

Developing Your Online Strategy



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Be Found

Making the most of a quickly evolving platform



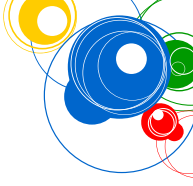
Be Mobilized

How a little device can generate you big revenue



Be in the Know

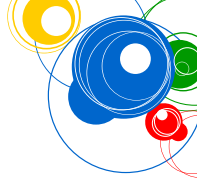
Analysing results to get the best out of your performance



Be Found



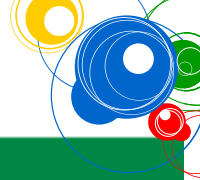
Advertising dollars are following the users



Classifieds queries on Google

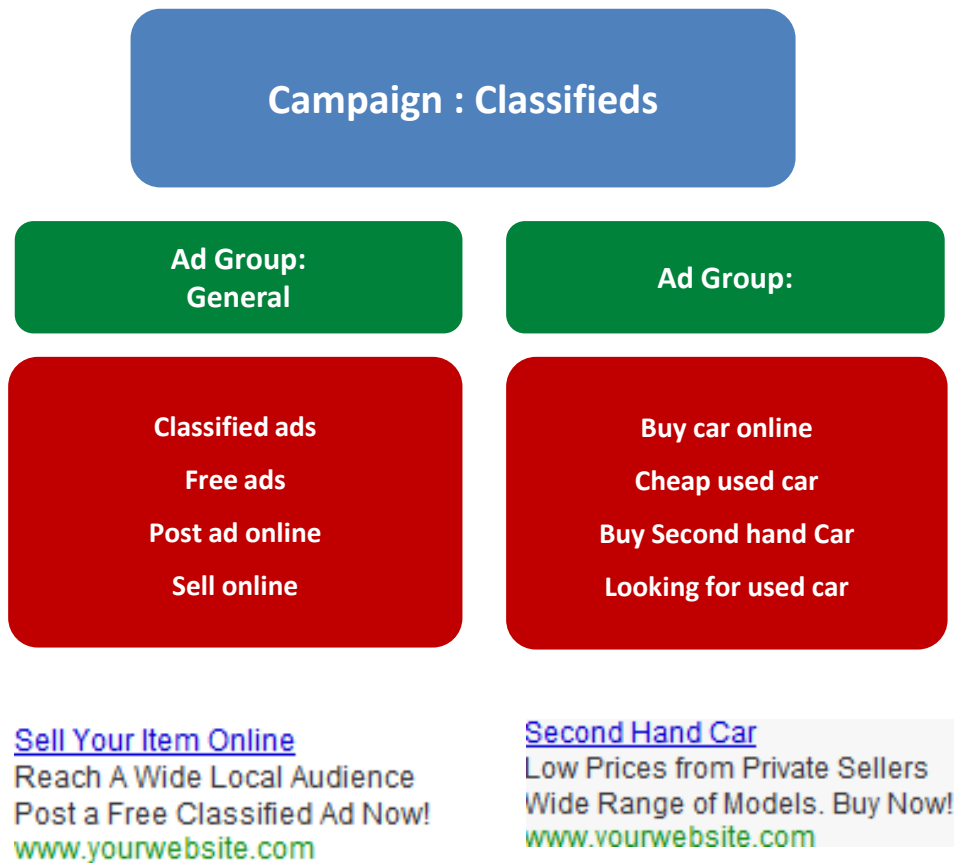
↑ 38% YoY





Possible Keywords

Example ad texts





Targeting: Many ways to target users locally

Region



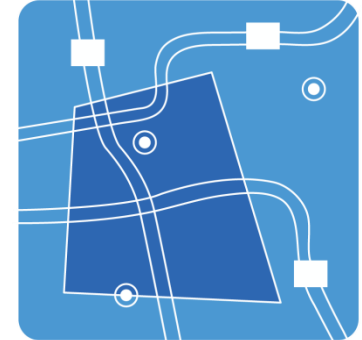
City



Radius

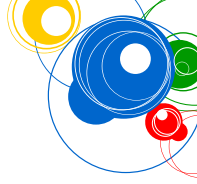


Set borders



- 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

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

www.wewillbuyyourcar.com

No Hassle, No Fees, No Time Wasters

Ads

[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

Ca:

Mu

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

www.fishpools.co.uk/WalthamCross

Don't Miss The Best Savings Ever.

