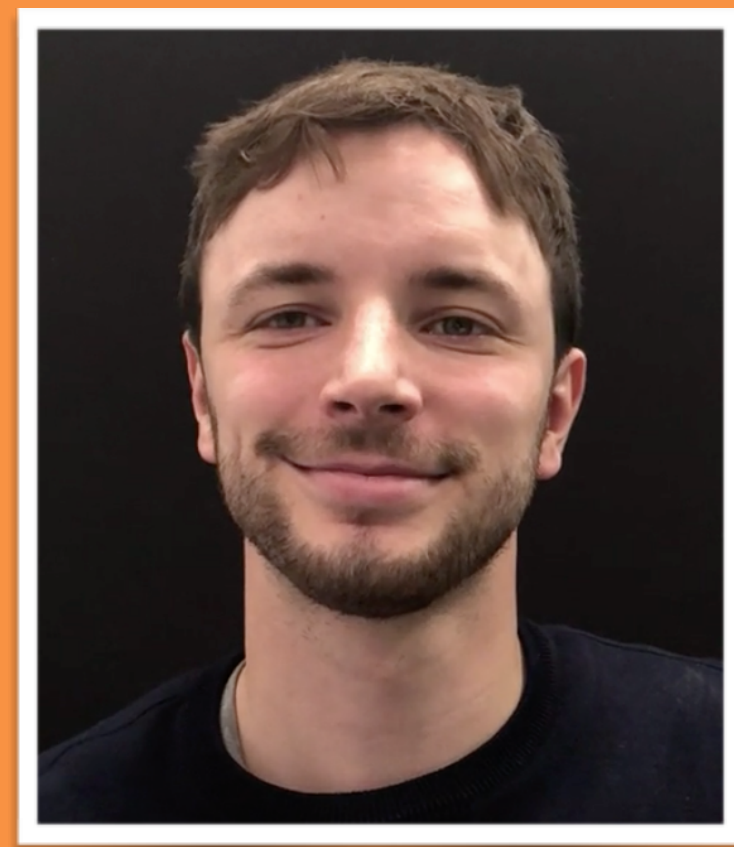


Profitable PPC Campaigns

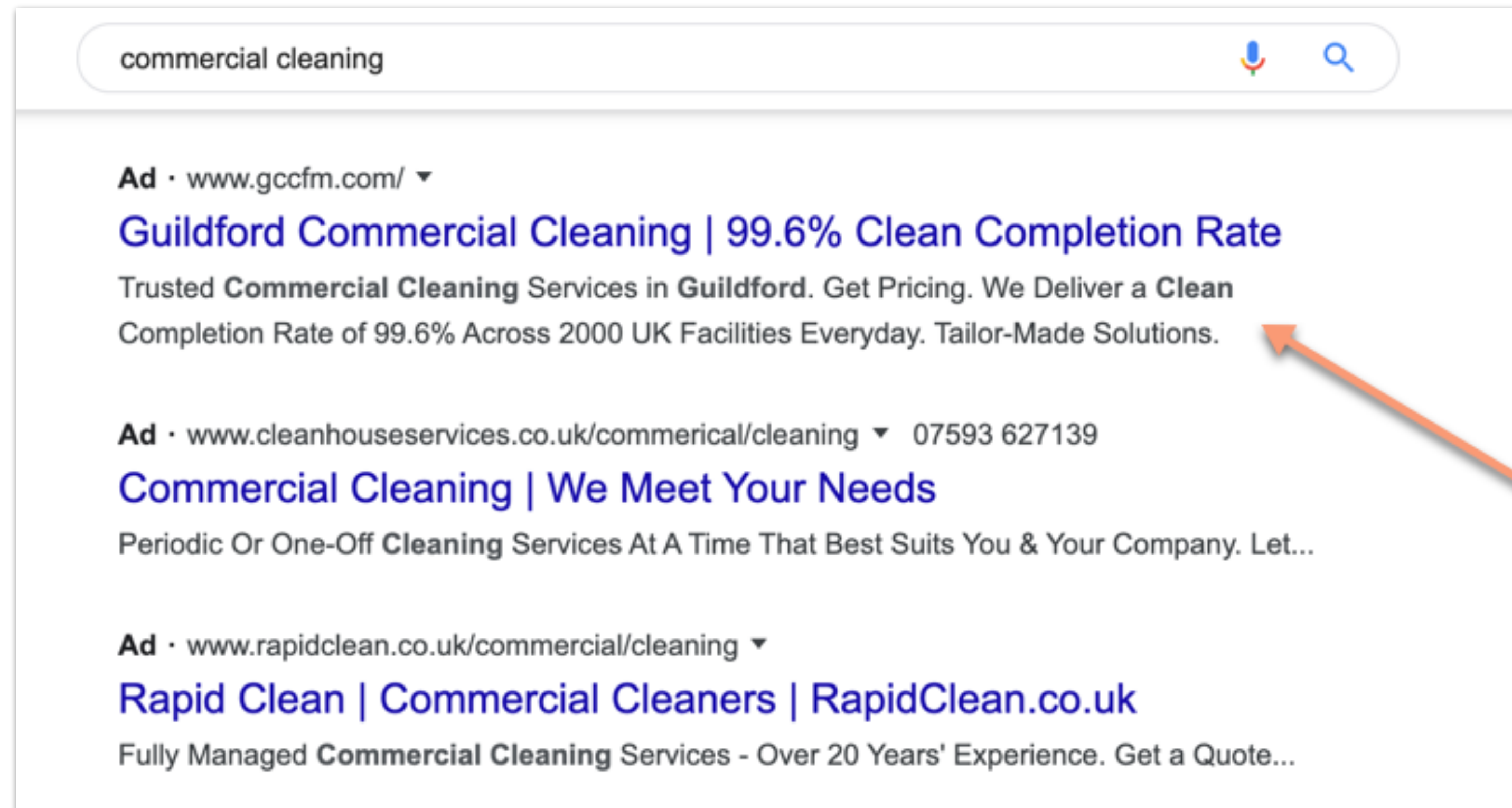
For B2B Companies



Director, Session Media
ben@session-media.com



What is PPC?



A screenshot of a Google search for "commercial cleaning". The search bar at the top contains the text "commercial cleaning" and has a microphone icon and a search icon to its right. Below the search bar, three paid advertisements are displayed. Each ad starts with "Ad" followed by the website URL and a dropdown arrow. The first ad is for "Guildford Commercial Cleaning" with a headline "Guildford Commercial Cleaning | 99.6% Clean Completion Rate" and a description "Trusted Commercial Cleaning Services in Guildford. Get Pricing. We Deliver a Clean Completion Rate of 99.6% Across 2000 UK Facilities Everyday. Tailor-Made Solutions." The second ad is for "www.cleanhouseservices.co.uk" with a headline "Commercial Cleaning | We Meet Your Needs" and a description "Periodic Or One-Off Cleaning Services At A Time That Best Suits You & Your Company. Let...". The third ad is for "www.rapidclean.co.uk" with a headline "Rapid Clean | Commercial Cleaners | RapidClean.co.uk" and a description "Fully Managed Commercial Cleaning Services - Over 20 Years' Experience. Get a Quote...". An orange arrow points from the right side of the image towards the first advertisement.

commercial cleaning

Ad • www.gccfm.com/ ▾
Guildford Commercial Cleaning | 99.6% Clean Completion Rate
Trusted **Commercial Cleaning** Services in **Guildford**. Get Pricing. We Deliver a **Clean** Completion Rate of 99.6% Across 2000 UK Facilities Everyday. Tailor-Made Solutions.

Ad • www.cleanhouseservices.co.uk/commerical/cleaning ▾ 07593 627139
Commercial Cleaning | We Meet Your Needs
Periodic Or One-Off **Cleaning** Services At A Time That Best Suits You & Your Company. Let...

Ad • www.rapidclean.co.uk/commercial/cleaning ▾
Rapid Clean | Commercial Cleaners | RapidClean.co.uk
Fully Managed **Commercial Cleaning** Services - Over 20 Years' Experience. Get a Quote...

Why Should You Care?


- Appear at the point of intent
- Quickest channel to create an ROI
- Complete control over sales process
- 49% of people click on text ads (Search Engine Land, 2019)






Is PPC Just Google Ads?

