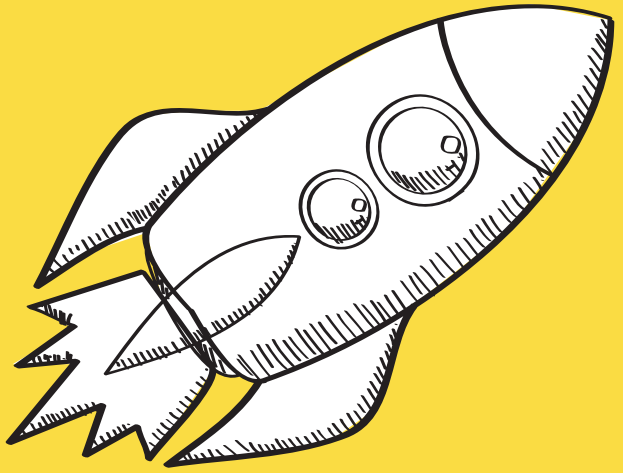
Pay Per Click and beyond.



A guide to getting the most out of PPC advertising

feefo

The importance of pay-per-click

No matter how big or small your business is, what industry you work in, or what you sell, pay-per-click advertising should be a vital part of your digital strategy. With so much competition out there, and more and more channels pushing you to pay just to be visible to your own followers, relying on SEO alone is no longer an option.

PPC enables you to reach a targeted audience fast, increasing the chance of attracting and converting high quality leads. You only pay when someone clicks your advert, so you're not just wasting money on eyeballs.

In fact, PPC can help you improve your SEO strategy, as you'll discover popular keywords you should be targeting in both your paid and organic campaigns.



What you'll learn...

THE POWER OF PPC ADVERTISING

Whether you're new to PPC or want to improve and refine your current Google Ad campaigns, our eBook can help! We'll explore the past, present and future of PPC, delving into:

- **The PPC myths that are no longer true**
- **Everything you need to know to run an effective PPC campaign**
- **What the future holds for PPC**



EXPERT TIPS

You'll discover a host of insightful and incredibly useful tips and tricks plucked from the minds of our Google experts that will help your company make a splash online.

THE JARGON

We'll break down the jargon and explore everything from getting your business set up on Google, to showing you how to run and optimise your very first Google Ads campaign.

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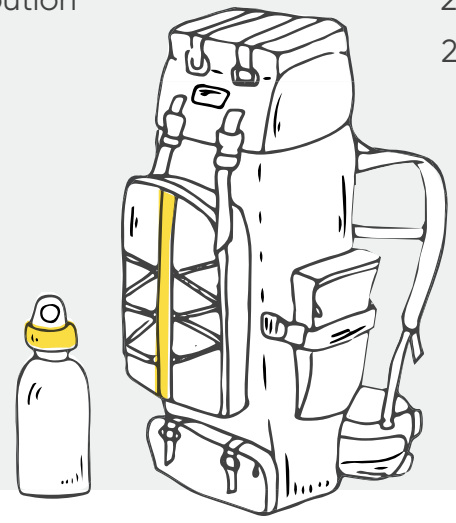
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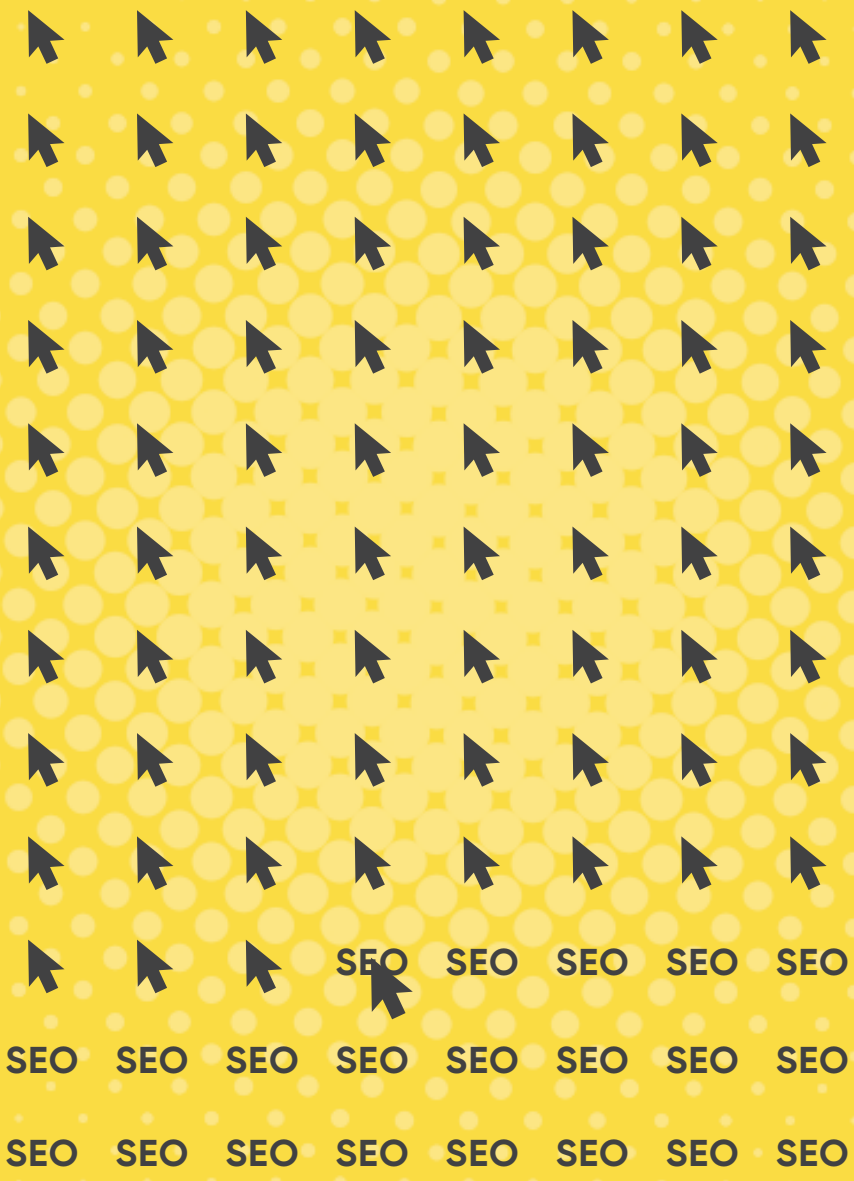