Sofas & Chairs

Living Room

Dining Furniture

Bedroom Furniture

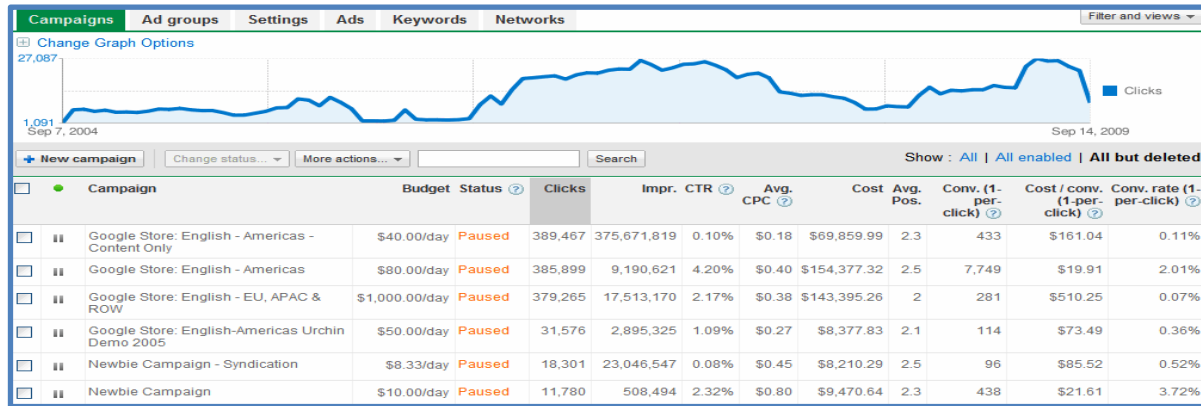
Ad

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

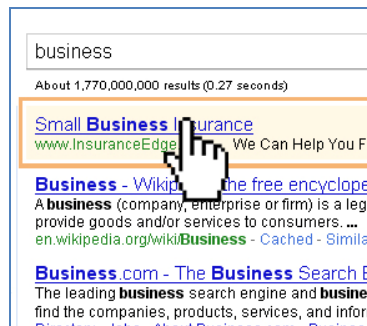


User Clicks
on an Ad

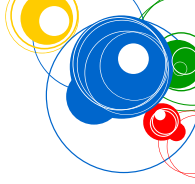
Google Cookies
the User

User
Conversion

Advertiser
Account
Updated



Keyword Tool



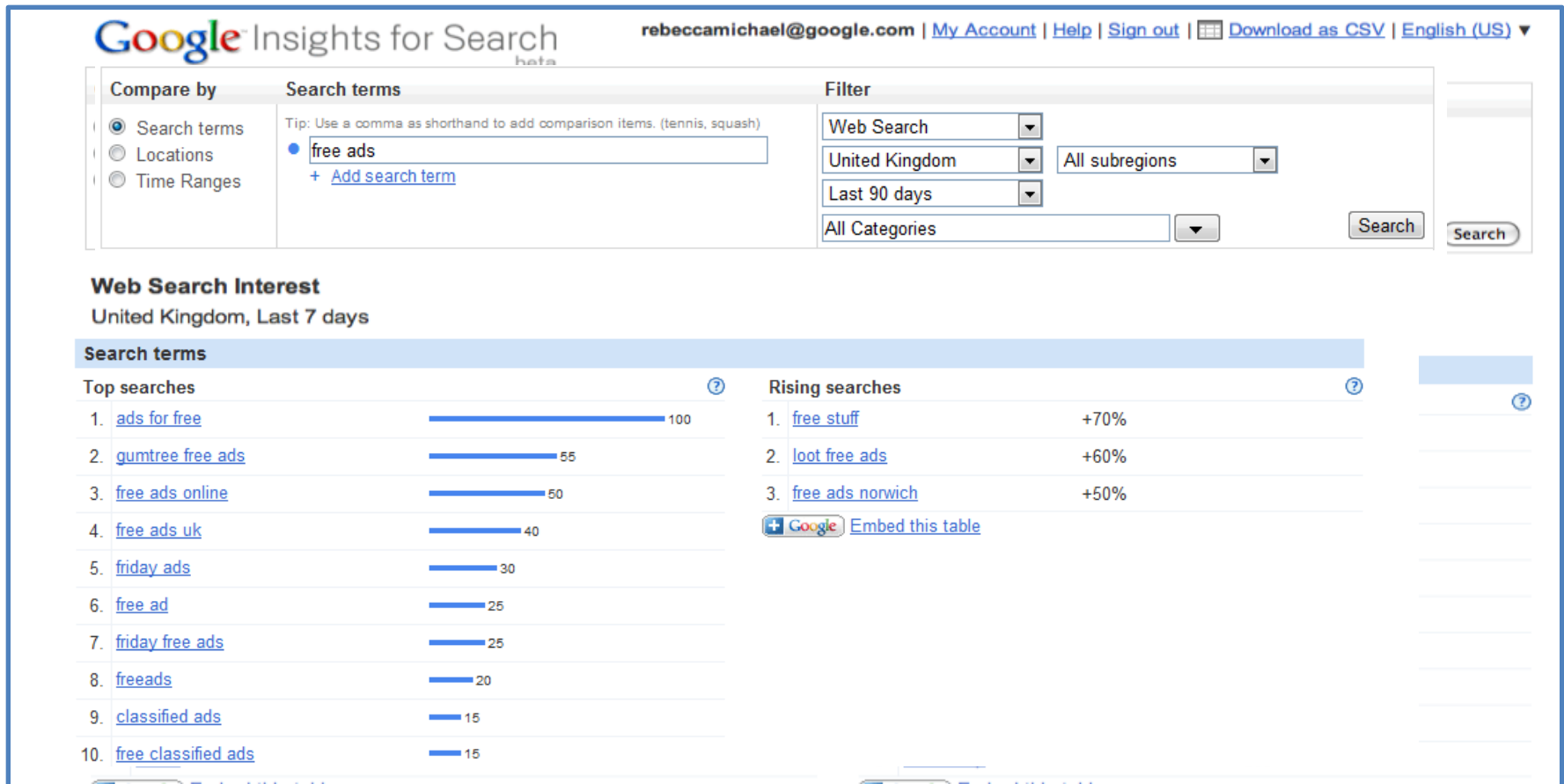
Keyword Tool

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

Insight for Search



AdWords Editor



The screenshot shows the AdWords Editor application window. The left sidebar displays a tree view of campaigns, including 'Chocolate Campaign', 'Mountain Bikes', and 'Video Games (CPM)'. The main area shows a table of campaigns with columns for Campaign, Status, Budget (USD), Start Date, End Date, Search Network, Display Network, Bidding Option, and Devices. The 'Edit Selected Campaigns' panel is open, showing details for the 'Chocolate Campaign', including its status (Paused), budget (1.00), start date (6/17/04), end date (9/30/08), search network (Google and Search Network), display network (Relevant pages across the entire network), and devices (All devices).

Campaign	Status	Budget (USD)	Start Date	End Date	Search Network	Display Network	Bidding Option	Devices
Chocolate Campaign	Paused	1.00	6/17/04	9/30/08	Google and Search Network	Relevant pages across the entire network	Manual	All devices
Snowboards	Paused	100.00	9/10/04	None	Google and Search Network	Relevant pages across the entire network	Manual	All devices
Mountain Bikes	Active	30.00	2/23/06	None	None	Relevant pages only on the placement	Manual	All devices
Telemark Skis	Paused	250.00	11/6/06	None	Google and Search Network	Relevant pages across the entire network	Manual	All devices
Skiing - Content Only	Paused	250.00	9/9/08	None	None	Relevant pages across the entire network	Manual	All devices
Video Games	Paused	100.00	10/24/08	None	None	Relevant pages only on the placement	Manual	All devices
Can't Wait For Labor Day ...	Paused	5.00	9/2/09	None	Google and Search Network	None	Manual	All devices
Conversion Optimise...	Active	100.00	3/15/10	None	Google and Search Network	None	Manual	All devices

What?

A free, downloadable AdWords management application for your computer available in 23 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

Google Global Market Finder

English

Your business

Select your location:

Select your language:

Search terms

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

Enter one keyword per line ?

Filter

[Learn more about global markets](#)

Geographic distribution

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

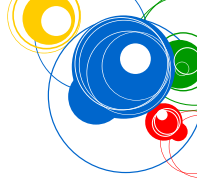
47 100

Are you ready to go global?

Reach new customers worldwide with Google AdWords.

Choose a
region

Reach 80% of Internet Users



Google Display Network

YouTube and Google Sites

YouTube

Blogger

Gmail
by Google BETA

Google maps

Google finance

DoubleClick Ad Exchange

doubleclick
ad exchange
by Google

Partner Sites



WHAT HI-FI?
SOUND AND VISION

My Voucher Codes.co.uk
Never Pay Full Price Again!

eHow

cricinfo
The home of cricket

About.com

xe

The Weather
Channel

lost.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





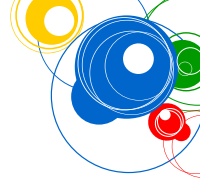
CONTEXT – Keyword Contextual Targeting

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.

The screenshot shows the BuyYourCar.co.uk website. At the top is a navigation bar with links: Home, New Cars, Used Cars, Car Leasing, Van Leasing, Car Reviews, Sell Your Car, Car Rental, Car Insurance, and Car Parts. Below the navigation bar is a banner for SKODA'S BIG FAT ZERO OFFER. To the right of the banner is a welcome message and a list of services: 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 your door, Test drive your dream car, Classic car and classic bike search, Used commercial vehicles, Selling your car, and Car insurance and loan offers. Below the banner is a section for Used Car Search with dropdown menus for 'Please select a make:' and 'Please select a model:', and a Search button. To the right of the search section is a grid of car categories: New Cars, Used Cars, Lease Cars, Lease Vans, Test Drives, Used Bikes, Classic Cars, Classic Bikes, Used Vans, and Car Parts. Below the grid is a section for Used Cars - Find the best price on Used cars, with a list of popular used car makes and models: Used VW, Used Vauxhall, Used Peugeot, Used Audi, Used Nissan, Used Toyota, Used Honda, Used BMW, and Used Mini. On the right side of the website is a vertical banner for SEAT with the text 'EVERYTHING YOU WOULD EXPECT FROM A SEAT' and a 'Compare All Deals By Make' section.

