

Pay Per Click Strategies

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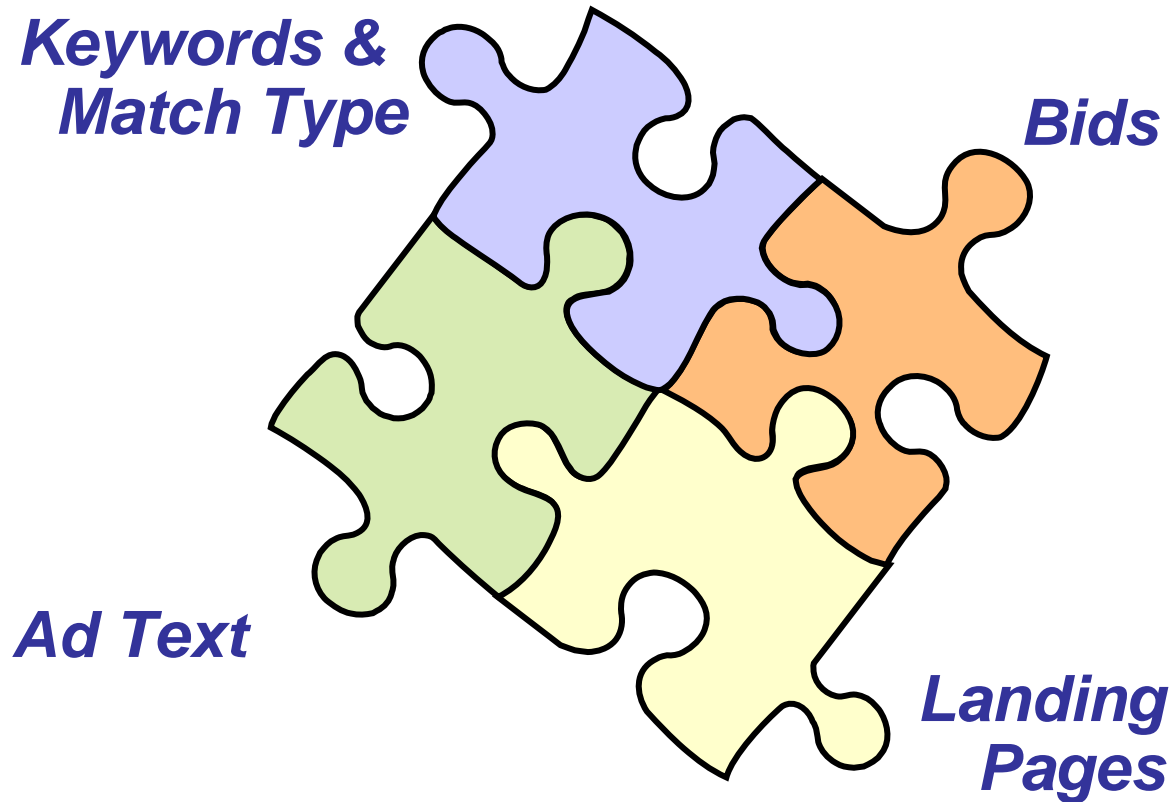
The SEM Expert

Not all Optimizations Were Born Equal

- Search Engines optimize for clicks.
- Marketers care about conversions and profits.
- Not all clicks are born equal, some have higher conversion rates than others.
- So...careful with Search Engine's Budget Optimizers.



Search Engine Marketing requires attention to a variety of factors



Track conversions!

- Google Adwords and Yahoo Search Marketing provide free tracking code.
- Google Analytics provides additional tracking –you need to install it *in addition* to Adwords tracking code.
- Third party tools provide paid solutions.

Measure your conversion baseline before you start making any change!

- SEM is an empirical science.
- You need to know where you *were* to know which direction you are going!

Search Engines ask *you* to tell them what searches your site is relevant to

- Who's the search engine, after all?
- There is a long tail of words, each of which has small traffic, which in aggregate account for a large fraction of clicks.
- Multi-term keywords carry more intent information, higher conversion rates.
- To find them, use keyword tools.

