Search Engine Marketing

Pay Per Click

SEARCH ENGINE
MARKETING
FUNDAMENTALS

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Search Engine Marketing: Search Engine Marketing Fundamentals

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Introduction

1. Introduction

Having a website has become one of the most important ways to successfully present your company and to reach customers who are most likely to use the internet to find information about a certain product and ultimately buy it. Nonetheless, creating a website is the easier part, as your website must appear at the top of search results in order for users to be able to find you (not including the searches when a user types the name of your company, when you are most likely to appear first).

When users look up a word or phrase using the search engines, they get a displayed list of search results. They go through this list and try to find the result they need, the result that is actually related to the word or phrase that has been used in the search query. However, based on the researches, more than half of users will only scan through the first couple of results, and they are most likely to click on the first one. This is the reason why being positioned at the top of the search result page is an important goal if you want to reach the users.

The discipline that explores different strategies in order to help you get better positioning in the search engines, and thus promote your business online, is called search engine marketing.

Definition of SEM

Search engine marketing, or to use a shorter phrase, search marketing, is defined as a series of actions that are aimed at increasing visibility of a website in the search engines through both paid and free processes. The main goal of these processes is to increase the visibility of a website and gain traffic, in order to increase sales and conversions. Search engine marketing should be an inseparable segment of the marketing department in a company, as it can significantly promote a company, as well as collect relevant data about the customers, which helps with market analysis.

As such, search engine marketing requires a comprehensive strategy which will include the goals, as well as planned actions that should be conducted in the purpose of achieving those goals. The actions in the process of realization of the strategy will differ, depending on the type of search marketing that is used.

Besides different strategies involved, various tools are used in the purpose of analyzing the performance of the website and the efficiency of the strategy that is being implemented. Tools are required with both free and paid search marketing, as they enable realization of different sets of actions that will help with realization of the goals.

The goal of this e-book is to explain the importance of search marketing, as well as the main strategies and tools that will help with ranking higher in the search engines.

The SEM terminology

Before we continue with the topic, it is essential that you understand some basic terms that are used in search engine marketing.

SEM – Search engine marketing represents a part of the internet marketing which uses search engines result pages to promote a website, using both organic and paid reach.

SEO – Search engine optimizations a process of improving visibility of a website in the search engine result pages through organic reach.

PPC – Pay per click is the part of paid reach in the search engine marketing where you need to pay each time someone clicks on your ad.

CPC – Cost per click is the amount of money you pay for one click on your ad, which is specified in the advertising campaign settings.

CPM – Cost per mile represents cost per thousand impressions. It is one of the advertising payment plans, where you pay the price per thousands views.

Search query or keyword query is the word or phrase that the users type into the search engines in order to find more information about that specific topic.

SERP – Search engine result page is the list of results displayed by the search engines as the response to the search query.

ROI – Return on investment is a ratio used to help calculate profitability. ROI compares investment and results in order to determine benefits from the marketing campaign.

Conversion usually means converting a website visitor to customer, but occasionally, websites may use metrics other than sale as conversion, such as sign up for a newsletter, visiting a certain page, etc.

Landing page, also called lead capture page, is a page which appears after the user has clicked on the link displayed in the search engine result page, regardless of that being organic listing or paid ad.

SEO vs. PPC

SEO (Search engine optimization) and PPC (Pay per click) are the two types of search engine marketing. These two represent two different approaches which both have the same goal, how to increase the position, i.e. visibility of a website in the search engines. The main difference between SEO and PPC is the type of reach you want to achieve.

SEO

Search engine optimization increases so called organic reach. This means that working on search engine optimization you try to increase the number of users who will find your website "naturally", through the search engine.

The main goal with search engine optimization is to use a set of strategies and tools, while following the best practices and recommendations, in the purpose of improving the position of the website in relation to specific keywords or keyword phrases. It is essential for these keywords to be related to your business, so the selection of keywords is one of the first tasks in the process of search engine optimization. In this case, your goal is to increase the position of your website in the search results, which is based on the keywords you suppose the users would search for.

For example, if you specialize in renting bikes in Paris, you want to be ranked as higher as possible when someone uses a search engine to look for a bike to rent in Paris. Have in mind that organic results are displayed below the paid results in the SERP.

Search engine optimization is a comprehensive process that requires a lot of work which will pay off in the increased visibility of your website in the search engine result pages. This process is also considered to be long-term, since the benefits of the website optimization are long-lasting as opposed to paid reach.

White hat Vs. Black hat

When it comes to SEO, it is important to differentiate between the so-called white hat and the black hat SEO. White hat SEO uses the best practices and recommendations for conducting an optimization of a website. It includes actions recommended by the search engines as things out of which your website can benefit, and that is why you should apply those practices.

Webmaster guidelines represent the best practices that help search engines to find, index and rank a website. The guidelines are comprised of three major sets of guidelines, which include:

- Design and content guidelines
- Technical guidelines
- Quality guidelines

Black hat SEO includes the practices that are designed for the purpose of misguiding and manipulating search engines' algorithms, in order to increase positioning. Black hat SEO uses the practices that are not recommended by the search engines, which is why they could have negative effect on your website, and they may even result in penalization by the search engines.

Penalty represents a negative impact on a website's ranking. Search engines strive to provide quality users experience and they try to find spam through algorithm updates and manual actions. Penalty can result in the drop of rankings, decrease in traffic, conversions, etc. Occasionally, the website might not even be displayed in the search result page.

Some of the reasons for penalties include:

- Not following search engine guidelines
- Hacked website
- Spammy structured markup
- Hidden text
- Keyword stuffing
- Cloaking
- Unnatural links to or from your website

Even though search engine optimization is often referred to as free search engine marketing, it does require a lot of time from your part or even hiring an expert to help you with some of the tasks. Therefore, saying that SEO is free is not entirely true. SEO also requires a certain period of time to optimize a website and then to get indexed by search engines, which will prolong the time necessary for you to get ranked, while paid reach will help you with this task much faster.

PPC

PPC, on the other hand, uses paid reach to help you reach online customers. Although paid search marketing is most often referred to as PPC (pay per click), it actually includes other types of paid marketing, such as CPC (cost per click) and CPM (cost per thousand impressions).

Paid search engine marketing requires paying for ads that will be displayed in the search engines. In this case, there is no need to look for the ways to improve the position of your website organically, but instead, all you have to do is to set up a campaign through an advertising program. This way, your website will be displayed as the paid result every time a

user searches for a certain keyword that is related to the keywords you have provided when creating a campaign.

For example, if a user looks for bike rentals in Paris, the paid results will appear above all other results. Since these results are ranked at the top of the search results, this increases the chances for users to find your website. Paid results are displayed above the organic results, on the right side in the search result page, and they can also be displayed at the bottom of the search result page.

You can also compare the reach between several search engines. For example, we can use the same keyword phrase ("bike rentals in Paris") in three search engines.

Google search engine

Bing search engine

Yahoo! search engine

As you can see, both Google and Yahoo! show paid search results at the top of the search result page, which are then followed by organic reach. On the other hand, Bing shows no paid results for this particular search query.

Comparing the results in several search engines can help you find out how your website is ranked in different search engines, as well as which websites are shown as paid results for the keywords that are relevant to your website.

Changes on the internet

You should have in mind that situation on the internet changes constantly. There are numerous websites being created every day, and people are starting to use search engine marketing to compete on the internet. At the same time, there are those who give up or turn to different projects instead. This is why it is essential to monitor the situation on the internet, to monitor your competitors and to stay up to date with recommendations and best practices that can help you increase the visibility of your website.

Regardless the type of search engine marketing you decide to use, you need to monitor your work and the performance of your efforts in order to evaluate the efficiency of SEM. With paid search engine marketing you will be able to monitor the performance of the campaign through the advertising program used to create the campaign, while with SEO you will need to use external tools for monitoring the performance of the website and organic reach.

No matter how situation develops in the future and regardless how search engine algorithms change, the fact remains that websites will be competing with one another for the top position in the search engine result pages. The tools and the best practices might be changing, as they have been over the years, but search engine marketing remains a part of marketing, a part of the activity that will certainly help you promote your business.

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Search Engines and Marketing

2. Search Engines and Marketing

Search engine is a program that searches the specific item in its own database, in order to present the results that match the query the user is interested in. Search engine database consists of the web pages that are indexed by that search engine. Internet users conduct a search by typing a certain word or phrase in the search engine.

The goal of search engine marketing is to organize advertising activity through the use of search engines. Whether you are using paid marketing or search engine optimization, the idea is to affect the search engines in such a way so that they display your website at the top of the search results. Search engine marketing is a crucial part of internet marketing that deals with creating a successful strategy of improving the position of the website in the search engines.

About search engines

Search engines use their own algorithm to find the results that match the query inside their own database. Different criteria are being taken into account when determining the list of most relevant results, such as keywords, meta tags, influence, etc.

The term search engine is often used to describe the programs such as Google, Bing or Yahoo! These are also the most used search engines, with Google being the most used of them all. When users want to find something online, they usually use one of the search engines to do so.

Since search engines use multiple metrics in their algorithms, which serve to determine the relevance of a website to the specific search query, search engine marketing has various different aspects to help search engines include your website in the SERP.

In one of the following chapters we will address the process of indexing a website and explain how the search engines recognize your website and match it to a particular search query.

Search engine market share

There have been a lot of studies and surveys conducted in order to determine the search engine market share, and the exact figures vary in different reports. However, what they all have in common is the Google's supremacy over any other search engine. According to the comScore results for August, 2014, approximately 67% of searches are conducted through Google search engine. Bing's share in the total number of searches is approximately 19%, while Yahoo! searches represent 10% of the total number.

comScore Explicit Core Search Share Report*
August 2014 vs. July 2014
Total U.S. – Home & Work Locations
Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		
	Jul-14	Aug-14	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	67.4%	67.3%	-0.1
Microsoft Sites	19.3%	19.4%	0.1
Yahoo Sites	10.0%	10.0%	0.0
Ask Network	2.0%	2.0%	0.0
AOL, Inc.	1.3%	1.3%	0.0

Other search engines have a minor share in global searches, including Ask Network with approximately 2% of market share and AOL, Inc. with approximately 1.3% of market share, based on the same report.

Besides desktop searches, Google, Yahoo! and Bing also make up the mobile search market share. However, Google's market share on mobile devices is over 80%, followed by Yahoo! with approximately 10% and Bing with approximately 6% of the market share.

You should also have in mind the geographical distribution of market share, as the usage of search engines vary in different parts of the world. While Google takes up the largest part of search engine market share in the USA, Baidu takes up over 60% market share in China, where Google falls behind with less than 5%.

As of December 2014, Mozilla's default search engine in the United States will be Yahoo! which might affect the search engine market share in the following period.
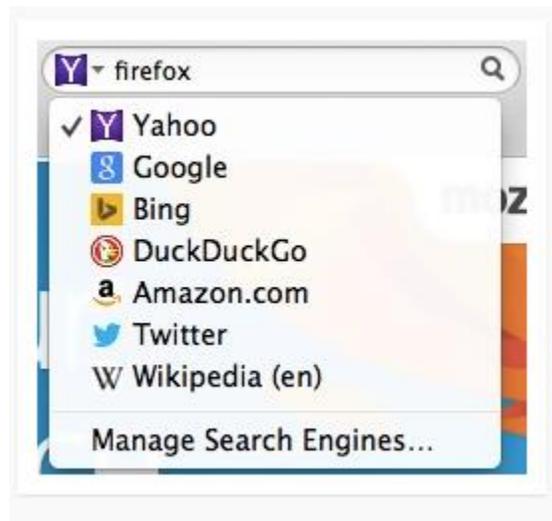
The reason why you have to understand the percentage of the market share of each search engine is the fact that search engine marketing is based on the usage of certain search engines in the purpose of reaching users.

Major search engines have their own help centers to provide additional information about its search engine algorithm and best practices you should use in order to help you increase the visibility of your website.

Besides industry reports, what you need to consider is your own statistics that are available inside your Google Analytics account. Here is how and where you can see the percentage of visits you get from each search engine. This ultimately means that you should focus your efforts on a certain search engine in particular, in terms of developing search engine optimization strategy or running a paid advertising campaign.

Search engine advertising

Each search engine has its own program for advertising, which usually includes campaign manager through which the advertising is being set up. When you explore your options, and choose one of the search engines you want to use for advertising, you should visit the website and learn how to do so. You will usually be required to create an account, which will enable you to access the campaign manager for creating and publishing search engine ads.

Google AdWords

Google enables search engine advertising through Google AdWords platform. You will have to create a Google account first, and then visit the website to sign up for Google AdWords. Since

Google is the number one search engine, processing over 3.5 billion searches a day, it is natural that its advertising program is the most popular one when it comes to search engine advertising.

Bing Ads

Since 2009, all of the Yahoo! searches are conducted through Microsoft's search engine Bing. The advertising opportunity now enables marketers to take advantage of both of these platforms for organizing a search engine marketing campaign. Bing / Yahoo! network now provides joint advertising option. With up to 30% of searches being conducted through these two search engines, depending on the region, Bing Ads represents an important source for search engine advertising.

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Google AdWords

3. Google AdWords

Google AdWords is an online advertising program offered by Google which allows advertising through Google's search engine. The program was introduced in the year 2000, and it has become the main source of revenue for this company.

Specially designed to determine the relevance of search query in relation to the possible ad, this program places the ads on the search result page. The ad can be placed at the top or at the bottom of the page, as well as on the right side of the search result page. The ordering of the paid ads is determined by AdWords program, based on the relevance, keywords matching as well as based on the budget of the campaign.

Google AdWords allows pay per click (PPC) advertising, i.e. cost per click (CPC), as well as cost per thousand impressions, also called cost per mile (CPM). Google AdWords program also offers site-targeted advertising, which includes text, banners and rich-media ads, and remarketing.

The great potential of Google AdWords program is that you can reach a large number of online users, due to the large number of searches conducted on Google every day. However, the program itself offers several possibilities for advertising, which are suitable for different types of campaigns, which is why you should understand how Google advertising works before you are ready to create a campaign and run ads.

Google Search, Google Partners and Google Display Network

Apart from the ads displayed in the search results, the AdWords program offers advertising with Google Search Partners and Google Display Networks, which will allow you to expand the reach of your ads. This way, you maximize the chances of reaching users by taking advantage of different platforms that are available as a part of Google AdWords. Choosing the network where you will run your ads depends on both your business and the type of campaign you want to create, as each network has its own distinctive features and it is better than some other in achieving certain goals.

Google Search advertising

The main type of advertising associated with Google AdWords is search engine advertising. When a user types a certain phrase in the Google search bar, the user is displayed a list of search results, together with the ads that are in relation to that phrase. This is Google Search advertising.

Google Partners

However, besides this type of advertising, Google offers advertising through Google Partners. Google Partners are the websites that use Google search engine on their website, so they present both organic and paid results on their website. This means that you can expand the reach of your campaign that is being run through Google AdWords. Probably the most famous Google partner is AOL.com, but there are a lot of smaller companies that use Google search on their websites.

When you create a campaign through Google AdWords, you are automatically opted in for Google Search Partners, and you can track the conversions from your account. If you notice that Google Partners are not providing enough conversions, and thus they might be wasting your budget, you can always opt out. You should have in mind that it is not possible to separately optimize the campaign for Google Partners, but instead, the campaign that is optimized for Google Search is the same one used in Google Partners advertising.

Google Display Network

The third part of Google advertising is called Google Display Network, and it represents advertising with banners through the websites that use Google AdSense. Google AdSense provides websites possibility to create a space on the website where Google ads will be displayed, next to the content of the website. So when a user visits a website, an ad is displayed in the place assigned by the website's owner.

While it is possible to create a unique campaign for Google Search and Google Display Networks, these two require different optimization elements, which is why it is recommended that you set up different campaigns for these two types of advertising. When creating a campaign with Google AdWords you will have the option to opt in for both of these, and while it seems easier to use the same campaign for both networks, you should have in mind that these networks require different approaches. So if you want to optimize your campaigns and maximize the effect of each campaign, you should customize campaigns for two networks separately.

There are several differences when it comes to choosing on which network to advertise, and those are primarily based on the place where your ad will appear.

	Search Network only	Display Network only	Search Network with Display Select (Recommended for newer advertisers)
Where your ads appear	Ads can show next to search results throughout Google's **Search Network**, which includes: • Google Search • Shopping • Google Maps • Groups • Non-Google search sites (like AOL) that partner with Google to show search ads, called **search partners**. This option is selected by default, but you can deselect it in your campaign settings.	Ads can show throughout Google's **Display Network**, made up of more than a million different possible placements, including: • Websites that show relevant Google ads • Videos • Apps • Gmail • YouTube • Blogger • Google Finance • Google Maps	Ads can show with: • Search results on the **Search Network** • Relevant placements within the **Display Network**, including: ○ Websites that show relevant Google ads ○ Videos ○ Apps ○ Gmail ○ YouTube ○ Blogger ○ Google Finance ○ Google Maps

Search Network including Search Partners tries to match search query with the relevant ads. The type of ads available with this type of advertising is in the form of text ads. This type of campaign is recommended for the cases where you want your ad to appear in the search results only, when users look for a term that is related to your business.

With Google Display Network, ads are being matched with the content of the website. Targeting options with this campaign allow you to target specific demographic group, pages about specific topics where you want your ad to appear, etc. The formats of the ads that are available with Display Network include: text, image, rich media, and video ads. This type of advertising is recommended for advertisers with more experience in using AdWord program, as well as in case you want to increase interest of the online users and improve the position of you brand. Therefore, product placement is a type of campaign that would benefit from Display Network.

Choosing all options for advertising, Google Search (including Search Partners) and Display Network,is usually advised to beginners, who are not completely aware how and if they would benefit from a certain type of advertising. This allows you to completely maximize the reach of your campaign and target both the users who use online search tool, as well as those users who are just browsing the internet and visiting different websites. If you choose both options, the budget is being distributed across both networks. You can use text, image, rich media, and video ads.

Campaign subtypes

When creating a campaign you will also have to choose between different subtypes of the campaign. Have in mind that Google Search and Google Search with Display Network have two subtypes, including "Standard" and "All features", while Display Network only campaign has only "All features" subtype.

Standard subtype is an option that is more suitable for beginners as it shows less options and settings. This subtype of the campaign includes basic location targeting, basic bidding and budget settings, location targeting, and common ad extensions.

On the other hand, if you want to completely customize the campaign and to be able to choose more advanced options and campaign settings, you should choose "All features" campaign subtype. With this option you get access to advanced social and experimental settings, ad scheduling and ad delivery methods, advanced location options, advanced keyword matching, etc.

Specialized campaign types

There are additional campaign subtypes, that are used for a specific purpose and they are called specialized campaign types.

- Dynamic Search Ads – Available with Search Network only, this type of advertising uses your website content, instead of keyword to target the ads. These ads are displayed as text ads with headline, content and landing page chosen dynamically from your website.

- Mobile apps – This type of campaign is available with Display Network only and it allows displaying images and text ads in mobile applications.

- Remarketing – If you want to show your ads, in the form of text, images or video, to the people who have already visited your website, you should use remarketing

subtype of the campaign, which is available in Display Network only. Using this type of advertising you basically show your ads to the people who have already visited your website in the purpose of increasing the influence of your brand.

- Engagement – Allowing interactive, rich media ad formats, this type of campaign is shown with Display Network only campaign. It is useful if you want to use different media formats to promote your brand, instead of text ads.

While it is possible to switch between some campaign types, you should have in mind that this will affect certain features and settings, as some of the features might no longer be available when you switch to a different type. This might also affect the performance of the campaign. However, only some of the changes are allowed between different campaign types.

Change in campaign type	Allowed
"Display Network only" to "Search Network with Display Select"	❌ Not allowed
"Display Network only" to "Search Network only"	❌ Not allowed
"Search Network only" to "Search Network with Display Select"	✔️ Allowed
"Search Network only" to "Display Network only"	❌ Not allowed
"Search Network with Display Select" to "Search Network only"	✔️ Allowed
"Search Network with Display Select" to "Display Network only"	❌ Not allowed

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Google AdWords Account

4. Google AdWords Account

The first thing you need to do, in order to start using Google advertising program, is to create a Google AdWords account. Visit the website: https://www.google.com/adwords/ to do so.
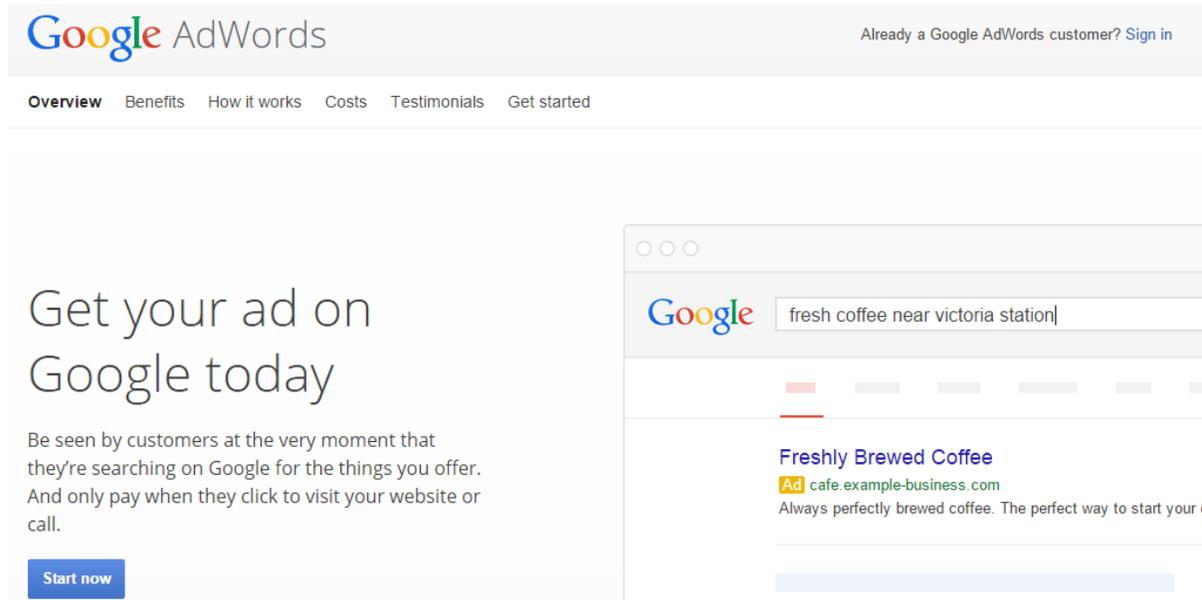
If you do not have a Google account, you will have to create one and log in, in order to proceed. On the other hand, if you have a Google account, make sure you are logged in and click on "Sign in" at the top right corner of the page. You will be asked to confirm your password, and after that you will be redirected to your Google AdWords account.

The account contains several tabs that allow you to create and monitor campaigns through this advertising program. We shall start with the home tab of the account. This is where you can see the details related to all of the campaigns you are running. You can monitor clicks, impressions and budget, you can analyze performance graphs and compare different metrics, such as clicks vs. impressions, CTR vs. costs, etc. This is basically the overview of the account activity.

The second tab of the Google AdWords account provides details about the campaigns you are running, which is why you will use this tab to monitor the AdWords campaigns. Besides the detailed information about the campaign, in terms of clicks, CTR, costs, etc. this part of the account allows you to access the settings, ad groups, keywords, etc. Use the menu on the left to see the data about the specific campaign. You can also monitor campaigns by selecting a specific time period, such as last week, last month, or you can even select a custom time period.

