Developing Your Online Strategy

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Google™

Agenda

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

Source: Google Internal Data

Google AdWords

Home | Campaigns | Opportunities | Reporting and Tools | Billing | My account

Campaign : Classifieds

	Ad Group: General	Ad Group:
Possible Keywords	Classified ads Free ads Post ad online Sell online	Buy car online Cheap used car Buy Second hand Car Looking for used car
Example ad texts	Sell Your Item Online Reach A Wide Local Audience Post a Free Classified Ad Now! www.yourwebsite.com	Second Hand Car Low Prices from Private Sellers Wide Range of Models. Buy Now! www.yourwebsite.com

Keywords → Ad Text → Website → Conversion

Targeting: Many ways to target users locally

Region

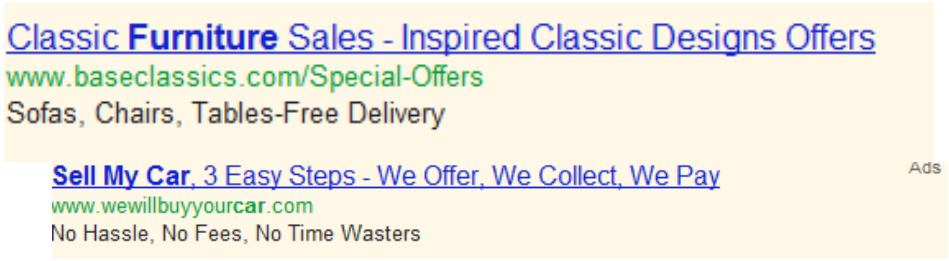
City

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*

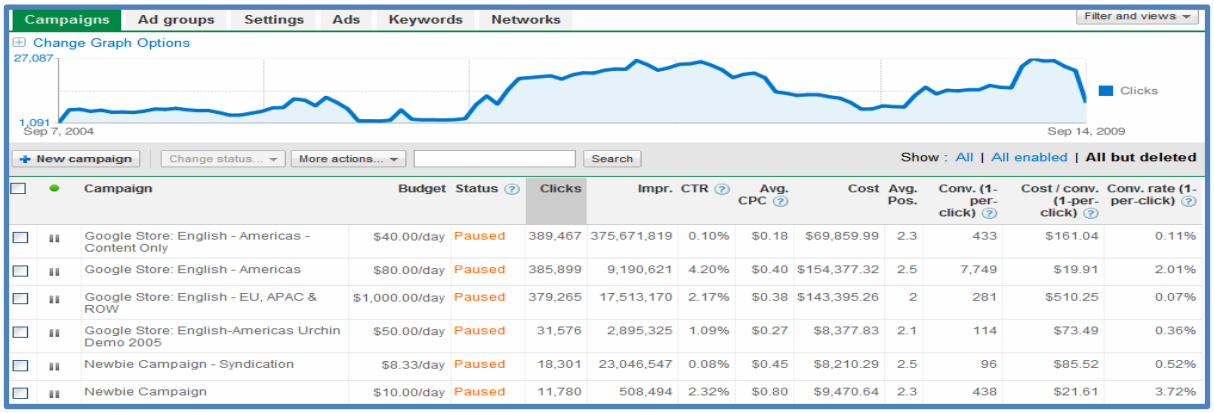
Improve Performance with Search Ad Formats



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



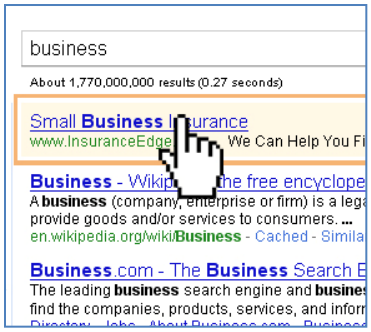
Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
Google Store: English - Americas - Content Only	$40.00/day	Paused	389,467	375,671,819	0.10%	$0.18	$69,859.99	2.3	433	$161.04	0.11%
Google Store: English - Americas	$80.00/day	Paused	385,899	9,190,621	4.20%	$0.40	$154,377.32	2.5	7,749	$19.91	2.01%
Google Store: English - EU, APAC & ROW	$1,000.00/day	Paused	379,265	17,513,170	2.17%	$0.38	$143,395.26	2	281	$510.25	0.07%
Google Store: English-Americas Urchin Demo 2005	$50.00/day	Paused	31,576	2,895,325	1.09%	$0.27	$8,377.83	2.1	114	$73.49	0.36%
Newbie Campaign - Syndication	$8.33/day	Paused	18,301	23,046,547	0.08%	$0.45	$8,210.29	2.5	96	$85.52	0.52%
Newbie Campaign	$10.00/day	Paused	11,780	508,494	2.32%	$0.80	$9,470.64	2.3	438	$21.61	3.72%

