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Cost per Click Campaign

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1.0 Introduction

In this document I shall outline my design of a cost-per-click ad campaign which will utilise Google AdWords as the primary vendor of the ads we shall be using. In the document I shall describe the process of how we can use Google AdWords as a valuable tool in driving traffic and business to our website.

2.0 Benefits

“AdWords offers a level of reporting that is not matched by offline advertising resources.” [1]

Google AdWords is the leading market provider in advertisement for businesses in the web market, offering a huge 80% global coverage. Google AdWords offers great flexibility in account control and budgeting, we can tailor our ads to our specific market easily and with no minimum costs, we can ensure our return on investment is high with little risk.

“Google AdWords is the worlds largest search advertising program, currently used by thousands of businesses to gain new customers cost effectively.” [2]

Google AdWords offers great flexibility when designing our campaign as if a current keyword isn't performing well, we are able to change this without incurring a cost for doing so, we can change our ads at anytime and from any location.

Another great feature of Google AdWords is that there is no minimum spending amount when creating a Words account and we can set monthly budgets for the account so we do not go over our spending quota. We are only charged when user's click on one of our ads and this may lead to a potential sale from the ad. Having these restrictions on spending and cost is of great value to us as we are a

small company with not a lot of disposable income to spend on advertisement. Google AdWords lets us prioritise our costs for a maximum ROI.

As the business currently offers services to the local region only, we are able to confine our AdWords ads to this region. This greatly increases our ROI and CTR as ads will not be displayed to users from outside our selected region reducing the chance of us spending money on ads which are clicked by users not within our target market.

By confining our ads to the local region we will most likely reach users who are looking for our services within the local area, our ads will also be displayed upon 1,000s of different websites relating to our field through the extensive network of websites hosting sponsored links from Google.

3.0 Design

We will need a set of specific keywords which will trigger our ads to be shown with in the Google search engine or on a sponsored site.

3.1 Keywords

As well as using the keywords we created in the SEO document, I have implored the use of AdWords' keyword tool to scan the drummerclare website and identify keywords which can be used. Using this method I can research the competition surrounding this keyword and can make the necessary adjustments to my minimum bid for this specific word.

These are the starting keywords we should use for our cost-per-click campaign;

Keyword	Advertiser competition	Search volume: March	Avg search volume
school teacher	very high	average	average
secondary schools	high	average	average
school	very high	average	average
school clubs	average	average	average
teacher	very high	average	average
teacher education program	high	low	low
elementary school	very high	average	average
supply teacher	high	average	high
drum teacher	average	low	low
drumming lessons	high	high	high

From the above table we can determine our keyword list has a very high competition from other advertisers bidding on these keywords. Our advantage here is because we will be concentrating our campaign locally, competition will be a lot lower for these keywords therefore we can lower our minimum bid and save money on CPC's.

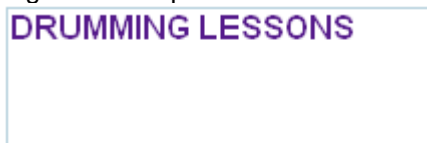
3.2 The ad

“When creating your ad, keep in mind that the most important element to getting a great landing page quality score is relevancy” [3]

The heading of our ad should be clear and concise about what services we are offering and should include only the most relevant of keywords.

So an ad would basically look like this to start off with;

Figure 1: Sample of AdWords ad



The title utilises the keywords and phrases and tells the user exactly what is being offered.

The next part of creating the ad is to fill in the two lines of text below the title text.

“On the highly competitive Google AdWords pay per click (PPC) search engine, it's now more important than ever to ensure that your PPC campaigns are optimized to their utmost potential. All of us want to achieve maximum return on investment (ROI) for the keywords or phrases that are most relevant to our businesses, and are most likely to provide our sites with targeted traffic.” [4]

“When you're creating descriptive ad copy, it's imperative that you manage to inject your keywords in to your title and description while maintaining a delicate balance between clarity and relevance. Your ad copy should be tailored in such a way that as visitors read it, they understand exactly what they can expect when they click on your ad.” [5]

We should aim to add as many keywords in our ad as possible but yet still making the ad readable and user friendly. It is important that the URL destination goes directly to the appropriate page, as we do not want users arriving at the home page when they wanted a page relating to the drummerclare pricing plans.

Figure 2: Sample of AdWords ad 2



Now that we have the descriptive text in place we need only to inject our link to which the user will be taken to when he/she clicks the ad.

Figure 3: Finished AdWords ad



3.3 Setting the price

Defining your minimum bid and pricing for or keywords is a crucial part to the campaign.

I believe we should set the daily budget of the drummerclare account to a fairly low amount to begin with, this is because of two reasons; we should test it first to see if our keywords are gathering hits and getting a good CTR and offering the best ROI for our website and also because we are a small company who do not have the necessary funds to operate an ad campaign on a global scale as some fortune 500 companies can.

I advise we should set our daily budget at between £10 - £15s, this is a small enough amount and is acceptable when you consider the ROI Google AdWords is offering us.

References

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[4] [5] Hutson, T. *10 Worst AdWords Campaign Mistakes*,
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