Search Engine Marketing
Learning Outcomes

• Why Pay Per Click campaigns
• Search and Keyword Research
• Campaign Launch
What is Online Advertising?

Using internet to deliver promotional material/messaging to the intended audience
Growth of online advertising

Global Internet Advertising, 2008 – 2013

Why PPC

- Buyers Touched by PPC Were More Valuable Than Those Not Touched by PPC
- Sales Dropped When PPC was Paused
- Conversion rate was higher with PPC

The advertiser in this study is a B2B ecommerce advertiser. Let’s say they sell widgets to businesses via their website. The advertiser recently launched a new site and wanted to test using PPC to boost sales. The test lasted 10 weeks.

![Bar chart showing average sale comparison between PPC touches and non-PPC touches. The chart indicates a 21% higher average sale for PPC touches.]

![Graph showing 138% increase in site visitors and online orders after implementing PPC compared to before.]
Internet Market across the globe

World’s largest Internet Market (2013)

- **China**
  - 568 Million Users
- **United States**
  - 254 Million Users
- **India**
  - 213 Million Users

SOURCE: Internetworldstats.com & IAMAI
Time Spent Online

Average time spent online per person per month (hours)

Source: EY estimates
Where do I find these Ads?

Search for them!!

Google search results for "crocs" showing ads from Amazon, Myntra, and Junglee for Crocs shoes and sandals with discounts.
Examples

CrazyEngineers

Interview with Ankit Khatri, Co-Founder & CEO - CodeMyMobile

CodeMyMobile was founded in 2013 with a vision to harness the power of brilliant minds to solve complex technology problems and deliver outstanding customer satisfaction. It is a privately held IT and Services startup founded by Ankit Khatri. CodeMyMobile is also the youngest and the only Indian startup to make to the Top 20 list by CIO Review.

Primarily a mobile app development company, the CodeMyMobile team works exclusively on projects that they...

Ads
Types of Online Advertising

- Search Based
- Display Ads
- Banners
- Interstitials
- Video
- Retargeting
Search Ads

- Search intent is the keyword/phrase that the user is being searched
- Google, Bing providers for search
- Focused on keyword data

About 1,77,00,000 results (0.25 seconds)

**Crocs at Amazon.IN**
- Mobiles & Accessories - Books - Tablets - Computers & Accessories

**Crocs @ Myntra - Crocs Shoes @ Myntra, up to 50% Off**
- Order Now & Pay On Delivery!
- Myntra has 3,32,107 followers on Google+
- Sign Up & Flat 25% Off - Lucky Size Loot: 70% Off - Branded Casual Shoes

**Crocs Footwear Online - Latest Offers on Crocs Footwear**
- Free Shipping. Top Brands. Buy Now!
- Crocs for Women - Additional 30% Off - Crocs for Men - Crocs Kids Range

**Crocs India**
- facebook contact crocs regional sites sign up - home - products - store locator - news & events - company - Cobbler Ballet Flat. Crocs Cobbler Ballet Flat.
- Crocs India - Store Locator - About crocs - Contact crocs
SEM vs SEO

- SEM (Search Engine Marketing)
  - CFA Classes - shahclasses.com
    - Join Chartered Financial Analysts CLASSES @ Rs12,000, Call for Demo
    - CFA LEVEL 1 - Batches - CFA LEVEL 2 - CONTACT US
  - CFA Classes - ItsConcepts.com
    - CFA coaching classes in Mumbai. Batches starting soon. Call for Demo
    - 10 Laxmi Sidhan, Near Amjad Hind Hall, Mumbai - 022 58 99 99 01
  - CFA Seminar in Mumbai - finstructor.in
    - CFA Free Demo & Seminar on Sun 13th Jul 9:00am at Andheri Call to reg
    - CFA Level 1 in Mumbai - CFA L1 Mock Test Rs 6098

- SEO (Search Engine Optimization)
  - CFA 2014 Level 1 Packages, Study Materials, Classes ...
    - Kaplan Schweser is the global leader in CFA exam prep review for the CFA 2014 Level 1 exam. Pass the CFA exam with Schweser's CFA preparation materials.
  - CFA Classes, FRM Training, CFA Coaching Mumbai, FRM ...
    - Best CFA Classes in Mumbai. Train from the best for CFA Level 1 Classes, CFA Level 2 Coaching, FRM Part 1, FRM Part 2, CFA Level 2, CFA ...
  - CFA Level 1 - FRM Part I - Online Training - Contact Us
  - CFA Level I Classes - Finstructor
    - finstructor.in/cfa-classes/cfa-level-1-classes.php

- Best CFP Institute Mumbai
  - www.ambitionlearning.com/  099 30 80 55 22
  - Pass CFP in 1st attempt in 3 months
  - Certified Financial Planner Course

- CFA Classes In Mumbai
  - www.edupristine.com/cfa-CFA-Classes  1800 200 5835
  - Learn From Experts. Practice Ques.
  - Get Free Material Enroll Now!