The PPC myths you shouldn't believe

Some of these may have been true once, but the times they are a-changin'! Google doesn't stand still, and keeping up with all the updates and new features can be tricky.

We've debunked some of the most common PPC myths for you, so you can venture into the brave new world of PPC with confidence.





MYTH 1

"PPC replaces SEO"

Why spend time grinding your way to the top of the organic search results when you can just pay to be placed above everyone else?

Unfortunately, PPC isn't as simple as that, and good SEO is necessary for PPC campaigns to perform well. Most importantly, you need to invest in SEO and PPC, as both channels push traffic to your website.

TOP TIP!

Don't put all your eggs in one basket! Being over-reliant on one channel, such as PPC, isn't advised, as it may not always deliver the results you're looking for.

MYTH 2

"You only need two ads to run a split test"

Recent updates to Google's ad algorithm means that more data is required for it to determine a 'champion' ad following a split or A/B test. This means you need to do more than just testing two ads against each other to see which one performs better.

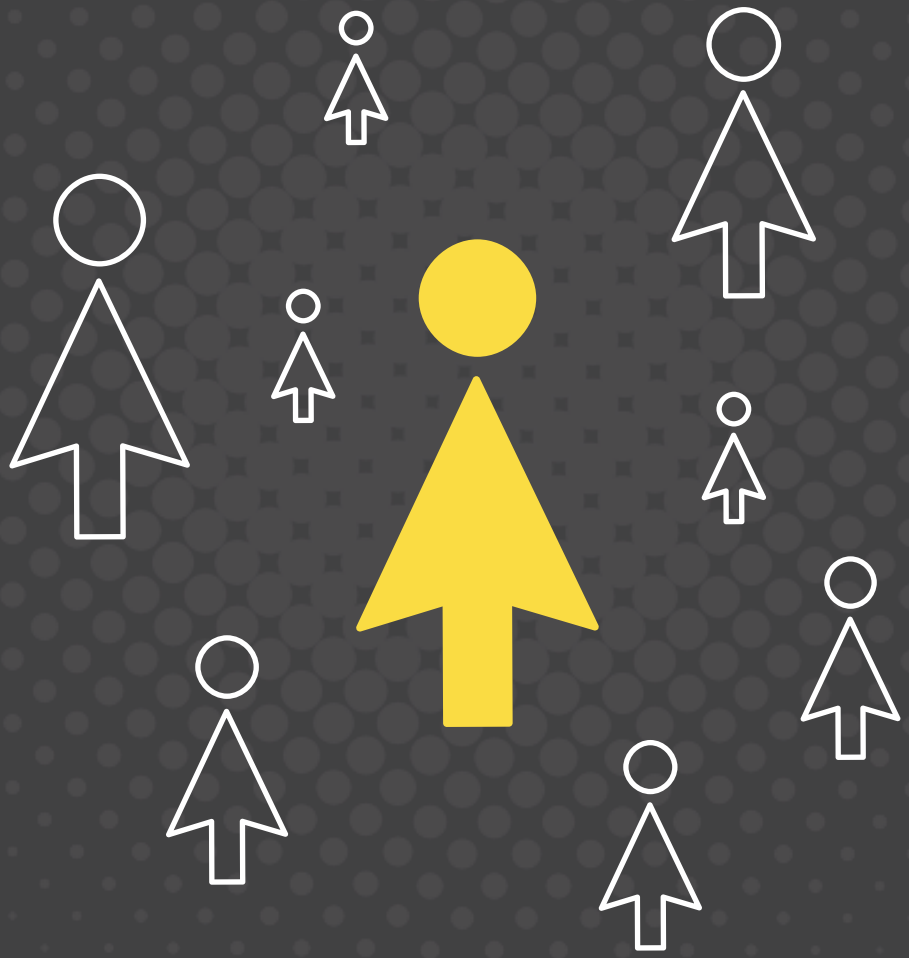
As a result, Google is pushing advertisers to use its new optimised ad rotation feature. The automated ad rotation feature uses all your ads in a selected ad group and displays them on rotation; the new optimised option makes sure that the best performing ads are more likely to show.