Recommended KW Tool Features

- To generate most effective and relevant lists, use 1+ tools which...
 1. Ideally, recommends keywords based on a site URL
 2. Should *not* only look at metatag data
 3. Should *not* only look at your website's words
 4. Evaluates relevance *with respect to your site*

Google and Overture keyword tools measure relevance to keywords, not to your website

Results are tailored to **English, United States** [Edit](#)

Keyword Variations | **Site-Related Keywords**

Enter a webpage URL to find keywords related to the content of the page.

Example: <http://www.example.com/catalog/product?id=718>

Include other pages on my site linked from this URL

▶ [Or, enter your own text in the box below. \(optional\)](#)

Showing keywords grouped by these terms:
[jacksonville jaguars](#) (6), [animal](#) (13), [rain forest](#) (5), [jaguar](#) (4)

Keywords related to **jacksonville jaguars** - sorted by relevance

Keywords
jacksonville jaguars
jacksonville jaguars memorabilia
jacksonville jaguars jersey
jacksonville jaguars gifts
jacksonville jaguars apparel

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search: [Go!](#)

[Visit](#) | [Calendar](#) | [Animals & Plants](#) | [Kids](#) | [Education](#) | [Membership](#) | [Get Involved](#) | [Donate](#)

[Zoo Home](#) | [Park Home](#) | [Tickets & Hotels](#) | [Corporate Sales](#) | [Group Events & Catering](#)

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[animal bytes home](#) | [reptiles](#) | [birds](#) | [insects](#) | [mammals](#) | [amphibians](#)

Quick facts

Video Byte: Jaguar



Photo Bytes

Mammals: Jaguar



Range: North, Central, and South America
Habitat: rain forests, swampy areas, grasslands, woodlands, dry forests, and even deserts

Is that a jaguar I'm looking at?

While jaguars and leopards look a lot alike, there are ways to tell them apart. Jaguars are stockier and heavier, with shorter, thicker tails. They have dark spots on their backs, called rosettes, with an irregular broken border and often a spot in the center. Leopards (from Africa and Asia) also have dark rosettes on a tawny coat, but if you look closely at each rosette, you'll see that there is no spot inside, and the rosette edge is unbroken.

A roaring good time

There are four big cats in the biological grouping called *Panthera*: jaguars, lions, tigers, and leopards. These are the only big cats that can roar. They roar to scare off other animals and defend their territory.

What's a black panther?

Most jaguars have tawny-colored fur with black rosettes, but some have black-on-black, or melanistic, coloration. (Click here to Spot the Cat Coats.) Usually jaguars that are found in darker rain forest areas are black. So, are they black panthers? No, there is no such animal! "Panther" is just an old general term that comes from the *Panthera* animal grouping name, and is sometimes used to describe leopards, jaguars, and pumas.