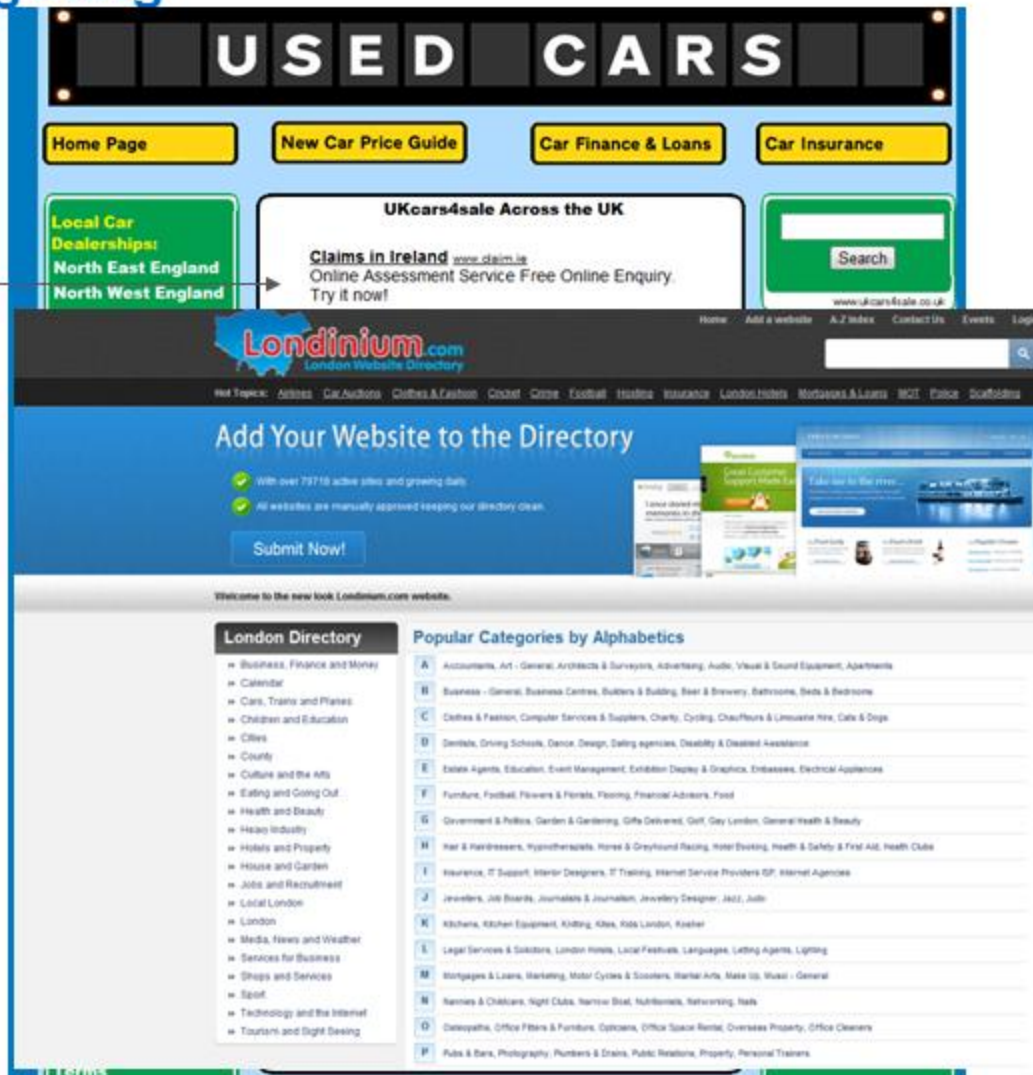


CONTEXT – Topic Targeting

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.

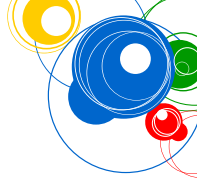


Classified Sites



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.



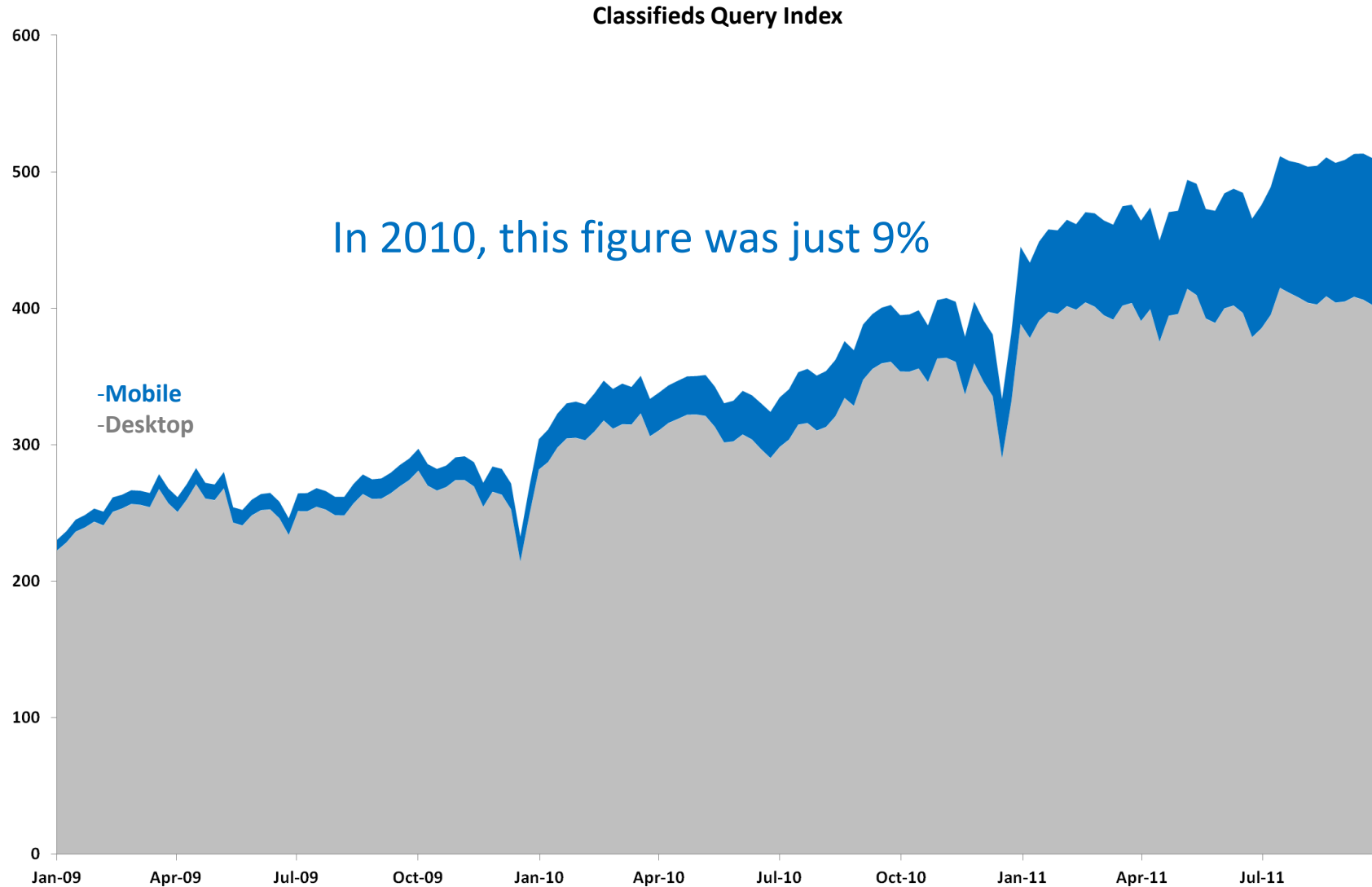
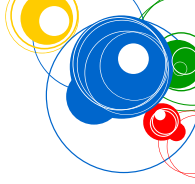
97% of new site visitors don't convert on the first visit to your website!



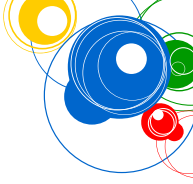
Be Mobilized



Mobile now accounts for **17%** of all Classifieds queries



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

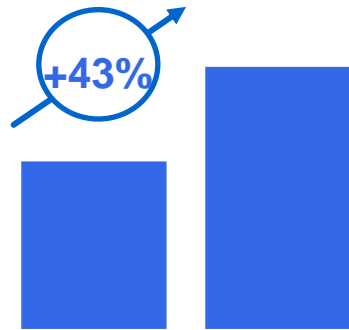
Include messaging with a strong mobile call-to-action and use relevant ad formats.



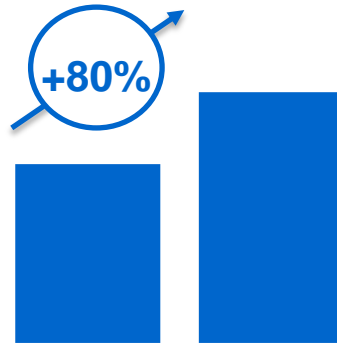
Better Targeting

With AdWords you can target different carriers and devices.

