

# 5 Ways to Beef Up Conversions with PPC



## With Paid Search, you can add muscle to your marketing.

What does a conversion mean for you? It might be a sale on your e-commerce website, a completed lead form, or a download. Whatever a conversion means for you, paid search is likely the most affordable, attainable and valuable method for bringing customers to your website where they can complete the transaction.

In this guide, we'll give you the strategies you need to use paid search to drive high-converting traffic right to your checkout or landing page.



### In this guide:

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**Ad Groups: In the High School of Paid Search, Cliques are Good!**

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## Ad Copy: Inform Your Clickers

Tell people what to expect!

Use a clear and descriptive call-to-action. You have 95 characters to work with: a headline and two lines of ad text.

There is an art to including everything you need to convince a searcher to click, but one rule is irrefutable: **include a clear call-to-action**. You must tell the searcher what will happen on the other side of the click.

What will they be able to do when they click on your ad?

**buy now!**

**download the whitepaper**

**save 20% off all canoes**

**get a free report**

**request quote**

**sign up!**

**take a tour**

**try it free**

**get it now! only \$29**

**start saving**

After you've indicated what will happen when they click, make sure you follow through. Don't make a potential customer hunt around on your landing page.

Make it easy to complete the transaction!

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## Ad Groups: in the High School of Paid Search, Cliques are Good!

Yep – you want your ad groups to be **small, thematic, and exclusive to only one type of keyword**.

Ad groups are for organizing ads, not keywords. An ad group is a group of keywords that will share a set of ads.

Each ad group should be small (20 keywords or less), focused, and driven to a dedicated landing page.

Why will this increase conversions? You want to target searchers based on what they are searching for – specifically. Then, send them to a landing page that has what they're looking for.

If a potential customer needs to click around on your site to find what they're looking for, you'll lose conversions with every click.



## Long-Tail Keywords: Your Secret Low-Cost Conversion Weapon

Long-tail keywords are highly relevant, very targeted, and less expensive.

Single and double-word keywords can be competitive and expensive. Long-tail keywords will get fewer impressions and clicks, but by definition they are not as highly sought-after and therefore cost less.

And best of all, **long-tail keywords are already more specific, and therefore more likely to convert.** If you sell lightweight aluminum canoes online, a searcher who types in 'canoes' as his search term might be looking for any kind of canoe. Toy canoes. Antique wooden canoes. Canoe paddles. But *you* sell lightweight aluminum canoes. The click on keyword: canoes is more

expensive and less likely to send the right canoe-buyer to your site.

But there's a catch. Exploring long-tail keywords can get you low-cost, high-converting clicks, but the process of finding them is time-consuming.

The idea is to use longer, multi-word keywords that searchers might think of:

**Who sells lightweight aluminum canoes online**

**Where to buy lightweight canoes  
aluminum canoes for camping**

One way to create this list is to crowdsource it - ask different people to come up with all the keywords they can think of for a specific

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## Dynamic Keyword Insertion: the Crystal Ball of PPC



What if you could write a detailed ad that specifically targeted each searcher - by mimicking the exact search phrase they typed in, but

without all that messy mind-reading stuff?

**Dynamic Keyword Insertion** is a sophisticated paid search strategy that can greatly increase your click-throughs and conversions. When someone searches for a specific phrase, **they are more likely to click on an ad that includes the exact phrase** they typed into the search engine.

But it's unrealistic to write a separate ad for every single possible search term for a certain product (you are already trying to create thousands of keywords). Dynamic keyword insertion works by substituting a variable in your ad copy for the term the searcher will enter: in this case, the word

## Dynamic Keyword Insertion (continued)

“KeyWord”. When your ad is served, the actual search term will appear, bolded, in the ad. It’s very appealing!

### Here’s how to do it:

Let’s say you are selling canoes online. Write your first line in this format:

{**KeyWord: Aluminum Canoes**}

Then, be sure your ad is linked to a tight, concise ad group with **no broad match phrases**. If I search for “lightweight aluminum canoes” and your ad is served, the first line of your ad will appear like this:

### Lightweight Aluminum Canoes

If my search term is too long (more than 25 characters):

### Who sells 2 person lightweight

### aluminum canoes online

The default from your original ad will appear:

### Aluminum Canoes

Be careful when using dynamic keyword insertion, as it can create nonsensical ads if combined with broad match keywords or an unfocused ad group.

**Buy Child Online**  
**Never Pay Full Price Again!**  
**Child Sale up to 80% off.**  
[www.amazon.com](http://www.amazon.com)

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## Test, Test, Test, Optimize, Refine, Test and Test Again!

Paid search is an excellent tool for testing strategies, keywords, ad copy, ideas and promotions. You can generate data quickly, download reports and use what you learn to constantly optimize your campaign.

As a paid search advertiser, it's imperative that you continually update and refine your campaign. **It only takes a few days of neglect to drive down quality scores, lose ad position and drop below your competitors.**

To increase conversions, begin by writing four ads for each ad group and allowing them to run for 2 weeks. This should give you a solid data set to determine which two ads had the highest conversion rate (you can use AdWords or Search Alliance reporting combined with Google Analytics for a sophisticated reporting engine).

Allow the two best-performing ads to continue to run, and write an additional two ads. Then, repeat. Never stop optimizing, learning and testing!

## You can also use Trada.

### Trada is completely different.

With Trada, you can have multiple PPC experts working on your campaign at the same time – generating massive volumes of keywords, writing custom ads, and constantly optimizing.

The results are better than if you did it yourself, or used an in-house PPC team.

### And it doesn't cost any more than if you were to do it in-house.

Trada's certified PPC experts *already know* how to run sophisticated campaigns. They will:

- Write customized calls-to-action that will increase conversions by letting a searcher know what to expect
- Create tight, thematic ad groups and compelling ad copy. They have the time to do paid search *right*.
- Leverage long-tail keywords. Collectively, the crowd can think of massive numbers of diverse keywords.

- Use Dynamic Keyword Insertion – and they know how to avoid mistakes!
- Test and learn. We give our Optimizers and our advertisers the data and tools they need to be intuitive. And the crowd logs in every day to make changes and optimize the campaign.

When many people work on a problem, they as a crowd display diversity of thinking and collective hours of manpower.

**There are no fees to join and run a paid search campaign in the Trada Marketplace.** You can run on multiple ad networks – Google and Yahoo/Bing.

To learn more, visit [trada.com](http://trada.com).

