



**SMARTSEARCH**  
marketing

# Perfecting Paid Listings

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# Topics

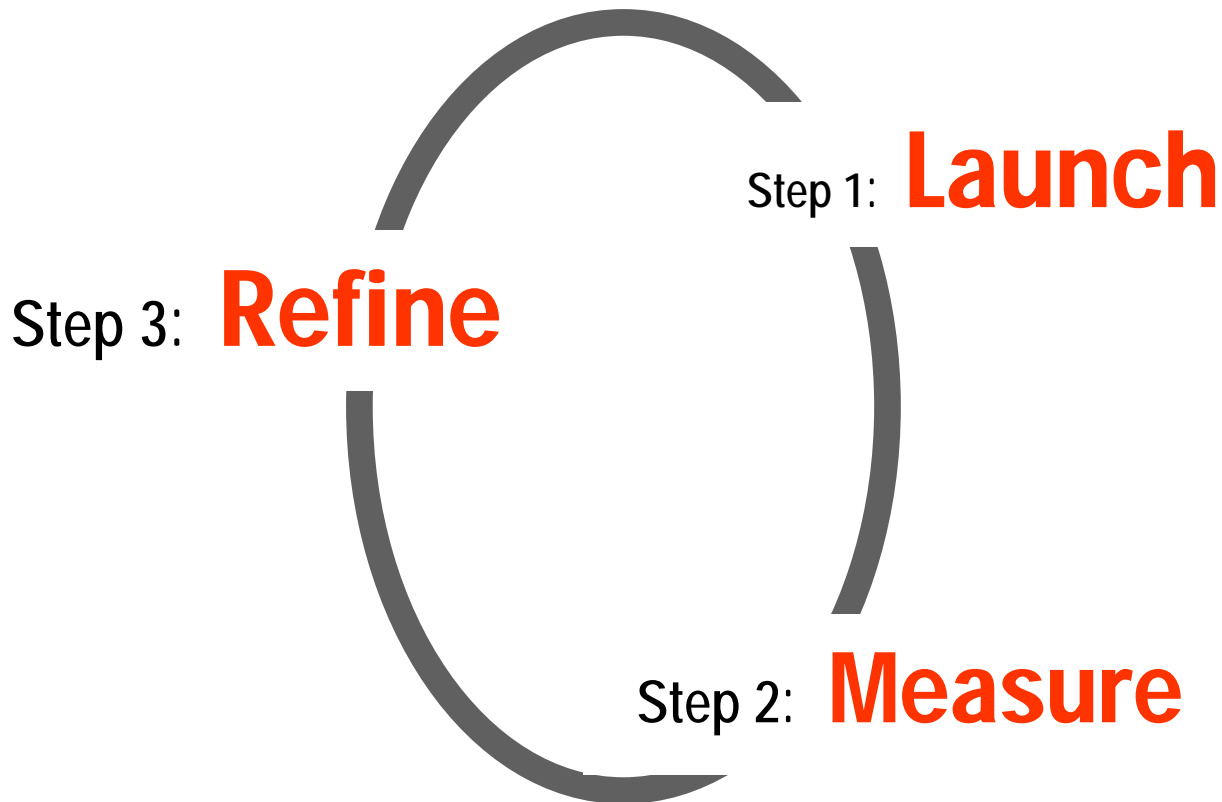
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1. The optimization cycle
2. Benefits of active optimization
3. Troubleshooting tips