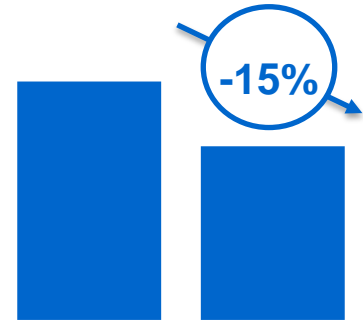
Conversions



Click Through Rate



Cost Per Acquisition



Separating out mobile campaigns from desktop drives

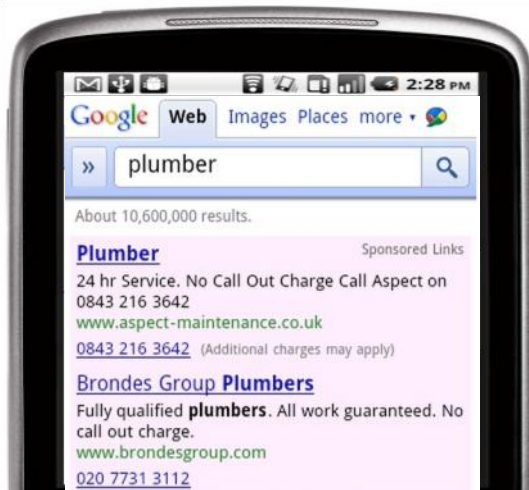
significant performance gains

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

Mobile Ad Formats offer greater user interaction



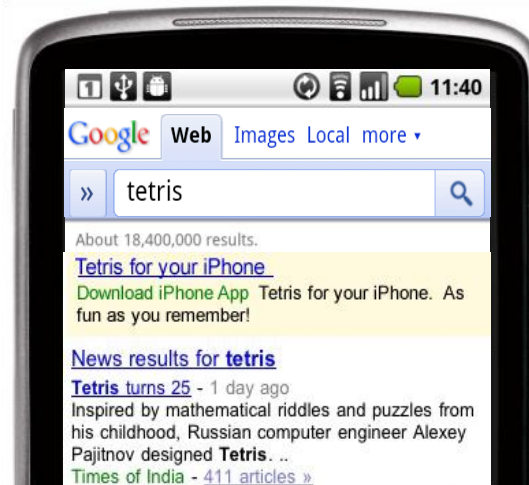
Click-to-call



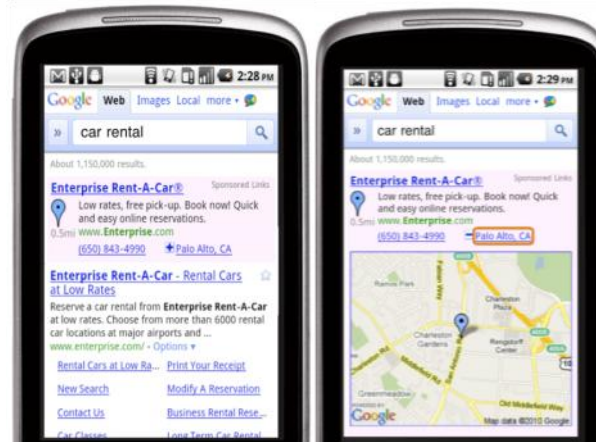
Site-Links



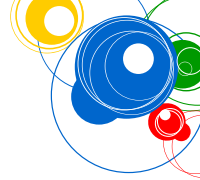
Click-to-download



Hyper local



Google's Mobile Display Network



AdWords Mobile Search & GDN



Contextually target mobile Content on GDN
AdWords Placement & Keyword Tools

AdMob Mobile Network

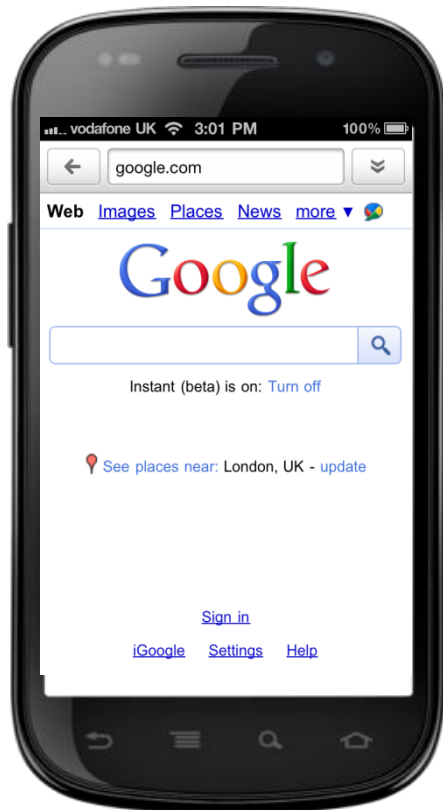


Over 200m monthly UU's globally
Reaching 12m monthly UU's in UK
1.5bn+ monthly impressions in UK

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



Reach Customers Offline

Users can use your application anywhere, without a connection



Use all device capabilities

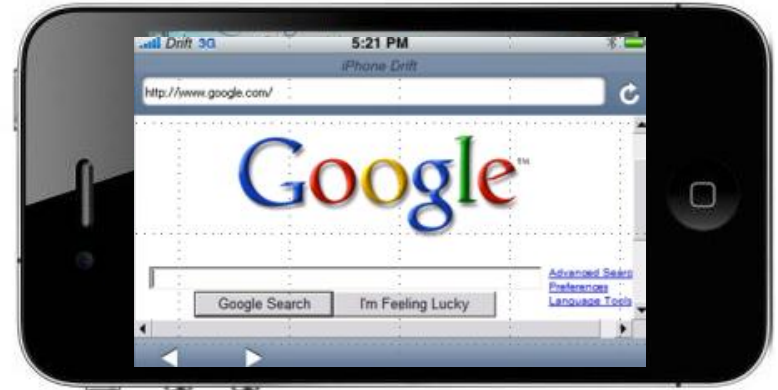
within the functionalities of the application. e.g. GPS, camera, voice, address book & calendar.



Media Rich Experience

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

Mobile Website



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.

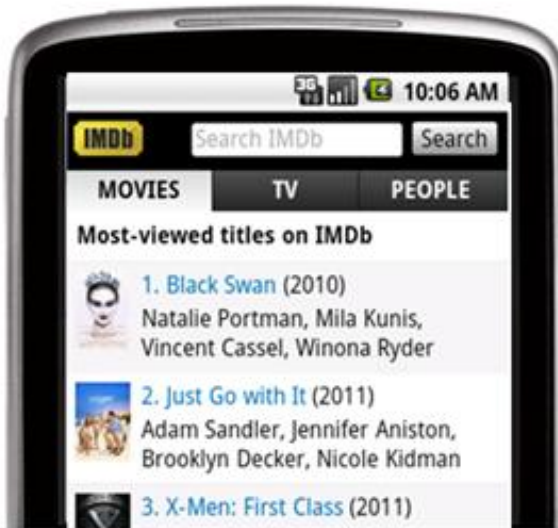


Easier and cheaper to maintain.

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

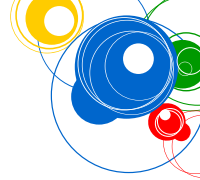


3 Big Buttons



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



Google Analytics

Analytics Settings | View Reports: [www.googlestore.com](#) | My Analytics Accounts: [Google Store](#)

Dashboard

Saved Reports
Visitors
Traffic Sources
Content
Goals
Ecommerce

Settings
Email

Help Resources
About this Report
Conversion University
Common Questions
Report Finder

Dashboard

Apr 29, 2007 - May 29, 2007



Site Usage

18,777 Visits

2.87 Pages/Visit

56.80% Bounce Rate

53,978 Pageviews

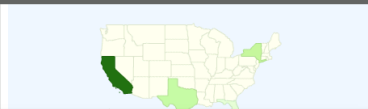
00:01:16 Avg. Time on Site

74.45% % New Visits

New vs. Returning

Visitor Type	Visits	% visits
New Visitor	13,980	74.45%

Map Overlay US



Search sent 54 total visits via 9 keywords

Show: total | non-paid | paid Segment: Keyword

Site Usage	Goal Conversion	Ecommerce	Views: [Grid] [Table] [List] [Map]			
Visits 54 % of Site Total: 38.03%	Pages/Visit 12.04 Site Avg: 12.46 (-3.43%)	Avg. Time on Site 00:01:20 Site Avg: 00:01:28 (-9.09%)	% New Visits 88.89% Site Avg: 78.17% (13.71%)	Bounce Rate 16.67% Site Avg: 14.79% (12.70%)		
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

