

IGNITING CUSTOMER ENGAGEMENT



# Search Engine Marketing *Late Breaking Updates* *Plus PPC Advertising and Quality Score*

Setting Your Site Up To Run A Long Term Race On  
A Shifting Track

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# Updates On Penguin & Pigeon Post September 20th

*"What do you mean Google changed the rules after we sent this presentation in!"*



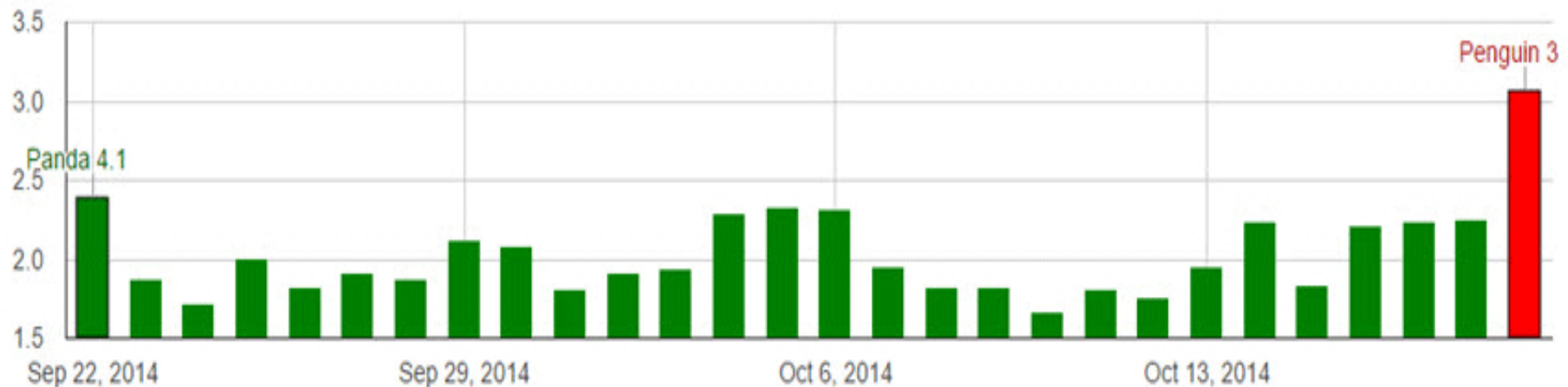
**SESSION III - UNDERSTANDING A  
CHANGING RACE TRACK  
*RECENT DETOURS!***

# It's Been A Fun Fall!

Panda (4.1), Penguin (3.0) and Pigeon all rolled out updates this fall.

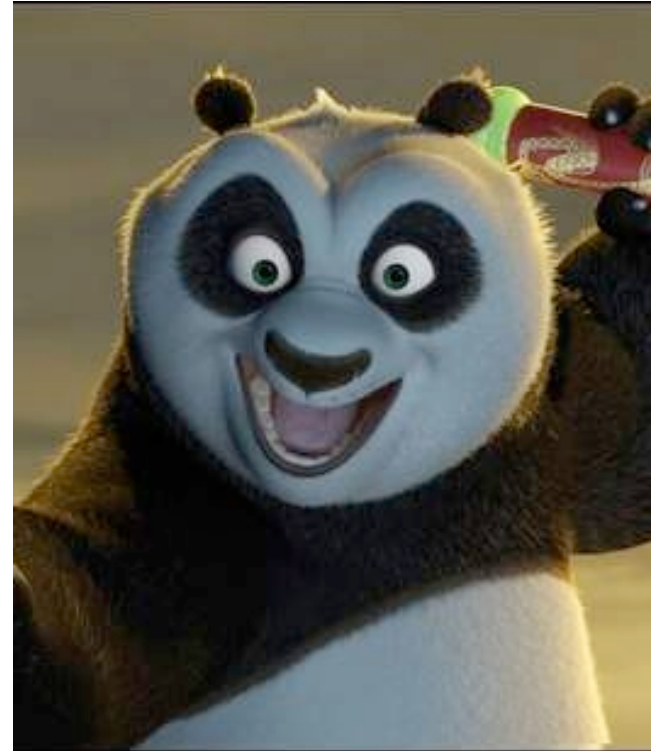
SERP Movement From Link Research Tools Article

<http://www.linkresearchtools.com/case-studies/google-penguin-3-0-analysis/>



# Panda 4.1

- A major update to the Google Algorithm released September 26, 2014
- Continued to focus on “thin/poor” content pages and sites
- Effect 3.5% of English language queries
- Quality sites with rich content gained
- Poor sites with thin/low quality content tanked!