Campaign tab of the Google AdWords account is usually set as default page, meaning that this is the page you will see every time you log in to the account, unless you choose otherwise.
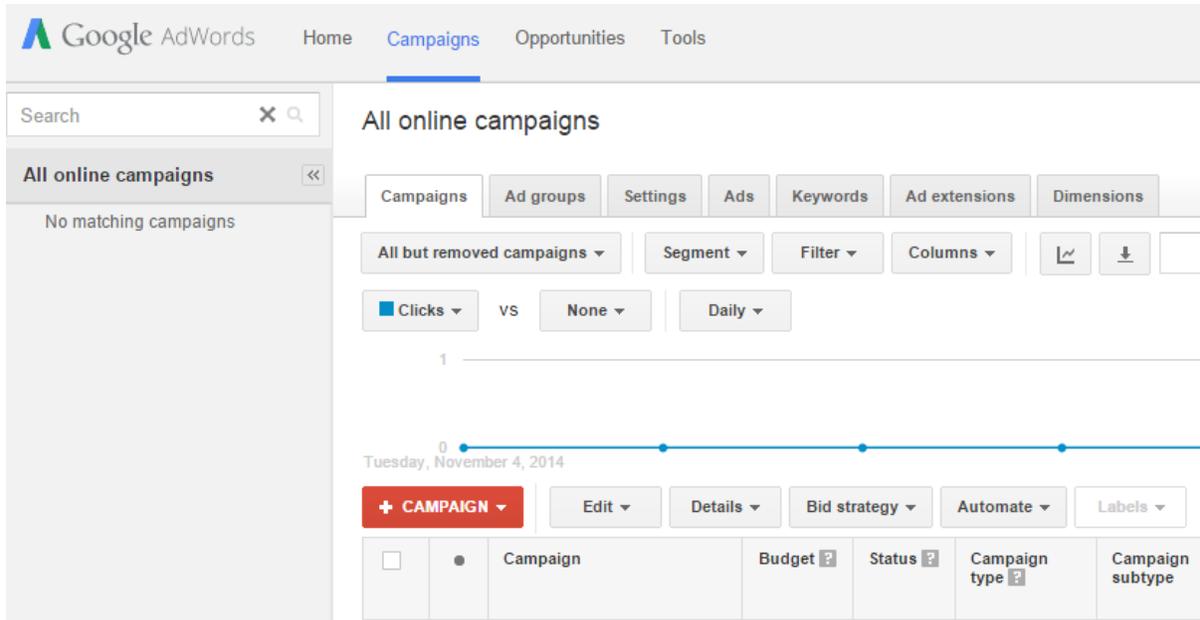
The following tab is called opportunities and it does not show any information until you have at least one campaign running, and until you have submitted billing information. The opportunities provide personalized suggestions for your account that will help you improve your campaign in terms of discovering new keywords, improving the bids and budget options, etc.
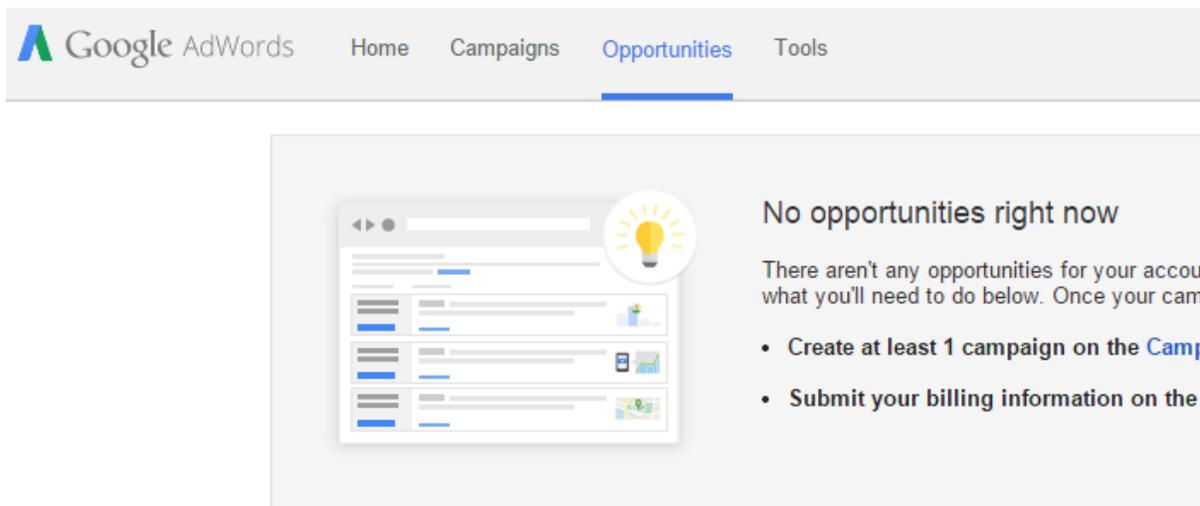
The final tab shows the tools that can help you with optimization of the campaign and monitoring the results. Google Analytics helps with tracking conversions by setting goals.Keyword Planner will help with selection of the keywords, while Ad Preview and Diagnosis tool will demonstrate the appearance of your ads in the search result, which allows you to review the ads before publishing them.
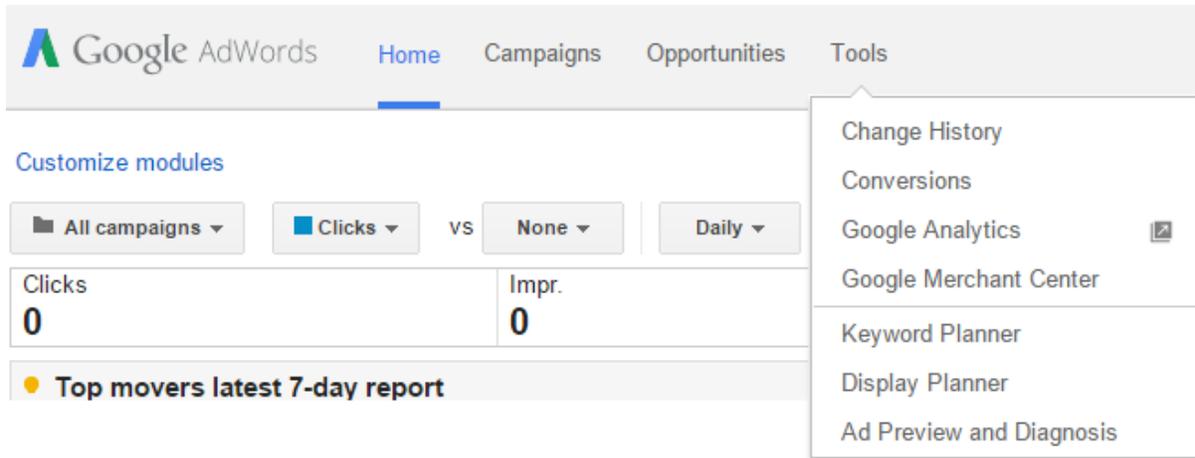
Google AdWords account settings

Before you start working with Google AdWords campaigns, you should access the account settings in order to set up some account preferences, which will help with tracking and monitoring your campaigns. Find the option to access the drop-down menu in the upper right corner of your account.
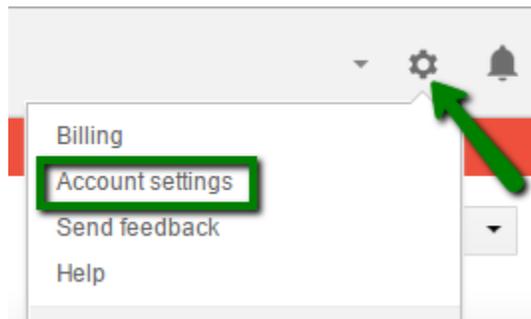
Click on "Account settings" to access the settings and choose the preferences related to your account.
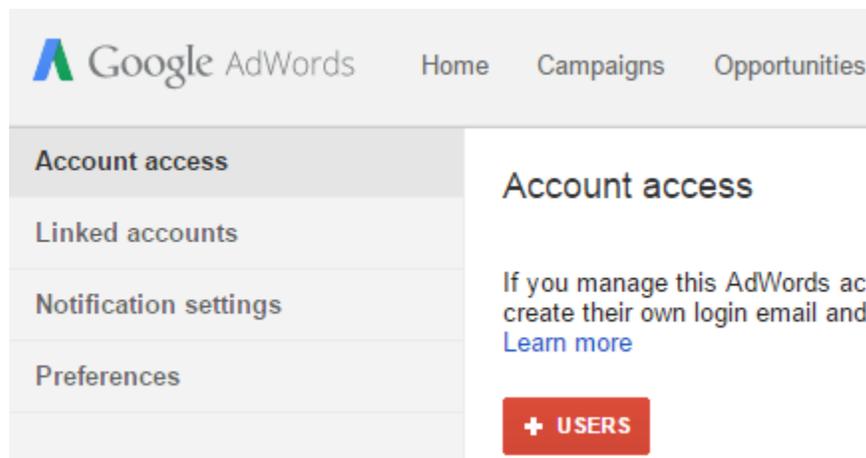
Account access

This part of account settings allows you to add users that will be able to manage the account in question. This option is particularly useful when there are several persons administrating the same AdWords account, and managing different campaign groups from one place. One account will be marked as primary, and it will have administrative access. When adding other users, you can choose different levels, which will determine what they see inside the account:

- Administrative access – The user can manage all of the aspects of the account.
- Standard access – The user can make changes to the campaigns.
- Read-only access – The user can only view campaigns and create reports.
- Email-only access – The user can only receive alerts and reports via email.

Linked accounts

The second part of the settings enables you to optimize your campaigns and provide even better insights into campaign efficiency by linking other Google accounts, such as Google Analytics account, Google Webmaster Tools or Google Play.

Notification settings

You can create alerts and choose which campaign data will be delivered to your email regularly. This is a very useful option if you want to monitor the campaign regularly and to be informed about changes that might be affecting the performance of your campaign.

Preferences

Here is where you choose the primary email address, language and number format preferences, as well as the time zone. Selecting time zone is highly recommended as this is the time that will be displayed in your account statistics and reports.

Billing settings

You can ad billing information in the beginning, before you even start creating a campaign, or you can choose to do this later. If you want to access these settings, use the same drop-down menu at the upper right corner. You will have to choose:

- The country or territory where the billing address is located
- The account type (business or individual)
- Name and address

- How you pay (automatic or manual payments)

- Credit or debit card information

- Billing communication language

- Accepting terms and conditions

Other options

There are other options, available inside the "Campaign" tab of the account, which include the following:
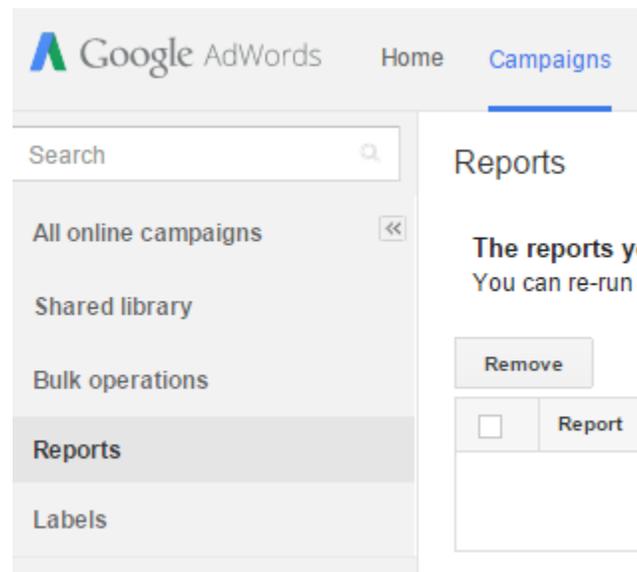
Shared library

If you want to create settings that will be shared with multiple campaigns or ad groups, you should use this option. You can create shared ads, bid strategies, budget, negative keywords, etc.

Bulk operation

This option allows you to automate some parts of your account in different ways. For example, automated rules can help you with managing a campaign or scheduling ads, while bulk uploads can create and edit keywords in bulk. Additional options include scripts and bulk edits.

Reports

As you monitor your campaigns, you can create and save reports which can help you analyze the performance of certain keywords or ads. You can also download or email the report. You

should access the campaign for which you want to create a report, and use the button to access the report setting.
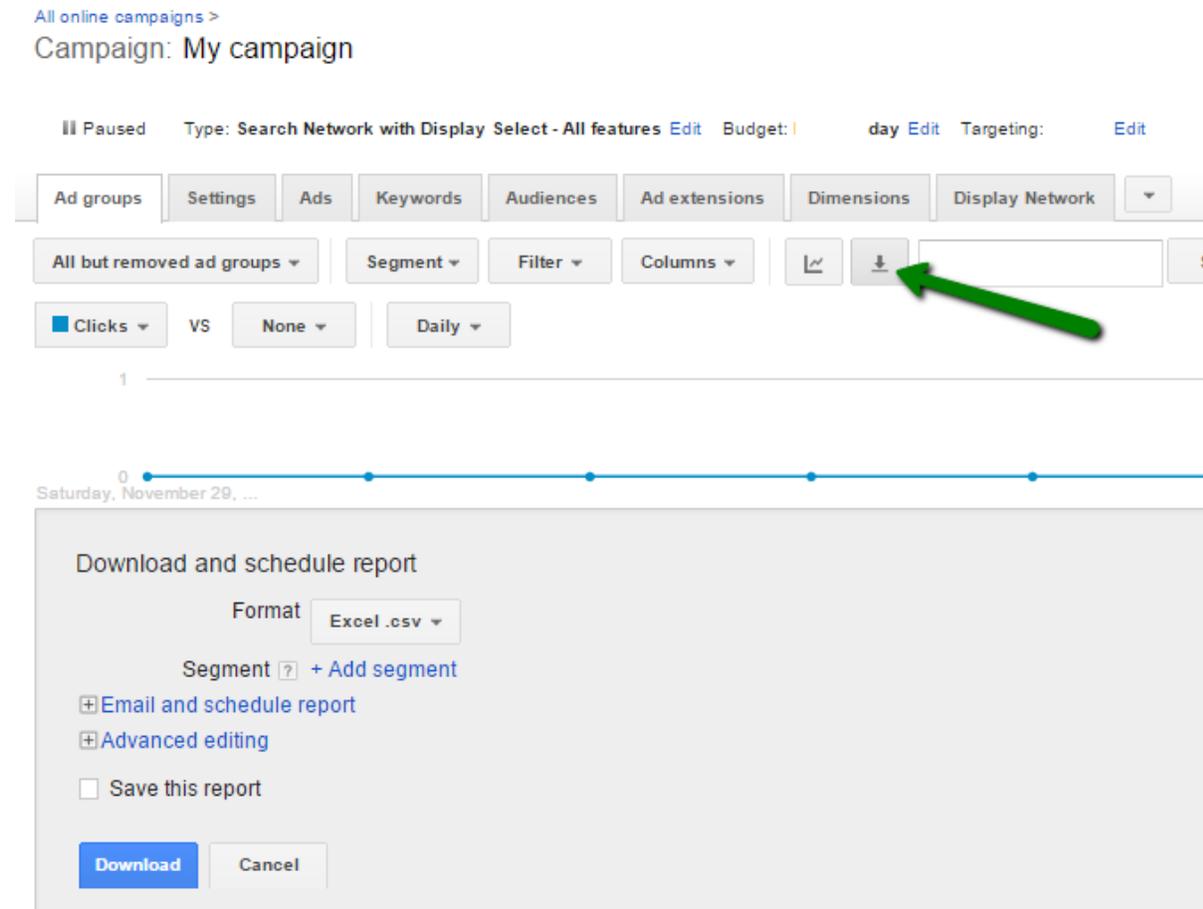
Account limitations

When it comes to campaigns, ads and keywords, there are some limitations you should have in mind. Even though most advertisers hardly ever reach such limitations, it is worth mentioning them. Using the Google AdWords account you can have up to:

- 10,000 campaigns (this includes active and paused campaigns)
- 20,000 ad groups per campaign
- 20,000 ad group targeting items per ad group (such as keywords, placements, and audience lists)
- 300 image/gallery ads
- 50 text and non-image/gallery ads per ad group

- 4 million active or paused ads per account

- 5 million ad group targeting items per account (such as keywords, placements, and audience lists)

- 1 million campaign targeting items per account (such as geo target and campaign-level negative keywords)

- 10,000 location targets (targeted and excluded) per campaign, including up to 500 proximity targets per campaign

- 20 shared negative placement lists per account

- 65,000 placements per negative placement list

- 11,000 shared budgets per account

- 20 shared negative keyword lists per account

- 5,000 keywords per negative keyword list

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Google AdWords Account Structure

5. Google AdWords Account Structure

Before you start working with AdWords and learn about each element of the account and options you can use to optimize your work, you should fully understand the AdWords account structure. Not only will this help you with organizing your campaign, but it will help you grasp how AdWords program works and how to create and manage effective campaigns.

There are three layers that make up AdWords program and they represent different levels of the account.

Account

One account is associated with one email address, a password and billing information. Even though you can allow other users to access the account, using account access settings, one account is always linked to a single email address which is considered to be primary.

Campaign

When you access your account, you can create campaigns. Each campaign has its own settings and budget, which helps you determine how much you are going to spend on that particular campaign, as well as where and when your ad is going to appear.

Creating different campaigns is recommended if you have several types of products or services you want to advertise, as well as if you want to choose different settings to optimize the reach for different product or services. For example, if you are a clothing brand, you would create different campaigns for women's, men's and children's clothes. In this case, you basically separate the types of products so that you can employ different campaign settings in order to optimize the campaign and maximize the click through rate.

Each campaign has a certain number of ad groups.

Ad group

An ad group is a group of similar or related ads and keywords. Ad groups help you focus on different products inside a certain type of product. For example, if you have created separate campaigns for different types of clothing, you would focus on a single type of clothing inside an ad group. If the campaign was designed to promote women's clothes, you would create ad groups for dresses, trousers, T-shirts, handbags, etc.

When you create an ad group, you have to choose a list of keywords that are related to the ads or the ad group.

Here is one Google's suggestion on how to organize a group of products inside AdWords account:

Account	
Online electronics store	

Campaign	Campaign
Budget Televisions	Budget Cameras

Ad Group	Ad Group	Ad Group	Ad Group
Flat Screen TVs	Plasma TVs	Digital Cameras	Compact Cameras

Even though the account limitations allow you to create a larger number of campaigns, ad groups and ads, a general recommendation is to create campaigns with several ad groups. Each ad group should have between two and four ads and you should ad between 10 and 35 keywords per ad group. Google recommends using this structure as it is much easier to handle and mange your account, if you have a simple structure. This will allow you to quickly navigate through the account and monitor the performance of your ads.

6

Keywords

6. Keywords

Keywords are defined as phrases that determine when and where your ad is going to appear. The keywords should match the phrase a user has typed into a search engine. This way, the search engines relate the phrase and look for the ads that are closely related to the phrase that is used in the search query.

Keywords are an essential part of creating ads with Google AdWords and using paid reach, but they are also an important element of search engine optimization, i.e. organic reach.

How keywords work?

In order to help your ad appear in the search queries related to your business, you have to use keywords that match those queries best. You will provide a list of keywords within your Google AdWords account and you will set up cost per click (CPC), i.e. the amount of money you are willing to pay for a click on those keywords.

When it comes to Google Search and Google Partner sites, the ads are being displayed based on the search query. Therefore, the ads that will appear are closely related to the search query. If you use Google Display Network for advertising, Google will display the ads with keywords that match the content of the webpage on which the ad is being displayed.

Since the idea with the advertising is to attract people who are interested in your business, in order to convert them to your customers, you need to use keywords that are actually related to your business. If you own an online shop which sells equipment for tennis players, you need to use keywords that are related to tennis in order to reach your potential customers. It is useless to provide unrelated keywords, as you will see no profit from such campaign.

Keyword matching types

In order to fully understand how keywords work, you should also understand keyword matching options. Matching options are used with the keywords in the ads to control where the search engine is going to display the ad. This can help you limit your target audience and increase the efficiency of your ads, in order to maximize the potential of your campaign. However, choosing inadequate matching option may limit your campaign and thus have negative effect on its performance. This is why you have to monitor the keywords and find out which matching option produces best results.

For example, if you use keyword phrase "tennis equipment" in your AdWords campaign, you should determine whether you want to target this phrase exclusively, or you want to add phrases such as "equipment for tennis", "buy tennis equipment online", etc. You are able to determine this, using different matching options for keyword. There are five matching options to choose from.

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	buy ladies hats
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	hats for women
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	buy women's hats
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	women's hats
Negative match	-keyword	-women	are searches without the term	baseball hats

Broad match

If you choose broad match, apart from the exact match of the phrase, your ad will appear in the searches including synonyms, relevant variations and misspelled words. This is basically the most comprehensive matching type you can choose, as it includes a lot of variations. Therefore, your ad will be displayed when someone looks for "equipment for tennis" (relevant variation), "tennis equipement" (misspelled word), etc.

This option is set by default when you create a campaign. Broad match is recommended when you do not want to invest a lot of time in creating a list of keywords to be used as exact match. If you use broad match in your campaign, you should use negative keywords to avoid your ad being shown in the irrelevant searches and thus gaining a lot of visitors you will not be able to convert.

Broad match modifier

If you want to add a modifier, you should use the plus sign on your keyboard (+) before the keyword. For example, you can type +tennis, +equipment. When you choose broad match modifier option, your ad will not be shown for synonyms or related searches. Instead, it will

only appear when a search query consists of modified terms you specified in the campaign settings.

You should use broad match modifier if you want to increase the relevancy of the search queries to your ad, but this will also result in less traffic than if you were using the broad match.

Phrase match

Choosing phrase match option allows you to target users who are searching for the exact keyword or phrase. Your ad will also reach people who are using the keyword or phrase with additional words before or after the phrase. You should use quotation marks for the phrase you want to use in the phrase match. If you use a phrase such as "tennis equipment", your ad will be shown to the users who are searching for this phrase, as well as to the users who type "buy tennis equipment" or "tennis equipment for kids".

You should use this option if you want to increase targeting options and narrow down your target group. Even though this reduces the volume of traffic you are going to receive, it will help with reaching relevant customers, which will further help you increase conversions.

Exact match

Exact match option is used when you want the ad to appear only when someone searches for the exact keyword. In this case you do not want to include any modifiers or additional words in the keyword list, and that way you exclude all related search queries. You should surround keyword with brackets, for example [tennis equipment]. With exact match option, your ad will only appear when the users type the exact phrase from the brackets, and the ad will not show when users type "buy tennis equipment" or "tennis equipment for kids".

You should use this option if you want to closely target your ads, but you should have in mind that this will significantly reduce the number of users who will get to see your ad.

Negative match

Negative match is used when you want to prevent the ad from showing up for certain terms. Use a minus sign (-) before the words you want to exclude. You should be careful when choosing the negative match, as you should only exclude the keywords when you are completely certain that you do not want your ad to appear for those searches. You should also have in mind that the ad might appear for synonyms or other variations of the negative match.

It is recommended to use negative match to filter traffic and prevent the ad to appear in unrelated searches, and thus reduce the amount of unwanted clicks. General recommendation by Google is to use negative match in order to prevent your ad appearing for searches that will

not result in conversions. For example, if you sell a product or service, you should use a keyword "free" as a negative match, as those who are just looking for a free version of that product or service are unlikely to become your customers. Besides "free", words such as "course", "class", or "job" might also be considered as negative keywords, depending on your company.

Understanding the difference between these matching options is important as those allow you to control who will be able to see your ad. While broad match option will show your ad when people search the actual word, as well as misspelled word and different word order, phrase match will only show your ad when the actual keyword is searched for. The first option tends to get more extensive as it expands the target group and the number of searches becomes significantly larger. On the other hand, the second option provides better control over the costs as it helps you limit who can see the ads, but it generates fewer clicks as it reduces the volume of searches.

If you are in a dilemma which of these matching options to use, Google recommends starting with broad match as it helps you maximize the potential of your ad showing in the search results. However, you should closely monitor the campaign in order to determine if that option is the best one. In case you are running several ad groups, try using different matching options so that you can compare the results. Once you have organized several campaigns you will have enough experience to use your common sense to decide which keyword phrase should be used combined with a certain matching option. Ultimately, choosing the relevant matching option will help you improve ROI.

Keyword research

Keyword research is the starting point of search engine marketing, which also includes Google AdWords campaigns. Nonetheless, keyword research is something you should be focused on along the way, as it can help you monitor the situation with your campaign, as well as monitor the situation on the internet. Since the situation on the internet changes constantly, monitoring is important if you want to work on the website positioning.

As said before, keyword research is the essential part of search engine marketing, which is why you should conduct a keyword research regardless which of the two types of reach you want to use, paid or organic reach. In both cases, you need to know which keywords you should use in order to increase ranking of a website. Even though the process of positioning is different, selection of keywords is the same with both types of search engine marketing.

There are several parts of the keyword process, which allow you to create a comprehensive list of keywords using different methods. You should also have in mind that you must not focus on a single keyword, but your strategy has to be focused on a well-picked list of relevant keywords and keyword phrases.

The first part of the keyword research is brainstorming. Create a list of all the keywords using your common sense. Put down all the things that come to your mind when you think about your company and your product. Try to predict what people will search for, that might help them reach you.

The second part is to go to your website and look for the most distinctive and the most relevant keywords. Since at this point, when you intend to create an AdWords campaign, you probably already have a website, where you have a certain amount of content, you should explore the website, find the relevant keywords and keyword phrases, and add them to the list.

The third part of the keyword research, which will help you expand the list even further, is to explore the website of your competitors. This will help you find out which keyword are used by the people who work in the same industry which is good for getting a different perspective. Furthermore, it will help you expand your list with relevant keywords that might help with shaping your campaign.

The next part of the keyword research consists of several actions that will help you evaluate the efficiency of the keywords from your list and reduce it to the most relevant keywords that are most likely to achieve best results. You need to go patiently through this selection phase guided by relevancy criteria.

You should start by using Google search. Type the keywords from your list to the search bar and explore the results. Pay attention to the type of ads that are shown in the result, as those are the ads you will be competing with. Pay attention to the organic results. Those results are most likely to be shown when the users search for those keywords in the search engine. This means that you will be competing for the organic reach, with the websites you see in the result page. Finally, you should explore the related searches in the bottom of the page, as those might help you with modifying the keyword phrases or adding a certain word as a part of the phrase.

The second step consists of using Google Keyword Planner. This tool is available from the Google AdWords account, or you can use this link to access it: https://adwords.google.com/**KeywordPlanner**.

You do need to be logged into the Google account to be able to use this tool. Since this is a free tool, you can use it for keyword research in both paid advertising and search engine optimization.

There are several options to explore keywords, but one of the most useful options is the one helping you with keyword ideas – *Search for new keyword and ad group ideas*. This option can help you explore the keywords that might be included in your keyword list, as well as the keywords that might be added to the negative list. If you notice that a certain word is frequently associated with your keyword, but you know that those will not result in conversions, you should add the word to the negative match. When you click on the first option to search for keyword, you will see the following settings.

In this example, we have used "tennis equipment" for products, and "tennis" as product category. Targeting options are set to France and UK as location, and negative keyword is "free", which means that this word will be excluded from the results. After you have entered all of the setting, click on "Get ideas".

Click on the column "Average monthly searches" in order to sort the keywords based on the number of searches, and then explore the ad groups and keyword ideas related to your product.

Keyword Planner
Add ideas to your plan

Your product or service: tennis eqipment

Your product category: Tennis

Targeting ?
- France, United Kingdom
- All languages
- Google
- Negative keywords free

Date range ?
- Show avg. monthly searches for: Last 12 months

Customize your search ?
- Keyword filters
- Keyword options
  - Show broadly related ideas
  - Hide keywords in my account
  - Hide keywords in my plan

Ad group ideas	Keyword ideas		
Ad group (by relevance)	**Keywords**	**Avg. monthly searches ?**	**Competition ?**
Wilson Tennis (10)	wilson tennis, wilson tennis racquet…	2,390	Medium
Uk Tennis (9)	tennis shop uk, tennis equipment u…	2,310	High
Tennis Shop (16)	tennis shop, shop tennis, tennis sh…	1,650	Medium
Prince Tennis (9)	prince tennis, prince tennis racquet…	1,500	Medium
Tennis Nets (7)	tennis net, tennis nets, tennis court …	1,430	High
Rackets Wilson (5)	wilson tennis rackets, wilson racket…	1,310	High
Tennis Equipment (20)	tennis equipment, tennis equipeme…	1,090	High
Tennis Store (22)	tennis store, store tennis, online ten…	840	Medium
Tennis Discount (9)	tennis discount, discount tennis, dis…	740	High

Keyword Planner is also a god tool for determining long tail keywords. These keywords are longer phrases which are more specific. Although they receive less searches, these keywords are important as the click through rate is usually very high, and they are most likely to lead to a conversion.

Using Keyword Planner might be a good way to see the suggestions offered by Google, in order to compare the keywords. However, you should not completely base your campaign on the usage of these suggestions, as after all you are the one who knows your business best, and you are able to make a decision without relying absolutely on a tool.

Negative keywords

Besides the keywords that should be added to your AdWords campaign, which basically are the words that trigger your ad to appear in the search results, you should also add negative keywords, which will have opposite effect. Negative keywords will prevent your ad to be triggered by the keyword or phrase that is labeled as negative keyword. In this case, Google will not show your ad when the negative keyword is used in the search query.

