iab
Internet Advertising Bureau www.iabuk.net

Search Toolkit for…

Business to Business (B2B) Sector

Contents

INTRODUCTION 3
STRATEGY 3
PAID B2B SEARCH 8
SEO 17
BID MANAGEMENT TOOLS 19
ANALYSIS / ROI 19
MEASURING SUCCESS 22
USEFUL TOOLS: GET TO KNOW YOUR AUDIENCE 23
BEST PRACTISE TIPS 26
CASE STUDIES 27



Contributors

This document was produced by the IAB B2B Council.
Special thanks to the below contributors:

Google

Microsoft

Simply Business (www.SimplyBusiness.co.uk)

Banner Corporation

Introduction

This Toolkit developed by the IAB B2B Council, is aimed to help UK B2B marketers to better understand the UK search market and how to use search effectively. We hope that you find this Toolkit useful and invite your feedback. amit@iabuk.net.





http://www.youtube.com/watch?v=-nTkBhsUIRQ&feature=related

iab Internet Advertising Bureau www.iabuk.net

What you should think about before embarking on your B2B search campaign



- What are your campaign objectives? Will traffic be driven on objectives or campaign activity?
- Who is your intended audience?
- What are people searching for?
- Know your products, your strengths and USPs
- Research the competitive landscape
- How does search fit into the organisation's marketing and communication strategies?
- Where will you be driving traffic to on your site? – look at links to specific pages not just your organisation's home page
- Registration pages
- Do you have the right tracking links/reporting capabilities?
- How will you define success and track the success of search versus other activities you are planning?

What are your campaign objectives?

It is important to get this clear. Your keywords, copy and landing page will all be influenced on what type of campaign you are running. Is it brand awareness or response driven? Do I need a call to action or do I need to be specific? It is critical to consider the mindset of your target audience.

What is your target audience and what are they looking for?

Defining your target audience will help you understand your recipient's search behaviour and develop your campaign. People are often not searching for solutions, but instead researching problems they have. The words people use to search are not necessarily obvious – the more detailed you can be, the more effective you can make your campaign. You need to gather both research data on customers in terms of demographics (age, sex, area) as well as behaviour (products they are most likely to buy, time scale, etc). to get the most out of your search campaign in terms of set up and keywords to be used.



Know and sell your product(s) the right way?

In addition to knowing your audience, you need to clearly define with your web presence the strengths and USPs of the products you are offering. What makes you stand out from your competitors? This message needs to strong, decisive and highly targeted to your intended audience from the ad right through to the landing page.

Strong website and good landing pages

In order for visitors to stay on your website, plan ahead where you are sending your traffic to. Sending them to the home page might not always be the best solution.

Do you have compelling reasons for people to give their registration data?

Business audiences are often reluctant to give up their contact details, unless there is a fair value exchange. The call-to-actions you offer need to match with the objectives and the buying cycle that your prospects are in. For example, independent, third party research and whitepapers are relevant in the awareness / early information gathering stage. Case studies and technical solution sheets and free trial offers are more relevant later in the buying cycle. Content needs to be unique, relevant, compelling and valuable.

What is your competitive landscape like?

Carry out research to evaluate how competitive your market sector is in terms of search activity. Based on an initial keyword list you will be able to get average bid prices from search engine tools. Furthermore, using tools like Hitwise and Adgooroo will allow an understanding of competitors' copy, keywords and volume of activity, both on PPC and SEO. These will be crucial in determining how

aggressively you need to launch your campaign and how to get a competitive advantage over your key rivals.

Tracking and Reporting?

It is absolutely vital to track your marketing efforts. There are various ways to track via free search engine tracking as well as more expensive systems (see buy-ins below). Which ever way you decide to do it, the important message is that you need to not only be able to track and report but to also make decision based on the information you receive.



How do you define and measure search marketing success?

It is important to decide what metrics are important to measure upfront. There is a variety of data which is available through search platforms. It is essential to make a decision of what you will measure and how much you are willing to pay for the action (click/visit, download/lead/sale).

Combining All Your Search Efforts and Marketing Mix Integration

It's the question everyone asks: search engine optimisation (SEO), or pay per click (PPC)?'

But the more compelling question is, 'How can we integrate them?' Integrated Search is the key to successful Search Engine Marketing, short and long-term. Although SEO and PPC advertising are in principle very different strategies, both rely on campaign optimisation to increase ROI, and together they give more powerful results than either strategy can achieve on its own.

Think mobile – you might have used your mobile to search for particular items. Just in the same way, mobile will become increasingly more important in the B2B sector as well. Time now to develop a mobile search strategy by looking carefully how you can adapt your search efforts to it.

It is a great irony in the market that only a small percentage of B2B firms have successfully integrated search marketing with their wider marketing mix. Search marketing is not a new media channel, if a week in politics is a long time, then 10 years of search, as part of the marketing mix, is a lifetime. The market has been able to effectively integrate telesales with DM, advertising with direct sales, direct sales with branding, telesales, DM and advertising.