Search Engine Market Share Worldwide

Search Engines	Percentage Market Share
Search Engine Market Share Worldwide - December 2019	
Google	92.71%
bing	2.32%
Yahoo!	1.59%
3 more rows	

 [gs.statcounter.com > search-engine-market-share](https://gs.statcounter.com/search-engine-market-share)

[Search Engine Market Share Worldwide | StatCounter Global ...](#) 

 [About Featured Snippets](#)  [Feedback](#)

The PPC Process

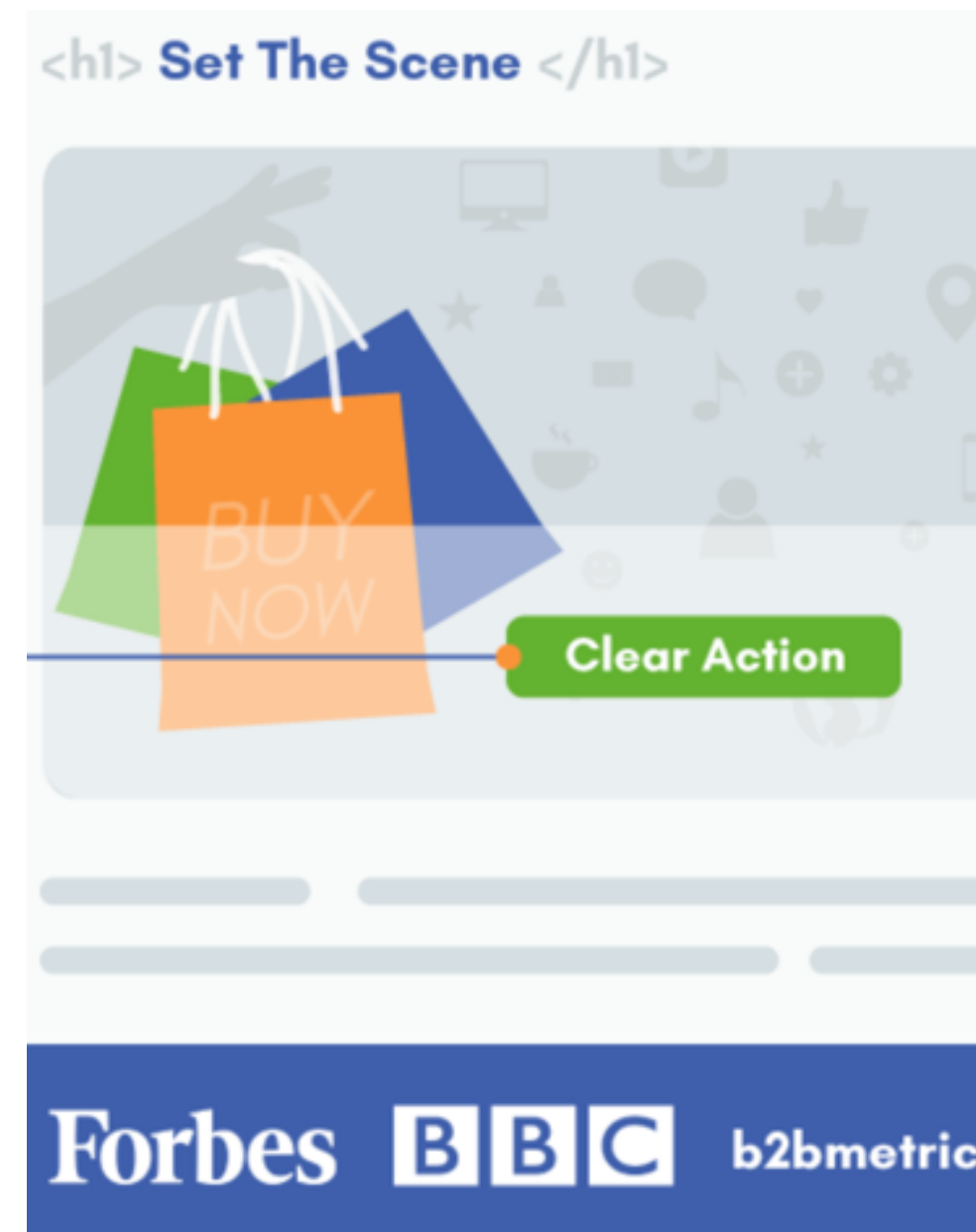
3-part puzzle

The PPC Process

High-Intent
Traffic



Conversion
Landing Page



Tracking
Implementation

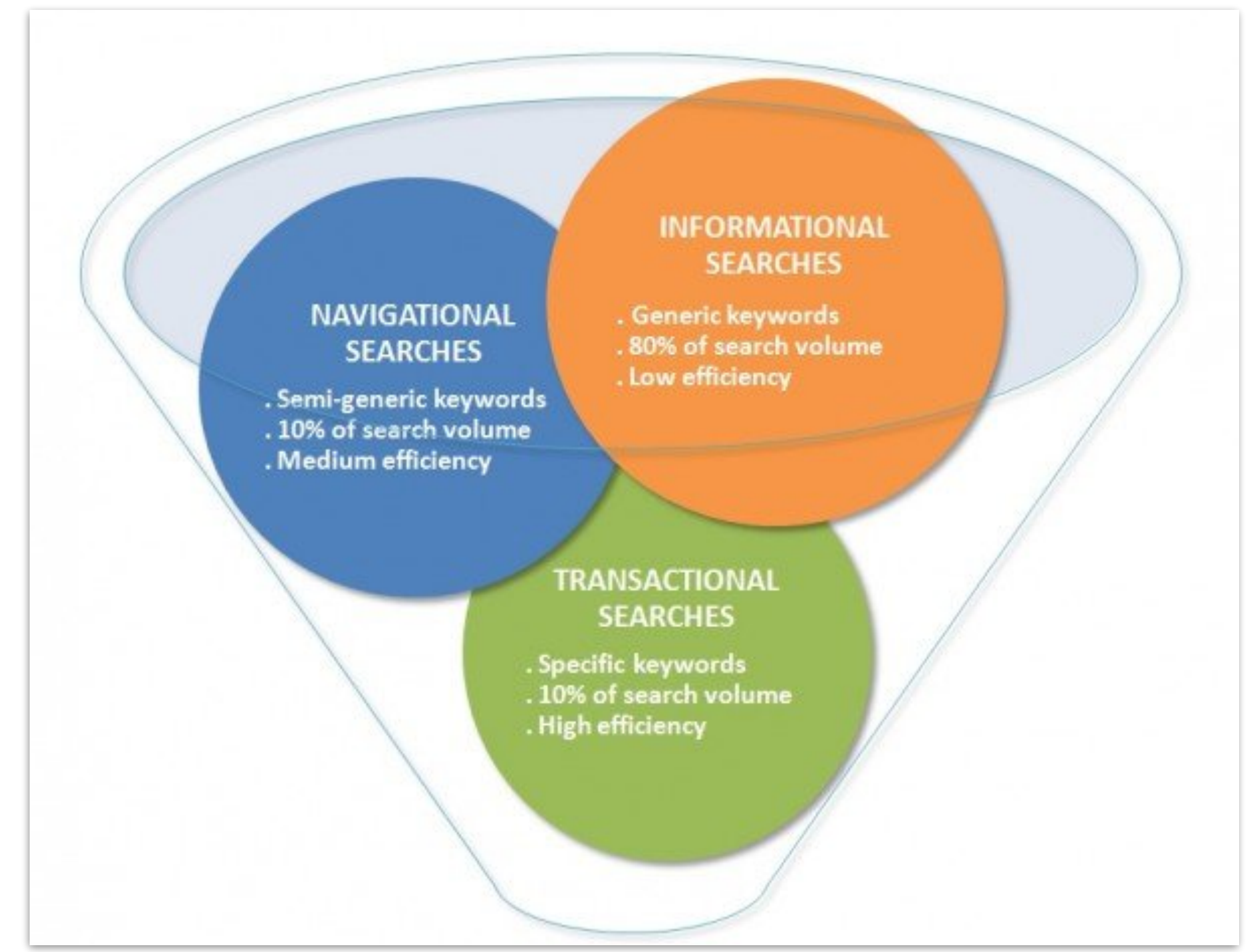


Step 1: High Intent Traffic

Ready to buy users

Types of Keyword Searches

- Informational - 80% web traffic
- Navigational - 10% web traffic
- Transactional - 10% web traffic



Informational Examples

- PPC -
- What is PPC -
- SEO vs PPC -

Navigational Examples

- [Brand] PPC Agency -
- PPC Pricing YouTube -
- Best PPC Agencies -

Transactional Examples

- PPC Agency -
- PPC Agency London -
- PPC Services -

Check Keyword Intent

Google >
type target keyword

asset manager

www.investopedia.com > Investing > Portfolio Management

Asset Management Definition - Investopedia







Asset management refers to the management of investments on behalf of others. The goal is to grow a client's portfolio over time while mitigating risk. Asset management is a service offered by financial institutions catering to high net-worth individuals, government entities, corporations and financial intermediaries.