The usage of negative keywords is very important as they can help you control even more who is able to see your ads, and it also gives you more precise control over your costs. This way you are able to eliminate all the keywords that will not lead to conversions, which increases CTR and reduces the average costs per click.

When making a list of negative keywords, you should be very careful and conduct a research, just with the regular keywords list. This means that you will start by brainstorming and developing a list of keywords that are unlikely to convert. Use Google search and Keyword Planner to help you compile a negative keyword list.

You should also have in mind the following:

- Negative keyword will prevent Google from displaying your ad, so be very careful when labeling a keyword as negative.

- Be careful not to use the same keyword in both lists, as regular keyword and as negative keyword.

- The same list of negative keywords can be used for multiple campaigns, as well as for different types of Google advertising.

After your keyword research is over, after you have gathered the list of keywords and long tail keywords, as well as the list of negative keywords, you will have enough data for setting up a campaign, or using those in search engine optimization.

Keywords recommendations

When working on keyword research, you will not find exact rules related to keyword usage, but there are some general recommendations you should follow in order to maximize the effect of those keywords.

Relevant keywords – You should be very careful to choose only the keywords that are relevant to the campaign, and that can be associated with the campaign, your products, or the landing page. Use adjectives to narrow down the keyword in order to increase relevancy, as using too generic keywords may be counterproductive. For example, if you sell bikes, you do not want to reach people who are looking for motorbikes and bikes for children. Using additional words in the keyword phrase will help you be more specific when describing your products.

Keywords grouping – AdWords campaign consists of group of ads. Each group of ads has a keyword group assigned to a particular ad. When grouping keywords, you should try to associate the keywords with the theme of the ad and products displayed in the ad.

The right number of keywords – There is no strict rule on how many keywords you should use in the campaign, as it depends on the individual campaign. Most advertisers use between 5 and 20 keywords in one ad group.

Use keyword matching types– It is important to use the keyword matching types to help you target the audience and maximize the efficiency of certain keywords.

Choose negative keywords carefully – When choosing negative keywords you should only add the keywords for which you are absolutely sure they are not going to result in conversion, as otherwise you might be reducing the efficiency of your ads. You should always have in mind

that if the keywords used in the search query is in your list of negative keywords, your ad will not appear for that search query.

7

Bidding and Budget

7. Bidding and Budget

AdWords payments system is based on auctions. The auctions help AdWords decide where and when your ad will appear. When you create an ad, you set up a bid, i.e. the costs you are willing to pay for that ad. This bid is one of the things used by AdWords program to determine which ads to show, as well as how to rank them.

Bidding

Cost per click (CPC) bid is the maximum cost you are willing to pay for a click on you ad. This is not necessarily the price you will pay, as sometimes the costs can be lower, depending on the bid. When setting up higher bids you are more likely to be ranked higher and receive more traffic, but you will spend more money. Lower bids can result in fewer clicks, and thus fewer conversions.

When setting up the campaign you need to have clear goals in mind, in which way you want to improve your business. These goals also affect your bid. Advertisers may focus on clicks, impressions, or conversions.

If youare creating a campaign for the first time and you really have no experience in setting up the bid, so you will have to be intuitive and determine the initial bid yourself for the first time.

What you need to have in mind is that bid changes constantly. The bidding price is influenced by both searches and the bidding price of the other advertisers who are competing for the same keywords. This means that you have to monitor your campaign and adjust bid accordingly in order to maximize the efficiency of the campaign.

How bidding works?

When you set up a bid, you basically indicate the maximum amount you are willing to pay, but this is not necessarily the price you will end up paying. For example, let us say you set up your initial bid to be $5. This means that the most you will pay for the ad being posted is $5. If this bid places your ad first in the list of ads, and the advertiser below has set up the maximum bid $3, you will also pay $3.

Here is another example. If you have set up your bid to be $8, and you end up paying $8, this means that the advertiser below your ad is also using high bidding price. As the costs in this case are too high, you might want to consider lowering your bid. It may happen that you lower your bid to $6 and that you end up paying only $1. Even though your ad will be placed second,

you will be paying less as the third advertiser has set up a low bid. This is a great way of reducing the costs so you should bid the smart way, but you really have no way of knowing it, until you have tested different options. Regular monitoring is especially necessary if you are experimenting with the bidding strategy, as the situation can turn around quickly. The third advertiser can increase bidding which will push you ad to the third position, or it may even happen that new advertisers show up with higher bids which would require you raising the bid as well.

While bidding price is an important factor for search engines when determining ranking, it certainly is not the only one. Quality score is as equally important and it affects ranking of ads, as search engine want to deliver only relevant ads. This means that if your quality score is very low, even the high bidding price may not help you to rank your ad. Quality score plays an important role when it comes to determining the ranking of ads in the search engine result pages.

Clicks

If you focus on clicks, your strategy requires increasing traffic to your website, and you should use CPC bidding, as this way you only pay once someone clicks on your ad and visits your website. There are two CPC bidding options in this case:

- Automatic bidding – This is an easier solution, and thus it is recommended for beginner users in Google AdWords. In this case, you set up daily budget and AdWords program will adjust CPC bids in order to generate the most clicks with the available budget.

- Manual bidding – If you want to be completely in charge of your bids, you will use this option. Here you will be able to set bids for different ad group levels, for different keywords or ad placements, etc. In this case, you will be able to select to bid only for those ads or keywords that are most likely to result in conversions.

Impressions

The second type of bidding is the bidding focused on impressions. Unlike with the previous type of bidding, where you would pay only when someone clicks on your ad, in this case you are paying for the number of times your ad was shown to the users. This type of bidding is called cost per thousand impression (CPM) bidding and it means that you pay every 1,000 times your ad appears. This method is used with Display Network campaign type only, and it is good for focusing on branding and promoting your logo and company name. CPM bidding is available for

"All features" subtype, and for remarking options, which are both used when advertising with Display Network campaign.

Conversions

The third type of bidding is the one that focuses on conversions. It is called cost per acquisition (CPA) and in this case you only pay for conversions, also called acquisitions. This is an advanced bidding method, often recommended to intermediate and advanced advertisers. First you need to determine what conversion is for you. It may be a particular action on your site, such as sign up, visiting a particular page, online purchase, etc.

Even though in this case you still pay per click, AdWords will automatically set bids for your account, in order to maximize the number of conversions, as this is the goal you have specified when you were selecting the bidding type.

This type of bidding is called enhanced cost-per-click (ECPC) and the idea with this bidding option is to help you get more value from your budget. If you use this option, your bid will raise when it seems that those clicks are more likely to lead to conversions on your website. This feature detects the ads that are more likely to lead to sales and it raises bid up to 30% in order to compete for those clicks.

Have in mind that you need to enable conversion tracking for your campaign in order for this option to work. This feature is available for text ads on the Search Network and Display Network, except for mobile app downloads.

If you want to enable this option, go to the campaign for which you want to edit settings, click on the "Settings" tab, find the option "Bid strategy" and mark "Enable Enhanced CPC".

Setting up a bid

Depending on your strategy, you can create a default bid and use it in one or several campaigns, or you can choose to edit bids for ad groups separately. Thus, there are several ways to set up a bid.

Add bid when you create a campaign

When you start to create a new campaign, you will see an option to add default bid. This means that the bid you set here will be used for this campaign, including all of the ad groups and individual ads.

Ad group bid

You can also customize the bid on an ad group level:

Keyword bid

And you can also change bid on keyword level. Unless you specify a custom bid, the default bid will be used for every keyword.

Bidding strategy

Using the shared library option, you can create bidding strategies that can later be applied in the campaign. Use "+Bid strategy" button to create a new custom bidding strategy. Custom bid strategies help you focus on maximizing clicks, enhanced CPC, etc.
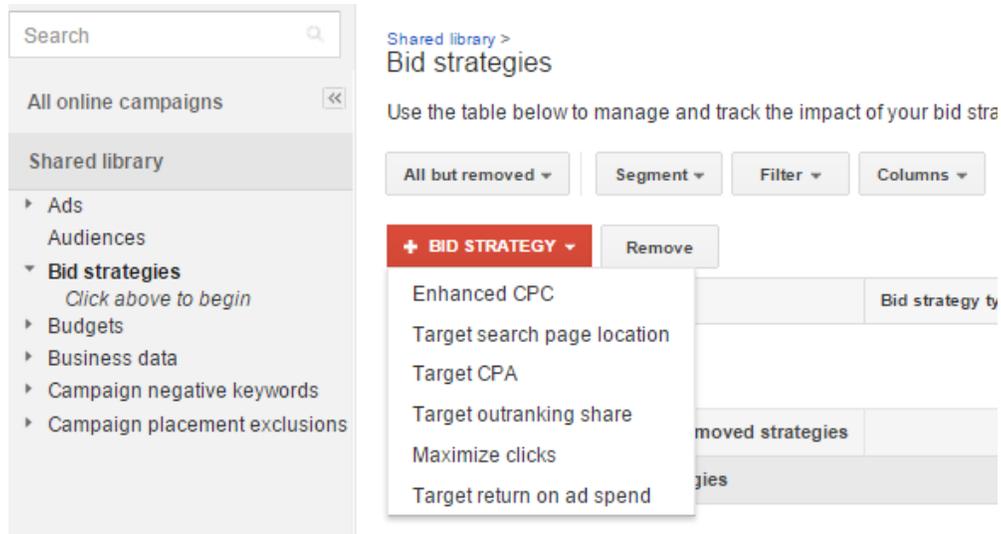
Go to the campaign settings to choose one of the bid strategies you have created, and then apply the strategy on campaign, ad group or keyword level.
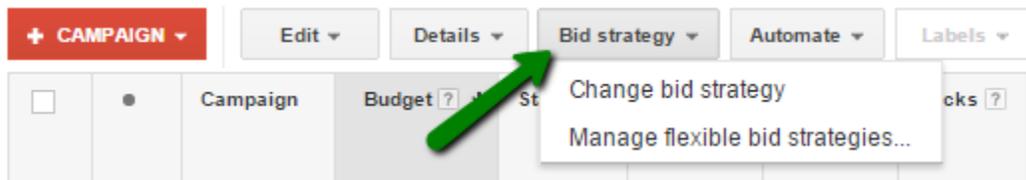
Budget

Budget helps you determine how much you will spend on the AdWords campaign. In most cases you will set up daily budget, which is the amount of money you will pay per day. AdWords program will adjust this budget with bidding option you have chosen in order to determine how often your ad will be shown per day. In general, you pay the amount you have set as your budget.

Occasionally, costs may exceed your daily average budget up to 20%. This may happen in cases when there is higher search traffic on a particular day, which means that AdWords will show your ad more times and thus exceed the daily budget, but the ad may be shown fewer times during the days with low search traffic. Since AdWords program is designed to maximize the return on the investment (ROI), the program will optimize your campaign so that it takes advantage of the high volume of search traffic.

You should not try to use budget to control your costs, but instead, use bidding for this purpose. Bidding offers creating custom bid on campaign, ad group, ad or keyword level, which

helps you customize the campaign and completely control your costs, while budget should be used as a general indicator to Google on how much you are willing to spend on your campaign.

If you are new to AdWords program, you should set up a budget based on your planning, as you want to make sure that your strategy fits the plan you have initially designed.

However, if you have a lot of experience in working with AdWords, and you know how to control your campaign using bidding options and keyword matching types, you should try setting up higher budget. In this case, you increase the amount of money you are willing to spend, but as said, this does not mean that you will actually spend all of that money. Having set the campaign in the way that it results in high number of conversions, you can easily increase the budget in order to try to maximize the number of conversions. Being an experienced advertiser, you know that if the campaign is set up properly, higher budget will only increase the efficiency of the campaign.

Setting up a budget

Budget can be set when you create a campaign, and you can change it at any point during the campaign.

Daily budget

Daily budget is the amount of money you are willing to spend in per day on your campaign. Google AdWords tries to optimize the daily budget with the campaign settings you have chosen so that the ad is displayed as often as possible within that budget. Occasionally, you might be charged less or more than your daily budget.

You can access the budget setting when you create a campaign or use the "Settings" tab in the campaign to edit the budget.
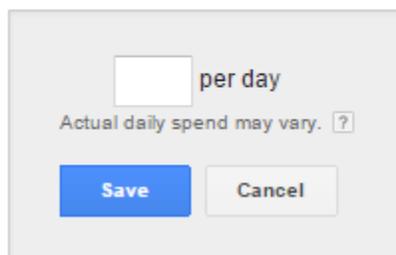
Shared budget

Shared budget is used for multiple campaigns. If you run several campaigns, and you do not want to manually assign individual daily budget for each of them, you should choose the option shared budget. In this case, AdWords automatically adjusts the budget that is allocated to different campaigns. You can switch from shared budget to daily budget for individual campaign at any moment.

In this case, even if you have the shared budget for multiple campaigns, you will still be able to limit the costs by using different bid.

8

Quality Score

8. Quality Score

At this point, you must be wondering how Google determines which ad to display, and how to order the ads in the list of ads, regardless if those are shown at the top of the search results, on the side or at the bottom of the page.

The process of determining the relevance of the ad and the order of presented ads is based on calculating quality score, so in order to fully understand advertising on Google, you have to understand what quality score is and how it is calculated.

What is quality score?

Quality score is a variable used by Google search engine, as well as by other search engines, such as Yahoo! and Bing, in the purpose of calculating the rank of the ads and the cost per click of the ads. Quality score is what determines when and where your ad will appear, and it also affects the price of the ad. The idea with this approach was to improve user experience by providing only the most relevant ads, the ones that are most likely to help the users find what they are looking for.

Quality score is calculated every time a keyword is used in the search query. Therefore, AdWords assigns a quality score for each keyword in your campaign, ranging between 1 and 10, 10 being the highest. The quality score determined for a keyword is not final, as it is calculated again for each query, since factors that affect the quality score of that keyword are constantly changing, which results in different value of the quality score.

You can always check the specific quality score for each of the keywords in your campaign. Go to your AdWords account and find the column Quality score.
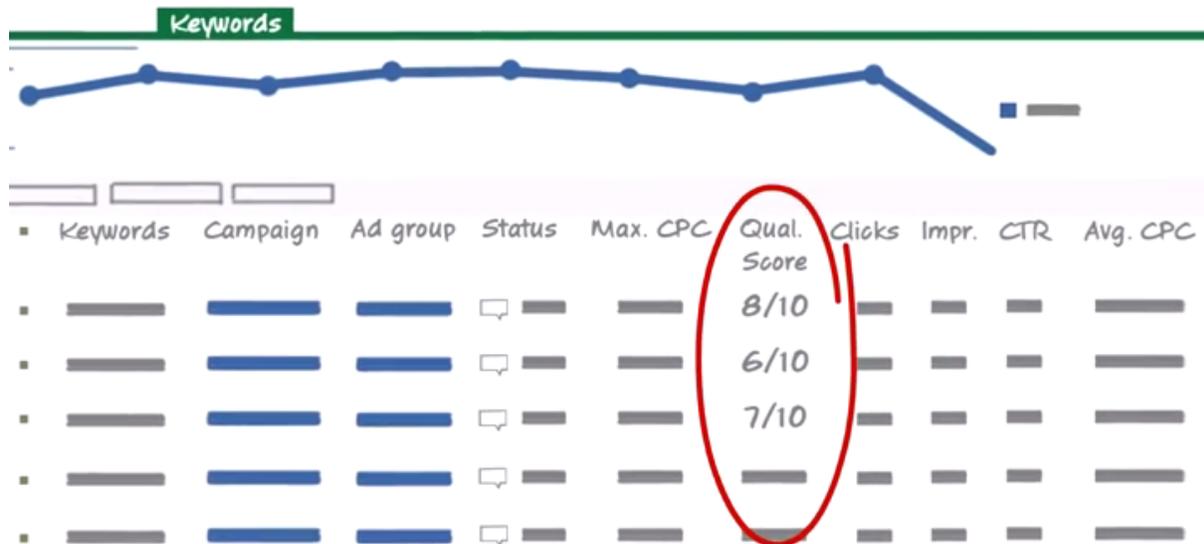
Quality score was first introduced in 2005, in the purpose of increasing the relevance of the ads displayed by Google. Understanding the relation between a keyword used in the search query and ads enabled Google to show much more relevant ads, which started to improve user experience, to have positive effect on the usability of the search engine, and it ultimately started to increase the profit of Google AdWords program, since ads have become more efficient.

Why is quality score important?

Having a high quality score is very important for running successful campaigns with Google AdWords program. Quality score also plays a major role in determining the position of the ad. Having in mind that the results shown at the top of the page are most likely to be noticed by the search engine users, it is very important to be positioned as high as possible, which can be done by increasing your quality score.

Google calculates ad ranking using a simple formula: *Bid x Quality score*.

Quality score also affects the costs per click, which means that higher quality score, indicates that you will have to pay less for your ad being shown. In this case, your ad is perceived as relevant and useful to the users, which provides positive experience for the users and it allows you to run a successful campaign.

Factors influencing quality score

Since quality score is the important part of advertising on Google, and it essentially helps you with creating better ads with more success, you should have in mind all the factors that

influence quality score. A complex formula is used to calculate the quality score by AdWords program every time a keyword is used in the search query.

Since the purpose of the quality score is to increase the relevancy of the ads, it includes several metrics that are supposed to evaluate the relevance and the quality of an ad. Learning about these metrics will help you understand how quality score is calculated and what you can do to achieve as highest quality score as possible.

The lowest quality score is 1 and the highest is 10. You should always try to reach 10 as the quality score value, because this increases the success of your campaign. However, reaching 10 /10 is not always easy, so you will frequently have to be satisfied with lower score, such as 7 or 8. In case the score is lower than 7, you will need to revise your campaign, and see what you could do to improve the score, and the campaign itself.

You should analyze all of the elements the influence the quality score in order to improve its value and thus improve the efficiency of your ads.

Keywords

In order to make sure your ad is relevant for a certain search query, you have to use the keyword in the title of the ad, as well as in the description of the ad. Not only is the keyword used in the ad important when determining relevance, but the keyword is also highlighted when the search results are shown, which makes it easier for the users to spot them when scanning through the results. You should choose keywords carefully and also make sure that they are related to your ad group, as well as to your landing page.

Landing page

As it was said in the beginning of this book, a landing page is a page the users will reach once they click on your ads. Landing page is a place where you will be able to achieve your goals, regardless if those are purchases, signups, etc. Therefore, having a landing page of high quality is very important for having effective ads, and which will further affect your quality score.

Quality landing page will help you achieve your main goal, which is to convert the visitors. Besides being relevant to the ad, which is essential, the landing page should:

- Contain keywords form the ad
- Be easy to navigate
- Provide enough information about who you are and what you offer
- Be accessible via mobile devices

- Enable users to access the home page of the website

Loading time

Loading time is an important part of optimizing your website for search engines, and when it comes to search engine advertising, this factor is even more important. If your landing page takes too much time to load, a certain percent of visitors will close the tab before the page is even fully loaded. The fact is that internet users are becoming more and more impatient, and they expect the pages to load quickly and without any difficulties.

If your landing page loads slowly, and visitors who clicked on the ad leave before even seeing what you have to offer, you will miss a chance to convert those visitors. Furthermore, this might have negative effect on the relevance of your landing page, which will reduce the quality score.

Click through rate

When users search for certain keywords on Google, they are shown the paid results. Users will scan the results, and click on the ones he or she finds the most relevant for the specific search query. In this case, if the users find an ad relevant so that they click on it, Google will also rate that ad as relevant and closely related to the keywords used in the search query.

If, for example, users look for bikes to rent in Paris, there will be several ads that will appear as paid results. If several users click on your ad in particular, and they repeatedly click on your ad when searching for bikes to rent in Paris, Google will see you ad as quite relevant and useful for this particular search query. High click through rate will have a positive effect on quality score. As a result, your quality score will improve, which will also result in your ad appearing high up in the page of results. Consequently, the costs of the campaign will be lower, as high click through rate reduces the costs per click.

Geographic performance

Geographic region also affects quality score of your ads. If Google notices that click through rate is significantly lower in a certain country, the quality of the ad for that region will be lower.

In order to ensure that your geographic performance does not harm your quality score, you should carefully choose the location targeting options in the settings of the campaign. This will enable you to target the visitors in those geographic regions where you expect to convert those users. In addition, excluding certain regions will help you reduce costs of the campaign, as your ad will not be shown to the users who are unlikely to become your customers.

Historic data

The data about your account also affect the quality score of your ads. In particular, if your AdWords account has been active for a while now, and if you have had success in running high quality campaigns, this will have a positive effect on the new campaigns you are going to organize.

Furthermore, the historic data related to your domain name can also improve your quality score. If you have been able to successfully associate your domain name with keywords which had high quality score, the chances are that you will get high quality score on new keywords as well.

How to improve quality score?

When it comes to improving quality score, you have to analyze all of those elements that affect quality score and you have to learn how to improve each of them individually. While all of these elements affect quality score, click through rate is perhaps the best indicator for Google on how relevant your ad really is.

Click through rate helps Google rate ads as relevant or irrelevant. Since the goal of Google is to show the ads that are truly relevant to the user, which improves both user experience and the profit Google is going to make, click through rate is a factor that will help Google evaluate the relevance of the ads. This is why this element is especially important when it comes to determining quality score.

Therefore, the first task in improving quality score is to improve click through rate. Click through rate is the number of times your ad has been clicked compared to the number of times it has been shown. You will increase the number of clicks if you create effective and persuasive ads, which are well targeted.

Usage of keywords and illustrative images will further improve the performance of the ad. You should also provide relevant description, as you want to persuade the users to click on your ad. Selection of target audience and geographic region is also extremely important when trying to improve click through rate.

If you rent bikes in Paris, you have to choose corresponding target group in your campaign setting. Unless you do so, you are at risk of wasting your budget and gaining low performance for your ads. For example, if your ad is shown when someone wants to rent a bike in Berlin, it is unlikely that those users will click on your ad, which will result in your ad being considered as

irrelevant, and the quality score will decrease. In order to avoid this, you have to choose the right settings when you set up your campaign.

Unlike click through rate, conversions do not affect the quality score. The reason why conversions do not affect quality score is because Google is not able to find out what conversion is for your campaign in particular. Each campaign is different, and you may set up different goals for your campaign. Besides goals, you choose which action you are going to consider as conversion. Some advertisers will use sale as conversion, while others will consider sign up for the newsletter as a conversion. This depends on the type of website as well, but what matters is that Google has no way of knowing whether you were able to convert the visitors with your campaign, and thus Google is unable to use this factor when determining quality score.

Some practical tips to help you improve quality score are the following:

- Use only keywords that are relevant to your business

- Be careful when grouping keywords, as the ad group is also given a quality score

- Create descriptive and engaging ads

- Use negative keywords to avoid your ad being shown in the search queries that are unlikely to result in users clicking on your ad

- Choose target audience carefully

- Pause or remove keywords that have low click through rate

- Improve your landing page

- Improve loading time of your website / landing page

9

Creating Campaigns and Ads

9. Creating Campaigns and Ads

Now that you are aware of the factors that influence your campaign and you understand how Google ranks the ads, you are ready to set up your first campaign. Start by logging in to your Google AdWords account.

Creating a campaign

The first thing you will have to do is to create a campaign. You will not be able to create any ads, until you have created a campaign and an ad group for the particular ad. Click on the tab "Campaigns" and find the red button "+Campaign" to create a new campaign. You will have to choose the type of campaign you want to organize first.

Campaign types

The type of campaign depends on both the type of business you run and the goals you want to achieve with the AdWords campaign. You should know that choosing Search Network only will allow you to create text ads, while other options include text, image, rich media and video ads.
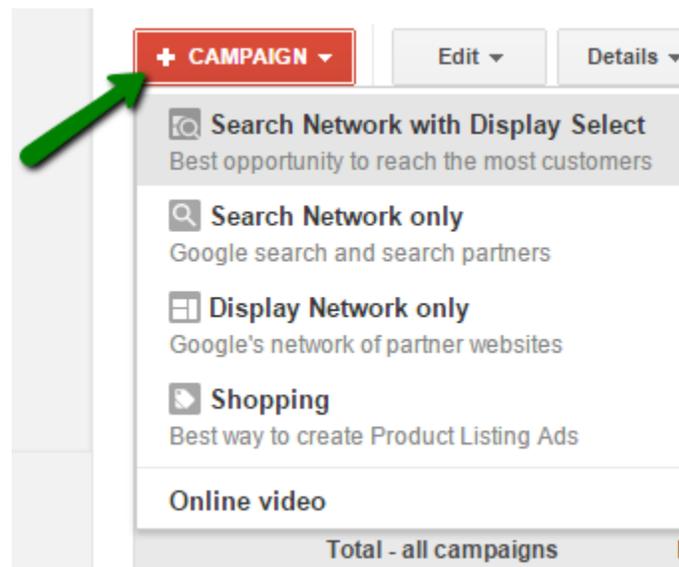
You should choose Search Network only if:

- You want the ad to appear next to the search results
- You only want to reach customers who are searching for something, regardless if it is a product or service

Choose Display Network only if:

- You are experienced advertiser and you understand how to take the most out of Google AdWords
- You want to reach customers who are browsing the internet, without looking for an item in particular
- You want to work on branding and introduce your brand to a large audience

Finally, the combination of these two is recommended if:

- You are a beginner advertiser and you do not have much experience with AdWord program
- You want to take advantage of both options, and you want your ad to show in both, the search results, and other websites and apps

Use Shopping campaign type if:

- You want a simple and flexible way to organize your Google Merchant Center product inventory
- You want to promote products on Google Search Network and Google Shopping (have in mind that this option is available only in certain countries)

Once you have chosen the type of campaign, you should choose the sub-type of that campaign. You will have to choose between these two sub-types:

- Standard – Choose this sub-type if you want a simpler overview of the campaign. This is especially recommended option for beginners.
- All features – Choose this sub-type if you want to be able to see every option and feature in your campaign. This sub-type is more suitable for experienced advertisers and it allows browsing and adjusting all of the campaign settings.

For the purpose of demonstrating how to create a campaign, and later on how to create an ad, we will choose the option Search Network with Display Select, and All features as campaign sub-type.

Create a campaign

Since we have chosen two networks, Search and Display Network, both of the option will be checked. However, you will still have the option to include or not include Search Partners inside the Search Network.

The following settings in the process of creating a campaign include device, location and language settings. By default, your ad will be displayed on all eligible devices. When it comes to language settings, you should choose the language of those websites suitable for your ads to appear on. Location settings will allow you to include and / or exclude specific countries or territories you want to target or avoid in your campaign.

Devices [?] Ads will show on all eligible devices by default.