Did you know?

Google says that going from **one to a minimum of three ads** per ad group will give the group a **5–15% increase** in both impressions and clicks, on average.



MYTH 3

"The display network is only useful for brand awareness"

Google's display network allows you to place ads on all sorts of sites from across the web, from news sites and blogs, to specialist sites related to your industry. These ads can appear in three different formats: text, image and video.

Some believe these ads are only good for increasing awareness, but the introduction of 'similar audiences' may help tackle this misconception, as the feature aims to provide you with a better targeted audience.

Once you activate similar audiences, Google will find and target people similar to your site's converters, helping you gain potential new customers.

TOP TIP!

You must be using remarketing lists to use similar audiences. Find out more about how to use remarketing lists on page X.

MYTH 4

“Google Ad accounts practically manage themselves!”

Manually setting up your ad campaigns is time-consuming and it's easy to think the hard work is done once they’re set-up and you won’t need to touch them for a while.

Unfortunately, this is how campaigns get forgotten, which is when ad performance drops and your ROI isn’t as good as it used to be.

Ad campaigns need regular spring cleaning, as there are always ways to optimise their performance, such as cost at bid adjustments and keyword expansion. While there are automated options and recommendations available to Google Ads users, it’s important to manually monitor your account, too.

→ **To find out what weekly tasks you should be doing to keep your account up to scratch, check out page 18 of this ebook.**



MYTH 5

"Manual cost-per-click (CPC) bidding is your only option"

Manual CPC bidding puts you in control over the maximum amount you're able to spend per click, per ad. If you don't know which keywords or placements are the most profitable, then it may be worth switching to an automated bid strategy, which sets the bid amounts for you.

→ To see what the future of automated bid strategies might look like, check out page 23.

There are six different types of automated bid strategies available to you through Google Ads, and the ones you pick depend on what goals you want to achieve. These are briefly detailed below:

- **Maximise clicks** – Increase site visits
- **Target search page location** – Increase visibility on the first page of Google search results or in the top positions
- **Target outranking share** – Get more visibility over other domains
- **Target CPA (cost-per-acquisition)** – Get more conversions with your target CPA
- **Enhanced cost-per-click** – Increase conversions whilst staying in control of your keyword bids
- **Target ROAS (return on ad spend)** – Meet a target return on ad spend when you value each conversion differently
- **Maximise conversions** – Get more conversions while spending your budget

MYTH 6

“Last-click attribution is the best way to measure Google Ads performance”

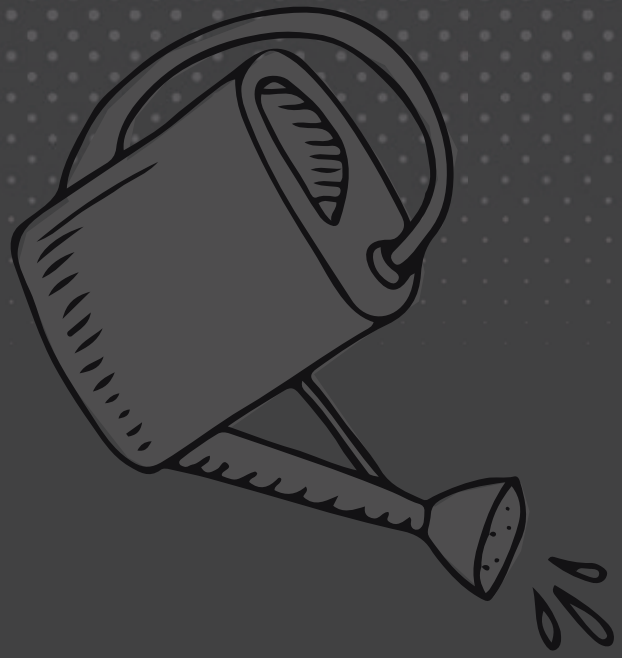
Google Ads are a fantastic way to boost conversions, but not every person who sees or clicks your ad may choose to buy then and there, especially if they’re still in the research phase.

That’s why last-click attribution isn’t always the best way to measure ad performance, and Google agrees so much, it will soon stop supporting it.



There are plenty of other options open to you, and the one you choose will again be based on your PPC strategy.