# Panda 4.1

Panda Losers:

Aggregators

Medical overview sites

Lyrics

Portal Sites

News overview sites

# Penguin 3.0

- Rolled out early October 2014
- Follow-on update to previous Penguins
- Did you get hit with a penalty?
  - Drop in rankings between Oct. 17<sup>th</sup>-19<sup>th</sup>
  - Drops in traffic after Oct. 18
  - Decrease in links reported in Google Webmaster Tools



# Penguin 3.0

- The word on the street before its roll out was it would be a major update, effecting 3-5% of English language queries
- Turned out to be fairly minor ~1% of queries
- Did not target any specific niche
- Did not deal with issues of negative SEO practitioners and link attacks



# Pigeon Update

- Focused on local search results
- Tied more closely into distance and location ranking parameters
- Added more of the traditional signals from the main ranking algorithm
- Really shook up the local landscape, including map based results



# PPC Auction Environment

- Lower positions mean you appear higher on the page
- You pay “just a bit more” than your next competitor’s bid
- First factor: bid per click
- Second factor: quality score
- Third factor: competitor’s bid and quality score

# The AdWords PPC Auction Environment and Quality Score

Watch the [YouTube.com](https://www.youtube.com/watch?v=qwuUe5kq_08) video from Google:  
*Google Quality Score*

[https://www.youtube.com/watch?v=qwuUe5kq\\_08](https://www.youtube.com/watch?v=qwuUe5kq_08)

# Love & Live Your Quality Score

- All things being equal, the higher the advertiser's Keyword QS is, the higher the ad position will be
- High QS makes your ad dollars more efficient
- If your QS is below 7, improve it or stop it

# Quality Score Religion

Quality Score is not just a keyword level score

- Your ad group has a QS
- Your campaigns has a QS
- Your account has a QS

These scores will impact new keywords and ads. They will affect the ability to get a fair share of impressions

# Quality Score Religion

- Quality Score is not just about keywords
- Your bounce back rate is measured
- The relevancy of your landing page is measured
- Page load speed is measured
- Quality score is also a reflection of your marketplace
- Some markets have lower QS for a majority of keywords

# Keywords and PPC

- Keywords/keyphrases are the language your customers use to search for you
- Balancing traffic potential versus conversion rates
- Working the tail of the conversion curve

