

# Using Keyword Search Intent To Structure Your PPC Account

A grayscale photograph of a man in a suit sitting at a desk in an office. He is looking down at papers on the desk. The desk is cluttered with various items, including a lamp, a pen holder, and several boxes. In the background, there is a large window with a grid pattern, possibly a window blind or a wall of cubicles.

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# About Me

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- 4+ years of PPC experience at agencies, freelance, and in-house
- MS in Information Studies – University of Texas at Austin
- Currently Online Marketing Manager for BuildASign.com
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# Understanding Search Intent

- In his groundbreaking paper “A Taxonomy Of Web Search,” Andrei Broder outlined three types of search queries:

## Navigational

The intent is to reach a particular site.

Examples:

“facebook”  
“citibank log in”  
“white house web site”

## Informational

The intent is to acquire information assumed to be present on one or more web pages.

Examples:

“signs of pregnancy”  
“austin home prices”  
“lcd tv reviews”

## Transactional

The intent is to perform some web-mediated activity.

Examples:

“get insurance quotes”  
“buy yard signs online”  
“subscribe to new york times”

# Translating Search Intent To PPC

- Each stage of search intent has different implications for traffic volume, purchase intent, and PPC competition.

## Navigational

- Low CPC due to lack of competition
- Low traffic due to specificity of query
- Highly qualified customers
- High conversion rate

## Informational

- High traffic due to broad queries
- Low purchase intent
- Potentially high CPA due to combination of high traffic/low conversion rate

## Transactional

- Highly qualified customers
- High CPC due to increased competition for these customers
- High conversion rate

# Search Intent And Account Structure



Image source: <http://images.google.com/hosted/life/715a23777248246a.html>

You can structure your PPC account to capitalize on the strengths and weaknesses of each type of query.

# Navigational Queries

These are your “brand” campaigns and ad groups. People who use these queries are already familiar with your business and just need that last push to complete the conversion. Your CPCs will be low due to high quality score/low competition, and your conversion rate will be high.

## Keywords to use:

- {brand name}
- {brand name} website
- www {brand name} com
- {brand name} coupons
- {brand name} official site

## Campaign/Ad Group Purpose

- Help users find your site if you lack organic search visibility
- Highlight special offers in your PPC ad
- Distinguish your site from related affiliate sites
- Establish a PPC presence if your competitors bid on your brand name

# Navigational Queries

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## Structure Strategies

- Separate these queries into their own campaign so that when you do analysis, their low CPA will not skew your actual CPA down.
- You can afford a low bid with these (\$1 or less), but don't go too low – you may be going up against competitors bidding on your brand terms
- Segment your brand campaign into ad groups of intent, with specialized landing pages. For example, the query “build a sign” goes to <http://www.buidesign.com/>, “build a sign jobs” goes to <http://www.buidesign.com/careers>, and “build a sign promo codes” goes to <http://www.buidesign.com/Coupon-Codes>.

# Informational Queries

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Users of these queries are in an information-gathering mode. They're not looking to convert right now. However, it is important to reach searchers at this stage so that they will be aware of your brand when they are ready to convert.

## Keywords to use:

- {keyword} prices
- {keyword} reviews
- {keyword} companies
- {keyword} examples
- {keyword} services
- How to {keyword}

## Campaign/Ad Group Purpose

- Build brand awareness for people who are not familiar your company
- Meet an information need outlined by the user
- Provide an assist for a conversion that will occur later, possibly on a transactional keyword



# Informational Queries

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## Structure Strategies

- Be careful with bids. You want to appear high enough in the SERPs to get adequate visibility, but since these searchers are less likely to convert a high bid could drive your CPA up.
- Make sure your landing page contains the information that these users are searching for.
- If you meet the user's information need, you have an opportunity to build trust with the searcher and expose them to your branding. This will make them more likely to convert if they come across your brand in future searches.
- Use negative keywords intelligently to filter out unqualified traffic.

# Transactional Queries

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People who use these queries are ready to take action. They want to make a purchase, submit a lead form, or complete some other web-mediated action. If you can offer a better deal than your competitors, you can get a conversion from these folks.

## Keywords to use:

- Buy {keyword}
- {keyword} quotes
- {keyword} for sale
- {specific product ID}

## Campaign/Ad Group Purpose

- Capture traffic from people who are ready to complete a transaction
- Offer up your best deal to highly-qualified consumers
- Convert at a high rate and offer a good ROAS

# Transactional Queries

## Structure Strategies

- Competition will be fierce for these highly-qualified customers, so set your bids to the highest level your profit margins will allow.
- Do some competitive analysis on what your competitor's offers are. Make sure you beat this offer in your text/image ads.
- Create a sense of urgency (i.e. "limited time offer!") in your ads and on your landing pages to give these customers that last extra push.



# Recap

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You can structure your account into separate campaigns and ad groups of the following categories:

- Branding
- Research
- Transaction

Tailor your user experience depending on the category your user's query fits into. If you meet the right information need at the right time, you can maximize your overall PPC conversion rate and return on ad spend.

# Q & A

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Thanks for listening! Any questions?

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# References

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Web. 2 Mar. 2012. <<http://www.sigir.org/forum/F2002/broder.pdf>>.