



## 13 WAYS YOU'RE KILLING YOUR CONVERSION RATE

*A Guide,  
Presented By Trada*

Search marketing is complicated. There are a lot of moving parts, and the web is overwhelmed by suggestions and ideas. It's hard to figure out if you're doing things right.

But... what if you are doing something terribly wrong? In this brief, we'll outline thirteen common mistakes that can kill your conversion rate - and how to fix them.

### 1. Driving traffic to your homepage.

This is a very common mistake. After all, why shouldn't you send visitors to your homepage - it's the hub of all the action. A visitor can go anywhere from there!

That's exactly the problem. **To increase conversions, you need to send a searcher exactly where he expects to go** - to a product page, or a page with a download or form to complete. Make it easy for your customers to complete the transaction.

### 2. Trusting your gut.

When you design your paid search campaign, remember that your customers won't think exactly like you do. This means you won't be able to predict what kinds of keywords will bring you the most conversions. **Only data generated over time can give you a clue.**



Use these tools to brainstorm a list of long-tail keywords for your own campaign.

So what should you do? Steal ideas from your competitors! Try a keyword tool like Spyfu, Raven or KeyCompete to research which keywords your competitors are using. Use this information to brainstorm a list of long-tail keywords for your own campaign. Then, get your friends and colleagues involved: **diversity of thinking will give you an edge.**

### 3. Fighting for first position.

Of course, we all want to win. And if you structure your paid search campaign well and optimize it over time, you'll likely see yourself ranking in the first position for some of your keywords.

But wasting energy and money trying to rank first for all of your terms is a mistake. Why? **The first position may not convert as well as positions 2-4, and clicks will be more expensive.** Check your ego at the door and leave position 1 to your competitor!

### 4. Targeting a wide area.

**Geotargeting is a simple but powerful tool that allows you to dictate where, geographically, your ads are served.** You can target countries, regions, states, and cities, and you can even use a custom polygon to focus on areas of almost any size or shape. Failing to use this tool could generate volumes of irrelevant clicks - sure to drive down your conversion rate.



You can build a custom polygon to target a specific area.

### 5. Using single, broad-match keywords.

If you're selling shoes, you'd like to be able to sell to someone who types in the word "shoes", right? Sure, but the search term "shoes" could come from someone looking for many things that don't have anything to do with your product: shoes for horses, shoe repair, brake shoes... or even just a brand that you don't carry. **Save your money for clicks that will actually drive targeted traffic to your website by using exact and phrase match keywords, and focusing on phrases that contain 3 or more words** (long-tail keywords). This is a guaranteed way to boost your conversion rate.

### 6. Not using all 70 characters.

Google and the Yahoo/Bing Search Alliance have very strict rules regarding how many characters you can use on each line of your search ad, as well as editorial guidelines detailing use of capitalization and punctuation.

[Buy Our Shoes](#)  
They're great.  
Click here.  
[trdashoes.com](#)



NO

[Buy One Pair Get One Free](#)  
Nikes as low as \$29. Free Shipping!  
Huge selection of running shoes.  
[trdashoes.com](#)



YES

This is intended to give users a useful, relevant and pleasant experience when perusing search results. It also levels the playing field, so that an ad that is written clearly and makes a good offer will attract the most attention. **Use all the space given to you for the best results.**

### 7. No call-to-action.

**A searcher who knows what to expect when she clicks is more likely to click and convert.** So let her know what will happen! Will she be able to Buy Now, Download the eBook, or Start Saving? Always use a call-to-action.

### 8. Allowing dates to expire.

Writing ads with promotions and specials - with specific end dates - is an effective way to create a sense of urgency and increase conversions. **But running these ads past their expiration date can affect your credibility** - and it just doesn't look good. What's the solution? Do run promotions - but set yourself a calendar reminder so you'll know when to update them.



Set a calendar alarm to remind yourself when to update ads.

### 9. Filling your ad copy with adjectives.

You do want to convince a searcher that your offer has more value than your competitors'. But adjectives aren't descriptive, and they can be perceived as superlative. **To increase conversions, use more verbs than adjectives to showcase your offer.** Describe your value *tangibly* with actions.

**BEST  
SHOES  
EVER**

### 10. Setting the wrong expectations.

**If you are new to paid search, or if you're experimenting with a new ad network or strategy, inform yourself before you begin.**

Assuming that you'll be able to get a 70% conversion rate might set you up for disappointment. Again, you can look to your competitors for data: research click and conversion prices in your vertical. Then, determine your target ROI based on data, not gut feeling or desires. Finally, be prepared for an exploratory period.

### 11. Separating PPC and SEO.

A comprehensive digital marketing strategy includes both, but don't be discouraged by the work involved. **Working on SEO and PPC in tandem can actually save you time, because you can use data from both to inform both programs.** Specifically, you can use your successful PPC keywords to build your SEO keyword list. For more on this, download our free guide, **PPC and SEO Working Together** at: <http://www.trada.com/resources>.

### 12. Taking a vacation.

**Your campaign needs constant optimization.** Leaving it alone - even just for a few days - could result in your ad position slipping. The market is constantly changing. For an optimized campaign, you should log in every day, look at the data, add keywords, refreshed your ads, and adjust bid prices.

### 13. Not testing.

Paid search is exceptional because it gives you all the tools you need to test your messages - built right in. You can A/B test ad copy simply by writing multiple ads for each ad group. The ones that perform the best will deliver clicks and conversions.



If you're not using this information to inform campaign changes, as well as online and offline branding on other channels - you're making a mistake! Here's a simple way to test ad copy: write four ads for each ad group. Vary the subject lines in two ads, and the call-to-action in the other two ads. After two weeks, rewrite the ads that didn't perform as well. Rinse and repeat!

## TRADA CAN HELP

When you run your search marketing campaign with Trada, you will have multiple experts working for you at the same time. **They already know how to write and test compelling ad copy, structure ad groups for the best quality score, and constantly optimize for success.**

And because Trada's search marketing experts work together on your campaign, collectively they have the diversity of thinking and time to generate massive numbers of targeted long-tail keywords.

And it costs the same amount to run campaigns in Trada as it would if you were to do it in-house.



- ✓ **Better results**
- ✓ **Complete visibility**
- ✓ **Low effort**
- ✓ **No fees**

Trada's Optimizers are paid strictly on performance. You simply state an ad spend budget and click/conversion price, and our experts work to optimize below those prices. They run campaigns on Google and Yahoo/Bing, and you approve everything from a high level.

To learn more about how Trada can completely revolutionize your search marketing, visit our website at [trada.com](http://trada.com) or call 877-871-1835 to speak to a Trada Marketplace Expert today.

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