Locations [?] Which locations do you want to target (or exclude) in your campaign?
⦿ All countries and territories
◯ Let me choose...

    Enter a location to target or exclude.   Advanced search

    For example, a country, city, region, or postal code.

⊞ Location options (advanced)

Languages [?] **English** Edit

All features sub-type allows advanced options for location. Therefore, you can choose to target or exclude people in your targeted location or people using search queries that are related to your location. A general recommendation is to target both, people who are from the targeted location and are searching for or viewing pages about the targeted location.

⊟ Location options (advanced)

Target [?] ⦿ People in, searching for, or viewing pages about my targeted location (recommended) [?]
            ◯ People in my targeted location [?]
            ◯ People searching for or viewing pages about my targeted location [?]

Exclude [?] ⦿ People in, searching for, or viewing pages about my excluded location (recommended) [?]
             ◯ People in my excluded location [?]

The setting up process continues with choosing the bid strategy and budget. You can either manually set the bids for clicks, which can also be set later on, or you can choose to allow AdWords program to set bids automatically in order to help you maximize the clicks. The second option is recommended for beginners. Default bid represents the most you will pay per click for ads in an ad group. Budget represents the average amount you are willing to spend on your campaign per day.

Delivery options allow you to choose whether your ads will be shown evenly over time, or the ads will be shown more quickly until your daily budget is spent.

Bid strategy ？ Basic options | Advanced options
  ⦿ I'll manually set my bids for clicks

  💡 You'll set your maximum CPC bids in the next step.

  ○ AdWords will set my bids to help maximize clicks within my target budget

Default bid ？ [   ]

This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget ？ [   ] per day

Actual daily spend may vary. ？

⊟ Delivery method (advanced)

Delivery method ？ ⦿ Standard: Show ads evenly over time
                  ○ Accelerated: Show ads more quickly until budget is reached

Ad extensions help you enhance your ad with different features, such as reviews, location, call button, etc. which will help you improve the visibility of your ad and increase the number of clicks, resulting in better return on investment. There is no additional cost for adding an ad extension of your campaign. There are manual extensions, which you select in the process of creating a campaign, and automated extension, which are displayed automatically.

Manual extensions include:

- Location

- Sitelinks

- Call

- App

- Reviews

- Callouts

Click on the manual extensions you want to include in order to provide additional information that will be featured as the ad extension.

Ad extensions

You can use this optional feature to include relevant business information with your ads. Take a tour

Location ? ☐ Extend my ads with location information
Sitelinks ? ☐ Extend my ads with links to sections of my site
Call ? ☐ Extend my ads with a phone number
App ? ☐ Extend my ads with a link to a mobile/tablet app.
Reviews ? ☐ Extend my ads with reviews
Callouts ? ☐ Extend my ads with additional descriptive text

Automated extensions include:

- Consumer rating

- Previous visits

- Seller ratings

- Dynamic sitelink extension

- Social extension

You can choose any of the extensions that are available here. In the example below, the ad has two extensions. Social extension, which is from the automated extension group (M&S has 379,626 followers on Google+) and Sitelinks extension (manual extensions with links to specific sections of the website).

Children Toys at Your M&S - marksandspencer.com
Ad www.marksandspencer.com/Gifts ▾
Christmas Gifts are 3 for 2 at M&S. Hurry, Offer Ends Soon!
Brands: Autograph, Collezione, Limited Collection, M&S Collection, Sartorial,
M&S has 379,626 followers on Google+
Under 3 Toys at M&S - Toys at M&S - Kids Toys & Games - M&S Store Locator
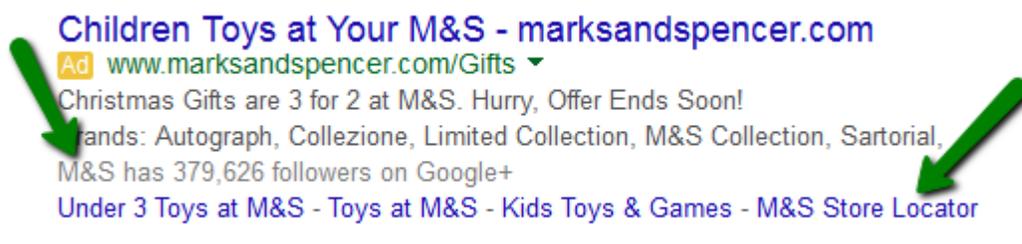
The final part of the campaign settings include advanced settings, which are not available in the standard sub-type of the campaign settings. You will choose:

- Start date of the campaign

- End date of the campaign (if you do not have an end date planned, select None)

- Ad scheduling – If you want your ads to be displayed only on specific days of the week, or in a specific period of the day, use the advanced ad scheduling to choose the time when your ad is going to be shown.

Additional options include:

- Ad deliver: Ad rotation, frequency capping – This option helps you choose the frequency of your ads showing.
- Tracking URL for dynamic links – This option is useful as it helps you track the clicks on dynamically generated links used in your ads.
- Dynamic search ads - If you select this option, your website domain will be used to target your ads. Otherwise, you will need to create dynamic ad targets.

Creating an ad group

The second part of the process of creating a campaign is setting up an ad group. Have in mind that you can save the campaign and proceed to billing without completing this step, and you can then go back to great ad groups. However, you will not be able to run any ads, until you create an ad inside an ad group, and until you have added at least one keyword.

You should name the group. Make sure that the ad group contains at least one ad and a set of keywords that are related to that group.

Creating an ad

The next step is to create an ad. Pay attention to the preview on the right, as you fill in the information about the ad. You will be shown the preview of the ad that can appear on the side, as well as at the top of the search result page. You will first choose the format:

- Text ad
- Ad gallery
- Dynamic search ad

Have in mind that the format of the ads offered here will also depend on the network you have chosen when you started creating the campaign.

You will then provide the following information:

- Headline (Up to 25 characters)

- Description line 1 (Up to 35 characters)

- Description line 2 (Up to 35 characters) – You should have in mind that description line 2 will appear in the same line in top ads, in the second line in the side ads, while this description will not be shown in the ads on mobile devices.

- Display URL (Up to 35 characters) – The URL that will be displayed in the actual ad.

- Destination URL – This is the address where you would like people to be sent after they click your ad.

Adding keywords

The next step is to add keywords. Keywords enable Google to associate your ad with a particular search query. Basically the keywords trigger the ad to be shown in the search engine result page.

When adding keywords, you should have in mind the following:

- You should enter one keyword per line

- You should avoid one-word keywords in order to be more specific when targeting your ads.

- Default settings will use broad match, but you can change this by using specific match type.

- Google recommends starting with 10-20 keywords, but you should alter the keywords along the way, based on the results of the campaign and quality score of each keyword.

Keywords

⊟ Select keywords
Your ad can show on Google when people search for the keywords you choose here. These keywords also determine which managed placements are good matches for your ads.

Tips
- Start with 10-20 keywords.
- Be specific: avoid one-word keywords. Choose phrases that customers would use to search for your products and services.
- By default, keywords are broad matched to searches to help you capture a wider range of relevant traffic. Use match types to control this.
- Learn more about choosing effective keywords.

Enter one keyword per line.
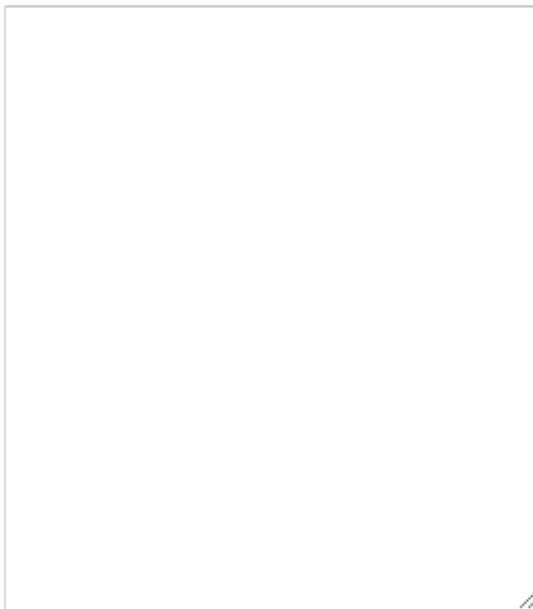
Estimate search traffic

You will also be shown the default bid, i.e. the maximum cost per click. The bid you will see here is the same one you have set up on the campaign level. This bid can be set up separately on keyword level later on.

After you have created the ad, it will be displayed in the overview of the ad group inside which it has been created. The overview allows you to monitor different data for each ad, such as CTR, the number of clicks and costs. You can also copy or edit the ad. When editing an ad, you

should know that the old ad will be removed and the new edited one will be submitted for review. The removed ad will still be visible inside the line for the removed ads.

10

Optimization of the Campaign

10. Optimization of the Campaign

Now that you have set up the campaign and you have created at least one ad inside an ad group, you will see the campaign as enabled, which means that your campaign is active. Use the list on the left to quickly access your campaigns and different ad groups inside each of the campaign.
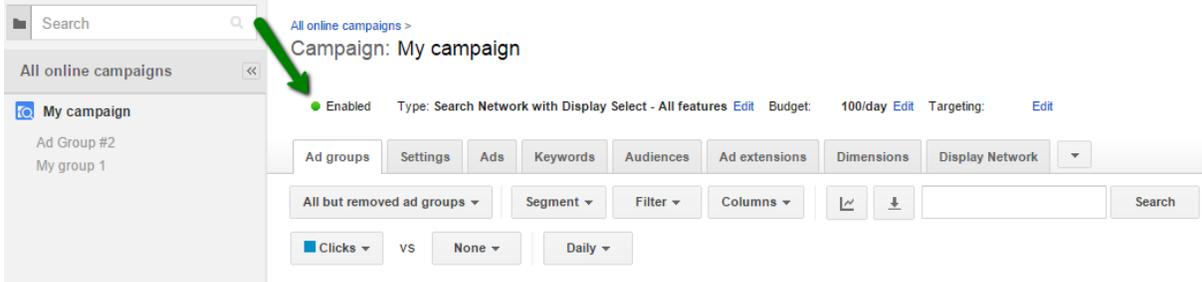
When you click on one of the campaigns, at the top you will see the type and the sub-type of the campaign, budget and targeting options. The tabs provide details about each of the segment of your campaign which help you monitor and optimize campaign. Use different tabs to access different settings, such as ads, keywords, audience, ad extensions, etc.

There are features created to help you monitor the performance of ad group, individual ads and keywords. You will see the number of clicks, impressions, CTR, average CPC, costs and average position. This way, you will also see the total for two networks, in case you have chosen to use both search and display network, which helps you determine the success of your ads in each of them.

You will also be able to compare different metrics for ads groups, ad or keywords. This is how you determine the keywords and ads with low performance, which might be harming the performance of your campaign and reducing your quality score. You can also customize the columns in the report, so that you see only the data your find relevant for measuring the performance, and whether your goals have been achieved.

Additionally, you can use "Automate" button to choose different automation options and create rules inside your Google AdWords campaign. For example, inside the "Ad Group" tab, you will see the option to automate campaign for that specific group, by choosing rules such as "Pause ad groups when…", "Enable ad groups when…" etc. You can also create similar rules for keywords and individual ads.
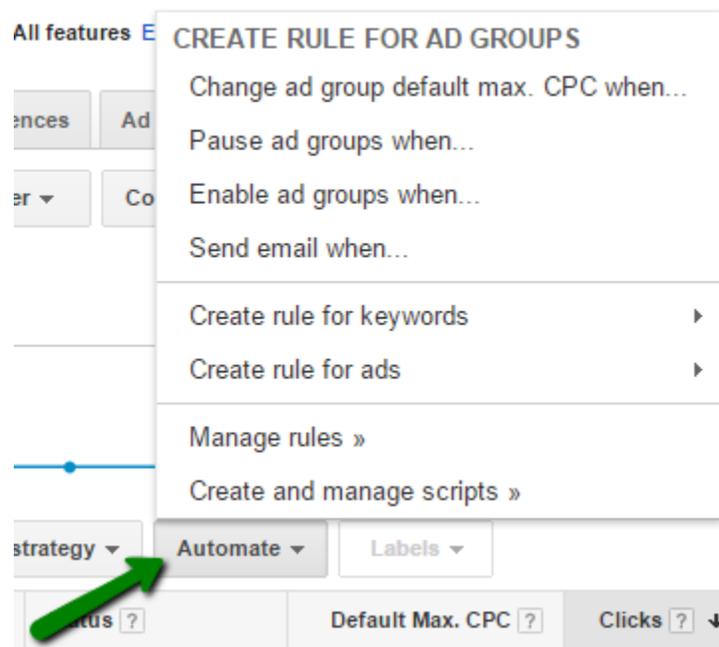
Using different set of rules you are able to optimize your campaign and reduce time you would spend monitoring campaign and changing options manually. Once you click on the "Automate" button, you will be able to create rules by choosing the settings. You should preview the settings before you enable them. You are allowed to have up to 100 active rules in your account. In addition, you can also choose a period of the day or specific days when the rule is going to be active.

Some examples of the automated rules include:

- Scheduling ads for special promotions and / or events
- Pausing ads or keywords with low performance
- Pausing campaigns that have reached a certain number of clicks

- Detecting whether you are the first on the result page and raising keywords bids in order to make sure your ad is shown first

- Increasing the budget for the campaigns that have high CTR

- Sending emails when your budget is spent

Other AdWords tools

Other AdWords tools that can help you optimize the performance of the campaign include the following tools:

Ad Editor

Ad Editor is a free Google application that allows managing Google AdWords account offline. After you download this tool, you can download existing or create new campaigns, work on them offline and implement changes before you upload them to AdWords account.

Some of the benefits of using this tool include the possibility to:

- Use bulk editing tool which helps you quickly manage multiple ads or ad groups

- Copy or move items between ad groups and campaigns

- Copy and paste keywords

Google AdWords Editor

The AdWords power tool

Download AdWords Editor
⦿ Windows ⦾ Mac
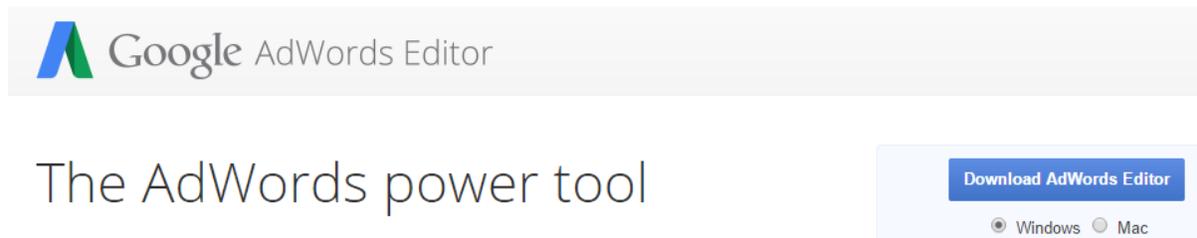
Ad Preview and diagnosis tool

Ad Preview and diagnosis tool allows you to:

- See which ads appear for you keywords in the Google search

- See preview results for a specific keyword

- See if your ad appears for the specific keyword

- Find out why your ad might not appear

Have in mind that this tool only shows the results in the Google Search Network and you might not always see the ad extensions in the preview.

When it comes to the time necessary to spend in optimization of the campaign, it will depend on your account settings and performance. First of all, you have to allow campaign to run for a while before you are even able to see if some aspects should be altered in order to enable better performance. You should have a campaign running for at least a week, or have a campaign that had at least 100 clicks, before you can analyze the efficiency. Since situation on the internet can change rapidly, you have to monitor the campaign regularly. You should log in at least once a day just so that you can quickly examine the data. If you see any potential problems and if you notice extremely low performance of certain ads or keywords this will mean that you have to explore the cause and try to optimize the aspect of the campaign that is causing low performance.

Campaign structure

The structure of the campaign is important as it allows you to monitor the performance of the campaign, ads groups, as well as performance of individual keywords. If you want to benefit from your campaign and if you want to see real progress, you have to focus on the segments that provide the best results. Those might be specific keywords or ads, but if the campaign is well-structured you will be able to easily detect winning keywords or ads.

Campaign structure consists of keywords, which are grouped into ad groups. Ad groups are then grouped in campaigns, which are all part of your Google AdWords account.

When organizing keywords, you should focus on grouping keywords that convert well. Use AdWords account to explore CTR of different keywords and group the ones that have highest CTR inside one ad group in order to get the best performance.

When it comes to campaign, creating several different campaign can really help you maximize the results and optimize your advertising activity. You should create a separate campaign for your brand, and a different campaign with generic keywords that are associated with your company.

For example, if you want to advertise a company that manufactures furniture, you should create a separate campaign for your company name and brand name, and you should have a different campaign for generic keywords that are associated with your company, such as furniture, home decor, as well as other words associated with furniture, such as tables, wardrobes, beds, etc. Having in mind that the group of generic keywords is very extensive, you have to make sure that you structure them properly, using different ad groups.

11

Campaign Tracking

11. Campaign Tracking

Campaign tracking is an essential part of every successful AdWords campaign, as it is the only way you will be able to determine if your campaign is successful and to which extent. There is no point in wasting time and assets on a campaign if you are unable to get profit from it.

Not only will you be able to evaluate the campaign through tracking, but you will also be able to optimize the campaign, so that you can increase benefits for your company.

Conversions

The first step in tracking a campaign is to determine what conversion is in your case. Think about what you want to achieve with advertising campaign, as this might help you with defining conversion. While people usually associate conversion with a purchase, this might not be the case with your campaign. Purchase is certainly one of the goals advertisers try to achieve, but there can be other goals, such as sign-up for a newsletter, download of an app or a document, creating a new user, etc.

Once you determine what conversion is for your business, you have to assign a value to that conversion. Obviously, if we talk about websites where the goal is purchase, you can easily set up the value of a conversion, as it will equal the purchase value. On the other hand, if you have different goals, such as sign-up or downloading a file, you will have to come up with a value of that conversion yourself. Having a value assigned to a conversion will help you measure ROI.

How to set up conversion tracking in your AdWords account?

Go to your AdWords account and click on the tab "Tools" at the top of the page. You will see an option "Conversions" in the drop-down menu.
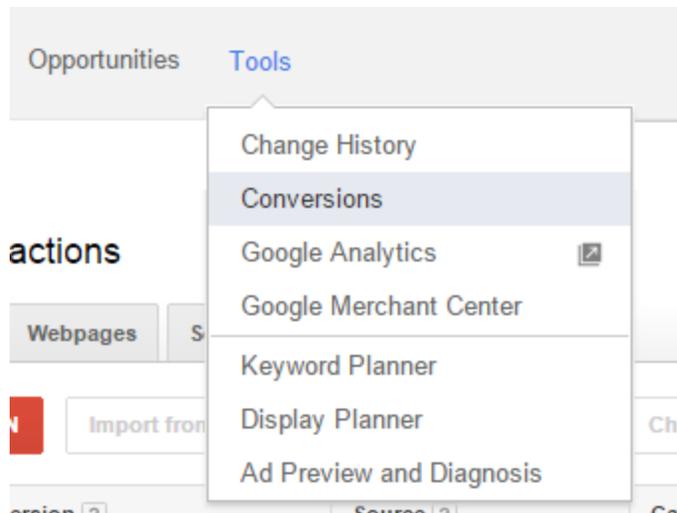
You will now be able to see all of your conversions, if you have already set up some of them, or you will be able to create completely new conversions. Use red "+Conversion" button to create a new conversion.
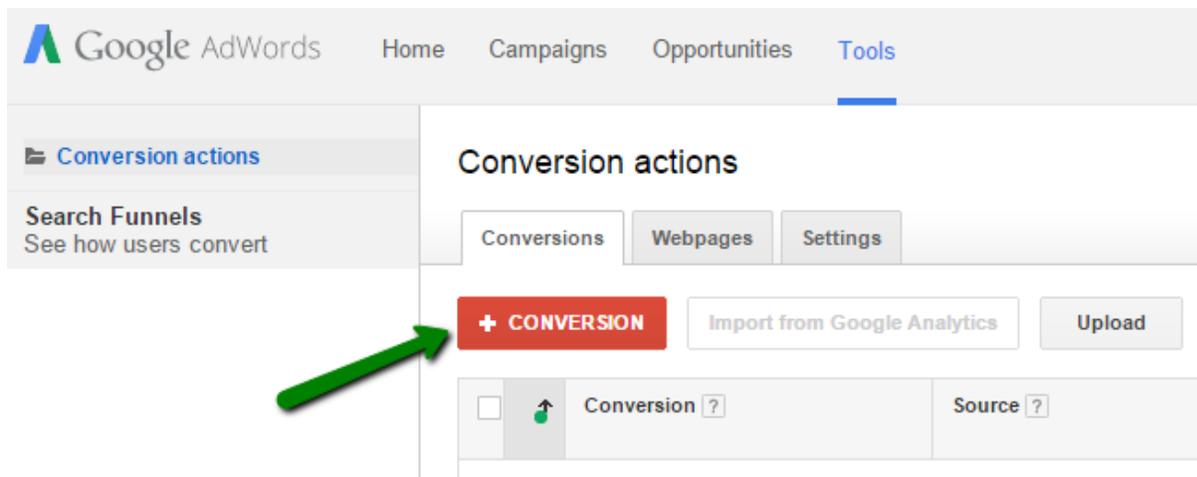
Once you click on this button, you will go through several steps in order to create a conversion. First, you will provide the name of the conversion, which helps with analyzing the report later on. You should also choose the source where conversions happen, such as webpage, mobile, calls, etc. Choosing the right type of source is important as it affect the tracking code that will be generated.

Click on "Save" and you will go on to the settings. Although you can skip assigning conversion value, it is advisable to assign a value to the conversion, as this provides data for measuring return on the investment. You will then choose how many conversions you want to count, conversions category, etc. Choose the markup language, in this case HTML, and settings for the tracking indicator.

When you have chosen the settings, you are ready to go to the final step. Here is where you get the code. You should copy the code, and then paste in between the <body> and </body> tags of the HTML file of the page you want to track.

You will get a code that should be pasted to one subpage of your website in order to track conversions. AdWords stores 30-day cookies in the users' browser, after they have clicked on your ad. When a user gets to the page that has the code, the AdWords detects this action as conversion, as well as the keyword and the ad leading to that conversion. There are several ways AdWords program measures the conversions:

- 1 per click - This option will only show first conversion that resulted from the first click. While this option is recommended and it is a good way to track conversions, a certain percent of conversions might go by undetected by Google AdWords, as those usually result from the second click.

- Many per click - If you want to track additional conversions and sales that resulted after the first click, you could use this option, as it tracks conversions based on the 30-day cookies. In this case, not only will you track the immediate conversion like with 1 per click tracking, but you will get full scale of conversions resulting from the click on your ad.

- View-through conversion - This type of conversion is typical for Display Network, as it helps track and analyze the number of users who viewed your ad or banner, as well as the number of converted users.

Linking Google Analytics to Google AdWords account

If you already have and use Google Analytics account, it is advisable for you to link this account to your AdWords account, as it will provide a lot more opportunities to track visits and analyze the user behavior, which can help you get clearer picture of your target audience and efficiency of your campaign. In addition, you will also be able to import Google Analytics goals and transactions into AdWords as conversions.

Have in mind that you can only link one Google Analytics account with one AdWords account and vice versa.

How to integrate Google Analytics?

Before you are able to integrate Google Analytics, you need to make sure that you have permission to do so. Start by checking the access level of your Google AdWords account. You have to have "Administrative access" in order to be able to proceed with integration. Go to the

AdWords settings at the top right corner of the page, click on "Account settings" and check the access level.
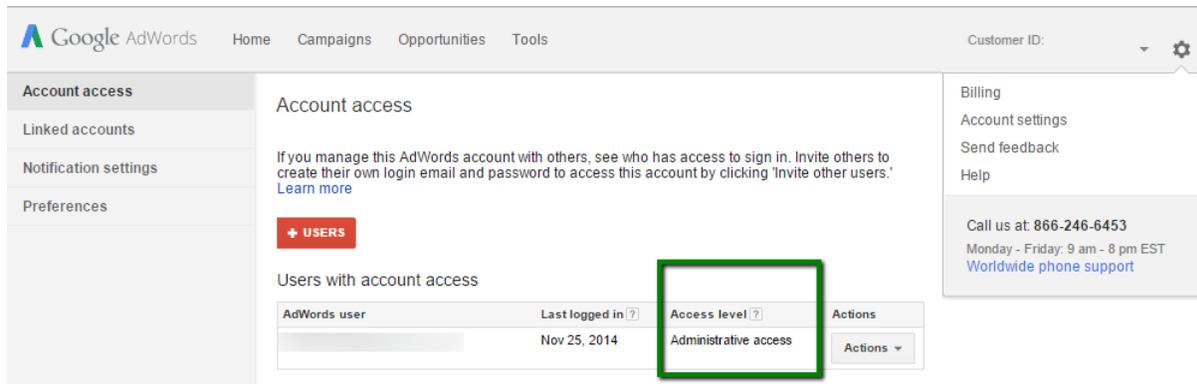
You will now have to make sure that you have the right permission in the Google Analytics account. Click on the Admin tab of the account. You will now have to choose the account and property you want to link to the Google AdWords. Since you might have several websites inside Google Analytics, choose the one you want to integrate, by marking it in both of these columns. Having done that, click on "User Management" to see the type of permission you have.
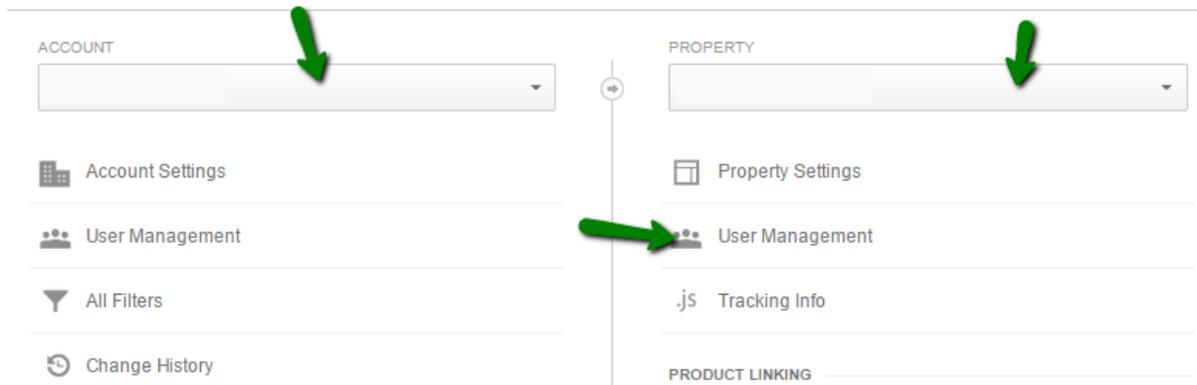
You have to have permission to "Edit" in order to be able to link this account to Google AdWords.
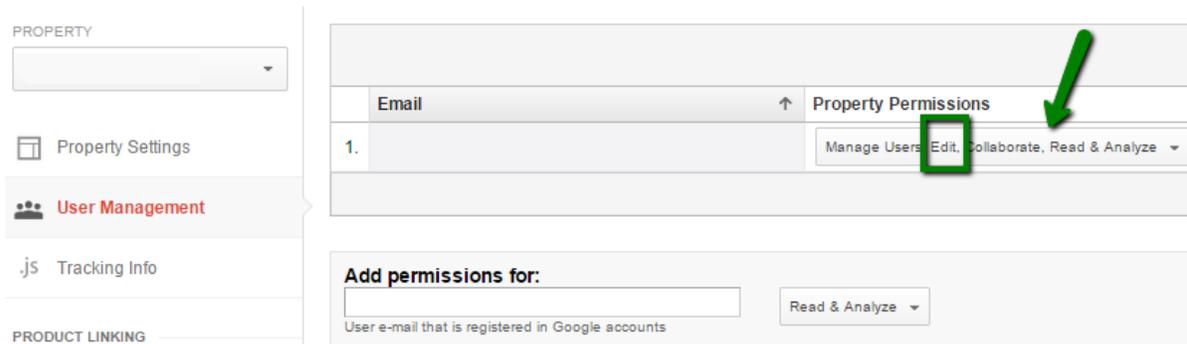
Now that you have checked if you have the necessary permission and access level, you should start the integration process. Go to your Google AdWords account and use the tab Tool, to access Analytics.
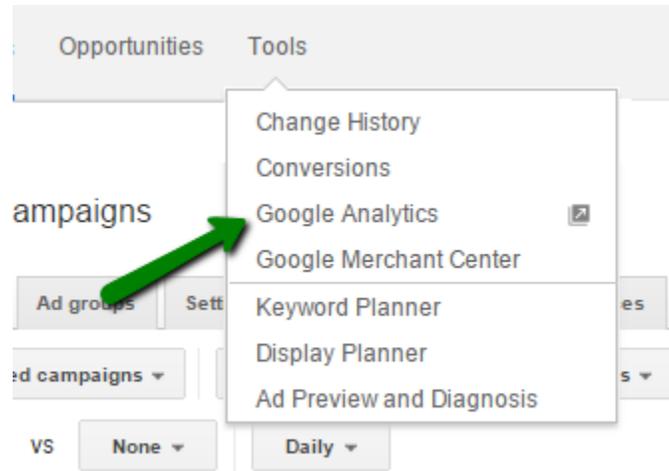
You will be redirected to your Google Analytics account. You should click on the tab Admin inside Google Analytics account.