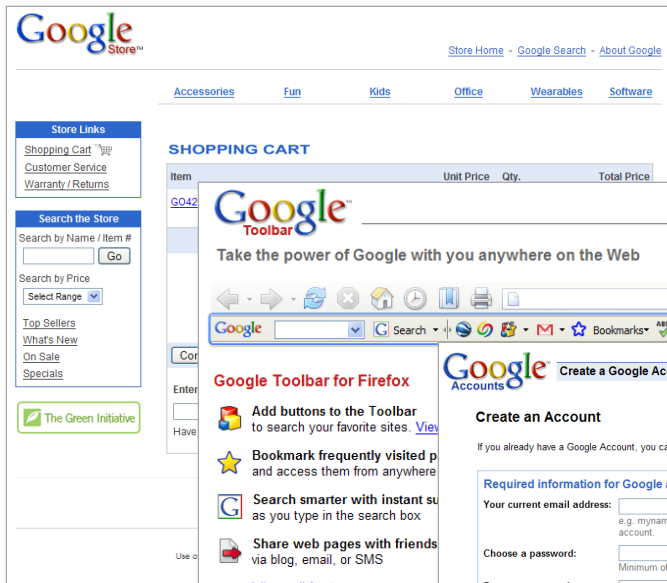
- Understand how visitors engage with your site
- Compare performance of all marketing efforts from emails to keywords to offline campaigns
- Integrated with AdWords but also tracks non-Google campaigns
- Identify areas for site improvement
- Pinpoint breakdowns in conversion processes
- Track e-commerce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

Track All Goals/Conversions



Potential Goals:

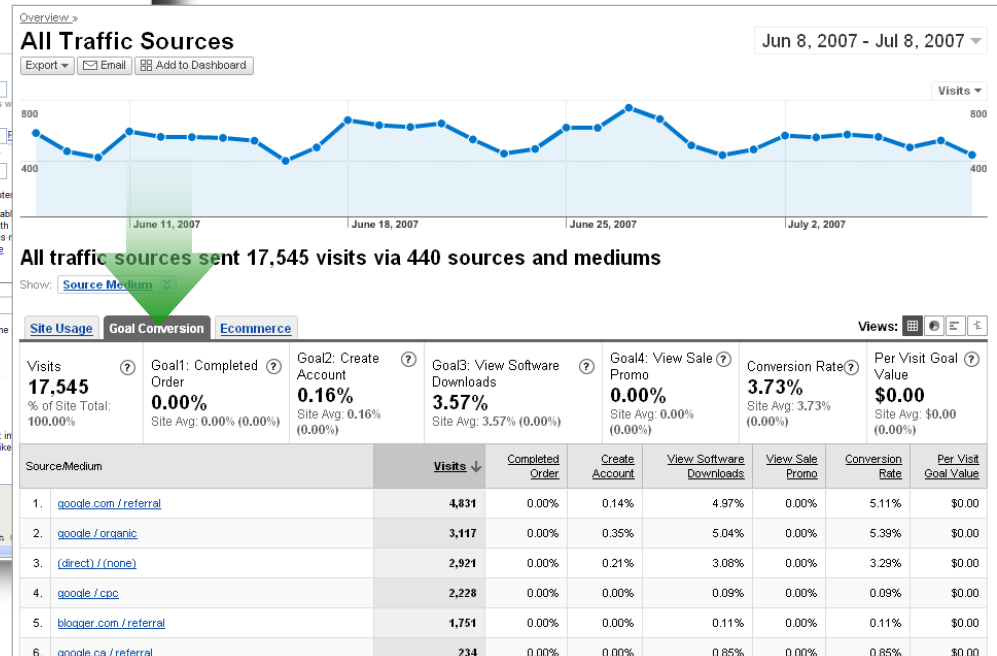
- E-Commerce
- Lead Generation
- Brand & Product Awareness
- Member Acquisition



