



# Developing Your Online Strategy

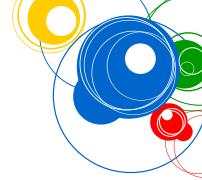
Marie Davis

Hilary Hughes

Helen Faley

James Collins

Google™



## Be Found

Making the most of a quickly evolving platform



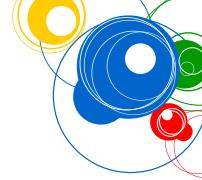
## Be Mobilized

How a little device can generate you big revenue



## Be in the Know

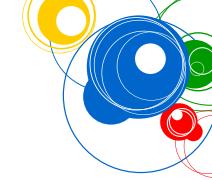
Analysing results to get the best out of your performance



# Be Found



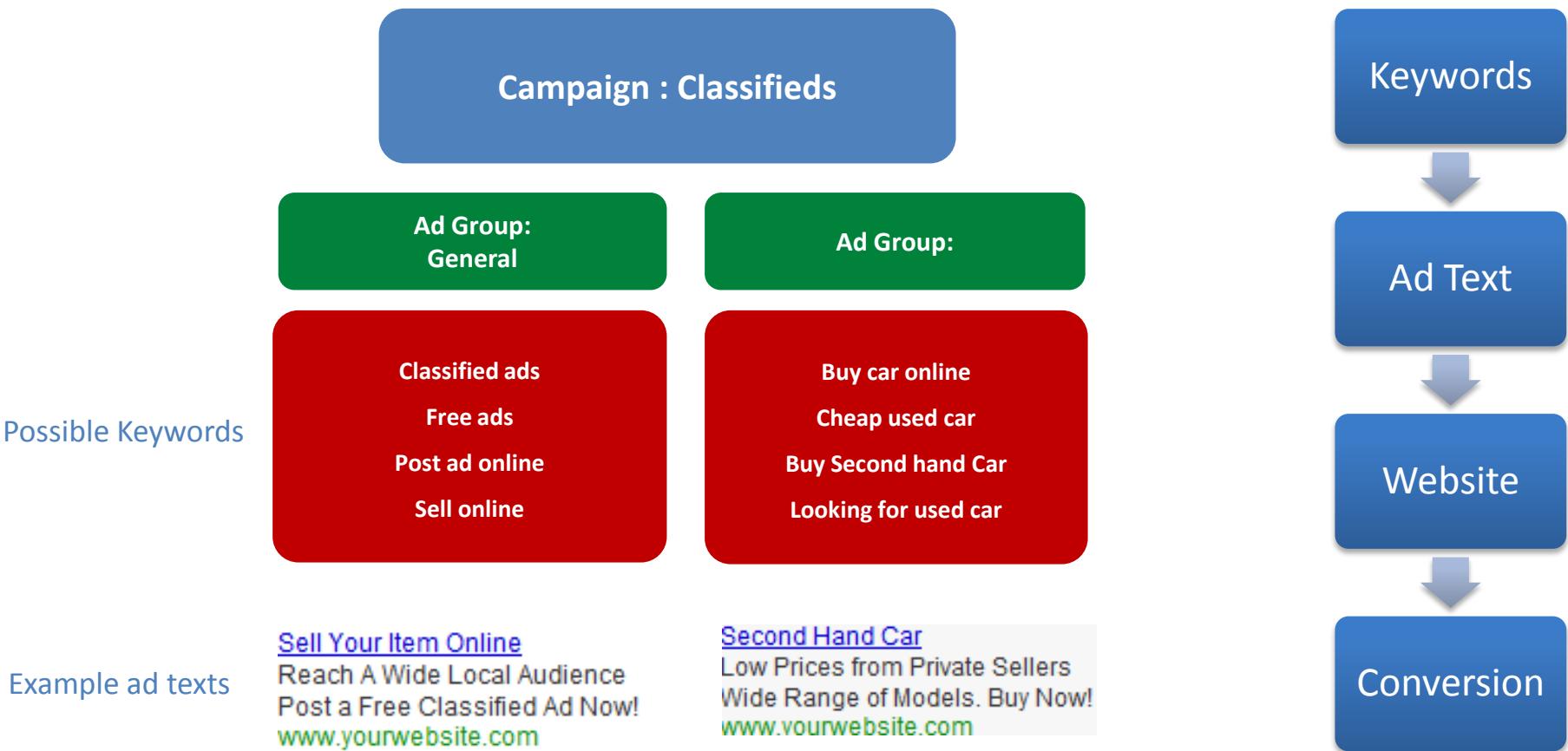
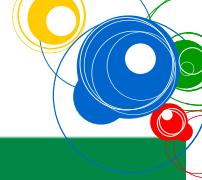
Advertising dollars are following the users



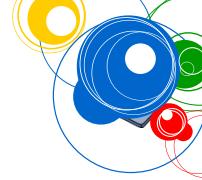
Classifieds queries on Google

↑ 38% YoY

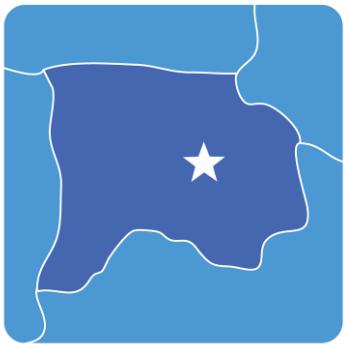




# Targeting: Many ways to target users locally



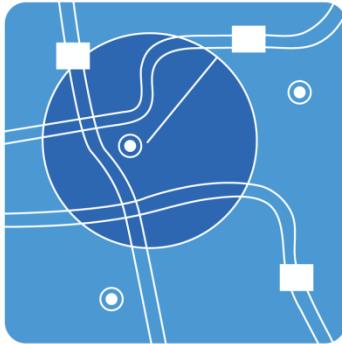
Region



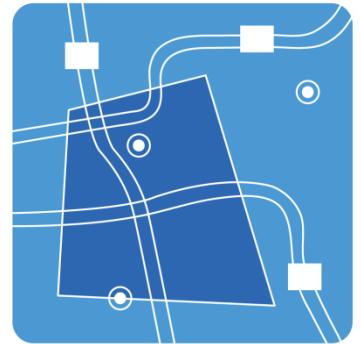
City



Radius

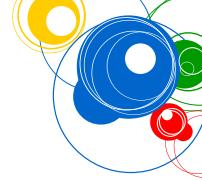


Set borders



- **Country, regional, and city-level targeting**
  - Reach customers searching for results in geographic areas you choose
- **Customized targeting**
  - Reach customers searching for results in an area you define
- **Language targeting**
  - Reach users searching in a specific language, wherever they are\*

# Improve Performance with Search Ad Formats



[Classic Furniture Sales - Inspired Classic Designs Offers](#)

[www.baseclassics.com/Special-Offers](#)

Sofas, Chairs, Tables-Free Delivery

Ads

[Sell My Car, 3 Easy Steps - We Offer, We Collect, We Pay](#)

[www.wewillbuyyourcar.com](#)

No Hassle, No Fees, No Time Wasters

[Sell CDs For Cash - Great prices paid for CDs.](#)

[www.musicmagpie.co.uk/CD](#) - ★★★★☆ 67 seller reviews

No auction, just cash!

Cash For CDs

Cash For DVDs

[Mu Furniture In London - £6,000,000 Refurbishment Sale](#)

[www.fishpools.co.uk/WalthamCross](#)

Don't Miss The Best Savings Ever.

Sofas & Chairs  
Dining Furniture

Living Room  
Bedroom Furniture

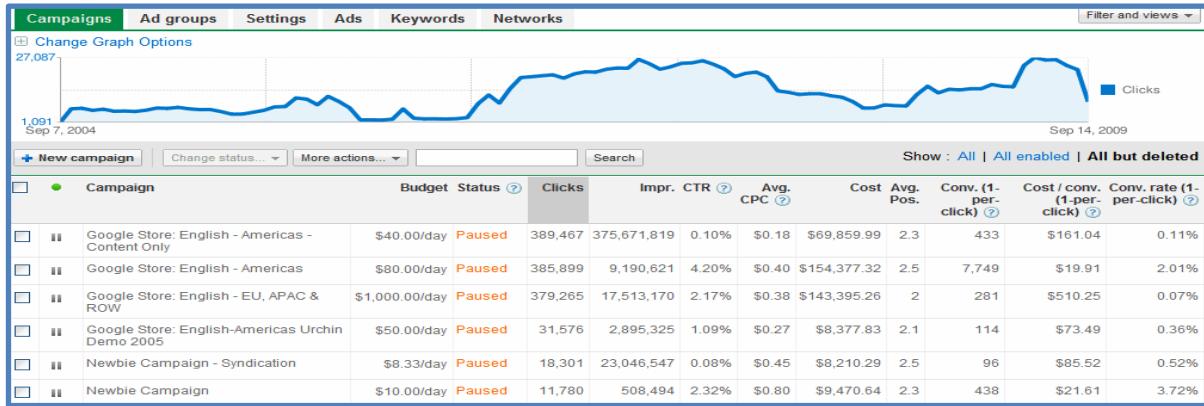
Ad

Ad

For top placement ads on Google, **description lines** that appear to be complete phrases or sentences are **promoted to the headline**.

