

PAID SEARCH SURVIVAL GUIDE

Welcome!

With Paid Search, Opportunity Clicks. Paid search marketing consists of placing ads on search engines and content sites across the internet. These ads, referred to as pay per click (PPC) ads, are typically short lines of text and are linked to an appropriate landing page.

The potential rewards of an effective pay per click advertising program are immense. PPC campaigns streamline sales and prospecting processes overnight, providing:

- Improved lead generation
- Higher customer traffic
- Improved sales volume
- Higher conversion rates
- Higher suggested sales
- Better cost-to-acquisition ratios
- Improved brand recognition

There's a lot to consider before launching a paid search program. There are goals and budgets to set, benchmarks to establish, competitive considerations, keyword and media options, timing issues, forms, landing pages, website usability, and teams to assemble. If that weren't enough, there's a new language to conquer. The following glossary was assembled to help you translate the language of paid search into an actionable vocabulary. We hope that it serves as a starting point for further discussion about paid search and how it can dramatically improve your bottom line.

Consider the Facts:

- **The size of your audience is growing.**
There were 155.2 million US search engine users in 2007, and projected to rise to 180 million by 2011. ¹
- **Traditional advertising outlets are declining.**
In mid 2007, local newspaper advertising was down 8%, B2B Magazines were off 5.7% and spot TV fell 4.6% over the same period in 2006. ²
- **Paid search has been relatively recession-proof.**
Even during the recession following September 11, 2001, paid search spending grew from \$299 million in 2001 to \$927 million in 2002. ³
- **Our clients see the results in paid search.**
In the first four months of a paid campaign, a leading audio company increased unique visits more than 1,000%, and 74% of converted leads resulted in sales appointments.
- **Make your investment count.**
After only one month, one well-known BtoB online retailer's click-throughs were up 456% and the cost per acquisition (CPA) had been reduced nearly two-thirds.

Get started. Learn the language.

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1. eMarketer, US Search Advertising Spending, 2001-2011 (millions), chart, January 2008.
 2. Wayne Friedman, "Nielsen: Ad Spend in First Half of 2007 Tumbles," MediaPost Publications, September 21, 2007.
 3. eMarketer, US Search Advertising Spending, 2001-2011 (millions), chart, January 2008.

A:B Labs™

A Oneupweb service allowing marketers to test the usability and preference of ads, web pages and landing pages with their target audience.

Ad Copy

The text portion of an advertisement.

AdSense

Google's ad serving program that allows website owners to enroll in the program to enable text, image and, more recently, video advertisements on their sites. These ads are served by Google and generate revenue on either a per click or per impression basis.

Advanced Match

A term used primarily by Yahoo! in its pay per click (PPC) advertising program. (Similar to broad match used by Google.) When a PPC campaign manager specifies a keyword to be used in advanced match, then his or her ad will appear whenever a Yahoo! user types that word into a query. For example a jewelry retailer might use an advanced match for "diamond," and be included in "diamond ring" and "diamond necklace" and even "diamond drill bits."

AdWords

Google's advertising platform that offers advertisers both pay per click and contextual advertising for text and banner ads.

Analytics

Used in search marketing to refer to technology that helps analyze the performance of a website or online marketing campaign. Analytics often review website user behavior, site usability and search marketing campaign success.

Banner Ad

A banner ad is usually a rectangular advertisement placed on a website; clicking on the ad links back to the advertiser's relevant landing page.

Bidding

The process of competitively submitting and resubmitting the highest price you are willing to pay to increase your ad's ranking in pay per click (PPC) results.

Broad Match

When a PPC campaign manager specifies a keyword be used in broad match, then his/her ad will appear whenever a searcher types that word into a query. A shoe manufacturer with a very large product offering might use broad match for the word "shoe," and be included in queries for searches like "tennis shoe," "high-heeled shoe" and even "brake shoe." Or, the manager could specify "Manolo Blahnik shoes" and the ad would appear for "Manolo Blahnik evening shoes" and "designer shoes Manolo Blahnik," but not for "Manolo Blahnik boots."

Call to Action

The call to action is the action that is requested by an ad's text or content. This could be to click-through to make a purchase, sign up for a newsletter, complete a survey, etc. A clear call to action assures that an advertisement is likely to elicit the desired response and produce the maximum ROI.