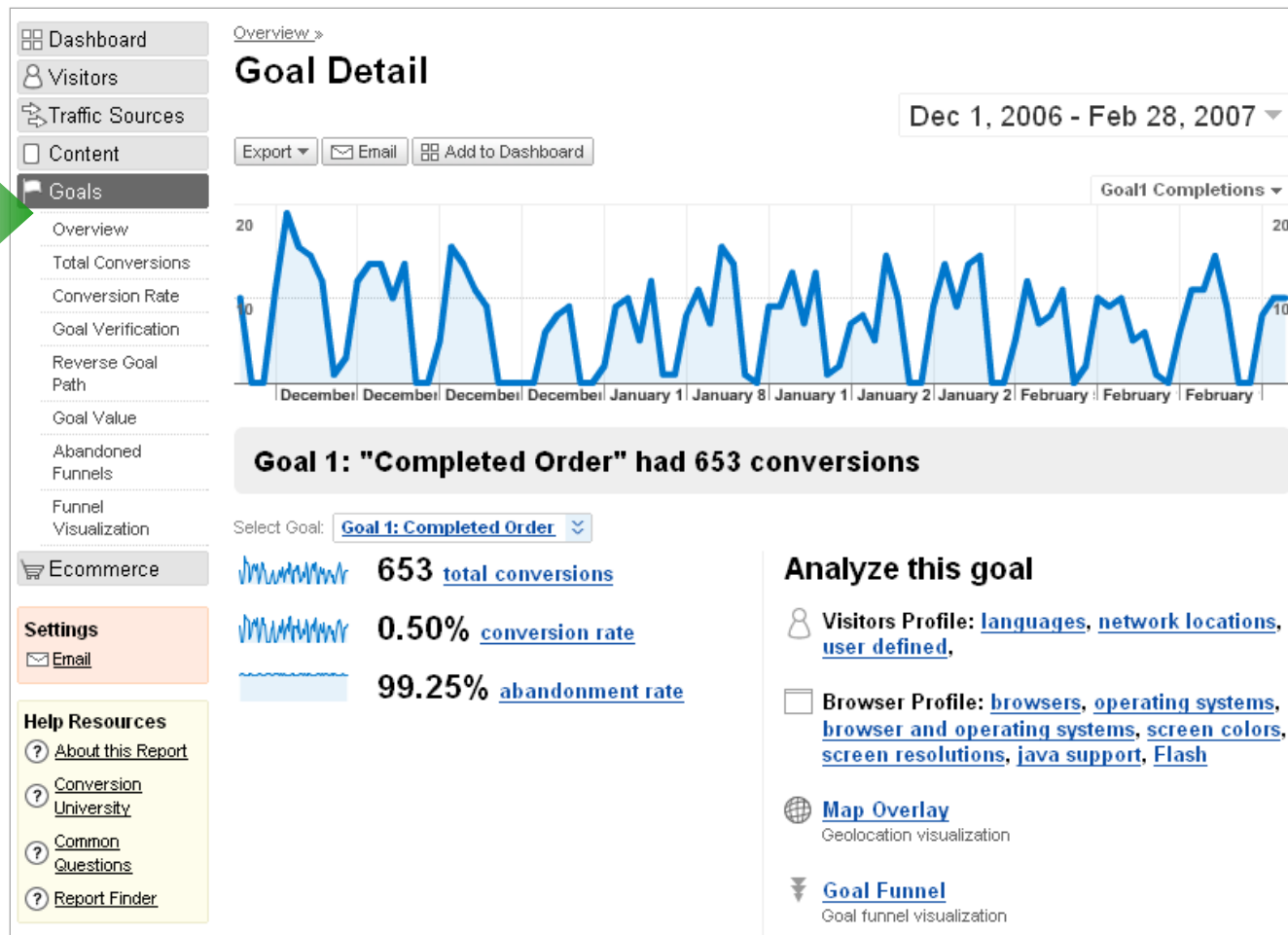
Purchases

Downloads

Registration

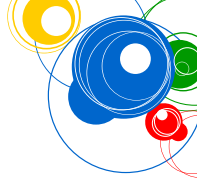


Goal Reporting



Analyze conversion data over time on macro or micro levels

Convert Visitors to Customers

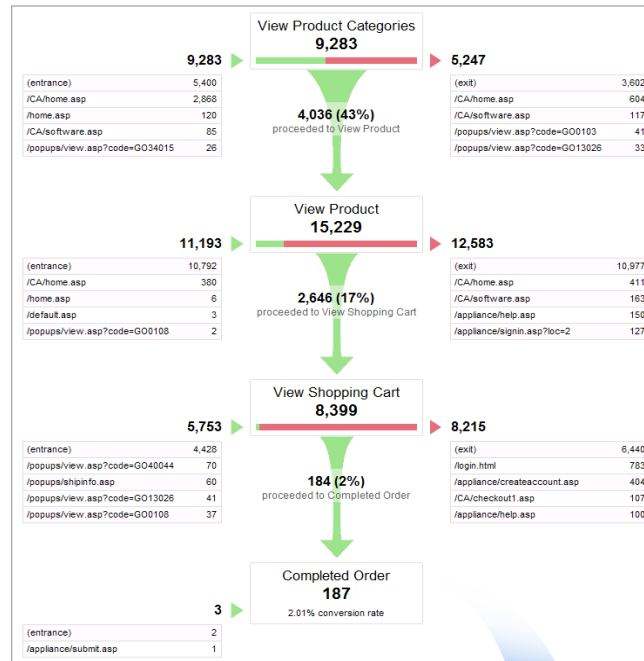


Funnel Reporting



Entering the funnel

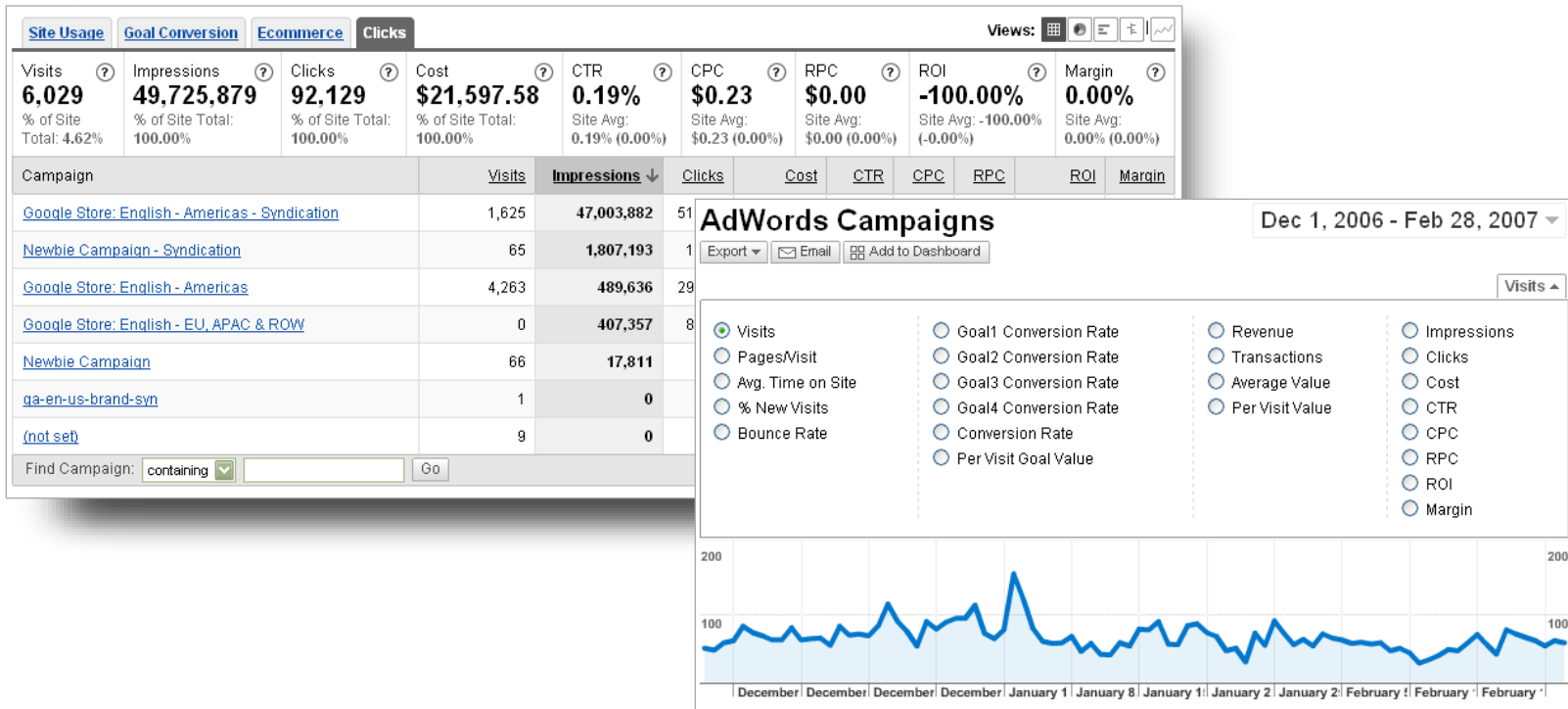
Leaving the funnel



Defined goal

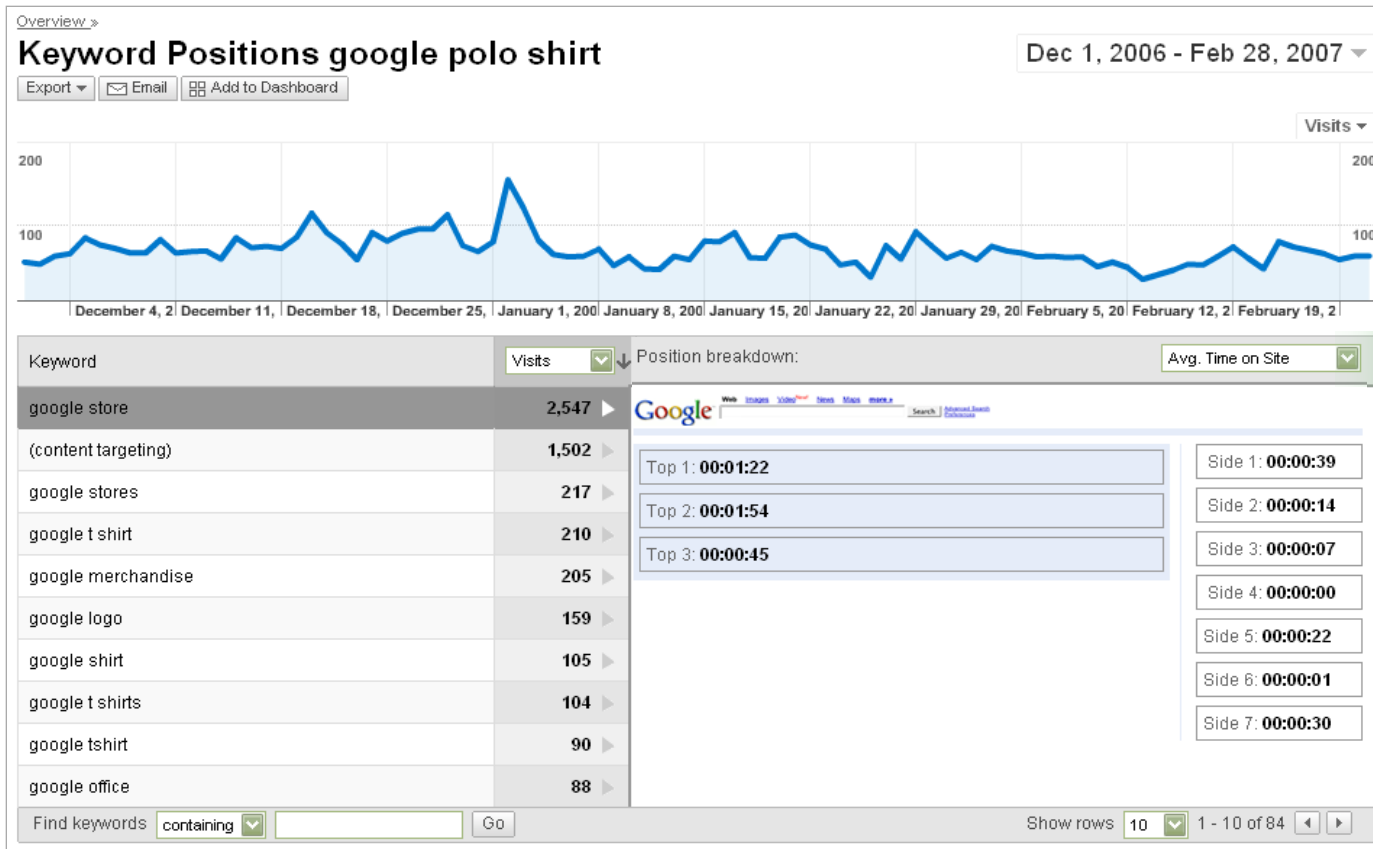
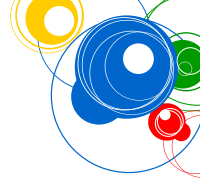
- Examine where visitors enter and exit your conversion process
- Identify which site paths lead to the most goal completions
- Use your findings to test changes to your site