Ad Sitelinks lets you include **additional links** to other content on your site that's not on the main landing page.

# Conversion Tracking

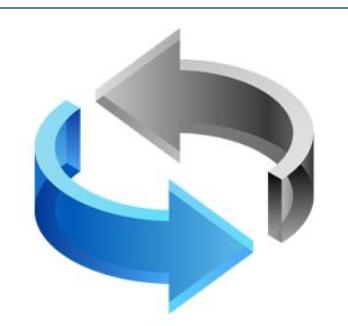


User Clicks  
on an Ad

Google Cookies  
the User

User  
Conversion

Advertiser  
Account  
Updated



# Keyword Tool



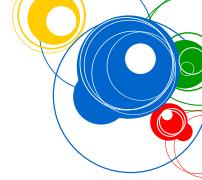
## Keyword Tool

- The Keyword Tool is a new, streamlined way for you **to identify additional keywords** and add them to your account.
- The Keyword Tool generated **keywords based on the content** of a URL or words or phrases you entered.
- You can search by words or phrases, websites, and even categories & the tool identified Google searches relevant to all of your site's pages – giving you **insight into searches that you may be missing out on**.

[The updated Keyword Tool is live in your account now, so give it a try!](#)

Keyword ideas (100)		Competition	Global Monthly Searches ⓘ	Local Monthly Searches ⓘ
Keyword				
sell cars online	star	green	9,900	6,600
sell a car online	star	green	22,100	12,100
sell your car online	star	green	2,900	1,900
selling cars online	star	green	6,600	3,600
sell car online free	star	green	2,900	1,600
selling your car online	star	green	480	260
how to sell a car online	star	green	22,200	12,100
sell car online for free	star	green	2,900	1,600
sell car free	star	green	14,800	5,400
sell my car online	star	green	2,900	1,600
sell a car	star	green	823,000	368,000
buy cars online	star	green	33,100	14,800
selling a car	star	green	550,000	246,000
selling used car	star	green	49,500	27,100
how to sell cars	star	green	450,000	201,000
selling used cars online	star	green	720	590
sell used car online	star	green	4,400	2,400
selling used cars	star	green	40,500	18,100
sell a used car	star	green	165,000	90,500
where to sell my car	star	green	135,000	60,500
sell car to dealer	star	green	12,100	8,100

# Insight for Search



rebeccamichael@google.com | My Account | Help | Sign out | Download as CSV | English (US) ▾

**Compare by**

- Search terms
- Locations
- Time Ranges

**Search terms**

Tip: Use a comma as shorthand to add comparison items. (tennis, squash)

- free ads

+ [Add search term](#)

**Filter**

Web Search

United Kingdom

All subregions

Last 90 days

All Categories

[Search](#)

[Search](#)

**Web Search Interest**

United Kingdom, Last 7 days

**Search terms**

**Top searches**

1. <a href="#">ads for free</a>	100
2. <a href="#">gumtree free ads</a>	55
3. <a href="#">free ads online</a>	50
4. <a href="#">free ads uk</a>	40
5. <a href="#">friday ads</a>	30
6. <a href="#">free ad</a>	25
7. <a href="#">friday free ads</a>	25
8. <a href="#">freeads</a>	20
9. <a href="#">classified ads</a>	15
10. <a href="#">free classified ads</a>	15

**Rising searches**

1. <a href="#">free stuff</a>	+70%
2. <a href="#">loot free ads</a>	+60%
3. <a href="#">free ads norwich</a>	+50%

[+ Google](#) [Embed this table](#)

# AdWords Editor



The screenshot shows the AdWords Editor interface on a Mac OS X desktop. The window title is "AdWords Editor - adwordsexample@google.com". The left sidebar shows a hierarchical structure of campaigns: "AdWords Example" with sub-folders like "Can't Wait For Labor Day W...", "Chocolate Campaign", "Conversion Optimiser - Yo...", "Snowboards", "Telemark Skis", and "Video Games [CPM]". The main content area has tabs for "Keywords", "Placements", "Negatives", "Ads", "Ad Groups", "Extensions", and "Campaigns". The "Campaigns" tab is selected, displaying a table of campaigns with columns: Campaign, Status, Budget (USD), Start Date, End Date, Search Network, Display Network, Bidding Option, and Devices. The table shows several campaigns, including "Chocolate Campaign" (Paused, \$1.00, 6/17/04 - 9/30/08, Google and Search, Relevant pages across the entire network, Manual, All devices), "Snowboards" (Paused, \$100.00, 9/10/04 - None, Google and Search, Relevant pages across the entire network, Manual, All devices), and "Mountain Bikes" (Active, \$30.00, 2/23/06 - None, None, Relevant pages only on the placement, Manual, All devices). Below the table, there is a "Edit Selected Campaigns" panel for the "Chocolate Campaign". The panel includes fields for Campaign Name (Chocolate Campaign), Status (Paused), Search Network (Google and Search Network), Budget (USD) (1.00 per day), Display Network (Relevant pages across the entire network), Start Date (M/D/Y) (6/17/04), End Date (M/D/Y) (9/30/08), Devices (All devices), Ad Schedule (None), Language Targeting (English), and Location Targeting (All). At the bottom of the panel, it says "Campaigns selected: 1 of 8".

## What?

A free, downloadable AdWords management application for your computer available in 43 languages

## Who?

Designed for advertisers and agencies who manage AdWords accounts that contain multiple campaigns and long keyword lists

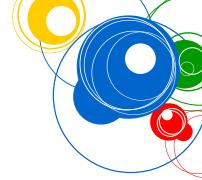
## Why?

To make campaign management faster and easier

## How?

Download on the AdWords Editor website at [www.google.com/adwordseditor](http://www.google.com/adwordseditor)

# Global Market Finder



Keywords from  
your industry

Google Global Market Finder

English

Your business

Select your location: United Kingdom

Select your language: English

Search terms

Keyword(s): offices to let  
temporary offices  
office rental  
managed office

Enter one keyword per line ?

Filter

G20

Learn more about global markets

Find opportunity

Geographic distribution

Location	Opportunity <small>?</small>	Local Monthly Searches <small>?</small>	Suggested Bid <small>?</small>	Competition <small>?</small>
Russia	<div style="width: 100px;"></div>	1,435,700	£0.36	<div style="width: 10px;"></div>
China	<div style="width: 80px;"></div>	158,890	£0.71	<div style="width: 20px;"></div>
United States	<div style="width: 90px;"></div>	488,540	£3.94	<div style="width: 10px;"></div>
France	<div style="width: 80px;"></div>	160,140	£1.24	<div style="width: 20px;"></div>
Japan	<div style="width: 90px;"></div>	264,980	£4.13	<div style="width: 10px;"></div>
India	<div style="width: 80px;"></div>	51,050	£1.07	<div style="width: 20px;"></div>
Turkey	<div style="width: 80px;"></div>	16,070	£0.36	<div style="width: 10px;"></div>
Brazil	<div style="width: 80px;"></div>	27,400	£0.52	<div style="width: 20px;"></div>
Italy	<div style="width: 80px;"></div>	38,570	£0.70	<div style="width: 20px;"></div>
Canada	<div style="width: 80px;"></div>	57,940	£2.02	<div style="width: 20px;"></div>
United Kingdom	<div style="width: 80px;"></div>	171,740	£7.54	<div style="width: 10px;"></div>
Germany	<div style="width: 80px;"></div>	72,720	£2.19	<div style="width: 20px;"></div>

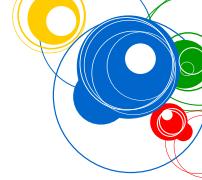
Are you ready to go global?

Reach new customers worldwide with Google AdWords.

