

PAY PER CLICK

Elysium Academy Spark Notes

VERSION 2.3

01. Introduction to PPC

- **What is PPC?**

PPC (Pay-Per-Click) is an internet advertising model where advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way to buy visits to your site rather than attempting to earn them organically.

PPC is commonly associated with search engine advertising, where advertisers bid on keywords that trigger their ads when searched on platforms like Google or Bing. However, PPC can also refer to display ads, shopping ads, and social media ads.

- **PPC Platforms Overview:**

- **Google Ads:** The largest PPC platform offering search ads, display ads, shopping ads, and YouTube ads.
- **Microsoft Advertising (Bing Ads):** Offers similar features to Google Ads, often at a lower CPC due to less competition.
- **Facebook Ads:** Allows for highly targeted advertising on both Facebook and Instagram.
- **Amazon Ads:** Ideal for eCommerce, offering product listing ads

- **Basic PPC Terminology:**

- **Impressions:** The number of times your ad is displayed.
- **Clicks:** The number of times someone clicks your ad.
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, calculated as $(\text{Clicks} \div \text{Impressions}) \times 100$.
- **CPC (Cost Per Click):** The amount paid for each click.
- **CPA (Cost Per Acquisition):** The cost to acquire a conversion.
- **Conversion:** A specific action taken by a visitor after clicking on

02. PPC Campaign Strategy

- **Audience Research:**

Understanding your audience is crucial for targeting the right users with your ads. Key audience characteristics include:

- **Demographics:** Age, gender, income level.
- **Geographic Location:** