



## Search Engine Marketing: The Little Things that Will Kick Up Performance

June 15, 2009



### Session Outline



- Introductions to Session
  - Ray Chang, Director of Business Development at Envisa eCommerce Consulting
  - 5 Minutes
- SEM Presentation: “PPC - Tune Up Your ROI”
  - Andy Schepper, eCommerce Director and VP Operations at Summit Skis
  - 15 Minutes
- SEM Presentation: SEM: White Belt to Ninja in 15 Minutes
  - Corey Tisdale, COO Shoppers Choice
  - 15 minutes
- Question & Answer Session
  - 25 Minutes
  - Best Question gets a free Starbucks Gift Card



2009

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## Before we begin...

- What was a product that you considered would be easy to find through the search engines, yet turned out to be your most frustrating product to find through?



2009

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## Oh and we want Audience Participation!!!

- Best Question gets a Free Weber Grill sent to their home before Father's Day from Shoppers Choice!



- 2<sup>nd</sup> Best Question receives a \$5 Starbucks Give Card from Envisa!



2009

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## PPC – Tune Up Your ROI

Things you can start doing today to improve your PPC campaign ROI



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## PPC Campaign Architecture

- Campaign architecture is the foundation that determines how effectively you will be able to manage your PPC campaigns.



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## PPC Campaign Architecture

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  - Ad Campaigns should be broad based and created around top level categories, brands, or services you are promoting.



Andy Schepper, Summit Sports 2009

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## PPC Campaign Architecture

- Campaign architecture is the foundation that determines how effectively you will be able to manage your PPC campaigns.
  - Ad Campaigns should be broad and created around top level categories, brands, or services you are promoting.
  - Ad Groups should be specific and focused around sub-categories and brand/category combinations.



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## Building a Keyword List

- If campaigns are the foundation, ad groups are the building blocks. Then keywords are the front door. Keywords are the connection between the searcher and your ads. Use tools to research and help you build your keyword list.
  - [www.keyworddiscovery.com](http://www.keyworddiscovery.com)
  - [www.wordtracker.com](http://www.wordtracker.com)



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## Building a Keyword List

- These are a few other things you need to address when researching your keyword list:



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## Building a Keyword List

- Industry Jargon vs. Colloquialisms
  - Typically searchers do not use the same keywords that you would use in a work environment.
    - base layer vs. long underwear
    - nordic skis vs. cross county skis
    - pfd vs. life jackets



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## Building a Keyword List

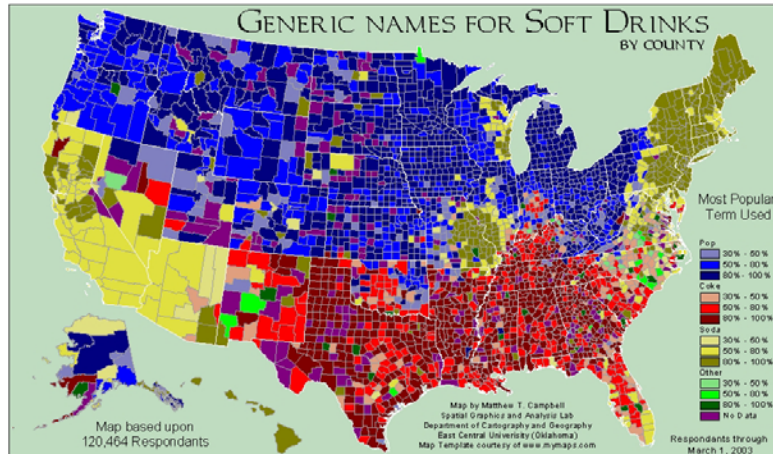
- Dialects
  - You will find that searchers have different dialects and therefore use different search terms throughout the United States.



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## Building a Keyword List



## Building a Keyword List

- Metonymies

- This is where a brand name has become the generic description for a general class of product or service.
  - Coke (in the south)
  - Rollerblades
  - Kleenex
  - Xerox

## Writing Ad Copy

- Ads are the connection between the searchers' result page and your website. Your ads need to grab their attention. Remember that your ad is 1 of many on the search result page.



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## Writing Ad Copy

- Keywords show in bold. It is very important to insert keywords into your ad to attract the searchers' attention.

**K2 Apache Skis** Summit Sports.com/K2 Save 45% on K2 Recon System Skis! Free Shipping Sponsored Link

**Shopping results for k2 apache skis**

**K2 Apache Skis** Summit Sports.com/K2 \$749.99 - Sun & Ski Sports

**2009 K2 Apache Skis (Full Men's Skis)** Summit Sports.com/K2 \$229.99 - K2 Gear Shop

**17 K2 Apache Skis (Full Men's Skis)** Summit Sports.com/K2 \$549.99 - All's Ski Equipment Barn

**K2 SKIS | SKIS | APACHE | COOMBA** Summit Sports.com/K2  
A percentage of all Coomba skis sales will be donated to the Coombs family. K2 will also donate a portion of the proceeds to the American Mountain Guide ... www.k2skis.com/products/skis.asp?cat=1-18 - Cached - Similar pages - Open

**K2 SKIS | SKIS | APACHE | RECON** Summit Sports.com/K2  
Built in a Tri-Metal Laminate construction, MOG-Monic technology, and add the new K2/MOC Binding System for the most powerful ski that performs well in ... www.k2skis.com/products/skis.asp?cat=1-18 - Cached - Similar pages - Open

**K2 Apache Skis - Compare Prices, Reviews and Buy at NextTag** Summit Sports.com/K2  
K2 Apache - 57 results like the K2 2009 K2 Apache Skis Men's Skis, K2 Apache Hawk Ski ... Free Shipping on K2 Apache Skis Everything Must Go - Order Today! ... www.nexttag.com/k2-apollo/products.html-110k - Cached - Similar pages - Open

**K2 Apache Skis Ski Depot / RaceSkis.com** Summit Sports.com/K2  
Ski Depot / RaceSkis.com Sales Service of top quality, name brand ski equipment at very low prices! Ski Depot / RaceSkis.com Tri-Metal Laminate skis ... www.raceskis.com

**K2 Apache Skis** Summit Sports.com/K2 Skis & Snowboarding Gear & More!  
Bid on K2 Apache Skis www.eBay.com

**Buy Apache K2 Skis** Summit Sports.com/K2  
Big Selection, Reviews, Live Help & Orders Over \$50 Ship Free!  
Backcountry.com/K2

**09 K2 Explorer Ski System** Summit Sports.com/K2  
K2 Explorer w/ Marker System Bndg New Free Shipping Sale \$479.95  
www.espritandsnow.com

**K2 Apache Skis** Summit Sports.com/K2  
Discount K2 Apache Skis Play in the Snow and Have Fun  
www.summit.com/skis

**50.75% Off K2 Apache Skis** Summit Sports.com/K2  
Free Shipping on K2 Apache Skis Everything Must Go - Order Today!  
www.skis.com/K2-Apache\_Ski\_Sale Go to Google



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## Writing Ad Copy

- You may only have their attention for a split second. The ad copy must invoke emotion, create a sense of urgency or offer a solution to the searcher.

### K2 Apache Skis

Skiing & Snowboarding Gear & More!  
Bid on **K2 Apache Skis**.  
[www.eBay.com](http://www.eBay.com)

### 50-70% Off K2 Apache Skis

Free Shipping on **K2 Apache Skis**  
Everything Must Go - Order Today!  
[www.Skis.com/K2\\_Apache\\_Ski\\_Sale](http://www.Skis.com/K2_Apache_Ski_Sale)  




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## Landing Pages

- You only get one chance to make a good first impression. The landing pages you choose should be as relevant to the searchers' keyword as possible.



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## Tune Up Your ROI

- Measurable ROI is the key to a profitable PPC campaign. You must be able to capture the value of the conversion in order to calculate the true ROI of the campaign.



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## Tune Up Your ROI

- Testing
  - Continually test different 'call to action' text in headlines and ad copy.
    - Sale Today
    - 50-70% Off Limited Quantities
    - Free Shipping This Weekend
    - In Stock Ready to Ship—Order Today



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## Tune Up Your ROI

- Ad positioning can make a big difference in ROI.
  - 1<sup>st</sup> position can be very costly
  - Most people don't buy on the first click.
  - 2nd-3rd position has been very successful for us.



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## Tune Up Your ROI

- Day parting maybe an useful option depending on the categories, brands, or services you are promoting.
  - Run your ads when your target demographic is most likely to buy.
  - 'Tire kickers' can ruin your ROI.



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## Tune Up Your ROI

- Narrow down the match types of keywords that are unable to meet ROI goals.
  - Start broad when you build out new campaigns and ad groups but watch them closely.
  - Change keywords to 'phrase match' or 'exact match' as you determine the broad match is not reaching your ROI goals.



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## Expanding Your Reach

- Duplicate your top performing keywords in 2<sup>nd</sup> tier engines and social networks.
  - MSN/Live
  - Ask
  - Adbrite
  - Miva
  - Searchfeed
  - Kanoodle
  - MySpace
  - Facebook



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## PPC – Tune Up Your ROI

Thank You



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# s e m



to



**in 15 minutes**

by corey tisdale  
coo, shopperschoice.com

26

who is this guy and  
why shouldn't I take an  
after-lunch nap?

27

this is me



Corey

28

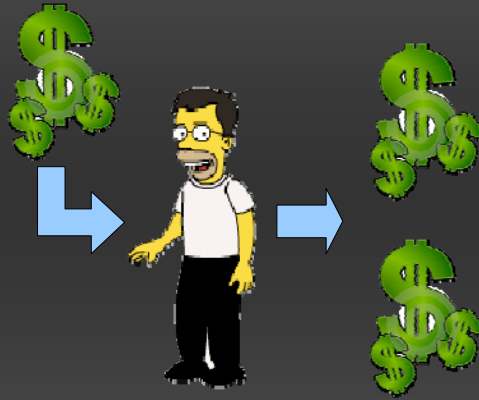
this is where I work



this is where I work



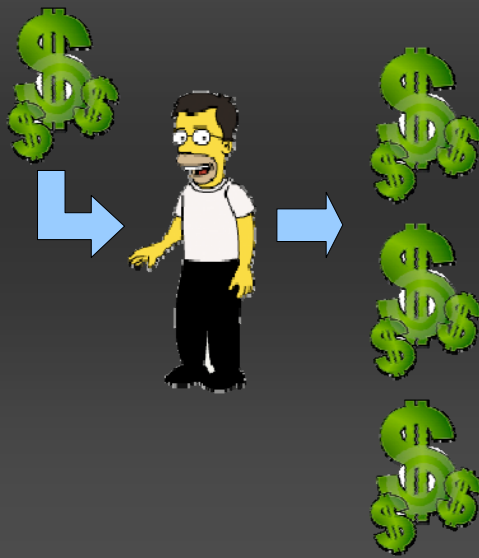
this is what i do



2003



this is what i do

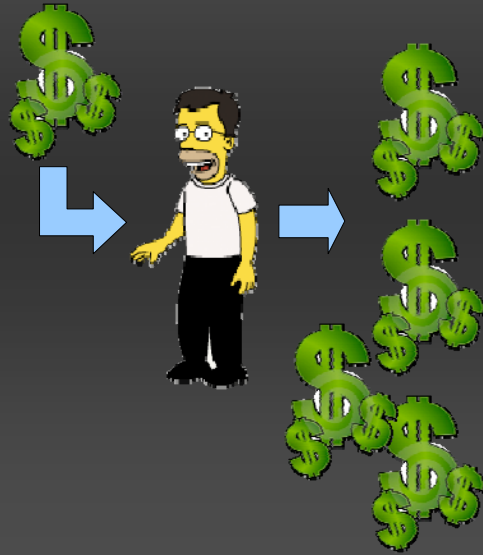


2004





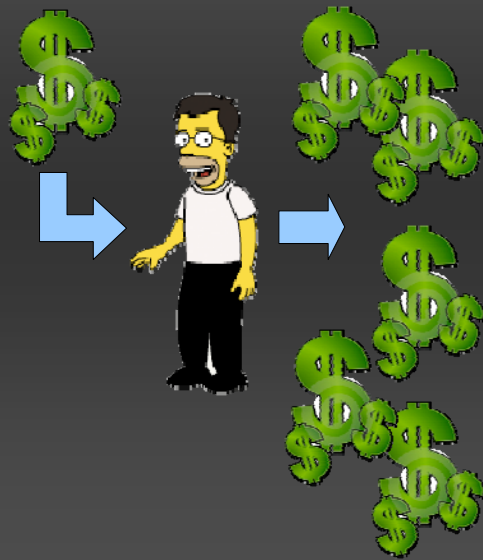
this is what i do



2005



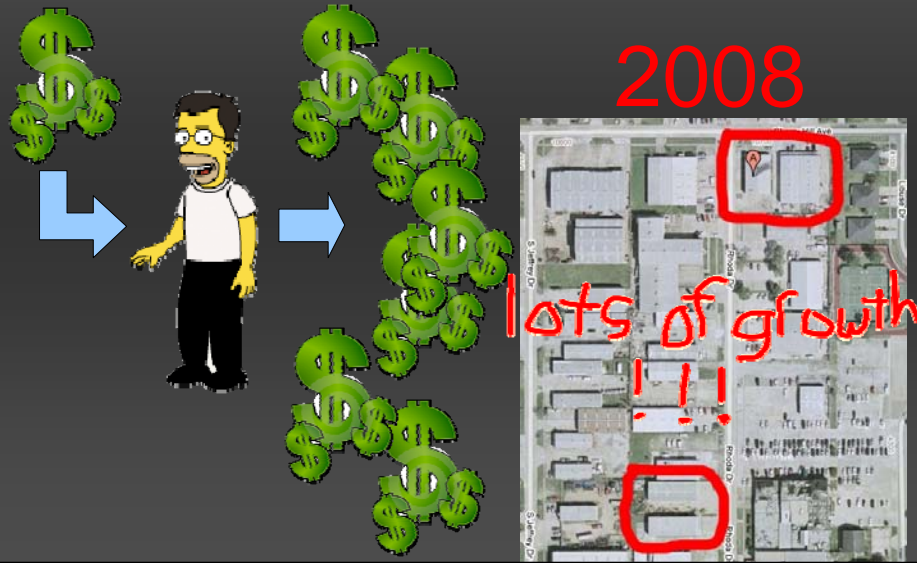
this is what i do



2006



this is what i do



these are my secrets



36

1. build your keywords

37

1. build your keywords

But how?

38

broad match

39

say what???



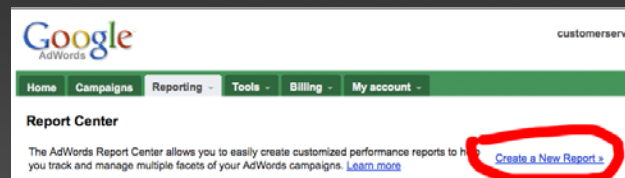
40

broad match will show  
you what people type.

41

broad match will show  
you what people type.

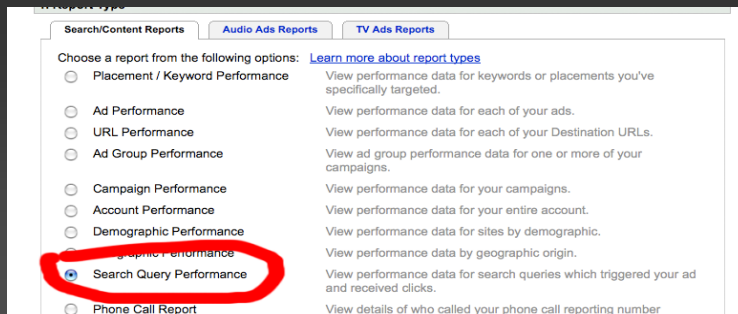
run a search query performance report  
on your broad match ads



42

broad match will show  
you what people type.

run a search query performance report  
on your broad match ads



43

broad match will show  
you what people type.

snag the high impression terms

Weber_BROAD	WeberGasGrills_General_Gas	www weber gas grill	Broad
-------------	----------------------------	---------------------	-------

44

bid on the popular terms

place exact match bids on these terms to  
raise quality score and CTR

45

semrush

46

marketing dept. football team?



marketing dept. football team?





an awesome...  
website

49

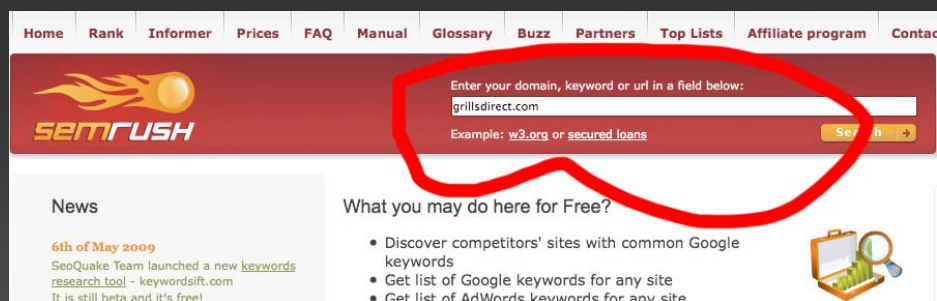
an awesome...  
website  
firefox plugin

50

an awesome...  
website  
firefox plugin  
resource!

51

plug in your keyword or  
competitor's site...



The screenshot shows the SEMrush website interface. At the top is a navigation bar with links: Home, Rank, Informer, Prices, FAQ, Manual, Glossary, Buzz, Partners, Top Lists, Affiliate program, and Contact. Below this is a red banner featuring the SEMrush logo on the left and a search input field on the right. The search field is circled in red and contains the text "grillsdirect.com". Above the input field is the placeholder text "Enter your domain, keyword or url in a field below:". Below the input field is an example: "Example: w3.org or secured loans". To the right of the input field is a yellow "Search" button with a magnifying glass icon. Below the banner, the page is divided into two columns. The left column is titled "News" and contains a date "6th of May 2009" and a paragraph about the "keywords research tool". The right column is titled "What you may do here for Free?" and contains a bulleted list of three items: "Discover competitors' sites with common Google keywords", "Get list of Google keywords for any site", and "Get list of AdWords keywords for any site". To the right of the list is a small icon of a briefcase with a magnifying glass.

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get awesome  
(approximate) info

**Rank** **Google SE Traffic** 28.7k visitors/month  
**SE Traffic price** \$40.1k per month

**Organic keywords** 10 of 1 791

Keyword	Pos	Average vol.	CPC	Uri
weber grills	4	60 500	1.59	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
grills	5	74 000	1.22	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
grill	6	60 500	1.01	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
gas grills	5	49 500	1.89	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
weber grill	5	33 100	1.63	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
gas grill	5	27 100	1.32	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
gas outdoor grills	1	2 400	1.30	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
natural gas grill	5	14 800	1.69	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
webber grills	3	6 600	1.44	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>
charcoal gas grill	1	1 000	1.24	<a href="http://www.grillsdirect.com/">http://www.grillsdirect.com/</a>

[Full report...](#)

**AdWords Traffic** 18.5k visitors/month  
**AdWords Traffic price** \$30.2k per month

**AdWords keywords** 10 of 682

Keyword	Pos	Average vol.	CPC	Uri
weber grills	1	60 500	1.59	<a href="http://www.grill_s&amp;tid=exact">http://www.grill_s&amp;tid=exact</a>
weber grill	1	33 100	1.63	<a href="http://www.grill_l&amp;tid=exact">http://www.grill_l&amp;tid=exact</a>
smoker	1	27 100	1.08	<a href="http://www.grill_r&amp;tid=Exact">http://www.grill_r&amp;tid=Exact</a>
natural gas grill	1	14 800	1.69	<a href="http://www.grill_l&amp;tid=exact">http://www.grill_l&amp;tid=exact</a>
gas grills	2	49 500	1.89	<a href="http://www.grill_s&amp;tid=exact">http://www.grill_s&amp;tid=exact</a>
grills and smokers	1	12 100	1.85	<a href="http://www.grill_s&amp;tid=exact">http://www.grill_s&amp;tid=exact</a>
grill	3	60 500	1.01	<a href="http://www.grill_l&amp;tid=Exact">http://www.grill_l&amp;tid=Exact</a>
grills	4	74 000	1.22	<a href="http://www.grill_s&amp;tid=Exact">http://www.grill_s&amp;tid=Exact</a>
ducane grills	1	6 600	2.81	<a href="http://www.grill_s&amp;tid=Exact">http://www.grill_s&amp;tid=Exact</a>
brinkman grills	1	6 600	0.79	<a href="http://www.grill_s&amp;tid=exact">http://www.grill_s&amp;tid=exact</a>

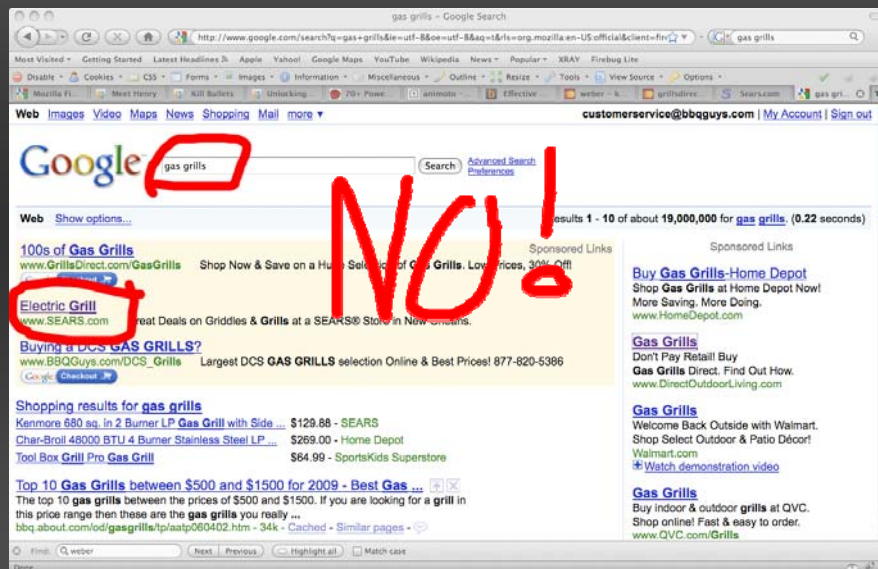
[Full report...](#)

2. optimize landing pages

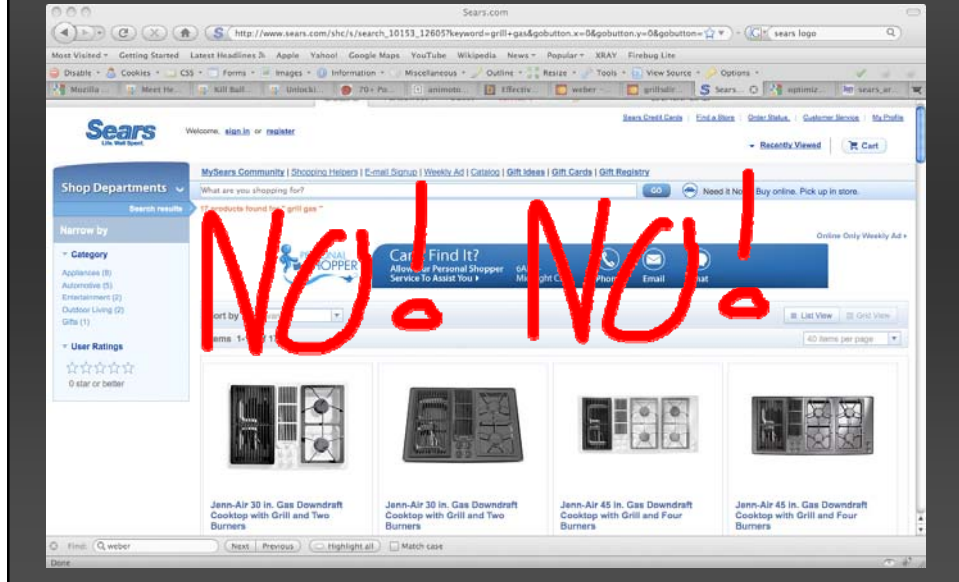
landing page = brand image

55

landing page = brand image



landing page = brand image



landing page = brand image



landing page = brand image



=



customer: does sears sell or  
even care what I need?