# Where To Find Your Keywords

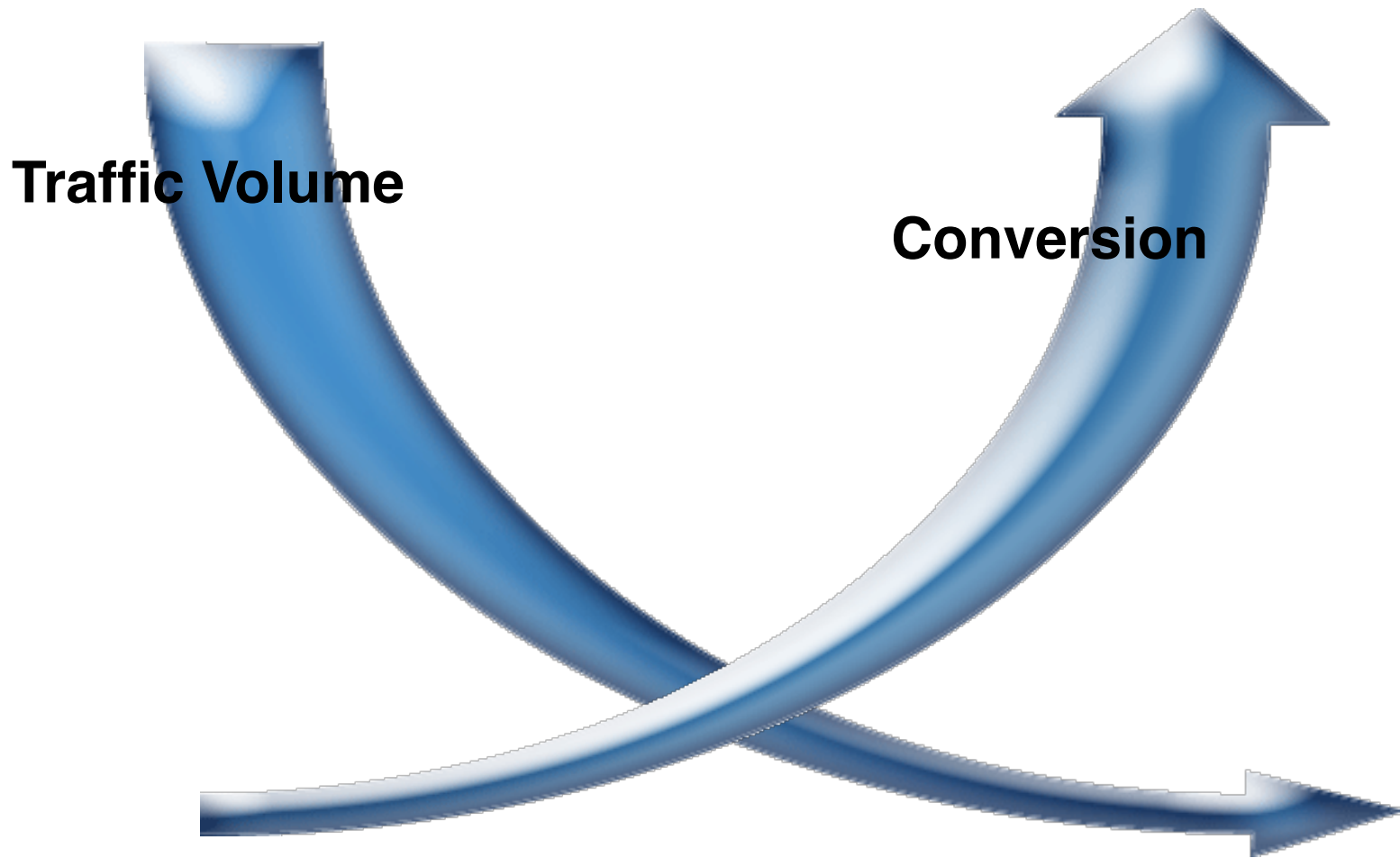
- ***Speaking with your current customers!***
- Google's Keyword Planning Tool
- Spyfu.com
- Ubersuggest.com
- WordTracker.com
- KeywordDiscovery.com
- Google Search Suggestions
- Google Trends



# Longer keyphrases mean increased conversion %, More specific match types follow this same rule

Keyword Length	% of Impressions	% of Clicks	% of Conversions
0 To 5	4%	1%	1%
6 To 10	23%	14%	9%
11 To 15	33%	32%	35%
16 To 20	24%	30%	27%
21 To 25	11%	16%	18%
26 To 30	3%	5%	8%
31 To 35	1%	1%	2%
36 To 40	0.2%	0.2%	0.4%
>40	0.2%	0.1%	0.1%

**Longer keyphrases mean increased conversion %,  
More specific match types follow this same rule**



# Match Types

## Exercising Fine Control

- Broad
- Modified broad (AdWords Only)
- Phrase
- Exact
  - Option to include plurals, mis-spellings and other close variants for phrase and exact match
- Negative versions

# Match Types

## Exercising Fine Control

- Broad match is a great start but don't set and forget
- Phrase & Exact match should be applied to top converting keywords
- Look in the keyword details reports to see what new exact and phrase matches you can discover
- Negative Match is your scalpel for unwanted clicks

# Phrase & Exact Match Expanded Reach

On Google, phrase and exact keywords can trigger ads on close variants:

- Misspellings
- Singular/plural forms
- Stemming
- Accents
- Abbreviations

# Phrase & Exact Match Expanded Reach

## Expanded reach Examples

- Mis-spelling
  - Waterproof sunblock = waterpooof sunblock
- Plural variations
  - Buy bollard covers = buy bollard cover
- Stemming Variations
  - Single serve coffee maker = single serving coffee maker

# Match Types

## Exercising Fine Control

### Advanced settings

- ⊕ [Schedule: Start date, end date, ad scheduling](#)
- ⊕ [Ad delivery: Ad rotation, frequency capping](#)
- ⊕ [Social settings](#)
- ⊖ [Keyword matching options](#)

Exact and phrase match ?  
Search Network only

- Include plurals, misspellings, and other close variants
- Do not include close variants

