



Pay Per Click Judo

Getting it Done Better and Faster
by Doing What Works





The Ancient Mysteries of PPC

- What do all those numbers in AdWords MEAN?

1 - 14 of 14 keywords.

Clicks	Impr.	CTR ▼	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
94	8,550	1.09%	\$1.16	\$109.42	7.5	2.13%	\$54.71

- How can I use them to create visitors of value?
 - Leads, Sales
 - Ultimately, *Revenue*
- How can I spend my time most efficiently?





Overview

- What is PPC Judo?
- The Essential Metrics
- The Essential Pressure Points
- The Essential Judo Moves
- The Cycle of Management
- Questions and Discussion





PPC Judo - 2

The PPC Judo Goal:

Lower Your Cost Per Conversion While Maintaining or Increasing Total Conversions

- Lower cost per conversion means you pay less per lead
- Maintaining or increasing conversions means that you are reaching as many potential leads as possible.





Metrics that Matter in PPC - 1

- Impressions
 - How often an ad appears in Google
 - What rank the ad has
- Clicks
 - Someone clicks on a displayed ad
- Conversions
 - Someone who clicks on an ad becomes a visitor of value (generally a lead or a sale)





Metrics that Matter in PPC - 2

1 - 14 of 14 keywords.

Clicks	Impr.	CTR ▼	Avg. CPC	Cost	Avg. Pos	Conv. Rate	Cost/Conv.
94	8,550	1.09%	\$1.16	\$109.42	7.5	2.13%	\$54.71

- Impressions and clicks define **clickthrough rate**
 - Clicks/Impressions = CTR
- clicks and conversions define **conversion rate**
 - Conversions/Clicks = Conv. Rate





These are Your Pressure Points

“Lower your cost per conversion while maintaining or increasing total conversions”

- An increased **conversion rate** lowers cost per conversion because you're getting more conversions from the same number of clicks.

AND

- If you increase the total pool of available visitors that might convert -- in other words, increase **clickthrough rate** -- then you will increase total conversions.





Changing the Pressure Points

So, what are the Judo Moves?





The PPC Judo Moves

- **Clickthrough Rate Judo Moves**
 - Keyword Management
 - Ad Copy Management

- **Conversion Rate Judo Moves**
 - Ad Copy Management
 - Landing Page Management





Judo Move: Keyword Management - 1

Keywords Define Your Market of Eligible Customers

- How to Manage
 - Keyword Research -- What's Your Market?
 - Trust Your Own Expertise, but Expect the Word Market to Surprise You
 - Examine the Websites of your Competition
 - Use keyword generation tools
 - Keyword Rank -- How Much is a Visitor Worth?





Judo Move: Keyword Management - 2

- Examine the Competition
Look at the Sites visually....AND...

The screenshot shows the Pure Visibility website. At the top, there is a navigation menu with links for [Website Optimization](#), [Pay-Per-Click](#), [SEO Answers](#), [SEO Discussion](#), and [Contact Us](#). The main header features the company name "PURE VISIBILITY" and a background image of a woman working at a computer. A prominent call-to-action box contains an exclamation mark icon and the text: "Pay Per Click Management & Website Optimization Services Pure Visibility Search Engine Marketing: *Own Page One*". Below this, the "Pure Visibility" section describes the company as a Michigan internet marketing firm based in Ann Arbor, specializing in website optimization and pay per click management. It highlights their "own page one" strategy. To the right, there are logos for "YAHOO! SEARCH MARKETING AMBASSADOR" and "ADWORDS QUALIFIED COMPANY Google". The footer includes contact information: "Pure Visibility, 229 Depot, Ann Arbor, MI 48104, (734) 213-8100", a [Sitemap](#) link, and several news headlines such as "Internationally recognized Web pioneer joins staff at Michigan-based Internet marketing firm" and "Google Is Coming To Ann Arbor!". A final call-to-action asks visitors to "Sign up to receive periodic" updates.