Campaign

Campaigns refer to specific initiatives meant to convert interest into a sale. Pay per click (PPC) can be seen as a campaign. Other examples could include banner ads, affiliate programs, print ads, etc. A conversion type could also be defined as a campaign conversion. This would be meant to segregate these customers from those who found a site based on direct navigation (e.g., repeat customers) or some other means.

Click Fraud

Click fraud is the deceitful practice of posing as pay per click (PPC) traffic for the purpose of costing advertisers' money or generating revenue by those affiliates serving the ads.

Click-Through

The process of activating a link usually on an online advertisement, connecting to the advertiser's website or landing page. Called a click-through because of the sound the mouse makes.

Click-Through Rate (CTR)

The percentage of those clicking on a link out of the total number who see the link. If 20 people do a web search and 10 of the 20 people all choose one particular link, that link then has a 50 percent click-through rate. Also called CTR.

Contextual Link Inventory (CLI)

Advertising networks have expanded their network distribution to include “contextual inventory.” Contextual or content inventory is generated when listings are displayed on pages of websites (usually not search engines), where the written content on the page indicates to the ad-server that the page is a good match to specific keywords and phrases. Often this matching method is validated by measuring the number of times a viewer clicks on the displayed ad. Also referred to as contextual advertising or contextual targeting.

Conversion Analytics

Conversion analytics is an analysis of all natural and paid search engine traffic. Analysis includes keywords used in each search, specific landing page paths and the resulting conversions, etc.

Conversion Rate

The percentage of visitors to a website who take action considered to “convert” them from a visitor to a prospect or customer. Conversions are most often sales or requests for more information. If a website has 50 visitors and 10 of them convert, then the site has a 20 percent conversion rate.

Conversion Reporting

Conversion reporting tracks conversions and lead generation from search engine queries and will tell you the originating engine, keywords, specific landing pages entered and the related conversions for each.

Cost Per Acquisition (CPA)

Online advertising ROI model in which return is based solely on qualifying actions such as sales or registrations as measured against the marketing costs associated with that sale or registration.

Cost Per Click (CPC)

Method where an advertiser pays an agreed amount for each click someone makes on a link leading to their website. Search engines charge advertisers when users click on a "sponsored link" or pay per click (PPC) ad. Per click prices range from 1¢ to \$20 and up depending on the popularity of the keyword triggering the ads.

Cost Per Lead (CPL)

The total cost per lead. The ad publisher takes the risk and the advertiser pays only a set price for each lead generated by an ad. A lead can be anything from a completed contact form, a survey or email address and prices will vary greatly.

Cost Per Order (CPO)

The total cost incurred per order placed as a result of the advertisement. The advertiser pays a set price to the publisher each time their ad generates an order.

Cost Per Sale (CPS)

The total cost realized per sale. The advertiser pays a set amount per sale generated by the advertisement. This shifts the burden from advertiser to ad publisher.

Cost Per Thousand (CPM)

System where an advertiser pays an agreed amount for the number of times their ad is seen by a consumer, regardless of the consumer's subsequent action. Heavily used in both traditional advertising and online banner ad sales. CPM stands for "cost per mille;" mille is Latin for "thousand" and abbreviated using the Roman numeral M.

Day-Parting

Rather than your paid advertisement appearing throughout the day for a full 24 hours, day-parting allows advertisers to limit the times of the day that their ads are seen. This allows advertisers and marketers to better reach their audience and avoid wasteful online spending.

Disapproved Ad

An ad that has been flagged by a search engine as non-functioning or inappropriate, and therefore, is not being displayed in search results.

Dynamic Keyword Insertion

A feature of Google AdWords, dynamic keyword insertion is a tool that automatically inserts your keywords into the creative portion of your paid search ad. This is helpful when an advertiser is managing a large amount of keywords in a paid search campaign.

Exact Match

When a PPC campaign manager specifies a keyword be used in exact match, then his/her ad will appear only when a search user types that exact keyword phrase into a query. For example, a women's shoe retailer might use exact match for the keyword phrase "designer shoes" so that the ad would appear only on a search for the exact phrase, "designer shoes," and not "discount designer shoes" or "designer tennis shoes."

eyeGroups™

Oneupweb delivers insight about the behavior of your prospects and customers that can be integrated into your online advertising—insights that are unique to your company, your target audience, your competitive environment and your goals. Using marketing research techniques like one-on-one interviews and focus groups, Oneupweb gathers insight on search behavior.

