editorial approval. Once approved, the campaign begins generating traffic for your site. This approval process often takes 24 hours or less.

### **Step 6. Management of Campaign**

Once your campaign is deployed it is imperative that it be actively monitored. During the management of campaign phase we proactively monitor your account activity to ensure you are getting the best bang for your buck. New keywords and negative keywords are added, underperforming ads are replaced and bids are adjusted during this phase. We also make recommendations on budget changes to ensure you are receiving the appropriate level of traffic.

### **Step 7. Tracking and ROI**

We will track your conversions and calculate the Return on Investment (ROI) specifically for you. You'll always know where you're listed, the traffic each keyword and/or ad source is delivering, and your cost per conversion. With search, it's all about clear, timely, measurable results. Our ongoing account management ensures your campaign continues to perform optimally.