Choose the name of the account and property you want to integrate and click on "AdWords Linking".
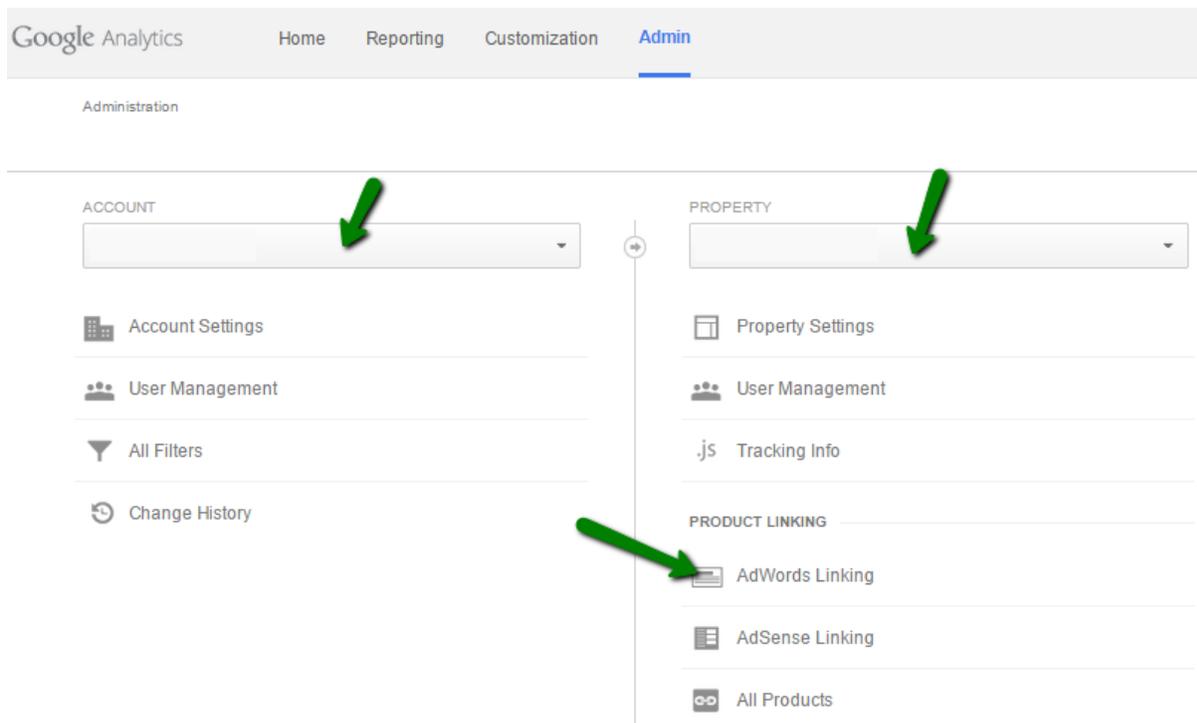
The first step is to choose the AdWords account you want to link and click on "Continue".
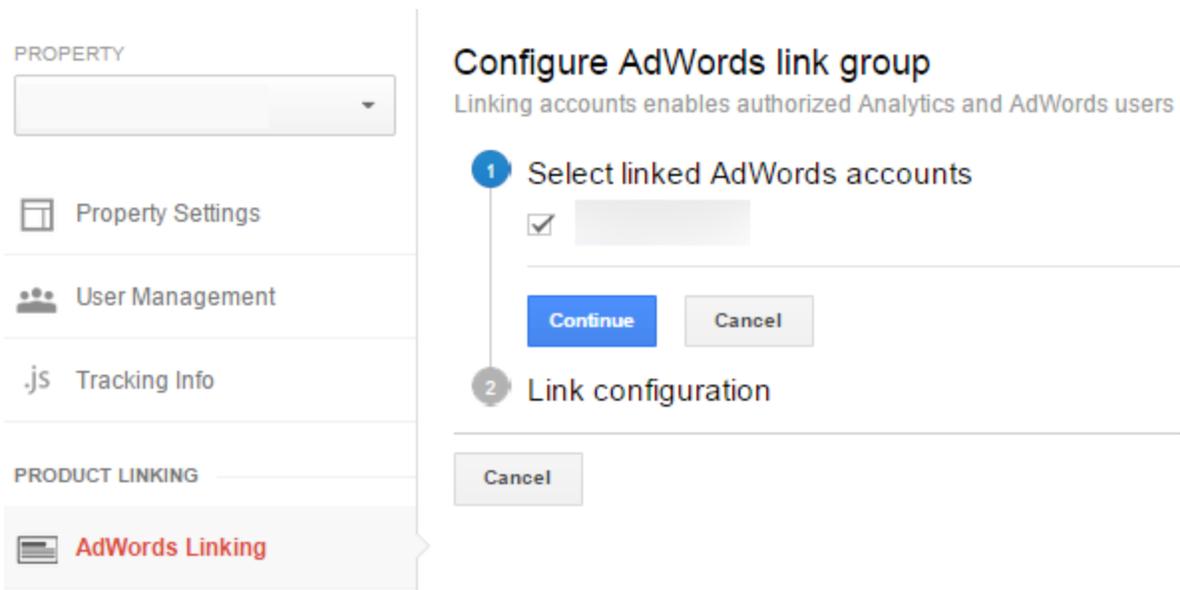
You will then be asked to provide the link group title, which is the title that will identify the group for the linked AdWords account. The next step is to select the Analytics views in which you want the data from AdWords account to be available. Finally, click on "Link accounts" button to finish the configuration.

Google Analytics allows you to create goals, which are also very helpful when it comes to tracking conversions and analyzing the campaign. In fact, you do not need to use conversion option inside Google AdWords if you already use goals in Google Analytics.

How to create a goal with Google Analytics?

Go to your Google Analytics account and click on Admin tab to create a new goal for your account. Inside the Admin tab, find the column "View" and click on "Goals".

You will now be able to see all of your goals, if you have created any in the past, and you will see an option to create new goals. Have in mind that the maximum number of goals you can create inside a reporting view is 20. If you want to track more goals, you will have to create an additional view. In order to enable goal tracking, the goal has to be set to recording.

Click on the button "+New goal" to create a new goal.

You will now have to name the goal and choose the type of the goal. There are four types you can choose from:

- Destination – This type is used when you want a specific URL to be used as a goal. In this case, any time the users visit the specific URL, your goal will be achieved.

- Duration – If you choose this option you will set up a time interval as your goal. Every time a visit is longer than the duration you have set inside the goal, your goal will be marked as achieved.

- Pages/Screens per session – This goal is used when you want to record the visits based on the number of pages or screen a user views during one visit.

- Event – You should use this type of goal if you want to define an event that will represent the achievement of the goal. The action defined as an event can be playing a video, clicking on an ad, social recommendation, etc.

Once you have chosen the type of the event, you will need to set up goal details, which will differ depending on the goal you have selected. If the type of goal is event, the following event conditions should be provided:

- Category
- Action
- Label
- Value

You can either use event value to represent the goal value, or you can specify a custom value.

After you have finished with the goal settings, click on "Verify" to finish the process of setting up. This option will test the goal based on your account data from the past 7 days.

The data will be collected from the moment you have clicked on the goal to start recording it. Go to the reporting tab to analyze the performance of the goal. Find the option "Conversions" in the menu on the left and click on "Goals". The goal overview will provide the data about the number of goals completion, goal value and goal conversion rate.
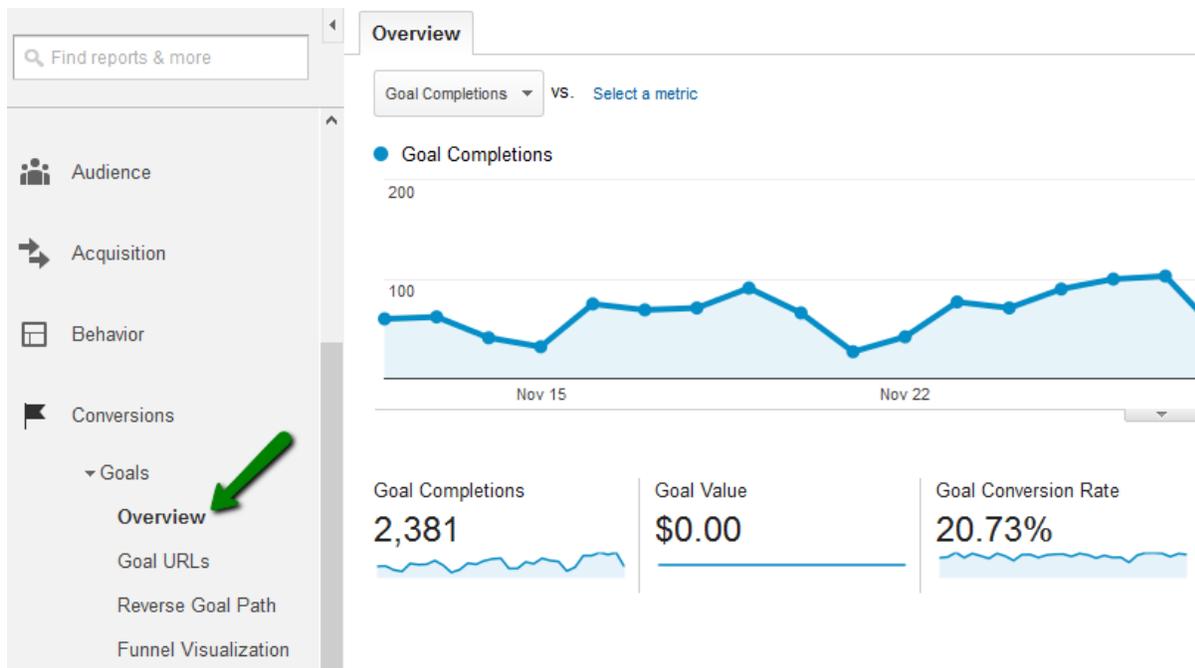
If you want to compare the achievement of the goals in relation to acquisition, you should use the menu Acquisition and click on the option "Overview". You will see the percent of the organic searches resulting in goal completion, as well as the percent of other types of acquisition, including direct, social, paid, etc.

Tracking goals with Google Analytics is possible for both organic and paid reach, which is why this option is very helpful if you want to analyze a particular segment of your website. Since Google Analytics is a free tool, this feature is available to everyone, and you do not have to have a Google AdWords account linked in order to be able to create and monitor goals.

Different options allow you to create custom goals and track specific actions, which will provide information about users' behavior as well as about the performance of your website and specific campaigns.

Besides the data inside the Google Analytics overview, which provides goal completion rate, conversion rates and monetary value (if it has been set up), the data will also be included in the

reports generated with Google Analytics, which include visitor, traffic, site search and events report.

A/B testing

The goal with A/B testing, or split testing is to compare the efficiency of different campaigns, which will help you discover the best campaign settings. In this case, you compare the two campaigns with similar goals but different settings in order to decide which settings help you improve CTR and efficiency of your ads.

Additionally, split testing is great for trying out completely new approaches and experimenting. This way, you get to try something completely new and to implement new practices that might result in huge benefits for your business.

Since AdWords account requires constant monitoring, you are bound to conduct A/B testing on regular basis, which makes this inseparable part of campaign management.

If you want to compare settings for different campaigns, ad groups or ads, use the two buttons to choose the type of metrics you want to compare. The metrics are grouped into four categories, each one containing metrics related to that specific category.

- Performance
- Conversions
- Comparative metrics
- Search funnels

When you choose the metrics group to compare, you can choose the time interval within which you want to analyze those metrics. The available time intervals include daily, weekly, monthly and quarterly overview.

When measuring the performance of the campaign and the efficiency of the settings, you should also examine the data presented in the table inside the Campaign tab, which includes the following columns:

It is possible to choose custom time interval for which you want to analyze the data. By default, you will see the data for the last seven days, but you can always choose different settings from the drop-down menu available inside the Google AdWords account.

12

Advertising with Bing / Yahoo! Network

12. Advertising with Bing / Yahoo! Network

Bing and Yahoo! search engines provide advertising service called Bing Ads. The advertising program is based on pay per click advertising and it works in a similar way as Google AdWords program does. Maximum bid is determined by the advertiser and it is the best way to monitor and limits your costs. Click through rate also has an important role when determining how often the ad will be displayed, as the goal is to provide relevant and useful ads.

Besides CTR, ad position with Bing Ads is determined by:

- Relevance of the ad – Bing analyses how your ad is related to the specific search query.
- Bid – Your bid determines the position of the ad, as it is compared to the other advertisers who are bidding for the same keyword.
- Performance of the ads in the past – If you have managed successful online campaigns with your Bing account it the past, which had high CTR, it is more likely that this will have a positive influence on ranking your ads in the future.

While you will find a lot of similar features and options with Google AdWords, Bing Ads have one feature in particular that allows you to target ads by restricting the ads to specific demographics, while in the same time you can increase the bids when the ad is seen by a user of a certain demographics.

Start by visiting the home page of Bing Ads: http://advertise.bingads.microsoft.com/.
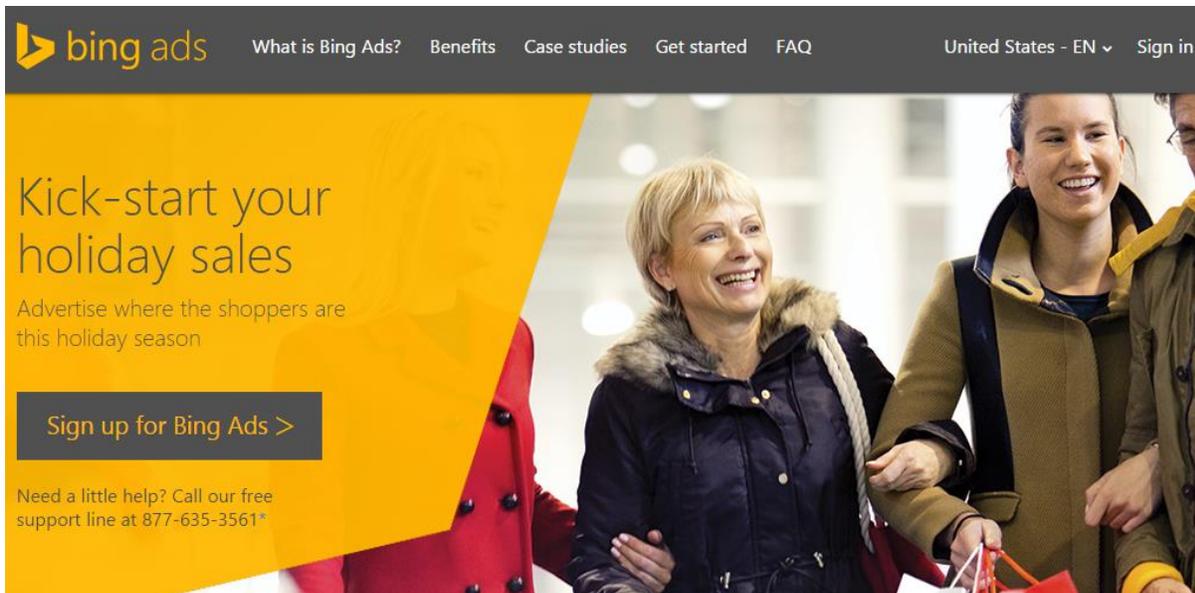
How to create an account?

When you start creating an account for Bing Ads, you will have to use a Microsoft account to do so. You can either use an existing account or create a new one. After you have signed in with the Microsoft account, which will be associated with your Bing Ads account, you will have to provide some additional information, such as company name, currency, etc.

In the next step, you can choose to import a campaign from Google AdWords, to create a new campaign, or skip both of these and go directly to your account.

Main features

You will notice that the main features of the Bing Ads account resemble the ones available in Google AdWords. The tabs at the top of the page help you navigate across different tabs and options.
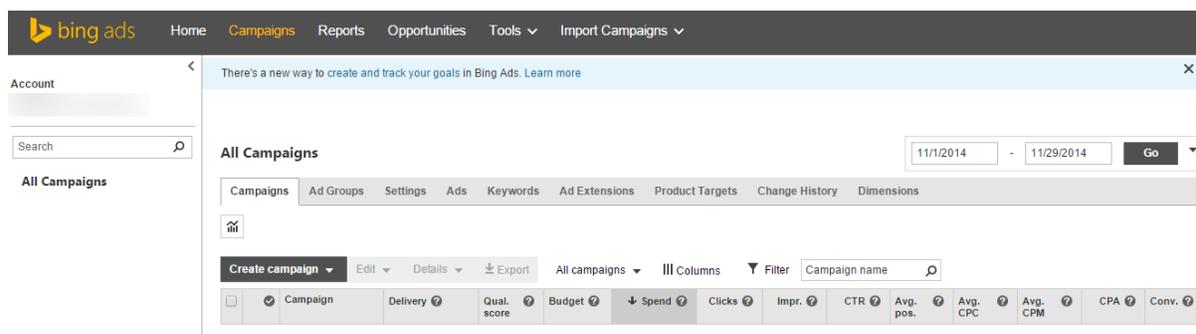
- Home – The first tab shows campaign trends and alerts related to your account. You will also be able to see the basic performance data for the campaign.

- Campaign – If you want to get more in-depth data about your campaign, as well as to get access to all of your campaigns, you should use this tab. The data are shown for the campaigns, ad groups, ads and keywords, enabling you to monitor quality score, budget, clicks, impressions, CTR, etc.

- Reports – This option enables you to create a custom report of your campaign. You can choose the type of report, date range, format, etc. The report can be completely customized, as you can choose only those columns and data you want to see in the report in order to analyze the performance of your campaign. Besides campaign report, you can also download different types of reports, such as a report focused on ads performance, keywords, product target, destination URL, etc.
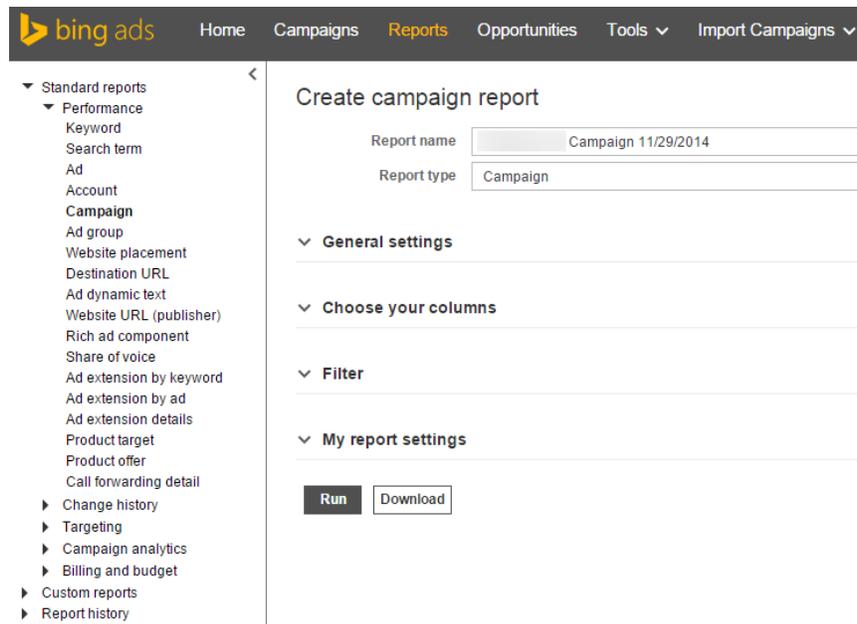
- Opportunities – The following tab shows you opportunities to improve the performance of your campaigns and optimize your account in order to benefit from advertising with Bing Ads.

- Tools – There are several tools that you can use to help you with campaign and ad optimization, as well as with monitoring and tracking. Some of the tools include: Ad

Preview and Diagnostic Tool, Research Keywords, Campaign Analytics, Campaign Planner, Bing Ads Editor, etc.

- Import Campaign – The final tab represents a shortcut allowing you to quickly import campaigns from Google AdWords or from a file.

How to create an ad?

Start by creating a campaign. Go to the tab Campaigns and find the button "Create campaign". There are three types of campaign that can be created with Bing Ads.

Search campaign

When you choose this type of campaign, your ad will appear on the Bing and Yahoo! search networks, and other websites owned by Bing and Yahoo!. In this case, keywords in your ads are matched with the words in the search query. The type of bidding used with search campaign is keyword bidding.

Content campaign

Use content ads when you want to show your ads on websites in the content network designed to display content ads on Microsoft and Yahoo! websites. Bing Ads matches your keywords with the words used on the page, and the text ads are displayed next to the relevant content. You can bid for keywords, network placement and website placement.

Product ads

Product ads include images or product catalogs, which can be created in Bing Merchant Center. The ads also feature a short promotional text and price. They are displayed if they are relevant for the search query.

In this case, we want to focus on search campaign in order to show the ad in the search result page, which is why we will choose the first option, search and content campaign. Even though the same option includes both type of campaign, there will be an option to choose only one of them after you have created the campaign and ad group. Have in mind that Bing automatically creates one ad group when you create a campaign, which can be edited later.
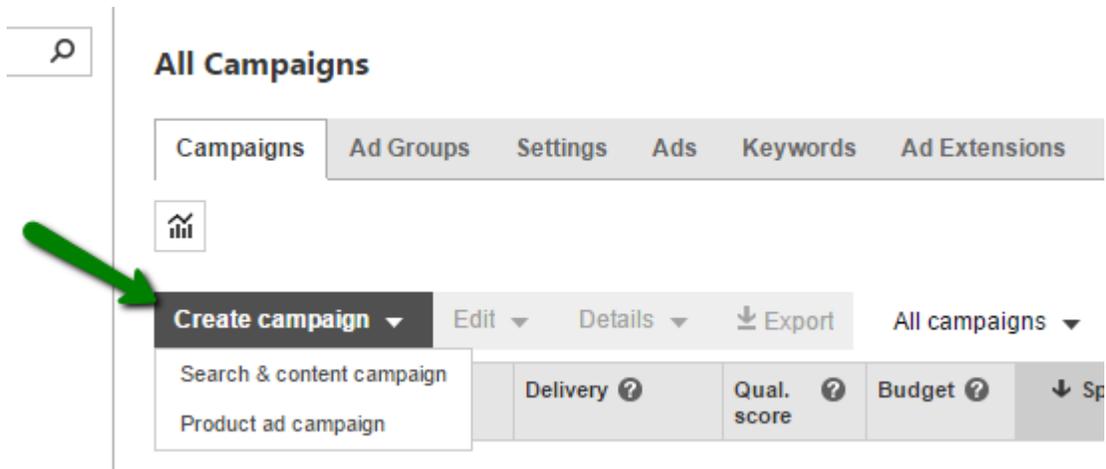
You should first choose the campaign settings, including the campaign name, budget, as well as the location targeting options.

Create an ad

You will now have to create one ad, and you can add more ads later on. You will first choose the type of the ad (text ad or mobile ad), and then the following:

- Ad title – Up to 25 characters
- Ad text – Up to 71 characters
- Display URL – Up to 35 characters
- Destination URL – Up to 1024 characters

As you provide information about the ad, you will see a preview on the right, including the preview of the side ads and mainline ads.

Choose keywords

Finally, you will have to provide the list of keywords. You can either type or paste the keyword list, if you have one that you have already used in the past, or you can use Research keywords button to explore keywords.

The recommendations related to the keywords are the same one used with Google AdWords. You should make sure that you explore matching options, and you should take advantage of negative keywords in order to limit the audience for your ads and exclude queries that do not convert. You will also be able to choose the bid per keyword.

Bids, targeting and advanced settings

It is now time to set separate bids for Search network and Content network. You will also choose targeting options, in order to set who and when will be able to see your ads, as well as on which devices you want to show your ads.