User Clicks on an Ad

Google Cookies the User

User Conversion

Advertiser Account Updated

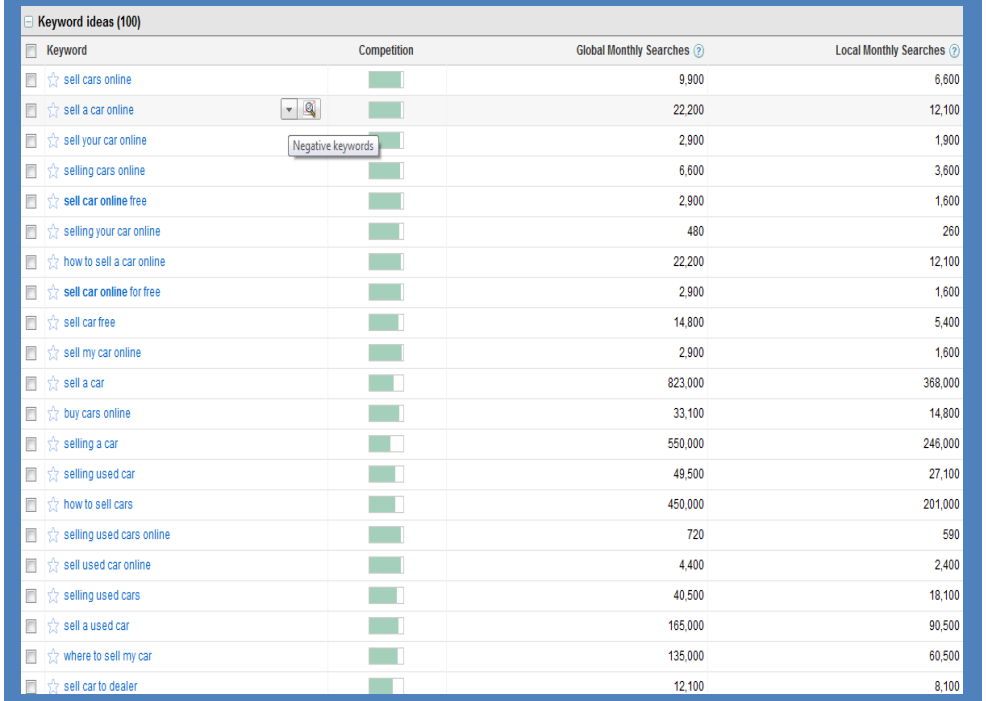


Keyword Tool

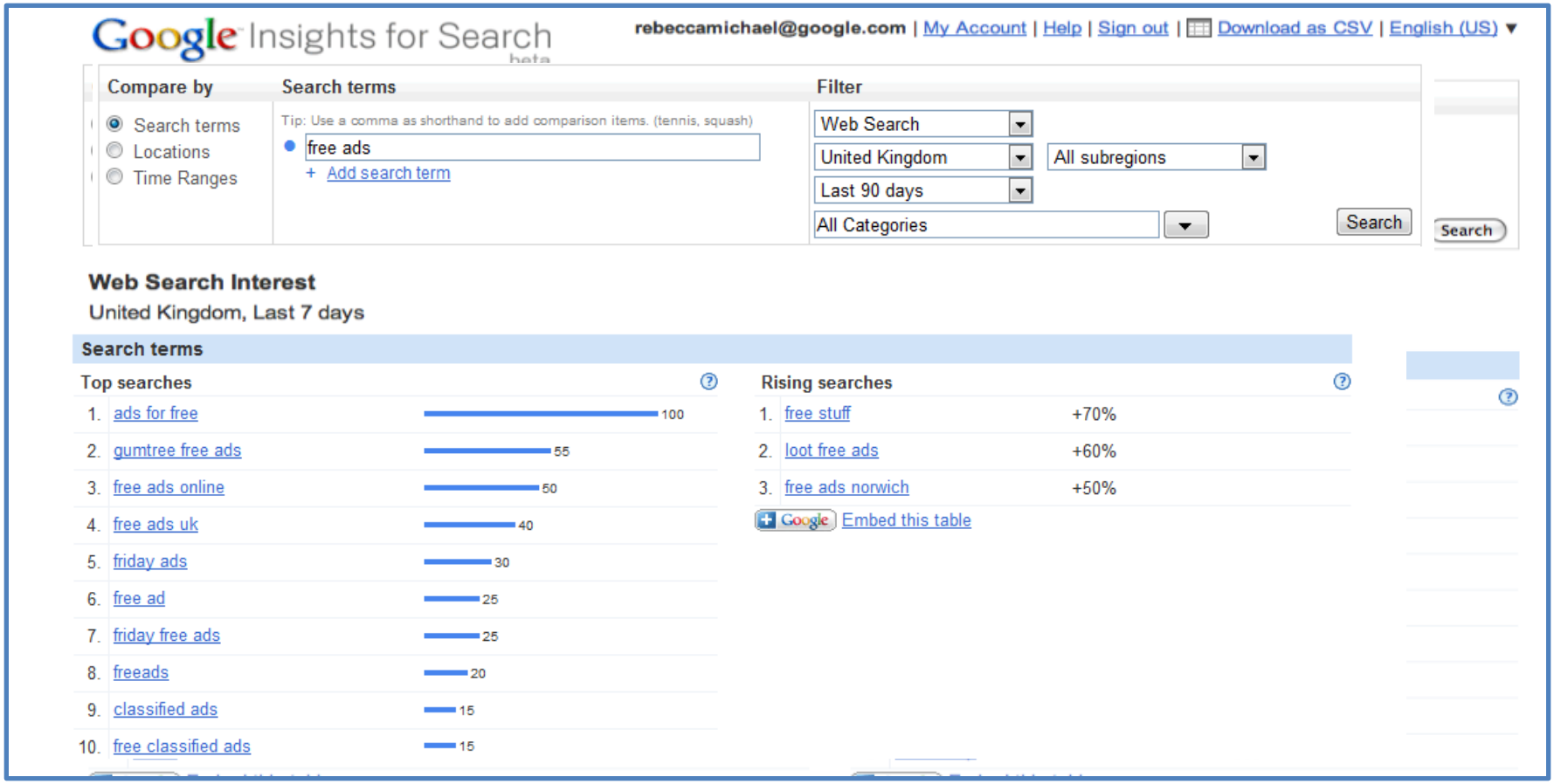
Keyword Tool

- 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.**

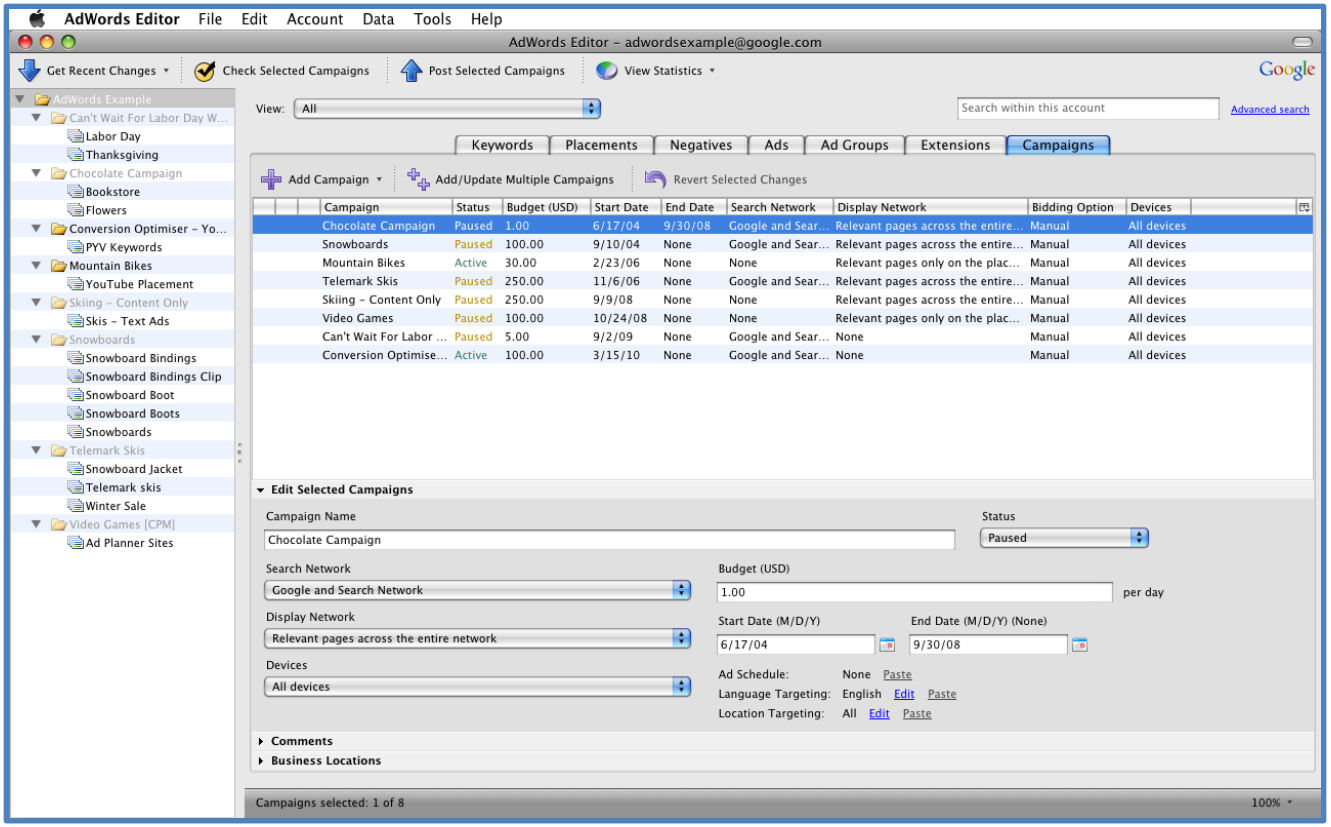
[The updated Keyword Tool is live in your account now, so give it a try!]



Insight for Search



AdWords Editor



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

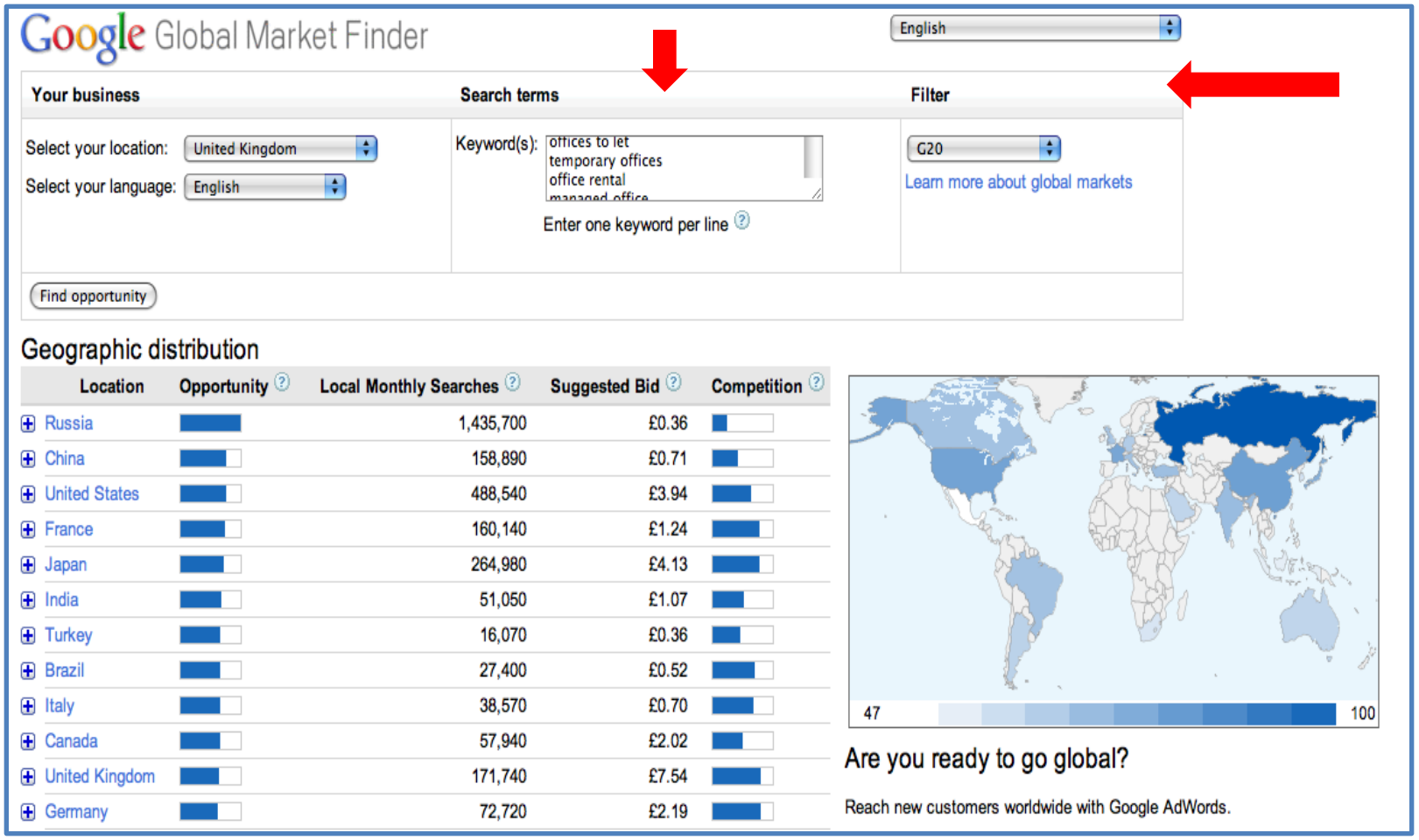
How?

Download on the AdWords Editor website at www.google.com/adwordseditor

Global Market Finder

Keywords from your industry

Choose a region



Reach 80% of Internet Users

Google Display Network

YouTube and Google Sites	DoubleClick Ad Exchange	Partner Sites
YouTube, Blogger, Gmail, Google maps, Google finance	doubleclick ad exchange by Google	Gumtree, What Hi-Fi? Sound and Vision, eHow, MyVoucherCodes.co.uk, About.com, cricinfo, xe, The Weather Channel, last.fm

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.

