



An Introduction to...

Search Marketing

The Ten Tricks Of The Trade

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Getting search to work...

...even harder

Ten Tricks Of The Trade

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1. Ensure relevant keywords

Relevancy is critically important in making sure advertisers get the right results and drive highly-targeted traffic to a web site.

- Consumers who benefit from a **positive user experience are more likely to become loyal**, repeat users, which in turn, means more targeted traffic to a site.
- A search term is only relevant to the web site if the user is able to **find that content quickly and easily**.

2. Write titles and descriptions that are concise and factual

Maximise potential click through rate and improve the user experience with **clear, concise and correct information**.

- For best results **keep listings short and to the point**, and avoid hype and exaggeration. The first five words of a title and the **first five** of a description are the most important.
- Putting a **search term within the title and description improves** targeted click-through. Titles and descriptions should not include superlatives (such as “best” or “cheapest”), symbols (such as @ and *) or contact information (unless these form part of a trademark name).



3. Deep link your listings

Make sure you take users to the **relevant section of your website** with the product or service they clicked on, rather than to your homepage. Alternatively, it should be immediately obvious to the user where they need to click to find that content from the landing page. If searchers can't easily find the information they're looking for on your site, they are more likely to leave without making a purchase.



4. Enable the 'back button'

It is essential that your **back button is enabled**. A disabled back button is frustrating, unnecessary and represents a poor user experience and discourages repeat visits to your site.

5. List as broad a range of relevant terms as possible

Bid on as many search terms as are relevant to your site, some very generic terms command a high PPC, very specific phrases are less expensive.

- Ensure you have a good **spread of both generic keywords and highly targeted ones** and **review regularly**. The more targeted the keyword the more cost effective it is. For example, "Flights to Paris" will be a less expensive keyword than the generic – "flights."

6. Track sales with tracking URLs

Track conversions and monitor which keywords work best. Divert advertising spend to those keywords that prove more lucrative.

- **Put a tracking code on URLs** so that the sales sources can be identified. In addition to tracking search links via a URL also track response gained from ad placements used in search. This should **include the tracking of click and non-click responses by using third party ad serving companies**. Although users see an advertisement displayed once a key word is entered, they often only type in a URL, or look up a URL by other means.

7. Make the most of tools provided

All operators offer suites of tools such as **auto bidding, reports, suggestion tools, and newsletters that can help increase ROI.**

- New auto bidding systems help advertisers optimise their budget by enabling them to get the best price for sales leads. With auto bidding an advertiser sets the maximum to pay for each listing. Most systems continually compare a maximum bid with those of a competitor and adjust accordingly. Integrate the campaign with other advertising – online and offline.

8. Delete junk and integrate your campaign

Review creative and keywords at every two months to keep it fresh and to avoid bidding on advertising copy and keywords that are out of date.

- However, remember that under performing terms may be slacking due to marginally written titles and descriptions.
- **Enhance results with graphical ads** – banners, tenancies – on search engines where the bid results are displayed. Ensure creative is consistent with other media.



9. Ad hoc and regular opportunities

Monitor the news, and stay abreast of annual and ad hoc **calendar events** for search trends to bid on to gain new traffic. These could be as simple as Valentines Day, Christmas, Easter or sporting events such as Cup Finals, World Cups, or Derby Day.



10. Regularly review bidding strategy

You might not be bidding high enough.

- An **overly restricted calculation of ROI** might ignore the **lifetime value of a customer**. Preferably your online marketing campaign is designed to build a customer list that will have some long-term loyalty to your business.



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- **Maximising returns through search** (Search Seminar slides)
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