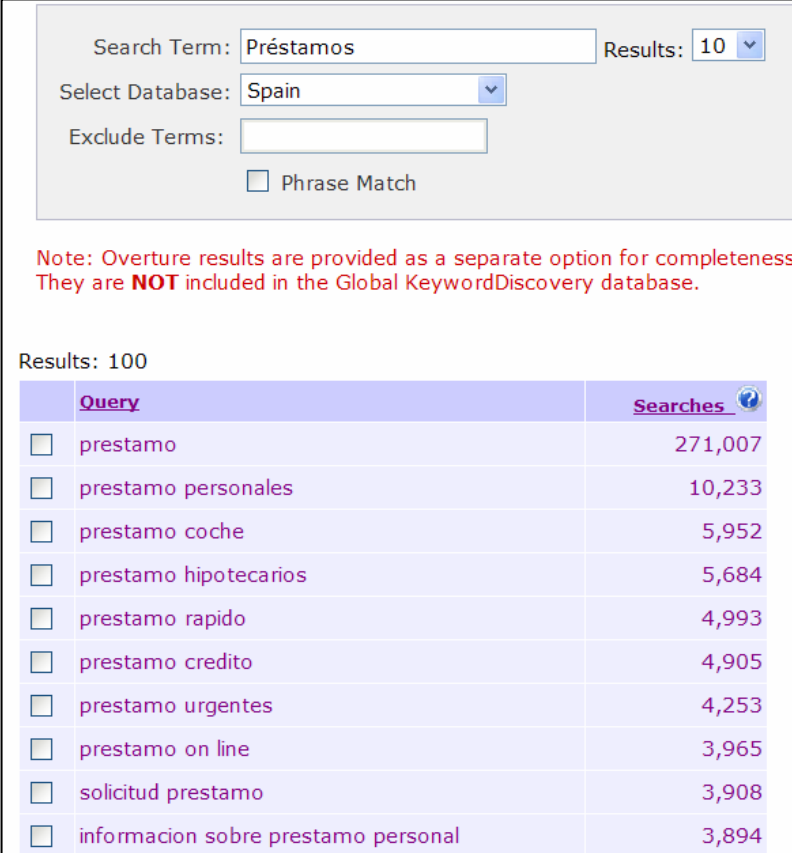


Dinner on the run

Jaguars stalk and ambush their ground-dwelling prey at night, instead of chasing it like cheetahs and lions do. They can run pretty quickly, but this is not an important skill for them. Their large jaw muscles allow them to kill their prey by piercing the skull with their sharp teeth. This allows them to eat spectacled caimans and hard-shelled reptiles like turtles and tortoises. Researchers have counted over 85

KeywordDiscovery Tool by Trellian (Paid)

- 8 European languages
- 21 billion keywords in database – uses dictionary approach
- Constrained by Overture's matching rules
 - Suggestions are depluralized
 - Results *must contain KW from original query*; ignores all queries that don't (e.g. hipoteca)
- Subscription starts at \$49.95/mo.
- Dictionary-based tools (e.g. database driven) not as dynamic, but use for volume if needed



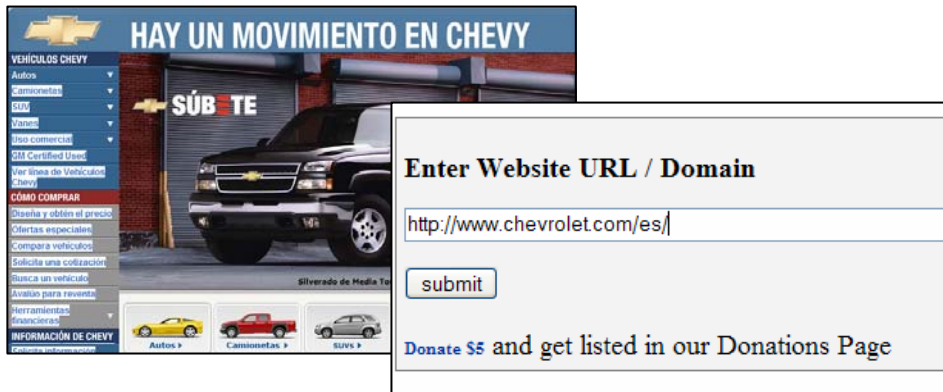
The screenshot shows the search interface of the KeywordDiscovery Tool. The search term is 'Préstamos', the database is 'Spain', and the results are set to 10. There is an 'Exclude Terms' field and a 'Phrase Match' checkbox. A note states: 'Note: Overture results are provided as a separate option for completeness. They are **NOT** included in the Global KeywordDiscovery database.'

