

Optimization for improved Paid Search Conversions

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Background

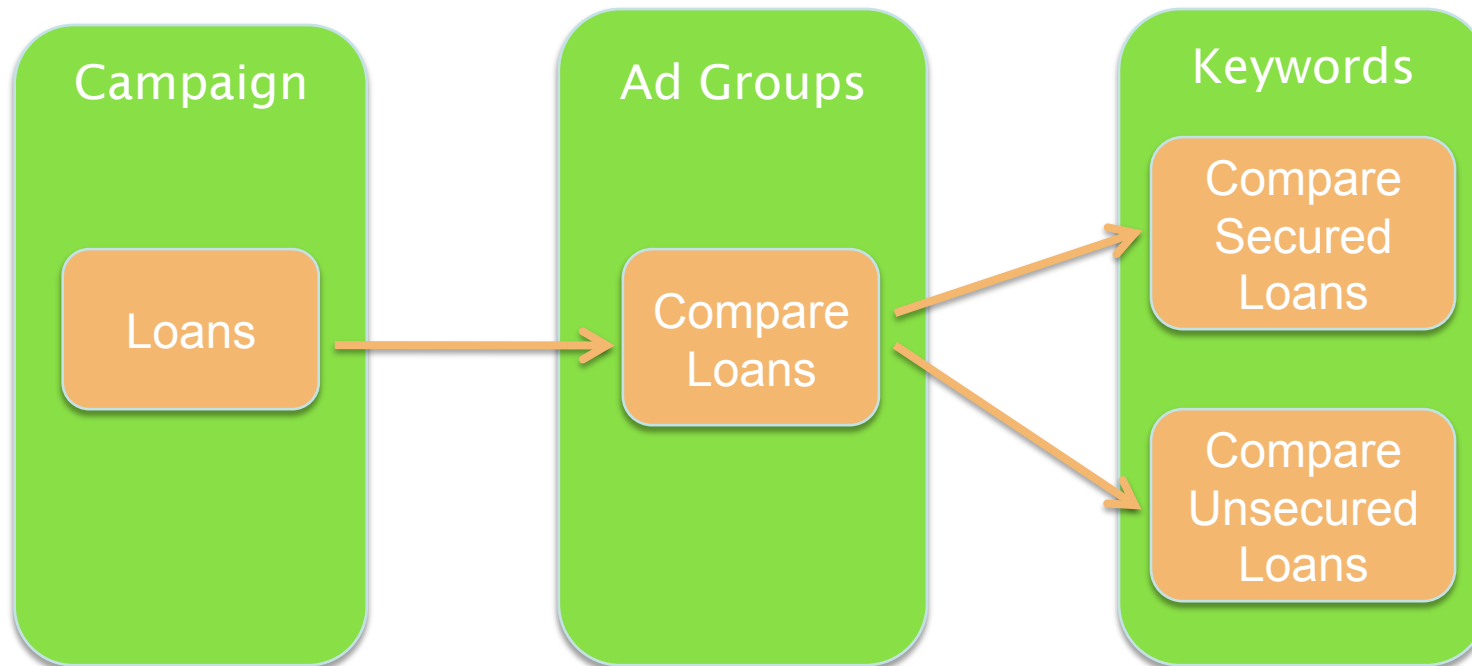
Due to increased competition the cost per click is rising

One of the most effective methods to defend against rising CPC's is to optimize the performance of campaign landing pages and destination URL's.

Performing landing page optimization is done in three basic steps:

1. Identify relevant keywords which are transaction or action focused
2. Use the keywords and message consistently from ad creative through to landing page
3. Test different landing page options, measure results and review

Campaign Structure



From keyword through ad creative to landing page, keep message relevant

Keyword Strategy

High volume generic keywords:

- Drive more traffic
- Lower conversion rates
- Generalized landing pages
- “Casting the net wide”

Lower volume more specific and focused keywords:

- Drive lower traffic volumes
 - Higher conversion rate
 - Take users to specific landing page
 - “Carefully targeted traffic”
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- **Structure campaigns of similar keywords**
 - **Retain structure across multiple search engines**

Keywords to Landing Pages

Optimize landing pages for relevance, quality score and conversion.

There are three main factors to consider when optimizing landing pages to improve conversion:

1. **Headline** - the headline in your ad creative should match the headline of your landing page
2. **Value Proposition** – briefly explain the benefits of your product or service, consider “tone of voice”.
3. **Call to Action** – what do you want the customer to do? What should they do next?

Keys to successful landing pages

1. Design your tests around a single question with one single measurable success metric.
2. Ensure there is a clear difference between the tested pages.
3. Continue the “test and learn” methodology (A/B and Multivariate).
4. Optimize landing pages for relevance, quality score and conversion.
5. Segment results, look at traffic sources do results differ due to visitor profile?
6. Account for changes behavior, for example seasonality/ market conditions.
7. Act on your results, use hard facts and evidence to support site changes.

Summary

To obtain the maximum conversion rate:

- Start with the right keywords
- Your Ad copy must be relevant
- Your landing page must be relevant
- Test different landing pages and let your customers decide what's best!

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