- CFA Course in India
  - www.unipro.co.in/MBA_Finance
  - Highest Passing % and PA Package at 8.5 Lacs. Limited Seats. Apply Now!

- Pass the CFA Level 1 Exam
  - www.wiley.com/go/passthesla
  - Are you ready? Free Assessment Tool Print, Online and Mobile Exam Prep

- CFA Training in Mumbai
  - www.proschoolonline.com/cfa-course
  - Join class for Dec’14 Level 1.
  - Enroll subject wise @ IMS Proschool

- CFA Exam Coaching
  - www.edupristine.com/cfa-exam-coaching
Golden Triangle of Search

- Most of this golden triangle is taken up with Ads
- Therefore it's a faster method than SEO
Display Ads

- Targeting is done via demographic data and interest groups
- Discussion about Display Planner and other display related tools
Interstitial Ads

- Stops viewing the actual content
- Guaranteed eyeballs
- Higher CTR due to “accidental clicks”
Retargeting

1. Shopper Visits a Website & is tagged

2. Shopper leaves the site and starts browsing

3. Since the Shopper is tagged, using remarketing, the shopper is shown the Ad of the 1st website

4. Shopper clicks on the Ad and is redirected to the 1st Website
Search
Why search?

- Search is the top source of purchase decisions
- Information on the internet starts with search
- Intent of the user is very well defined in search
- Additional info on Search - [https://www.youtube.com/watch?v=BNHR6IQJGZs](https://www.youtube.com/watch?v=BNHR6IQJGZs)
- Search is used for 3 basic reasons
  - Entertainment (lets see what did Sunny Leone do today)
  - Enlightenment (what did Newton do with the apple)
  - Information (where can I buy a last minute gift for my wife's birthday)
Google Adwords

- Clear benefits
  - 90% market share in India
  - Measurable
  - Fast
  - Control

Search Engine Market Share in India
Google Adwords

- How does Adwords work?
- Doing the keyword research
- Writing effective ad copy
- Steps to creating a landing page which converts
- Walkthrough of an account setup
How do Search Ads work?

- Video -
  https://www.youtube.com/watch?v=ka4tCkYXHiE
Practical exercise: Campaign Planning

- Answer this for your sites
  - Who is your audience?
  - What are they searching for?
  - What do you want them to know?
  - What questions can you solve for them?
  - What problem can you solve?

- In the answers, make note of which keywords you are using the most!
Keyword Research

- Using the Google Keyword Tool (sktool)
- Ubersuggest for longer terms
- Remember the formula
  - Longer keywords is lesser searches but better search intent (so higher conversion rate)
  - Shorter keywords is higher searches but lesser conversion rate
- Remember, the user searches for a "query" ... what you advertise on are "keywords"!!
Practical Exercise: Setting up Adwords

Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

We'll help you create your account and your first ad campaign in just a few steps. Please enter your email, time zone, country, and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

amit@13llama.com

Country

India

Time zone

(GMT+05:30) India Standard Time

Time zone is used for account reporting and billing.

Currency

Indian Rupee

Save and continue
Practical Exercise: Setting up Adwords

Congratulations!

Here's what's next:

Right now: Learn what to do when you first sign in to AdWords

Success with AdWords means active management of your account.
Check out our resources for new advertisers to learn how to make the most of AdWords for your business.

Over the next few days: We'll be in touch to help you along

- We'll send weekly emails with insights to help you succeed with AdWords. (To get a head start on those insights, check out these steps to improve your campaign.)

- We're here to help you – so give us a call at 1-800-419-0908 for help at any time.

I've learned the basics and I'm ready for AdWords.

Take me to my account
Practical Exercise: Setting up Adwords

Welcome to AdWords!

Create your first campaign

Getting started

1. Choose your budget
2. Create your ads
3. Select keywords that match your ads to potential customers
4. Enter your billing information.
Practical Exercise: Using keyword planner tool

- **Root phrase here:** This is your starting search phrase
- **Alternatively Competitor URL here**
- **Use category for unresearched domain/industries**!
- **Search or Display campaign types**
- **Geographical targeting**
- **Keywords you want to avoid**
What are negative keywords?