Results: 100

	Query	Searches
<input type="checkbox"/>	prestamo	271,007
<input type="checkbox"/>	prestamo personales	10,233
<input type="checkbox"/>	prestamo coche	5,952
<input type="checkbox"/>	prestamo hipotecarios	5,684
<input type="checkbox"/>	prestamo rapido	4,993
<input type="checkbox"/>	prestamo credito	4,905
<input type="checkbox"/>	prestamo urgentes	4,253
<input type="checkbox"/>	prestamo on line	3,965
<input type="checkbox"/>	solicitud prestamo	3,908
<input type="checkbox"/>	informacion sobre prestamo personal	3,894

WebConfs Website Keyword Sugg. Tool (Free)

- Reads metatags, then delivers kw suggestions that contain metatag keywords using Overture inventory tool
- Limited by that tool; results are only in English



Keyword Suggestion	Searches / month
make and model	3,592
leupold tactical model make it a hit	1,384
model make up	990
how to make a model volcano	949
make and model magazine	490
how to make a dna model	481
make a virtual model of yourself	464
car make and model	391
how to make a model of the solar system	369
automobile make model	325
how to make a model of the heart	217
how to make a model clay volcano	200
make your own model	195
model prefer make up	175
how to make airplane model	174
how to make a model of an atom	171
how to make model rocket	165
model without make up	152
how to make a model castle	145
eye make up model	142

<http://www.webconfs.com/website-keyword-suggestions.php>

WordTracker Metasearch Tool (paid)

- Compiles keywords from meta search engines, not just Overture
- 322MM keywords in database
- Tool takes learning; must drill in for related keywords

The screenshot displays the WordTracker Metasearch Tool interface. On the left, a list of 15 related keywords for the search term "cotizacion gratuita de carro" is shown, with each keyword circled in black. The keywords are: 1. cotizacion gratuita de carro, 2. compras, 3. buscadores, 4. precio coche, 5. posicionamiento, 6. webs, 7. paginas web, 8. foro, 9. vehiculos, 10. paginas, 11. Pocket PC, 12. las mas vistas, 13. premiadas, 14. home hotel bueno aire, and 15. en. On the right, a search results table is displayed, showing 115 rows returned. The table has four columns: Keyword (?), Count (?), Predict (?), and Dig (?). The keywords listed in the table are: vehiculos industriales ocasion, vehiculos industriales, vehiculos usados, vehiculo electrico, vehiculos, alquiler coche vehiculo, alquiler coches vehiculos, alquiler de vehiculos industriales, alquiler vehiculos santander cantabria, maquinas lavado vehiculos, and vehiculos industriales usados. The keyword "vehiculos" is circled in black in the table.

Related keywords for cotizacion gratuita de carro

Why do I need related keywords?
[Click here](#)

1. [cotizacion gratuita de carro](#)
2. [compras](#)
3. [buscadores](#)
4. [precio coche](#)
5. [posicionamiento](#)
6. [webs](#)
7. [paginas web](#)
8. [foro](#)
9. [vehiculos](#)
10. [paginas](#)
11. [Pocket PC](#)
12. [las mas vistas](#)
13. [premiadas](#)
14. [home hotel bueno aire](#)
15. [en](#)

Searching... 115 row(s) returned
Taken from all Dogpile & Metacrawler queries over the last 90 days.
[Click here to add all keywords to your basket](#)

Keyword (?)	Count (?)	Predict (?)	Dig (?)
vehiculos industriales ocasion	129	167	
vehiculos industriales	110	142	
vehiculos usados	62	80	
vehiculo electrico	47	61	
vehiculos	42	54	
alquiler coche vehiculo	29	37	
alquiler coches vehiculos	29	37	
alquiler de vehiculos industriales	29	37	
alquiler vehiculos santander cantabria	29	37	
maquinas lavado vehiculos	27	35	
vehiculos industriales usados	26	34	

Adapt's KeywordFinder Tool

(free)

- Interprets all content of page, delivers suggestions based on real-time analysis of original & similar sites
- Evaluates relevance to *marketer's website*
- Works for all languages



carros nuevos KW to analyze

www.chevrolet.com/es/ URL to analyze

Clear Get Status Submit [Help!](#)