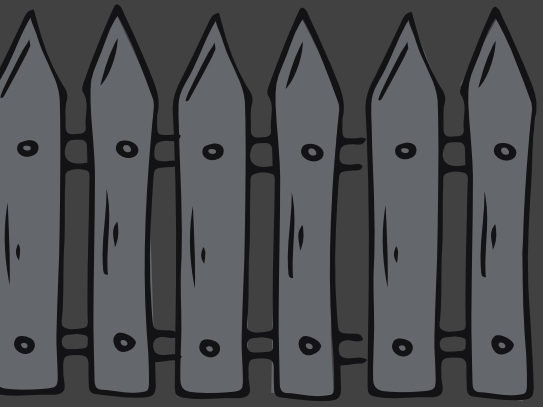
- **Linear:** Equal credit is given to every touchpoint that helped lead to a conversion
- **Time decay:** More credit is given to the touchpoints closest to the point of conversion
- **Position-based:** 40% credit is given to the first touchpoint, another 40% to the last touchpoint, and the remaining 20%
- **First-click:** All credit is given to the first touchpoint
- **Data-driven:** New from Google, this attribution model is only available to accounts with a lot of conversion data. It uses Google’s machine learning to improve the model over time. It works by using your conversion data to calculate the actual contribution of each search ad click along the conversion path. Additionally, it looks at what your customers do before converting, and what they do when they don’t convert, giving you valuable data.



PPC in the present

Now that you're all caught up, we thought we'd offer you some practical advice on how to start making the most of your campaigns.

From seller ratings to ad extensions, our top digital marketing minds have compiled a list of PPC best practice guaranteed to get your ads firing on all cylinders!







Campaign and Ad Group segmentation

Properly organising your Google Ads account into appropriate campaigns and ad groups ensures that you're serving the right ads to the right customers and getting better visibility on the effectiveness of your campaigns.

Set up separate campaigns for each category of product or service you offer. If you're not sure where to start, use your website as a guide. Segment your ad groups by matching them to categories or product pages from your site, ensuring you include at least one relevant keyword in your ad copy to help guide prospects towards your ads.



TOP TIP!

Create a minimum of three ads per ad group. Make full use of Google's 'optimised ad rotation' service which analyses things like keywords, location and search terms to enhance your ads for maximised click throughs in each auction.

Minimum requirements for Seller Ratings

Google introduced seller ratings as an automated extension to its Ad platform to help people searching on Google find businesses that offer a high-quality service more easily.

Seller ratings appear besides paid listings and display your Google star rating, the number of reviews you've collected and a qualifying statement describing why your business has received such a score. Having seller ratings included in your ads is a quick way of improving your ad performance.

Did you know?

Seller ratings are a completely free extension. You will only ever pay the cost-per-click regardless of if seller ratings are shown alongside your ads.

There is no guarantee, however, that Google will display seller ratings. There is a strict set of minimum requirements your business needs to meet in order to get the chance to benefit from the service.

- An existing Google Ads campaign
- Collecting reviews through a source trusted by Google, such as Feefo
- A minimum of 100 unique reviews collected in the past 12 months
- An overall star rating of 3.5 or higher



Create audience lists for everything

The more audience lists you can create, the better your remarketing becomes. Having well defined lists lets you focus your remarketing on specific customer types based on how they've interacted with your site.

By understanding and arranging your audience lists around your customer's onsite journey, you'll be able to serve more relevant ads to prospects targeted at pushing them towards making a purchase. You're now able to tag and set audience lists based on a range of actions your website visitors have taken.

So, whether they only browsed your site for a few seconds or abandoned their purchase in the basket, you can tailor more effective remarketing ads that accurately reflect their situation.



TOP TIP!

Set yourself up with Google Ads Tag Manager and let Google do the list building for you! This free extension automates the list building process by collecting visitor data and sorting them into relevant lists based on user behaviour.

Make full use of all ad extensions

The more engaging your ad content, the greater visibility and prominence you'll get at the top of the search results page. So, anything you can do enhance the quality and relevance of your text ads, the better!

Ad extensions are a free service that lets you expand your ads in a variety of ways to help you achieve your specific PPC goals. So, whether it's trying to drive customers to visit your store, or, increase customer conversions through your website, adding extensions to your ads help make them stand out from the crowd, and are proven to increase your click-through rate.

Good to know!

Just adding an extension doesn't guarantee that it will appear in your ad. Like seller ratings, it's at Google's discretion as to whether to display them, and there are certain criteria you must meet.
They are more likely to appear if:

- The extension will improve ad performance
- Your ad rank is above Google's minimum quality score threshold

Top 3 ad extensions



Countdowns

Creating a sense of urgency piques interest and encourages customers into action. Adding a countdown to your advert makes the time left on a specific deal appear prominently alongside your ad, forcing customers into clicking to get the best price on a product before it's gone for good.



Callouts

The callout ads extension allows you to bullet point USPs such as 'Free Delivery' or 'Next Day Delivery'. Callouts can also be used for highlighting offers such as '60% Off' to make your advert stand out with sale-savvy shoppers.