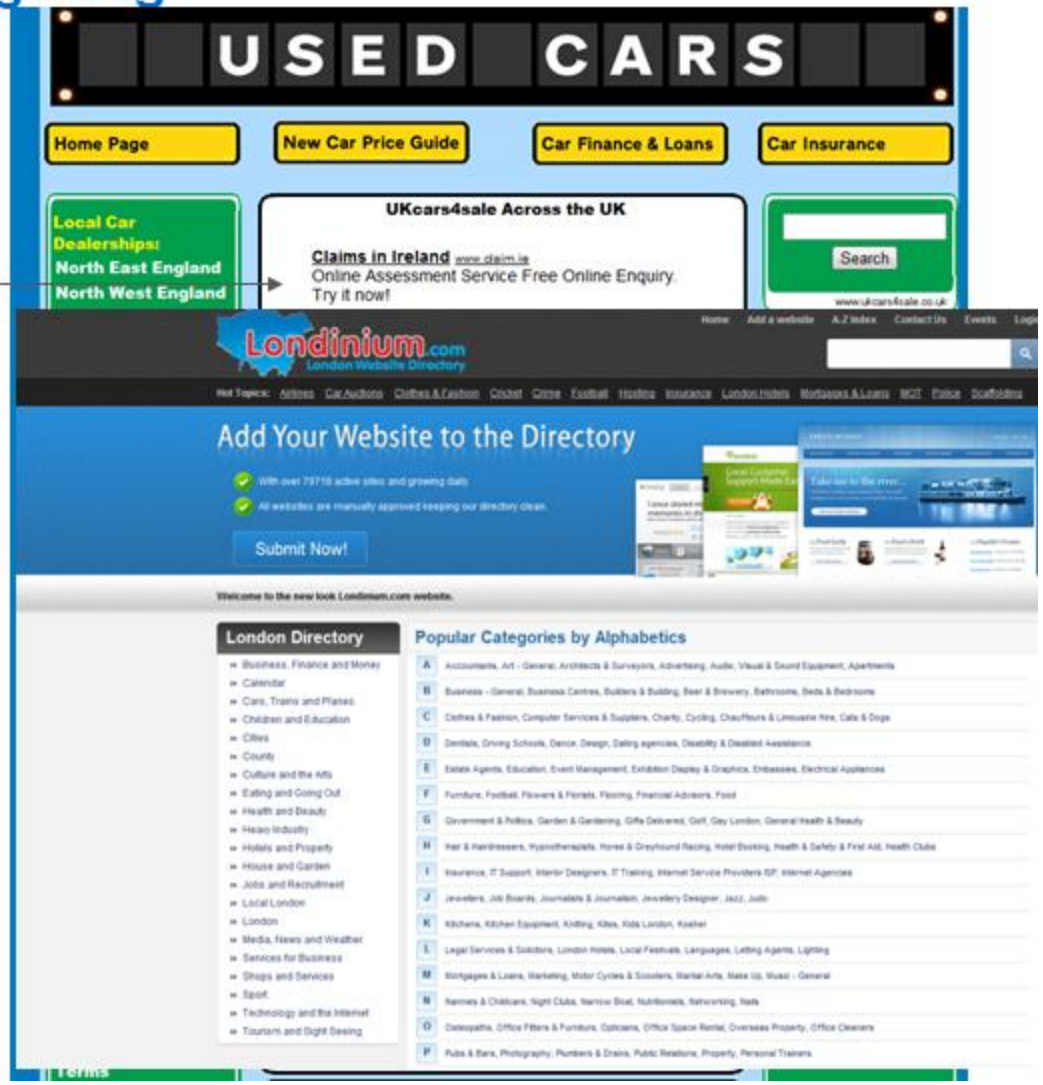
CONTEXT – Topic Targeting

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



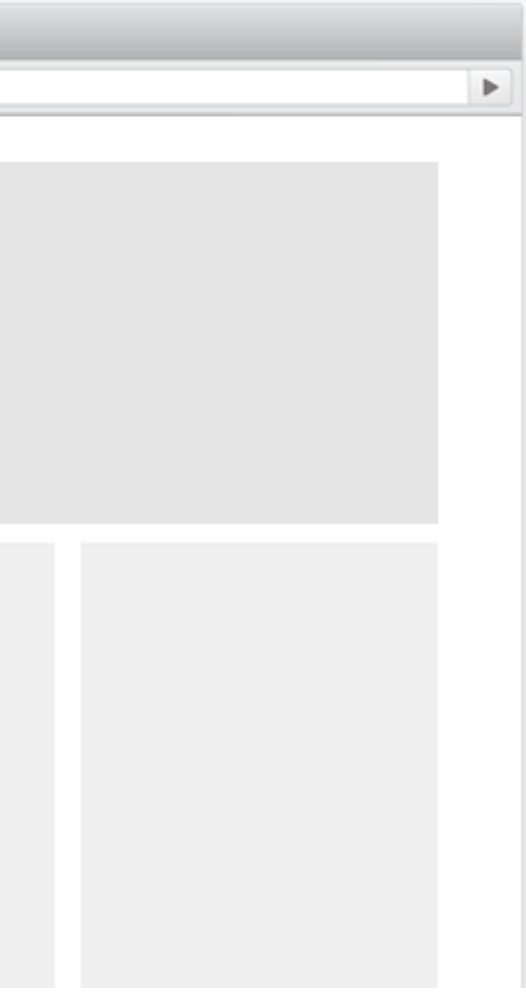
AUDIENCE – Interest Category Marketing

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.

Classified Sites

Auto Enthusiast

AUDIENCE – Remarketing

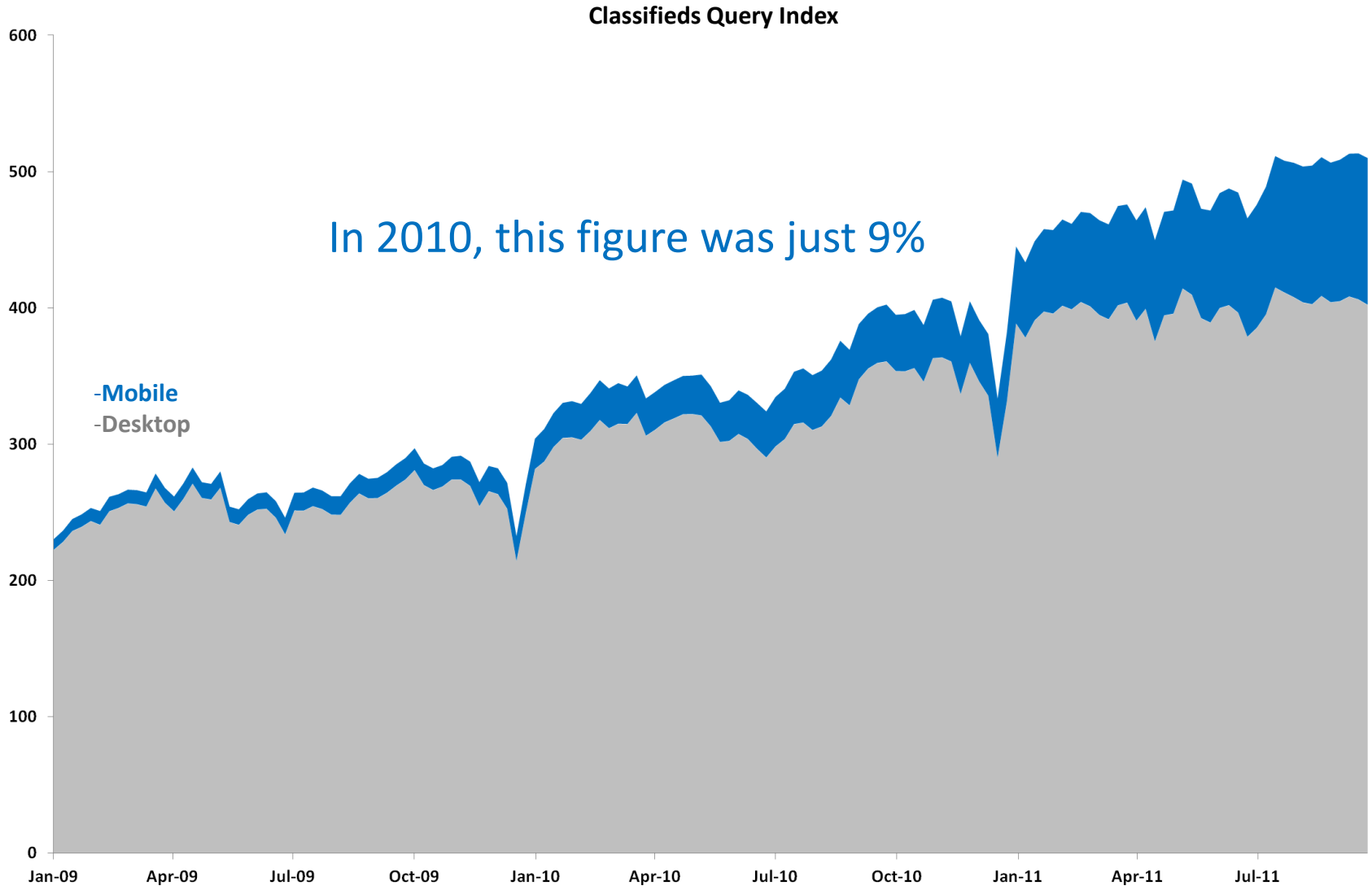


Reach people who have visited your website **but didn't convert**. Re-advertise to these people again and bring them back to your site.