PURE VISIBILITY
own page one





Judo Move: Keyword Management - 3

- Examine the Competition
....Let a crawler examine them for you

Results are tailored to **English, United States** [Edit](#)

Keyword Variations | **Site-Related Keywords**

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Example: http://www.example.com/catalog/product?id=71828

Include other pages on my site linked from this URL

► [Or, enter your own text in the box below. \(optional\)](#)

Choose data to display: [?](#)

Group keywords by common terms

Showing keywords grouped by these terms:
[search engine marketing](#) (9), [search engine optimization](#) (58), [search engine rank](#) (5), [search engine ranking](#) (6), [seo](#) (9), [search engine submit](#) (17), [search engine advertising](#) (5), [search engine position](#) (13), [Miscellaneous keywords](#) (2)

Keywords related to **search engine marketing** - sorted by relevance [?](#)

Keywords	February Search Volume ?	Advertiser Competitio
search engine marketing	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>
seo search engine marketing	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>
search engine marketing solution	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>
search engine marketing company	<div style="width: 20%;"></div>	<div style="width: 20%;"></div>





Judo Move: Keyword Management - 4

- Use keyword generation tools like Google's Keyword Tool

Results are tailored to **English, United States** [Edit](#)

Keyword Variations | **Site-Related Keywords**

Enter one keyword or phrase per line:

dangerous toys
flammable toys
exploding toys

Use synonyms

[Get More Keywords](#)

Choose data to display: **Keyword Search Volume**

More specific keywords - sorted by relevance

Keywords	February Search Volume	Advertiser Competition
dangerous toys	<div><div style="width: 25%;"></div></div>	<div><div style="width: 10%;"></div></div>
exploding toys	<div><div style="width: 0%;"></div></div>	<div><div style="width: 0%;"></div></div>
flammable toys	<div><div style="width: 0%;"></div></div>	<div><div style="width: 0%;"></div></div>
fisher price toys	<div><div style="width: 25%;"></div></div>	<div><div style="width: 75%;"></div></div>
dangeroustoys	<div><div style="width: 0%;"></div></div>	<div><div style="width: 0%;"></div></div>
little tikes toys	<div><div style="width: 25%;"></div></div>	<div><div style="width: 75%;"></div></div>
exploding games	<div><div style="width: 0%;"></div></div>	<div><div style="width: 0%;"></div></div>
ride on toys	<div><div style="width: 25%;"></div></div>	<div><div style="width: 75%;"></div></div>
toys for kids	<div><div style="width: 25%;"></div></div>	<div><div style="width: 75%;"></div></div>
explosion games	<div><div style="width: 10%;"></div></div>	<div><div style="width: 0%;"></div></div>
store explosion	<div><div style="width: 0%;"></div></div>	<div><div style="width: 0%;"></div></div>





Judo Move: Keyword Management - 5

- Rank -- How much is a visitor worth?

Average CPC: **\$1.62** (at a maximum CPC of \$25.54)
Estimated clicks per day: **3,335 - 3,934** (at a daily budget of \$6,640.00)

Maximum CPC: Daily budget:

Keywords ▼	Search Volume	Estimated Avg. CPC
Search Network Total		\$1.29 - \$1.74
Dangerous Toys	<input type="checkbox"/>	\$0.35 - \$0.47
Toys that explode	<input type="checkbox"/>	
baby toys	<input type="checkbox"/>	\$1.25 - \$1.87
barbie toys	<input type="checkbox"/>	\$1.14 - \$1.42
brio toys	<input type="checkbox"/>	\$1.52 - \$1.90
children's toys	<input type="checkbox"/>	\$1.10 - \$1.38
childrens toys	<input type="checkbox"/>	\$1.31 - \$1.64
dangeroustoys	<input type="checkbox"/>	
educational toys	<input type="checkbox"/>	\$1.33 - \$1.67
fisher price toys	<input type="checkbox"/>	\$1.04 - \$1.34
flammable toys	<input type="checkbox"/>	
hydrogen flammable	<input type="checkbox"/>	
kids toys	<input type="checkbox"/>	\$1.96 - \$2.94
kitchen toys	<input type="checkbox"/>	\$1.01 - \$1.26
learning toys	<input type="checkbox"/>	\$1.46 - \$1.83
little tikes toys	<input type="checkbox"/>	\$1.44 - \$1.80





Judo Move: Keyword Management

- How to Test for Success
 - For Any Given Keyphrase
 - Cost per Click: Should go down
 - Total Clicks: Should go up
 - Clickthrough Rate: should go up
 - In order to save time, first organize your keyphrases into similar themes and measure the success or failure of those themes.





