

Seven shades of
Pay Per Click



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Introduction

Google AdWords Pay Per Click is one of the fastest marketing channels available to you to increase your leads and sales.

Unlike search engine optimisation (SEO) where you need to wait to naturally develop your onsite content and offsite reputation over time, pay per click (PPC) means your website can be found instantly at the top of Google.

The screenshot shows a Google search for 'red dresses'. The search bar at the top contains the text 'red dresses'. Below the search bar, there are tabs for 'Web', 'Images', 'Maps', 'Shopping', and 'More'. The 'Web' tab is selected. The search results show 'About 206,000,000 results (0.22 seconds)'. On the left, there are 'Ads related to red dresses' with links to H&M, French Connection, Debenhams, and ASOS. On the right, there is a 'Shop for red dresses on Google' section with a grid of product images and prices. A grey callout box with white text is overlaid on the right side of the image, pointing to the top of the search results.

Be found instantly at the top of Google with Pay Per Click

Your adverts can show alongside industry leaders increasing your brand awareness, yet you only pay when your advert is clicked on. The amount of each click depends on the competitiveness of the keyword and how many other people are bidding on it but could be just a few pence per click.

Your adverts should only be shown for relevant keyword searches and are fully trackable allowing you to calculate your return on investment in almost real-time.

What is Google AdWords Quality Score?

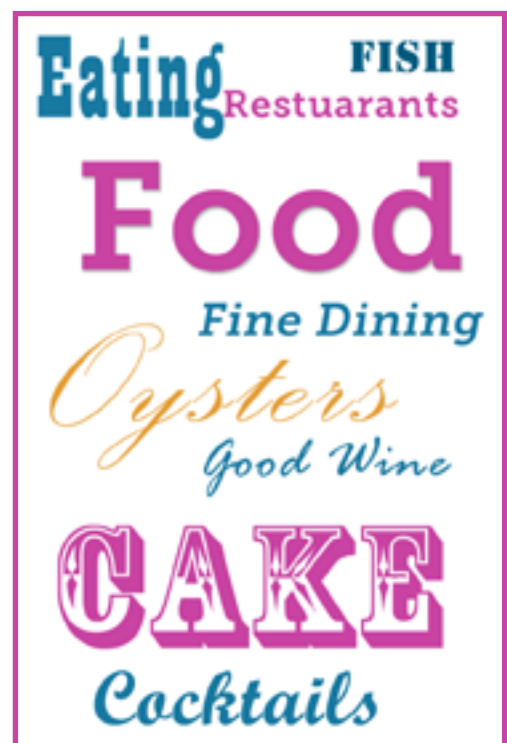
Your Google AdWords Quality Score is the calculation that Google bases how much you pay per click and ultimately the position of your adverts. The better your Quality Score, the less you pay per click and the more clicks you'll get for your budget. The two key factors affecting Quality Score are:

Click Through Rate (CTR):

If Google sees that your adverts generate high CTR rate then you will be rewarded with a higher Quality Score. Put another way, every click an advert receives is like a "vote". If your advert is clicked over another it indicates that your advert is more relevant than your competitor. Google also takes into account the historical CTR. If your account has historically performed well you will pay less and get better visibility.

Keyword Relevancy:

You will be rewarded with a better Quality Score by ensuring that your keyword matches the search query as closely as possible, features in the advert copy and Google also deems your landing page as highly relevant. Google now considers user experience as an important indication of quality and this also leads to increased conversion. So the landing pages on your website that the searcher clicks through to from the advert need to be as fast loading and engaging as possible.



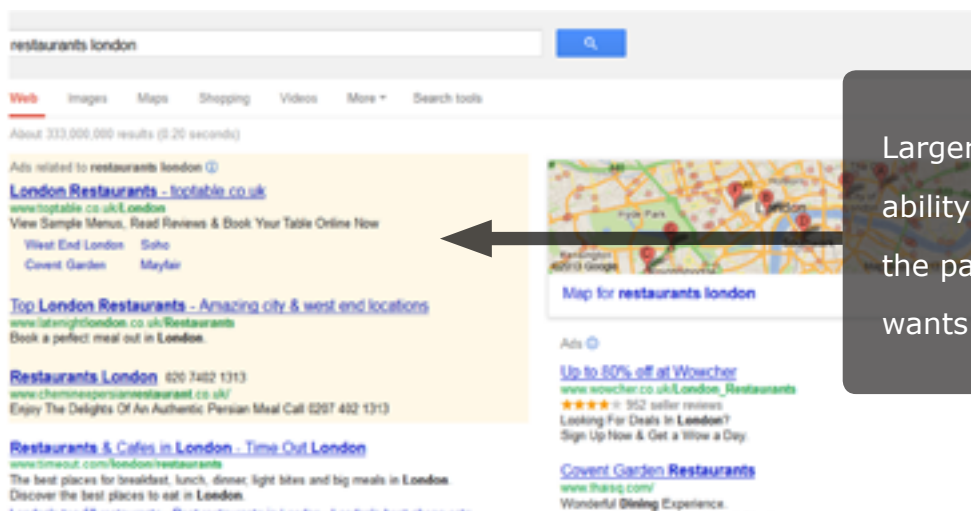
7 Ways to Improve Your Pay Per Click Campaign Now

