



Small Changes, Big Results

Quick Fixes To Boost PPC Performance

Shawn Livengood
Online Marketing Manager
BuildASign.com

Agenda

- About me
- Quick fixes
- Q & A

About Me

- 3+ years of SEM experience
- MS in Information Studies – University of Texas at Austin
- Quick resume:
 - PPC Analyst at Leverage Marketing
 - Internet Marketing Assistant at TechSkills
 - Sr. Marketing Associate (PPC) at uShip
- Currently Online Marketing Manager for BuildASign.com
- Blogs at www.ppcwithoutpity.com



Why Take Shortcuts?

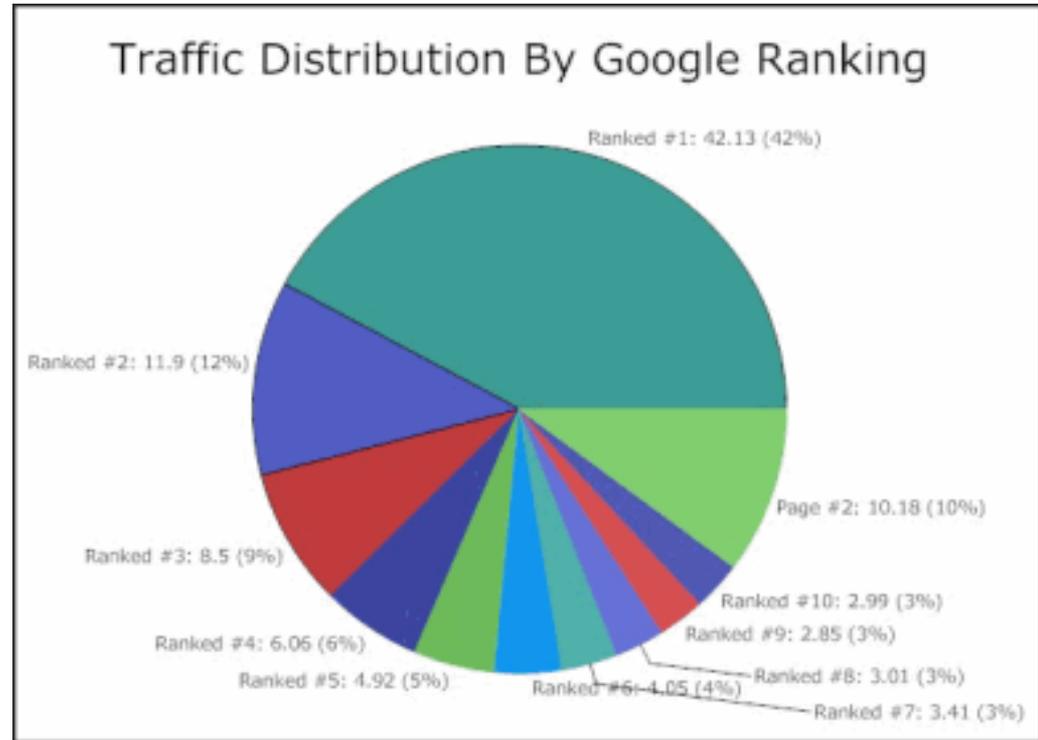


Image source: <http://www.flickr.com/photos/nicmcphoe/2057350339/>

- ROI of effort
- Work smarter, not harder
- Use Excel filters & PPC automation to do the heavy lifting
- Some of your biggest long-term gains can come from changes you make in less than an hour

Quick Fix #1: Set Keyword Bids To First Page

- If your ads are not showing on the 1st page of Google results, they may never get the chance to perform
- Boosting bids will cost a little more, but you'll know for sure if a keyword is going to be profitable or not



Source: <http://www.wordstream.com/serp>

Quick Fix #1: Set Keyword Bids To First Page

- According to an experiment done by Rimm-Kaufman Group, up to 97% of PPC clicks occurred on first-page results (source: <http://www.rimmkaufman.com/blog/new-insights-into-the-google-auction/29082011/>)
- Organic result click-through volume and CTR drops dramatically after the 10th position on the SERP. (source: <http://www.optify.net/guides/organic-click-through-rate-curve>). We can expect to see a similar curve for PPC results.