# The Optimization Cycle

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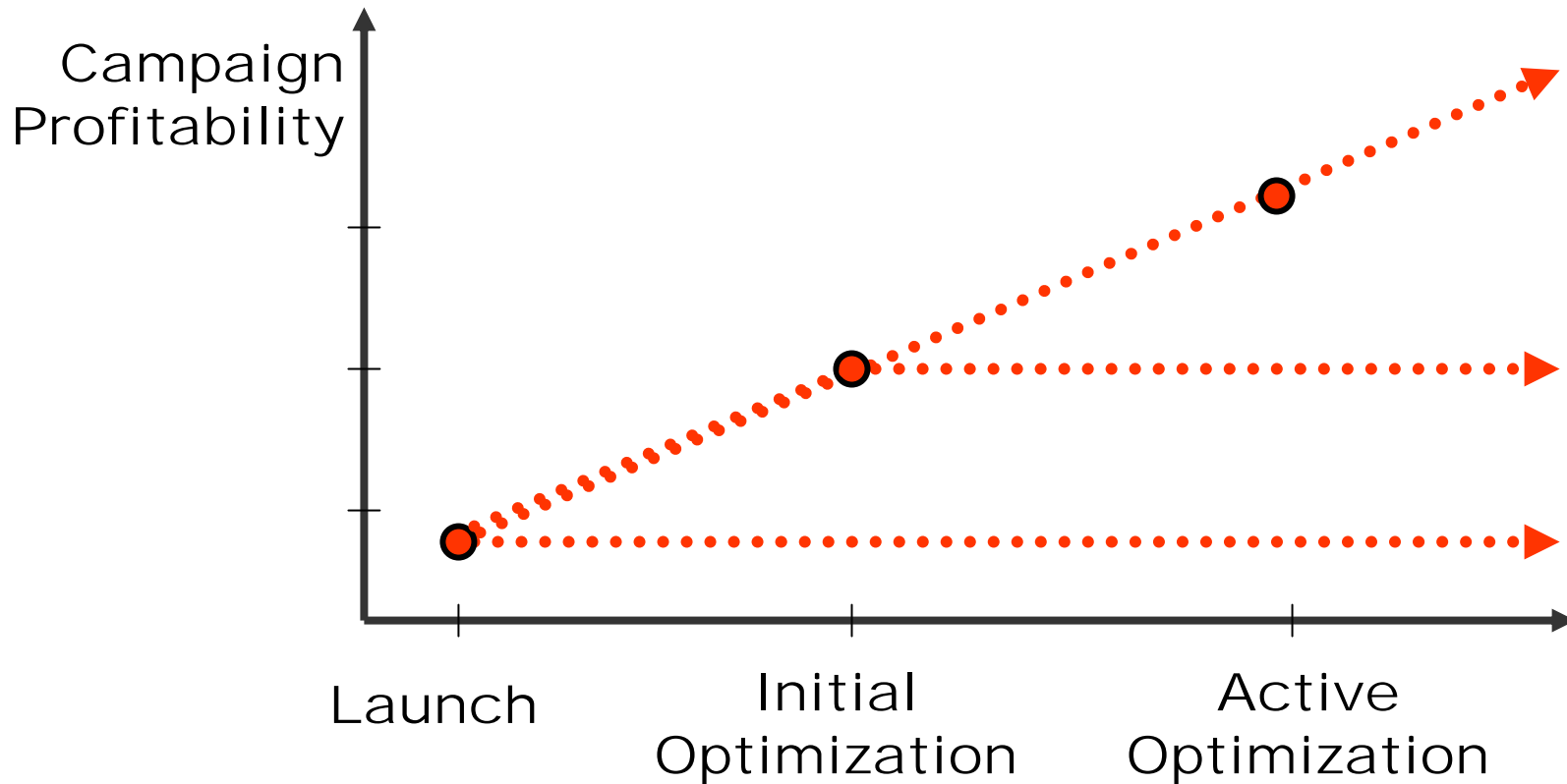


Pay-per-click ad campaigns require *active optimization* to maximize results.

This involves an ongoing, cyclical management process.



# Illustration





# Pre-Optimized Campaign

Listing	Avg Cost-per-Click	Conversion Rate	Cost/Order	Operating Profit /Order	Net Profit/ Order	# Orders	Total Profit
"Caribbean Cruise" (Google)	\$3.27	1.9%	\$172.11	\$175.00	\$2.89	10	\$28.95
"Caribbean Cruise" (Yahoo)	\$4.57	2.2%	\$207.73	\$175.00	-\$32.73	12	-\$392.73
"Caribbean Cruise" (Miva)	\$2.23	1.2%	\$185.83	\$175.00	-\$10.83	6	-\$65.00
"Caribbean Cruise" (Google)	\$2.15	2.5%	\$86.00	\$175.00	\$89.00	5	\$445.00
"Caribbean Cruise" (Yahoo)	\$2.45	3.1%	\$79.03	\$175.00	\$95.97	3	\$287.90
"Caribbean Cruise" (Miva)	\$1.05	2.2%	\$47.73	\$175.00	\$127.27	4	\$509.09
"Caribbean Vacation" (Google)	\$2.98	1.2%	\$248.33	\$175.00	-\$73.33	10	-\$733.33
"Caribbean Vacation" (Yahoo)	\$2.25	3.0%	\$75.00	\$175.00	\$100.00	8	\$800.00
"Caribbean Vacation" (Miva)	\$0.97	1.2%	\$80.83	\$175.00	\$94.17	7	\$659.17
						65	\$1,539.05