Videos

- What does an Asset Manager do?**
Frankfurt School of...
YouTube - 6 Oct 2016
- Expect European growth to pick up soon, asset manager says**
CNBC.com - 3 days ago
- HP Asset Manager 9.40**
WM Promus
YouTube - 24 Jun 2013

Finding Keywords

AdWords Keyword Tool

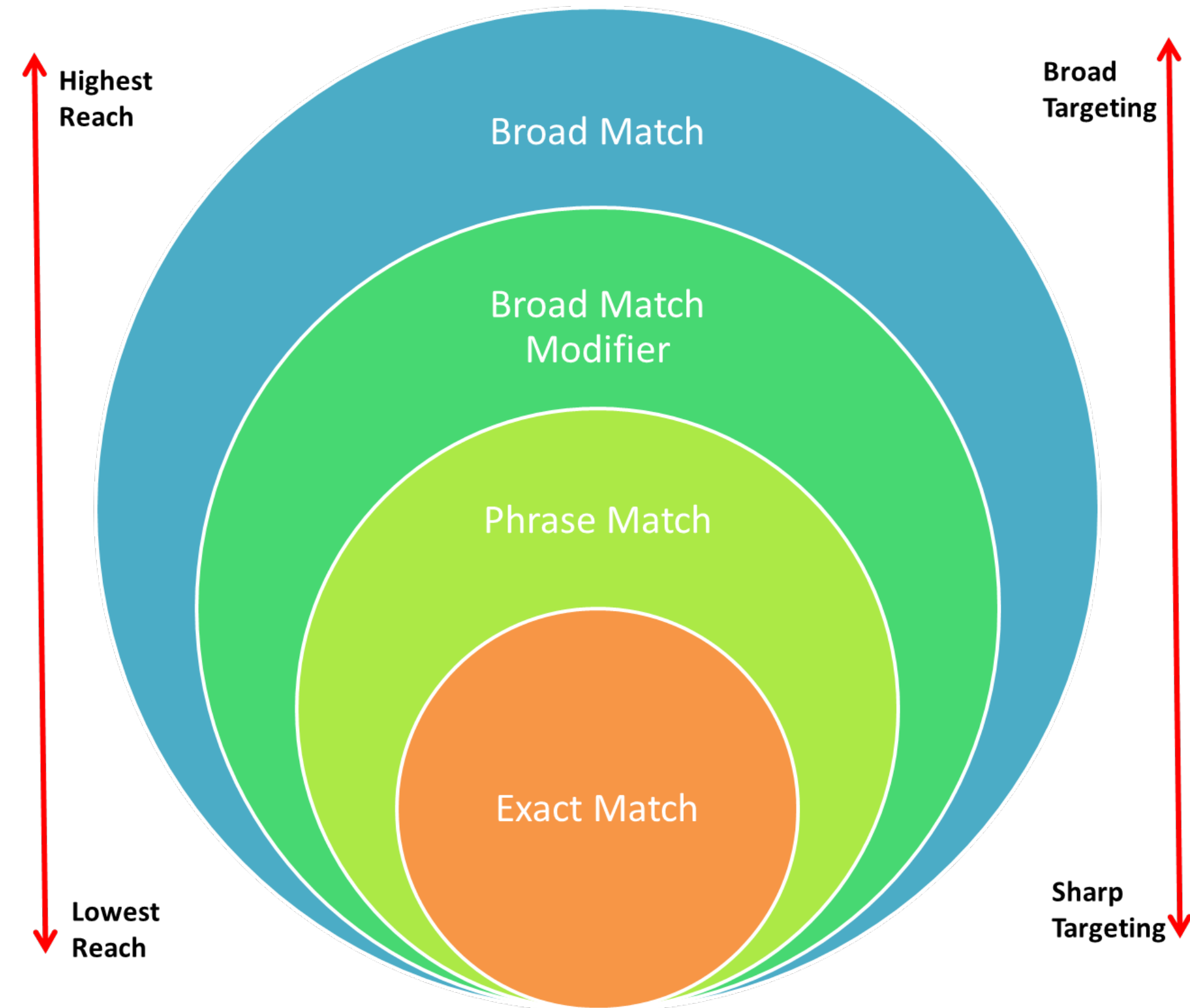
<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided					
<input type="checkbox"/> ppc agency	1,900 	Medium	—	£11.08	£23.82
Keyword ideas					
<input type="checkbox"/> ppc management	880 	Medium	—	£5.20	£15.30
<input type="checkbox"/> ppc services	390 	Low	—	£7.30	£14.08
<input type="checkbox"/> ppc company	480 	Low	—	£10.02	£22.02
<input type="checkbox"/> google ads agency	210 	Medium	—	£10.17	£21.42
<input type="checkbox"/> ppc management services	260 	Low	—	£9.86	£19.32

Match Types

The most common problem

Match Types

- Broad Match
- Phrase Match
- Exact Match



Broad Match Examples (PPC Agency)

- PPC Definition -
- Adwords Account PPC -
- PPC Executive -
- Economics PPC -

Phrase Match Examples (PPC Agency)

- Best PPC Agency -
- Worst PPC Agency -
- Who's the Best PPC Agency
- PPC Agency Costs -

Exact Match Examples (PPC Agency)

- PPC Agency -

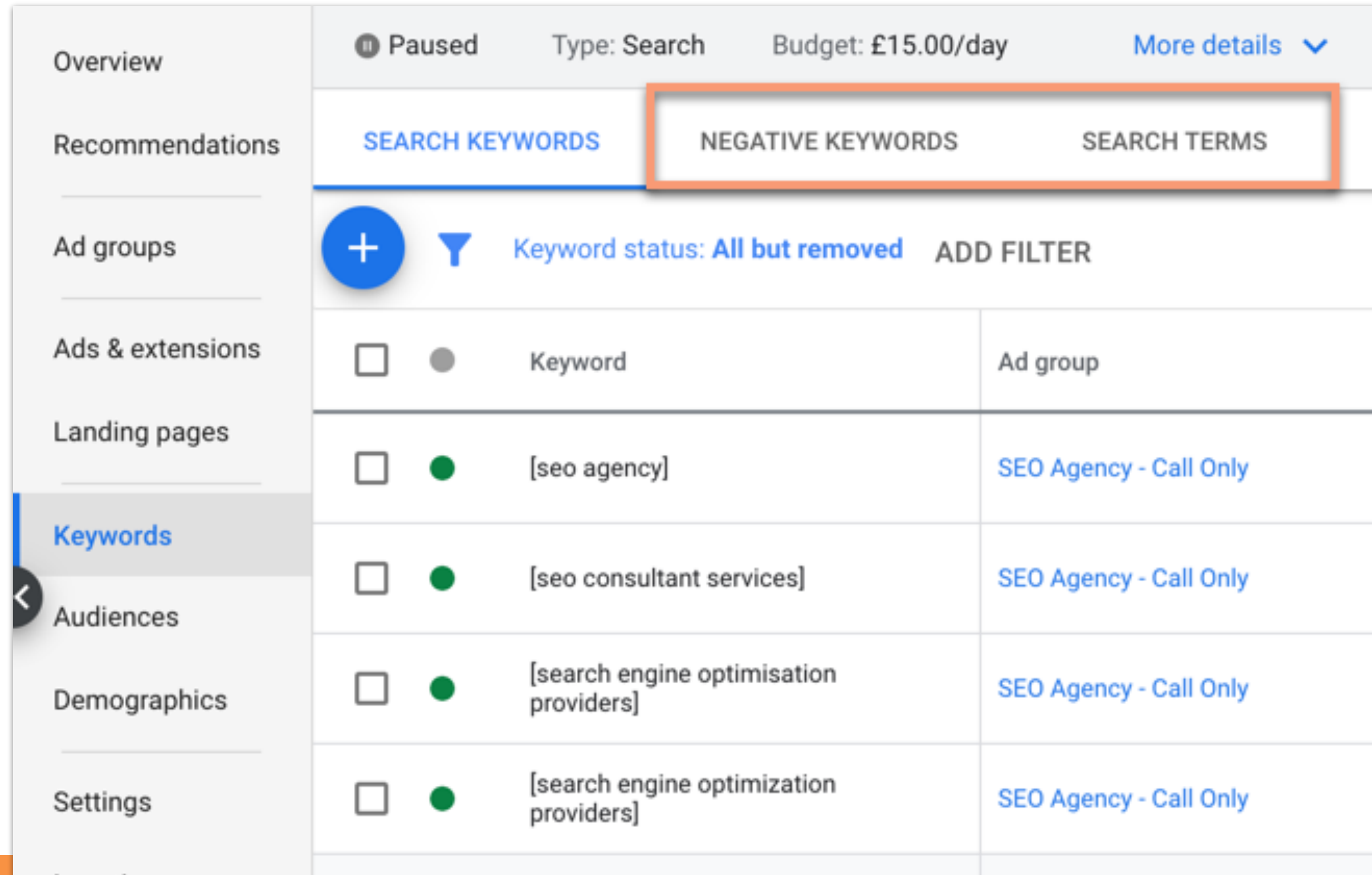
Match type (Cheat Sheet)

Match Type	Match Type	Identifier
Exact Match	[PPC Agency]	[]
Phrase Match	“PPC Agency”	“ “
Broad Match (Broad Match Modifier)	PPC Agency (+PPC + Agency)	None (+)