People interact with brands. But social media goes one step further. It allows people to interact with a person who represents a brand. The beauty (and

sometimes the difficulty) of social media is that people come at it from all directions. For this reason, a company must present a unified and integrated front, from its website and blog to its Facebook and Twitter pages. Branding and communication must be consistent to present a unified message... so customers and potential customers don't get confused. People have precious little time for you, and they will only give you a few seconds to grab them before moving on.

How to get Buy-in for your Marketing Efforts

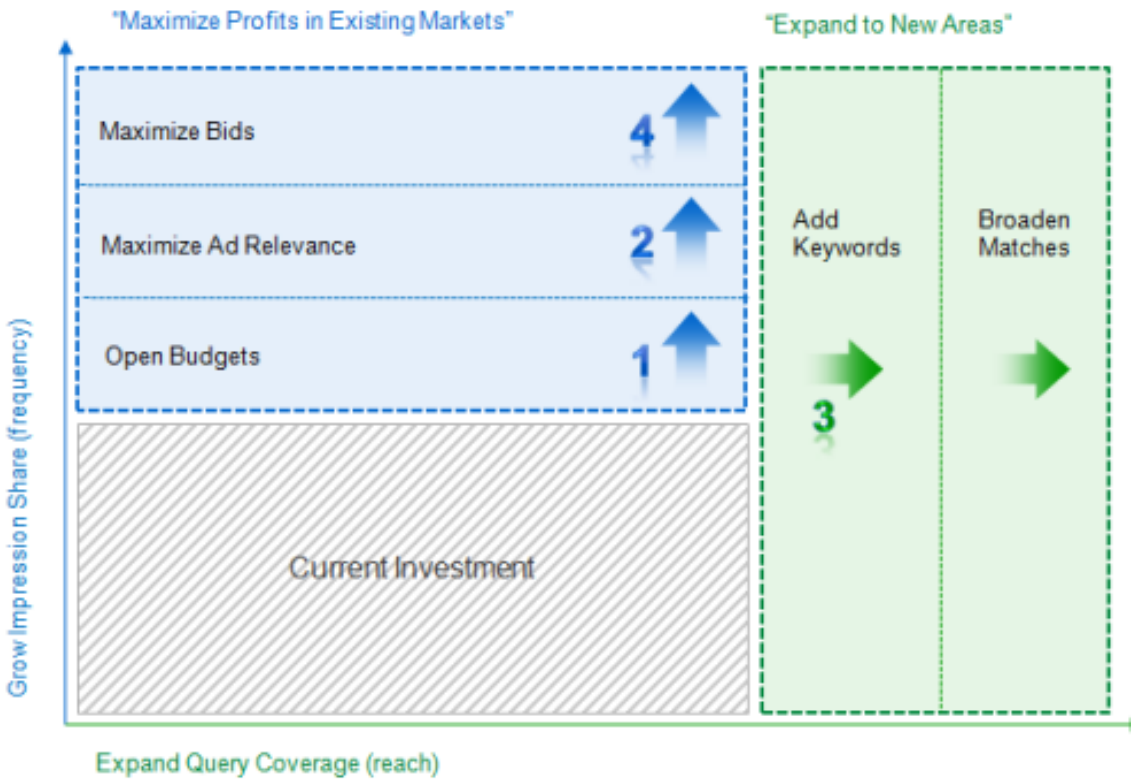


Convincing your co-workers and management to fork out money for essential campaign optimisation tool (anything from conversion to landing page optimisation) can be challenging to say the least as most of these can be very expensive. There are free tools on the market but more sophisticated programmes are expensive.

First of all, get your maths right to convince them via a business case paper that even small conversion improvements (i.e. only 1%) can be very lucrative indeed. You need to also translate these figures into £ signs to make sure everyone understands the importance of making these improvements in terms of added value to the company's balance sheet. Also leverage your reach by stressing that money you will save will be re-invested to improve campaign performance even further by reaching out to yet more customers in addition to making the most of those who visit your website. Buy-in is a vital part of campaign strategy.

What's the catch? Only by not using these tools will you loose out by wasting time and money. Without buy-ins, your marketing efforts will be left behind of those of your competitors who have insight and knowledge that you will not have to drive your campaign forward.

Paid B2B Search





Budgets

Your budget allocation determines when and how often your ads show up when users search on your keywords. The budget level required will vary depending on search volumes which are affected by seasonality and above-the-line activity. Use tools such as the Google Keyword Tool and Insights for Search to understand search volumes, and to compare seasonality and demand for your products or services. Report such as the AdWords impression share report will help you gauge your share of voice based on data such as how many searches your ad does not serve against simply because you are not allocating sufficient budget to ensure you have an "Always On" presence on the search page.

Ad scheduling

There are times when you only want to drive traffic or display specific messages on certain days of the week or hours in the day. If you are driving leads to call centers or run a click-to-chat services on your site, then you may only want to display the ads offering these services during your opening hours.