1. Ad Sitelinks

Ad Sitelinks is an advert extension that allows up to 6 additional links to be displayed under your paid search advert if the advert triggered is in a position between 1 and 3 across the natural search results

The Ad Sitelinks are customised at campaign level and deep linked into the most relevant page of the site. This gives your advert more visibility as not only does it take up valuable search engine results page (SERP) real estate but allows you to create additional text links that appeal to the searcher giving them more valuable information on your products or services.

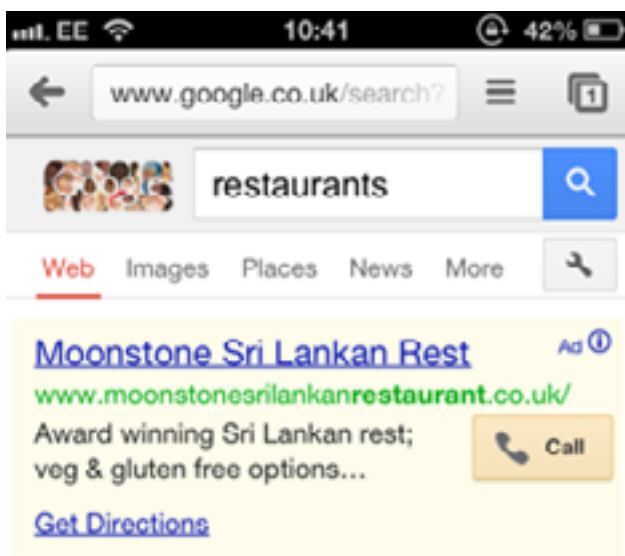
Ad Sitelinks create better quality traffic due to the searcher being given more relevant options within the text link and being able to click through to the most relevant page on your site.



Larger adverts with ability to go directly to the page the searcher wants

2. Call Extensions

This feature allows you to include your business phone number within your text advert. The number will be shown and will be clickable on mobile devices, desktops and tablets. Once clicked, the number will be dialled for them without them needing to write the number down, increasing the number of enquiries, leads and sales from your pay per click campaign.



1 click to call from
mobile, desktop and
tablet devices

[Restaurants and Restaurant Bookings | toptable - London](#)
[www.toptable.co.uk/](#)
Make online bookings, read **restaurant** reviews from diners, and earn points towards free meals. toptable ...
[London - Special offers -](#)
Places for restaurants near







3. Google Merchant Centre (Product Extensions)

If you have an e-commerce site, by setting up a Google Merchant Centre it will allow you to enable the Product Advert Extension feature of AdWords

When a search is made for a product that has been included in the Google Merchant Centre then based on the Quality Score of the feed then the advert may show images, the price and details of the product that is the closest match to what has been searched for in Google.

Not only do Product Extensions increase the visibility of your advert but by creating additional links and pictures under your advert they create very high quality traffic due to the searcher being given a great deal of information about your product before even clicking through to the site.

Search results for "red dresses" showing organic search results on the left and a "Shop for red dresses on Google" section on the right. The organic results include links to H&M, French Connection, Debenhams, and ASOS. The "Shop for red dresses on Google" section displays six product cards with images, titles, and prices. A text box with an arrow points from the organic results to the product cards, stating: "Image, price and other details are shown in the advert".

Shop for red dresses on Google		
 French Connection... £60.00 Van Mildert	 Women's Alexon Deep £40.00 House of Fras...	 Weekend by MaxMara... £66.00 Young Ideas...
 Limited Collection Zip £45.00 Marks & Spen...	 Blue Banana Red Grecian... £39.99 Amazon.co.uk	 Alix Red Knot Front Bandeau £13.99 Shelikes

4. Ad Scheduling

Ad Scheduling allows you to specify the exact time that your adverts are shown so you can ensure your adverts appear at the times traffic is mostly likely to convert or if budget is limited concentrate the media spend on periods of the day or week that has the least competition and therefore lower cost per clicks.