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



Source: Google Internal Data

Mobile-only campaigns are the key

More Control

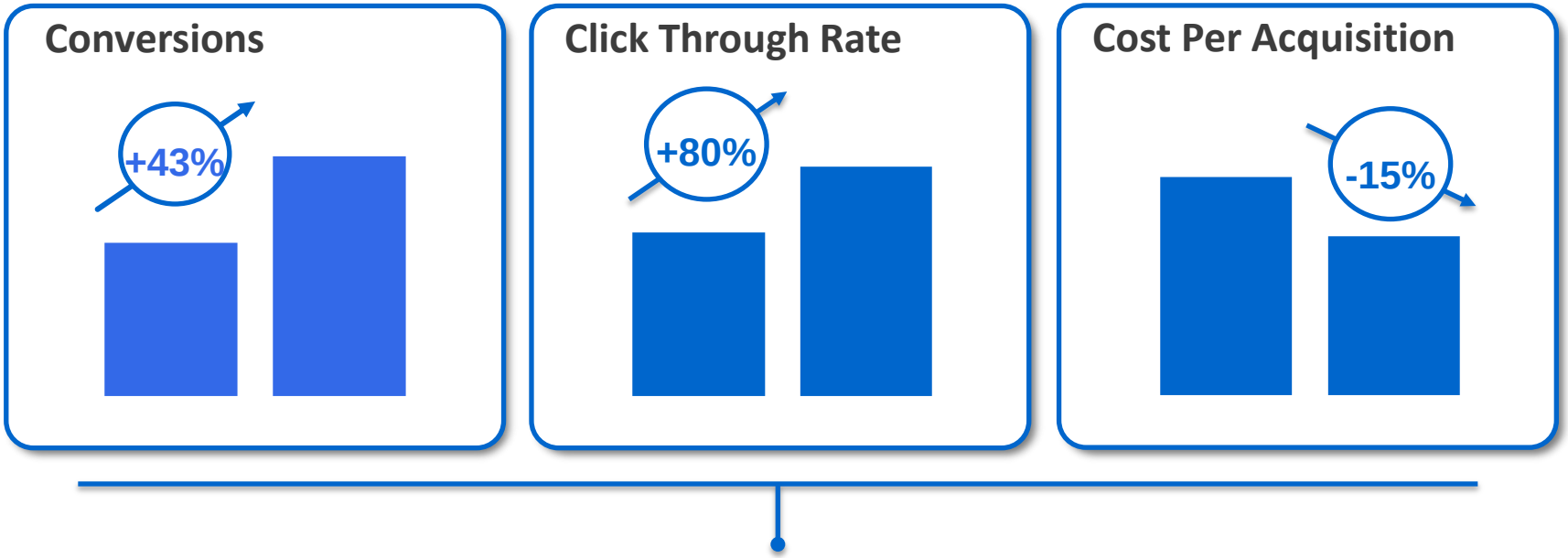
Set bids and budgets just for mobile, run separate reports to track results, easier optimisation.

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.



Separating out mobile campaigns from desktop drives

significant performance gains

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

Source: Google internal data, Google Search only

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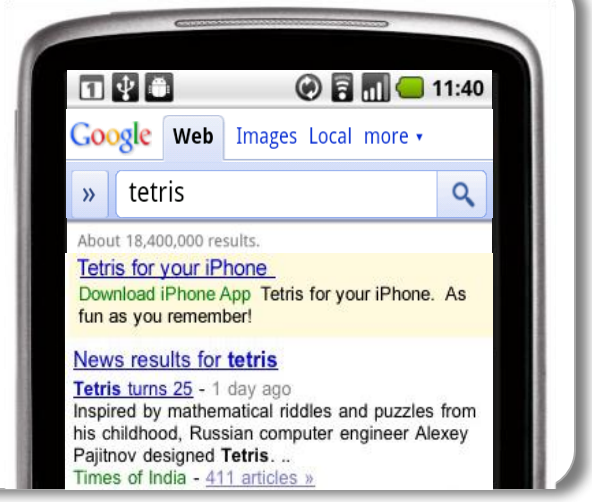
Mobile Ad Formats offer greater user interaction

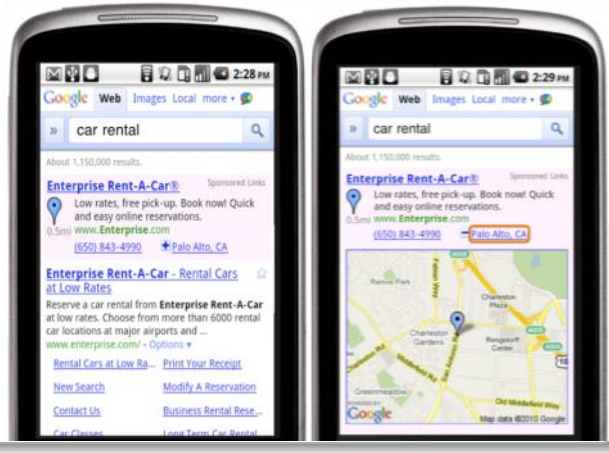
Click-to-call

Site-Links

Click-to-download



Hyper local



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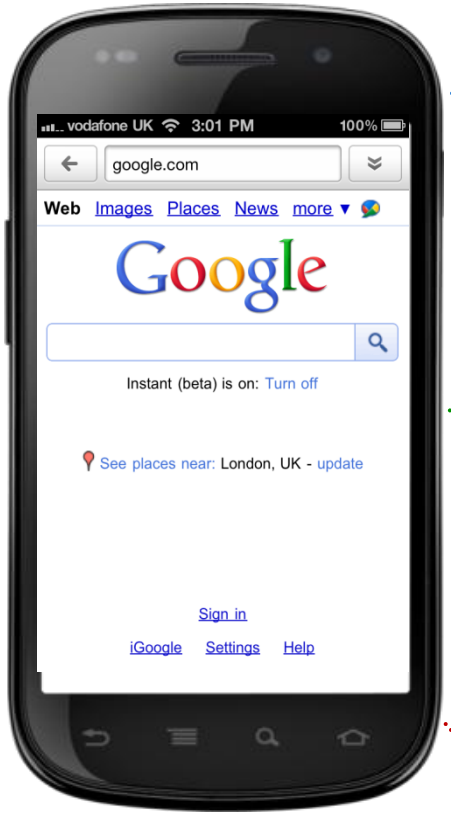
Google's Mobile Display Network



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

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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

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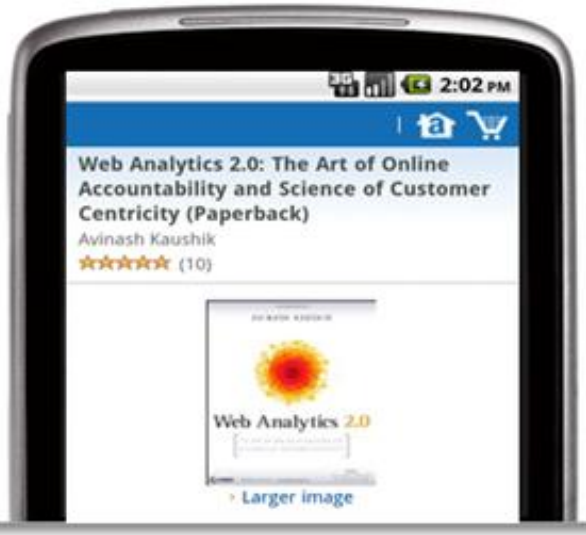
General Mobile Website Best Practices

1

Prioritise Content

2

White Space



3

Big Buttons

4

Easy to Convert

Be in the Know

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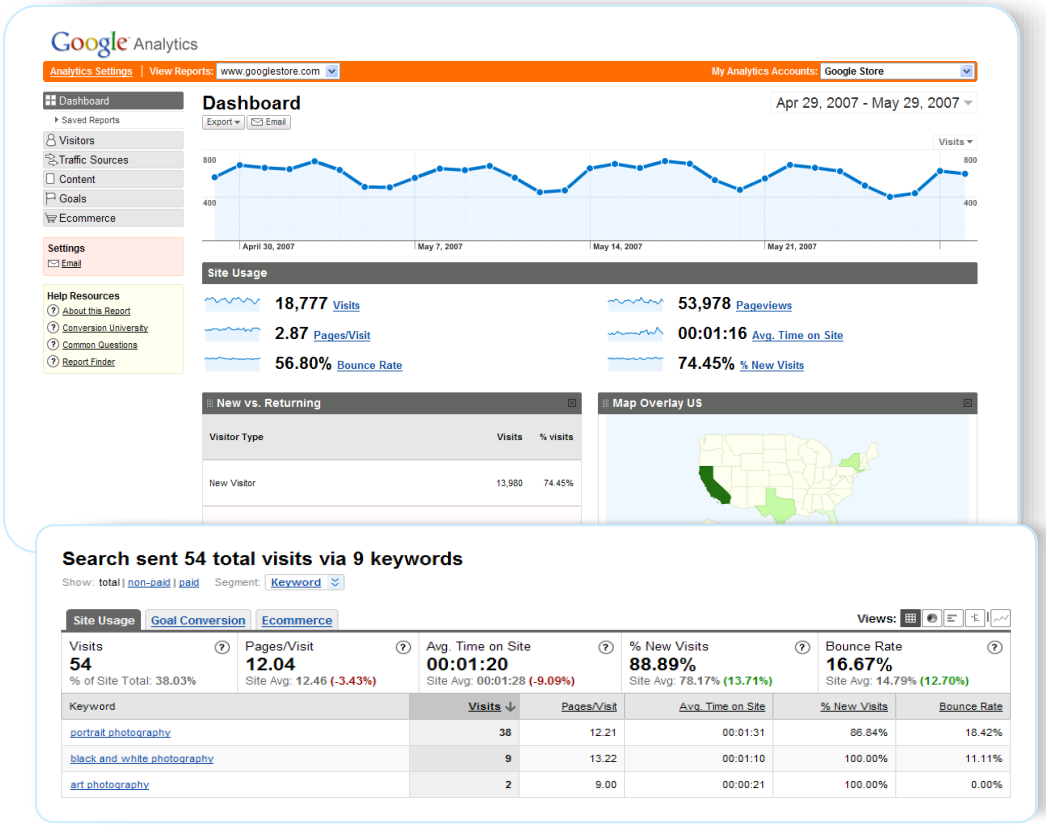
Google Analytics Overview