Promotions

The promotion ad extension allows you to apply a special offer to your advert. You can also add promotional details such as 'orders over' or promotional codes. Promotion extensions will appear below the description as a separate call out.

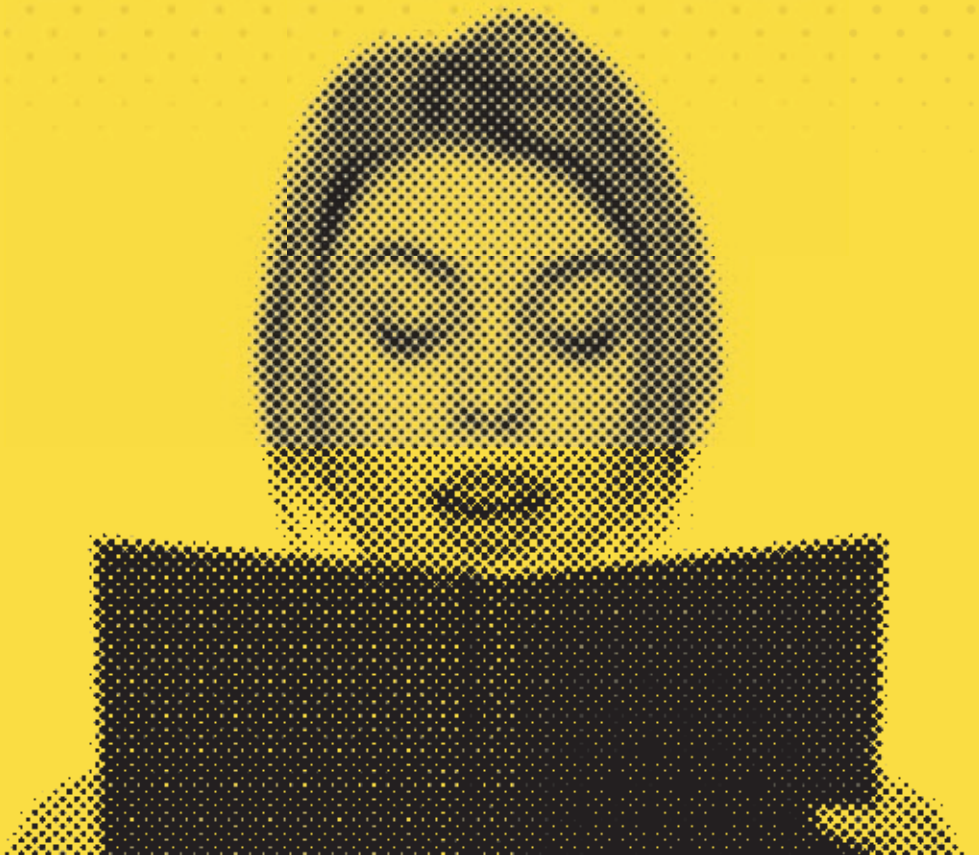
Use of correct keyword match types

You've put hours into refining your targeted keywords, but when you set up your first PPC campaign these automatically get filled under something called Broad Match, which means they aren't working as hard for you as they could be!

Broad Match takes a catch-all approach, allowing you to reach a wide audience and increase your clicks quickly and simply. The issue being, however, that much of the traffic it generates is likely irrelevant to your business.

To combat this, look at refining your keyword matches to narrow down the types of queries that cause your adverts to appear. Functions such as broad match modifier gives you the expansive reach of Broad Match, but lets you lock in key phrases that must appear alongside your keyword to generate your ad.

Phrase match takes this one step further. Working best with two-word keyword phrases, it ensure that ads are only generated if the exact wording of the phrase is included in the search. Where phrase match comes into its own, however, is that it gives flexibility to your search terms by also generating ads for prospects who search with relevant qualifying statements either side of your keyword phrase.



Your 4 step weekly PPC checklist



Check up on existing bids

Raise bids on high-performing keywords that are generating profitable conversion rates; and reduce bids on poorly performing keywords that are offering minimal or no return on investment.



Review keywords performance

Look over how your keywords are impacting your campaigns. Make an effort to experiment with several new keyword combinations and add new keywords to ad groups to extend reach. Also pause, or straight-up remove, poorly performing keywords that are contributing towards a poor quality score.



Refine your copy

Write new copy for your worst performing ads in an attempt to boost performance, making sure to check back week by week to see if they've improved. This could involve writing new headlines, trying more dynamic call to actions or experimenting with extensions.



Redistribute budget allocation

Generate a report for the past week to check if your actual spend is hitting budget. If certain campaigns are achieving higher conversions, then look at reallocating budget according to performance.

Need a little help?

To find out how Feefo can help with your PPC advertising get in touch! Email sales@feefo.com

Already a customer?

