



15 Sizzling Hot Search Ideas for Merchants

Monday May 8, 2006

[Conference Session: 3:00 pm – 4:00 pm]

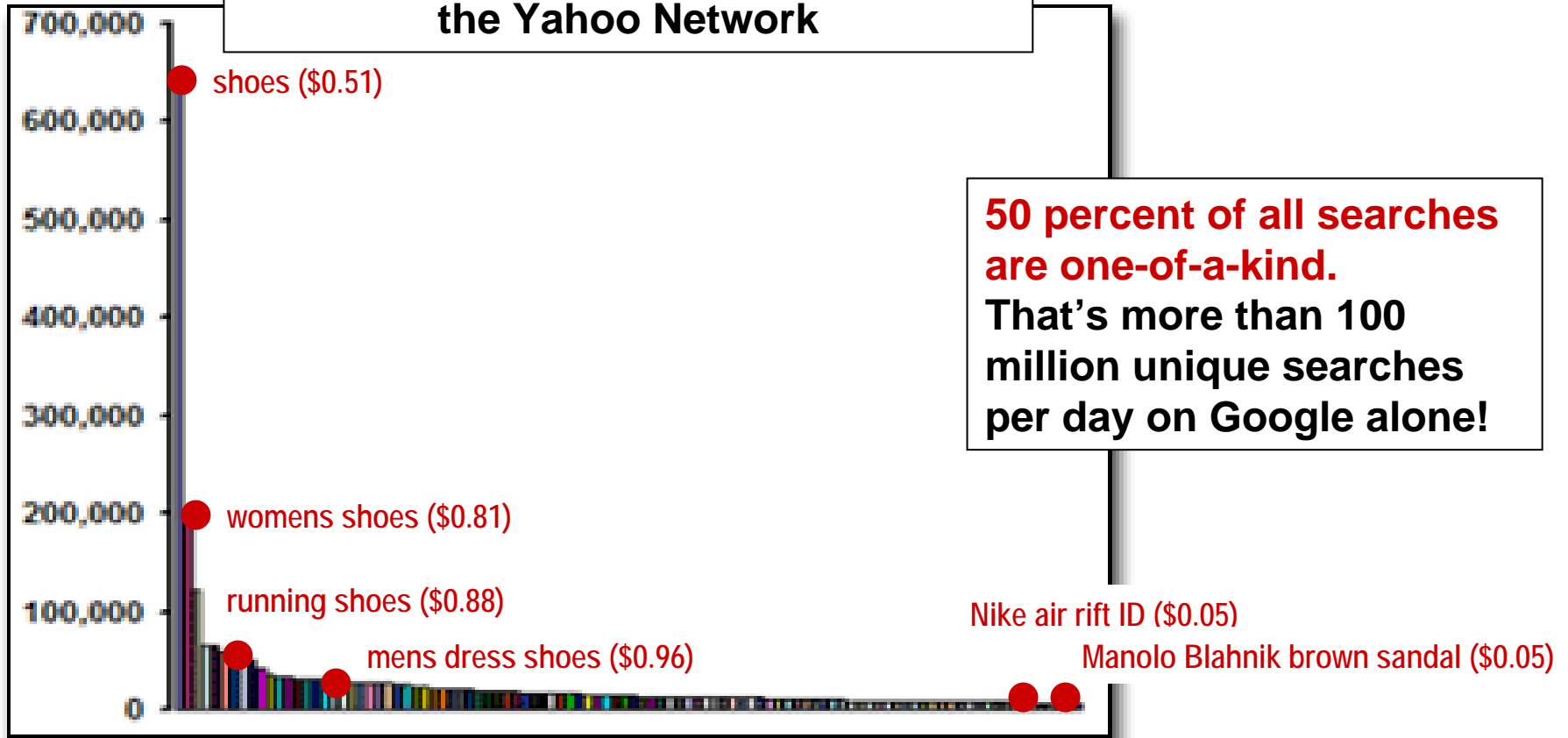
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Pay-Per Click Tips

1. Advertise in the search tail.
2. Implement match options appropriately.
3. Use ad copy to pre-qualify searchers.
4. Include a unique, specific call to action.
5. Help buyers comparison shop.