This campaign is profitable →



# Remove Unprofitable Listings

Listing	Avg CPC	Conversion Rate	Cost/Order	Operating Profit/Order	Net Profit/Order	# Orders	Total Profit
"Caribbean Cruise" (Google)	\$3.27	1.9%	\$172.11	\$175.00	\$2.89	10	\$28.95
"Caribbean Cruise" (Google)	\$2.15	2.5%	\$86.00	\$175.00	\$89.00	5	\$445.00
"Caribbean Cruise" (Yahoo)	\$2.45	3.1%	\$79.03	\$175.00	\$95.97	3	\$287.90
"Caribbean Cruise" (Miva)	\$1.05	2.2%	\$47.73	\$175.00	\$127.27	4	\$509.09
"Caribbean Vacation" (Yahoo)	\$2.25	3.0%	\$75.00	\$175.00	\$100.00	8	\$800.00
"Caribbean Vacation" (Miva)	\$0.97	1.2%	\$80.83	\$175.00	\$94.17	7	\$659.17
						37	\$2,730.11

# Orders decreases. Profit increases. →



# Actively Optimize

Listing	Avg CPC	Conversion Rate	Cost/Order	Operating Profit/Order	Net Profit/Order	# Orders	Total Profit
"Alaskan Cruise" (Google)	\$3.27	1.9%	\$172.11	\$175.00	\$2.89	10	\$28.95
"Alaskan Cruise" (Yahoo)	\$2.50	2.5%				5	\$375.00
"Alaskan Cruise" (Miva)	\$1.75	1.4%				4	\$200.00
"Alaska Cruise" (Google)	\$2.15	2.5%	\$86.00	\$175.00	\$89.00	5	\$445.00
"Alaska Cruise" (Yahoo)	\$2.45	3.1%	\$79.03	\$175.00	\$95.97	3	\$287.90
"Alaska Cruise" (Miva)	\$1.05	2.2%	\$47.73	\$175.00	\$127.27	4	\$509.09
"Alaska Vacation" (Google)	\$1.85		154.17	\$175.00	\$20.83	7	\$145.83
"Alaska Vacation" (Yahoo)	\$2.25	3.0%	\$75.00	\$175.00	\$100.00	8	\$800.00
"Alaska Vacation" (Miva)	\$0.97	1.2%	\$80.83	\$175.00	\$94.17	7	\$659.17
						53	\$3,450.94