Frequency

An ad's frequency is the number of times it is delivered to a user in a single session.

Geographic Segmentation

The ability to determine what geographical area your web traffic is originating from.

Geographical Targeting

Geographical targeting focuses marketing efforts. Often, marketing analytics will provide insight on where companies should focus. Local search marketing is a tactic used for geo targeting.

Graphical Search Inventory

Banners and other advertising units which can be synchronized to search keywords. Includes pop-ups, browser toolbars and rich media.

Hit

Request from a web server for a graphic or other element displayed on a web page. Every time a user calls a page, there are dozens of hits recorded.

Impression

A single impression of an online advertisement being displayed. When a visitor has the opportunity to see a banner ad or a web page, that "opportunity" is a single impression. The slang of this is "pairs of eyeballs."

Impression Share

A feature of Google AdWords, impression share is the percentage of times your ads were shown out of the total number of possible impressions in the market you are targeting.

Internet Marketing

Internet marketing is a conduit that enables customers to interact with your business from any computer or wireless device connected to the web. The reach of internet marketing, (also known as site promotion, website promotion and search engine marketing) provides ample opportunities for companies to increase their market share.

Internet Promotion

Internet promotion relates to any steps taken by a company or individual to promote their site on the internet. Internet promotion, as it relates to search engine optimization, consists of any and all measures taken to help increase the rankings of a particular site. Internet promotion techniques will vary depending on the SEO firm you choose. Search engine optimization services, website promotion and website marketing are a few of the other names for internet promotion.

Key Performance Indicator (KPI)

Also known as key success indicator (KSI), KPIs are a quantifiable measurement agreed to before a campaign begins that will define success and help an organization define and measure its progress toward organizational goals.

Keyword

The word (or words) a searcher enters into a search engine's search box. Can be used to refer to the words a search engine marketer hopes will lead to a particular page. Also called search term, query terms or query.

Keyword Matching

The process of specifying search-targeted keywords as broad matches, phrase matches, exact matches or negative matches in an effort to refine ad targeting and reduce costs due to irrelevant clicks.

Keyword Submission

Keyword submission is most notably associated with pay per click (PPC) search engine optimization services. Keyword submission provides immediate short-term results. With a PPC agreement, the advertiser will only pay for qualifying clicks to the site based on a per click rate. Keyword submission does not require any changes to be made to an existing site.

Landing Page

The specific web page that a visitor reaches after clicking a search engine listing, pay per click (PPC) ad or banner ad. Marketers attempt to improve conversion rates by testing various landing page creative, which encompasses the entire user experience including navigation, layout, promotional offer and copy.

Latent Conversion

A latent conversion is one where there is a lapse in time between a user's initial impression of a paid search ad and the conversion. Because the internet provides users a way to quickly and easily research products or offers, many times a user will click on a paid search ad, visit a few other sites to compare offers or prices, then return to make a purchase or complete the advertisers desired action. Failing to track latent conversions could affect the perceived success or failure of a paid search campaign.

Marketing Analytics

The use of online information to evaluate and improve marketing strategies and tactics, using technology that tracks and organizes visitor activity on the internet including: unique visitors, sales generated by a unique visitor or keyword, conversions, conversion rate and click fraud, trademark, search engine positions and more. Very often the technology will organize the data into charts and graphs covering a period of time.

Match Type

The specific keyword matching variations offered for search-targeted keywords.

Maximum Bid

For cost per click (CPC), a maximum bid is the highest amount an advertiser is willing to pay for a click on their ad. For cost per thousand impressions (CPM), a maximum bid is the highest amount an advertiser is willing to pay for each 1000 impressions on their ad.

Metrics

Measurements, collections of data about activities, resources and/or deliverables.

Minimum Bid

Amount designated to a specific keyword, based on its quality score, which represents the least cost per click (CPC) amount an advertiser needs to pay for their keyword to show ads.

Mobile Ads

Ads designed specifically for display in search results on cell phones, PDAs and other mobile internet devices.