Advanced settings include ad distribution, pricing model, scheduling, exclusions, ad rotation and keywords matching options. These settings will help you optimize your campaign in order to maximize the results.

When you start to create a campaign, there is only one button for both Search network and Content network, so you are automatically opted for both of these options. However, at this point of campaign creation process there will be an option to choose both networks or only one of them.

After you have chosen the settings, you can click to save and proceed to adding payment information. Having saved your campaign, you will see the status in your Campaign tab.

Campaign tracking

Besides monitoring the statistics in the campaign overview and creating custom reports, Bing Ads also help you track and monitor campaigns using goals. You can access your goals or create new goals using Campaign Analytics from the Tools tab.

You should choose the goal type and provide value for that goal. For example, if you choose to track page views per one visit, you can add 3 pages to be your goal, so your goal will be achieved each time at least 3 pages of your website are opened per one visit. This way you can also track specific URLs, duration of the visit, or choose custom events.

13

SEO

13. SEO

Search engine optimization is a process of creating and developing a strategy to optimize and improve a website in order to increase traffic from organic or natural results. That is why search engine optimization is also called organic reach, as it helps you improve the number of users who will get to your website by clicking on the results that appear in the search engines. Organic reach is a natural and free way to generate visits, as opposed to paid reach, where you pay to get your website promoted and visible to the users.

Search engines

In order to explain the process of search engine optimization in details, we shall start with defining what search engines are and what they do. Search engine is a program that searches the items inside its database in order to present the results to the user who used a specific term in the search query. Consequently, search engines have two major purposes.

The first goal of search engines is to index the websites and store the data about each website. In order to do so, search engines have to crawl a website, using so-called spiders or crawlers, and collect the information necessary to learn about the website and what it is about. This way search engines build their own database with information about indexed websites, which is later to be used as a source of information.

The second purpose of the search engines is to provide the results to a certain term, specified by the user. This means that when a user types a word or phrase in the search engines, search engines should present the list of the results or SERP. Obviously, a search engine uses its own database, its data collected through the process of crawling and indexing, in order to be able to determine which content is related to the specific search query. The idea is to present only the most relevant and helpful resources, as search engines focus on providing the best user experience, which is possible through providing quality results.

You should be aware that search engines do not see the websites the same way users do. Instead, they are only able to see the content they crawl, content that follows a certain structure. Therefore, when you create or modify a website, you should be familiar with the fact how search engines get information from a website, in order to be able to create what they call search engine friendly website.

Search engine friendly website is a website that search engines can easily access to and index the content on that website. It means that the website follows the recommendations in terms of technical features and design, and it has a logical link structure. Crawlers are not able to

discern content displayed on graphic elements and videos, as well as Flash or Java plug-in contained content, which is why these unable crawlers from indexing the content.

If you want to check if the structure of your website is search engine friendly, use a tool such as Google's cache feature, and you will see the website as search engines see it.

This is how you as a user see the website:
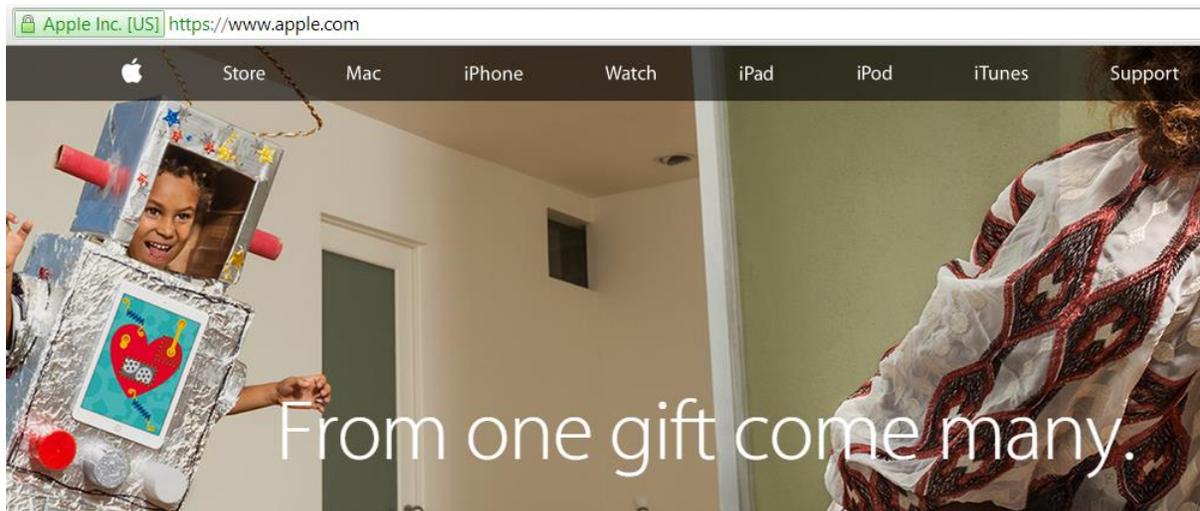
And this is how the search engine, in this case Google, see the same website.

You can access the cashed version of each page, by using the following link. Do not forget to replace the word "example" with the name of the website:

http://webcache.googleusercontent.com/search?q=cache:http://example.com/

Apart from being search engine friendly, a website has to be user friendly as well. While search engine friendly structure helps search engines, you have to think about the people who are going to visit your website, as this will also eventually affect your ranking. If you create a search engine friendly website, but you are unable to generate any visits, sharing, and external links, this will all be a signal that there is something wrong with your website, and you will find it difficult to position such a website.

User-friendly structure allows users to easily navigate through the website. Users are able to find relevant information browsing the website or using the search. Usage of user friendly URLs, usage of images and quality content can also improve user experience.

How SEO works?

It all starts with those users who use a search engine to look for information. They search for a certain word or phrase they are interested in and they are being presented the list of results related to that search query. As with the paid results, search engines want to provide relevant and useful results in order to provide best user experience. Therefore, search engines use complex algorithm to calculate relevance and influence of each websites in a particular order.

Just as it was the case with quality score, where AdWords program would use different metrics to calculate the quality score of a web pages, there are different elements of search engine optimization that affect the evaluation process, and ultimately determine ranking.

There is one major division of SEO elements. There are on-site or on-page elements, and off-site or off-page SEO elements.

On-page SEO

On-page SEO is the type of SEO activities that can be conducted on your own website, hence the name on-page or on-siteSEO. On-page optimization represents creating a strategy to apply best practices and recommendations in order to improve the way search engines see your website, which will affect ranking and your business in general. On-page optimization consists of optimization of different elements of a website, which all are the factors that influence ranking.

HTML

HTML structure of a website enables search engines to recognize parts of text, to identify the text and determine its relevancy. Usage of heading tags indicates the titles and separate headings of the text, which shows the structure, as well as what the text is about.

Title tag

Title tag is important SEO element as it indicates what the page is about, to both the users and search engines. Title tag is the title of the page, occupying the prominent place on the page, which makes it easy to attract the attention of the visitors. In addition, it is included when the page is shared on social networks and it is also visible in the search engine results pages.
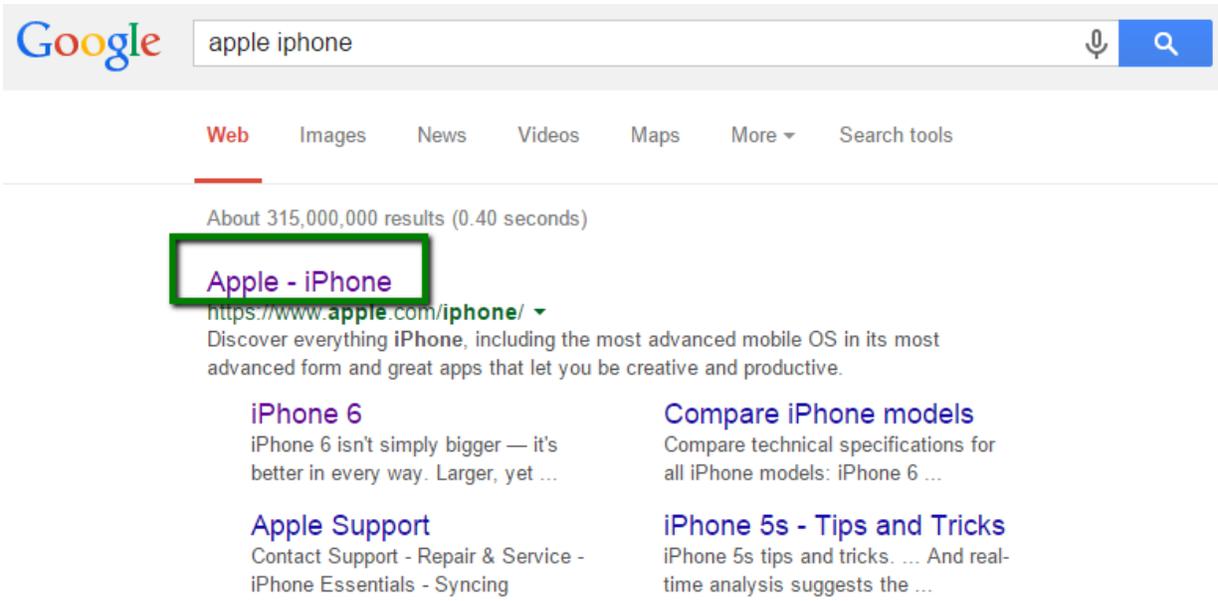
Title tag recommendations:

- Title tag should not be too long for two reasons. First of all, you want to attract the attention of the users, and it is much easier to do so with a shorter and yet affective title. Secondly, search engines only display between 65 to 70characters long title tag.

- Title tag should be related to the content of the page.

- Use relevant words and keywords close to the start of the title tag.

- Write descriptive and engaging titles to attract more visitors.

Meta tags

Meta tags provide information about the content to the search engines.

Meta robot tags are used to control search engines activity for a certain page. Using this type of tag, you tell search engines whether or not to perform a certain action.

- Index / no index – Use this tag if you want to allow or prevent search engine from indexing a page. Search engines are programmed to index all pages, so there is no need to specifically use index tag. In general, you want search engines to index your content except if you have pages with duplicate content, a very large database, etc.

- Follow / no follow – These tags are used to tell search engines whether the link on the page should be crawled. Default settings for all the links are follow, but if you do not want a link to be followed, use no follow tag.

- No archive –This tag is used when you want to prevent search engines from saving a cached copy of a page.

- No snippets – If you want to prevent search engines from displaying rich snippets for your website (descriptive text) next to the title tag and URL in the search results, you should use this tag.

Meta description

Meta description was used in the past by search engines to provide information about the content of the page, but it is no longer being used for that purpose. Today meta description is not a relevant ranking factor. It is only used as a text, which is displayed below the title tag and URL in the search results. As such, meta description can help with generating visits, since users tend to read meta description in order to determine if it matches search query. Therefore, you should write effective and relevant meta description to attract the users. In general, there is no particular recommendation on the length of meta description, but you should have in mind that search engines usually display snippets up to 160 characters long.
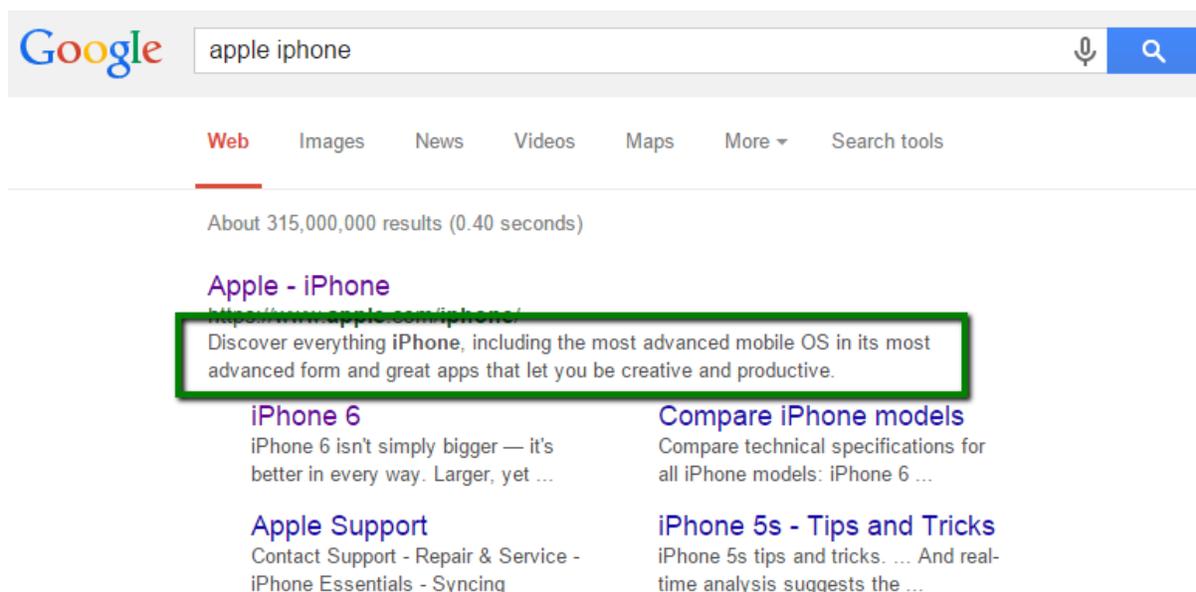
Rich snippets

Rich snippets are a form of structured data, which allows webmaster to mark up content on the website in order to provide information about the website to the search engines. There are different types of markup, including reviews, author's profile, events, etc. This activity is not an essential part of search engine optimization process, but rich snippets are being displayed in the search results, which is why you might want to consider using them.
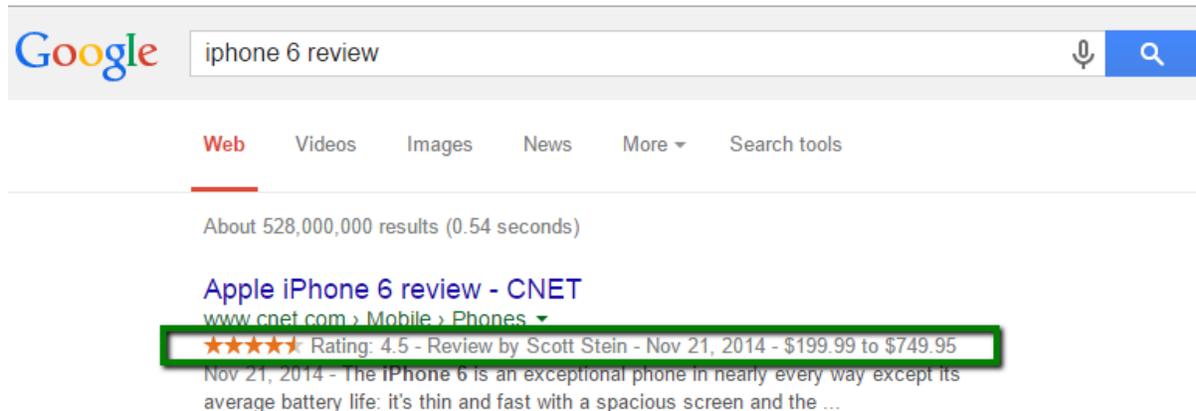
Keywords

Keywords are essential part of the search process, and thus they are also essential on-page SEO element. Keywords allow search engines to understand the content of your website and relate it to a specific term.

There are no exact instructions on how and when to use keywords, but there are some best practices that are considered helpful when trying to optimize a website.

Keyword recommendations:

- Use the keyword at least once in a title tag, if possible close to the beginning.
- Use the keyword several times in the body, including the variations of the keyword, such as synonyms, different word order in the phrase.
- Use the keyword at least once in the Alt text (attribute of images).
- Use the keyword once in the URL.
- Use the keyword at least once in meta description, close to the beginning if possible.

Architecture

Link structure on the website is also visible by the search engines, and it allows them to find out how the content is connected. Crawlable structure of links enables search engine crawlers to

identify the pathways of a website and to index all of the pages. If you create pages that are in no way linked to the other parts of website, it will be very difficult or even impossible for search engines to index those pages.

Duplicate content

Duplicate content is one of the most common reasons for penalization by search engines, which will decrease your ranking and prevent you from reaching the top position in the search result pages. When you have one or several pages with similar content on your website, one way of resolving this issue is to use 301 redirects. In this case, you will redirect search engines to one single page, and search engine will only show one page in the search results, which increases the chances of higher ranking than with having several separate pages.

Canonical URL tag

Canonical URL tag is a similar way to approach the issue of having duplicate content. As with 301 redirects, you use canonical URL to tell search engines that two (or several) pages should be treated as one. Unlike with 301 directs, usage of canonical URL will not direct visitors to a different page, which is why this option is often used when publishing the same content on multiple websites.

Descriptive URL

Descriptive URLs are those that contain the specific name of the document, which are both user and search engine friendly. You should also pay attention to the length of the URL, as shorter URLs are much easier to share on social media, in emails, etc. General recommendation is to use hyphen (-) to separate words in the URL. As said before, you should try to use the keyword in the page URL.

This is an example of descriptive URL, which is both search engine and user friendly.

You should avoid creating URLs such as this one.

Site speed

Site speed is a metrics that shows how quickly your website responds to the request. It is basically the time needed for your website or a certain page of your website to load. Site speed has been used as one of the metrics for ranking websites in the search results, which is why you should measure and try to improve the speed of your website as a part of on-page SEO. Faster load time provides better user experience and that is why the website with faster load time is more likely to rank higher as opposed to slow loading websites.

Google provides a Page Speed tool that helps you measure the site speed on both desktop and mobile devices. This tool also provides suggestions on how to fix potential problems that might be causing your website to load slowly.

Site map

Sitemap represents a list of all the files on your website and its main purpose is to help search engines when crawling your website. Search engine crawlers are able to recognize the format of the sitemap and to use it to get the information about a website. Even though there are several formats of sitemap, the most common and recommended format is XML sitemap.

Off-page SEO

Off-page SEO refers to the external elements that influence the optimization of the website, and thus they affect ranking. Besides learning about a website, search engines use external factors to evaluate the websites and rank them accordingly. Two most important metrics are certainly the engagement, where search engines measure the time users spend on a website, as well as external links, where the main presumption is that people would only link to quality content.

Links

Links are very important element of search engine optimization, as they help search engines discover content that is related to a specific page. Popularity is primarily calculated through

links, where search engines use the link patterns to determine popularity of a website. Besides popularity, search engines conduct link analysis to detect spam and separate it from authority links.

Search engines use a complex algorithm to conduct link analysis, and there is no way to know how exactly they compare and rank the websites based on links, but there are some general recommendations when it comes to link building strategy.

Link neighborhood

Search engines tend to analyze the websites that link to your websites, as well as the links you feature on your website, in order to determine the type of websites you are interacting with, i.e. link neighborhood. This is done based on the assumption that spammy websites are most likely to link to spammy websites, which is why you have to be careful when asking for or posting the link to your website on other websites.

Relevant and authoritative

Consequently, search engines are prone to deduct that high quality websites would link to other quality websites, which is why obtaining links from a website with high authority is a good way to improve ranking of your own website. This kind of link building activity is something that search engines recommend, as having a link posted on an influential website would definitely boost the authority of your own website. Universities and government websites are some examples of websites with high authority and trust, based on the search engines.

Anchor text

Anchor text is the link text, visible to the users. It is a clickable part of the text that contains a link to a website. Search engines use the anchor text to determine the content of the linked page, and they use anchor text as one of the metrics when determining ranking. With the latest updates, search engines have started to give more relevance to the keywords in the anchor text. Therefore, if too many websites link to same URL and use the identical anchor text, it can mean that the links were not acquired in a natural way, which has negative effect on ranking. The general recommendation is to use the keywords and keyword phrases in the anchor text, but you should try to use a variety of different anchor texts to link to your website, instead of using the same phrase every time.

The Apple Watch (Courtesy of Apple)

Apple Passes Out Another Few Apple Watch Crumbs Of Info

Apple is slowly releasing details on the Apple Watch, both for consumers and developers through its homepage (reports 9to5Mac). Apple.com/watch (still refusing to use the word 'smartwatch' in any marketing) now splits out the features from a single page into three headings – Timekeeping, New Ways To Connect, and Health & Fitness. From discussions of the built-in watch-faces, to the widget system used to alert you ...ed 'complications', which typifies Jony Ive's

Social links

Even though social links are not treated the same way as the links from other websites, as they do not hold such relevance, social links are noticed by the search engines. It is not known to which extend they affect ranking and how they are implemented in the search engine ranking process, but there is no doubt that they are important part of search engine optimization.

Social links are frequently featured in the search engine results, as a response to a user query.

Social shares provide a great opportunity to distribute content and reach the large number of users. Building up a profile with lots of social followers help you create a community through which you can promote your content and thus increase traffic, click through rate, and eventually improve your business.

Link Building

Link building is defined as a process of acquiring hyperlinks from other websites to your own website. It is a part of off-page SEO, but having in mind the importance of link building in the positioning of the website, we shall focus on this activity a little bit more.

There are a lot of different techniques that can help you get links, but this activity is certainly one of the most difficult parts of SEO, and most webmasters agree that link building is a true art.

Each link consists of several elements:
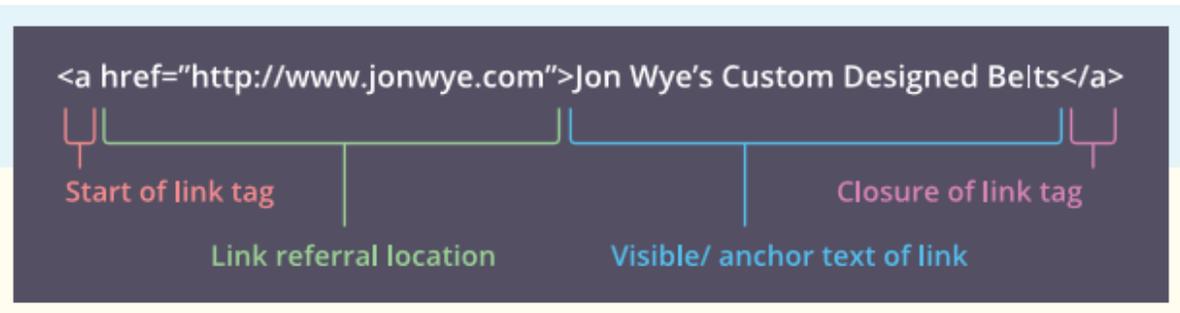
- The first part of the link indicates to the search engines that there is a link to a different location. It is called the start of link tag.

- The second part is link referral location, which actually represents the URL to which the link is pointing.

- Visible / anchor text of the link is the third part of the link and it represent the text which will be visible to the users. This is the clickable part of the text, usually a word or a phrase that will lead the users to the web address provided in the link referral location. Anchor text is usually formatted differently from the rest of the text. It is usually underlined and in different color than the rest of the text, most often blue.

- Closure of the link tag is the final part of the tag and it is used to indicate to the search engines where the tag ends.

Types of links

There are several types of links. Some of them will help you tremendously with positioning your website, while other may even harm your ranking.

Editorial links

This is the best type of link you can get, and therefore, it is most likely that they will help you with positioning. Editorial, or natural links, are the ones received naturally from other website owners. In most cases, you do not have to ask for editorial links. However, in order to get an editorial link, you have to deserve it. You can usually deserve a link by publishing high quality content which the users will find useful and worthy of sharing.

Manual links

Manual or outreach links are the links you get having previously contacted the website owners and asked them to link to you. Having quality content is again the reason why anyone would choose to link to your website.

Non-editorial links

These links are self-created on those websites that do not require moderation before publishing, which include article directories, forum signatures, directories that are not moderated, etc. However, these links do not comply with best practices and recommendations suggested by the search engines, which is why you should avoid them. It is not certain how and if they will help you with ranking, but it is also speculated that they can even lead to penalties.

Nofollow links

Using a nofollow link you basically indicate to the search engine that you do not want to assign relevancy to that link. It is used when you do not want to recommend search engine to follow a certain link, and you are telling search engine that they should not trust this link. These links are also used with advertising. In this case, you can advertise a link to the website visitors, but at the same time you will indicate to the search engines that you cannot trust this website, as you do not have control over the content published on the website featured in the link.

As a user you will not notice the difference, and you will still be able to click on the link and visit the URL contained in the link. However, search engines will see the additional rel="nofollow" in the link tag.

```
<a href="http://www.example.com" rel="nofollow">Example</a>
```

Nofollow links are usually used in the blog comments, forum posts, websites like Wikipedia, etc. as in all of these cases users can add link manually, which could eventually lead to misuse of this type of links.

The benefits of link building

Link building, as an SEO activity, results in two major benefits for your website.

First of all, links help search engines discover content on your website. When a search engine crawls your website in order to index the content, it also indexes the links pointing to those pages from external websites, as well as the link structure on the website itself.

Additionally, links affect search engines when ranking websites, as each link in considered a sort of a vote. Having links pointing to your website is the indicator of popularity and quality, which is why this metric is an essential part of SEO.

However, you should have in mind that having thousands of links will serve you no good if those are all spammy links and links obtained from website directories. These links do not indicate enough value, as editorial links do, and they even might harm your website, as excessive number of these links may be marked as so-called over-optimization.

Link building can also help with branding, as you will try to establish your brand on the internet and increase the influence of both your brand and you as an influential individual in the specific industry. In addition, reaching out to other people from your industry can help you build and improve relationship with others, which may result in collaborations and new opportunities for your business.

Ultimately, link building helps you increase traffic, which can help you acquire some new customers or get links additional. In this case, links from related websites are likely to get quality traffic and users who are genuinely interested in your business, while you will hardly get the opportunity to convert the visitors who click on the link posted on unrelated website.

How to improve SEO?

There are various different strategies and approaches when it comes to working on SEO. It depends on factors such as your website, type of business you have, your budget, time you have to invest in search engine optimization, etc.

The main recommendation when improving SEO is to try to improve each of the aspects that affect SEO and ultimately improve ranking, which includes both on-page and off-page elements. Since on-page elements are easier to improve, having in mind that those are relatively easy to fix, you should start with on-page optimization.

Creating high quality content is one of the most recommended strategies to improve SEO. This way you provide content that can be trusted and it results in increasing your authority on the internet. Having great content will also help you increase traffic and links pointing to your website, which will strengthen the influence of your website even more.