47 100

Choose a region

# Reach 80% of Internet Users



## Google Display Network

### YouTube and Google Sites



### DoubleClick Ad Exchange



### Partner Sites



Sites



Feeds



Games



Social Media



Video



Mobile



## Most powerful way to reach your audience

### Context

Target based on **where** your audience is

Options: Keyword Contextual Targeting,  
Placement Targeting, Topic Targeting

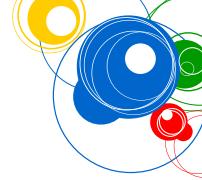


### Audience

Reach your audience based on **who** they are

Options: Demographics, Interests,  
Remarketing, Similar Users





## CONTEXT – Keyword Contextual Targeting

Google technology scans millions of pages at scale to find the best placements for your campaign.

Mass reach in highly relevant locations, like articles related to your products.

You choose the keywords,  
we find the right sites. —

Home    New Cars    Used Cars    Car Leasing    Van Leasing    Car Finance    Sell Your Car    Car Rental    Car Insurance    Car Parts

New Cars Online, Used Cars Sales, Car Parts Locator and Contract Hire Deals.

Welcome to BuyYourCar.co.uk

**ŠKODA'S BIG FAT ZERO OFFER**

Welcome to BuyYourCar.co.uk. Your one stop portal for:

- A huge used car database
- Getting discounted prices on new cars
- Lease offers from a range of brokers
- Request car parts
- Car brochures delivered to you door
- Test drive your dream car
- Classic car and classic bike search
- Used commercial vehicles
- Selling your car
- Car insurance and loan Offers
- and much more....

**Used Car Search**

Please select a maker:

Please select a model:

**New Cars**    **Used Cars**    **Lease Cars**    **Lease Vans**    **Test Drives**

**Used Bikes**    **Classic Cars**    **Classic Bikes**    **Used Vans**    **Car Parts**

**Fundraising will never be the same again**

**Used Cars - Find the best price on Used cars**

Looking to buy a second-hand car? If so, then you've come to the right place. We have a massive database of used cars from private individuals and used car dealerships. Here are some of the most popular used car makes and models.

**Used VW**  
Used VW Golf, Used VW Polo, Used VW Passat ...

**Used Vauxhall**  
Used Vauxhall Astra, Used Vauxhall Vectra, Used Vauxhall Zafira ...

**Used Peugeot**  
Used Peugeot 206, Used Peugeot 307, Used Peugeot 106 ...

**Used Audi**  
Used Audi A3, Used Audi A4, Used Audi TT ...

**Used Nissan**  
Used Nissan Micra, Used Nissan Almera, Used Nissan Skyline ...

**Used Toyota**  
Used Toyota Landcruiser, Used Toyota Yaris, Used Toyota MR2 ...

**Used Honda**  
Used Honda Civic, Used Honda CR-V, Used Honda Jazz ...

**Used BMW**  
Used BMW 3 Series, Used BMW 5 Series, Used BMW X5 ...

**Used Mini**  
Used Mini Cooper, Used Mini One, Used Mini Cooper S ...

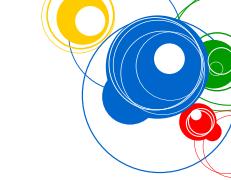
**EVERYTHING YOU WOULD EXPECT FROM A SEAT**

**SEAT**

**Compare All Deals By Make**

- Alfa Romeo
- Aston Martin
- Audi

# CONTEXT – Topic Targeting



Alternative to selecting individual sites. Google has categorised thousands of sites and pages for you.

We help you select from a list of over 1700 categories like:

- Travel
- Property
- Automotive
- Pets & Animals
- Classifieds
- and many more

The screenshot shows the Londinium.com website interface. At the top, there is a search bar with the text 'USED CARS'. Below the search bar is a navigation menu with four items: 'Home Page', 'New Car Price Guide', 'Car Finance & Loans', and 'Car Insurance'. To the left of the search bar, there is a green box labeled 'Local Car Dealerships' with sub-options 'North East England' and 'North West England'. To the right of the search bar, there is a box titled 'UKcars4sale Across the UK' with a sub-section 'Claims in Ireland' and a 'Search' button. Below the search bar, there is a section titled 'Add Your Website to the Directory' with a 'Submit Now!' button. At the bottom of the page, there is a 'Popular Categories by Alphabetics' section listing categories from A to P, such as 'Business, Finance and Money', 'Business - General', 'Clothes & Fashion', 'Dentists, Driving Schools, Dance, Design, Dating agencies, Disability & Disabled Assistance', and 'Food'.

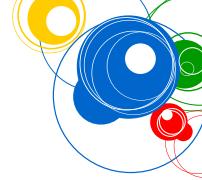


## AUDIENCE – Interest Category Marketing

Show ads to people based on their interests. Google analyses the websites a user visits over a period of time and recognises people's interests.



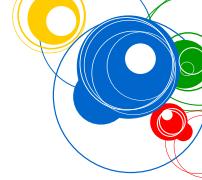
# AUDIENCE – Remarketing



Reach people who have visited your website but didn't convert. Re-advertise to these people again and bring them back to your site.



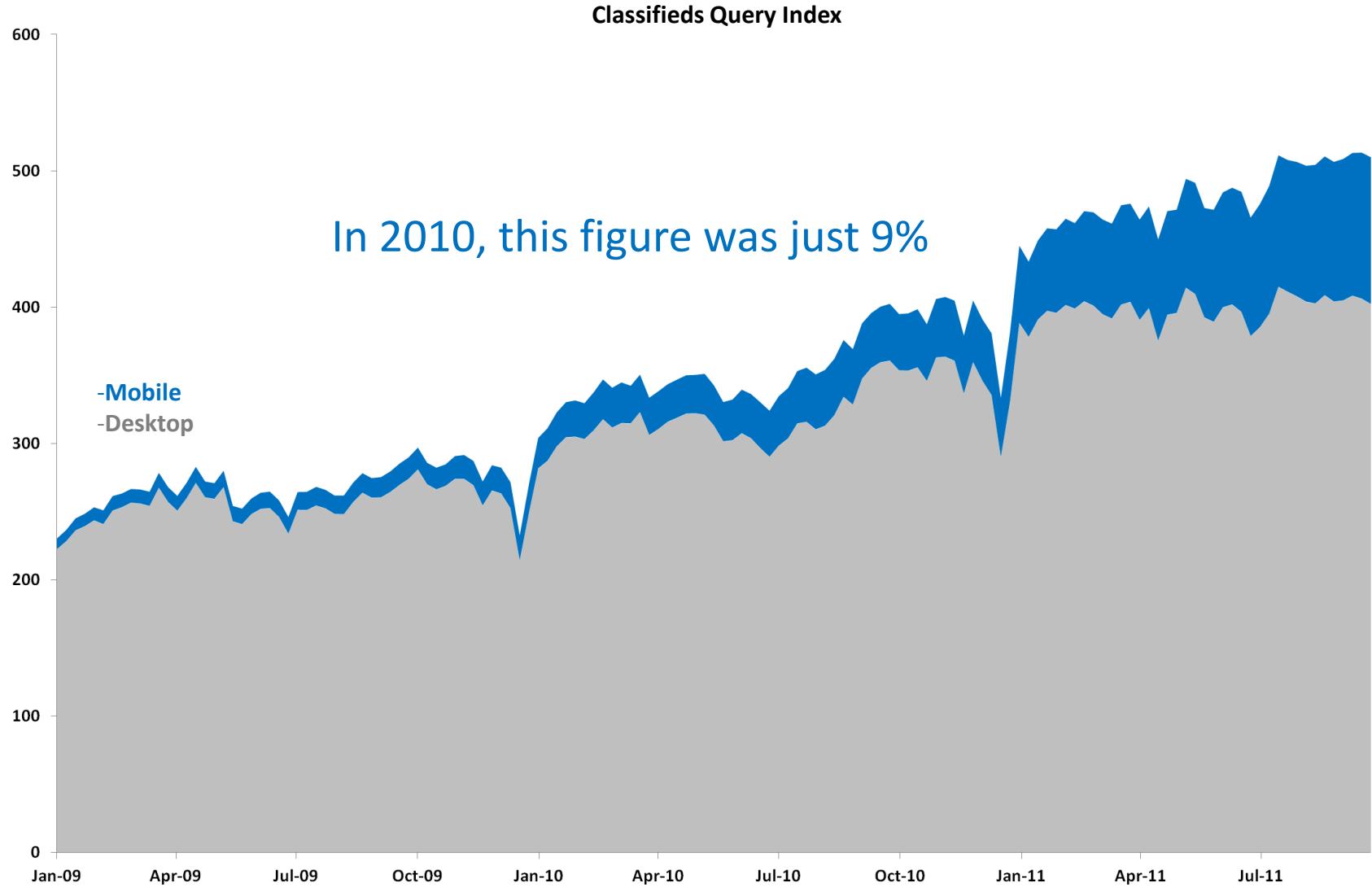
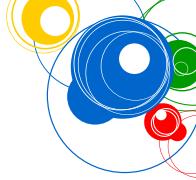
**97%** of new site visitors  
don't convert on the first  
visit to your website!