Negative Match

A term used by Google in its AdWords branded pay per click (PPC) advertising program. Used also by Yahoo! and Microsoft adCenter. Managers designate keywords that prevent an ad from showing. For example, a shoe manufacturer may designate "brake" as a negative match so that its ad doesn't show up for "brake shoe." "Drill" would be a good negative match for a jewelry retailer to use for the keyword "diamond," to keep from putting ads in front of people looking for "diamond drill bits." Also referred to as negative keyword.

Paid Listings

Listings that search engines sell to advertisers through paid placement. In contrast, organic listings are not sold.

Paid Placement

Advertising program where listings are guaranteed to appear in response to particular search terms, with higher ranking typically obtained by paying more than other advertisers. Paid placement listings can be purchased from a portal or a search network. Search networks are often set up in an auction environment where keywords and phrases are associated with a cost per click (CPC) fee. Yahoo! and Google are the largest networks.

Paid Search

Paid Search is a method of placing online advertisements on web pages. Traditionally, paid search ads have consisted of short lines of text listed above and/or to the right on the search engine results page (SERP) and on outside content sites. On the SERP, the paid search ads are triggered by search terms entered on search engines. Marketers bid on common keywords used to find their websites, products or services, and the paid search ads appear when those terms are searched. Placement of paid search ads on outside content sites is most often determined by the content or the audience of the hosting site.

Pay For Performance (P4P)

Term popularized by some search engines as a synonym for pay per click (PPC), stressing to advertisers that they are only paying for ads that “perform” in terms of delivering traffic. This is opposed to CPM-based ads, where ads cost money, even if they don’t generate a click.

Pay Per Action

Pricing model where advertisers pay only when a specific action, defined by the advertiser, is completed by a user. The pay per action model allows advertisers more flexibility than pricing models based on impressions, purchases or leads generated.

Pay Per Click (PPC)

Pay per click ads are text ads in the search engines that appear in colored boxes or set off from natural results, often referred to as sponsored links. The pay per click system works on the premise of paying for a fixed position through bidding system within the engine. The cost of maintaining this fixed position can range from mere pennies per click to well over \$10.00 depending on the amount of competition. When a user clicks on the link, the search engine charges the advertiser. The more competitive the market and keywords, the more you will pay to have that user visit your site.

Pay Per Click Advertising Management

Success in paid search marketing requires experience and involvement. Oneupweb provides continuous dedication from a team that understands your unique business objectives. From keyword analysis, strategic planning, competitive evaluation and ad copywriting, to budgeting, analytics, performance tracking and landing page development, you'll receive tangible results that translate into business delivering the highest return on investment (ROI) everyday.

Phrase Match

When a PPC campaign manager specifies a keyword to be used in phrase match, then his/her ad will appear when a searcher enters the keyword in that order, with or without accompanying search words. For example, a guitar retailer might use phrase match for the keyword phrase “custom guitars” so that their ad will appear in searches for that exact phrase, as well as search queries that include it, such as “discount custom guitars” or “cheap custom guitars.”

Post Visit Opportunities

The efforts made by online retailers after a consumer has visited the site. Examples of this might include newsletters, follow-up e-mail campaigns, mailing catalogs, etc.

PReach™

Oneupweb online PR marketing services that optimally promote new product launches, events and announcements through search channels. Have a crisis? Let PReach™ and our experts balance the unwanted online buzz that may be detrimental to your company.

Quality Score

A dynamic rating assigned to each keyword, using a number of different factors, to determine the relevancy of a keyword to its ad group, a searcher's query or to a specific page in the content network. Some of the factors used to determine a keyword's quality score include its click-through rate (CTR) on Google, relevance to its ad group and your account's performance history.

Repeat Visitor

A website visitor who accesses a page more than once over a specific period of time.

Reports Direct™

A Oneupweb service providing marketers with a daily snapshot of all your online activity through an RSS feed.

Results Page

After a user enters a search query, the page that is displayed is called the results page. It may also be called SERP, for “search engine results page.”

Return On Investment (ROI)

Refers to the percentage of profit or revenue generated from a specific activity. For example, one might measure the ROI of a paid campaign by adding up the total amount spent on the campaign (say \$200) versus the amount generated from it in revenue (say \$1,000). The ROI would then be 500 percent.

ROI trax®

Oneupweb's proprietary ROI trax technology was designed to help marketers measure performance of online marketing right down to which keywords bring in the most customers; landing page effectiveness, position reporting, competitor monitoring, trademark protection, online and offline conversions and click-fraud monitoring. Oneupweb provides marketers the right tools to make smart decisions.