5. Broad Match Modified Keywords (+)

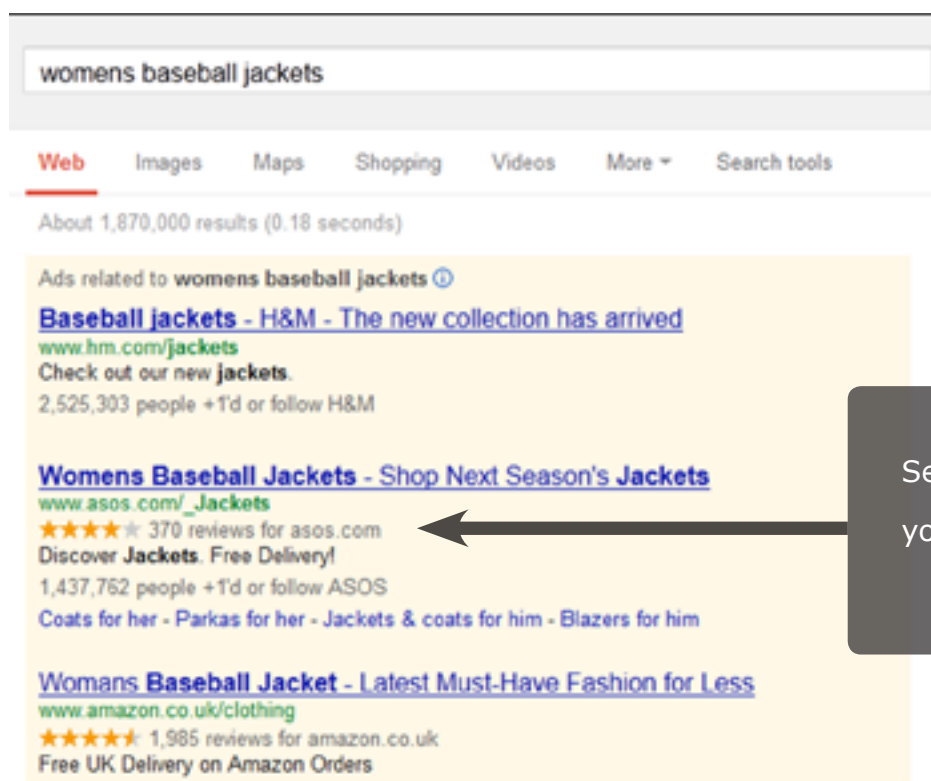
This is the newest keyword match type that allows you to be more targeted than broad match keywords enabling the "search net" to be cast wide but ensures that search queries the adverts appear for are relevant. This is done by making sure that your keywords feature in the search query therefore generating higher quality traffic. This type of keyword can be used in conjunction with other "Phrase" and [Exact] match keywords to ensure the best possible account Quality Score is generated.

6. Social Extensions

Social Extensions also help increase the confidence in your brand by sharing annotations and "Google +1's" between your AdWords campaigns and your Google Plus page. Not only does this help increase customer confidence it also ticks another box in your Quality Score checklist.

7. Seller Ratings

Google collates all of your reviews from across the internet automatically features them in paid search adverts. Once your site has received 30 unique reviews at 4 stars or above your AdWords adverts will feature seller ratings. The ratings increase buyer confidence in your brand by letting searchers see that your organisation has been rated well by customers. This means your adverts are more likely to receive the click and the conversion.



The screenshot shows a Google search for "womens baseball jackets". The search bar at the top contains the text "womens baseball jackets". Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", "Videos", "More", and "Search tools". The "Web" tab is selected. Below the tabs, it says "About 1,870,000 results (0.18 seconds)".

Below the search results, there are three ads related to "womens baseball jackets":

- Baseball jackets - H&M - The new collection has arrived**
www.hm.com/jackets
Check out our new jackets.
2,525,303 people +1'd or follow H&M
- Womens Baseball Jackets - Shop Next Season's Jackets**
www.asos.com/_Jackets
★★★★★ 370 reviews for asos.com
Discover Jackets. Free Delivery!
1,437,762 people +1'd or follow ASOS
Coats for her - Parkas for her - Jackets & coats for him - Blazers for him
- Womans Baseball Jacket - Latest Must-Have Fashion for Less**
www.amazon.co.uk/clothing
★★★★★ 1,985 reviews for amazon.co.uk
Free UK Delivery on Amazon Orders

Seller ratings make
your ad stand out

Case Study



The Objective:

A health club was looking to generate 60 new customers in 2 months.

The Pay Per Click Campaign:

Keyword research identified the best keywords to reach the target audience of men and women earning £60,000+

- Ad copywriting created engaging adverts that drove relevant clicks through to the website
- Landing page optimisation improved relevancy of keyword searches
- Account set up structured the campaigns so each advert would be as relevant as possible to each keyword e.g. The swimming pool advert only showed for swimming pool related keywords
- PPC reporting uncovered insights about the best lead generation keywords and enabled the most effective tactics to be implemented
- Bid optimisation moved budgets to the best performing campaigns and turned off underperforming adverts to increase the Google AdWords Quality Score

The Results:

1. 15% conversion rate from contact form to lead (1500% higher than site average)
2. 62 new customers acquired within 2 months
3. 1200% return on investment

Next Steps:

1. Claim your free £75 Google AdWords voucher for all new customers.
2. We can set up your Pay Per Click Campaign within 1-2 weeks.
3. You could increase your leads and sales this month.

Request your free PPC consultation

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Visit: www.thoughtshift.co.uk

<http://www.thoughtshift.co.uk/contact/>