Keyword Management: Final Thoughts

- Start with what you know
- Be open to surprises
- Budget is less important than you think. Choose the words that you think best represent your market and bid for them competitively





Judo Move: Ad Copy Management

Ad Copy Qualifies Your Market of Eligible Customers

- How to Manage
 - Organize your keywords into themed groups that tie to focused Ad Copy
 - Make Sure your Ad Copy relates specifically to Keywords
 - Make Sure your Ad Copy relates specifically to Landing Pages





Judo Move: Ad Copy Management

- An Example of a well-organized AdGroup "theme"

General Internet Marketing Consultant

Enabled Max CPC 2.00

[Internet Marketing Firm](#)

Increase Traffic

Increase Sales

www.purevisibility.com

[Internet Marketing Firm](#)

Drive traffic, get more leads. Have your site analyzed for SEO & PPC.

www.purevisibility.com

[Internet Marketing Firm](#)

Drive traffic, get more leads. Have your site analyzed for SEO & PPC.

www.purevisibility.com

advertising company internet
advertising consultant internet
advertising consultants internet
companies internet advertising
companies internet marketing
company internet advertising
company internet marketing
consultant internet advertising
consultant internet marketing
consultants internet advertising
consultants internet marketing
internet advertising companies
internet advertising company
internet advertising consultant
internet advertising consultants
internet advertising firm
internet advertising firms





Judo Move: Ad Copy Management

- How to Test for Success: Do it Like Nielsen
 - A/B Testing Using Population Survey Confidence Interval Testing
www.splittester.com

Enter Your Numbers Here:			
Number of Clicks (First Ad)	<input type="text" value="45"/>	Number of Clicks (Second Ad)	<input type="text" value="44"/>
CTR (First Ad, in %) *	<input type="text" value="5"/>	CTR (Second Ad, in %) *	<input type="text" value="2"/>
* Your CTR must be entered as a simple percentage. For example, enter 3.1% as "3.1", and not "0.031"; Enter 0.7% as "0.7"			
<input type="button" value="Calculate"/>		<input type="button" value="Reset"/>	

RESULTS

How confident are you? :

You are **approximately 99%** confident that the ads will have different long term response rates.





Judo Move: Ad Copy Management

- How to Test for Success
 - Successful Keyword-Ad linking: Clickthrough Rate should go up
 - Successful Ad-Landing page linking: Conversion Rate should go up
- You can use splittester.com for either test!





Judo Move: Landing Page Management

Landing Pages Turn a *Visitor* into a *Visitor of Value*

- How to Manage
 - Make sure your landing pages target the expected advertising and keyphrases that guide visitors to them
 - Make sure your landing pages have clear calls to action
 - Keep it simple...You lose 7% of customers with each additional page they must go to.
 - Avoid asking for too much. Get only as much information as you absolutely need at that point in the sales cycle
 - Create Landing Pages that give your visitors exactly what they want!





Judo Move: Landing Page Management

First Landing Page: Too Little Context, Too Many Questions

Franchise Opportunities

Please take a moment to enter your contact information. After submitting this information you will be taken to a page where you can download further information regarding Dream Dinners franchise opportunities.

Thank You!

* = Required Field

Personal Information

Email Address *

First Name *

Last Name *

Mailing Address

Address Line 1 *

Address Line 2

City *

State/Province *

Zip/Postal Code *

Phone Number

Location of Interest

City *

State/Province *



Judo Move: Landing Page Management

Improved Page: More Content, More Focus

Franchise Opportunities

Stephanie Allen
Co-founder, Dream Dinners

Here's your chance to join the Dream Dinners family.
Dream Dinners is all about bringing families around the dinner table. Busy parents come to us to assemble delicious dinners that they can serve to their families in the weeks ahead. So much so that we've become one of the fastest growing businesses in the country. To find out how you can become a member of our franchise family, join me for coffee and an informational gathering.

Please take a moment to enter your contact information and you'll be taken to a page where you can download further information regarding Dream Dinners franchise opportunities, or call us at 1-800-957-7530.