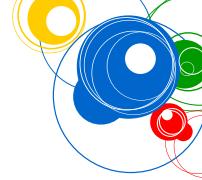
# Be Mobilized



# Mobile now accounts for 17% of all Classifieds queries



# Mobile-only campaigns are the key



## More Control

Set bids and budgets just for mobile, run separate reports to track results, easier optimisation.



## Relevant Messaging

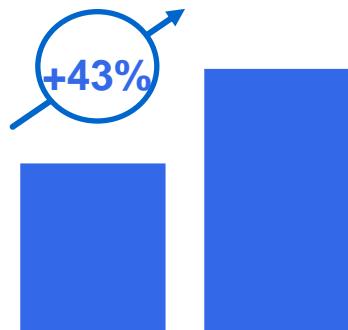
Include messaging with a strong mobile call-to-action and use relevant ad formats.



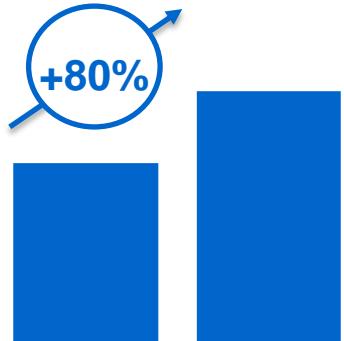
## Better Targeting

With AdWords you can target different carriers and devices.

### Conversions



### Click Through Rate



### Cost Per Acquisition



Separating out mobile campaigns from desktop drives

## significant performance gains

due to better control of bids, budgets, keywords and landing pages

# Mobile Ad Formats offer greater user interaction



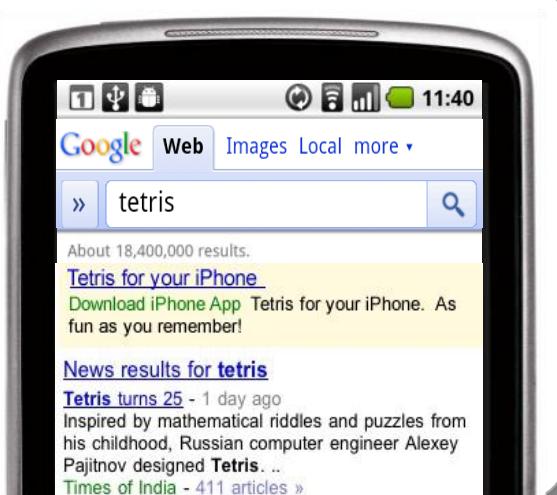
## Click-to-call



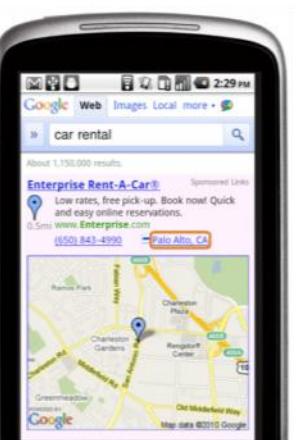
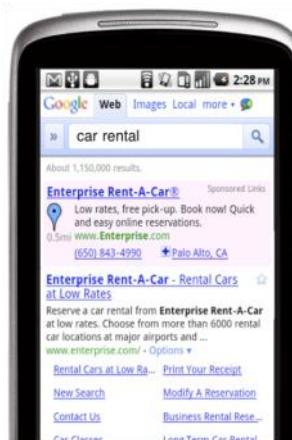
## Site-Links



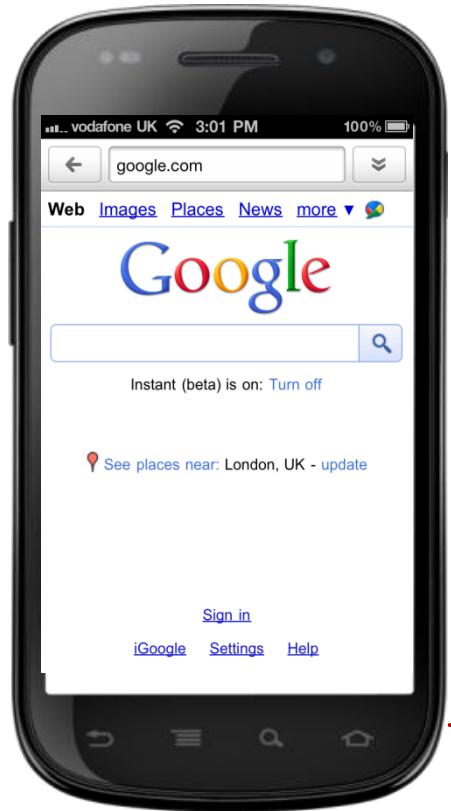
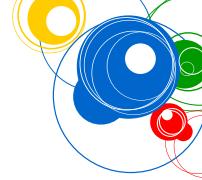
## Click-to-download



## Hyper local



# Google's Mobile Display Network



## AdWords Mobile Search & GDN



Contextually target mobile Content on GDN

AdWords Placement & Keyword Tools

## AdMob Mobile Network



Over 200m monthly UU's globally

Reaching 12m monthly UU's in UK

1.5bn+ monthly impressions in UK

## m.YouTube.com



200m global playbacks per day on mobile

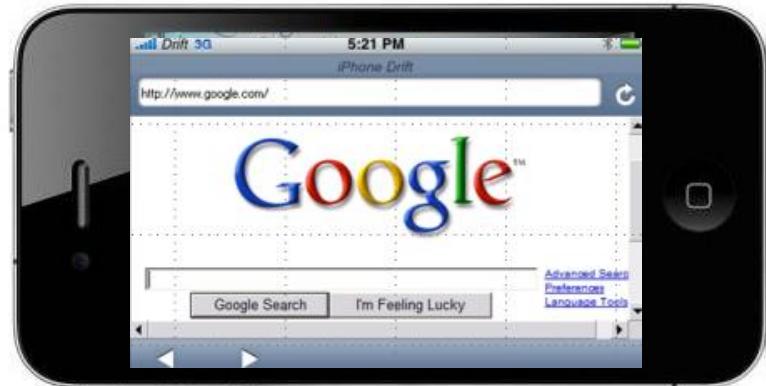
1 Million+ impressions/day on mobile in UK

2.4M Unique Users/month on mobile in UK

# Mobile Applications



# Mobile Website



## Reach Customers Offline

Users can use your application anywhere, without a connection



## Use all device capabilities

within the functionalities of the application. e.g. GPS, camera, voice, address book & calendar.



## Media Rich Experience

Some applications allow more engaging user interaction with your brand than websites



**Simple for consumers to find**  
through Search, Blogs, Twitter and links in emails.



## Increased Market Size.

Impressions are higher on mobile Web than Apps. Anyone has access to the site.

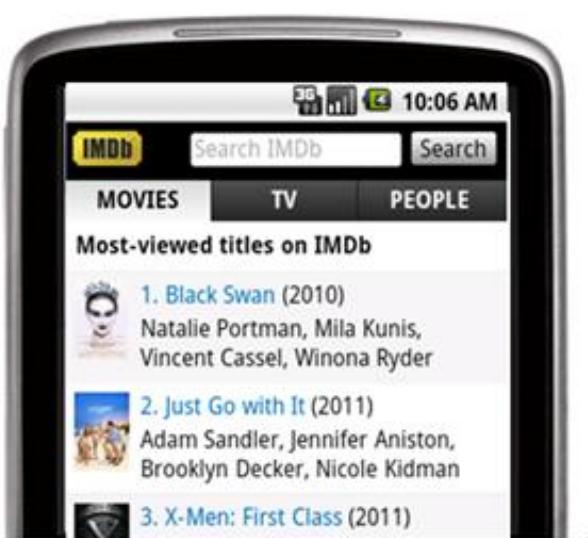


## Easier and cheaper to maintain.

No need to create updates for multiple platforms when changes are made. All types of users see the latest version

# General Mobile Website Best Practices

1  
Prioritise Content



2  
White Space

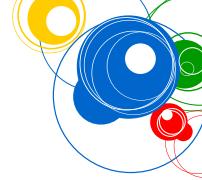


3  
Big Buttons



4  
Easy to Convert

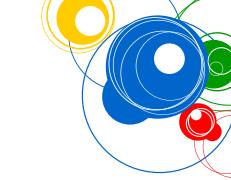




# Be in the Know



# Google Analytics Overview



Free, hosted web analytics tool that helps advertisers improve their sites and increase their marketing ROI

