

## Pay-Per-Click Tip Sheet - Key Multimedia Ltd

<p><b>Getting Started</b></p> <ul style="list-style-type: none"><li>▪ Choose your language</li><li>▪ Choose your location</li><li>▪ Plan your Campaign Architecture<ul style="list-style-type: none"><li>- Campaign 1 - Panasonic</li><li>- Ad Group 1 - Panasonic TH-42PZ800B</li><li>- Ad Group 2 - Panasonic TH-46PZ81B</li></ul></li><li>▪ Campaign 2 - Pioneer<ul style="list-style-type: none"><li>- Ad Group 1- Pioneer Kuro</li><li>- Ad Group 2- Pioneer HD Plasma</li></ul></li><li>▪ Write your Ad Copy</li><li>▪ Check your landing pages</li><li>▪ Enter Your Keywords</li><li>▪ Set your maximum CPC</li><li>▪ Don't forget to set your daily budget</li><li>▪ Check, Check, Check</li><li>▪ Go !</li></ul>	<p><b>Writing Adword Copy</b></p> <ul style="list-style-type: none"><li>▪ Be concise</li><li>▪ Research your keywords and target them specifically</li><li>▪ Sell Benefits, then Features</li><li>▪ Choose a display URL that matches your keywords</li><li>▪ Destination URLs must work</li><li>▪ Use proper grammar and spelling</li><li>▪ Capitalise the first letter of any word</li><li>▪ Match your Ad with your landing page copy</li><li>▪ No bad language!</li><li>▪ Don't misrepresent and take with Trademarks</li><li>▪ No pop-ups on landing pages</li><li>▪ Go !</li></ul>
<p><b>Increasing your Conversions</b></p> <ul style="list-style-type: none"><li>▪ Install Google Conversion Tracking code and track your sales and conversions. Couple this with Google Analytics and you get a 360 degree view of your website and Ad campaigns.</li><li>▪ Split test your adverts - set up at least two adverts per campaign and test to find the best performing advert. Once you have found it, create a 2<sup>nd</sup> advert based on the first and test again.</li><li>▪ Research your keywords with tools such as Wordtracker and Google Suggestion Tool.</li><li>▪ Use negative keywords to filter out keywords you do not want to target</li><li>▪ Improve your Ad copy and the content on your corresponding landing pages and improve your Quality Score. Increased Quality Score = lower CPC and higher Ad position</li></ul>	

David Lakins, Key Multimedia Ltd

For more information about unlocking the potential of your website call 01305 755609 or visit

<http://www.keymultimedia.co.uk>



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Google Keyword Suggestions      Edit Your Keyword Settings      Edit your maximum CPC

30 Jun 2008    Change range

Today

30 Jun 2008 - 30 Jun 2008    Go

Include deleted items

+ Add keywords: Quick add | Keyword tool      Edit keywords | Search this list      Customise columns

Pause    Unpause    Delete    Edit Keyword Settings      1 - 146 of 146 keywords.

Keyword	Status	Current Bid Max CPC	Hide Settings Sort by: Bid   URL	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.	Conversions
Content network total	Off			0	0	-	-	-	-	0.00%	£0.00	0
Search	On	Default £1.00 [Edit]		19	260	7.30%	£0.56	£10.63	4.4	5.26%	£10.63	1
<b>Total</b>				<b>19</b>	<b>260</b>	<b>7.30%</b>	<b>£0.56</b>	<b>£10.63</b>	<b>4.4</b>	<b>5.26%</b>	<b>£10.63</b>	<b>1</b>
<input type="checkbox"/> "cheap mobile phone insurance"	Active	£1.00	Settings Default Max CPC [ Edit ]	1	1	100.00%	£0.96	£0.96	2.0	0.00%	£0.00	0
<input type="checkbox"/> [mobile phone insurance]	Active	£1.00	Settings Default Max CPC [ Edit ]	15	80	18.75%	£0.50	£7.47	3.3	6.67%	£7.47	1

Keywords for this Ad group      Keyword Status      Specific Keyword Settings      Keyword Performance      Conversions

Change date range for reporting      Create different types of Ad

30 Jun 2008    Change range

Today

30 Jun 2008 - 30 Jun 2008    Go

Include deleted items

Pause    Unpause    Delete    + Create New Ad: Text ad | Image ad | Local business ad | Mobile ad | Click-to-play video ad      Customise columns      1 - 3 of 3 ads.

Variations	Actions	Status	% Served	Clicks	Impr.	CTR	Cost	Conv. Rate	Cost/Conv.	Conversions
<input type="checkbox"/> Insure a Mobile £2.49pcm Broken, Stolen - 48hr Replacement World Cover & Accidental Damage www.InsureAndSmile.com	Edit	Active	91.5%	18	238	7.56%	£9.84	5.6%	£9.84	1

Your adverts as it appears on Google and its network of sites      Ad status      Ad Click Through Rate      Ad Conversions

[CPC Advertising by Google](#)  
A better ROI from your website.  
Try Google's advertising programs.  
[www.google.com/onlinebusiness](http://www.google.com/onlinebusiness)

- Ad Title (25 character limit)
- Ad Text (35 character limit)
- Display URL (35 character limit)

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<p><b>Glossary</b></p> <p><b>PPC</b> - Pay per click. An online advertising model used by search engines, web directories and web sites. The advertiser only pays when someone clicks on an advert, this enables the advertiser to keep a tight reign on their monthly budgets.</p> <p><b>CPC</b> - CPC stands for cost per click. This is the amount of money you are willing to pay per click to the search engine for them sending you the visitor.</p> <p><b>CTR</b>- CTR is short for click through rate. This is a percentage figure given when asking how many clicks a PPC ad has had. If a PPC ad has had 1000 views and 10 clicks that gives a 10% click through rate</p> <p><b>CPA</b> - <b>Cost per acquisition</b>. This is how much it costs you to convert one visitor into a customer. If you pay £0.50 for a click to your site and then that person converts into a customer then #0.50 is the price for acquiring one customer.</p> <p><b>Impressions</b> - The number of times your advert is displayed on Google or its network of providers.</p> <p><b>ROI</b> - Return on Investment. For example if I invest £10,000 on PPC any money I make back over £10,000 would be classed as the return on investment or the ROI.</p>	<p><b>Minimum Bid</b> - This is the minimum amount of money that you are willing to pay for a single click on an ad.</p> <p><b>Maximum Bid</b> - This is the most you are willing to pay for a single click.</p> <p><b>Conversion</b> - When a Google user buys something or requests more information.</p> <p><b>Conversion Rate</b> - The number of conversions divided by the number of clicks.</p> <p><b>Cost Per Conversion</b> - The amount you spend on Google Adwords divided by the number of conversions.</p> <p><b>Broad Match</b> - Keywords setup without quotes or brackets. Your ad appears if it includes the keyword.</p> <p><b>Phrase Match</b> - Keywords set up with quotes. Your ad appears if it includes the phrase in that order.</p> <p><b>Exact Match</b> - Keywords set up with brackets. Your ad appears only when the phrase matches exactly.</p>
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