Negative Keywords

More important than keywords

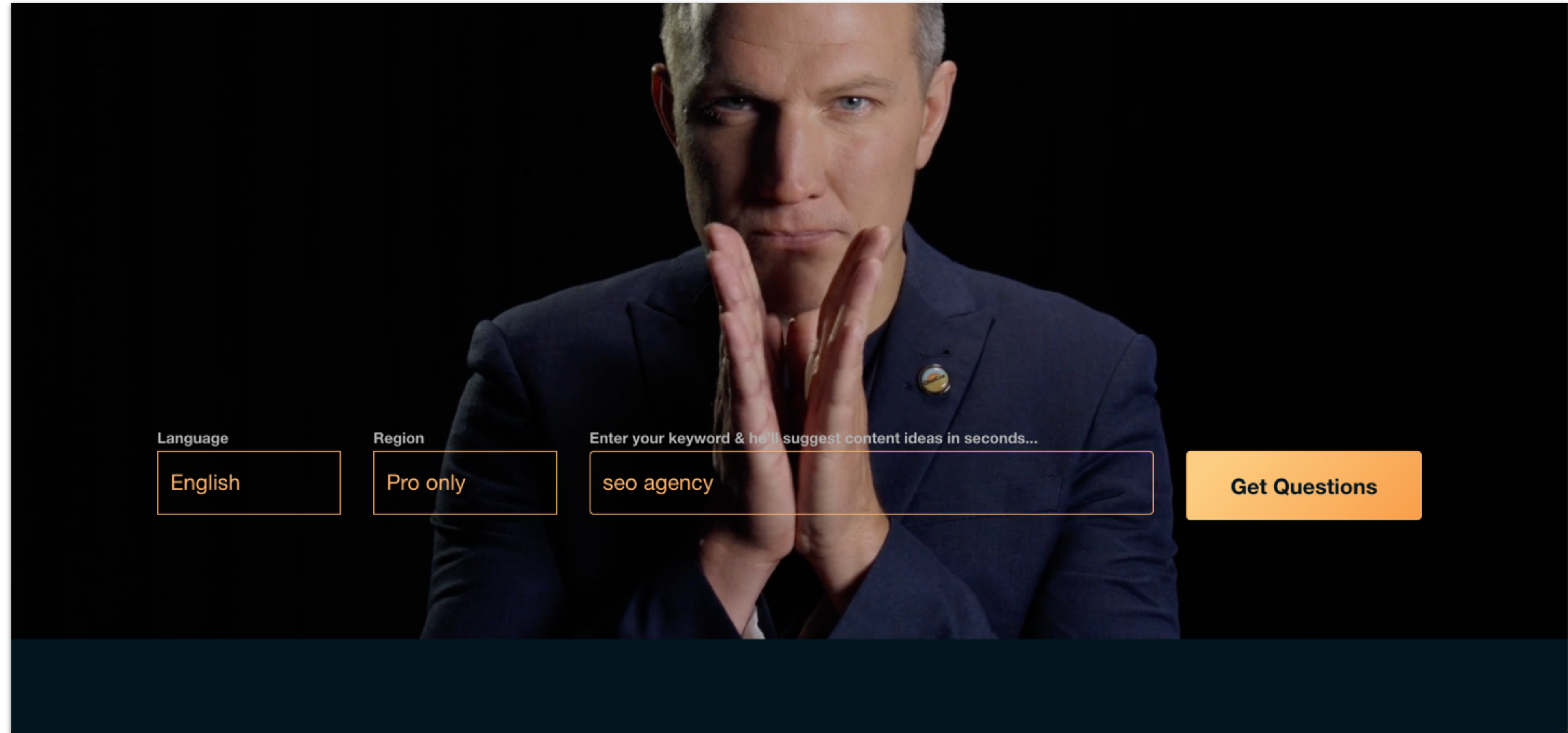
A MUST of Successful Accounts



The screenshot displays the Google Ads interface for a campaign. The left sidebar contains navigation options: Overview, Recommendations, Ad groups, Ads & extensions, Landing pages, **Keywords**, Audiences, Demographics, and Settings. The main content area shows campaign details: Paused, Type: Search, Budget: £15.00/day, and a 'More details' link. Below this, three tabs are visible: 'SEARCH KEYWORDS', 'NEGATIVE KEYWORDS', and 'SEARCH TERMS'. The 'NEGATIVE KEYWORDS' tab is highlighted with an orange border. Underneath, there is a '+', a funnel icon, and the text 'Keyword status: All but removed' with an 'ADD FILTER' button. A table lists keywords with columns for selection, status, keyword text, and ad group.

<input type="checkbox"/>	<input type="radio"/>	Keyword	Ad group
<input type="checkbox"/>	<input checked="" type="radio"/>	[seo agency]	SEO Agency - Call Only
<input type="checkbox"/>	<input checked="" type="radio"/>	[seo consultant services]	SEO Agency - Call Only
<input type="checkbox"/>	<input checked="" type="radio"/>	[search engine optimisation providers]	SEO Agency - Call Only
<input type="checkbox"/>	<input checked="" type="radio"/>	[search engine optimization providers]	SEO Agency - Call Only

Negative KWs - Answer The Public



Impression Share

Accounts on a budget

What is Impression Share?

- **#impressions** you've received divided by the estimated **#impressions** you were eligible to receive
- 80%+ impression share - add match type

<input type="checkbox"/>	<input type="radio"/>	Keyword	Impr. (Top) %
<input type="checkbox"/>	<input checked="" type="radio"/>	[SEO Agency]	59.21%
<input type="checkbox"/>	<input checked="" type="radio"/>	[uk SEO agency]	47.34%
<input type="checkbox"/>	<input checked="" type="radio"/>	[seo services surrey]	42.05%
<input type="checkbox"/>	<input checked="" type="radio"/>	[best seo agency]	41.18%
<input type="checkbox"/>	<input checked="" type="radio"/>	[seo agency hampshire]	65.31%
<input type="checkbox"/>	<input checked="" type="radio"/>	[seo agency guildford]	60.42%

Use Ads to Promote

2 key purposes

Using Ads To Promote

air compressors

Ad · www.bcaslimited.co.uk/air/compressors ▾ 01491 522137
All Your Air Compressor Needs | Premium Brand Supplier
Prolong The Life Of Your **Air Compressor**. Call The Team & Book Your Service Today. New **Air Compressors** Designed & Installed. Repair & Maintenance Services Offered. Call!

Ad · www.sgs-engineering.com/air-compressors ▾
SGS Air Compressors | Free Next Day Delivery
2 Year Warranty & Free UK Delivery. Technical Advice, Spares & Repair Centre.

Ad · www.fps-compressors.co.uk/ ▾ 01865 892620
Air Compressors | Huge Range of Air Compressors
Extensive Range of **Air Compressors** High Quality At Competitive Prices. Technical Support.

Using Ads To Qualify for B2B

air compressors

Ad • www.bcaslimited.co.uk/air/compressors ▼ 01491 522137
All Your Air Compressor Needs | Premium Brand Supplier
Prolong The Life Of Your **Air Compressor**. Call The Team & Book Your Service Today. New **Air Compressors** Designed & Installed. Repair & Maintenance Services Offered. Call!

Ad • www.sgs-engineering.com/air-compressors ▼
SGS Air Compressors | Free Next Day Delivery
2 Year Warranty & Free UK Delivery. Technical Advice, Spares & Repair Centre.

Ad • www.fps-compressors.co.uk/ ▼ 01865 892620
Air Compressors | Huge Range of Air Compressors
Extensive Range of **Air Compressors** High Quality At Competitive Prices. Technical Support.

Bid Management

Optimise your audience

Bid Management - Top Line

<u>Clicks</u> ▼	<u>Conversions</u> ▼	<u>Conv. rate</u> ▼
854	82.00	9.60%

Bid Management - Device

Device ▼	Clicks ▼	Conversions ▼	↓ Conv. rate ▼
Desktop	411	59.00	14.36%
Tablet	33	3.00	9.09%
Mobile	753	32.00	4.25%
Other	0	0.00	0.00%

Bid Management - other checks

- Location
- Day of the week
- Time of the day
- Demographic

Quality Score

Quality Score

- Quality score has the ability to lower your cost per click (CPC)

Key factors include:

- Increasing CTR
- Increasing landing page relevance
- Increasing Ad relevance



Step 2: Getting Users To Convert

Ready to buy

Conversion Rates - Average

	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Desktop	4.12%	4.26%	4.79%	4.04%	3.90%
Mobile Phone	2.00%	2.03%	2.23%	1.88%	1.82%
Other	0.17%	0.15%	0.13%	0.06%	0.06%
Tablet	3.72%	3.84%	4.05%	3.54%	3.49%

Where To Send Users?