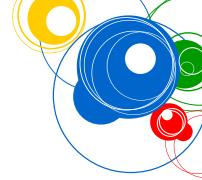
The screenshot displays the Google Analytics interface. The top navigation bar includes 'Analytics Settings' and 'View Reports' for 'www.googlestore.com'. The main dashboard shows a line chart of 'Visits' from April 29 to May 29, 2007, fluctuating between 400 and 800. Below the chart, the 'Site Usage' section provides key metrics: 18,777 Visits, 53,978 Pageviews, 2.87 Pages/Visit, 00:01:16 Avg. Time on Site, 56.80% Bounce Rate, and 74.45% % New Visits. The 'New vs. Returning' section shows that 74.45% of visitors are new. A 'Map Overlay US' section highlights California and Texas in green. The bottom section, titled 'Search sent 54 total visits via 9 keywords', shows a table of search performance. The table includes columns for 'Keyword', 'Visits', 'Pages/Visit', 'Avg. Time on Site', '% New Visits', and 'Bounce Rate'. The data for the top three keywords is as follows:

Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
portrait photography	38	12.21	00:01:31	86.84%	18.42%
black and white photography	9	13.22	00:01:10	100.00%	11.11%
art photography	2	9.00	00:00:21	100.00%	0.00%

## Benefits

- Understand how visitors engage with your site
- Compare performance of all marketing efforts from emails to keywords to offline campaigns
- Integrated with AdWords but also tracks non-Google campaigns
- Identify areas for site improvement
- Pinpoint breakdowns in conversion processes
- Track e-commerce metrics, such as revenue, average order value, and conversion rates

# Track All Goals/Conversions



Store Home - Google Search - About Google

Accessories Fun Kids Office Wearables Software

Store Links

Shopping Cart 1 item

Customer Service

Warranty / Returns

Search the Store

Search by Name / Item #  Go

Search by Price  Select Range

Top Sellers

What's New

On Sale

Specials

The Green Initiative

Purchases

Google Toolbar for Firefox

Add buttons to the Toolbar to search your favorite sites. [View](#)

Bookmark frequently visited pages and access them from anywhere

Search smarter with instant suggestions as you type in the search box

Share web pages with friends via blog, email, or SMS

[View all features](#)

Downloads

Create an Account

If you already have a Google Account, you can sign in [here](#).

Required information for Google account

Your current email address:  e.g. myname@example.com. This will be your account.

Choose a password:  Minimum of 6 characters in length.

Re-enter password:

Remember me on this computer

Creating a Google Account will enable a feature that will provide you with an experience on Google that includes recommendations. [Learn More](#)

Enable Web History

Location: United States

Word Verification: Type the characters you see in the image

Terms of Service: [Read](#)

Please check the Google Account in the Terms of Service below.

Google Terms of Service

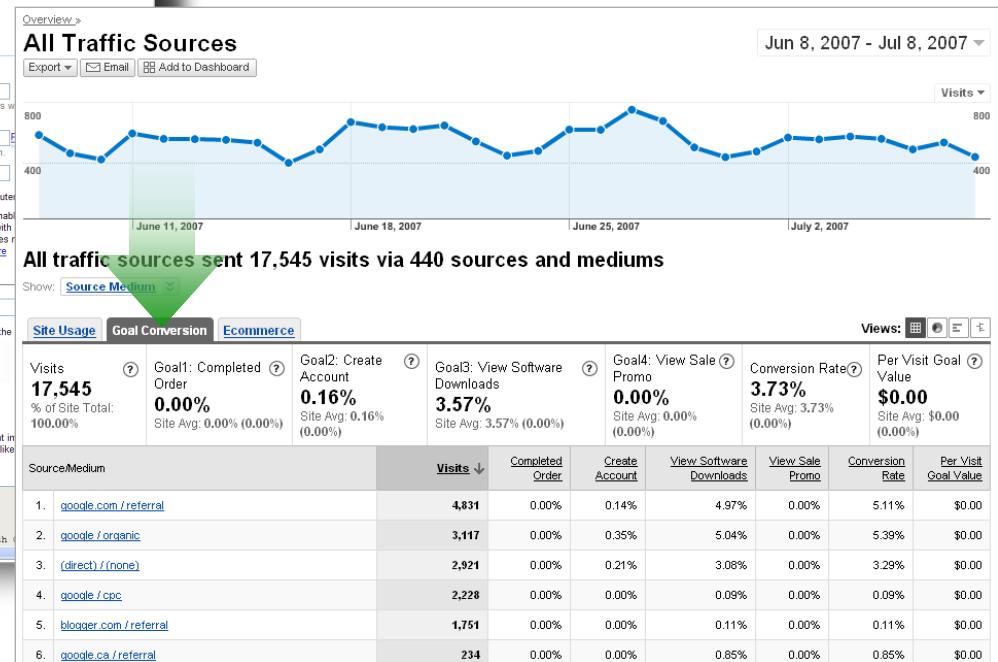
Welcome to Google!

1. Your relationship with

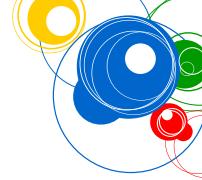
Registration

## Potential Goals:

- E-Commerce
- Lead Generation
- Brand & Product Awareness
- Member Acquisition



# Goal Reporting



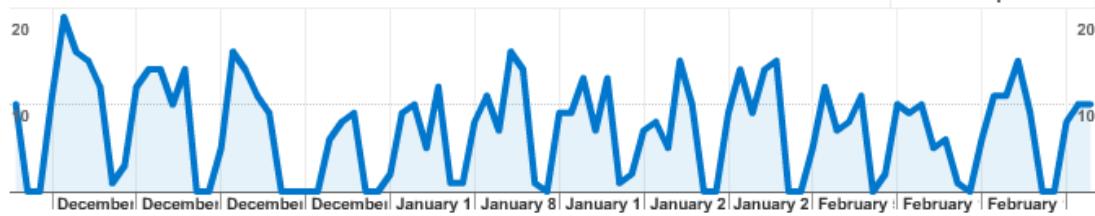
Overview >

## Goal Detail

Dec 1, 2006 - Feb 28, 2007

Export Email Add to Dashboard

Goal1 Completions



**Goal 1: "Completed Order" had 653 conversions**

Select Goal: Goal 1: Completed Order

 653 total conversions	 0.50% conversion rate
 99.25% abandonment rate	<b>Analyze this goal</b>

**Visitors Profile:** languages, network locations, user defined,

**Browser Profile:** browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash

 **Map Overlay**  
Geolocation visualization

 **Goal Funnel**  
Goal funnel visualization

Analyze conversion data over time on macro or micro levels

# Convert Visitors to Customers



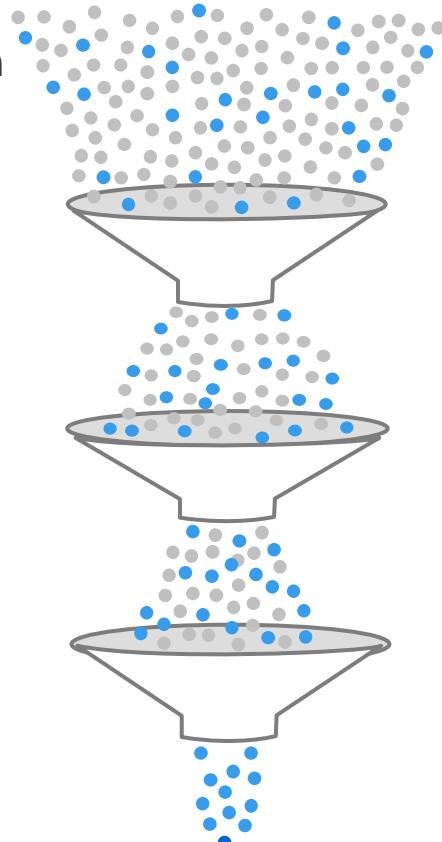
1 Product Information

2 Shopping Cart

3 Checkout

4 Thank You Page

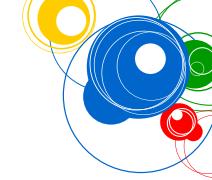
Your visitors



Eliminate bottlenecks in your conversion process

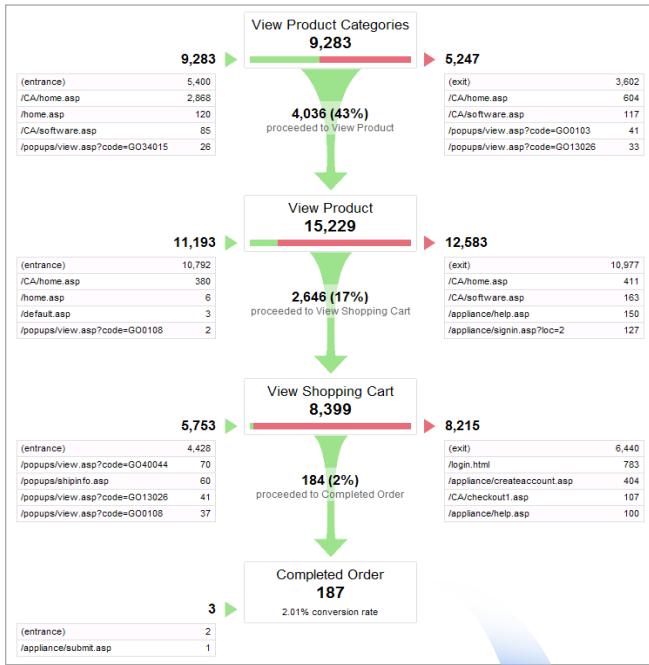
Pinpoint where you lose visitors and duplicate successful paths

