

Launching International PPC Accounts

Presented by:

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About Me

- 4+ 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



Launching Internationally

So you want to launch an international PPC account...

Here are a few things to consider:

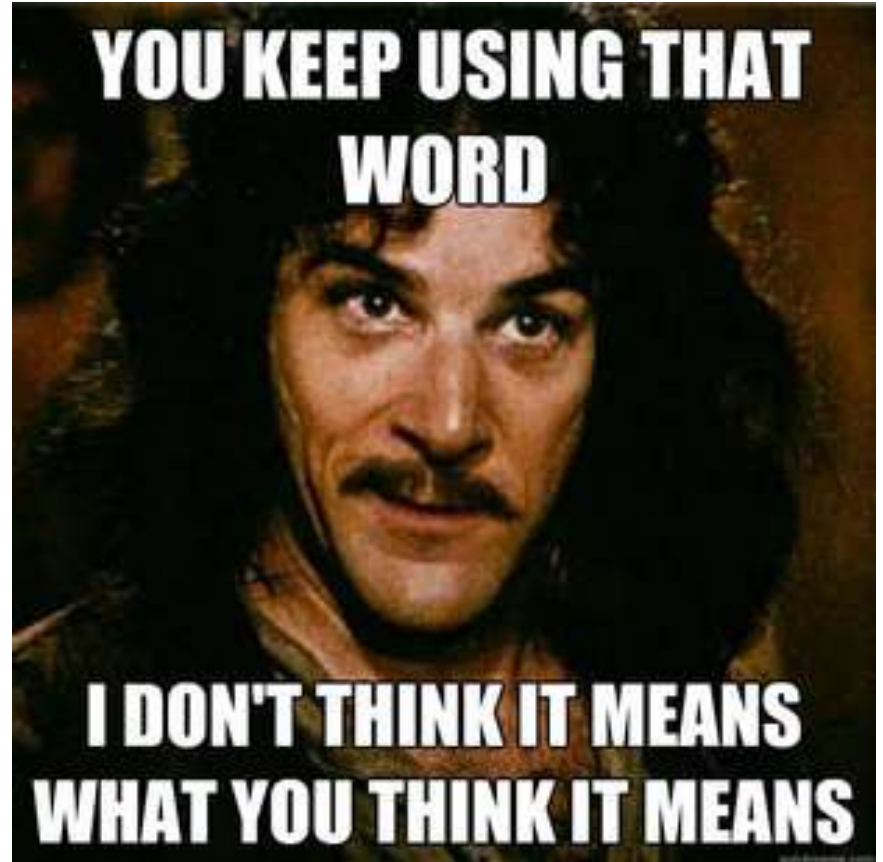
1. **Keywords**
2. **Ads**
3. **Landing pages/conversion process**

So...nothing different from your usual account launch. But, if you're not familiar with the native culture or language, there are a few additional checks you'll have to make at each step.

Keywords

Three Research Strategies

1. Google Images
2. Search Query Reports
3. Native Speakers



Google Images

Use Google image search to get a visual of what foreign terms mean.

Google shawn.livengood@buildasign.com ▾

Search About 409,000 results (0.22 seconds) Safe Search strict ▾


Web
Images
Maps
Videos
News
Shopping
More

Any time
Past 24 hours
Past week
Custom range...

All results
By subject

Any size
Large
Medium
Icon
Larger than...
Exactly...

Any color
Full color
Black and white



Search Queries

Once you have some keyword traffic, you can look at search query reports to find keywords to add and negative keywords.

Example: After our BuildASign.de launch, strange phrases and model numbers started appearing in the search query reports in our Banners campaign. It turns out that there's a popular battery company in Europe called Banner, and our broad and phrase matches were picking up traffic on searches for their batteries.



Ask A Native Speaker

A literal translation won't help you navigate cultural differences in meaning. To do this, you need someone who understands the language and grew up in the culture.

You may have a native speaker in your office already - ask around. If not, you can find freelancers at reasonable rates on sites like Odesk and Elance.

It's better to work through keywords one-on-one via conversation rather than do a bulk upload. You'll learn why keywords aren't relevant, and discover new avenues of meaning to pursue.

US "Shipping" =



UK "Shipping" =



Don't Forget Brand Terms!

Even if you have #1 spots for your brand in US search, don't assume that's the same on other Google sites.