Keyword:	Relevance to URL:
Compra venta de autos usados	17%
automoviles	17%
Precios de autos	16%
De carros nuevos	12%
Coches nuevos	11%
Compra venta de autos	11%
Autos nuevos mexico	11%
Clasificados de autos	11%
Nuevos y	11%
Compra de autos usados	11%
Carros nuevos	11%
Ofertas de autos	11%
Fotos de autos	10%
De coches	10%
Coches en	10%
Precios de autos nuevos	10%
De autos nuevos	10%
Venta de coches	10%
Venta autos nuevos	10%
Venta de carros nuevos	6%
Venta de autos	6%
autos nuevos o usados	6%
Los carros nuevos	6%
Usados en	6%
compra y venta de autos	6%
Autos usados venta	6%
Venta de carros usados	6%
venta de autos usados	6%

Keywordfinder.adapt.com

The SEM Expert

The Jacksonville Jaguars don't belong in the Zoo!

ADAPT

www.sandiegozoo.org/animalbytes/t-jaguar.html

Clear Get Status Submit Help!

Scoring: ON

Expansion results for:

kw: None

url: www.sandiegozoo.org/animalbytes/t-jaguar.html

endangered species ::: 6.0
san diego zoo ::: 4.0
panthera onca ::: 4.0
san diego ::: 4.0
black jaguar ::: 3.0
jaguar skins ::: 2.0
tapetum lucidum ::: 2.0
big cats ::: 2.0
jaguar skins ::: 2.0
tapetum lucidum ::: 2.0
big cats ::: 2.0

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search: Go!

Visit Calendar Animals & Plants Kids Education Membership Get Involved Donate

Zoo Home | Park Home | Tickets & Hotels | Corporate Sales | Group Events & Catering

SAN DIEGO ZOO.org

| animal bytes home | reptiles | birds | insects | mammals | amphibians |

Quick facts

Video Byte: Jaguar

Photo Bytes

Class: Mammalia (Mammals)
Order: Carnivora
Family: Felidae
Genus: *Panthera*
Species: *onca*
Length: 3.8 to 6 feet (1.1 to 1.8 meters); tail length 18 to 30 inches (45 to 75 centimeters)
Weight: males—average 121 pounds (55 kilograms), although some have been documented at up to 300 pounds (136 kilograms) in the Pantanal region of Brazil; females—79 pounds (36 kilograms)
Life span: 12 to 15 years in the wild, up to 20 years in zoos
Gestation: 3 to 3.5 months
Number of young at birth: 1 to 4, average is 2

Mammals: Jaguar

Range: North, Central, and South America
Habitat: rain forests, swampy areas, grasslands, woodlands, dry forests, and even deserts

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Keyword Discovery must be Continuous

- Keyword generation is ongoing, not a one-time event
 - Constantly expand lists to find relevant words based on performers, prune non-performers

Ads

- Search Engines select ads according to CTR, not profits for you.
- After you have a statistically significant difference in performance, select the most profitable ads & discard the rest
- Do not act too soon.
- Do not wait too much.

Bids

- Enable content bids in campaign settings.
- Estimate the conversion rate (CR) for the group whose bid you want to set (keyword, adgroup, content, search, etc.).
- If you have had no conversions to date for that group, estimate CR as $1/(\text{clicks} \times 2)$.
- Compute the average click value (ACV). For example, one way to compute this is: $AVC = \text{Conversion rate} \times \text{Monthly gross profits} / \text{monthly number of conversions}$
- Set each bid to no higher than your ACV for the corresponding group. Start at your ACV, and lower if you find that the loss in conversion volume is more than offset by the cost savings.
- For campaigns which don't have many clicks yet and thus no good conversion rate estimate, use the account aggregate numbers. You can obtain separate account conversion rates for search and content by generating an account report.

Match type

- Starting with broad match type gives you the most data fastest.
- Once you start getting enough clicks, bidding differentially for each match type will allow you to bid more accurately the value of each keyword: replicate all your keywords from broad to phrase (“first_keyword second_keyword“) and exact ([keywords]), and start bidding each individually.

Landing Pages

- Make sure your landing pages have a clear and salient call to action to your desired conversion event and are as few links removed from the ultimate conversion event as possible.