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



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

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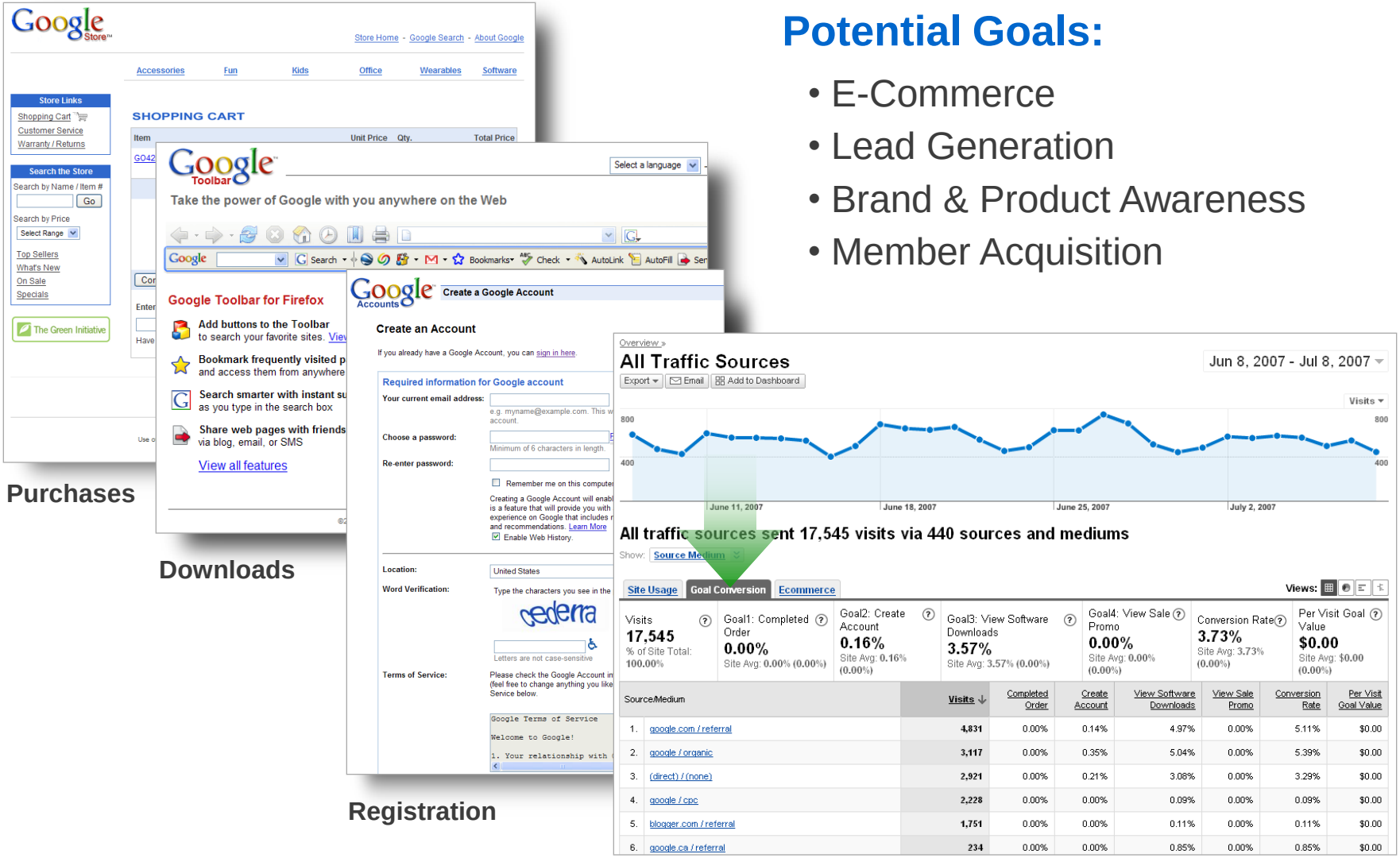
Track All Goals/Conversions



Potential Goals:

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

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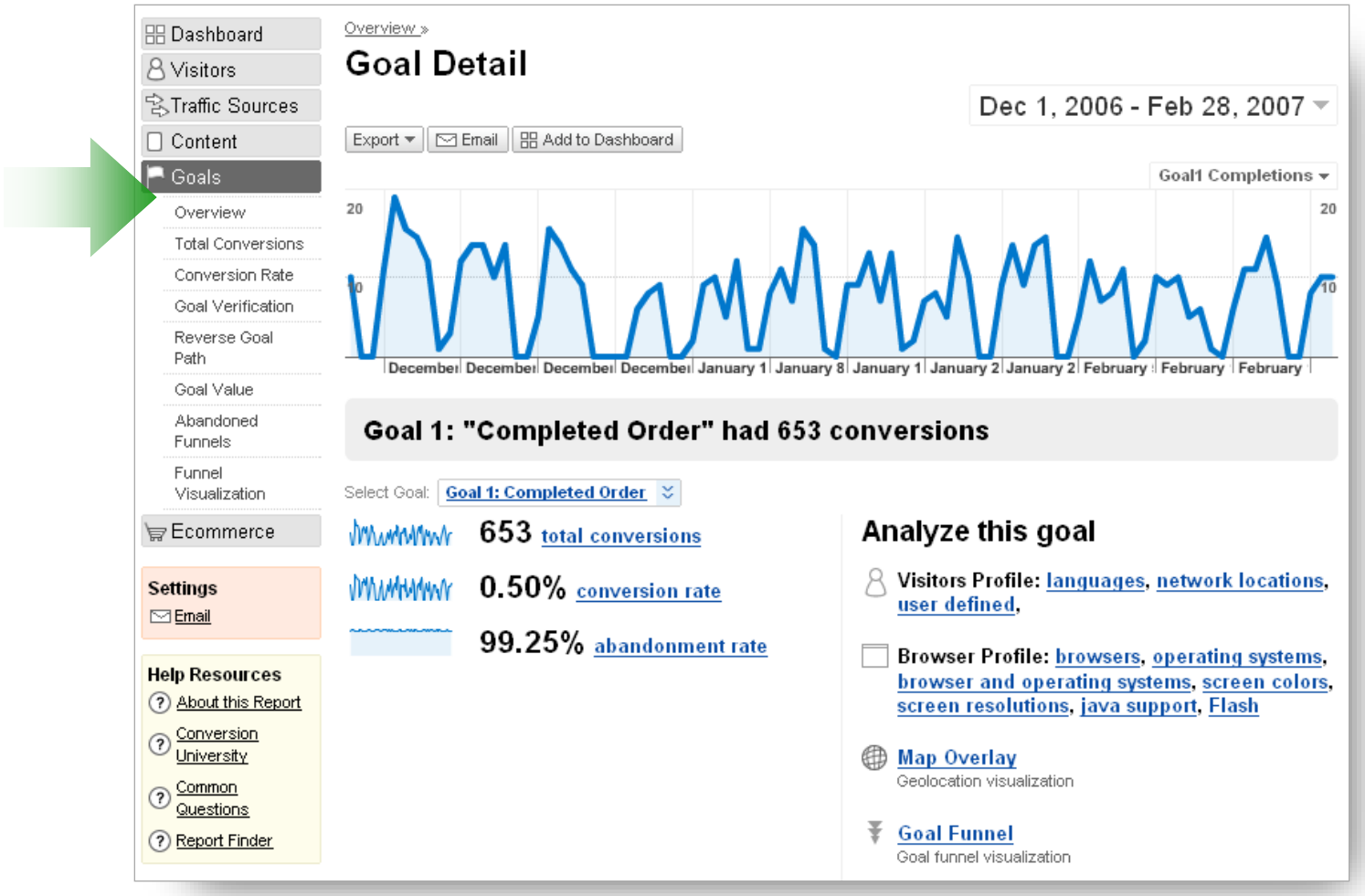
Goal Reporting