RSS Feed

RSS is a format for syndicating news or other content. RSS stands for really simple syndication.

Search Engine

Any service designed to allow users to search the web or a specialized database of information. Web search engines generally have paid listings and organic listings.

Search Engine Marketing (SEM)

Search engine marketing ventures are endeavors taken to help increase the rankings and visibility of a site. The scope of search engine marketing is vast in its applications and implementations. Also known as website marketing, internet marketing and website promotion; search engine marketing can help create a solid internet foundation on which a business can build.

Search Engine Optimization (SEO)

The process of choosing targeted and relevant keywords, and keyword phrases related to a site, and driving traffic to that site based upon those keywords and keyword phrases is known as search engine optimization. Search engine optimization methods provide a conduit through which businesses and potential clients are able to become aware of each other. Search engine optimization involves making the pages of a site more easily accessible to search engine spiders and emphasizing the key topics relating to a specific site. Search engine optimization is also often referred to as SEO, search engine positioning and search engine promotion.

Search Engine Optimization Consultants

Search engine optimization consultants are individuals or companies who analyze the strengths and weaknesses of a site as it pertains to the various search engines; suggest possible solutions to help increase the positions of a particular site and help companies develop relevant content. Also referred to as SEO professionals or SEO specialists.

Search Engine Positioning

Search engine positioning refers to the ordering process that search engines and directories use to deliver relevant results to queries. Search engine positioning is also known as search engine optimization, search engine promotion and SEO optimization. Better positions are gained through search engine optimization, pay per click (PPC) or a number of other methods.

Search Engine Promotion

Search engine promotion can be used to describe the different techniques that are often employed by SEO companies to help sites achieve high rankings. Search engine promotion provides a cost-effective manner for sites to reach potential clientele. Search engine promotion is often equated with search engine positioning, search engine placement and search engine optimization.

Search Marketing Analytics

See Analytics and/or ROI trax.

Search Terms

The words (or word) a searcher enters into a search engine's search box. Also used to refer to the terms a marketer hopes a particular page will be found for. Also called keywords, query terms or query.

SEMPO

Search Engine Marketing Professional Organization, a non-profit, formed to increase the awareness of and educate people on the value of search engine marketing.

SEO Strategies

SEO strategies, or search engine optimization strategies, are the techniques and plans used by SEO firms to gain higher positions in the search engines. Some of the techniques include optimizing HTML code, keyword research, writing relevant content and developing valuable links.

SERP

After a user enters a search query, the page that is displayed is called the results page. It may also be referred to as a SERP, for "search engine results page."

Site Exclusion

The option of excluding an ad from a particular site within the content network.

Site Level Conversion

A conversion that occurs on the website (can extend beyond a purchase to include newsletter sign-ups, contact form fill out, white paper download, etc.).

Site Promotion

Site promotion includes all of the steps that a website takes to help increase traffic, name recognition and business. Site promotion includes, but is not limited to, search engine optimization, paid search services and online marketing.

Smart Search™ Services

As your search marketing partner, Oneupweb continually seeks to understand your customers' online behaviors by reaching beyond the obvious. Smart Search Services refers to specialized marketing services based upon sound practices developed from traditional media experience combined with years of online search engine marketing. Smart Search serves to build your brand and extend your reach. These services include: eyeGroups™, PReach™ and A:B Labs™.

Spam

Any search engine marketing method that a search engine deems to be detrimental to its efforts to deliver relevant, quality search results. Some search engines have written guidelines about what they consider to be spamming, but ultimately any activity a particular search engine deems harmful may be considered spam, whether or not there are published guidelines against it.

Sponsored Links

List of pay per click (PPC) ads that typically appears on the right side of a search engine results page. Also referred to as sponsored results.

Standard Match

A results method used by Yahoo! in displaying your ad for exact keyword matches while singular/plural variations and common misspellings.

Trademark Infringement

There are three basic levels of trademark poaching: 1) An ad is purchased to trigger on another brand's trademark—there's no mention of the brand in the ad, but they are trying to take advantage of the marketing done by the brand; 2) The trademark is used in the text of someone else's ad—this is one of the only times that some PPC engines will step in on behalf of the brand as this does violate the terms of service (TOS); and 3) A combination of both the previous tactics is used to try and create confusion amongst consumers, leading them to believe that the competitor is actually the brand sought.