Google SERP Click Through Rates - The Raw Numbers				
Rank #	Click Throughs	Percent %	Delta #n-1	Delta #n1
	19,434,540	100%		
1	8,220,278	42.30%	n/a	n/a
2	2,316,738	11.92%	-71.82%	-71.82%
3	1,640,751	8.44%	-29.46%	-80.04%
4	1,171,642	6.03%	-28.59%	-85.75%
5	943,667	4.86%	-19.46%	-88.52%
6	774,718	3.99%	-17.90%	-90.58%
7	655,914	3.37%	-15.34%	-92.95%
8	579,196	2.98%	-11.69%	-92.95%
9	549,196	2.83%	-5.18%	-93.32%
10	577,325	2.97%	-5.12%	-92.98%
11	127,688	0.66%	-77.88%	-98.45%
12	108,555	0.66%	-14.98%	-98.68%
13	101,802	0.52%	-6.22%	-98.76%
14	94,221	0.48%	-7.45%	-98.85%
15	91,020	0.47%	-3.40%	-98.89%
16	75,006	0.39%	-17.59%	-99.09%
17	70,054	0.36%	-6.60%	-99.15%
18	65,832	0.34%	-6.03%	-99.20%
19	62,141	0.32%	-5.61%	-99.24%
20	58,382	0.30%	-6.05%	-99.29%
21	55,471	0.29%	-4.99%	-99.33%
31	23,041	0.12%	-58.46%	-99.72%
41	14,024	0.07%	-39.13%	-99.83%

Click Through Rates of Google SERPs based on AOL data. tgzAOL

Click Through Rate Table Source: Red Cardinal <http://bit.ly/1SREw>

Quick Fix #1: Set Keyword Bids To First Page

Automating Your Bid Increases

Percentage Method

1. Go to AdWords Editor or MSN AdCenter Desktop
2. Download stats since your last bid increase
3. Sort by average position, lowest to highest
4. Select all keywords showing below position 7-8

5. Click this link:

[Replace text](#) [Append text](#) [Advanced bid changes](#) [Advanced URL changes](#) [Keyword Opportunities \(Beta\)](#)

...or this button:

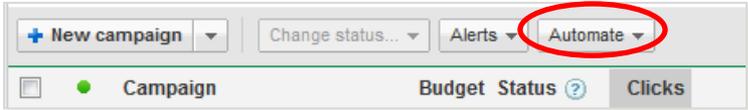


6. Increase bids by 10-20%
7. Repeat every two weeks until all keywords are consistently showing on the 1st page.

Quick Fix #1: Set Keyword Bids To First Page

Automating Your Bid Increases

AdWords Bid Rules Method

1. Go to the AdWords web interface
2. Select a campaign
3. Click “Automate”:
A screenshot of the Google AdWords interface. The top navigation bar contains several buttons: '+ New campaign', 'Change status...', 'Alerts', and 'Automate'. The 'Automate' button is circled in red. Below the navigation bar, there is a table with columns for 'Campaign', 'Budget', 'Status', and 'Clicks'. The 'Campaign' column shows a green dot next to the word 'Campaign'.
4. Create rule for keywords > Change Max CPC bid when average position is greater than 7.

Quick Fix #1: Set Keyword Bids To First Page

Create rule: **Change max. CPC bids**

Automated rules can save you time by making changes to your account based on criteria you specify. [Learn how to create rules](#), and [see examples of popular rules](#).

Rules aren't guaranteed to run in some cases, so we recommend regularly monitoring the rules you set up. [Learn more](#)

Apply to ? All but deleted keywords in all campaigns ▾

Automatic action Raise bid ▾ 10 % ▾ Max. bid ? \$

Requirements ? Avg. position ▾ worse than ▾ [Remove](#)

[+ Add another](#)

Frequency ? Monthly ▾ 1 ▾ 04 PM ▾ using data from Last 30 days ▾ ?
(GMT-06:00) Central Time day hour

Note that a rule can start running at any time within the hour you select.

Rule name

Email results

Previewing is recommended before saving

Quick Fix #1: Set Keyword Bids To First Page

Fair Warning: Boosting your ads to the first page results may not be profitable for you.

...BUT

Assuming your landing page converts well, increasing traffic = increasing total potential conversions.

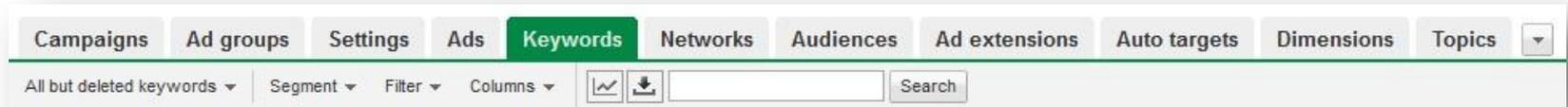
Quick Fix #2: Add Negative Keywords

- Negative keywords block irrelevant search queries from triggering your ads
- Google *sucks* at determining broad-match relevance
- Reducing the # of clicks from people who will never find what they are looking for on your site = better ROAS for you.

