

# A robust approach to search engine marketing

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## Delivering Pay Per Click (PPC) return on investment

Google AdWords is Google's own advertising service, allowing you to bid on certain keywords for click-able adverts to appear in Google's search results.

*"Google Advertising is continuously growing, with 97% of Google's total revenue coming from advertising"* (Investopedia<sup>1</sup>)

The top 3 search results on Google now attract 41% of all clicks so it's incredibly important to invest to show in one of those locations. So how can PPC marketing help you achieve your sales goals?

With a clear understanding of your goals, knowledge of your marketplace and customers, correct configuration and monitoring, Serenity Digital ensure that you always see positive returns from your investment.



### Quality not quantity

One of the biggest fears experienced by organisations trialing AdWords for the first time is wasting money on clicks (leads) which then don't convert on their website.

*"Businesses make an average of £2 for every £1 they spend on AdWords"* (Google Economic Impact<sup>2</sup>)

As you can see Google AdWords can be hugely powerful for businesses who are using the correct approach, but far too often we see accounts which have been configured incorrectly, targeting the wrong audience, not delivering the right message, forgetting to use the best facilities available and failing to convert the leads when they reach your chosen website.



### What we're seeing

We work with clients across a huge variety of industries and as such have seen the struggle that marketing professionals face when choosing which channels will work best for them. Google AdWords is an essential piece of most marketing recipes, but so often we see prospects who have fallen foul of one (or many) of the following AdWords pitfalls:

#### LIMITED RESOURCE AND TIME

Marketing professionals now wear many hats, but with so many mediums to manage and with little time to distribute between them, it becomes difficult to optimise all your messages. Finding time for regular AdWords campaign management becomes incredibly difficult as such budgets get wasted on leads who are unlikely to convert to customers.

#### VAGUE CAMPAIGN STRATEGY

Casting the net too wide to include keywords which are very general or don't have the correct match types can make for a disastrous and expensive AdWords experience.

This is also the best way to attract irrelevant searches (users who may not be looking for what you are advertising), low click rates (advertisement content which doesn't match the search performed) and wasted click spend budget (users who follow your Ad but don't convert).

#### INADEQUATE TRACKING

Measuring performance is as important as the results themselves. Without knowing what's working, you're simply spending blindly.

*"Surprisingly though, 43% of AdWords accounts don't have tracking set up between their sites and Ad campaigns"* (Kissmetrics<sup>3</sup>) That means only 57% of all AdWords users know what their leads do once they land on the website.

Once tracking is applied, you can learn from both your successes and failures as you continue to test and optimise. According to Hubspot's state of Inbound Report, companies that track their inbound marketing are 17X more likely to see a positive return on investment than those without good tracking in place.

#### POOR USER EXPERIENCES

The relationship between the users' search terms, your advert content and the landing page on your website must be seamless. Google judges you on the relevance of the content on your landing page and your advert, therefore if these two things do not align, your adverts are penalised.

When we review a new customers' account and see low click through rates, or low conversion rates we also normally find a disjoint in the user journey.

#### NOT ENOUGH TWEAKING

Regular management goes a very long way; A common misconception is that once you have set up an account you can simply leave it running itself. Unfortunately, configuring the account is simply the start, and revisiting campaign, ad group and keyword performance on a daily/weekly basis is key to the success of its performance.

## Succeed using a watertight strategy

When used in combination with an engaging website, a well thought out strategy, robust account structure, measurement of the results and consistent refinement will deliver a successful return on investment.

**Our 9 tips below will get any campaign well on its way to success:**

### CONSIDER THE INDUSTRY YOU'RE IN.

Is it a competitive sector? We carry out research to see if your competitors are investing in AdWords; We'll review their approach and discover opportunities to outperform them. It's likely that if your competitors are using AdWords, that they are seeing a return on investment.

### REMEMBER THE CUSTOMER JOURNEY

We build campaigns with an awareness of your full customer journey and monitor success by reviewing return on investment. So, if it takes on average, 12 months to acquire new customers, a more conservative approach may be required to your campaign strategy.

### FIND KEYWORDS THAT WILL DRIVE CONVERSION.

Each day, 15% of search queries are for completely new search phrases, so it's important to continue searching for relevant keywords that will work hard for your business (*Blue2Purple*!)

### INVEST IN MANAGEMENT WITH A DEDICATED GOOGLE CERTIFIED ACCOUNT MANAGER

Find a supplier who asks about and understands your company objectives, and exactly what you're looking to gain from your budget. A good agency will guide you on what is realistic and which keywords are worth investing in, as well as being able to optimise the account so you don't have to.