- Suppose you are a flower / gifting shop
  - You are bidding on "blue lotus"
  - You do not want to bid on "blue lotus car" and other variants of this
  - So you add "car" as part of your negative keywords
  - Unless you are also selling toy cars!!
Practical Exercise: Using keyword planner tool

- Search Volume trends across months
- How others are bidding on these keywords

Your keyword criteria

Ad Group

Your Chosen Keyword
Practical Exercise: Using keyword planner tool

Use the filter tool to zoom in on low hanging fruit

Download selected keywords for analysis in excel. This also provides monthly search for that keyword
Practical Exercise: Using keyword planner tool

Pro tip - Switch to keywords view directly if the adgroups are not agreeable
- Adwords uses different match types - Broad, Phrase, Exact
Adgroups and why do you need them

- Adgroups make a campaign much more manageable
- Adgroups allow you to compartmentalize a campaign into smaller set of keywords
  - e.g. one adgroup related to "lotus flowers", another adgroup related to "}
Practical Exercise: Setup your Adgroups

- What could be a proper account structure?
- Campaign
  - Ad Group 1
    - Keyword 1
    - Keyword 2
    - Keyword 3
  - Ad Group 2
    - Keyword 4
    - Keyword 5
  - Ad Group 3
    - Keyword 6
Practical Exercise: Setup your Adgroups

- Not more than 5-10 keywords per group
- Similar keywords in one group
- When in doubt, create a separate adgroup!
  - If done properly, you can do a lot of A/B testing with this structure
Monitoring a campaign

- Apart from Cost and Clicks, what should you monitor?
  - Quality Score for keywords
  - CTR for keywords, ad copies
  - Search query report for additional keyword which you can add to your account
- QS a factor of cost and avg position
Practical Exercise: Setting up your own campaign

Welcome to AdWords!

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For experienced advertisers

Choose one of the following and get started with the full range of AdWords features

- Start creating advanced campaigns
- Go to billing setup
- Set up conversion tracking

Learn more

Learn more about AdWords

Common questions
- Where will my ads appear?
- How much does AdWords cost?
- How do I choose a budget?
- How do I choose a maximum CPC bid?
- How do I select keywords?
- How do I write targeted ad text?

More resources
- For free campaign setup support call: 1-855-331-2683 (Not in the US?)
- Want to learn all the basics? Check out our Beginner’s Guide
- Want to find an AdWords Certified Partner to manage your account? Use our Partner Search to find a partner experienced with clients like you.

Would you like extra help?
- Receive personalized ideas and special offers to help me improve my advertising performance.
- Receive AdWords newsletters with best practices and offers to evaluate new AdWords products.
Practical Exercise: Setting up your own campaign

Campaign details

Geography targeting here
Practical Exercise: Setting up your own campaign

Never mix campaign types (always do search and display separately)
Practical Exercise: Setting up your own campaign

Bid strategy:
- I'll manually set my bids for clicks
- You'll set your maximum CPC bids in the next step.
- AdWords will set my bids to help maximise clicks within my target budget

Default bid: Rs. 10
This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget: Rs. 100 per day
Actual daily spend may vary.
Practical Exercise: Setting up your own campaign

Ad extensions

You can use this optional feature to include relevant business information with your ads. Take a tour

Location ☐ ☐ Extend my ads with location information
Sitelinks ☐ ☐ Extend my ads with links to sections on my site
Call ☐ ☐ Extend my ads with a phone number
Practical Exercise: Setting up your own campaign

Use adgroup information from your past exercise

Enter keywords here
Practical Exercise: Setting up your own campaign

- Writing Ad Copy
  - Include a strong compelling call to action
  - Promote a unique value proposition
  - Differentiate yourself
  - Create a sense of urgency
  - Avoid being too verbose
  - Do not be a Grammar Nazi :)

![Create ad interface](image_url)
Ad Copy examples

**Unique value proposition**

**Call to action**

**Using Now to create urgency**

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Crocs flip flops - Massive Selection. Best Prices - amazon.in
Guaranteed 1-Day Delivery.
Amazon India has 3,411 followers on Google+

Crocs Shoes @ Myntra - Myntra.com
Crocs Shoes @ Myntra, up to 50% Off. Order Now & Pay On Delivery!
Myntra has 3,31,934 followers on Google+
Lucky Size Loot: 70% Off - Sign Up & Flat 25% Off - Branded Casual Shoes

Crocs Sale on Junglee - Up to 70% Off on Shoes & Bags
Visit Junglee Mobile & Accessories
Luggage & Bags - Travel Essentials - Shoes & Accessories
Ad copy constraints

- Headline 25 characters
- Ad lines 35 characters
- Avoid excessive capitalization
- Avoid special characters
Keyword to Ad Copy relation

- Keywords and Ad copies are grouped together in ad groups
- Ad copy should be crafted for keywords
- Always experiment with alternative ad copies in one ad group

Ad group 1
- keywords
- ads

Ad group 2
- keywords
- ads

Ad group 3
- keywords
- ads
Quality score

- Check the quality score for each keyword to see how much the keyword is relevant to the ad copy
- Check the landing page to see if the keyword is present
- Historical CTR performance
- Domain's click through rate
Tying it back to dashboards

- Information you get from Adwords
  - CPC
  - CTR
  - Searches (do a quick check if you are on target here, else the rest of the calculations may not be enough!)

- Where do you get Conversions information
  - Analytics! (provided the goals are properly set!)
So how do we control?

- Launch a small feeler campaign to understand the search in this industry
  - Use broad matches to discover keywords
  - Identify winner
Thank You!