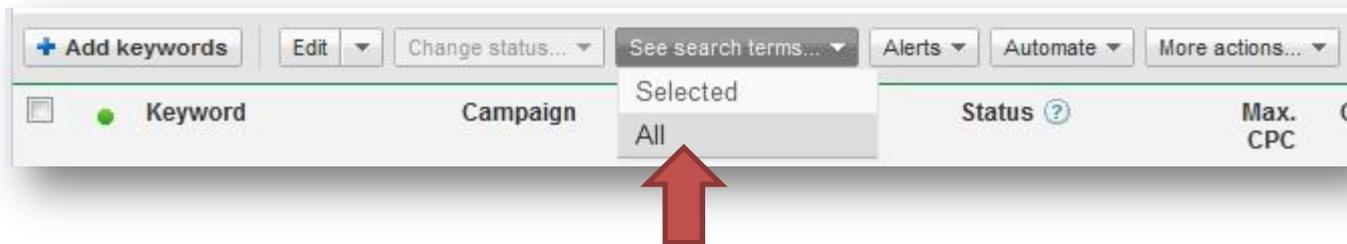
Quick Fix #2: Add Negative Keywords

Step 1: Run A Search Query Report

1. Go to your AdWords account. Choose the campaign or ad group you want to analyze, and click on the “Keywords” tab:



2. Beneath your performance chart, look for a button labeled “See search terms...” Click the drop-down and select “All”:



For best results, view a large data window (6+ months of historical data).

Quick Fix #2: Add Negative Keywords

Step 2: Excel Filtering For Fun And Profit

Now, you should have a nice, big spreadsheet full of search queries. Analyzing everything could take a while, so we're going to use Excel filters to narrow the data down to your biggest opportunities.

Some important filters:

- **Cost** – if it drove traffic (and no conversions) with a cost higher than your target CPA, pause it.
- **Impressions/CTR** – does the query have a lot of impressions? Is the CTR lower than 0.1%? No one's clicking on your ad because they don't find it relevant to your query! Add the query to your negatives to free up impression share toward keywords that will actually work.
- **Clicks** – Look at the top 25 keywords by click. Are any of these keywords unrelated to what your business offers? If so, that should give you some ideas for negative keywords.

Quick Fix #2: Add Negative Keywords

Step 3: Add The Negatives

In AdWords Editor or the web interface, add negative keywords to the appropriate campaigns and ad groups.

Phrase match is best for negatives, since exact match will only exclude that specific query, and broad match might block some relevant traffic (remember, Google *sucks* at broad matching).

The screenshot shows the 'Add Multiple Negative Keywords' dialog box. It is titled 'Add Multiple Negative Keywords - Step 1 of 3' and has the subtitle 'Add negative keywords in bulk.' The dialog is divided into several sections:

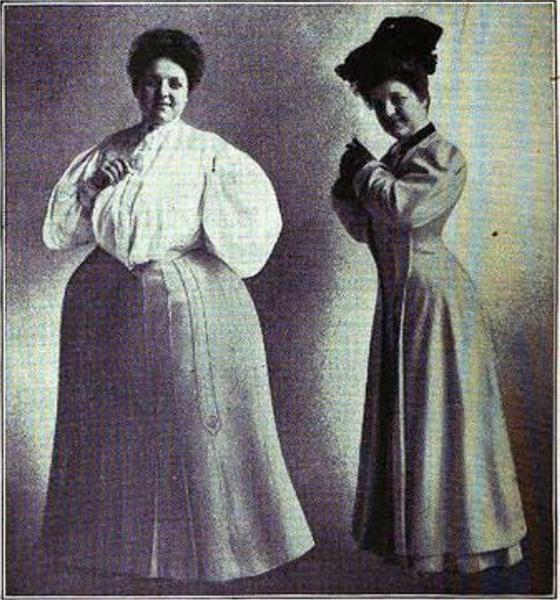
- Destination:** A checkbox labeled 'My negative keyword information below includes columns for campaign and ad group names.' is checked.
- Choose pricing model for new campaigns:** Two radio buttons are present: 'CPC campaign' (selected) and 'CPM campaign'.
- Negative keywords:** A text area for entering keywords. Below it, instructions state: 'Type or paste negative keywords here, one per line. Separate each field with a tab or comma, and include column headings in English.' It lists 'Required: Keyword' and 'Optional: Type, Status'. An example table is shown below:

Campaign	Ad Group	Keyword	Type
Campaign #1	Ad Group #2	example negative keyword	Broad

At the bottom of the dialog, there is a 'Filter' button, a 'Select:' dropdown menu with 'Active' and 'Paused' options, a checkbox for 'Replace the entire contents of the destination ad groups with these negative keywords.', and three buttons: 'Preview', 'Process', and 'Cancel'.

Quick Fix #3: Trim The Fat

DON'T BE FAT
My New Obesity Reducer Quickly Changes Your Weight to Normal
Requires No Starvation Process and is Absolutely Safe
TRIAL PACKAGE MAILED FREE



The Above Illustration Shows the Remarkable Effect of My Wonderful Obesity Reducer—What it Has Done for Others it Can Do for You

My new Obesity Reducer, taken at mealtime, compels perfect assimilation of the food and sends the food nutriment where it belongs. It requires no starvation process. You can eat all you want. It makes muscle, bone, sinew, nerve and brain tissue, and quickly reduces your weight to normal. It takes off the big stomach and relieves the compressed condition and enables the heart to act freely and the lungs to expand naturally and the kidneys and liver to perform their functions in a natural manner. You will feel better the first day you try this wonderful home Reducer. Fill out coupon here-with and mail to-day.

FREE
This coupon is good for one trial package of Kellogg's Obesity Reducer, with testimonials from hundreds who have been greatly reduced, mailed free in plain package. Simply fill in your name and address on dotted lines below and mail to
**F. J. KELLOGG, 3908 Kellogg Bldg.
Battle Creek, Mich.**

- You might think that a keyword is a good idea, but sometimes you just gotta let it go.
- Just because you (or your agency) think that a PPC keyword is relevant, doesn't mean that users do.
- Every few months, you need to review everything in your PPC account and trim the fat.

Image source:

http://www.flickr.com/photos/us_army_rolling_along/4290930244/

Quick Fix #3: Trim The Fat

Shawn's ROI Rule of Thumb:

“If this keyword converted on the very next click, would I make a profit?”

If yes, leave it in.

If no, cut it out!

Quick Fix #3: Trim The Fat

(More) Excel Filtering For Fun and Profit

1. Run a long-term (1yr+) keyword performance report for your account and download it as an Excel sheet.
2. Put a filter on all of your headings.
3. Filter your “Conversions” column so you’re only looking at keywords with zero conversions.
4. Pause all keywords with a cost above your target CPA, no conversions.
5. Unfilter your conversion column, then sort by CPA, highest to lowest.
6. Pause anything with a low conversion total (1-2) and CPA higher than your target – the conversions they got were probably flukes anyway.

Quick Fix #4: Increase Landing Page Relevance

PPC is all about the flow of information:



You need to include clues (“breadcrumbs”) at each step of the process to show your user that they will eventually find what they are looking for.

Quick Fix #4: Increase Landing Page Relevance

If your landing page isn't relevant to your keywords and ads...

“custom banners”



Custom Vinyl Banners - \$22
www.builddesign.com/CustomBanners
builddesign.com is rated ★★★★★
Leader in Online Custom Banners.
No Art Fees. Design, Proof & Buy!



Search Query

Text Ad

Landing Page

Users might not find what they're looking for, and they won't convert.

Quick Fix #4: Increase Landing Page Relevance

Solution: Landing Page Audit!

- Make sure that each ad group is sending traffic to the *most relevant* landing page for that category.
- Does the keyword(s) you're bidding on appear on the landing page?
- When in doubt, split test by sending traffic from two identical text ads to two different landing pages (one to the old page, one to the supposedly more relevant page) and check conversion rates after 30+ days.



Conclusion

Here's a recap of the techniques we learned today:

1. Set keyword bids to first page
2. Add negative keywords
3. Trim the fat
4. Increase landing page relevance

Each technique should only take about an hour or two to implement, but will give you results that will show a huge impact over the long term.

Q & A

Thanks for listening! Any questions?

Twitter: [@slivengood](https://twitter.com/slivengood)

This presentation will be available for download on <http://ppcwithoutpity.com> today.