Trademark Infringement Tool

A proprietary tool of ROI trax® that hunts through search engine paid search results and seeks out instances of trademark infringement on a daily basis. When an infringement is found, a snapshot is taken and can be used as evidence to challenge the person or company responsible for the misuse of your brand. This tool enables corporations to quickly and easily identify and take action against brand abuse. It identifies lost revenue due to diversion of website traffic, similar domain names and copycat sites, and unauthorized linking relationships.

Unique Visitor

When tracking the amount of traffic on a website, it refers to a person who visits a website. Regardless of how many times a visitor returns to a site, a unique visitor is counted only once.

Visitor Segmentation

The differentiation and categorization of users to a site, perhaps by categories such as age, sex, etc.

Web Analytics

A generic term used to describe analysis of the website traffic and performance. Technology that tracks and organizes visitor activity on the internet including unique traffic, gross traffic, page views, hits, online sales, conversions, conversion rate, click fraud detection, trademark infringement protection, search engine positions and more. Very often the technology will organize the data into charts and graphs covering a period of time.

Website Marketing

Website marketing encompasses everything that is done in the attempt to promote a site. As it pertains to search engine optimization, website marketing includes any measures taken to help increase the positioning and ranking of a site within search engines or directories. Also called internet marketing.

Website Promotion

Website promotion includes anything that is done to help promote a site. As it pertains to search engine optimization, website promotion includes any measures taken to help increase the positioning or ranking of a site within search engines or directories. Website promotion, relating to search engine optimization, has many facets including keyword marketing, keyword submission, site promotion and others.

Website Promotion Services

Website promotion services are those services designed to help increase the visibility of a site through search engine optimization.

What to Look for in a Paid Search Partner:

As you may have concluded, developing and managing a paid search marketing program is complex, time-intensive work. You may want to consider partnering with a recognized professional in the field. During your search, here are some things to consider:

- **Are they strategic thinkers?**

Simply organizing and refining your pay per click (PPC) campaign can provide you with short term results. To grow your business, however, takes a long-term view.

- **Are they certified?**

Once you find a few likely vendors, look for their Search Engine Certifications. They will usually list graphic icons for Google and Yahoo! certifications in some prominent locations.

- **Do they follow industry best practices?**

Choose a partner with a track record that has avoided certain PPC practices such as blockades, CTR inflation, trademark infringement, etc. They should offer bidding strategies to help you effectively and efficiently reach your goals. They need to offer reliable click fraud and trademark infringement protection systems defending both your budget and your brand.

- **Can they integrate your online marketing efforts?**

Your PPC service provider should have a proven track record in all areas of online marketing and be able to demonstrate an ability to integrate paid efforts with natural optimization, audio/video and traditional advertising outlets.

- **Are their landing pages effective and well-designed?**

Can their landing pages capitalize on the clicks you've just purchased? Given tight ad deadlines and the need to make rapid adjustments based on testing, landing page design capabilities should be on-staff at your PPC provider.

- **Do they have a demonstrated ability to conduct and evaluate multi-variate testing?**

"What is the sales impact of changing this or that in our ad? Which will give us the best, most consistent results?" They need to have a proven process in place that will provide answers.

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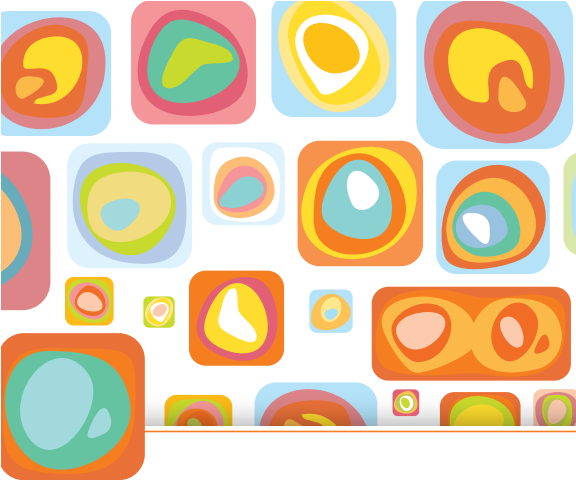
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