



BREAKING DOWN PAID SEARCH

What We'll Cover

- What Is Paid Search?
- How Paid Search Works
- Paid Search Strategy
- Measuring Success
- Final Thoughts



Who Am I

- Joshua Banks
- Director, Digital Marketing San Jacinto College
- 10+ Years in Digital Marketing
- Managed Paid Search For Fortune 500 Companies
- Managed Million Dollar Paid Search Budgets

What Is Paid Search

- Paid Search – SEM – PPC - Google Ads
- Bidding On Searches & Keywords To Show Your Ads
- Pay According To Clicks Or Views

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★★★★★ Rating for webstaurantstore.com: 4.6 - 23,791 reviews - Email reply time: 5 hours
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Baking Ingredients, Disposables.

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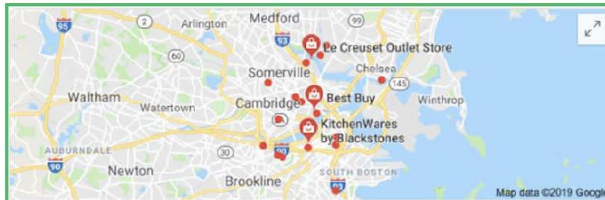
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Rating Hours

Best Buy

4.1 ★★★★★ (1,413) · \$\$ · Electronics store

CambridgeSide

100 CambridgeSide Pl - (617) 577-8866

Open · Closes 9PM

“of electronic appliances for entertainment, personal, kitchen and ...”



KitchenWares by Blackstones

4.8 ★★★★★ (21) · Kitchen supply store

215 Newbury St - (857) 366-4237

Open · Closes 7PM

“This seller of kitchen utensils & equipment offers a wide selection, ...”



Le Creuset Outlet Store

4.1 ★★★★★ (37) · Kitchen supply store

Assembly Row

510 Assembly Row - (617) 764-2998

Open · Closes 9PM



More places

Commercial Cooking Equipment | WebstaurantStore

<https://www.webstaurantstore.com/cooking-equipment.html>

Shop Our Huge Selection of Commercial Kitchen Equipment from #1 Rated Restaurant ... If you're wondering where to buy cooking equipment, we have a large ...

Steam Cooking Equipment · Cooking Equipment Parts · Commercial Gas Range

Restaurant Equipment | Restaurant Equipment Store - WebstaurantStore

<https://www.webstaurantstore.com/restaurant-equipment.html>

Equip your kitchen with top-quality commercial cooking equipment. ... If you're wondering where to buy restaurant equipment, we have a large selection of ...

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See kitchen equipment

Sponsored



Kratos Refrigeration...
\$1,699.00
Central Restaur...



Kratos Cooking Gas Fryer - 40 lb..
\$539.00
Central Restaur...



Cooking Performance...
\$2,249.00
WebstaurantStor..
★★★★★ (11)



Value Series CR4 - 24", 4 Burner...
\$949.00
Central Restaur...



Commercial Gas Stove Griddle 2...
\$2,636.00
Kitchen Monkey...
★★★★★ (7)



Nexel Stainless Steel Wire...
\$361.95
Global Industrial
★★★★★ (7)



Backyard Pro Square Single...
\$34.99
WebstaurantStor..
★★★★★ (15)



Uptown Kitchen Set
\$167.99
Joos & Main
★★★★★ (384)



Steelton 24" x 48" 18 Gauge 430...
\$79.99
WebstaurantStor..
★★★★★ (11)

More on Google

Yellow = Paid results
Green = Organic results

What Is Paid Search

- Keywords
- Ads
- Landing Pages



How Paid Search Works

- What Determines How Much You Pay Per Click?
 - An auction-style bid system that happens instantly that displays ads according to Ad Rank (Note: Not Your Bid)
 - Ad Rank is calculated by using your bid amount, the components of Quality Score and the expected impact of extensions and other ad formats.

How Paid Search Works

- Quality Score
 - Quality Score is an aggregated estimate of your overall performance in ad auctions that takes into account the quality of your ads, keywords and landing pages, and performance of your ads as related to keyword searches
 - Relevancy is part of Quality Score— it looks at how closely your keyword relates to your ad and how closely your ad relates to your page content to ensure that you're not buying keywords and directing traffic to irrelevant pages.

