

Austin SEO Meetup

Optimizing Paid Search

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My Background

- ◆ Started February 2003
- ◆ Agency Experience
- ◆ In-House
- ◆ “Certified”
- ◆ Speaking Topics

Questions: AdWords Promotions

- ◆ Would you address the issue of Google AdWords "gift" promotional codes? I have 2 coupons that were sent from HP with the purchase of several printing cartridges. The coupons state that I can try AdWords at no charge (a "\$100 gift"). Any caveats here?
- ◆ **A: Has to be a new account and depending on the code, can't be combined. We used to collect those and use them, Google figured it out.**

Question: Budgets

- ◆ Is there an optimal budget to spend on a daily basis?
- ◆ Is there an optimal budget to spend overall?
- ◆ **A: No**

Question: Keywords

- ◆ Is there an optimal number of keywords to be optimizing or ‘paying for’?
 - ◆ **A: No.**
- ◆ Is there an optimal number of days to wait to review and change (optimize) the keyword campaigns?
 - ◆ **A: Two weeks to a month minimum**

Question: Optimization of New Campaigns

- ◆ How do you evaluate a new campaign's performance?
- ◆ **A:**
 - ◆ **Start by focusing on your internal goals and put a value on them.**
 - ◆ **Track all conversions from the campaign.**
 - ◆ **Look at CTR, Conversion Rate, ROI, and Share**

Question: Optimizing ROI

- ◆ How do you start the process of optimizing the campaign to first make it profitable and then increase the number of conversions and get a higher ROI?
- ◆ **A: It depends ;)**
 - ◆ Give it time
 - ◆ Know your customer and product
 - ◆ Calculate ROI
 - ◆ Use tools like geo-targeting and day-parting

Question: Landing Pages

- ◆ How much attention should be paid to landing pages in a PPC campaign?
- ◆ **A: Three levels of focus when optimizing a campaign:**
 - ◆ **Keyword List**
 - ◆ **Ad**
 - ◆ **Landing Page**

Question: Offers in Ads

- ◆ How do I decide which offers should be presented in my PPC ads? Are offer-oriented ads as effective as general value ad copy?
- ◆ **A: Testing.** Typically I have seen that **specific offers draw more attention. They stand out and give people a reason to click on your ad. But it depends on the industry.**

Question: CPM vs CPC

- ◆ How does CPM go up against CPC in a highly trafficked site? My company is developing a potentially very high trafficked site, and were using CPM to estimate revenue; how does CPC compare?
- ◆ **A:**
 - ◆ CPM=Cost per Thousand (Impressions)
 - ◆ CPC=Cost Per Click
 - ◆ One is more focused on metrics of usage, others in terms of branding.

Question: Tracking

- ◆ I have conversion tracking implemented on the Google AdWords campaign, and have a separate analytics package running on the website. The conversion metrics are very different – Google says 50; analytics say 200. I realize the simplest answer may be the incorrect installation of the tracking code. Any other answers?
- ◆ **A: Nailed it. 😊**

Account Review

A Look at a Real Account



Thanks!

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