Keywords

Your choice of keywords determines the audience you reach. A question that is always asked in the B2B sector is how can I reach the B2B audience and not B2C? Bidding on relevant generic terms that have a significant proportion of B2C overlap can result in large volumes of irrelevant traffic. It is important to identify the right jargon or terminology specific to your products and audience, but not miss out on potential from high volume generic terms. If your business has a large product range then ensure you have a good coverage of long tail keywords such as product specification and codes. These keywords are more detailed and often have a better sales conversion rate than brand terms, indicating the B2B buyer has a better knowledge of what he/she is looking for and has progressed further down the buying journey.



Improving keyword relevance

- → Delete or redirect high bounce rate keywords - they are either irrelevant or going to the wrong place
- → Generate negative keywords lists through analysis using reports such as the AdWords Keyword Report
- → Generate or expand keyword lists through analysis using reports such as the AdWords Search Query report which show you which queries your ads served against and the corresponding returns on them.

Keyword matching

Another key element in ensuring the most relevant content is served to business queries is strategic use of match types.

1. **Broad match:** keyword
   Allows your ad to show on similar phrases and relevant variations
2. **Phrase match:** "keyword"
   Allows your ad to show for searches that match the exact phrase
3. **Exact match:** [keyword]
   Allows your ad to show for searches that match the exact phrase exclusively
4. **Negative match:** keyword
   Ensures your ad doesn't show for any search that includes that term.

Broad match is the less targeted option and it is useful as a testing ground for a campaign that has never ran before. By setting terms on broad match, the ads will be shown against a wide range of variations and synonyms of the terms, allowing the campaign to gain a vast reach. However, broad match does not

allow tight control over ad copy and can also lead to high CPCs.

Phrase and exact are more targeted match types, which allow much greater control over ad copy and tend to generate lower CPC. Since the ads are more relevant, phrase and exact match keywords gain a higher quality score, which is rewarded by the engines with lower CPCs for top positions. However, more target means less reach. These more targeted match types will prevent ads from appearing for variations and synonyms of the terms, therefore a more extended list of terms need to be in place to avoid restricting volumes too much.

For example - In the context of public sector and Government campaigns, strategic use of negative match keywords not only is essential in minimising wastage, but it is also essential in preventing keyword crossover.



Top tip:

- → Run an initial test on broad match for 2 weeks. Every other day run a search query report to find relevant variations used by searches to find the websites. Add the relevant terms in the campaign as phrase match. Add any non-relevant terms as negative match.
- → For the B2B sector the use of negative keywords would be important to minimise B2C overlap and strategic use of broad march and negative combination to maximise reach, especially when addressing generic terms.

New Tool:

Expanded Broad Match:
https://www.google.com/intl/en_us/adwords/select/expanded_matching.html

Managing keyword crossover

What happens if you need the same keywords in multiple places? Ideally you want to try to avoid the situation where two or more campaigns bid on the same keywords, which artificially inflates CPCs and can lead to a negative impact on CTR. However B2B businesses and campaigns within a single company often have to balance between product and service offerings in overlapping areas, both with a genuine right to bid on the same keyword.

Keyword selection e.g. match types, calls-to-action, negative keywords

- → Prioritise between brand awareness and demand generation goals
- → Bid caps
- → Differentiate campaigns with the messaging in your ad copy to qualify

→ Ad scheduling calls-to-action for similar brand campaigns e.g. Prioritise leads to call centers during the day and other contact options at other times)

Ad relevance

Optimising ad relevance will improve how often your ad is clicked on (click through rate). The 2 key components of this are the messaging of your ad creatives and the relevance of your landing pages.



Ad creative

The messaging in your ad creatives is the next qualifier after keywords that ensures the right audience clicks on your ad. An advantage of paid search is the ability to customise your communication according to the searcher's query i.e. their intention, and make it specific whether it's a branding message or information relating to a product or service. Use your ad copy to communicate conditional requirements of sale e.g. size of businesses serviced, product or service specifications e.g. pricing, and calls to action. It is also a tactical opportunity to let your potential customers know of added value services i.e. cross-sell, or special offers which help to differentiate you from your competitors. If your strategy is to build brand awareness on generic terms, then use your ad copy to communicate value and create brand association.

Landing pages

Landing pages are an important factor in the effectiveness of your search campaign. B2B websites can have many sections covering a wide range of offerings, and ensuring your customers arrive at the page most relevant to their query gives your campaign a higher chance of conversion. Ensure your ad's call to action features prominently on the landing page to reassure users that they are in the right place. A key metric to track here is your landing page's bounce rate.

Bids

Your bidding strategy should be conversion-led and informed by your buyer's purchase journey (or click journey). This is particularly relevant to B2B advertisers where the B2B buying journey is longer and more complex than the consumer journey. You should continuously test, measure and optimise your bid amounts for profitability and ROI.