# Funnel Reporting



Entering the funnel

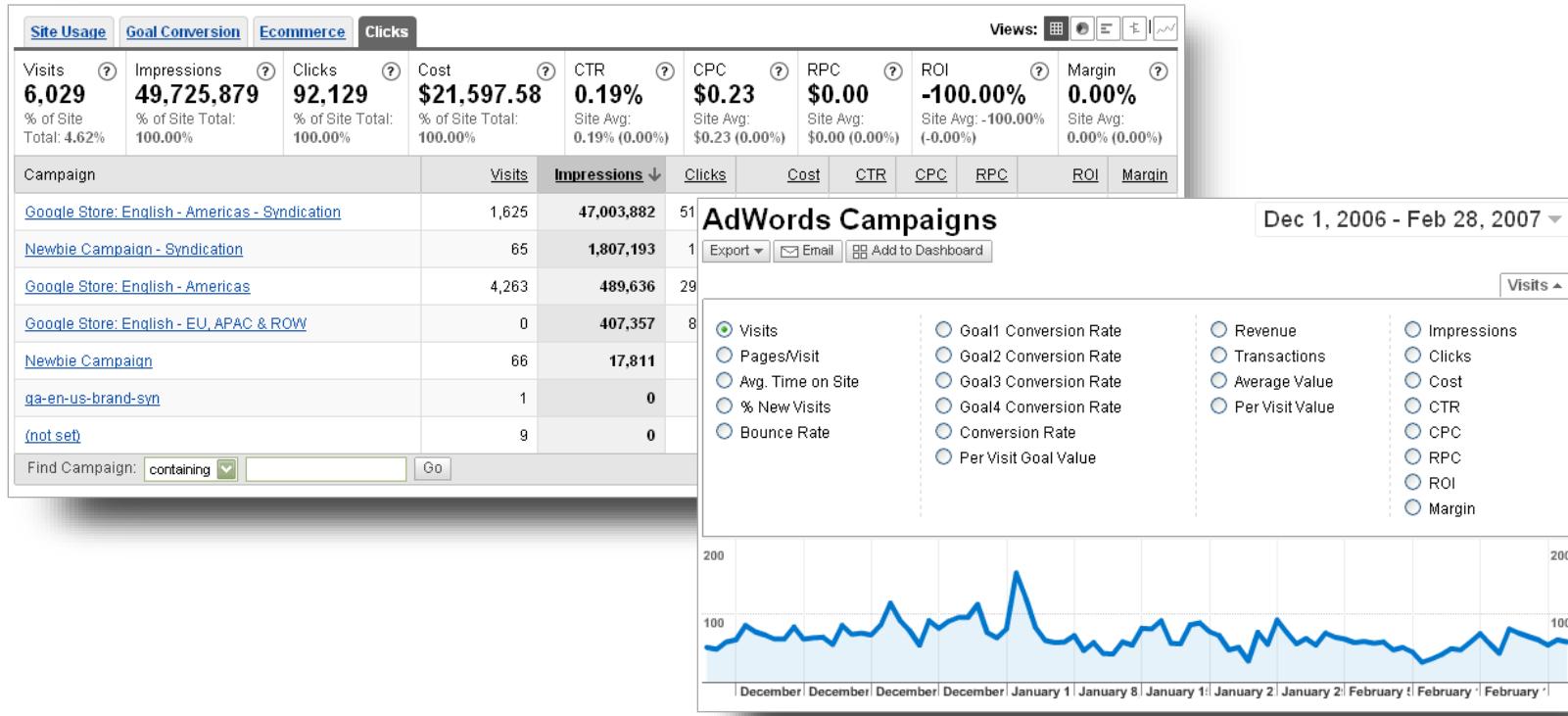
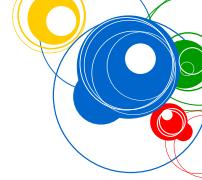
Leaving the funnel



Defined goal

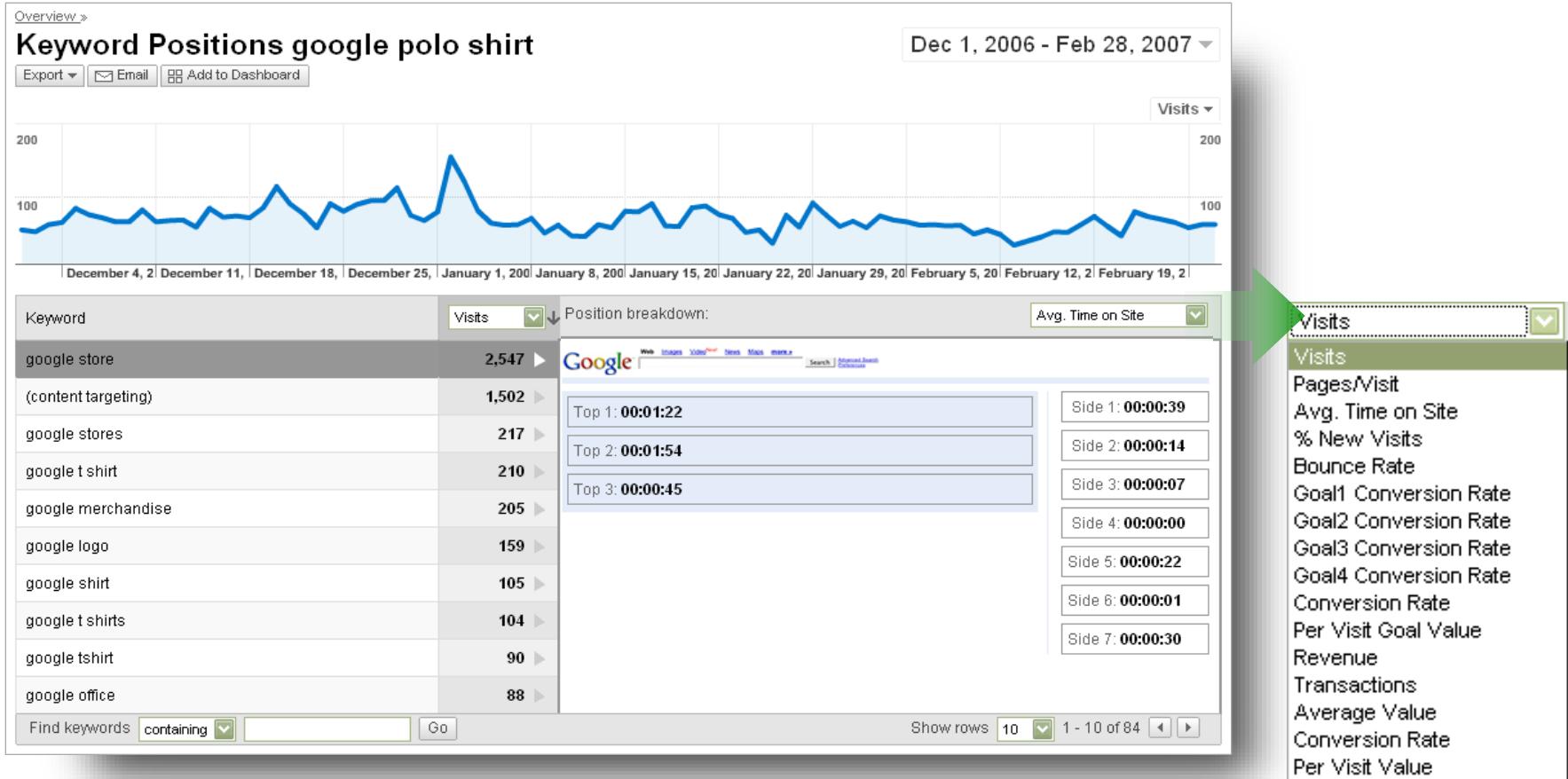
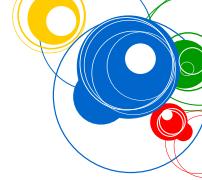
- Examine where visitors enter and exit your conversion process
- Identify which site paths lead to the most goal completions
- Use your findings to test changes to your site