Landing page vs website

Homepage VS Landing Page

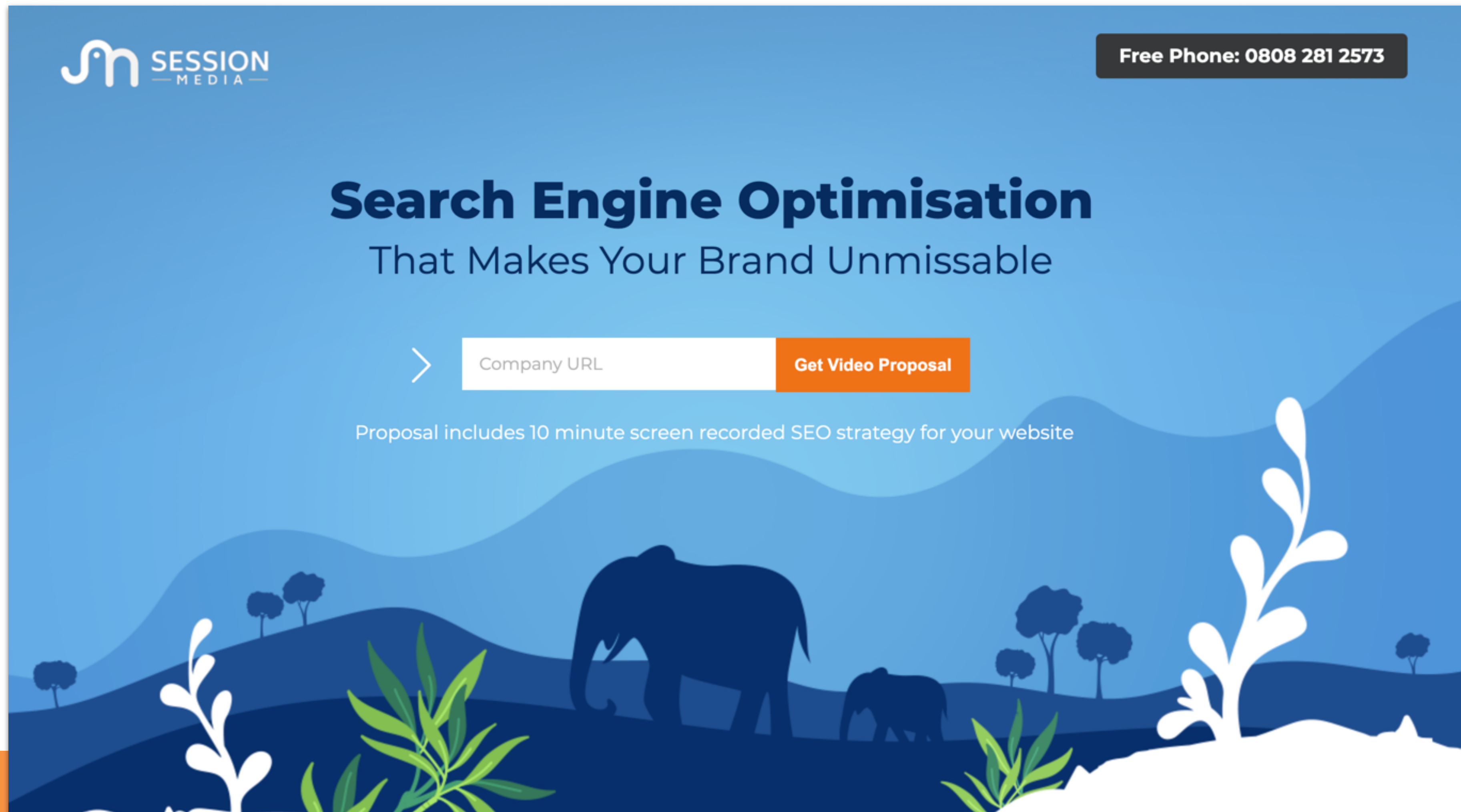
Homepage vs. Landing Page

The image shows two side-by-side wireframe designs. The left design is a homepage with a 'Brand Value Statement' at the top, followed by a grid of feature and promo blocks, and a 'Closing Call-to-Action' at the bottom. The right design is a landing page with a 'Headline that matches what was clicked' and a 'Call-to-Action' button, followed by a grid of benefit blocks.

Homepage
57:1

Landing page
1:1

What is a Landing Page?



The image shows a landing page for Session Media. The background is a blue gradient with a silhouette of a savanna landscape featuring hills, trees, and two elephants. The Session Media logo is in the top left, and a phone number is in the top right. The main heading is 'Search Engine Optimisation That Makes Your Brand Unmissable'. Below this is a form with a 'Company URL' input field and a 'Get Video Proposal' button. A sub-headline states 'Proposal includes 10 minute screen recorded SEO strategy for your website'.

SESSION MEDIA

Free Phone: 0808 281 2573

Search Engine Optimisation

That Makes Your Brand Unmissable

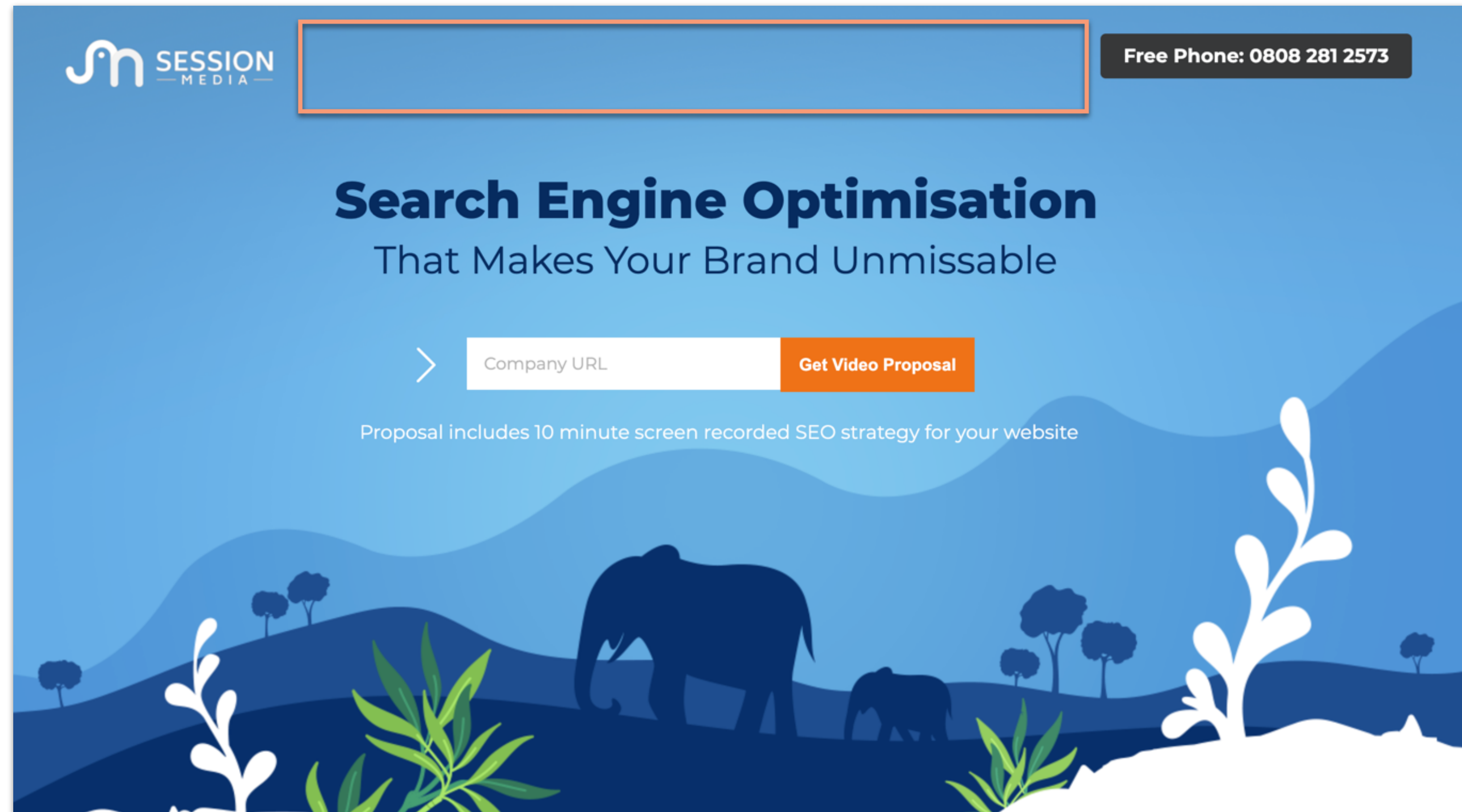
> [Get Video Proposal](#)

Proposal includes 10 minute screen recorded SEO strategy for your website

Landing Page Best Practice

Elements to include

Reduce Options



The banner features a blue background with a stylized savanna landscape at the bottom, including silhouettes of elephants, trees, and hills. In the top left corner is the Session Media logo. A dark blue box in the top right contains the phone number. The main heading is 'Search Engine Optimisation' with the subtext 'That Makes Your Brand Unmissable'. Below this is a form with a 'Company URL' input field and a 'Get Video Proposal' button. A small text line below the form states: 'Proposal includes 10 minute screen recorded SEO strategy for your website'.

