

# Google Adwords Targeting Process

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We want to be sure that the money you spend on internet advertising is well spent. We have developed this simple process that enables us to deliver highly targeted ads to your potential customers.

## Identify the Target Customer

Companies don't search for your product, people do. We want to identify who those people are to help us determine their search habits.

Questions we need you to answer...

What kind of company does this person work for?

- This helps us determine the types of keywords in your ad.

What country do they live in?

- This lets us know when the best time to run your ad is.

Are they more likely to search from home or work?

- This helps us determine the best time of day to run your ads. If 90% of your target audience is searching from work, then we want to run our ads 8-5 to help filter out less valuable clicks.

How old are they?

- This helps us write the ad copy.

## Landing Page Optimization

The landing page is the first thing our potential customer sees when he clicks on our ad. This page needs to help him find the info he wants as quickly as possible. We constantly review your website stats to determine what actions visitors are taking when they first hit your website. We use this behavioral info to further optimize the page.

## Ad Optimization

We setup multiple campaigns with different keywords and ad copy. These campaigns are reviewed weekly and are adjusted to increase CTR (click through rate). A higher CTR means more people are interested in your ad, Google rewards this higher CTR by increasing your ad position for a lower cost. This means that a highly relevant ad may be in position 1 or 2 for only \$0.70/click while an ad with lower relevance will have to pay \$1.00+ for the same position. Google's system for determining ad relevancy and placement is outlined here: <https://adwords.google.com/support/bin/answer.py?answer=13854>

## Measure and Adjust

The effects of our changes to your ad campaign on your website performance is measured with a few Key Metrics that we developed specifically for your site. These are One-Page Visits and Percent Visit to Response.

### **One-Page Visits**

This metric shows us the bounce rate of your website as a percentage over time. Bounce rate is a measurement of how quick people leave your site. We want people to be able to quickly and easily find what they are looking for. This metric helps us determine the effect of navigation and content changes.

**Percent Visit to Response**

This metric shows us how many actual leads we are getting compared to website visits. The trends shown with this metric will have a tight correlation to our ad relevance. More relevant ads will receive a higher response rate.

In conclusion, our end goal for this campaign is to deliver highly targeted leads at a cost that is less than your traditional sales channels. The internet is an international, always on sales tool and we want to be sure we are using your advertising dollars to effectively leverage this exciting sales tool.