# Understand AdWords Performance



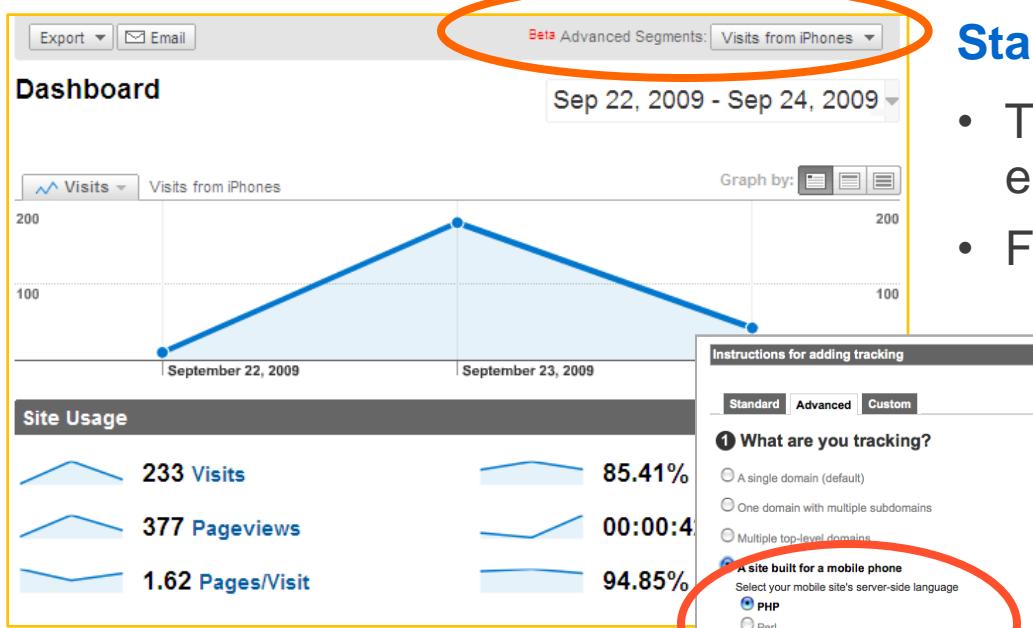
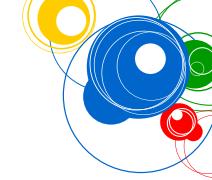
- See click and cost data directly from AdWords
- Compare spend against conversions
- Analyze click and cost trends over time

# Maximize Your Ad Spend



- Pinpoint which keyword positions are most effective
- Use position preference in AdWords to bid for those positions

# Mobile Reporting



## Standard Websites

- Track visits from high-end, javascript enabled phones
- Filter using Advanced Segments

**② Paste code on your mobile site**

Note: Do not use desktop tracking code on pages where you use mobile tracking.

Step 1: Copy the following code, then paste it onto every page you want to track immediately before the first <html> tag. [Learn more](#)

```
<?php
// Copyright 2009 Google Inc. All Rights Reserved.
$GA_ACCOUNT = "MO-30481-1";
$GA_PIXEL = "ga.php";
```

function googleAnalyticsGetImageUrl() {
 global \$GA\_ACCOUNT, \$GA\_PIXEL;
 \$url = "";
 \$url .= \$GA\_PIXEL . "?";
 \$url .= "utmacc" . \$GA\_ACCOUNT;
 \$url .= "&utmn" . rand(0, 0x7fffffff);
 \$referer = \$\_SERVER["HTTP\_REFERER"];
 \$query = \$\_SERVER["QUERY\_STRING"];
 \$path = \$\_SERVER["REQUEST\_URI"];
 if (empty(\$referer)) {
 \$referer = "=";
 }
 \$url .= "&utmr" . urlencode(\$referer);
 if (!empty(\$path)) {
 \$url .= "&utmp" . urlencode(\$path);
 }
}

Step 2: Copy the following code, then paste it onto every page you want to track immediately before the </body> tag. [Learn more](#)

```
<?php
$googleAnalyticsImageUrl = googleAnalyticsGetImageUrl();
?>
![](<?php $googleAnalyticsImageUrl ?>)

③ Copy this file to your root directory



Download ga.php and save it to the root directory ("") of your web server. Make sure that your root directory is configured to execute server-side code. Learn more



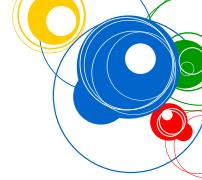
Have an iPhone or Android application you'd like to track?  
Use our SDKs for iPhone & Android to track usage inside of your mobile application.


```

## Mobile Websites

- Server-side tracking (PHP, Perl, JSP, ASPX)
- Works just like Analytics on desktop webpages

# Multi-Channel Funnel Reports

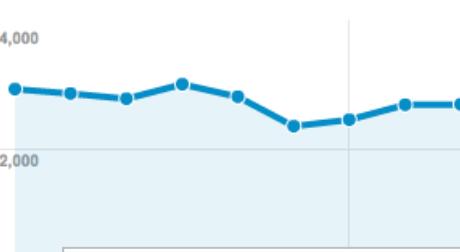


**Overview**

Conversion: All Type: All AdWords

100.00% of total conversions

**Overview**



The chart displays total conversions over time, starting around 3,000 and fluctuating slightly between 2,500 and 3,000.

