



Search Ad Quality

Under the Microscope

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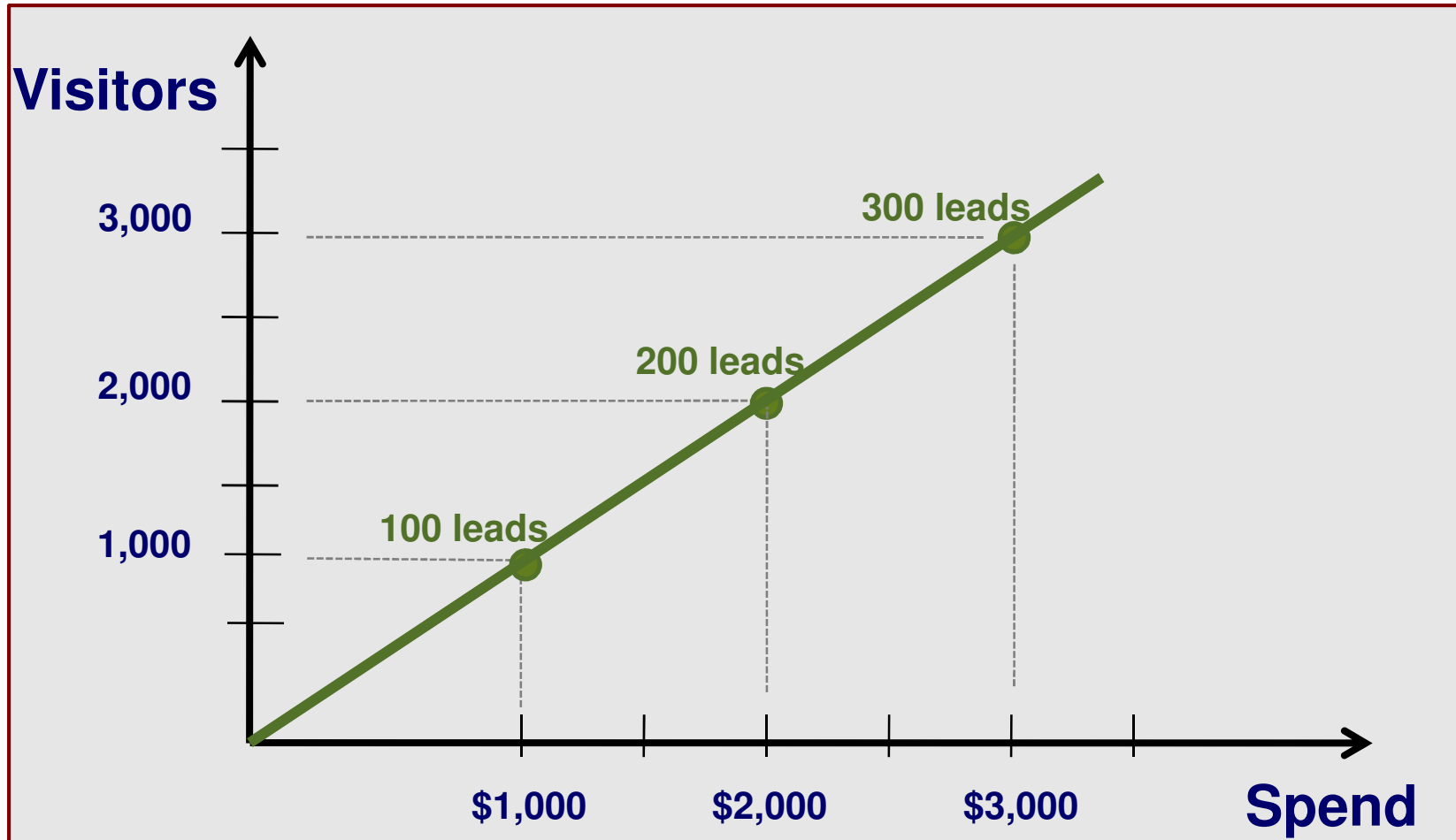
PPC success metrics