### CREATE EFFECTIVE CAMPAIGN STRUCTURES

Targeting is important when thinking about bid strategy and how you can find your audience. For example, you might want to target by location, at set times of the day and with rotating content as well as by search terms.

### ELIMINATE WASTEFUL CLICK SPEND

No account is built to perfection; therefore, it is important to eliminate search terms which are not relevant and are leading to wasted click spend in the early stages of the campaign.

### SET UP CONVERSION TRACKING

Easy to do and you won't regret it! Take the guess work out of AdWords and make decisions based on what the data is telling you.

### ENSURE YOUR CUSTOMER JOURNEY IS SEAMLESS

We talk to our clients a lot about relevance and good user experience in terms of web design, but this also applies to AdWords and creating a good flow between the users search term and the landing page they go on to interact with. It's imperative you direct people to content which reflects their original search, but also trusting the numbers more than your creativity once you have data to work with. If your landing page does not convert leads, it may be time to rethink that beautiful design.

### ALLOW TIME

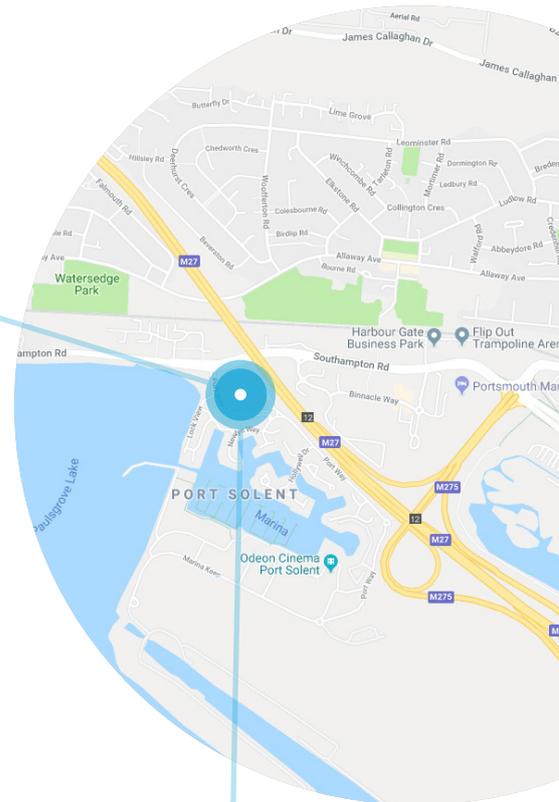
Whether you are managing an account internally for your business or outsourcing this to an agency, it's important to give AdWords a good amount of time to demonstrate results and gain traction. If your budget is too small you won't have enough to test your campaigns

## In a nutshell

**Whilst some companies struggle to make AdWords work for them, most businesses can succeed in making significant returns by fixing these common place problems. And for those without existing Pay Per Click accounts, investing with the best partner will ensure that the benefits of search engine marketing will become clear from the onset.**

To learn more about how Pay Per Click campaigns and Google AdWords can help you achieve your sales targets, please get in touch.

We'll happily meet with you to learn more about your challenges, understand or help you specify your future targets or review your existing accounts if you feel they are not performing.



## Get in touch

Whether you're after project assistance, have a new project you'd like us to help with or just fancy meeting over coffee, we'd love to hear from you.

Our normal office hours are from 08:00 until 17:00, Monday to Friday, but we're normally contactable via email at most times when there is an emergency. We'll always aim to get back to you within 24 hours of your contacting us.



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You can also find us on social networks:



## How to find us

Our office is found in sunny Port Solent, near Portsmouth on the South Coast.

Please follow signs to Port Solent from the A27 (going West) or from the M27 (going East). Upon entering Port Solent we're in the two office buildings directly on the left - follow the road to the first roundabout and take the exit left into the car parks. We're in the Pure Offices car park, please use the phone at Reception to let us know you've arrived.



### Whitepaper references

Investopedia<sup>1</sup> - <http://www.investopedia.com/articles/investing/020515/business-google.asp>

Google Economic Impact<sup>2</sup> - [http://economicimpact.google.com/about/#/?sections\\_active=methodology](http://economicimpact.google.com/about/#/?sections_active=methodology)

Kissmetrics<sup>3</sup> - <https://blog.kissmetrics.com/lessons-learned-from-adwords-audits>

Blue2Purple<sup>4</sup> - <http://www.blue2purple.com/blog/7-interesting-facts-about-google-adwords/>