SESSION
— MEDIA —

Free Phone: 0808 281 2573

Search Engine Optimisation

That Makes Your Brand Unmissable

> [Get Video Proposal](#)

Proposal includes 10 minute screen recorded SEO strategy for your website

Align Title To Ad

SESSION
— MEDIA —

Free Phone: 0808 281 2573

Search Engine Optimisation

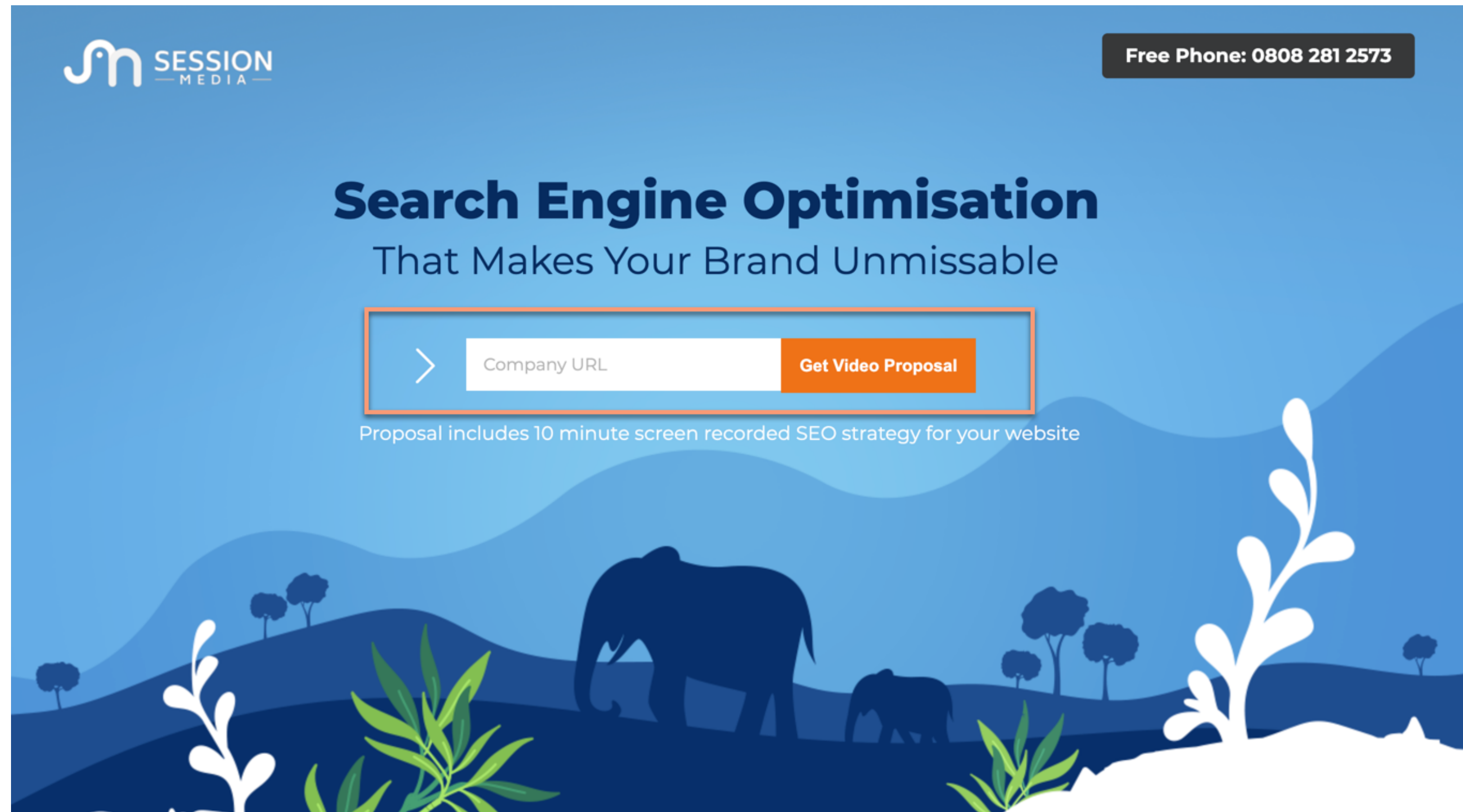
That Makes Your Brand Unmissable

> [Get Video Proposal](#)

Proposal includes 10 minute screen recorded SEO strategy for your website

SESSION
— MEDIA —

Clear Call To Action



The banner features a blue background with a savanna scene at the bottom, including silhouettes of an elephant and a smaller animal, and stylized trees and plants. The Session Media logo is in the top left, and a phone number is in the top right. The main headline is 'Search Engine Optimisation That Makes Your Brand Unmissable'. A central form is highlighted with an orange border, containing a search input field with a right-pointing chevron and a 'Get Video Proposal' button. Below the form, a line of text states: 'Proposal includes 10 minute screen recorded SEO strategy for your website'.

SESSION
— MEDIA —

Free Phone: 0808 281 2573

Search Engine Optimisation

That Makes Your Brand Unmissable

> Company URL [Get Video Proposal](#)

Proposal includes 10 minute screen recorded SEO strategy for your website

Results Focused

CONTINO

Spectrum
Brands

DA Direct
Air


CommuniGator

SEO Results

4D Data Centres

400% Increase
Inbound Leads

Want Lead Generation Results Like this?

Flawless Lashes

268% Increase In
Revenue

Or Ecommerce Results Like this?

CommuniGator

600+ Keyword
Rankings

Get In Contact Today!

CRO - 'Why' Before 'What'



ROI Focused

We're experts in Technical SEO & Linkbuilding, but, these are useless if we're not making you money.

All SEO activity is heavily aligned to ensuring you rank well for the most profitable search terms.



Fast Turn Around

With both activity and results, we like to get things done quickly.

There's nothing more frustrating than waiting ages to see progress, so we make your investment work hard from day one.



Unparalleled Communication

Our dual account management structure means you'll never be without a direct line of contact.

We also know that the SEO industry requires constant learning, which we provide in the form of regular training internal sales and marketing teams.

CRO - Credibility Building



Session Media has transformed our website into a lead generating machine. They were able to gain us top rankings on search engines against some very big and established competitors, and have always been very keen to report on our return on investment – which is crucial. We see them as a valuable extension of our team.