Bid to appear on the first page

Your bid (or max cost per click) is one of the factors that influences your ad's ranking in the paid search results, and therefore your ad's visibility and click through rate. As an indicator of reach, AdWords's First Page Bid Estimate

approximates the CPC bid that is needed for your ad to reach the first page of Google search results when a search query exactly matches your keyword.

Adjust your bids throughout the day

You can also use ad scheduling to adjust your bids to bid higher at times of the day when you receive a better return. Instead of turning your budgets on and off, you can tune your bidding so that you bid higher during hours when you are getting good conversions and lower during other times of the day so as not to lose visibility entirely.

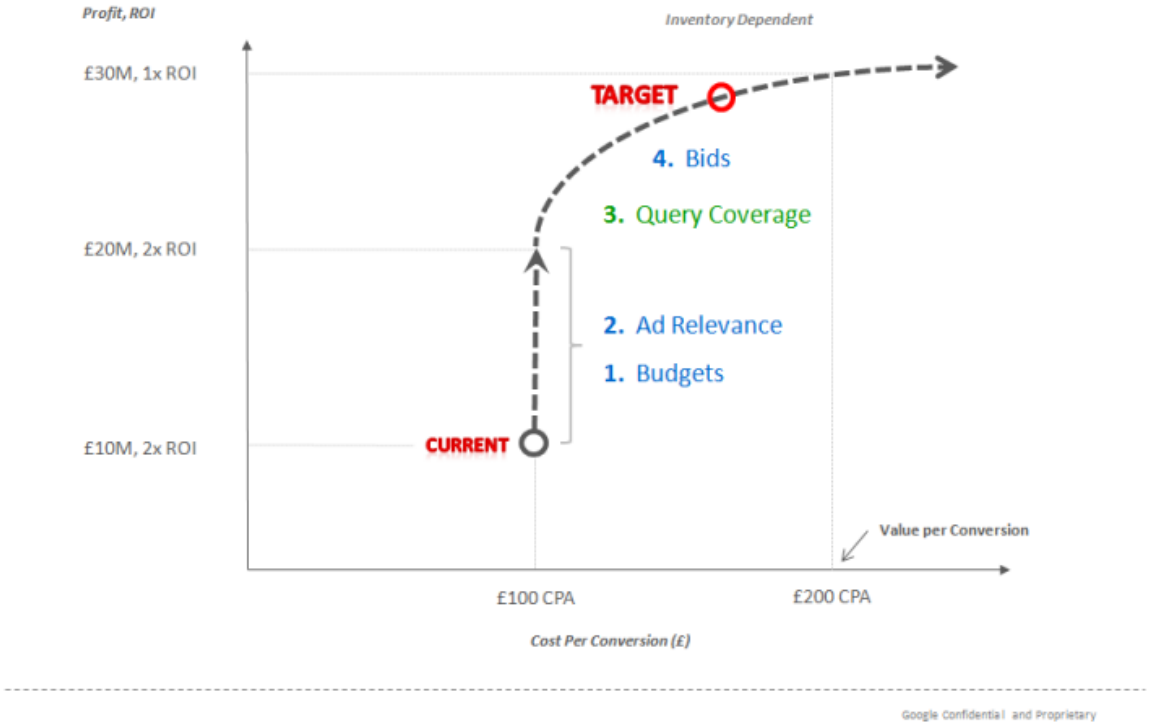


Optimising bids

Analysis using tools such as AdWords Search Funnel provides data on how your "upper-funnel" keywords assist conversions beyond just the last click. This can help you increase the efficiency of your accounts by discovering and prioritising "assist" keywords, ad groups, and campaigns, in addition to those that convert directly from the last click. AdWords Bid Simulator is another tool that helps you estimate the result you would have received over the last seven days had you bid differently on a keyword.

The graph below is a simplistic model of how increasing or optimising each of the 4 above levers can impact you business's bottom line in terms of cost per acquisition or conversion (CPA) and return on investment (ROI).





Campaign structure

Your campaign structure should be based on your business objectives. The paid search account is structured by campaigns and, within each campaign, ad groups. Each ad group should contain a tightly defined set of keywords. Budgets allocated by campaign. There is not one best way to structure a campaign, but below are a few key considerations that you should take into account:

What are my business/campaign objectives and value of conversions?

If you have a variety of campaign objectives or multiple products and services, then structuring your campaigns by objective makes it easier to assign budgets. E.g. branding awareness vs. demand generation. Similarly, separate products which are disparately priced.

iab Internet Advertising Bureau www.iabuk.net

How do I want to report on activity?

You should also work out what the most logical form of reporting for your business structure. B2B advertisers often have multiple stakeholders that are responsible for different business divisions with varying objectives. Consider what structure makes most sense in order to report back on results that each business stakeholder needs in order to make decisions. Naming conventions can also be a useful way to retain clarity.

What settings are controlled at campaign level?