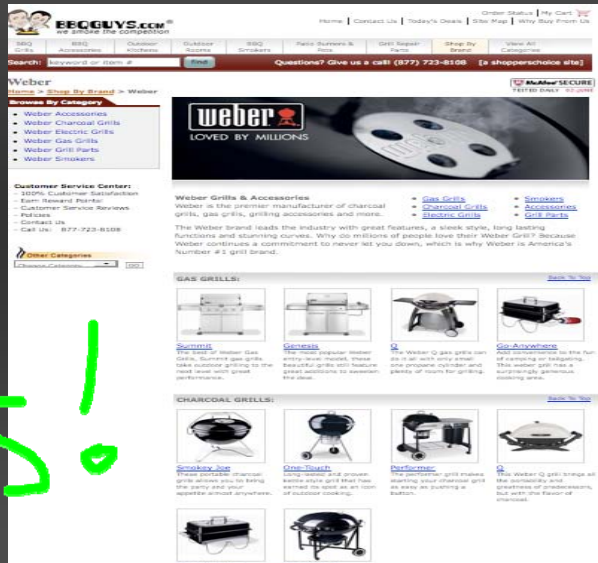
59

landing page = brand image

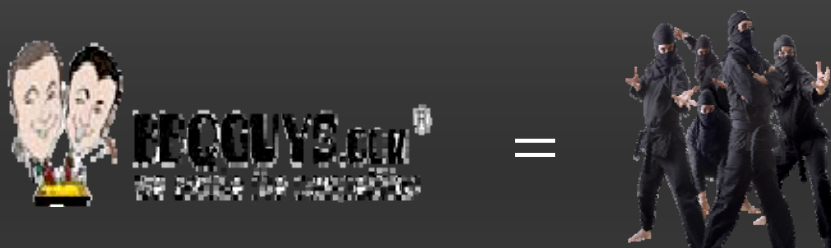
A screenshot of a Google search results page for "weber grills". The search bar contains "weber grills" and is circled in green. The search button is also circled in green. The results show several sponsored links and organic results. One organic result for "Weber Grills" is circled in green. A large green "Yes!" is handwritten across the middle of the page. The page also shows navigation links at the top (Web, Images, Video, Maps, News, Shopping, Mail, more) and a customer service link (customerservice@bbqguys.com | My Account | Sign out).

landing page = brand image

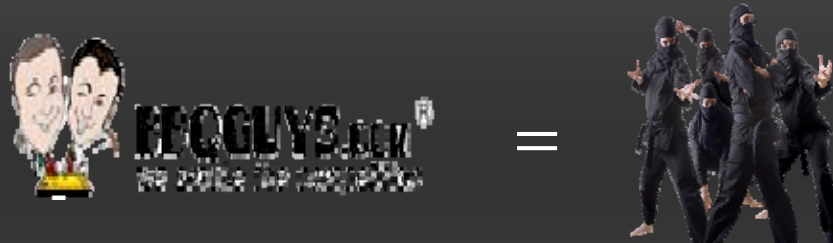
Yes!



landing page = brand image



landing page = brand image



customer: bbqguys.com knows me and makes it easy for me to find what i want!

63

3. use calls to action

64



stuff we listen to

**STAY BACK!**



stuff we listen to



66

stuff we listen to



**PAY  
TAXES!**

67

stuff we don't listen to



68

stuff we don't listen to



69

imperative statements work

use them in your ads

70

# example

A screenshot of a search engine results page. The search bar at the top contains the text "best skins ever" and is circled in red. To the right of the search bar are links for "Search", "Advanced Search", and "Preferences". Below the search bar, the results are displayed. The first result is titled "Home Page" and describes digital media players, cell phones, and other personal electronic devices. It mentions "best protection option ever" and "detectable scratch defense". The second result is titled "iPhone Total Body Skin | iLounge" and mentions "is version, so we felt that a re-comparison was in order. Our visibleShield reviews preserve the ...". On the right side, there are "Sponsored Links" including "Buy the invisibleSHIELD™", "BodyGuardz™ Protectors", and "Best Skins Ever at Amazon".

best skins ever

Search Advanced Search Preferences

Results 1 - 10 of about 113,000,000 for [best skins ever](#). (0.27 seconds)

[Home Page](#)  
digital media players, cell phones and other personal electronic  
nt of protection without changing the ...  
4k - [Cached](#) - [Similar pages](#)

with the **best** protection option **ever**. This is no wussy screen protector.  
etectable scratch defense. ...  
om/servlet/the-88/iPhone-3G-Skin/Detail - 21k - [Cached](#) - [Similar pages](#)  
y.bestskinsever.com »

[iPhone Total Body Skin | iLounge](#)  
is version, so we felt that a re-comparison was in order. Our  
visibleShield reviews preserve the ...  
reviews/entry/[best-skins-ever-iphone-total-body-skin/](#) - 43k -

[kins ever](#)

Sponsored Links

[Buy the invisibleSHIELD™](#)  
Get the Original Scratch-Proof Film  
Military Grade & Lifetime Guarantee  
[www.ZAGG.com/invisibleSHIELD](#)

[BodyGuardz™ Protectors](#)  
The Clear Favorite in Protection  
Free Shipping-Lifetime 2 Per Pack  
[BodyGuardz.com](#)

[Best Skins Ever at Amazon](#)  
Millions of titles, new & used.  
Qualified orders over \$25 ship free  
[Amazon.com/books](#)

# example

A screenshot of a search engine results page, identical to the one above. The search bar at the top contains the text "best skins ever". Below the search bar, the results are displayed. The first result is titled "Home Page" and describes digital media players, cell phones, and other personal electronic devices. It mentions "best protection option ever" and "detectable scratch defense". The second result is titled "iPhone Total Body Skin | iLounge" and mentions "is version, so we felt that a re-comparison was in order. Our visibleShield reviews preserve the ...". On the right side, there are "Sponsored Links" including "Buy the invisibleSHIELD™", "BodyGuardz™ Protectors", and "Best Skins Ever at Amazon". The "Best Skins Ever at Amazon" link is circled in red.