Jack Bedell-Pearce

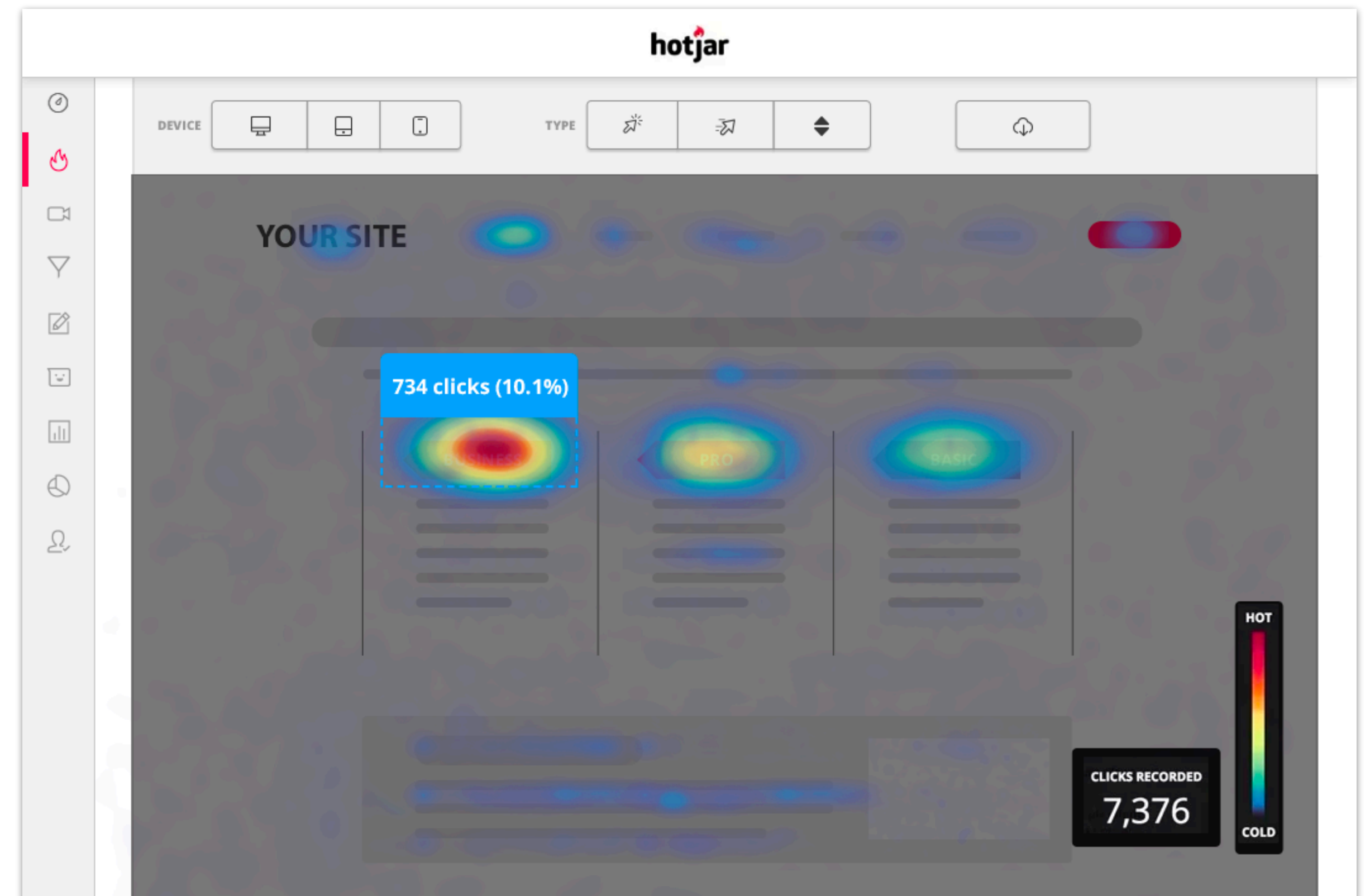
Managing Director, 4D Data Centres

UX Research

With Heatmaps

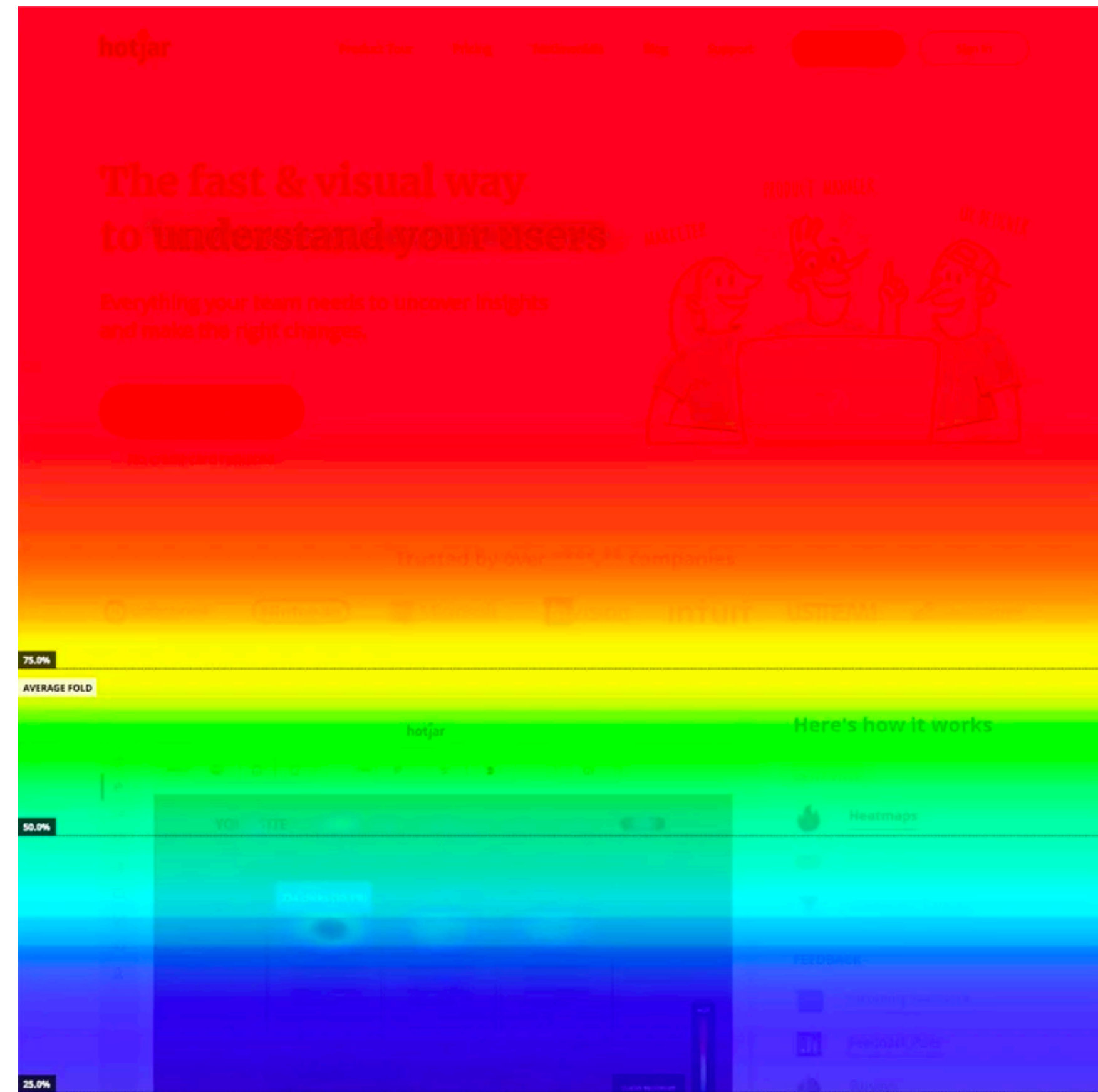
Heatmaps - Click Data

- Identify any bottlenecks
- See where the focus is
- Prioritise areas with the most attention



Heatmaps - Scroll Data

- What % do they scroll down?
- Over 60% hit the bottom, you could be missing some info