There are some key settings that are controlled at campaign level which you need to bear in mind:

- → Ad scheduling - if you run activity that has calls-to-action that drive call centre leads/sales or uses click-to-chat during the day but want it to continue running in the evening with different messaging, then you will need to set up separate campaigns.
- → Geo-targeting -if you want to target different regions or locations

Optimising for Mobile

Mobile is complementary to search, giving you incremental reach - you can increase traffic without cannibalising desktop traffic. Mobile is an always on, always-with-you platform - meaning that anytime people are away from their desks, they stay connect via mobile. Ideal for reaching business users on the move. Mobile internet growth is outpacing PC, with Smartphone penetration, once primarily a business device, estimated to be make up 40% of the market in Europe by 2013. As well as optimising your website for mobile usage, you should also ensure your paid search campaigns are optimised for mobile and that you are taking advantage of the features available for mobile search advertising:

- → Create separate campaigns
- → Choose which network and the type of device you want to reach. E.g. iPhones/Android works well with both mobile Web sites and regular desktop Web sites because they have full browser capability.
- → To ensure proper performance, make sure that the landing page matches the keyword search query. Also ensure your website is optimised for mobile.
- → Optimise your keyword list for mobile searches

→ Write compelling ad creative - there are different specifications for high-end and WAP phones, with more copy space for high-end devices.

→ When running separate high-end campaigns, ensure your bids are competitive compared to keyword bids on desktop campaigns because they compete in the same auction (many campaigns target both desktop and high-end)



→ If you're running high-end device ads in multiple countries, target only one country per campaign

→ Click to call - If your business needs to generate phone leads, then you may wish to append a phone number to your ad so that a user simply has to click the number to be connected to your business. Because of the phone's unique capability to pinpoint a user's geographic location, it is possible (with the user's permission) to serve results and ads that display results within blocks of where a user is. This is particularly great for businesses with local or regional branches and for targeting business users on the move.

→ Use conversion tracking - as with all search activity, conversion tracking will help you understand the performance of your PPC campaigns and help you optimise for better results.

Tactical search

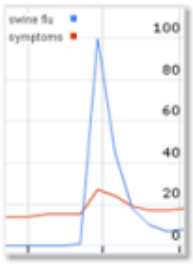
Paid search has an important role to play around fast-breaking news stories. People will often search to find more information about news stories and if you act quickly you can bring the work of your charity in the affected area to the attention of a large audience.

Search can sometimes be used to raise awareness around a particular topic or to target a particularly hard-to-reach audience. For instance, during the BA strikes and the ash cloud disaster you could bid on queries like business travel, insurance, logistics, cloud computing/vc solutions.

Making tactical campaigns work does require a lot of flexibility – you or your agency will need to be able to publish new campaigns including keywords, tracking, ad creative and landing pages very quickly.

Tactical Campaigns – take advantage of user interest around short term events or breaking news

Google



Swine Flu Business
Find guidance to prevent **Swine Flu** from spreading in your **Business**.
www.**business**ink.gov.uk/**swineflu**
England

Healthcare Keyboards
Washable Infection Control Keyboard
Designed for Medical Applications
www.Devlin.co.uk

Flu Protection
Prepare yourself and be protected
Order online now Worldwide shipping
SurvivalBox.com

Swine Flu Masks
FFP3 **masks**, Approved for **Swine Flu** Protection. Fast Free delivery !
www.keyonline.co.uk

25th April:
Swine flu



Budget 2009
Round-up of today's **Budget** speech, find out what it means for you.
www.telegraph.co.uk/**budget**

Budget 2009 Latest
Get the latest from Directgov on the 2009 **Budget** report
www.direct.gov.uk/**Budget**

Budget 2009 - our view
Thanks to Labour, Britain faces the fastest unemployment rise on record
www.conservatives.com

Budget Report **2009**
Whatever the outlook
Be ready for the **Budget** with KPMG
www.kpmg.co.uk/**budget**

Beat the Credit Crunch
There is no recession in Pleasure!
Invest in Fun with Ann Summers
www.annsummers.com/**Budget2009**

22nd April:
UK Budget





SEO

Natural (or organic) search results can be described as the left hand side of the search engine results. Search Engine Optimisation (SEO) is the term used for the strategy and processes put in place in order to try and obtain higher rankings in the natural search engine results.



Higher rankings are important as the amount of visitors who will visit a site varies hugely depending on the position in the results. Whereas a number 1 position may gain 25% of the visitors for a specific search, 2nd and 3rd may get 5%, with the lower positions getting even less share.

As more and more companies use the major search engines to buy and research the products and services they need, SEO is becoming an essential part of the marketing strategy for any company selling to other businesses.

Keyword Research

Keyword research enables a marketer to find the terms that they should be targeting. Various tools can be used to help find keywords that users search on.

One of the most popular tools for keywords research is the Google Adword Keyword Tool.

https://adwords.google.co.uk/select/KeywordToolExternal

Whereas the core keywords may have large volumes of searches the long tail should also not be forgotten as these are often less competitive and easier wins.