**There were 75,797 total conversions**

75,797 Conversions

8,908 Assisted Conversions

**Multi-Channel Funnels**

Feb 21, 2011 - Mar 23,

**Overview**

**Assisted Conversions**

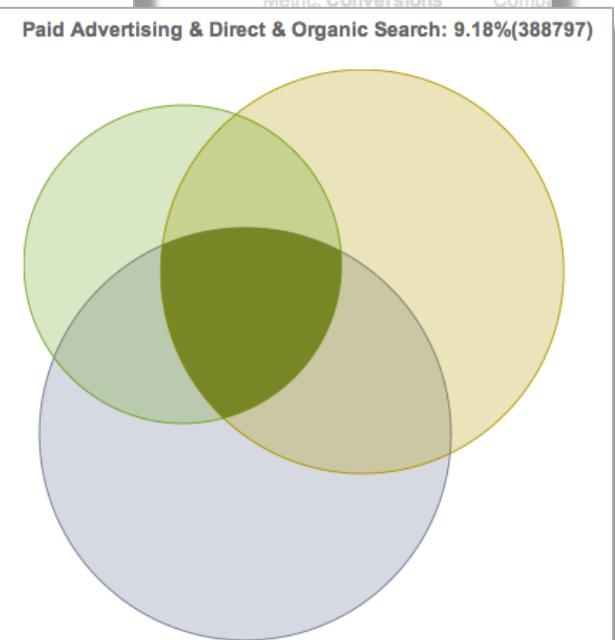
**Top Conversion Paths**

**Time Lag**

**Path Length**

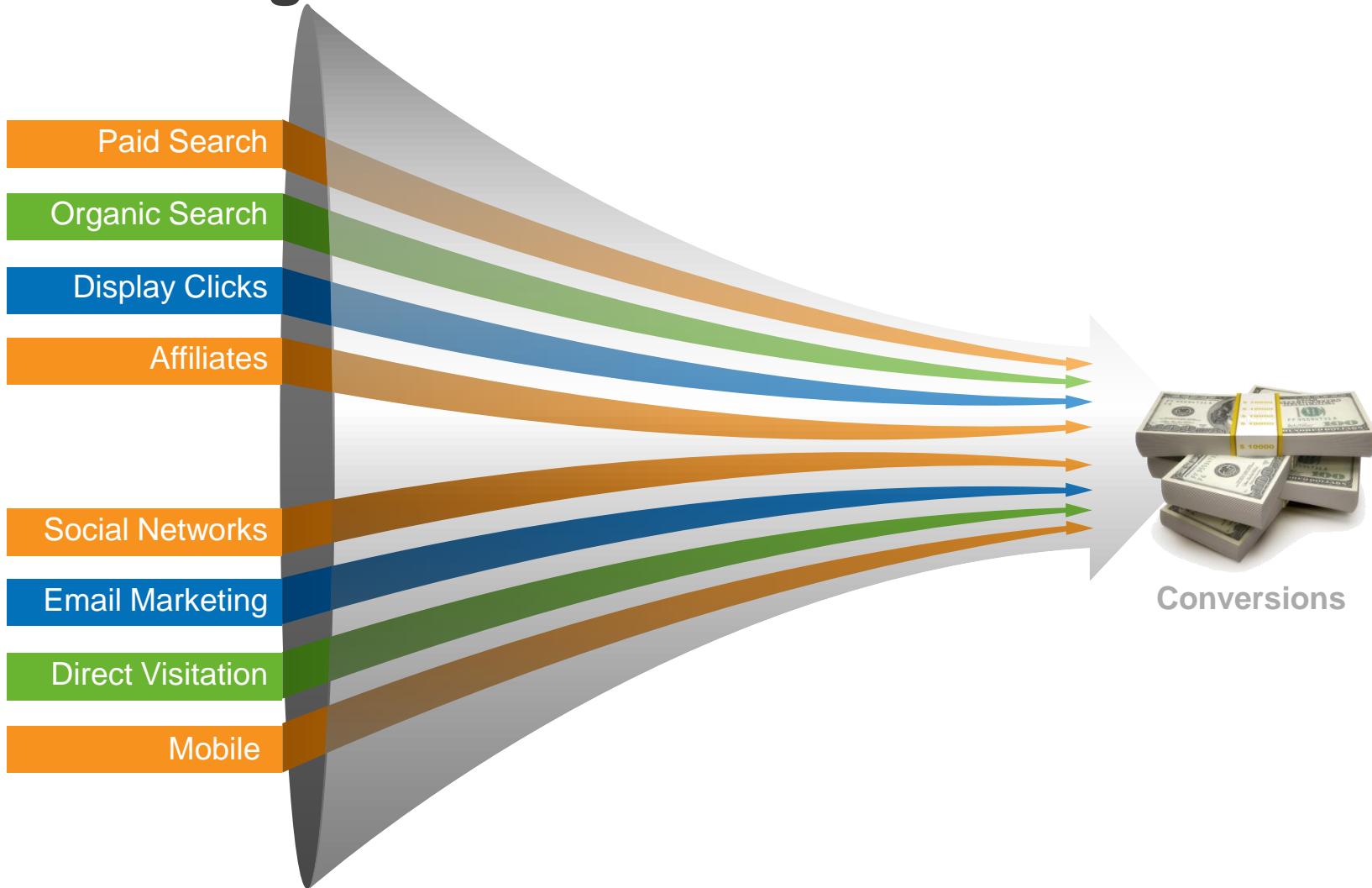
Metric: Conversions

Paid Advertising & Direct & Organic Search: 9.18%(388797)

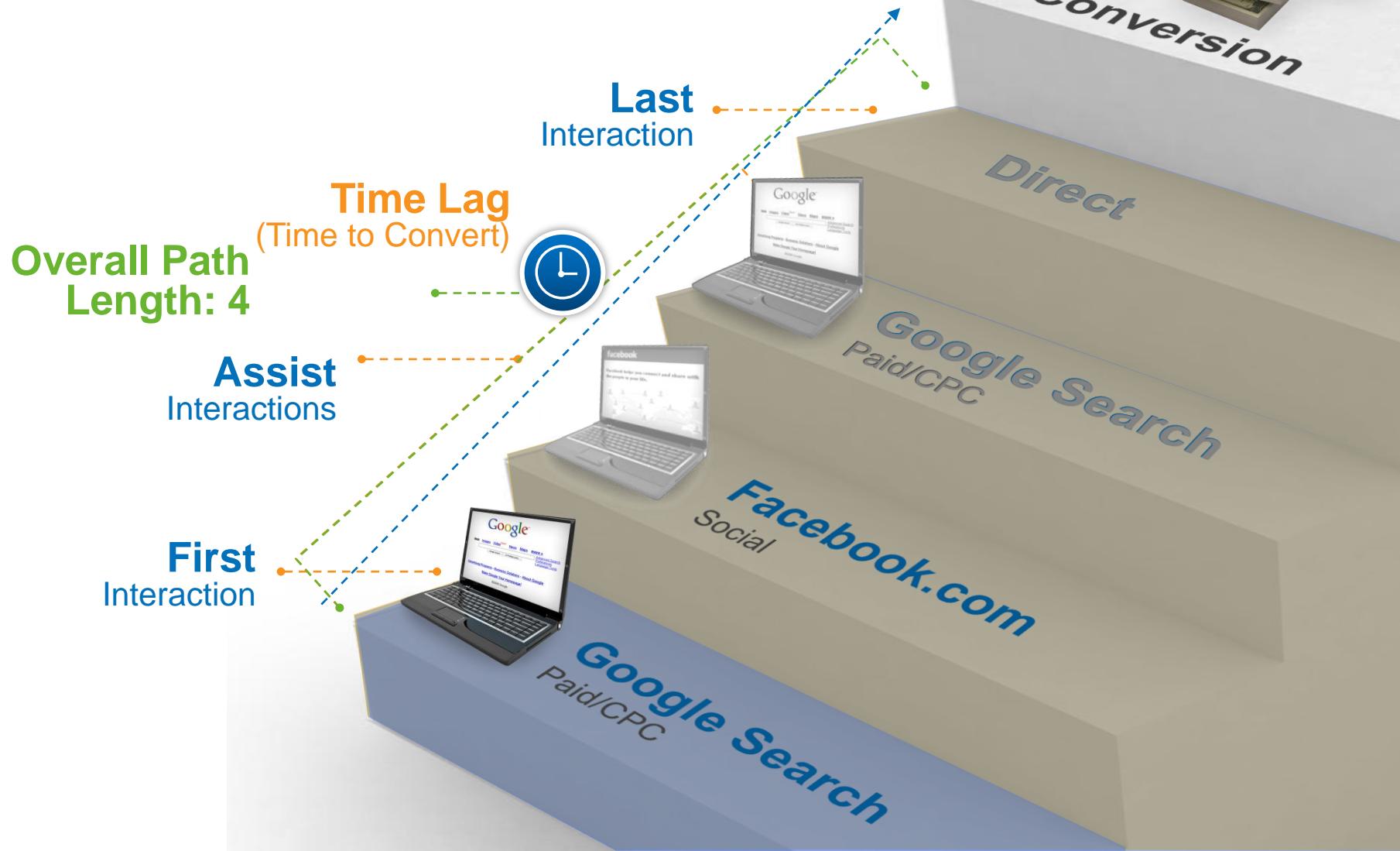


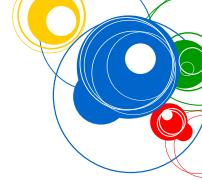
The diagram illustrates the overlap of three conversion channels: Paid Advertising (blue), Direct (green), and Organic Search (yellow). The total overlap (center) is 9.18% of 388,797 conversions.

# Measure Conversions Across all Marketing Channels



# Anatomy of a Conversion





## Be Found

Know your opportunities and audience  
Target across the entire buying cycle



## Be Mobilized

Take advantage of mobile audiences with  
separate mobile campaigns and a mobile site

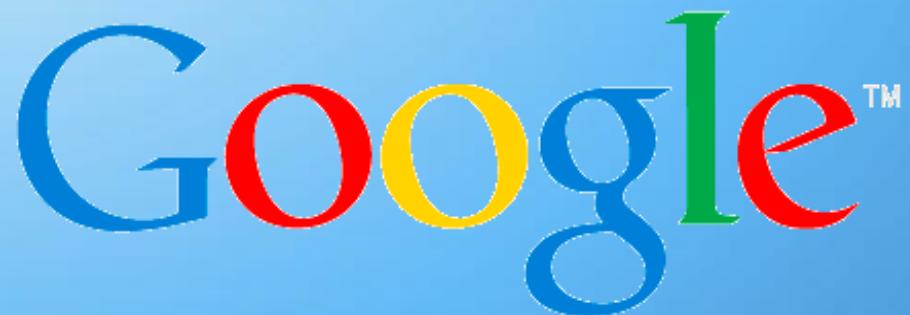


## Be in the Know

Keep on top of performance with Conversion  
Tracking, Analytics and our Multi Channel  
Reports



# Thank you!



The Google logo is displayed in its signature multi-colored, sans-serif font. The letters are arranged in a slightly irregular, overlapping style. The colors used are blue, red, yellow, green, and a darker blue for the 'e'. A small 'TM' symbol is located at the top right of the 'e'.