The screenshot shows a Google search for "build a sign". The search bar contains the text "build a sign" and a search button. Below the search bar, it says "Suche" and "Ungefähr 312.000.000 Ergebnisse (0,28 Sekunden)".

On the left side, there are filters for "Alles", "Bilder", "Maps", "Videos", "News", "Shopping", and "Mehr". Below these is a section "In der Nähe von ..." with a "Standort" input field and a "Festlegen" button. Further down is "Das Web" with options for "Seiten auf Deutsch", "Seiten aus Deutschland", "Übersetzte Seiten", and "Mehr Optionen".

The main search results are as follows:

- Anzeige für build a sign** (Why this ad?)
[BuildASign.de - Offizielle BuildASign Webseite](http://www.buildasign.de/)
www.buildasign.de/
Schilder, Banner und Fahnen
- Tip:** Suchen Sie nur nach Ergebnissen auf **Deutsch**. Sie können Ihre Sprache in den [Einstellungen](#) festlegen.
- Free Welcome Home Banners, Welcome Home Signs ... - BuildASign**
www.buildasign.com/Troops - Diese Seite übersetzen
We've given away over 150000 Free Banners and Jumbo Cards. Home ... Create a welcome home banner for your servicemember or just show your support!
- BuildASign**
Careers - Banners - Magnetics - Login - License Plates - ...
- Bumper Stickers**
Customize Your Very Own Bumper Stickers! No setup charges ...
- Banners**
Get Full Color Custom Banners for A Great Price. Upload Designs ...
- Careers**
Check out what job positions BuildASign.com is hiring for on ...
- Street Signs**
Create custom street signs at BuildASign.com! Our online ...
- Political Signs**
Buy Custom Campaign Signs For Your Yard or Lawn with Political ...

Weitere Ergebnisse von buildasign.com »

1) PA: 60 (Progress bar) 143 Lks / 63 RDs | DA: 67 (Progress bar) 214,708 Lks / 1,312 RDs | Explore

Schilder, Werbeschilder, Banner, Plakate | BuildASign.de
www.buildasign.de/
Schilder, Banners, Poster, Fahnen, and mehr mit unserem einfach zu benutzenden Designer in nur 5 Minuten.

2) PA: 35 (Progress bar) 1,004 Lks / 3 RDs | DA: 22 (Progress bar) 1,245 Lks / 3 RDs | Explore

FAQ - BuildASign.de
www.buildasign.de/FAQ/
FAQ. Produkte. Sind auch andere als auf der Website angebotene Größen und Formen erhältlich? Welche Schriftgröße wird auf dem Schild verwendet?

3) PA: 15 (Progress bar) 2 Lks / 1 RDs | DA: 22 (Progress bar) 1,245 Lks / 3 RDs | Explore



Ads

Tailor Your Ad Experience To The Country

- Does this country care about discounts? Free shipping? Good quality?
- Is your price point in line with what your competitors are offering? Currency exchange can make this tough to calculate.
- Review competitor ads to check your offer against theirs.



Ads

Get Native Speakers To Review Your Ads



- Does the ad text sound natural to a native speaker?
- Clunky translation = lower conversion rate

Landing Pages/Conversion Process

- Have a native speaker review your landing page copy (see a theme here?)
 - Would you convert on a page that had poorly-written English (or whatever your native language is)?
 - If you don't get a native sanity check, your website will read like this:

Dear Respected One,
GREETINGS,

Permit me to inform you of my desire of going into business relationship with you. I got your contact from the International web site directory. I prayed over it and selected your name among other names due to it's esteeming nature and the recommendations given to me as a reputable and trust worthy person I can do business with and by the recommendations I must not hesitate to confide in you for this simple and sincere business.



Landing Pages/Conversion Process

- Payment preferences differ by country
 - Example: BuildASign.de launched with credit card payments, and PayPal later. Then, we added Giropay and Maestro (popular online payment methods in Germany) and conversion rate went up.



Landing Pages/Conversion Process

- Concerns about privacy/security vary by country
 - Be sure to abide by local laws (super important)
 - Adapt to the local comfort level regarding privacy (also important)



Key Takeaways

- Use visual tools like Google Images for translation if you don't speak the language
- For translation, Native Speaker > Translation Agency > Google Translate
- Adapt to local customs in your ad text, landing page copy, and conversion process to increase conversion