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

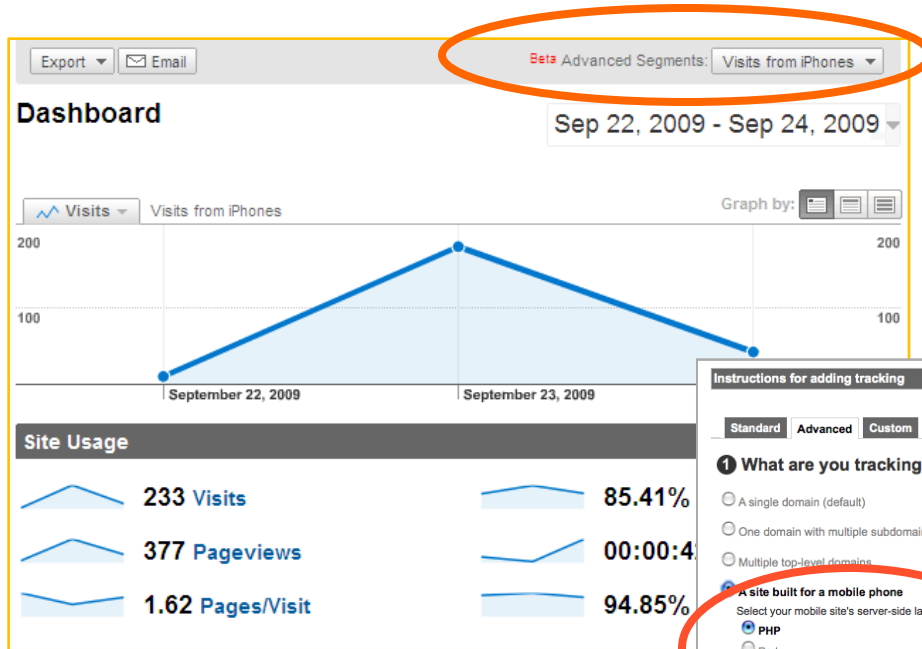


Visits

Visits
Pages/Visit
Avg. Time on Site
% New Visits
Bounce Rate
Goal1 Conversion Rate
Goal2 Conversion Rate
Goal3 Conversion Rate
Goal4 Conversion Rate
Conversion Rate
Per Visit Goal Value
Revenue
Transactions
Average Value
Conversion Rate
Per Visit Value

- 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

Mobile Websites

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

Instructions for adding tracking

Standard Advanced Custom

1 What are you tracking?

- ☐ A single domain (default)
- ☐ One domain with multiple subdomains
- ☐ Multiple top-level domains
- ☒ A site built for a mobile phone

