

HOW TO DO PAY PER CLICK YOURSELF

And not waste your money!



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If you've tried to go your own way (♪ you can *go your own way-ay-ay* ♪) with pay per click and ended up thinking something like, "Well, this sucks," or, "Man, what a waste of money," well...

You're not alone.

Pay per click is hard, even for dedicated professionals. Nevermind if you're a business owner also running a business, or a marketing director also managing several other campaigns and tasks! But there are steps you can take to make it less hard and WAY more effective. Specifically, there are 5 steps, but **first we need to talk about two things: Quality Score and Cost Per Click**, because they are the foundation of a good PPC campaign.

Your Quality Score is a major factor in the ranking Google gives your ads (your bid being the other factor). This ranking reflects how well *they* think your ad will meet the needs of searchers. If they think your ad is very relevant and sends people to a website with solid information, up goes the quality score. If they think your ad doesn't make sense or leads to a website that isn't useful, your quality score goes down the drain. Your **quality score directly impacts how high your ads show up on Google and how much you pay per click**, so you want a good one.

Cost Per Click (CPC) is exactly what it sounds like – the average amount you pay for each click that you get. The lower your cost per click, the higher your return on investment. Capeesh?

So. **You want a high quality score and a low Cost Per Click (CPC).** But how is this accomplished?

1) Whip Your Keywords into Shape!

Creating a successful PPC campaign takes organization and dedication. There are a lot of factors that go into how you display your ads to your prospects. In order to get the best results out of this form of marketing, you have to be diligent in the organization and planning of your ads and their keywords. Here's what you do...

Divide your best keywords into neat little sections called “ad groups.” Ad groups are subsections of a campaign that allow you to assign specific ads to specific keywords. By separating your keywords into niche ad groups you can assign more relevant ads to those particular keywords, improving your quality score and CPC.

For example, a landscaping company would want to create separate ad groups for keywords like “lawn care” and “lawn mowing.” Those ad group would look like this...

Ad Group:	Keywords:	Ad:
Lawn Care	Lawn care Lawn care service Lawn care Atlanta Professional lawn care	Professional Lawn Care www.AtlantaLawnCompany.com Have The Best Lawn On The Block! Call For A Free Quote & Evaluation

Ad Group:	Keywords:	Ad:
Lawn Mowing	Lawn mowing Lawn mowing service Lawn mowing Atlanta Professional lawn mowing	Professional Lawn Mowing www.AtlantaLawnCompany.com Have The Best Lawn On The Block! Call For A Free Quote & Evaluation

Here's the end-goal of organizing your campaigns into ad groups:

- You increase your relevance to prospects (with ads that more closely match their search)
- You increase your click-through rate (because people are more likely to click on an ad that addresses their specific need)
- You increase your Quality Score (increasing your average position and decreasing your Cost Per Click)

Plus, when your campaigns are organized, they are easier to manage. You can optimize each criteria based on how well it's performing.

2) Make Consistency Your Favorite

If there is one sure-fire thing you can do to increase your chances of turning prospects into customers while improving your Quality Score at the same time, this is it: **Make sure the message of your ads are consistent with the message of your landing page** (the webpage you send prospects to).

When a prospect clicks on an ad and arrives at a landing page that is inconsistent with the ad, a few things can happen:

1. They think they have been directed to the wrong page, and leave without looking around.
2. They think they have been duped by the ad, and leave immediately with less trust in your company.
3. They think your company is disorganized, and are less likely to convert even if they are interested in what your landing page shows them.

Do you want any of those things? Of course not.

What you want is a seamless process from the ad all the way to the sale. Each step should keep the prospect engaged and draw them closer to your company. You can do this with consistency between your ad copy and your landing page copy. The message of your landing page should also be a continuation or fulfillment of your ad (i.e. if your ad promises a special offer or discount, your landing page should show how to redeem that special offer).

When your PPC is consistent, you:

Appear professional and on the ball

Reduce friction all the way through the sales process

Build credibility by delivering on the claim made in the ad

3) Use Big Ol' Phone Numbers

This is great for a maddeningly simple reason: lots of prospects still call businesses for more information about products or services. Really. They still do. And you can accommodate these prospects by making your phone number clearly visible on your page in a large font.

4) Use the Display Hours Option

If leads call your business, you want to optimize your ads based on the time of day. There is an option in AdWords that lets you customize your PPC campaigns to only display ads during the hours that your office (or call center) is open. And since call-in leads more valuable than online leads for most businesses, presenting your ads only when people can actually call you is the way to go.

5) Ride Ad Extensions to Victory

In PPC text ads, you have a very limited amount of space to communicate your message. You really don't have any characters to spare. That's why Google offers ad extensions. There are 4 extensions that we recommend to boost the content in your ad without using up limited characters. And yes, these babies can be stacked! Check them out:

1. Location Extension

If you have a brick and mortar location for your company, you can use the Location Extension to show prospects where to find you. This extension is clickable to present your address using Google Maps, and looks like this...

Amherst Ice Cream Parlour

Ad www.example.com

(413) 123-4567

Our specialty is pistachio.

English majors, buy 1 get 1 free.

 [100 Dardanelles Rd, Amherst MA](#)

2. Sitelink Extension

The sitelink extension allows you to feature multiple pages from your website, so you can give the prospect a range of pages to choose from. When you feature more pages, you increase the chance of the prospect seeing the very page they need. Here's an ad using the sitelink extension...

Walter's Bakery for Dogs

Ad www.example.com

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

- [Hours](#)
- [Specials](#)

3. Phone Number Extension

Putting your number in the design of the ad is great, but if you want prospects to call you, the Call Extension is the way to go. Prospects searching on a mobile device (and 50% of searches for products and services are made on a mobile device) will see a “click-to-call” number under your ad. The prospect can simply click the number to call you. Here's an ad with the phone number extension...



4. Callout Extensions

Callout Extensions are much like bullet points that you can add below your ads. They allow you to include extra data, increasing the real estate and relevance of your ads.

Acme Electronics

Ad www.example.com

Shop ACME Electronics for laptops, smartphones, video games and more!

Free shipping • 24-7 customer service • Price matching

Now for the kicker: **Google reports that using ad extensions can increase clickthrough rate by 30% on average.**¹ That is – in a word – desirable.

That's it, kids. Time to do this thing, and do it well!

1. Read More at <http://www.seomoz.org/ugc/6-ways-google-ad-extensions-can-improve-your-adwords-campaign>

Action Steps

Check your keywords and ad groups. Are they specialized and highly targeted to specific prospect groups, or more general advertisements?

Assess your landing pages. Do they seem like an extension of your ad, or do they seem disconnected from the ad in their appearance or content?

Take a look at your business. Decide whether phone calls are a necessary part of your lead generation. If they are, go to your campaign's settings and adjust the display hours to only feature ads when you are in the office.

Check to see if your ad designs have your phone number on them to generate phone responses.

Look into ad extensions. Which ones could work for your business? They are proven to make a big impact for generating clicks.

If you read through this and your face is still like @_@, we can help. Give us a call at **1-800-628-1804 to talk with an expert about our PPC marketing services.**