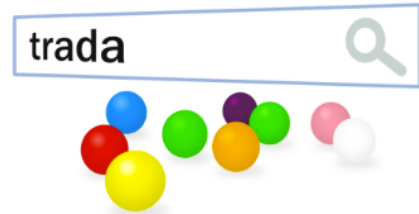


WILLIAM SHAKESPEARE'S STRATEGIES FOR WRITING PPC ADS

A Best Practice Brief

Presented by Trada



IN THIS BRIEF:

The Four Horsemen of PPC

How to make sure your keywords, ad groups, landing pages and ads are working in tandem to beat your competitors.

Google's Limitations

How they level the playing field - and how you may use them for your benefit.

Maximize your 70 Characters

You really can write a complete - and compelling - ad in three lines.

In paid search, writing an ad that is compelling, relevant and makes great use of space is important. Not only must you write an ad that will **encourage a searcher to click**, you also have to consider **relevance** with landing pages, ad groups, and keywords in order to get the best possible quality score.

Mr. Shakespeare had all the qualities of a great PPC ad-writer. He had an innate ability to encapsulate many ideas within a single phrase. He had a sense of humor. And he chose words carefully. These skills helped him to beat his competitors to become one of the most famous writers in the world.

But you don't have to be a master wordsmith to write great PPC ad copy. **You just need to be smart about how you write and test your paid search ads!**

The Four Horsemen of PPC

Four elements comprise a paid search strategy: **keywords, ad groups, landing pages, and ads**. In order to excel at PPC (and to take advantage of the leveled playing field of paid search to beat your competitors) you must make sure that these four elements are **relevant** to each other. This can be time-consuming, and requires thoughtfulness .

Keywords

In order for the ad to be relevant to the search query (the search query is what a searcher types in to the search engine - it's important to note that **this is different from a keyword, which you have created**), it should contain the actual search phrase in some form.

This is the single easiest way to bolster your quality score, which will ensure that the ad is 'healthy' and will be served on Google and Yahoo/Bing. But that's not the only reason to insist upon relevance: a great benefit of using paid search is the ability to capitalize on people's actual interests, desires, and needs. **A searcher has indicated that she wants something - and as an advertiser, you are helping her find it!** The clearer and more direct the search ad is - especially if it includes the actual search term - the more likely you are to see clicks.

Ad Groups

Remember that **ad groups are for organizing ads**, not keywords. An ad group is a group of keywords who will share a set of ads. Again, relevancy is cardinally important. Each ad group should be small (20 keywords or less), focused, and driven to its own landing page.

Landing Pages

You're doing all this PPC stuff for one reason: to get people to your website! So don't ignore the importance of the landing page. Once on your site, a searcher should never be more than one click away from finding their product. And relevancy is key here again, as well: highly relevant copy on your landing page can drive up your quality score.

Ads

Focus on relevance, and ask yourself these five questions while writing ad text:

1. Is the keyword included in the ad text?
 2. Are you driving to the right landing page?
 3. Are you echoing language from the landing page?
 4. Is your display URL category-specific?
 5. Have you differentiated yourself?
-

Google's Limitations

Google's ads require a strict format, and there are some rules in place regarding language, capitalization and punctuation. Why is this? Well, Google has built its empire on providing a positive user experience - and on the ability to conveniently provide relevant information in a neatly organized fashion. Because users prefer not to have giant flash ads domination the screen, Google and Yahoo/Bing require that all ads look the same.

This is great for you as an advertiser - it levels the playing field and allows you to dominate a

competitor in an auction simply by being smart about how you write your ads. A small company can beat a huge one without spending any more money. You can't do this with Superbowl ads!

The guidelines might seem restrictive, but all they do is force you to show **the best value proposition** and display yourself to be the kind of company a searcher might want to do business with. So use your limited space to show value and sincerity.

Real-time Data as Instant Market Research

A great benefit of advertising with PPC is its ability to **generate data quickly**. This means that you can test your marketing messages - in real time - and use what you learn to inform your marketing strategies in other mediums. How do you start? As a best practice, keep your ad groups small - between **10-20 keywords**. Write 4 ads for each ad group, with four different subject lines and four different calls to action. You can see which ads performed best on many levels: impressions, click-throughs,

conversions. Choose the two ads with the best performance, make changes, and test again. (Don't ever have more than 4 ads per ad group, though. The 'pause ad' function will help you manage which ads are running.)

Next, you can use what you've learned to help you make decisions in display, print, social media - you name it. **As a marketer, you'll have real data to inform your messages.**

Maximize Your 70 Characters

1. **Use all 70 Characters.** You probably have a lot to say about your brand: so use all the space you're given!
2. **Leverage all the hard work you've done in offline channels.** Amplify brand voice and messaging - concepts you've already spent time developing - within your paid search campaigns.
3. **Create a sense of urgency with promotions and end dates.** Online shoppers are different from those found in brick-and-mortar stores - they're looking for deals and they like to compare prices.
4. **Always, always, always use a call to action.** It encourages people to be active within your site, and it also lets them know what to expect post-click.
5. **Use title casing.** Searchers are drawn to ads with title casing because they command more presence on the page.
6. **Keep the grammar tidy.** If an ad with poor grammar isn't rejected, it'll make your company look disreputable and careless.
7. **Let people know you are the "Official Site".** This lends credibility.
8. **Use Dynamic Keyword Insertion** - but use it carefully!
9. **Be conversational.** Maybe ask a question: Like Red Scarves? Get 20% Off at Big Red Scarves. Shipping is Free!
10. **Be smart and test, test, test.** Try different approaches in your ads and see what performs best. Never leave your campaign unattended!

Writing Ads Takes Time.

With Trada, you'll have a crowd of experts working on your PPC campaign together - writing ads, managing bid prices, and building massive long-tail keyword lists.

Trada's PPC experts already know all the strategies for writing compelling ad copy -

and you may approve it at a high level. They're certified, and as a crowd they display a diversity of thinking that a single person could never achieve alone.

The best part? They're paid on performance.



Trada.

Ridiculously easy.
Measurably better.

Powered by people.

We'd love to show you our crowdsourced PPC marketplace. Contact sales@trada.com for a tour.

How it works:

1

Big Red Scarves, an e-commerce company, works with Trada to determine what they're willing to pay for a click and a sale, and determine a monthly budget. They also decide if they'd like to advertise on Google, Yahoo! or Bing - or all three at once!



Click price: \$0.50
Conversion price: \$20.00
Monthly Budget: \$30,000

2

Multiple PPC experts working in Trada (we call them Optimizers) choose to join the Big Red Scarves campaign because they're drawn to the specifics of its budget and vertical market.



3

Within 24 hours, Trada Optimizers have begun creating highly targeted, relevant keywords - including low-cost long-tail keywords - and hundreds of ads. Trada places the campaign on Google, Yahoo! and Bing. It begins running, generating clicks and sales.



4

If an Optimizer beats Big Red Scarves' campaign goals, he gets paid. He makes the difference between the price he was able to generate a click or sale for - and the price Big Red Scarves was willing to pay.



Conversion Price (Sale) **\$20.00**
Optimizer's Ad Spend - **\$17.00**

Optimizer keeps: \$3.00



Bid **\$0.50**
- Click **\$0.45**

Optimizer keeps: \$0.05