Lower bid

Improve conversion rate

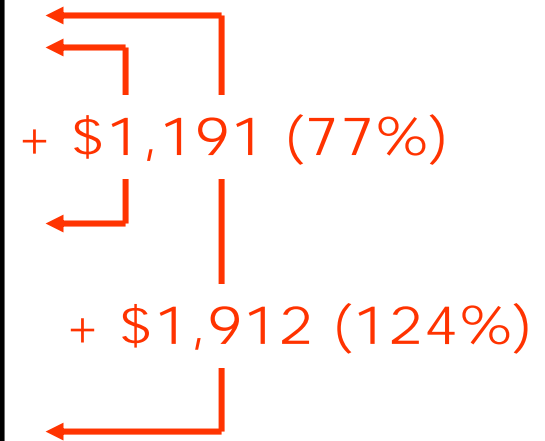
Lower bid

Most profitable scenario



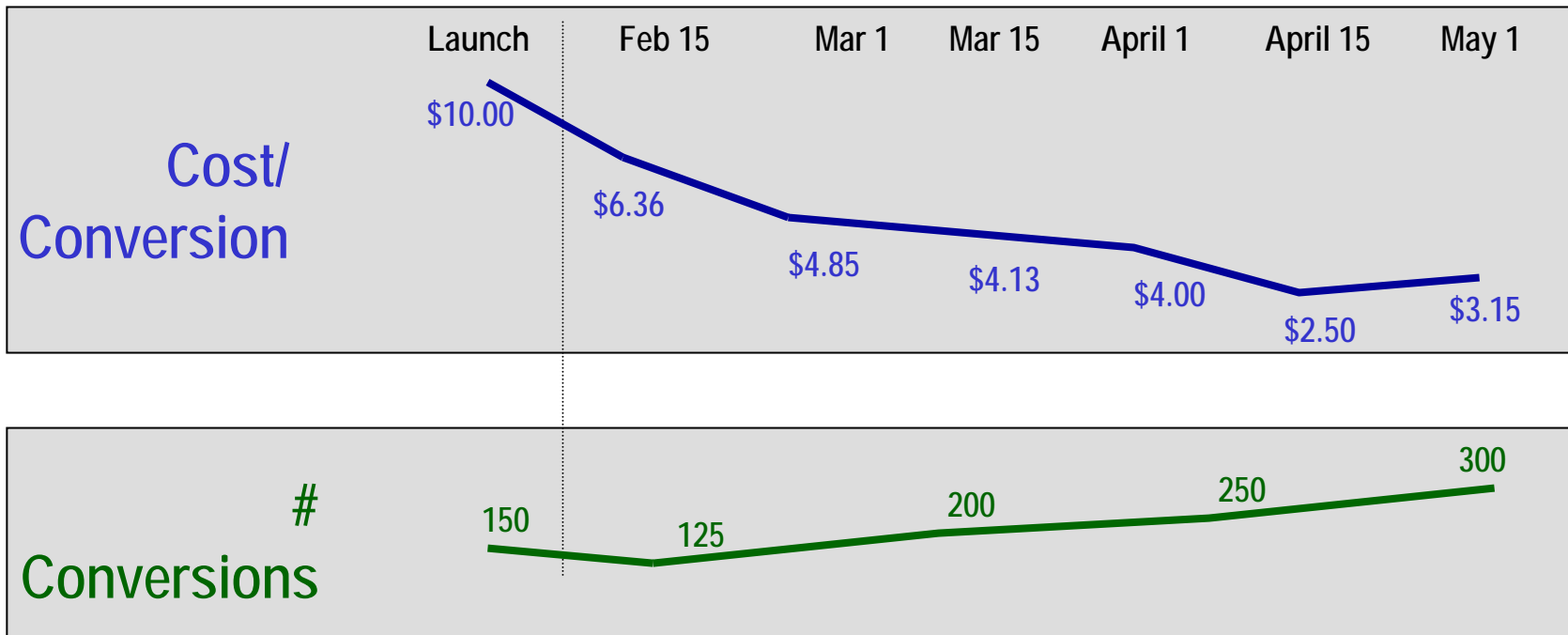
# Recap

Scenario	# Orders	Total Profit
Pre-optimized campaign	65	\$1,539
Remove unprofitable listings	37	\$2,730
Actively optimize campaign	53	\$3,451



# Why Optimize Actively?

Client Case Study. Results of ongoing campaign optimization...





# Trouble-Shooting Tips

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## Common Pay-Per-Click Problems:

1. Ads are not being seen.
2. Campaign is not driving visitors.
3. Campaign is not generating actions.
4. Costs are too high.



# Ads Not Being Seen

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## How to increase impressions:

1. Make sure listings are active.
2. Increase daily budget (Google).
3. Ensure monthly budget isn't exhausted (Yahoo).
4. Review language/country targeting criteria.
5. Expand keyword list.
6. Test broader match options.



# Not Driving Visitors

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## How to increase click-through:

1. Improve ad position.
2. Tighten correlation between keywords & ad copy.
3. Narrow keyword match options.
4. Test additional copy points.
5. Provide a unique, compelling call-to-action.



# Not Generating Actions

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## How to improve conversion rate:

1. Pre-qualify searchers *before* they click.
2. Link *direct* to the most relevant landing page.
3. Tighten correlation between ad copy and page content.
4. Ensure clear, compelling path to conversion.
5. Test landing page copy, creative and layout.



# Costs Are Too High

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## How to reduce cost/conversion:

1. Lower bids.
2. On Google, improve click-through-rate.
3. Separate best- & poorest-performing keywords. Modify bids and budgets.
4. Improve general landing page effectiveness.
5. If contextual advertising is ON, test with OFF.



# Summary

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- Active optimization can *dramatically* improve ROI.
- “Conversion” must be defined and tracked at the keyword level.
- The process is initially very active and changes are significant. Over time, modifications are more subtle.
- Campaign optimization is the art of BALANCE.
  - Volume vs. profitability
  - Number of conversions vs. cost/conversion



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