Personal Information

Email Address	<input type="text"/>
First Name	<input type="text"/>
Last Name	<input type="text"/>
City	<input type="text"/>
State	Please Select State ▾
Phone Number	<input type="text"/>

Submit





Judo Move: Landing Page Management

- How to Test for Success -- Do it like Nielsen again using splittester.com
- Conversion Rates Should go Up





The Cycle of Management - 1

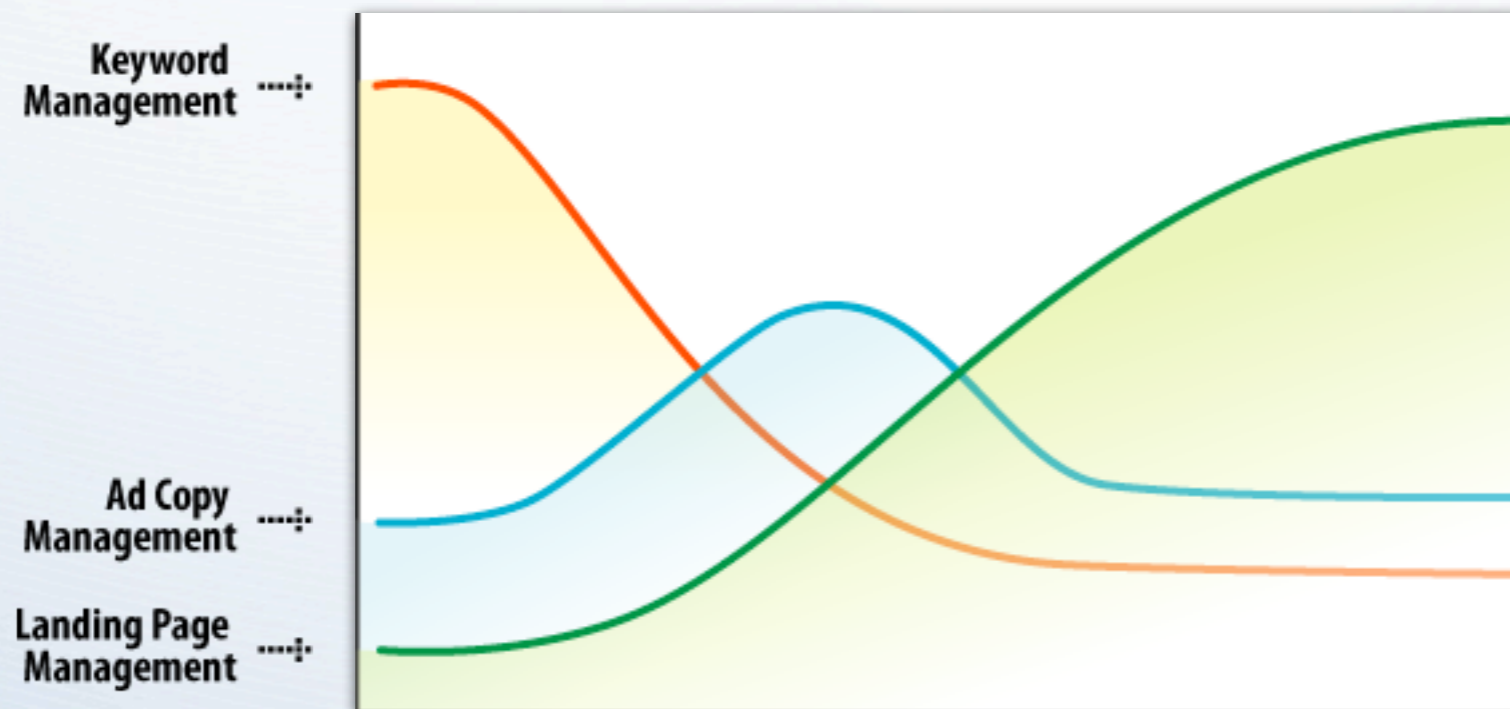
- Apply Your Judo Moves in sequence!
 - Keyword Management
 - Ad Copy Management
 - Landing Page Management
- Create Tests After Applying Each Judo Move, measuring Clickthrough Rate, Conversion Rate, and Cost Per Conversion





The Cycle of Management - 2

- Shift your Focus As Your Campaign Evolves
 - Initially focus should be on Keyword Management
 - Then Shift to Ad Copy Management
 - Finally Move to Landing Page Management



Even as your focus shifts, continue to work in a cycle





Some Final PPC Judo Advice

- Let the Internet Show you the Truth
- Be Focused, Be Patient, Be Humble
- Trust your Metrics and Rely on Them
- Work to Continuously Improve

Learning PPC Judo is Easy.

Mastering it is Hard!





Thank You!

Please contact us with any questions or visit our site!

www.purevisibility.com

Recommended resources:

www.searchenginewatch.com

www.searchenginestrategies.com

www.splittester.com

Daniel O'Neil, Alchemist

PURE VISIBILITY
own page one





Questions and Discussion

Own Page One

You can download this presentation at:
www.purevisibility.com/presentations