Save

Cancel

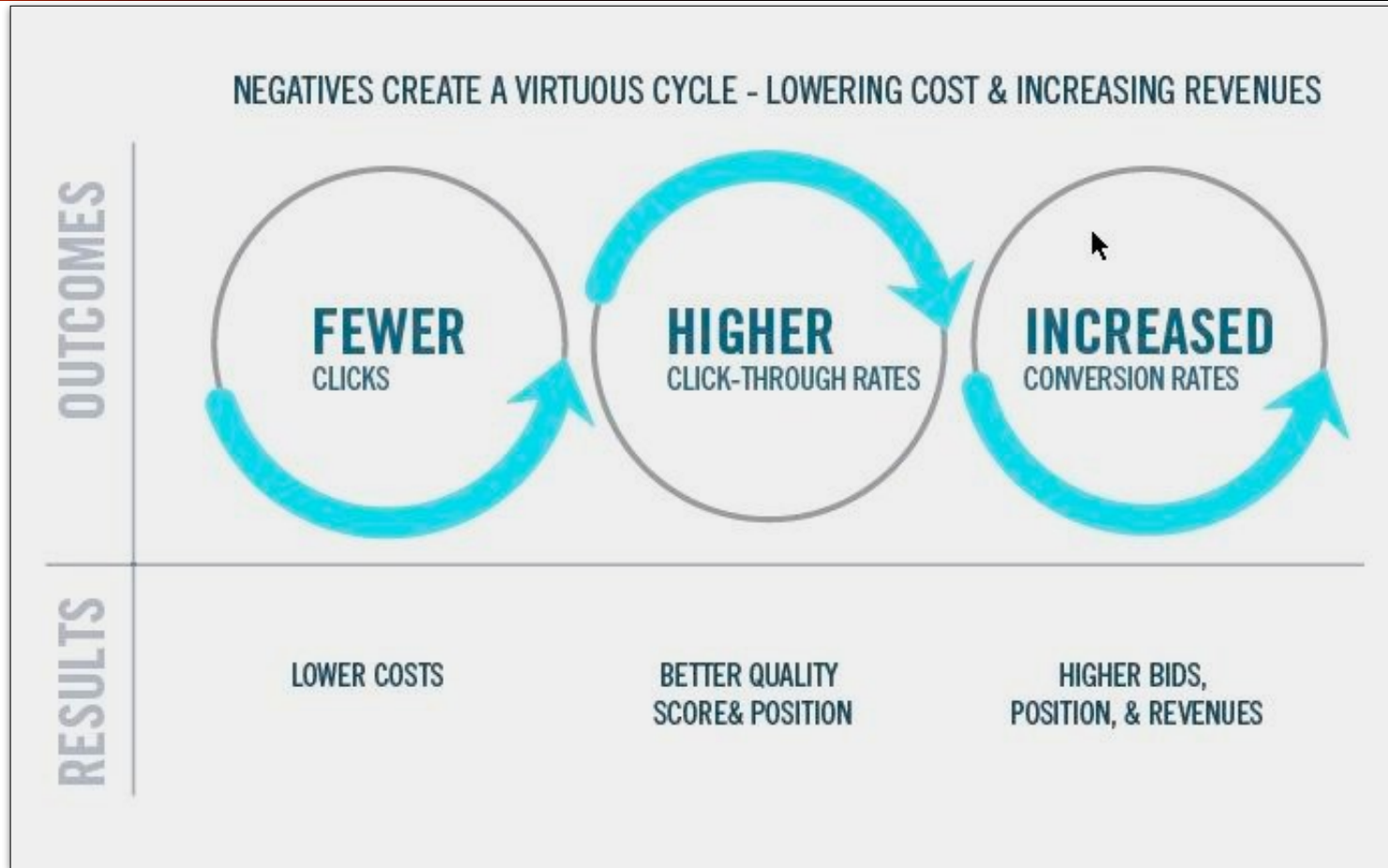
- ⊕ [Experiment](#)<sup>BETA</sup>
- ⊖ [IP exclusions](#)

# Negative Match Type

- Negative match is one of your highest efficiency tools
- Can be broad, phrase or exact
- Look for complete mis-matches in your keyword details report
- Look for user intent and apply it to your ad groups
- Negative Exact match can allow fine control
- Broad match does not expand out the way it does on positive broad



# The Benefits of Negatives



Marin Software Inc., Negative-Keyword Strategies:

# Thanks For Attending

Please stop by the back of the room and pick up one of our whitepapers.

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