Analyze conversion data over time on macro or micro levels

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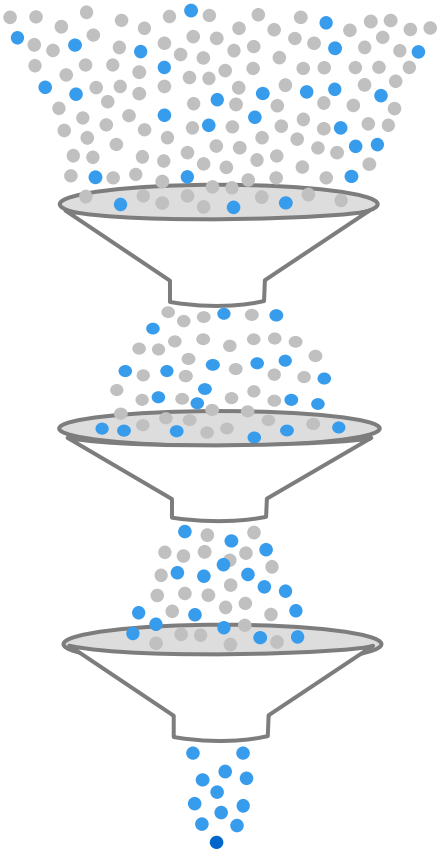
Convert Visitors to Customers

Your visitors

1. **Product Information**
2. **Shopping Cart**
3. **Checkout**
4. **Thank You Page**



Your Customers

Eliminate bottlenecks in your conversion process

Pinpoint where you lose visitors and duplicate successful paths

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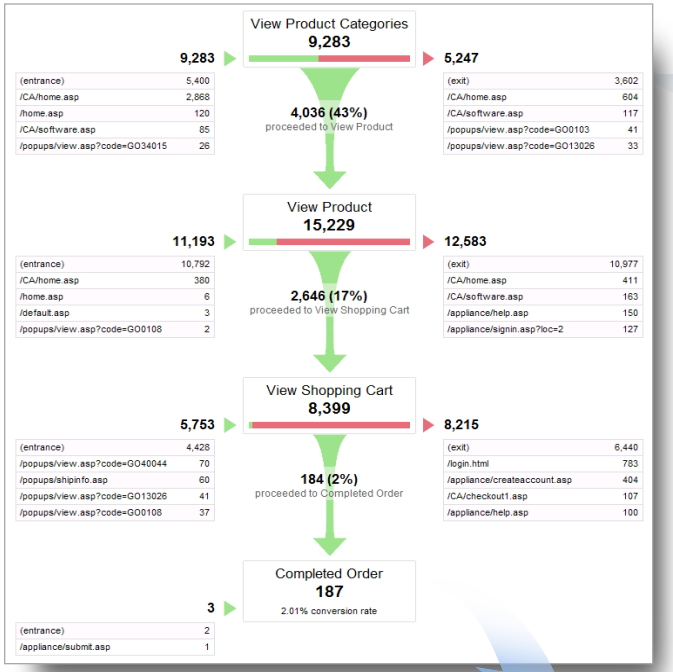
Funnel Reporting

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

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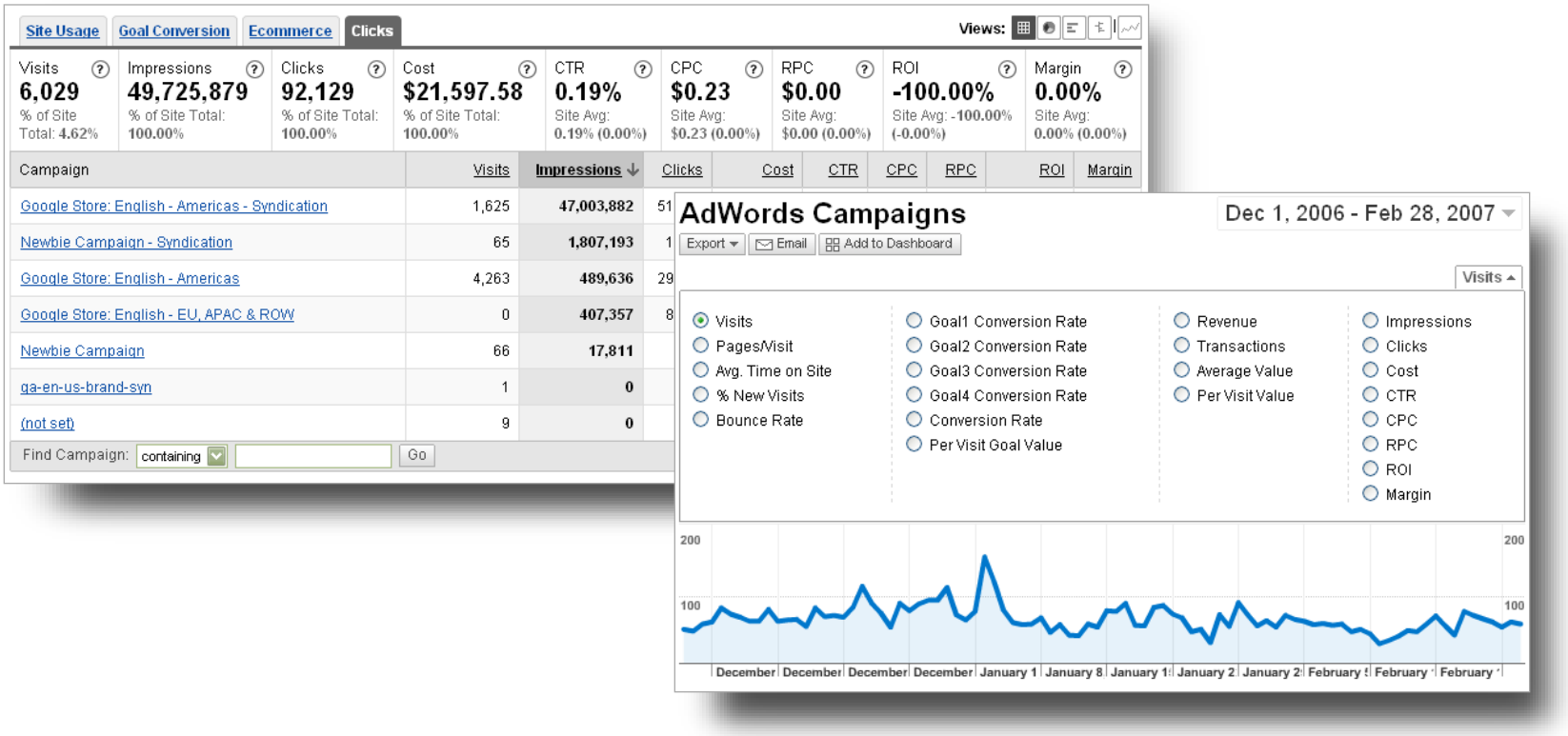
Understand AdWords Performance



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

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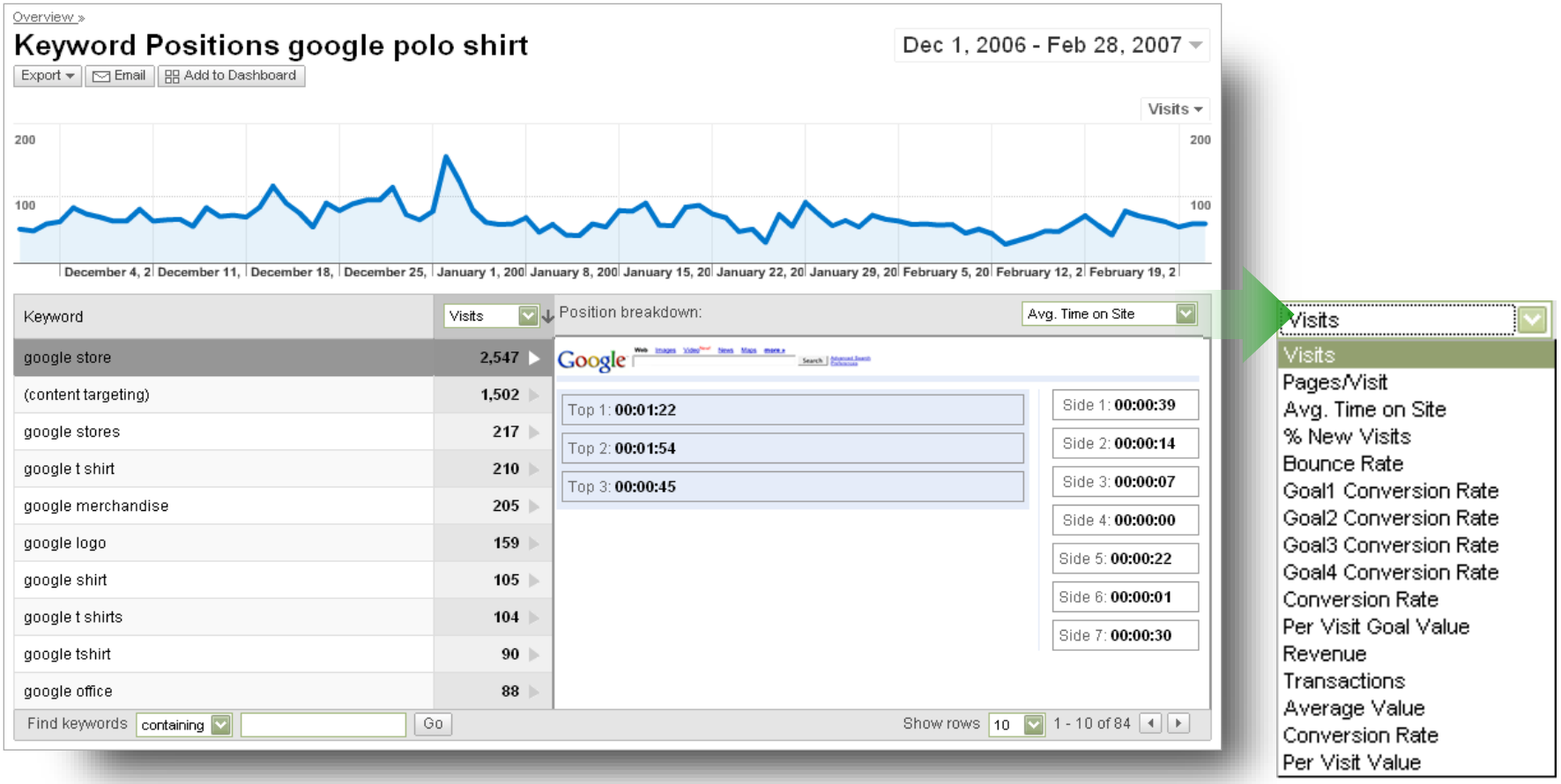
Maximize Your Ad Spend