#1. Advertise in the Search Tail

Top 100 queries related to shoes on the Yahoo Network



Benefits & Challenges

Benefit	Challenge
Bids are lower in the tail.	Managing large keyword lists.
Searchers are further along in the buying cycle. Many phrases convert better.	Managing lots of specific landing pages.
Gain a competitive advantage.	Requires strong analytics, time, money and patience!

#2. Use Broad Match Appropriately

Benefit	Challenge
Advertise on LOTS of search queries... without building huge keyword lists.	Yahoo gives preferential ad placement when search query is an exact match with keyword -- regardless of match type or bid.
	Irrelevant matches. <i>(Increased impressions)</i>
	Ad copy isn't tightly aligned with all match variations. <i>(Reduced CTR)</i>

Broad Match Tips

- DON'T: use broad/advanced match on generic, one/two word keywords.
- DO: use broad match on all specific PHRASES
- DO: analyze all possible matches.
- DO add negative keywords liberally.

#3. Pre-Qualify Clickers

- Specify brands, products and geographic qualifiers in ad copy.
- For high-priced items, test adding price.
- Use adjectives to further qualify the product or target buyer:

Literal Description	Qualifying Description
business internet services	enterprise connectivity solution
online butcher	superior premium meats online
Alaska cruise	limited space, luxury Alaskan cruise ship

#4. Use Specific Calls to Action in Ads

Too General	More Specific
Get more information	Hear what customers are saying Download Quick Fact Sheet Review our Settlement Scorecard
View product information	View installation video See 3D product demo Virtual tour of our facility

#5. Help Buyers Comparison Shop

Provide comparison charts

- Help buyers. Save time.
- Control the comparison experience.
- Allows you to bid on competitive terms and legitimately present your product/service as an alternative.
- Mention comparison chart in ad copy.

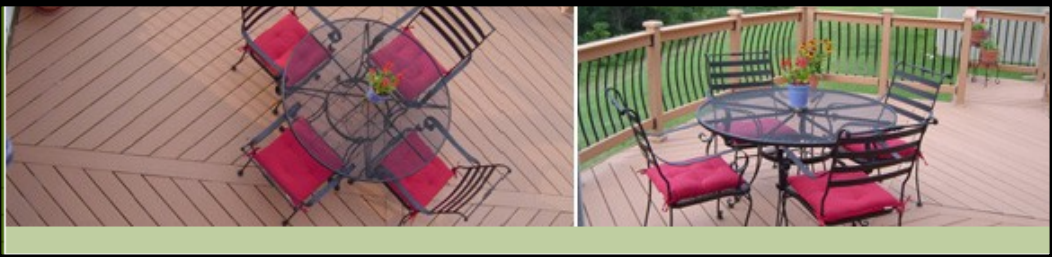
94% of online consumers **compare** products/prices **across an average of four websites** before purchasing.

BizRate



Worldwide Dealers

- PRODUCT INFORMATION
- INSTALLATION GUIDES
- CARE & UPKEEP
- PHOTOS & IDEAS
- for PROFESSIONALS
- COMPANY INFORMATION



Home > Product Information > Product Comparison Chart

PRODUCT INFORMATION

Product Comparison Chart

The following chart compares CorrectDeck products to typical wood and plastic products used for decking.

Characteristics	CorrectDeck®	Wood (Cedar, Treated Pine)	Typical Composites	100% Plastic	IPÉ
25 year limited Warranty	<input checked="" type="checkbox"/>				
Easy to Install	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Termite Resistant	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Water & Moisture Resistant	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Slip Resistant (Wet or Dry)	<input checked="" type="checkbox"/>				
Consistent Color Quality	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Does not Warp, Splinter or Crack	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Will not rot or deteriorate due to harsh weather	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wood like finish	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Made of Recycled Materials	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Low thermal Expansion/Contraction	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Easy to Clean & Care	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

SEARCH FOR:

Dealer Contractor

ENTER ZIP Search

- HOME
- PRODUCT INFORMATION
 - Decking
 - NEW! CorrectDeck CX with SafeGuard
 - Railing Systems
 - DCL
 - Accessories & Trim
- Product Colors
- Installation Guides
- Product Warranty
- Product Registration Form
- Care & Upkeep
- FAQ's
- Product Comparison Chart
- Technical Information
- Sizes & Specifications
- PHOTOS & IDEAS
- For PROFESSIONALS
- COMPANY INFORMATION
- CONTACT US
- SITE SEARCH
- SITEMAP