Ideally each page should target one main term with variations of the term also being used on the same page. (e.g. promotional pens, personalised pens and buy personalised pens)

Areas to think about when looking for good keywords should include your products, locations, problems you are solving, target audience, any brands being sold or a combination of these.

Site architecture

Good site architecture will take into account the discoveries made in the keyword research. The site should be organised with the core keywords at the highest level and where possible in the main navigation. The main top level categories of the site should be chosen to allow pages on lower volume terms.

iab Internet Advertising Bureau www.iabuk.net

Links

All of the main search engines use external links (links from other websites) as an important factor in their ranking algorithms. In basic terms a link to a website from another website is seen as a vote of confidence. The more votes your site has the better.

Over the years the search engines have become to also understand the quality of links better and better. The most valuable links are gained naturally from people who have a reason to link you (customers, partners, press, sponsorships, etc). A useful first step is to make a list of all the relationships you have and contact them asking for a link.



Title and Meta description

The page title is one of the major factors the search engines look at for ranking purposes. It is vital that the main term that is being targeted is included in the <title> tag.

The Meta Description is not a ranking factor, but should be used alongside the Title as a way of encouraging users to click through the results page onto your site.

Bid management tools

Paid search bid management tools can help improve efficiency of campaign management, optimisation and reporting compared to just using the search engines own tools. Whether or not to invest in this technology depends on the size of budgets and complexity of the campaigns.



While bid management tools can automate many aspects of the management and optimisation process, they still require a competent search marketer to drive the strategy, create business rules for implementation and monitor and adjust accordingly.

A core advantage of even the most basic tools is the ability to manage keywords, bids, and creative on a single platform, and roll out any changes across multiple search engines. For smaller spend, few market and single-search engine campaigns, there is therefore typically little advantage of using a bid management tool. Not least due to the added costs and set-up requirement. Hence, it is first with larger spend, multi-engine and multi-market campaigns where these tools come to real use.

Simplistically there are two types of bid management tools**: rules based and algorithmic**. With **rules based** systems, the search manager will create business rules to automatically perform certain tasks such as adjusting bids depending on the scenario. Since these scenarios can quickly become complex due to the many variable involved, **algorithmic bid** management systems seek to utilise a more proactive approach in guiding the user in achieving their targets (e.g. CPL or CPC). What type of system is the best choice for a specific campaign depends greatly on internal processes and skill-set.

A common challenge with B2B search tracking is the often multiple conversion points across corporate sites with campaign pages and different business units. Therefore it is worth highlighting that any tool is only as good as the data it has to work with – especially if it will be used in a semi-automated fashion. It is very important to assure data accuracy by correct implementation of conversion tracking codes, and rigorously and frequently check that new campaign pages or other corporate site structure changes will not result in broken or lost codes.

Paid search bid management tool costs are typically based on a percentage of search spend, starting at around 5%, with varying monthly minimum fees in the area of £1000-£2500.

Analysis / ROI

How to use analytics to get ROI

As mentioned earlier, it is vital to track the performance of your marketing efforts by defining and measuring your chosen metrics, tracking and reporting on them to get the best ROI possible.

In addition to search engine reporting tools (each of the engines have reporting dashboards that allow you to run reports and Adserver reporting (normally linked with your bid management software where applicable), web analytics tools will help you doing this by capturing all the vital statistics to help you make the right decisions what works for you.



Impressions, click-through-rates (CTRs) to your landing pages and clicks are only the first indications of how well you are performing. It is essential to measure beyond those metrics and capture data that shows the actual customer behaviour on your site, ie how many customers bought products, what products, the revenue and ROI. In B2B, it is often not as easy as in B2C (where customers would purely buy a product at a certain price), you need to understand your own sales process to adapt revenue attribution to actions on the site (ie leads, meeting requests, request for information that would lead to conversion)

Ensuring campaign efficiency

Reporting is usually done daily, weekly and monthly and needs to not only show current metrics but also trends. These reports drive the optimisation of your search activities. For SEO, it is important to focus on bounce rates from organic listings as well as positions on the search engine result page. Most importantly, these reports need to be acted upon. You will get valuable insight into your campaigns from a multitude of reports but unless you make changes to your campaigns based on this data, you will not be able to improve on your search performance. However, don't jump to conclusions on daily reports. It is vital to let your marketing efforts run for some time, in particular as some closing cycles in B2B are much longer.