best skins ever

Search Advanced Search Preferences

Results 1 - 10 of about 113,000,000 for [best skins ever](#). (0.27 seconds)

[Home Page](#)  
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y.bestskinsever.com »

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[BodyGuardz.com](#)

[Best Skins Ever at Amazon](#)  
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# example

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[Home Page](#)  
digital media players, cell phones and other personal electronic  
ent of protection without changing the ...  
4k - [Cached](#) - [Similar pages](#)

with the **best** protection option **ever**. This is no wussy screen protector.  
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om/servlet/the-88/iPhone-3G-Skin/Detail - 21k - [Cached](#) - [Similar pages](#)  
y.bestskinsever.com »

[er iPhone Total Body Skin | iLounge](#)  
s version, so we felt that a re-comparison was in order. Our  
isibleShield reviews preserve the ...  
reviews/entry/best-skins-ever-iphone-total-body-skin/ - 43k -

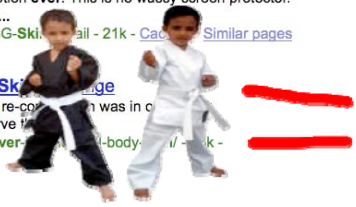
[kins ever](#)

Sponsored Links

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Military Grade & Lifetime Guarantee  
[www.ZAGG.com/invisibleSHIELD](http://www.ZAGG.com/invisibleSHIELD)

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[Best Skins Ever at Amazon](#)  
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best skins ever

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etectable scratch defense. ...  
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y.bestskinsever.com »

[er iPhone Total Body Skin | iLounge](#)  
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reviews/entry/best-skins-ever-iphone-total-body-skin/ - 43k -

[kins ever](#)

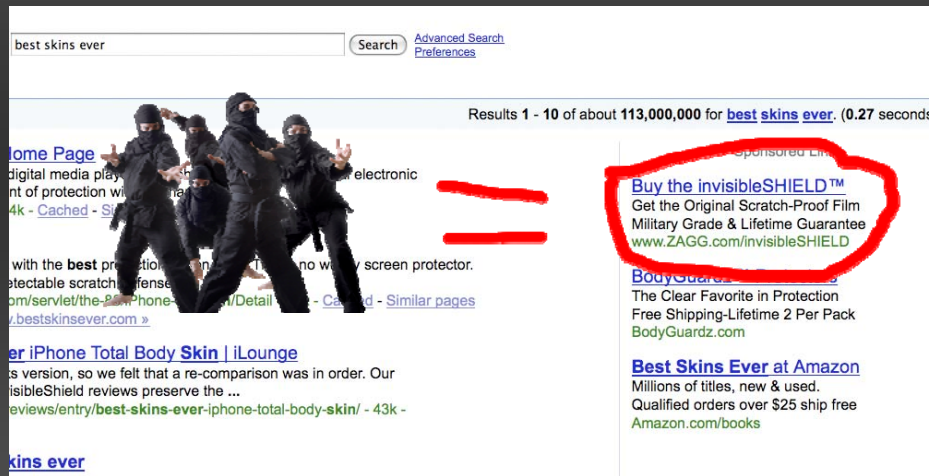
Sponsored Links

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Get the Original Scratch-Proof Film  
Military Grade & Lifetime Guarantee  
[www.ZAGG.com/invisibleSHIELD](http://www.ZAGG.com/invisibleSHIELD)

[BodyGuardz™ Protectors](#)  
The Clear Favorite in Protection  
Free Shipping-Lifetime 2 Per Pack  
[BodyGuardz.com](http://BodyGuardz.com)

[Best Skins Ever at Amazon](#)  
Millions of titles, new & used.  
Qualified orders over \$25 ship free  
[Amazon.com/books](http://Amazon.com/books)

# example



## 4. localize campaigns

Just like fire is hot

77

Just like fire is hot



78

local campaigns  
magically have better  
CTR, CR, CPC

79

local campaigns  
magically have better  
CTR, CR, CPC

(but increase maintenance workload)

80



just accept it and learn to  
like it

81

just accept it and learn to  
like it



82

Localize your best performing campaigns to your top 7 geographic areas

Buy [Weber Grills](#)

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5. test, rinse, repeat

## 5. test, rinse, repeat



the wax-on, wax-off of sem

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