Select your mobile site's server-side language

- ☒ PHP
- ☐ Perl
- ☐ JSP
- ☐ ASPX

☒ Your account is already receiving data from AdWords

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 .= "utmac=" . $GA_ACCOUNT;
    $url .= "&utm=" . rand(0, 0x7fffffff);
    $referrer = $_SERVER['HTTP_REFERER'];
    $query = $_SERVER['QUERY_STRING'];
    $path = $_SERVER['REQUEST_URI'];
    if (empty($referrer)) {
        $referrer = "-";
    }
    $url .= "&utmr=" . urlencode($referrer);
    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();
?>

```

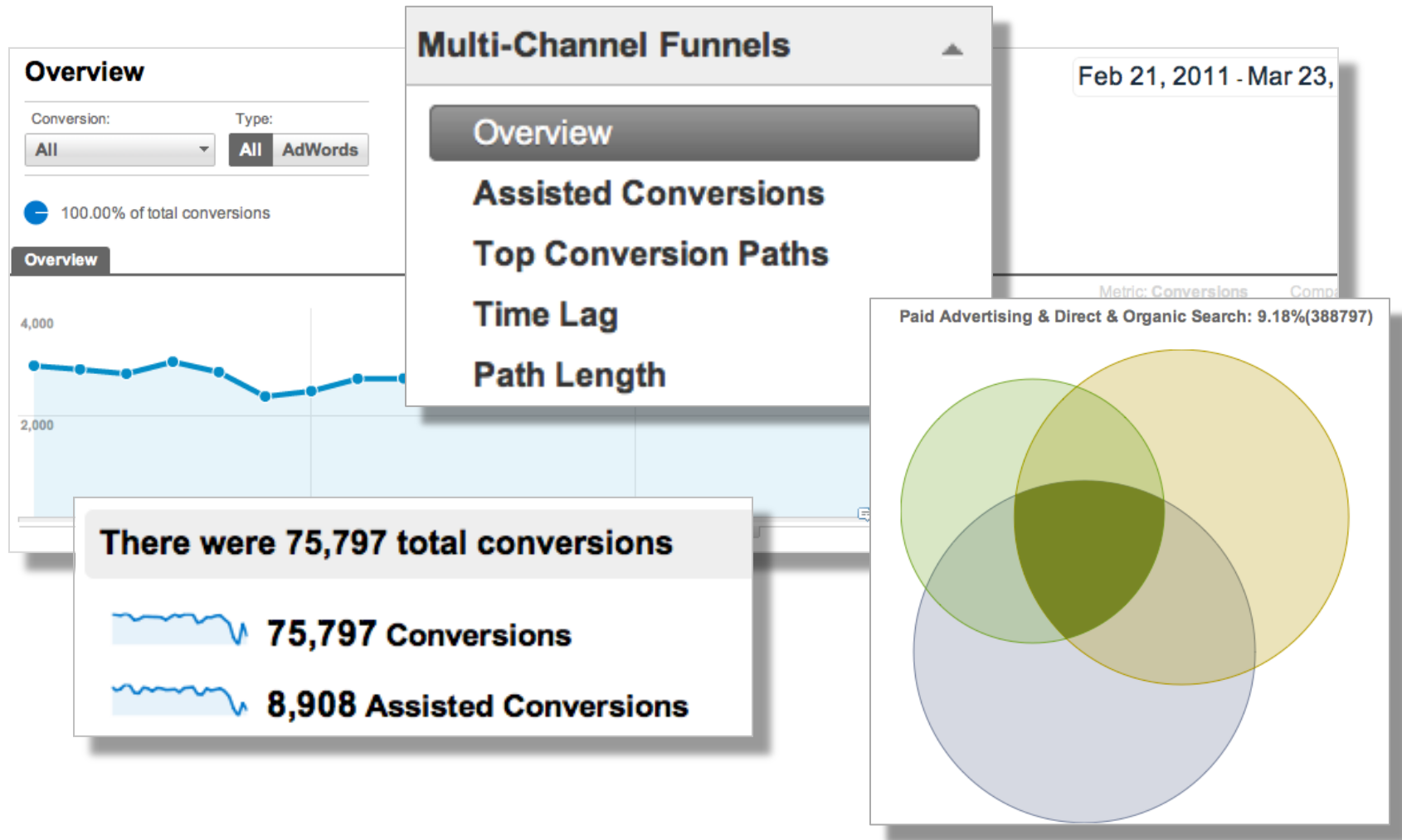
3 Copy this file to your root directory

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](#)

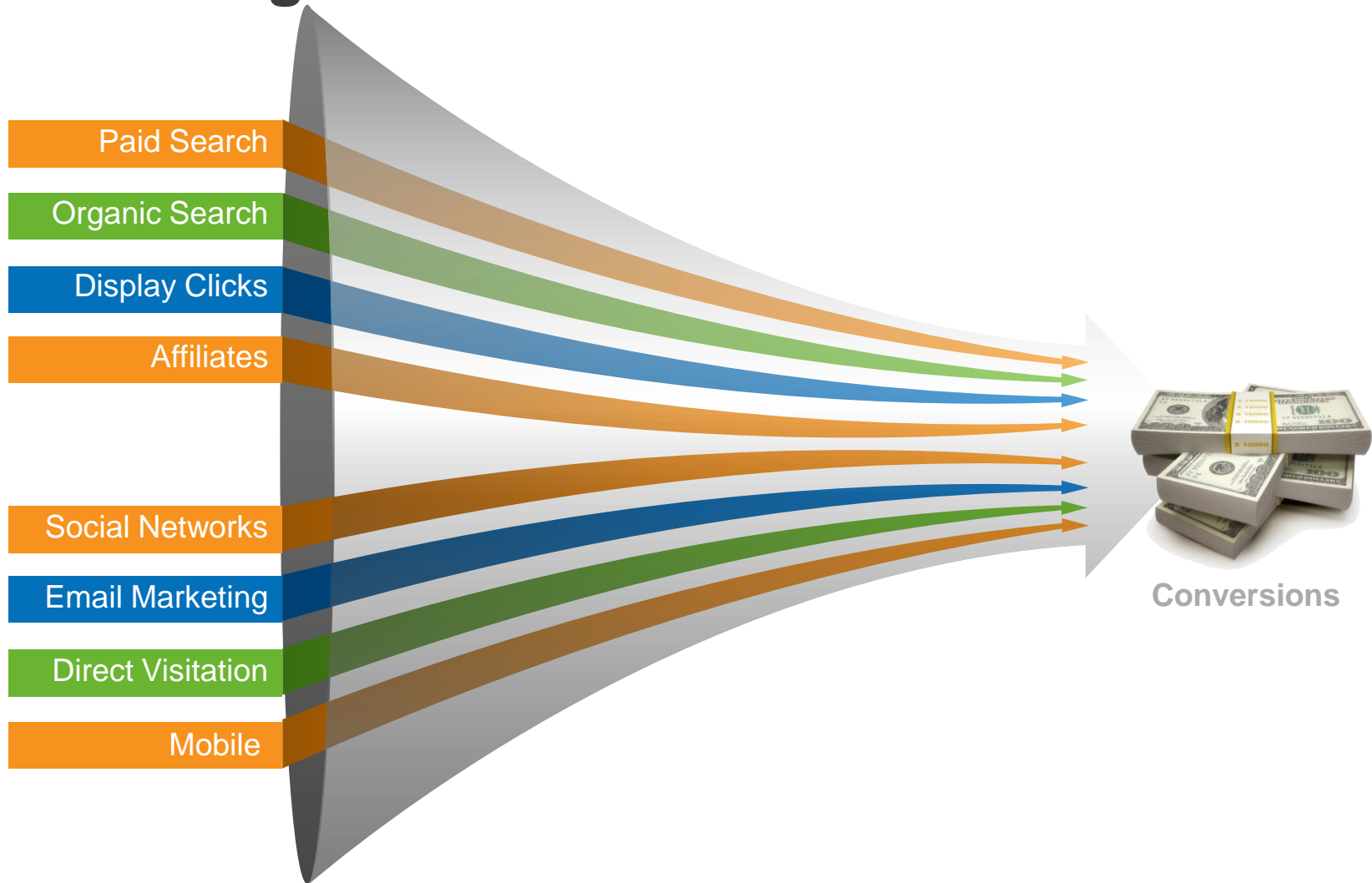
Have an iPhone or Android application you'd like to track?

Use our SDKs for iPhone & Android to track usage inside of your mobile application.

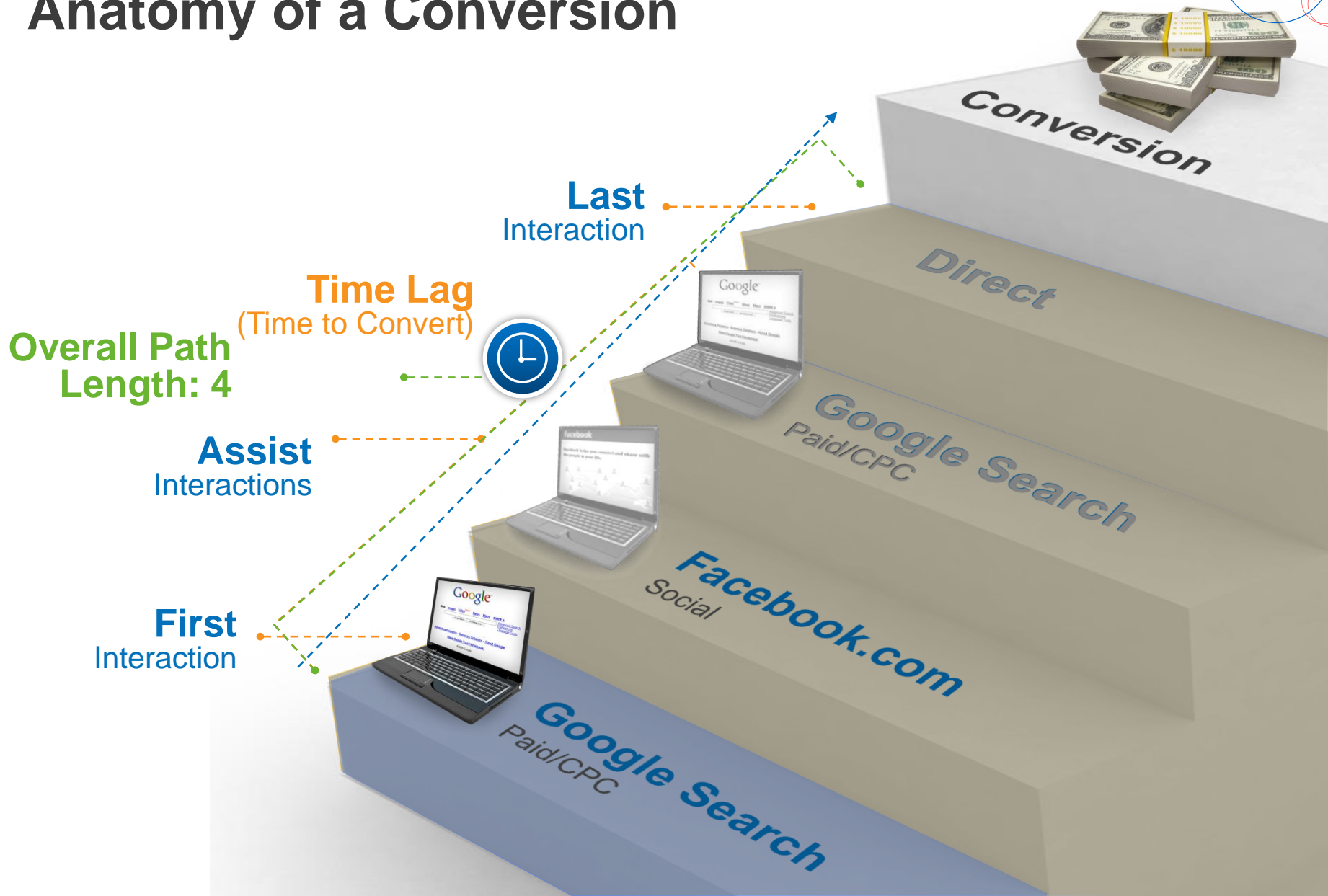
Multi-Channel Funnel Reports

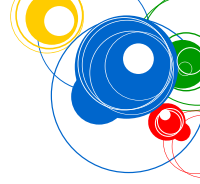


Measure Conversions Across all Marketing Channels



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!

Google™