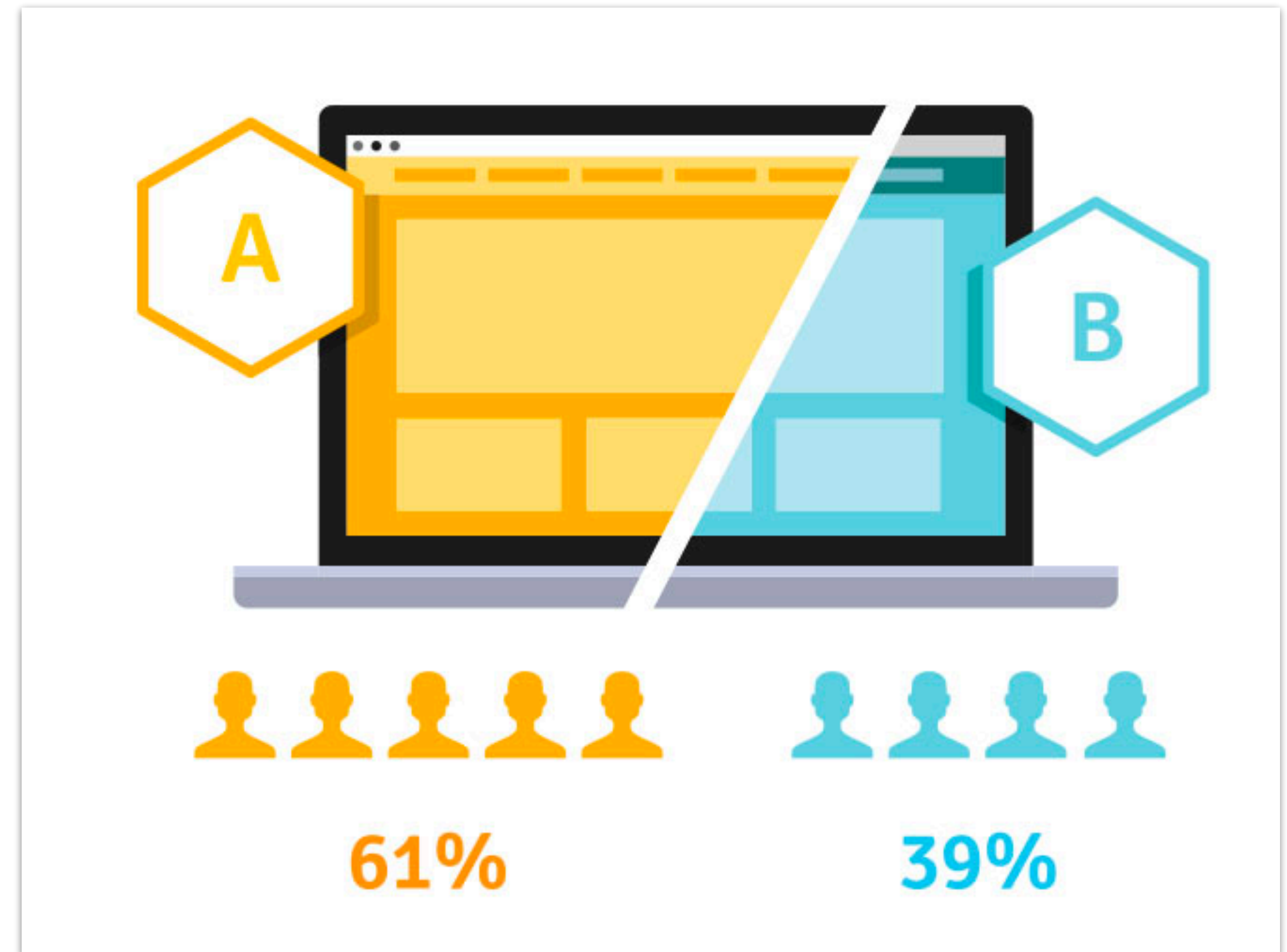


A/B Split Tests

With Heatmaps

A/B Split Tests

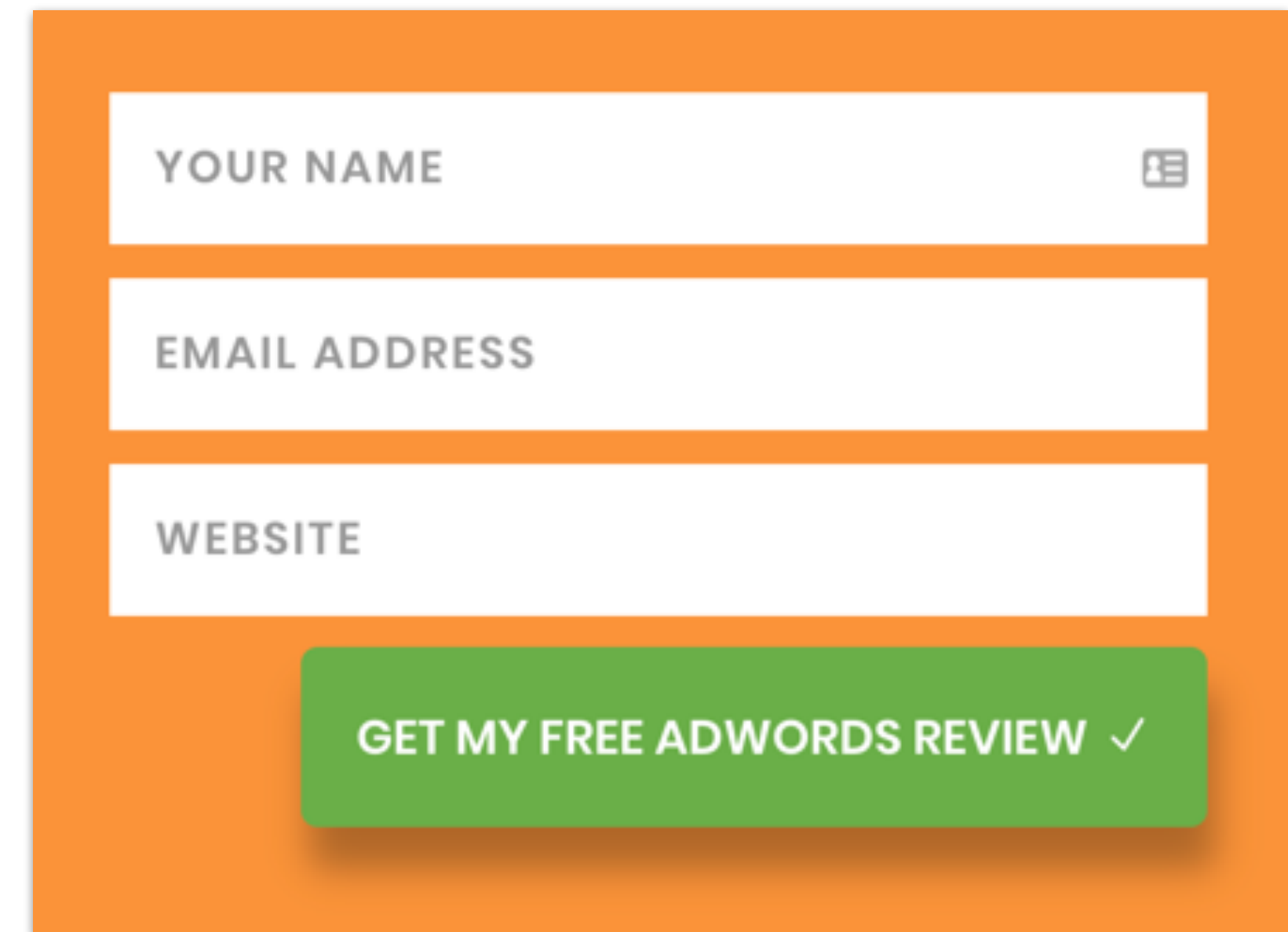
- Change 1 element at a time
- Choose the winner
- Test a different element
- Repeat



Step 3: Track Everything

Conversion Types - Form

Analytics > Admin > Goals > New Goal > Custom > Destination > Insert 'thank you' page URL > Save



YOUR NAME

EMAIL ADDRESS

WEBSITE

GET MY FREE ADWORDS REVIEW ✓

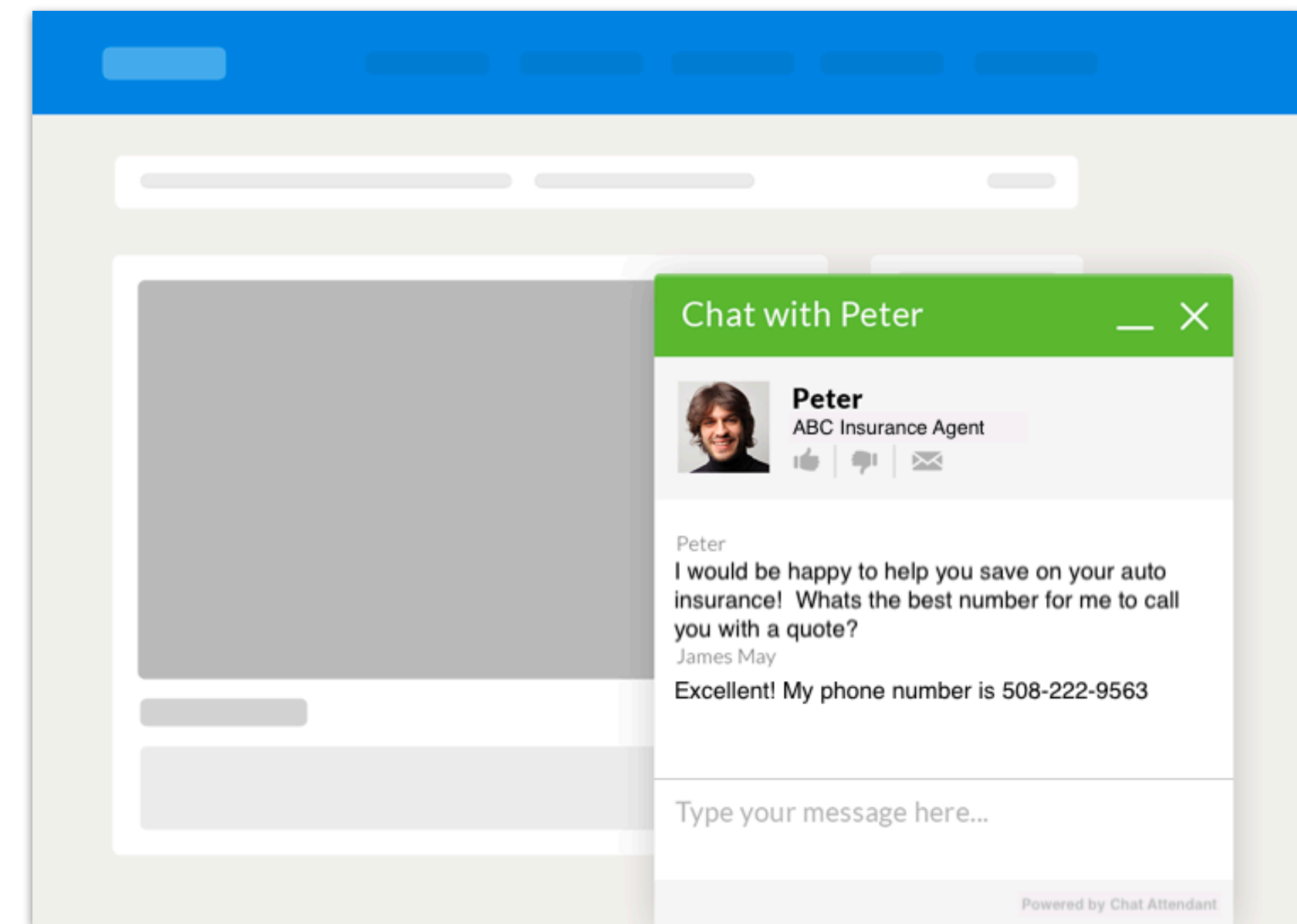
Conversion types - Phone

- Call Tracking Metrics
- Buy a local / national number
- Dynamically change number using JS
- Link to Analytics



Conversion types - Instant Chat

- Set-up dependant on supplier (Drift, Olark)
- Configure so a lead is only counted if they leave their email data (not 'chat started')



Conversion Types - IP Lookup

- Set all AdWords page to trigger a 'hot chilli'
- Add to Sales Team outbound call cue



Value of PPC

The feedback Loop

Value of Keywords

Keyword	Channel	Conversion Type	Lead Value	Closed?
PPC Agency	Google Ads	Form Fill	£X	Yes

ROI Optimisation

- Keyword
- Device
- Location
- Day of the week
- Time of the day
- Demographic

Questions?

Contact

Director, Session Media
ben@session-media.com

