



## ***Critical Components To A Successful PPC Campaign***

### **PPC COMPASS**

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## **Introduction**

When it comes to creating powerful and effective PPC Campaigns, there are many different factors to consider.

From developing targeted landing pages, to constructing keyword-driven advertisements that truly communicate with your target market and motivate them to take action, you need to focus on every element of your PPC campaign in order to create the most responsive, targeted and effective ads possible.

This free report offers a quick snapshot of just some of the important components in creating a successful PPC advertisement.

Let's begin.

## **Targeting Your Advertisements**

There are different ways that you can structure your advertisements, with the most common being “placement targeting”.

With placement targeting, you are able to choose an exact site that you want your ad to appear on, which means that you want to make sure that you thoroughly evaluate potential websites so that you can ensure they offer highly targeted pages, focusing on your niche market.

Rather than targeting your ad to appear anywhere on a certain site, you target the most drilled-down, focused pages from several sites, all highly relevant to your keyword phrase.

This allows you to receive approximately the same number of clicks as you would have, but for far less impressions.

This means that your CTR would soar and, since you are paying per 1,000 impressions, it keeps the price that you pay for each click incredibly low.

## **Conducting Keyword Research**

Keywords power your PPC advertisements. They are the "engine" that triggers your ads to appear based on user searches; therefore it's crucial that you choose your keywords carefully.

If Google does not view your ads as being relevant, your ads will not show up in searches and will not be seen by Google's users.

Your keywords, ad groups and landing pages should all make use of relevant keywords and build upon one another, helping to power your PPC advertisements.

It's vital that you include only RELEVANT, TARGETED keywords into your PPC campaigns. One of the biggest mistakes that new PPC marketers make is in 'mass assigning' keywords to their PPC campaigns.

They believe that if they simply throw in a ton of keywords, they'll gain a higher level of exposure. In truth, using irrelevant keywords will not help your campaigns at all, and in fact, will actually work against you!

So, the more focused your Google AdWords campaign is, the better. Concentrate on relevant, high converting keywords and your campaign will be more successful terms of how often it is appears, number of clicks, and the cost-effectiveness of your ads.

## **Write Compelling Ad Copy**

Let's take a look at the different components of a PPC advertisement:

### **Your Ads Headline:**

This is the first thing readers will notice about your ad. Much like a headline in a newspaper, magazine or a web site, it needs to grab the reader's attention. The challenge is doing so within the 25-character limitation.

When you are first getting started in PPC, keep your headlines as simple as possible. Straight-forward, to-the-point, simple headlines will often get better results than a headline that tries too hard. The key is to allow your reader to immediately comprehend what your ad offers.

### **Ad Description (body):**

Google AdWords only gives you two lines of up to 35 characters each, so you need to make the most of this valuable piece of real estate.

What is the job of our ad copy? It can mention the benefits of your product or service. It can provide a reason for your readers to click and see what your web site has to offer. The more compelling the copy in the ad, the better your chance of success.

Take a look at your primary keywords for this ad campaign. Focus on those keywords and you will begin to see your ad copy take shape.

Play around with your call to action. People need to be shown the next step, so give it some thought before you include your call to action. What would you like for the customer to do next? Call now? Click here? Buy?

Your ads CTR will depend not only on the writing style, but also on the audience you target, the product itself, and the density of the search term within your ad.

Use action words when possible within your ad copy such as “Breakthrough”, “Advanced”, “Powerful”, “Compelling”, “New”, “Exclusive” etc.

### **Display URL**

Your web site address will go here. It is best to use your real URL here (the home page of your site), rather than a URL that goes to a specific page within your site.

### **Destination URL**

When someone clicks on your ad, where will they go? This is the URL that should be entered for your destination URL. You may not want to send the visitor to your home page. It may be best for them to go to a specific landing page or mini-site, and that’s okay!

## **Set Up Tailor Made Landing Pages**

It's important to create highly targeted landing pages for each of your PPC campaigns.

Rather than directing visitors to your 'money page', you can capture leads by funneling traffic to a landing page instead. That way, you aren't forcing a visitor into making the decision to purchase or leave your site, but instead, can follow up with them at a later time.

It's been said that the average buyer has to see the same message 3 times or more before responding to it, and so by directing traffic to a landing page that features a subscription form (opt-in box), you can build a targeted mailing list of prospects, rather than losing the majority of your traffic who just might not be ready to buy.

Before you create your landing page, you need to really understand what your average customer is interested in, so that you can create highly tailored pages that truly communicate with them.

Your landing page is your opportunity to speak directly to your target audience, and remember, since you only have a few seconds to capture their attention, you want to make sure that you do your best to reach out to them, and lure them in with a strong headline, captivating landing page copy, and a clear list of benefits.

## Split Test Your Advertisements

When split testing, start with **only one element at a time**.

For example, if you change the headline on your ad, you want to make sure that everything else is left un-touched while you test the headline long enough to determine whether it needs to be improved. Then, you change another element and re-test and so on.

If you change different elements at once, you won't be able to determine what change resulted in the increased conversion rates.

Since you are split testing various advertisements, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your ad such as the body text or the destination URL.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

You also want to split test your landing pages as well.

Regardless how well you design your site, or how thoroughly you analyze each section of your landing page, there is no way that you will be able to accurately



predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts**.

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

***You can sign up for a free account at:***

<http://www.google.com/analytics/>

You will need to add a snippet of code to your page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking your visitors and traffic.

Looking for a Complete Guide to building powerful PPC campaigns, while *lowering your marketing costs*?