Contact our experts for a free PPC audit. Email PPC@feefo.com



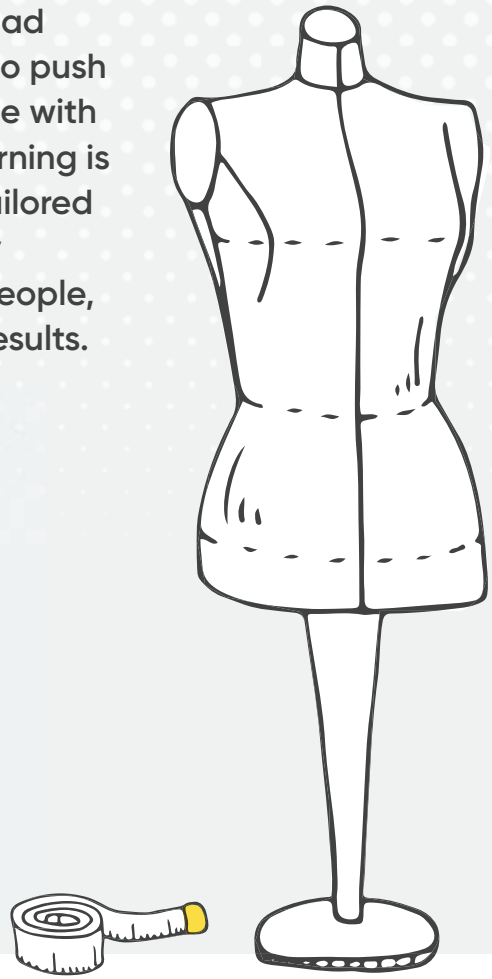
The Future of PPC

We've looked deep into our crystal ball in an attempt to predict some of the big trends set to rock the world of PPC in the coming years. PPC is a constantly evolving beast, and being prepared for what's on the horizon can be invaluable for ensuring you don't get caught cold when the winds of change start a' blowing.

So, let's knuckle down and set sail into the intriguing future of PPC.

Things will start to get personal

PPC personalisation is nothing new, with Google allowing for a whole host of audience targeting in its ad campaigns, but AI is beginning to push the boundaries of what's possible with ad personalisation. Machine learning is enabling businesses to create tailored ad content that is automatically placed in the front of the right people, at the right time, for maximum results.



+20%

increase in conversion with Smart Shopping Campaigns

- 2018 saw the unveiling of Google's newest PPC baby - **Smart Shopping Campaigns!** Google claims that shopping campaigns run through this fully automated platform are 3x better at getting your ads seen by the most relevant audiences thanks to their groundbreaking AI technology, with the added potential of generating a 20% increase in conversion value across your campaigns.

- Google have also invested heavily in revamping their search ad platforms. **Responsive Search Ads** will be capable of generating over 43,000 ad permutations by combining up to 15 different headlines with 4 different descriptions. Offering a 5-15% higher click-through rate compared to standard search ads, complex machine learning will test combinations before serving optimised and highly personalised adverts to different consumers based on their keyword search, device and even past browsing behaviour.