SEO tools

One of the best tools to help you start and get general idea what needs to be fixed on your website is Google Webmaster Tools. You should use your existing Google account to sign in to

Webmaster Tools and add your website. You can add several websites and manage all of them from one account.
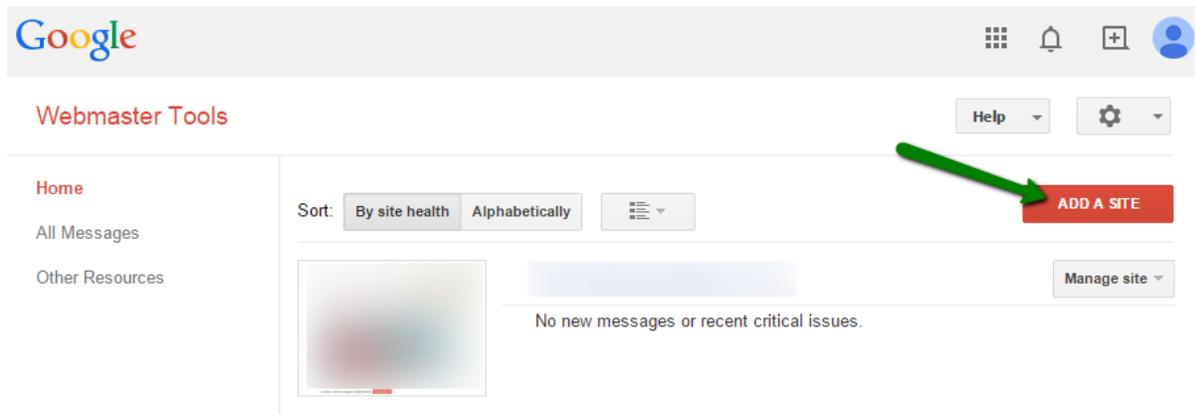
Once you have your website added, you will be able to examine some of the on-page features such as crawl errors, HTML improvements, structured data, etc. You will also see the data about links to your website, internal links, search queries and keywords leading to your website, mobile usability, etc.
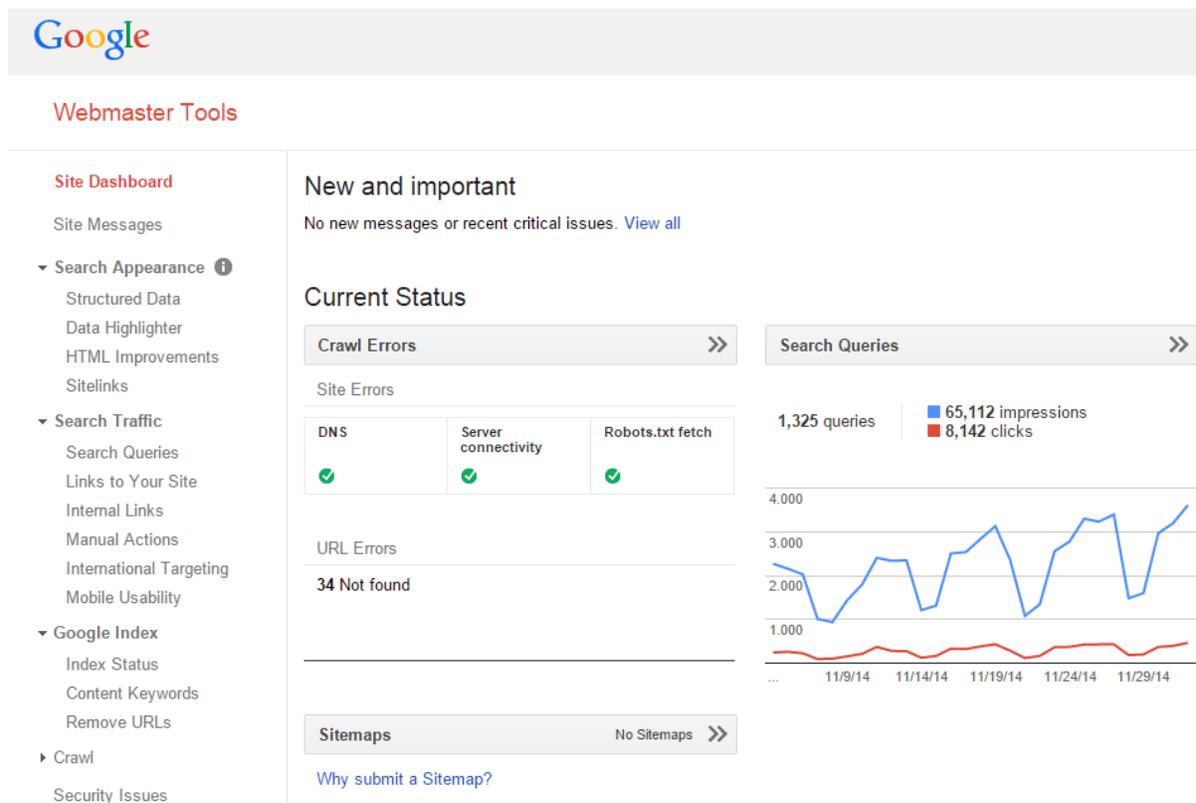
Bing offers its own Webmaster Tools, which can also help with determining if there are any issues on the website that might be having negative influence on ranking. Bing Webmaster

Tools helps you understand how people reach your website, which keywords they use and how they behave on your website.
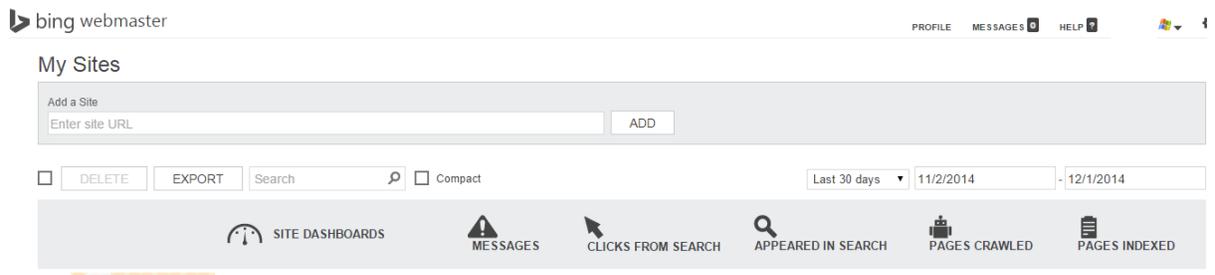
Other tools recommended for improving SEO include:

- Google Keyword Planner– A tool that will help you get keyword ideas and explore the volume of the keywords on your website.
- Google Analytics– This tool will help you with monitoring the visits, analyzing the behavior of the visitors and the target audience, as well as with tracking success of your website's performance through creating custom goals.

While these are Google's tools, Bing provides alternatives and similar tools that are supposed to help you with the search engine optimization tasks.

- Keyword Research Tool – Use this tool to explore the keyword volume and suggestions.
- SEO Analyzer – This tool allows you to analyze the page in order to see if it follows the best SEO practices.
- Link explorer – Use this tool to explore link structure of a website, including back link analysis.

14

SEM and Other Types of Marketing

14. SEM and Other Types of Marketing

Since we have established that SEM is an important part of any successful marketing strategy nowadays, as an effective tool to promote and hence improve the business, we should also analyze the correlation between search engine marketing and other types of marketing.

SEM is only one segment of online promotion and as such, it is dependant and conditioned by other forms of marketing, such as social media marketing or email marketing. If you want to develop a strategy that will maximize the effect of your online efforts, you need to think about the approach that combines several forms of internet marketing, as this is the formula that can bring you most success. Usage of various tools and platforms in the purpose of promotion is recommended in order to target different parts of online market. Obviously, you should monitor the strategy and optimize it according to the situation on the market and your company's needs.

Having a website is essential as this is your online presentation and a place where those interested in your business can reach you. It all starts with your own website, because this is the image of your company and it is useful for sending the message about your philosophy. It is also the best way for online consumers to reach you, so you have to provide an easy way for them to do so, by creating an easy-to-navigate website and a contact page.

You should also add a page about your company and your products or services, as this will help you inform the visitors about what you have to offer. Additionally, the text you provide on your website will help with search engines as well, as they have to be able to understand what your website is about in order to be able to properly index it and show when the related keywords are used in the search query.

The website is the foundation from which you will employ different marketing strategies to promote your business, using other forms of online marketing besides search engine marketing.

Search engine marketing and social media marketing

One of the goals of search engine marketing is to have a website that is properly optimized, so that it allows both search engine crawlers and online visitors to understand what the website is about and to find the information they are looking for. In order to provide information to the readers and search engines, you have to publish some content on your website that will feature the information in question. Written content is most commonly used to display necessary information, but other types of content can also be used, such as videos and photos. It is important that regardless of the type of content you choose to display on your website, you

optimize it according to the SEO guidelines, so that you maximize the chances of the content being found organically.

Needless to say, the content has to be original and of high quality in order to appeal to your audience. Quality content is valued by the online visitors, which will most likely choose to return and decide to sign up in order to stay connected.

The goal of social media marketing is to use social media in order to promote your business, to reach the potential costumers, to establish relationship with your audience and to ultimately convert potential customers into your loyal customers. Social media marketing involves a series of actions, which are part of a strategy that will help you establish this bond. In order to do so, you need content. You need something valuable you can share to your audience in order to gain trust and reputation. While you could share content from external sources, which is a good strategy for occasional use, it will be much more effective if you have your own content to share.

Sharing your own content is better as you actually direct social media visitors to your website, a place where you have a great chance of converting the visitors into customers or subscribers. Hence the importance of a nice looking, well-optimized websites, which is eye-catching, and which provides sufficient information to the visitors.

Besides written content, social media is also great medium for sharing images and videos, if those are created as a part of your content marketing strategy. In fact, images and videos are quite effective form of content when it comes to social media, so you should consider employing those in your social media marketing.

Therefore, SEM provides website content that could be shared on social media as a part of SMM strategy, while SMM generates a significant amount of traffic, and conversions, which will have a positive influence on SEM efforts.

Search engine marketing and email marketing

The correlation between these two types of marketing is also mutual. First of all, while having a website and quality content published regularly, you will provide a reason for people to want to connect with you. You will allow this through the possibility to sign up for a newsletter or you could provide a gift, such as a free e-book or an online membership in exchange for the user's email address. Have in mind that it is unlikely that someone will provide the email address without any reason, because why would they? However, if you make providing email address

mandatory in order for the visitor to obtain something, this will increase the chances of users willingly giving you their email address.

On the other hand, email marketing can also benefit from having quality content on your website, as this could be used as a reference when addressing certain issues in your emails. This way, you provide links of your website, which can redirect traffic to your website where you could convert the visitors into customers.

Obviously, search engine marketing is very important aspect of internet marketing in general, and it is a starting point when creating an online strategy, regardless of the type of business you run, and regardless of the goals you want to achieve with internet marketing.

15

Setting up SEM Strategy

15. Setting up SEM Strategy

Search engine marketing is a custom approach to website promotion, as each business has to adapt the online promotion strategy according to its needs, budget, resources, possibilities, competitors, etc. All of these are factors that influence the process of developing SEM strategy, as those are unique characteristics of the company in question. There is no universal strategy that can be copied and used with several companies, as the factors influencing the strategy will determine the success of the strategy.

Therefore, if you see a strategy that has been applied on another company with lots of success, it does not mean that the same strategy will produce the same results if used by your company. You need to be aware that each situation in unique and different conditions will result in different outcomes, regardless the fact that the same process was used.

Despite the fact that each SEM strategy is different and conditioned by the company's need, budget and resources, there are steps that are universal when it comes to developing your own strategy. Thus, you should avoid implementing a strategy developed by someone else, but you should rather follow the steps in order to develop your own approach based on your own business. This kind of approach is the only one that can lead to success.

1) Establish a plan

Planning is an initial stage of each process, as it helps you determine where you are and where you want to be. Therefore, planning should always be the first part of developing a strategy, regardless if that is SEM strategy or any other strategy, such as SMM strategy or email marketing strategy.

You should start by defining where you are. Try answering some of these questions:

- Do you have a website?
- If yes, how many visits do you have on the website?
- Do you sell online?
- Do you currently use any other type of promotion?
- Do you have any prior experience with SEM?
- If yes, do you have any data that would be useful (such as the list of keywords)?

All of these and other similar questions are meant to present a clear picture of where you are in terms of search engine marketing. After you have finished defining where you are, focus on where you want to be. This will be your plan, to create a strategy that will lead you where you want to be. Some of the questions to help you:

- How do you want to improve your website?

- Do you want to increase sales / visits on your website?

- Do you want to promote new product(s)?

- Do you want to expand the influence of your brand?

Plan is a general idea on where you want to be headed. This is a sort of a roadmap you wish to follow in order to achieve your goals. Planning is the initial stage but it should be influenced by other steps of developing SEM strategy, as you want to create a plan that is realistic, and that can be achieved based on the current situation.

2) Highlight the goals

Once you have set up the plan or the roadmap of where you want to take your business, you need to highlight the goals. Goals are the tasks you want to achieve with your strategy, and they can be short-term or long-term. What you need to have in mind, when highlighting the goals you want to accomplish, is the following:

Realistic goals

Your goals have to be realistic and based on the overall plan you have developed. They need to be plausible, based on your company's assets, needs and type of business, as otherwise, you are at risk of all your efforts being in vain. If you do not set up realistic goals, you might as well just give up your marketing strategy completely, as you will not be able to achieve the goals you have set for yourself, and the strategy is going to fail.

Realistic also means that you are being objective when it comes to setting up the goals. Instead focusing on your desires and dreams, focus on what you have and how to use that to improve your business and go ahead. You need to impartially observe your current situation, regardless if this is something you like or dislike, and consider how to improve it. This kind of approach will help you stay on track and be objective when highlighting the goals.

Measurable goals

The second important characteristic of goals is that you have to set up measurable goals. This is important for the analysis of the efficiency of the marketing strategy, as it helps you evaluate whether and to which extend you have been able to achieve the goals you have set up.

For example, "I want to improve sales" is not a good goal. It may be realistic and objective, as you will eventually improve the sales through your search engine marketing strategy, but it cannot be measured, and thus it prevents you from calculating ROI. You will not be able to compare the assets you have invested into the strategy with the results, and therefore, you will not know whether the strategy is in fact profitable.

If you want a goal to be both realistic and measurable, you need to add some sort of quantifier to the goal we have mentioned above. For example, "I want to improve sales by 20%". This way, you will calculate the sales after the marketing campaign, and you will see if the sales are in fact increased by 20%. Furthermore, you will be able to calculate how much it costs to achieve this increase, as this will equal to the investment used in the implementation of search engine marketing strategy.

3) Determine the available and necessary resources

This part of developing a successful strategy is very important, as you have to be aware of the amount of resources you are able to invest into this strategy. The resources include time you will need to spend implementing the strategy, as well as the budget you will need to assign to paid advertising or for hiring a person who will be in charge of the implementation of the marketing strategy.

Once you know how much you can invest, you are ready to assign the resources necessary for your strategy to succeed. Being aware of the exact investment will make it much easier for you to analyze the success of the strategy by analyzing ROI.

You should make a list of all the resources that are available on one side, and the amount of resources needed to implement the strategy on the other side.

4) Analyze the market and competitors

The next step is to analyze the situation on the market. You have to research the demand and supply on the market, you have to analyze the situation in the search engine result pages, and you have to aware who your competitors are. All of this will help you establish a plan that will have much more chances of succeeding as it will start with a realistic picture of the current situation.

Analysis will also help you refine your approach if necessary, as you will see which kind of approach was more successful with your competitors. The results will also help with customizing the search engine ads and choosing the keywords, as you want to be unique and original, in order to be distinctive from your competitors.

Here are some points to address during this step:

- Are you local or global business?

- What is your target audience?

- How do you expect to reach your target audience?

- Who are your competitors?

- What kind of marketing are your competitors using?

- Which keywords do you plan on using?

- Are those keywords competitive?

4) Choose the media

Up to here, you have pretty much developed a plan for your strategy, and now it is time you developed a plan to approach the potential customers. There are different platforms where you can reach and establish relationship with the potential customers, and those include:

- Website

- Blog

- Search engine ads

Since search engine marketing includes paid advertising (search engine ads) and organic positioning, you achieve with your website or blog, the best idea is to combine these three when creating a strategy to reach potential customers, as this ways you leverage the media at hand in order to maximize the potential reach.

Although paid and organic reach are different types of SEM and they do require different approach and strategy, if you want to leverage both, you should create a strategy that combines the two approaches and exploits the benefits of both paid and organic reach.

5) Choose the tools

Now that you have identified your goals and the approach you are going to use, it is time to choose the tools you will be using to implement and monitor the strategy. Therefore, we will divide the tools into two phases:

Implementation phase

This is the phase where you basically apply everything you have been planning from the beginning, in the way you have chosen. Regardless if you work on paid or organic reach, there are the tools you will need to use to conduct certain tasks and to ensure the efficiency of the strategy.

Here are some of the tools you will be needing at this phase:

- Advertising program to create ads (Google AdWords or Bing Ads)

- CMS (Content Management System) to host your website or blog (WordPress, Joomla, Drupal, etc.)
- Additional plug-ins or features on your website, to help you optimize your website

Monitoring phase

This phase should start simultaneously with the implementation phase, as the best way to improve and quickly fix your strategy is to do it as soon as you notice that it does not provide desired results. You will probably need at least a week or two of applying search engine

marketing strategy before you are able make sure that the statistic data are reliable, so that you can compare them with predictions and plan.

In order to make sure that you have enough data to analyze in this phase, you need tools to help you track the statistics of organic and paid reach.

Here are the tools you should consider using for this purpose:

- Advertising program to analyze the performance of the ads (Google AdWords or Bing Ads)
- Analytics program to analyze the performance of your website (Google Analytics, Google Webmaster Tools, Bing Webmaster Tools, website statistics, etc.)
- Trackable links (Bitly, Google URL shortener, etc.) to monitor the click through rate from different sources, such as social media, in order to determine how those influence your website's performance

You should be aware that there are a lot more tools you could use, and the choice mainly depends on you, as you should choose the tools you are comfortable with, regardless if those are free or paid tools.

Once you have finished all of the steps above you are ready to start your search engine marketing strategy. Following these steps ensures that you in fact can set up and conduct a strategy that will ultimately result in lots of benefits to your business, regardless if your goal is to increase sales, work on branding, increase the number of subscribers on your mailing list, etc.

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Analyzing the Efficiency of the SEM Strategy

16. Analyzing the Efficiency of the SEM Strategy

There are multiple ways to analyze the efficiency of SEM strategy, depending on which aspect you want to focus on. It is not possible to monitor a single metric, such as the number of website visits, in order to evaluate the efficiency of the strategy, as this will not represent the whole picture. You need to focus your attention on different aspects to learn how and to which extent your strategy has improved your business.

So, instead of knowing whether or not the number of visits has increased, you should focus on how this number affected your business, how many of those visitors were you able to convert into customers, do visitors return to your website, etc.

Analyze the visits

You should start by analyzing the visits. Rather than knowing the exact number of the website visits, you should focus on the details related to those visits, in order to assess their relevance, and their influence on your website.

For example, look at the following graph showing the most important statistics related to visits.
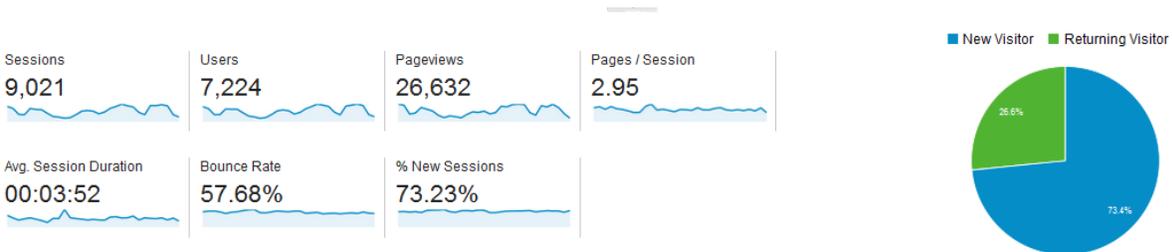
Besides learning the number of visitors this month, you should also focus on other statistics displayed here as those affect your approach.

Page/Sessions

This is the average number of pages views during one session. According to this graph, one visitor views approximately three pages on the website before he or she leaves.

You should think about this for a while. Is this good for your website? Do you have enough time to convert the visitor during this time? You might also want to compare other data to this statistic, to get the reliable results.

Average session duration

Session duration is connected to the previous metric, as you need to question whether or not the time the visitor spends on your website is enough for he or she to be converted into your customer. The duration necessary to convert the visitor depends on your website and type of business you have, so this metric should be analyzed in comparison to your business. If approximately four minutes is enough for a visitor to make up his mind about becoming your customer, this will be a good average session duration. On the other hand, if you believe that you need to have visitors on your website longer, if you want them to read the full article, to participate in a forum, or to leave a comment, you will need to optimize your website in order to extend the length of a visit. Try engaging the visitors with some of the following:

- Write interesting, catchy and useful articles that would inspire people to read them
- Illustrate some points with images, graphs or charts
- Provide related articles for those interested in learning more about a specific topic
- Include links to other articles or pages on your website (for example, a product page)
- Allow users to easily access the rest of the website by providing the link to your home page

Bounce rate

This metric represents the percentage of people who have only visited one page on your website and then they left. It means that the user did not find what he or she was looking for. They clicked on your website and they left immediately. Have in mind that high bounce rate can be an indicator to the search engines that something is wrong with your website because the visitors are leaving so soon. This will have a negative effect on the reputation of your website, so you should try to minimize the percentage of bounce rate.

While it is normal to have certain percentage of single-view visitors, bounce rate above 40% should be addressed to, as something must be causing high bounce rate. Some of the reasons that might be causing high bounce rate are the following:

- Site design is not optimized
- Incorrect implementation of the tracking code in analytics
- The keyword leading to your website is not related to the website content
- Landing page that is not user friendly (pop-ups, aggressive promotional text, etc.)

Analyze the click through rate

Click through rate represents the number of times the users have clicked on the link, and as such it is an important metric for analyzing and evaluating the success of online advertising. Once you divide the number of clicks by the total number of impressions, you will get the click through rate. This will help you track the number of clicks from search engine advertising, traffic generated from emails and social media.

Open rate	9.7%	Click rate	2.3%

175 Opened	41 Clicked	101 Bounced	2 Unsubscribed

Successful deliveries	1,811 94.7%	Clicks per unique opens	23.4%
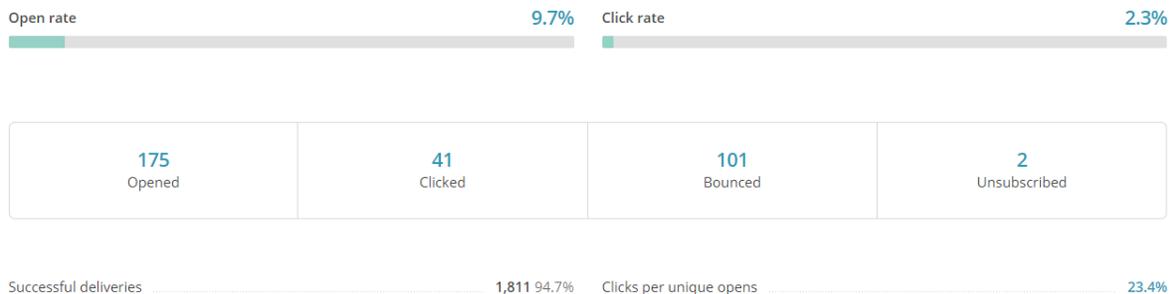
You basically need to analyze how many times your link has to be shown to the users in order for them to click on it. Have in mind that not everyone who sees the link will click on it, but what you need to do is to try to increase the number of those who do click. Thus, you need to aim towards increasing the click through rate, as this will have a positive effect on your business. Ultimately, click through rate is one of the major components affecting the quality score in Google AdWords.

If you notice that you have sent a newsletter to a thousand subscribers and only twenty of them clicked on the link in the email, there must be something wrong. The same goes with Google Ads. Low click through rate can be caused by some of the following issues:

- Keywords are not related to the content
- You are targeting wrong audience
- Your email or text ad is of low quality and it looks spammy
- Link is not user-friendly

Analyze the number of conversions

After you have been able to track and analyze the click through rate, you should focus on conversions. A conversion is completed every time a website visitor does an action you assigned as conversion. Most often, sale is considered to be a conversion, so each time a website visitor becomes your customer, you can say that you have achieved a conversion.

Depending on your business, you can choose another action to be a conversion, such as sign up, participation in an online contest, etc.

In any case, you need to be able to track the number of conversions in order to analyze the efficiency of your online marketing. Compare the number of visits with the number of conversions, and you will be able to tell what your conversion rate is, i.e. how many visits you need to generate in order to achieve a certain number of conversions.
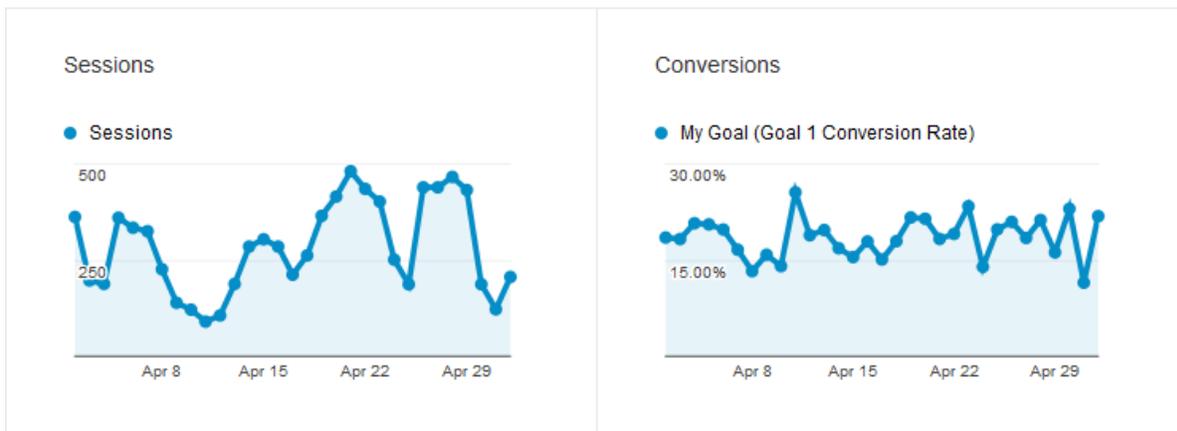
If you happen to notice low conversion rate on your website, like with click through rate, you need to focus on solving this issue. Some problems that might be causing low conversion rate are the following:

- Landing page does not provide enough information
- Poorly designed landing page
- You attract wrong audience
- Website loads too slowly
- Website is not mobile-friendly

Analyze the ROI

The final aspect of this analysis is the process of analyzing return on the investment (ROI). This means that you need to compare what you have invested in the online marketing campaign, with the results of the campaign. This way you evaluate your strategy and you will be able to assess whether the strategy was efficient.