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

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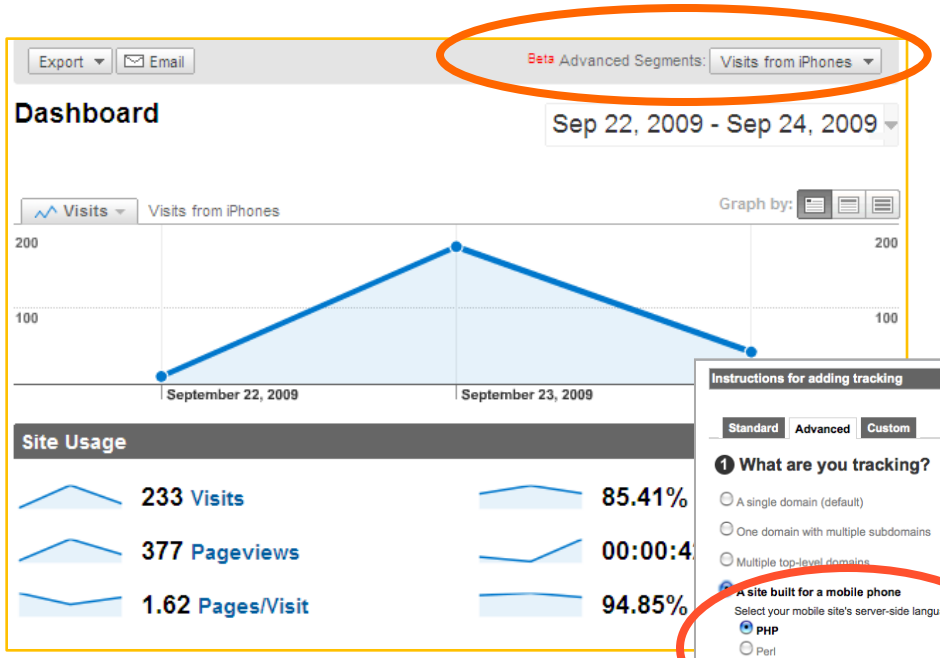
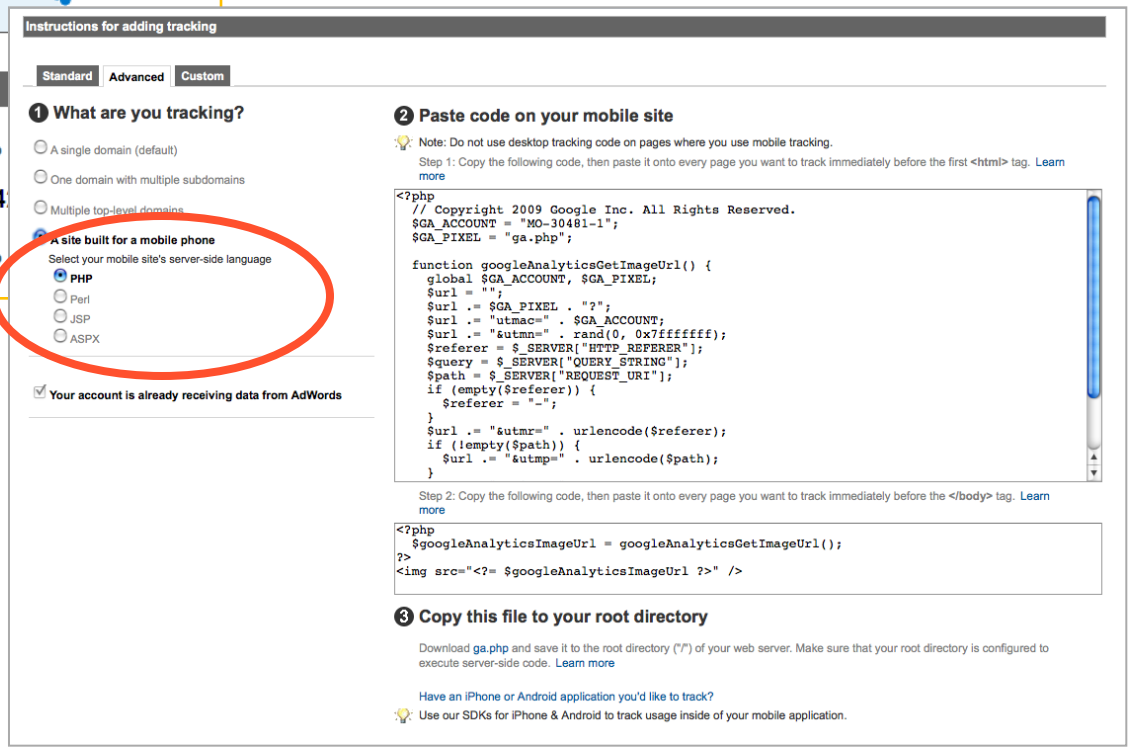
Mobile Reporting



Standard Websites

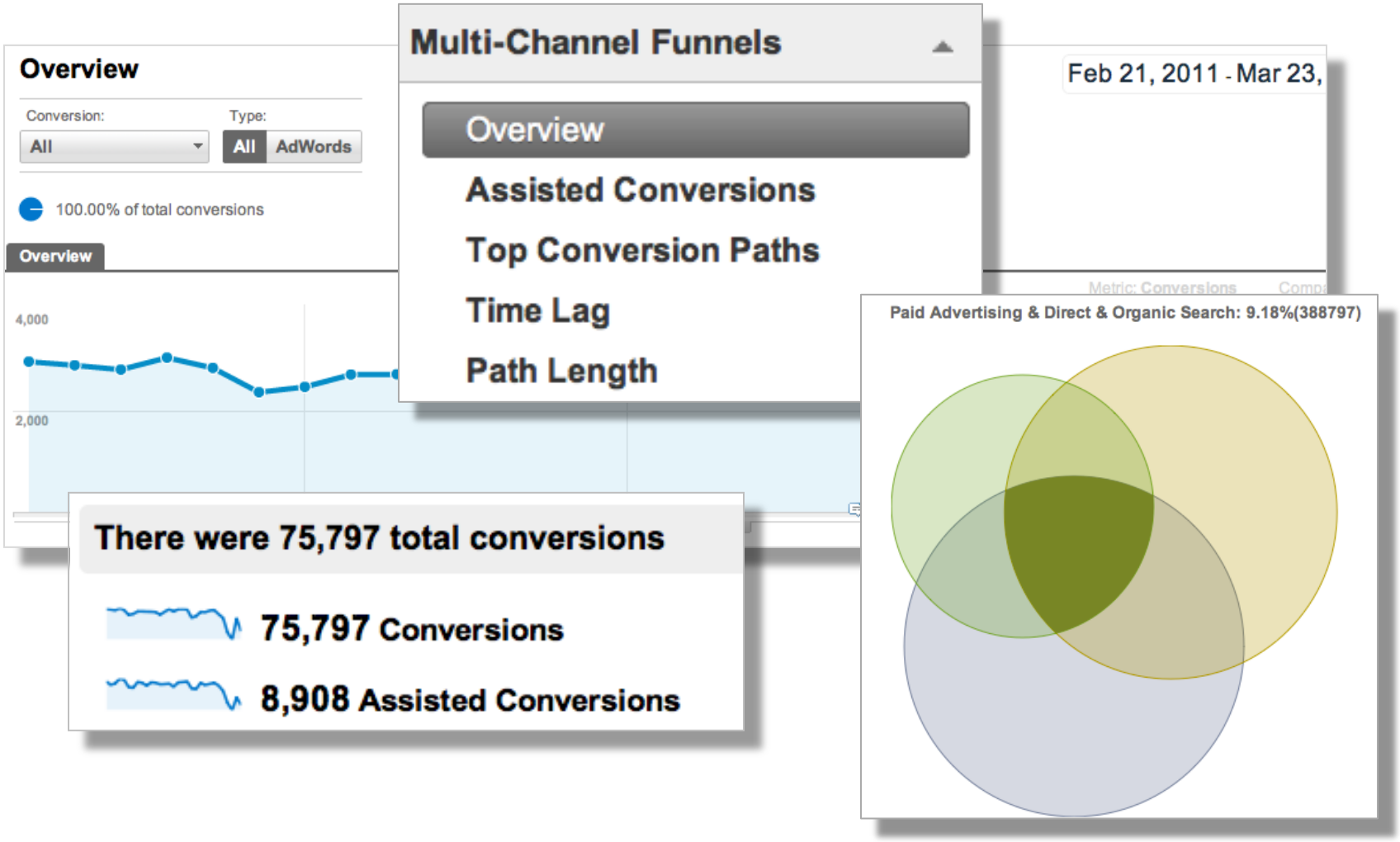
- Track visits from high-end, javascript enabled phones
- Filter using Advanced Segments