For PPC reports, performance reports could include:

→ Campaign performance (to allocate your budget correctly)

→ Ad group performance (to differentiate your types of products or customers and again allow you to improve your performance depending on the set up of your campaigns and ad groups)

→ Keyword performance (to highlight good keywords, expand on them and

remove poor performing keywords)

→ Conversion trends (to predict budget requirements and to set longer term budgets)

→ Creative testing (to improve the performance of creatives across the board)

→ Landing page performance (to find the optimal landing page that has the best conversion not only to lead but also to sale)



SEO reports could include:

→ Rank reports (used to show the effectiveness of your SEO activity)

→ Keyword performance (highlighting well performing keywords that need to be expanded on)

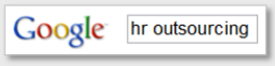
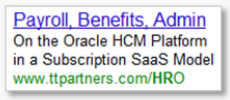
→ Link reports (how many new inbound links have been created and highlight trends of the sort of sites that are likely to accept links

→ Landing page reports (used to decide the most important sites to change)

Converting prospects

Driving traffic to your site is not enough. The ultimate goal must be a lead or conversion to sale. If your bounce rate is high, look at the keywords you're using, the landing page (including ease of navigation around the site) as well as your registration form. Getting people onto your site is only half the challenge. You must spend at least as much attention on your website usability, i.e. making it easy and clear for your users to find the information that they are looking for and in turn therefore do the actions that you want them to do. This will optimise revenue for you. There are a lot of best practice tips around, however, look at your own data and customers to optimise for your own situation which will be unique. A/B and multi-variate testing are great ways to find out if your site and ideas are working. There is always room for improvement.

Measuring success

Marketing Objectives	Measures of Success		Metrics (ask your search experts)
Brand awareness & share-of-voice	Are you covering all relevant queries ?	SEARCH 	QUERIES (Query Coverage)
	Does your brand appear at all? At / near the top ?	SEARCH 	AD IMPRESSIONS (Impression share%, Rank)
Consideration / Interaction	Are consumers engaging with your site? Do they have a high quality visit?	SITE 	SITE VISITS (clicks, CPC, bounce rate, dwell time, site goals)
Acquisitions/ Leads/ Sales	Is this generating: Sign ups? Leads? Interactions? Revenue?	SITE 	CONVERSIONS (acquisitions, CPA, revenue attributed to actions on site)



Useful Tools: Get to know your audience

Google Tools and AdWords features



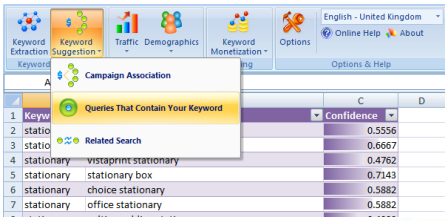
Stage	Tool	Description	Go to
Plan	Ad Planner	Understand your target audience and the websites they visit	www.google.com/adplanner
	Insight for Search	Compare search volume patterns	www.google.co.uk/insights/search
	Hot trends	Track the top terms for which people are searching	www.google.co.uk/trends
	Traffic Estimator	Get traffic and cost estimates for potential keywords	www.google.co.uk/trafficestimator
	Google Alerts	Monitor news, blogs, videos and other sources for chosen terms	www.google.co.uk/alerts
Create	Search-based Keyword Tool	Generate keyword ideas highly relevant to your website	www.google.co.uk/sktool
	Keyword Tool	Generate keyword and contextual targeting ideas	www.google.co.uk/adwords/keywordtools
	Campaign Optimiser	Get customised proposal for campaign	Adwords feature www.adwords.google.co.uk/support
	AdWords Editor	Manage your ad campaigns	www.google.co.uk/adwordseditor
	Adwords API	Build your own AdWords applications	http://code.google.com/apis/adwords

Microsoft Advertising Intelligence Tool (MAIT)

Download: http://bit.ly/aHZb5w

The MAIT can help you easily build out search accounts and determine strategy, all in Excel. This free tool can help you build out keyword lists, look at day-by-day or month-by-month keyword search trends, determine keyword demographics and get visibility into the bidding landscape.

All you need is Excel 2007 and a Microsoft adCenter login. The tool runs just like any Excel

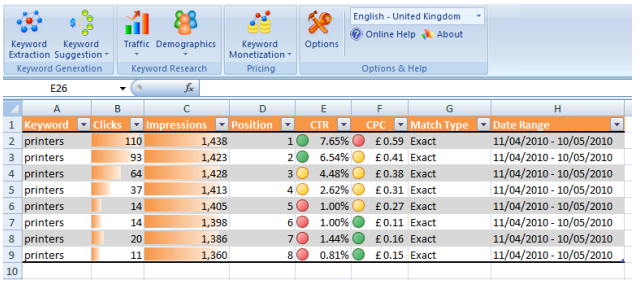


iab Internet Advertising Bureau www.iabuk.net

feature – highlight the cells you want to work on and click the relevant button.

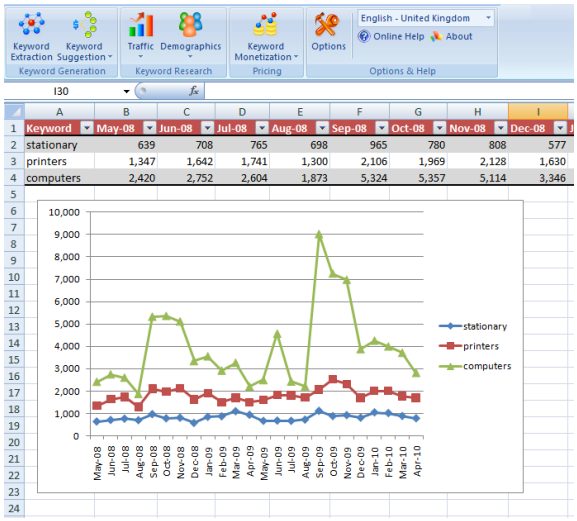
Traffic Trends

Seasonal trends can be created for individual keywords and/or groups of keywords using Traffic tool. You can track monthly and daily traffic levels on single brand or high volume terms to see shifts in consumer behaviour.