How Paid Search Works

- Keywords & Match Types
 - Exact Match: [community college]
 - Phrase Match: ...“community college”...
 - Broad Match: community college
 - Broad Match Modified: +community +college
 - Negative: -welding

How Paid Search Works

- Account Structure
 - Use Campaigns to separate different ad groups
 - Campaigns can target different audiences, demographics, subject matter, time periods, etc.
 - Provides another level to help structure your ads and keywords
 - Highest level of structure

How Paid Search Works

Campaign	Ad Group	Keywords	Ad Copy
Shoes \$500/Day	Tennis Shoes	tennis shoes best tennis shoes shoes for tennis red tennis shoes	Tennis Shoes Shop The Largest Selection Of Tennis Shoes. Free Shipping! www.acme.com/tennis-shoes
Shoes \$300/Day	Walking Shoes	walking shoes black walking shoes mens walking shoes walking shoes for women	Walking Shoes Shop The Largest Selection Of Walking Shoes. Free Shipping! www.acme.com/walking-shoes
Shirts \$200/Day	Polo Shirts	red polo shirt golf polo shirt polo shirt for golf button down polo shirt	Polo Shirt Shop For Acme Polo Shirts. 25% Off Sale & Free Shipping! www.acme.com/polo-shirts

How Paid Search Works

- Account Structure
 - Ad groups fall beneath campaigns
 - Ad groups allow to group like keywords and targets together
 - Create ads to match specific keywords, one size does not fit all
 - Relevant ad copy to match the keyword/search

How Paid Search Works

Ad Group	Keywords	Ad Copy
Tennis Shoes	tennis shoes best tennis shoes shoes for tennis red tennis shoes	Tennis Shoes Shop The Largest Selection Of Tennis Shoes. Free Shipping! www.acme.com/tennis-shoes
Walking Shoes	walking shoes black walking shoes mens walking shoes walking shoes for women	Walking Shoes Shop The Largest Selection Of Walking Shoes. Free Shipping! www.acme.com/walking-shoes

Paid Search Strategy

- Set Your Budget
 - Know how much you want to spend on the campaign
 - Set your limit within the search platform and that amount will not be exceeded
 - Can set budget for life of campaign and/or daily budget

Paid Search Strategy

- Optimize Ad Copy
 - Compelling ad copy entices searchers to click on your ad
 - Description is the pitch with offers and calls to action
 - Run multiple ads and continually monitor to remove under performing ads

Headline	Superior Office Renovations Design & Construction Book Your Meeting Today
Display URL	https://example.com/Free/Consult
Description	Russo Renovations Will Help You Transform Your Office Space. Learn More With a Free Consultation With Our Experts.

Paid Search Strategy

	Example Ad	Character Limit
Headline #1	Superior Office Renovations	30
Headline #2	Design & Construction	30
Headline #3	Book Your Meeting Today	30
Description #1	Russo Renovations Will Help You Transform Your Office Space.	90
Description #2	Learn More With A Free Consultation With Our Experts	90
URL Path	Free, Consult (i.e. example.com/Free-Consult)	15 x 2

Paid Search Strategy

- Optimizing Keywords
 - Find high performing keywords and seek to expand upon them or mimic them in other areas
 - Modify or remove underperforming keywords
 - Continually search for irrelevant terms that lead to your search results and create negative keywords to eliminate trash searches

Paid Search Strategy

- Optimizing Quality Score
 - Bid on relevant keywords
 - Use keywords in your ad text
 - Send users to the most optimum landing page that has content that matches the search in keyword and subject
 - Optimize your keyword list by changing or removing underperforming keywords and ad text

Measuring Success

- Basic Metrics
 - Clicks
 - Click Through Rate
 - Conversion
 - Conversion Rate
 - Cost Per Click
 - Cost Per Acquisition



Measuring Success

- Clicks
 - Times your ad was clicked on
- Click Through Rate or CTR
 - Percentage of impressions that result in a click
 - Higher percentage means a more efficient campaign
 - $CTR = \text{Clicks} / \text{Impressions}$

Measuring Success

- Conversion
 - When a click results in an identified goal
 - Goals can be page views, form submissions, downloads, purchases, etc.
 - You define what a conversion is for you
- Conversion Rate
 - Percentage of clicks that turn into conversions
 - Higher percentage equals higher efficiency
 - $\text{Conversion Rate} = \text{Conversions} / \text{Clicks}$

Measuring Success

- Cost Per Click or CPC
 - Amount of money spent on each click
 - Decreasing number equals greater efficiency
 - $CPC = \text{Spend} / \text{Clicks}$
- Cost Per Acquisition or CPA
 - Amount of money spent on each conversion
 - Lower number equals greater efficiency
 - $CPA = \text{Spend} / \text{Conversions}$

Measuring Success

- Don't Be Mislead
 - Vendors/agencies can often be reluctant to give bad news and attempt to spin the results so they look positive
 - Meaningless without clicks and conversions: impressions, average position, impression share, bounce rate, engagement, etc.
 - Focus on the ROI

Final Thoughts

- Account Structure Is Critical
 - Organize your campaigns, ad groups, keywords, and ad copy with a vision and strategy
- Quality Score
 - Aim for high quality scores to increase performance
- Paid Search Is Only Part Of A Marketing Campaign
 - Of searches, only 30% click on the paid ads verses organic listings

Final Thoughts

- Always Be Optimizing!
 - There's never a shortage of ways to improve your paid search campaign. Keep making improvements so you can drive your performance up and your costs down and ultimately run a successful PPC campaign.