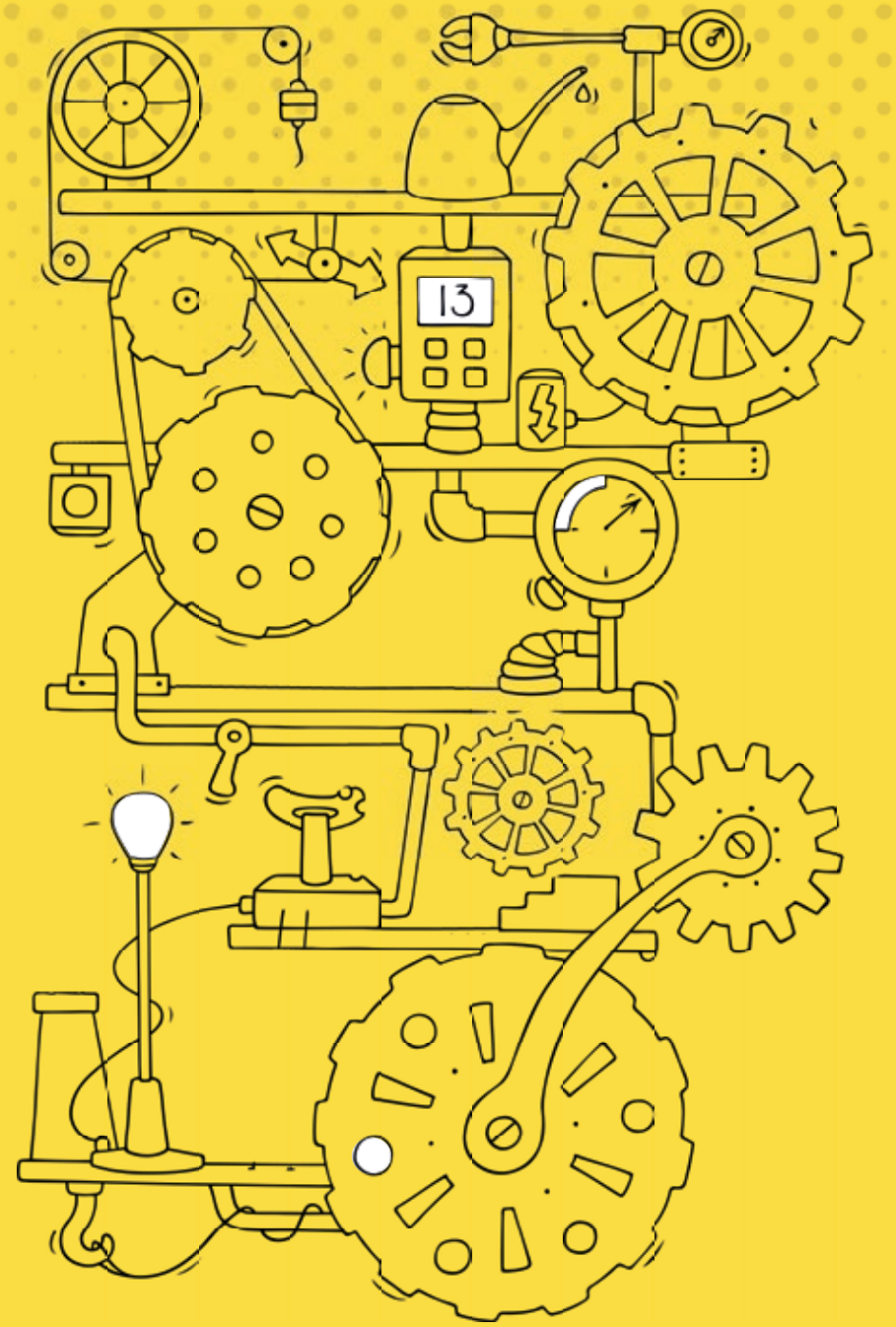
- With Google reporting a huge increase in **'Near Me'** searches on mobile devices, there is going to be a drive towards more sophisticated geotargeting campaigns as stores, restaurants and service providers look for better ways to capture more engaged local audiences.



Entering the automation age

Changing consumer habits and increasingly fractured markets means that there's a growing demand for more intelligent campaign tools and time-saving automated solutions. Businesses will look to the likes of Google to provide a service that can automatically generate relevant ads that resonates with an increasingly knowledgeable consumer-base, and can be accurately tracked to give greater control over performance measurement.

Advancements in artificial intelligence is making it possible to create **automated bid strategies**, by analysing large chunks of audience data to make more detailed and accurate predictions about what your target audience will respond to best. Google's Ads platform already allows you to create bespoke bidding strategies depending on your goals, but with time, bidding accuracy will improve as the inbuilt AI starts to learn and recognise audience's behaviour.



Automation and Programmatic Marketing

The bigger and scarier brother of smart bidding, it is estimated that Programmatic Marketing will account for 50% of all digital ad spend by 2019. It takes the concept of automated bidding and runs it in real-time and on a much more sophisticated scale. As soon as a potential customer clicks through to a webpage that displays programmatic ads, an instantaneous auction occurs to run specific content that matches the profile of the customer that is currently viewing the page. Clever right? It is already making ad buying much more flexible and relevant, but if this all seems a bit much, give our PPC gurus a call to find out more.

Google will continue to be the lifeblood for smaller businesses looking to grow online, and there will be a maintained focus on providing off-the-shelf automation tools to support their burgeoning SME community.

If you've been put off by the potential costs and skill needed to build and maintain your own SEO and mobile optimised website, then Google has you covered. You can now automatically **generate an optimised landing page in a matter of minutes**, with Google pulling data directly from your Google My Business account. These websites may be simple, but will continue to become more sophisticated as Google seek new and innovative ways of enhancing the PPC experience for their SME customers. but if this all seems a bit much, give our PPC gurus a call to find out more.



An emphasis on attribution

With so many potential channels and ads running across multiple devices and campaigns, attribution is quickly becoming a worryingly oversized elephant in the PPC room. Tracking the effectiveness of PPC campaigns and accurately calculating ROI has been a notoriously tricky process for years, but with Google Attribution businesses might finally be able to get a better insight into the impact of their ad spend.