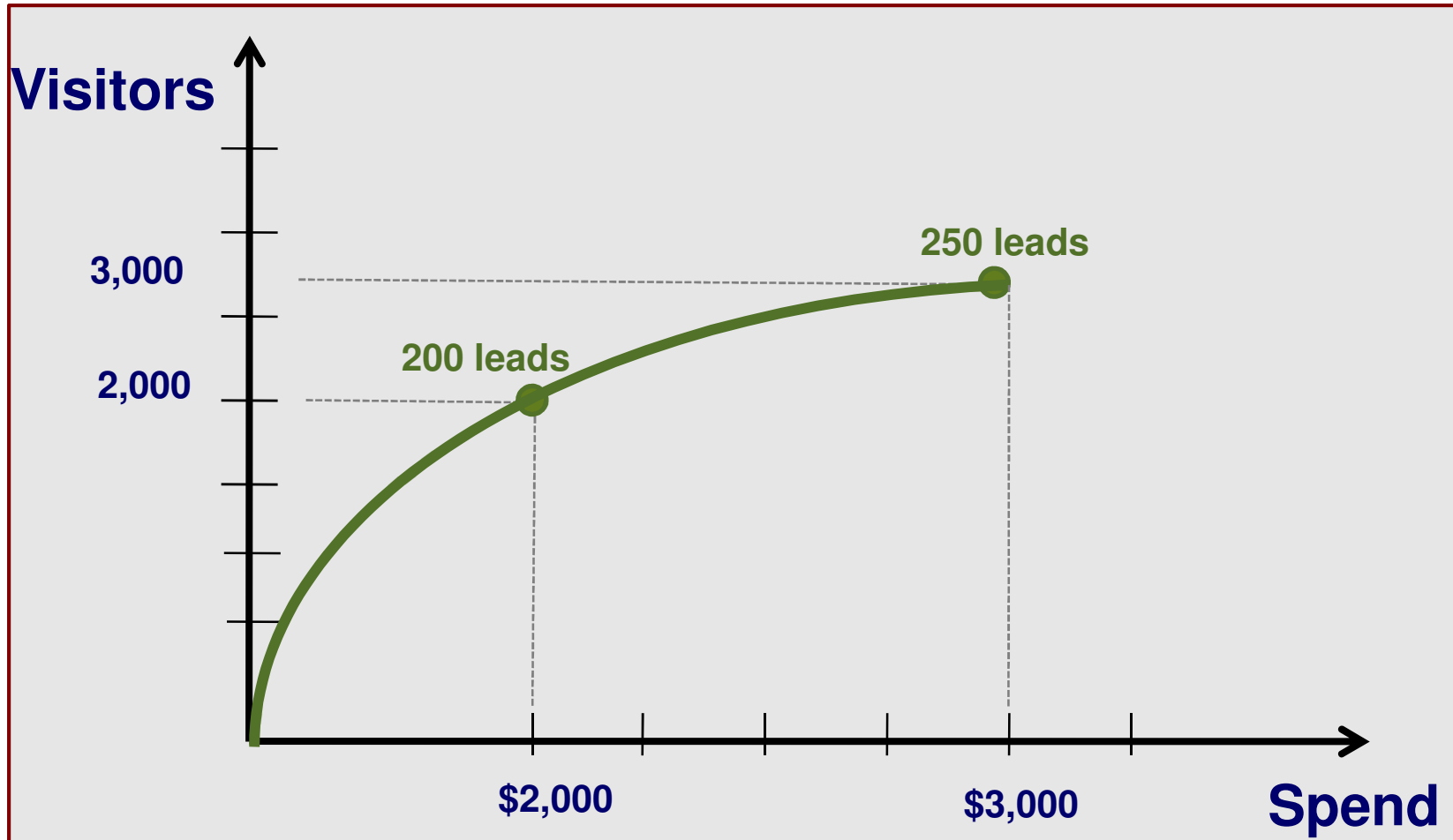
Quality Score considerations

- 1. Is “ad popularity” the *right* metric for you?**
- 2. Can you *afford* a high CTR?**
- 3. Does more traffic drive improved *ROI*?**

PPC efficiency



A less efficient scenario



Do you really want to be popular?

- Very small niche audience.
- Specific type or size of buyer.
- Complex conversion process.
- Extremely limited PPC budget.
- Very high click costs.



Quantity vs Quality

Finding the *right* clicks...

Tips on tightening PPC targeting:

- Specific keywords and long tail phrases
- Match-types
- Negative keywords
- Geo-targeting
- Day parting

Pre-qualifying ad copy

- Speak to your specific target audience.
 - Specify who should/shouldn't click
-

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Take self assessment survey.

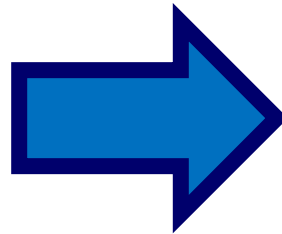
Results

Ad Copy	CTR	CPC	Conv. Rate
<p><u>IT Outsourcing</u> Find out if IT Outsourcing is right for your company.</p>	3.67%	\$6.59	3.01%
<p><u>Nationwide IT Outsourcing</u> Serving firms with 20 - 300 users Take self assessment survey.</p>	2.13%	\$7.44	5.96%

Summary

- **Focus on improving Quality Score if there is a direct relationship between traffic and ROI.**
- **If not... stick with a “conversion focused” campaign and test techniques such as pre-qualifying ad text.**

Do more clicks mean more traffic, or improved ROI?





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