	A	B	C	D	E	F	G	H
1	Keyword	Clicks	Impressions	Position	CTR	CPC	Match Type	Date Range
2	printers	110	1,438	1	7.65%	£0.59	Exact	11/04/2010 - 10/05/2010
3	printers	93	1,423	2	6.54%	£0.41	Exact	11/04/2010 - 10/05/2010
4	printers	64	1,428	3	4.48%	£0.38	Exact	11/04/2010 - 10/05/2010
5	printers	37	1,413	4	2.62%	£0.31	Exact	11/04/2010 - 10/05/2010
6	printers	14	1,405	5	1.00%	£0.27	Exact	11/04/2010 - 10/05/2010
7	printers	14	1,398	6	1.00%	£0.11	Exact	11/04/2010 - 10/05/2010
8	printers	20	1,386	7	1.44%	£0.16	Exact	11/04/2010 - 10/05/2010
9	printers	11	1,360	8	0.81%	£0.15	Exact	11/04/2010 - 10/05/2010





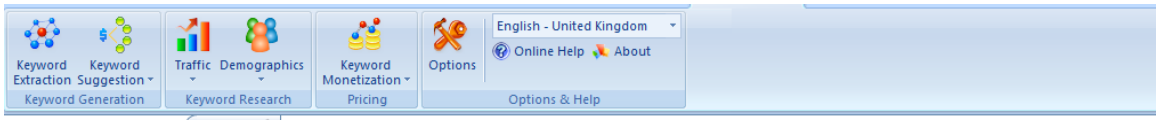
	A	B	C	D	E	F	G	H	I
1	Keyword	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
2	stationary	639	708	765	698	965	780	808	577
3	printers	1,347	1,642	1,741	1,300	2,106	1,969	2,128	1,630
4	computers	2,420	2,752	2,604	1,873	5,324	5,357	5,114	3,346

Demographic Trends

MAIT can provide demographic information for individual or groups of keywords. This will show age and gender percentages for searchers on specific keywords. This data can be used to help target campaigns and ad copy at the most appropriate groups.

Bid Optimisation and Keyword Expansion

MAIT gives advertisers transparency into the Bing PPC landscape for both the top 8 positions and all match types. This enables advertisers to create bespoke bidding strategies and maximise their ROI.



	A	B	C	D	E	F	G	H	I	J	K
1	Keyword	Age0_12	Age13_17	Age18_24	Age25_34	Age35_49	Age50_64	Age65Plus	Female	Male	Date Range
2	stationary	6.80%	9.55%	19.26%	27.94%	21.83%	7.94%	6.69%	56.78%	43.22%	08/2009-04/2010
3	printers	4.32%	6.72%	9.06%	11.59%	23.72%	25.75%	18.84%	41.49%	58.51%	08/2009-04/2010
4	computers	6.91%	10.85%	9.37%	13.55%	24.97%	21.50%	12.86%	42.96%	57.04%	08/2009-04/2010

Microsoft SEO Toolkit

Available to download here: http://www.microsoft.com/web/seo/

Benefits:



→ Increase website traffic and revenue: analyse your website and find ways to boost your number of hits. Use SEO recommendations to improve traffic and increase your revenue stream.

→ Influence and update search engines: control the access and display of your content in search results. Keep search engines current with the latest information from your website.

→ Improve customer experience: discover and solve common problems in your website content and design to enhance your end user experience. Make it easy for your customers to find what they're looking for.

Best practise tips

Digital is now at the heart of the B2B buying process. 73% of work related media consumption is spent online, 75% use Search to make purchase decisions and there are over 1.5million business related searches on YouTube per day (Source: TechTarget 2009; Forbes C-suite, study, June 2009; OTX 2009; Google internal data). It is essential for B2B marketers to be involved in this channel as it is clear to see the benefits. Below are some best practise tips from the B2B Search Council.



- → Think "Content", not advertising. It is more important to answer the questions the consumer is asking than to shout your pre-selected messages at him.
- → Consider your brand territory: don't limit yourself to the products or brand - think across all the business needs and interests that could be associated with your brand
- → Go Real-time: use free online tools to generate insights about what your consumers are searching for, and react instantly.
- → Target attitudinally, don't limit yourself to demographics: think about the things that are interesting for your consumers, not just what social groups they belong to
- → Experiment and be flexible: try out different creatives and get real time feedback on which ones work best, adapt your creative (and content) constantly according to the results.

www.iabtalksb2b.co.uk