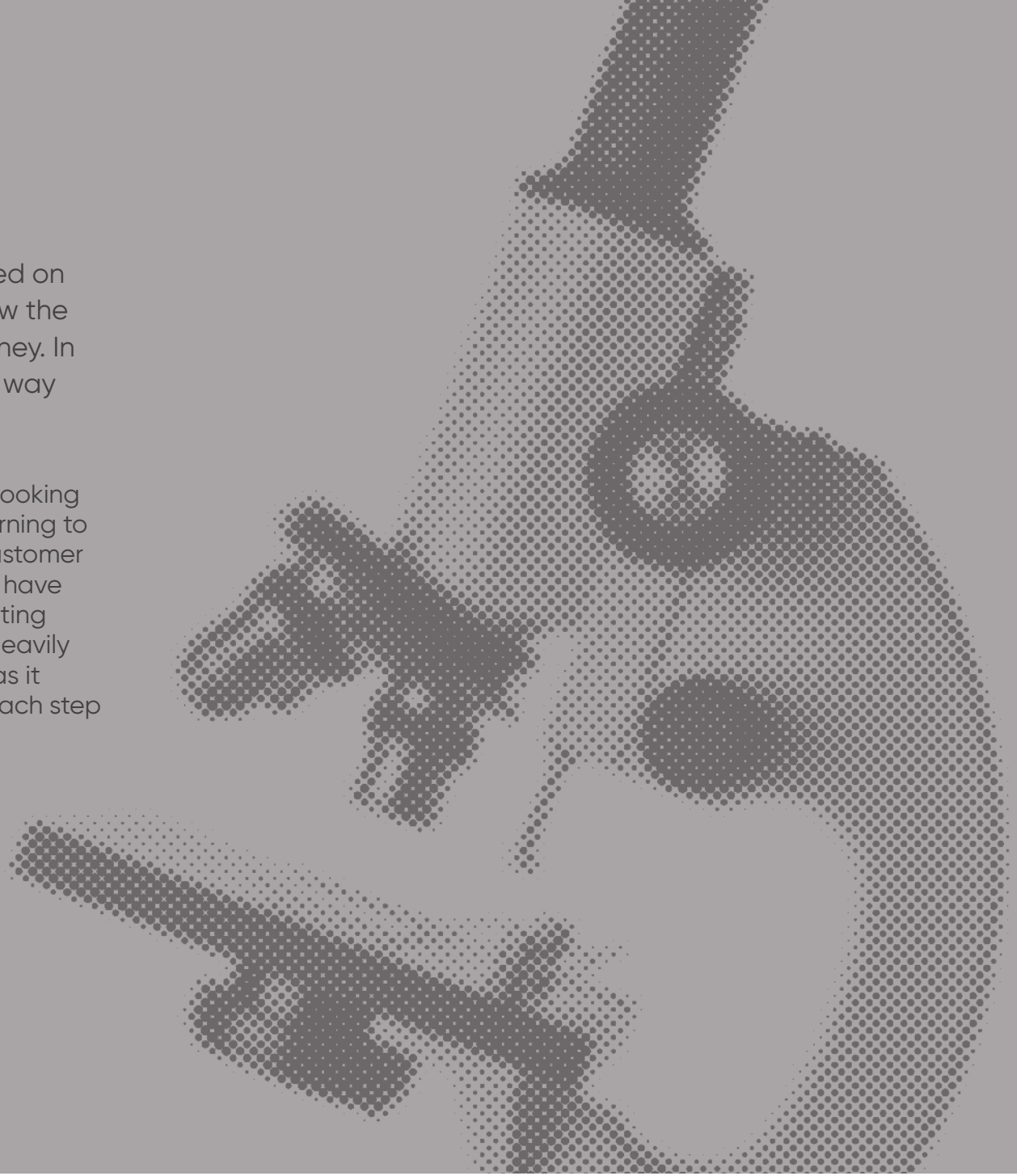
Google attribution is a big step forward for a lot of reasons, none more so than for the seamless automatic feedback of data into Google Ads that will help better **inform bidding strategies.** By automating the conversion data into ads, advertisers can identify the impact of certain keywords and ads across multiple channels, and refine their bidding tactics accordingly to focus on the areas that are generating the most conversions.



The future of attribution

Too many previous attribution models have focussed on **last-click impact**, meaning businesses only ever saw the impact of the final touchpoint on a customer's journey. In reality, however, there are many aspects along the way that help customers make up their minds.

Future attribution tools such as Google Attribution are looking to take a more holistic approach. By using machine learning to monitor and assign value to every touch point of the customer journey in a **data-driven attribution model**, advertisers have greater visibility and context on which ads are contributing towards overall conversions. Google will be looking to heavily push this method of attribution over the coming years as it provides a far more accurate reflection of the impact each step has had on a consumers purchasing decision.



Fancy a chat?

To find out more about Feefo, get in touch and our friendly team will be happy to help.



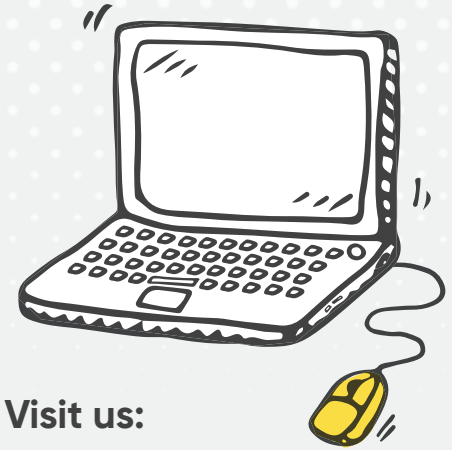
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