Mobile Websites

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

Multi-Channel Funnel Reports



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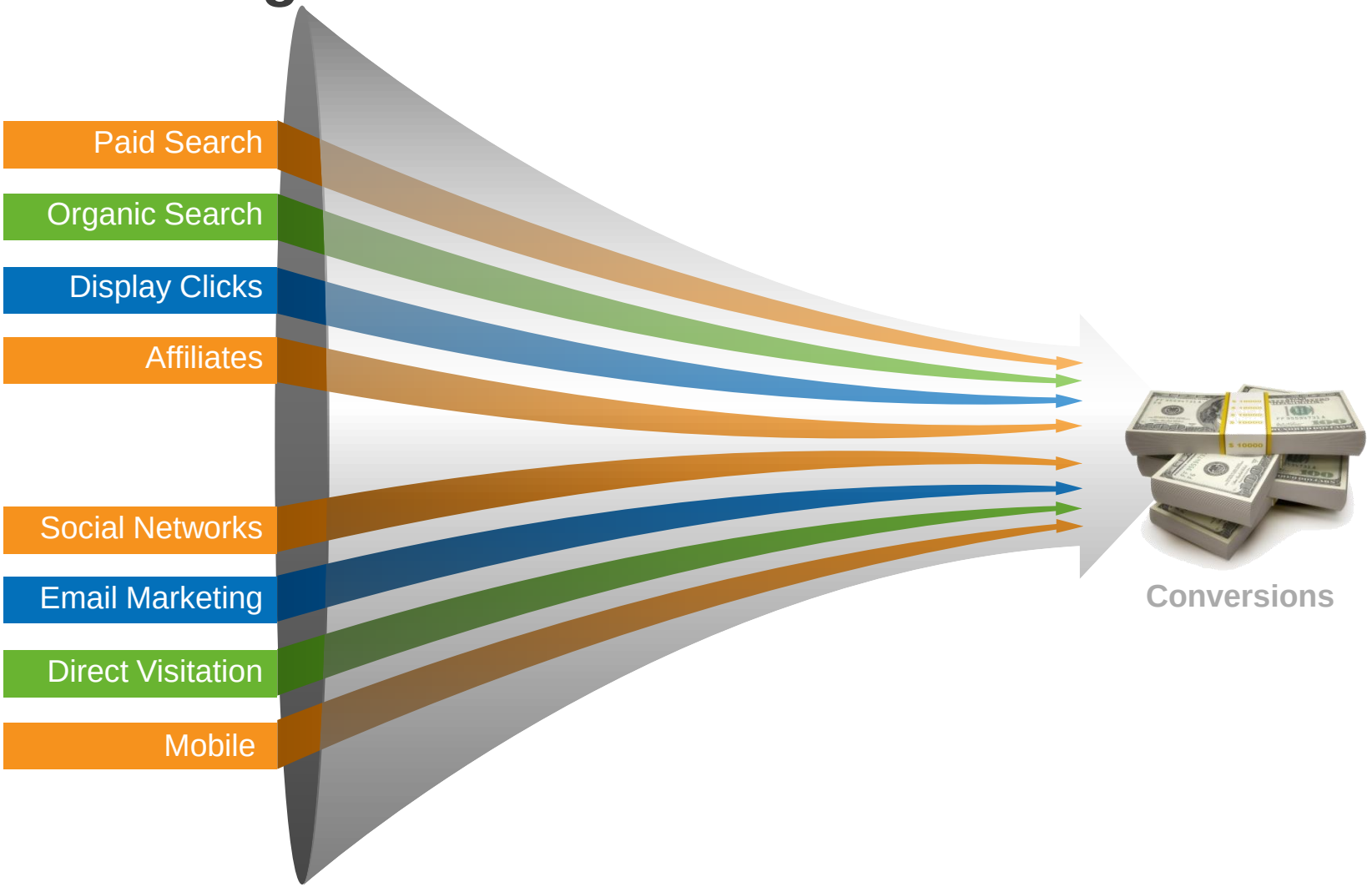
Measure Conversions Across all Marketing Channels



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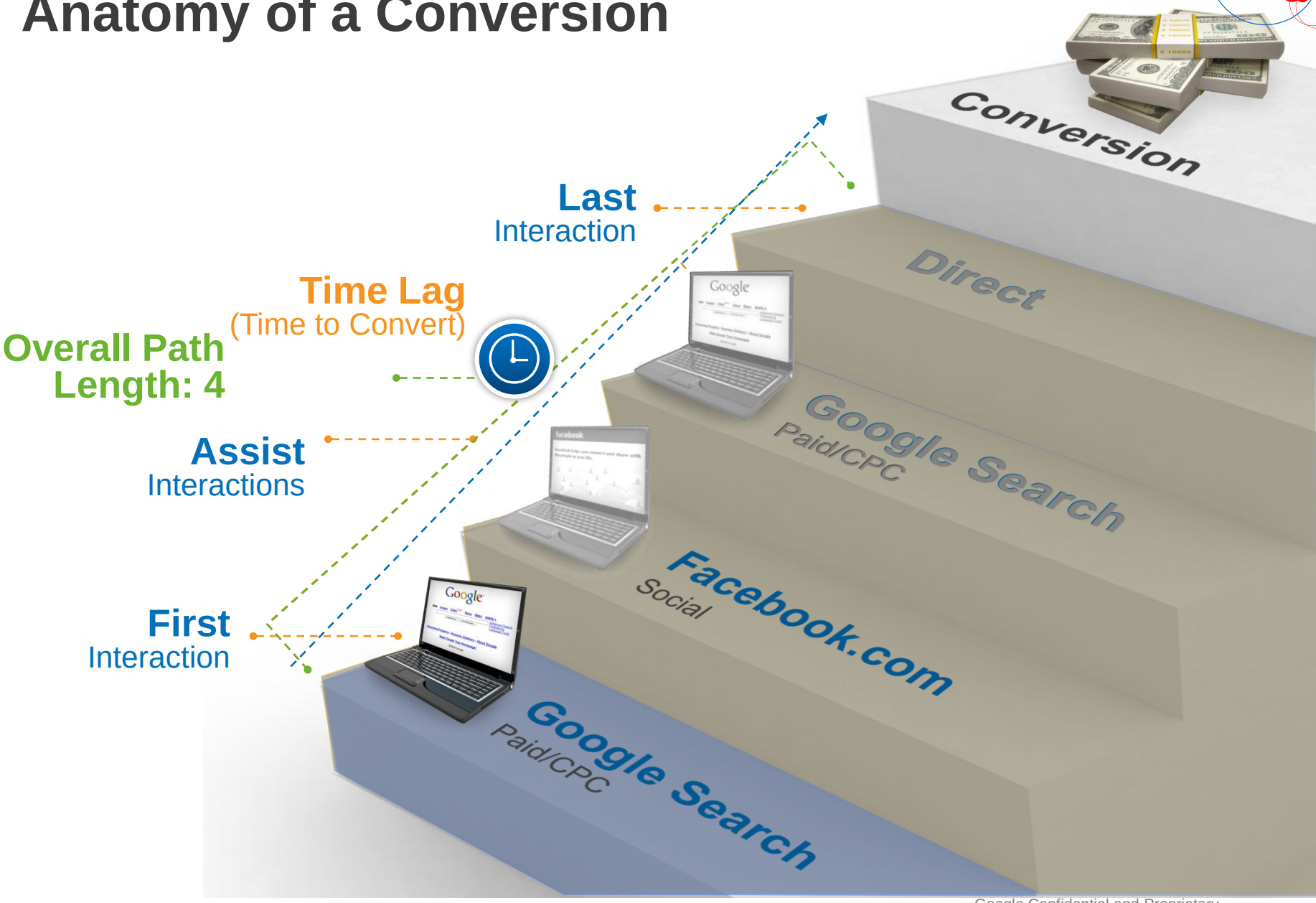
Anatomy of a Conversion



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Summary

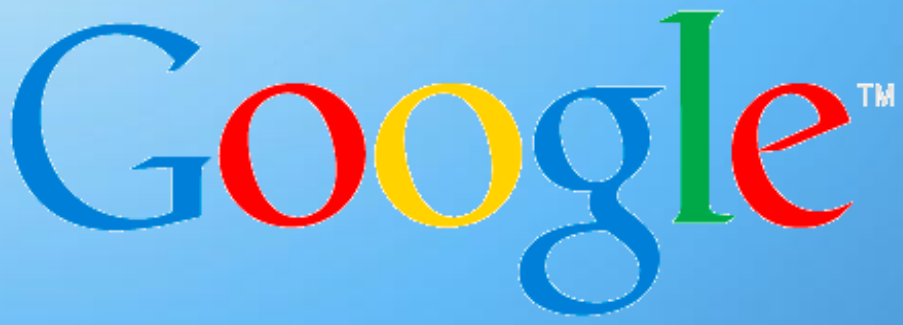
Be Found

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!