Start by calculating the investment. List all of the aspects that were invested in the strategy, not only the actual budget used in advertising. Here are some aspects to consider:

- Rent for the office

- Salary for the employees (the person who conducts the strategy)

- Fees for the contractors (to design images, write articles, etc.)

- Fees for the tools you use

- Internet and electricity costs

- Transportation costs

These are all considered to be your investment, as all of this has to be invested to develop a search engine marketing strategy.

You are now ready to calculate the return. The main aspect of the return is the value of the conversions you have been able to achieve. However, besides the actual number of conversions and their value, you have to consider the following.

You were able to convert the visitor, and achieve one conversion in the value of $100, for example. You calculate this conversion into your analysis of return. However, the same customer may choose to buy again from you next month, and you will again earn $100. So, with one conversion, you have been able to earn $200 in this case, instead of $100 which is considered to be a value of one conversion.

The similar situation is with subscription-based websites, where users may extend their membership over the course of several months, which all results from one conversion.

This is something very important to have in mind when calculating return, as it significantly affects the amount of money you were able to generate through the SEM strategy, and thus it affects the final evaluation of the strategy.

Although it might be complex to calculate ROI, this report is important part of assessment of your goals, and the analysis of the efficiency of your SEM strategy. The report about the campaign's outcome will also allow you to revise your search engine marketing strategy, by reducing the investment into this endeavor, if you do not see valuable results, or by increasing the budget if you consider your company could benefit even more from search engine marketing.

17

Search Engine Marketing Glossary

17. Search Engine Marketing Glossary

1. Algorithm – An algorithm is a computer program used by search engines to crawling and indexing, which enables them to deliver relevant search results to the users.

2. Algorithm update – Search engines regularly update their algorithm in order to ensure the relevance of the search engine results and to implement new technologies for indexing and ranking websites.

3. Alt text – Alt text, short for alternative text, is a word or a phrase that is inserted as attribute element in HTML to describe an image. This allows search engines to understand what the image is about. Alt text is also displayed to the online users if, for some reason, the image cannot be loaded and shown on the web page.

4. Banner – Banner is an advertisement, usually rectangular in shape, which is placed on the website. The banner can feature text, images, animated graphics, sound, etc. and it links to a certain location, assigned by the website webmaster. It is used for advertising.

5. Bid – In Google AdWords, bid is used to represent the amount of money you are willing to pay for an ad.

6. Bidding – AdWords payment system is based on auctions, i.e. bidding that allows companies to set bids, based on which the ads are than ranked.

7. Budget – Budget in Google AdWords, represent the total amount of money you are willing to invest into your campaign.

8. Cache – Cache is the component storing the data from the websites a user has visited.

9. Campaign – In terms of search engine marketing, a campaign refers to the organized paid endeavor where you use an advertising program, such as Google AdWords, to promote your website online. Each campaign has a structure, allowing you to organize your work.

10. Cloaking – Cloaking is a technique used in SEO in which the content is presented in one way for the search engines spiders, while website visitors see different content. This technique is considered black hat SEO technique, which is the reason why you should avoid it, having in mind that it may lead to search engine penalties for your website.

11. Contact page – A contact page is a web page on a website that allows online users to contact the website owner via contact form or using other ways to contact to owner, such as via an email address.

12. Content – Content refers to any type of information published on the website, which is created in the purpose of attracting search engine traffic. Various types of content can be used such as blog posts, articles, lists, guides, videos, images, product pages, etc.

13. Conversion – Conversion usually refers to converting a website visitor to customer, but occasionally, websites may use metrics other than sale as conversion, such as sign up for a newsletter, visiting a certain page, etc.

14. Cookies – Pieces of data that are sent and stored to your computer when you use a browser to visit a website are called cookies. The purpose of the cookies is to record user's browsing activity and to adapt the website so that it matches the interests of the user.

15. CPC – Cost-per-click is the amount of money you pay for one click on your ad, which is specified in the advertising campaign settings.

16. CPM – Cost-per-mile represents cost per thousand impressions. It is one of the advertising payment plans, where you pay the price per thousands views.

17. Crawler – Crawler or spider is a program used by search engines to visit the websites and fetch the information for the search engine index.

18. Crawling – Crawling is the process in which search engines user spiders, also called crawlers, to browse the web and discover new content.

19. CTR – CTR stands for click-through-rate. This metric is used to measure the success of an online campaign, such as advertising campaign or email marketing campaign. Click through rate is calculated when you divide the number of clicks by total number of impressions, i.e. the number of users who saw the advertisement.

20. Customization – In search engine marketing, customization may refer to the customization of the website and adaptation of different website elements in order to follow SEO guidelines, as well as to the customization of advertising campaigns in order to increase the efficiency of those campaigns.

21. Display Network – This is a type of campaign available in Google AdWords where your ad is shown on Google's network of partner websites, i.e. the websites that have enabled AdSense.

22. Enhanced cost-per-click (ECPC) – This bidding option is used in Google AdWords to automatically raise bid when the program detects that certain clicks are more like to lead to a conversion on your website.

23. Flash – Flash is a technology used to create interactive multimedia applications, such as websites, banners, games, etc. When it comes to websites, they commonly used Flash technology to display a photo gallery or animated video.

24. Generic keyword – Generic keyword is a keyword that is too general and thus too competitive to be used in paid advertising.

25. Google AdSense – This is a service provided by Google allowing website owners to assign a place on their websites where they would display Google's ads and thus earn money each time website visitors click on those ads.

26. Guidelines – Guidelines are the statements or rules set to ensure the proper usage of a program or a tool. Following guidelines is the best way to ensure good results and proper usage of a program, a tool or a platform.

27. HTML – This stands for Hypertext Markup Language and it represents the standardized system for tagging text files, in order to alter the structure of the page (text, headings, tables, photos, etc.).

28. Impression – In internet marketing, impression, also called view, is achieved each time an online visitor sees the information, without the need to click on it.

29. Indexing – The process of indexing a website refers to the search engines collecting information about each website and gathering information inside the database, from which the results are fetched when the users conduct a search query.

30. Influence – In internet marketing, influence is defined as an ability one has to affect the people's thinking inside the online community. It can also be called authority.

31. Internet marketing – Internet marketing, also called online marketing, is marketing that uses online media, such as a website, online advertising, social media, etc. in the purpose of promoting a business and generating leads.

32. Java – Java is a programming language used to create applications that can run on virtual machines and browsers.

33. Keyword – Keyword is a word or phrase that is used to describe the content of the web page. Apart from SEO, where keywords are used to optimize a web page and provide additional information to the search engine crawlers about that web page, keywords are also used in paid advertising. In this case, keywords allow your ads to be shown for the related search queries.

34. Landing page – Landing page, also called lead capture page, is a page, which appears after the user has clicked on the link displayed in the search engine results page, regardless if that page is displayed as organic or paid result.

35. Market analysis – Market analysis is the process of studying the dynamic of a certain market and the opportunities this market offers. When it comes to your own website, you should conduct the market analysis of the sector your business is in, so that you can find out how the situation changes, and what are the opportunities you can explore.

36. Markup – Markup is a collection of characters and symbols used in markup language, which is used for providing website code for formatting.

37. Meta tag – This is the coding system used in HTML to mark up the content of the website in order to allow search engines to understand the data. The meta tags provide the meta data about the HTML document.

38. Metrics – Metrics are measures that are used to track and monitor a specific element. When it comes to websites, you can track metrics such as the number of visits, average session duration, etc. Metrics are used to evaluate the website performance.

39. Mobile-friendly – Website content that is mobile-friendly is the content that is displayed correctly on mobile devices, such as mobile phone, tables, etc.

40. Negative keyword – Negative keyword is used to prevent your ad from appearing in searches related to that keyword. This way you manage to control the campaign, which leads to better performance of the campaign.

41. Off-page optimization – This refers to the optimization of the factors that affect ranking and which are not available on the actual website. These are external factors, such as links.

42. Online presence – Online presence refers to being present on the internet, in order to allow online users to find you. One of the most important aspects of search engine marketing is being present online and promoting your business through online media.

43. On-page optimization – This refers to the optimization of the factors that affect ranking and which are available on the actual website. These are internal factors, such as tags, keywords, content, etc.

44. Organic reach – The total number of unique people who saw your website or post through unpaid distribution.

45. Page speed – This term refers to the speed at which a certain web page loads. Your website pages should load as quickly as possible in order to provide best user experience. This factor also influences ranking as it is detected by the search engines.

46. Paid reach – The total number of unique people who saw your website or post through paid distribution.

47. Penalty – Penalty is a punishment that has negative impact on your website ranking. Search engines detect the website that use manipulative methods to increase ranking, and those websites are penalized by search engines, which means that their ranking is lowered, and it will remain that way as long as the issue is not resolved.

48. Plug-in– A plug-in is an application or a program that is installed on a website or a browser for a particular process, and thus it improves or enables additional functionality.

49. PPC – Pay-per-click is the form of paid advertising in the search engine marketing where you need to pay each time someone clicks on your ads.

50. Quality score – Quality score is a variable used by Google, and other search engines, to determine ranking in organic reach and to rank ads in paid reach. Quality score includes a lot of metrics and signals that allow search engines to determine the quality and the relevance of the website.

51. Reach – In online marketing, reach is defined as the number of people who are able to see your online campaign. When it comes to search engine marketing, reach is defined as the number of people who were able to see your ads through search engine advertising.

52. Redirect – Redirects are used for allowing a web page or a domain to be available under more than one address. This means that even if the users try to access a certain page, if the page is redirected, also called forwarded, a different page is going to be shown to the user.

53. Relevance – Relevance is used by search engine professionals to describe concept of website being relevant to a certain keyword or topic. Since search engines want to provide best user experience, relevance is one of the factors affecting search engine algorithms and their ranking process.

54. Remarketing – Remarketing is used with search engine advertising, where the ads are shown to the users who have already visited your website or mobile app.

55. Rich-media ads – Unlike regular ads, rich-media ads include images or videos that offer some kind of interaction.

56. ROI – Return on investment is a ratio used to help calculate profitability. ROI compares investment and results in order to determine benefits from the marketing campaign.

57. Search network – This is a type of campaign available in Google AdWords where your ad is shown in the Google search results and on the search partners' websites.

58. Search partners – These websites have search available on their own website.

59. Search query – Search query or keyword query is the word or phrase that the users type into the search engines in order to find more information about that specific topic.

60. SEM – Search engine marketing represents a part of the internet marketing, which uses search engines results pages to promote a website, using both organic and paid reach.

61. SEO – Search engine optimization is a process of improving visibility of a website in the search engine results pages through organic reach.

62. SERP – Search engine results page is the list of results displayed by the search engines as the response to the search query.

63. Session – A session is a presence of specific IP address that has not visited website within past 30 minutes. In terms of website, a session is occasionally defined as a visit.

64. SMM – Social media marketing is a type of online marketing that uses social media websites to promote a business, increase traffic and generate leads.

65. Snippet – Snippet is a short text, which is usually displayed next to the link in search engine results.

66. Spam – Spam is irrelevant or unsolicited content, that can be posted on websites, shared via email or social media.

67. Strategy – Strategy is a plan you establish for your business in terms of how you want to develop your approach to a certain task. A strategy usually includes the plan and the analysis of the current situation, the goals that should be achieved by implementation of the strategy, the set of actions to be performed, as well as ways to monitor and measure the efficiency of the strategy. In terms of search engine marketing, the strategy involves the planning and tasks to be performed as a part of search engine marketing.

68. Target audience – Target audience or target group are those online users you want to reach through your online activity, as those are the people that could become your customers.

69. Targeting – Targeting is the process of selecting a group based on some characteristics, such as targeting based on location, language, device, etc.

70. Tool – Tool is an application or software used to perform a certain task. Different tools help you manage and optimize your website, help you increase the influence of SEO, while other tools help you with online advertising and optimization of paid campaign.

71. Traffic – In the online world, traffic refers to the flow of data. When it comes to websites, traffic represents the amount of data sent and received by the visitors of that website, regardless if those visitors came as a result of organic or paid reach.

72. URL – This stands for Uniform Resource Locator and it refers to the location of the file on the internet. It is the address of the website, which you type into the browser in order to find a particular website.

73. User experience – User experience refers to the sentiment of the users who are visiting the website, in terms of whether the person is satisfied using the product, which influences reputation the product and business have.

74. Visibility – This term refers to the chance of search engines showing your website in the search engine results pages. SEO tasks are conducted in order to prepare a website for search engine visibility and increase the probability of online users finding your website naturally, i.e. through organic reach.

75. Webmaster – Webmaster is a person who creates and manages a website.

76. Website analytics – Website analytics represents the collection of data related to your website, in terms of visits, page views, bounce rate, visit duration, etc. Analytics is used to understand the behavior of the visitors and the performance of your website.

77. Website ranking – Website ranking refers to the position in which a website appears because of a search query. The highest ranking websites tend to get the highest number of visits, which is why ranking high in the search engines is important part of search engine optimization.

18

Sample Questions

18. Sample Questions

Questions

1. SEM is defined as a series of tasks conducted in the purpose of _____.

a) Generating leads

b) Keeping up with the current trends

c) Modernization of the business

d) Increasing visibility of the website in the search engines through free and paid methods

2. SEM tasks can be divided into two major groups. Which ones are those?

a) Organic and paid reach

b) Offline and online sales

c) Social media and e-commerce

d) CPM and CPC

3. ROI helps you calculate profitability by comparing _____.

a) Organic and paid reach

b) SEO and SEM

c) Investment and return

d) Analytics and CPC

4. Which of these SEM strategies can generate immediate results?

a) SEO

b) PPC

c) SMM

d) SERP

5. Search engines may penalize the websites that do not follow guidelines. Some of the reasons for penalties include:

a) Keyword stuffing and hidden text

b) Using PPC advertising

c) Having accounts on too many social networks

d) Having a lot of quality content on your website

6. PPC advertising includes promoting the website through _____.

a) Promotions and posts

b) Search engine ads

c) Social media

d) Link building

7. Search engines display search engine ads at the _____.

a) Bottom of the search engine result page

b) Top of the search engine result page

c) Top and on the side of the search engine result page

d) Top, bottom and on the side of the searchengine result page

8. Search engines use _____ to find and sort websites that are to be displayed in the SERP.

a) Analytics

b) Algorithm

c) Ads

d) Affiliates

9. Search engines allow advertising through advertising programs such as _____.

a) Google and Bing

b) Google Webmaster Tools and Bing Webmaster Tools

c) Google Analytics and Bing Analytics

d) Google AdWords and Bing Ads

10. Google AdWords offers several options for advertising. Which of these options includes advertising through banners on other websites?

a) Google Search Partners

b) Google Search Advertising

c) Google Display Network

d) Google Analytics

11. There are two subtypes, which affect the amount of setting options inside Google AdWords campaign. Those are:

a) Standard and non-standard

b) Standard and advanced

c) Standard and all features

d) Simple and all features

12. If you want a user to be able to make changes to the campaign without allowing access to all of the aspects of the Google AdWords account, you should choose _____.

a) Administrative access

b) Standard access

c) Read-only access

d) Email-only access

13. Besides account access, Google AdWords also allows linking other accounts, such as _____.

a) Google Analytics

b) Bing Ads and Google Webmaster Tools

c) Keyword Planner

d) Google Analytics, Google Webmaster Tools and Google Play

14. Google AdWords account structure consists of three layers in a specific order. The correct order of those layers is:

a) Ad group, campaign, account

b) Account, campaign, ad group

c) Campaign, account, ad group

d) Account, ad group, campaign

15. Keyword is a word or phrase used by _____.

a) Search engines to rank ads

b) Google Analytics to track performance

c) Search engines to match the search query with the content or an ad

d) Google Webmaster tools to sort ads

16. Keyword matching types are used to _____.

a) Sort ads

b) Understand keyword performance

c) Distribute the usage of the same keywords

d) Control the campaign by determining when and where the ads are shown

17. Keyword matching type that includes showing the ads for the same keyword and close variations (not including synonyms) is:

a) Broad match modifier

b) Broad match

c) Phrase match

d) Exact match

18. The starting point of SEM, regardless if we talk about SEO or PPC is:

a) Link building

b) Keyword research

c) Image optimization

d) Optimization of HTML

19. Which of these is not a phase in keyword research?

a) Brainstorming

b) Determining the relevant keywords

c) Creating a list of keywords

d) Adding keywords to the meta description

20. The main purpose of negative keywords is to _____.

a) Prevent your ads to be show for those keywords

b) Display your ads instead of competitors' ads

c) Rank your ads better as you have more keywords

d) Reduce the negative effect of keyword stuffing

21. Using relevant keywords and grouping them in ad group is recommended in order to _____.

a) Increase the relevancy and efficiency of the ads

b) Optimize the website

c) Rank better than competitors

d) Increase the performance of the website

22. AdWords payment system is based on:

a) Budget

b) Auctions

c) Online payment

d) Total costs

23. Bid represents:

a) The total amount of assets you want to spend on the campaign

b) The minimum amount you pay per click

c) The maximum amount you pay per click

d) The estimated costs per ad

24. Manual bidding _____.

a) Is recommended for beginners

b) Allows you complete control over the campaign settings

c) Includes a limited number of options

d) Is not an option available in Google AdWords

25. Budget represents:

a) The total amount of assets you want to spend on the campaign

b) The minimum amount you pay per click

c) The maximum amount you pay per click

d) The estimated costs per ad

26. Shared budget is:

a) The budget you share publicly

b) The budget that is used for multiple campaigns

c) The budget that is assigned by several campaigns managers

d) The total budget amount for all the campaigns

27. Google uses _____ to determine the relevance and the order of the ads.

a) Bidding

b) Budget

c) Quality score

d) Quality content

28. The formula for calculating ad ranking is:

a) Budget X bid X quality score

b) Budget X bid

c) Budget X quality score

d) Bid X quality score

29. Which of there does not influence quality score?

a) Relevant keywords

b) Landing page

c) Conversions

d) Click through rate

30. The best way to increase quality score is to:

a) Optimize the campaign by using relevant keywords, improving landing page and loading time

b) Increase the budget for the campaign

c) Increase the number of ads and ads groups

d) Optimize the visual content of your website and social media accounts

31. Choose Search Network only as your campaign type if _____.

a) You want to optimize Google Merchant Center product inventory

b) You want to work on branding

c) You want to use videos in your campaign

d) You want the ad to appear next to the search results

32. All feature campaign settings allow:

a) Ad scheduling

b) Campaign name

c) Budget and bid

d) Target location

33. 'Automate' button on Google AdWords allows you to create rules, in order to automate your campaign. Some of those rules include:

a) Creating custom ads

b) Increasing the budget for the campaign that have high CTR

c) Using Ad Editor

d) Adding new keywords to the campaign

34. The correct structure of the campaign is:

a) Not relevant part of PPC advertising

b) Useful only if you use manual bidding

c) Important for monitoring performance of the campaign

d) Available only for advanced campaign settings

35. If you want to track the performance of the campaign, you have to _____.

a) Determine the name of the campaign

b) Determine the budget for the campaign

c) Set up achievable goals

d) Use effective ads

36. In order to maximize the efficiency of the campaign tracking you should _____.

a) Read several manuals on Analytics

b) Link Google Analytics account and Google AdWords account

c) Choose advanced campaign settings

d) Use several goals for keyword research

37. There are several types of goals in Google Analytics. If you want a specific URL to be the goal you want to track in Google Analytics, you should choose one of these types. Which one?

a) Destination

b) Duration

c) Pages per session

d) Event

38. The main purpose of A/B testing is to:

a) Analyze the website performance

b) Compare the efficiency of different campaigns

c) Compare the efficiency of different websites

d) Analyze the realization of Google Analytics goals

39. Search engines are programs that _____.

a) Store the data

b) Index and store the data of the websites

c) Index and store the data of the websites, and present the results

d) Index and store the data of the websites and presents the results that are related to the search query

40. Search engines get the information about the website through the process of _____.

a) Writing

b) Crawling and indexing

c) Indexing and spamming

d) Ranking

41. Search engine friendly website is _____.

a) A mobile-friendly website

b) A website that is promoted through PPC advertising

c) A website that is completely built in Flash

d) A website that is easily accessible to the search engines

42. Which of these is on-page SEO element?

a) Links

b) Anchor text

c) Search engine ads

d) Title tag

43. Which of these is meta tag?

a) Keyword

b) Index / Noindex

c) Anchor text

d) Rich snippet

44. One of the reasons for penalization by search engines is _____.

a) Canonical URL

b) Descriptive URL

c) Duplicate content

d) Meta description

45. Sitemap represents the list of all _____.

a) The pages of the website

b) The images of the website

c) External links

d) The keywords

46. Social media marketing can improve SEM by _____.

a) Promoting content through search engines ads

b) Sending newsletters

c) Generating traffic and conversion from social media

d) Promoting content through emails

47. Which one of these media cannot be used in developing SEM strategy?

a) Blog

b) Website

c) Search engine ad

d) TV ads

48. SEM strategy goals should be _____.

a) Optimistic and long-term

b) Realistic and measurable

c) Paid and organic

d) External and internal

49. One of these tools is not used in the monitoring phase of SEM strategy. Which one?

a) Advertising program used for running ads

b) Banners used for promotion

c) Analytics program

d) Trackable links

50. Some of the reasons causing high bounce rate on your website may be:

a) Average session duration

b) A lot of content on the page

c) Site design is not optimized

d) High page rank

Answers

1. d	18. b	35. c
2. a	19. d	36. b
3. c	20. a	37. a
4. b	21. a	38. b
5. a	22. b	39. d
6. b	23. c	40. b
7. d	24. b	41. d
8. b	25. a	42. d
9. d	26. b	43. a
10. c	27. c	44. c
11. c	28. d	45. a
12. b	29. c	46. c
13. d	30. a	47. d
14. b	31. b	48. b
15. c	32. a	49. b
16. d	33. b	50. c
17. d	34. c	

19

Conclusion

19. Conclusion

Development of the internet and the increasing number of users and daily searches proves the fact that search engine marketing has become and it will remain to be an important part of modern marketing. It has a strong potential to reach people, as internet has become a main source of information, and it generally makes things easier, allowing online shopping, booking, etc. Whether you are a local plumber or an international clothing brand, you can find a lot of benefits from being present online.

First of all, having an online presentation will help you get discovered. There are differences with organic and paid reach, but the goal is to allow people to find you, to contact you, and eventually become your customers. Increasing the reach of your products or services is the ultimate goal you want to achieve with search engine marketing, regardless if you use organic or paid reach to achieve this goal.

SEM in modern business

Modern businesses see search engine marketing as a necessity, since running a business without being focused on online success is very risky and it might lead to negative results. It is an area marketers must explore and use to leverage the search engine ranking.

Not only does search engine marketing help you reach customers, but the data obtained from search engine marketing can help you with product analysis and assessment, evaluation of global business strategy of a company, product development, etc.

Each chapter of this e-book is focused on one aspect of search engine marketing, which will all help you understand the basics of search engine marketing and how to develop an approach based on your company profile and your business goals.

SEO or Paid reach

If you are wondering which marketing approach to use, search engine optimization or search engine marketing, the answer is:It depends. It depends on both your business and the budget you are able to assign to search engine marketing. Even if you are satisfied with organic reach and your website is usually ranked at the top of the search results page, you could still expand the reach even more by using paid options. Paid reach also allows you to develop a new approach and experiment with new strategies which can help you with exploring the market and discovering new opportunities for your business.

You need to have in mind that paid reach has no influence on your organic reach. Therefore, even if you have high quality score and successful AdWords campaign, this is not an indicator that your organic reach is going to improve.

However, there are a lot of benefits you can get from paid reach, which affect your website and can indirectly improve SEO. Those include large number of visits, reviews and perhaps even links shared by the users who discovered your website through paid reach. You are not able to predict these things and put them as goals with paid reach, as those are being achieved only indirectly through running a successful campaign.

You should also have in mind that organic reach represents a cumulative effort which you have invested in your website, but the results are more likely to last longer. Developing an SEO strategy is a long-term process, during which you are constantly trying to improve the ranking, which you are going to maintain only if you keep staying involved. On the other hand, paid reach provides immediate, but short-term results as your ad will be shown and you will get benefits only during your campaign. This is why this type of marketing is considered to be effective with realization of short-term goals, such as increasing sale. Indirectly, paid reach can help you with branding and recurring customers, which will then have positive influence on your business, even after the paid campaign is over.

Start with SEO

It is recommended for you to start with SEO in any case. Improving organic reach is the first task you should focus on, as it is cheaper and easier to handle. You should follow the suggestions from the chapter on SEO (chapter 13) in order to improve different aspect of your website, and you should also explore the keywords, a topic which has been elaborated in a separate chapter (chapter 6). Focusing on both on-site and off-site SEO will maximize the results, but if you are asking yourself where to start, you should first focus on your own website, and work on on-site optimization.

You need to understand SEO as a continuous work, a long-term project that is going to require your systematic work and regular involvement. Effective SEO strategy has to be up-to-date with current development, as this is the area which changes constantly.

Finally, even though you have to think about search engines when working on optimization, in the end, your visitors are those who will share your content, who will buy from you, who will recommend you. Therefore, you ultimately have to focus on people and offer content that will help you create respectful online authority. Besides the benefits in terms of positioning, this

kind of approach will also help with link building, which will further increase the influence of your website, and eventually the influence of your brand.

AdWords or Bing

Google has more daily searches than Bing, which makes AdWords program more appealing to the advertisers who are interested in reaching a large number of online users. As said before, both of these programs offer a great opportunity for search engine marketing and you should explore them both in order to determine which one might be the one to use.

Search engine marketing is a form of marketing, and as such, it has to be based on a well-planned strategy. You have to start with setting up the goals and choosing the approach that will help you achieve those goals. As a company or an individual you have to understand how both, organic and paid search, work in order to determine which one to use in your search engine marketing strategy.

In the end, the strategy and the approach you are going to develop in order to promote your business through search engine marketing depends on your business and the overall goals you want to achieve. Both organic and paid reach can be adapted to be a part of any promotional strategy. For example, if you see a great value promoting your ads in the search result, you will pursue this type of strategy, while you will not invest time and effort into promoting your business through Display Network (part of paid reach), or link building (part of organic reach).

This is why search engine marketing requires a constant work. You need to be aware of what is providing best results for your business, in any given moment, as this is the only way you can be sure that the strategy you run is in fact profitable.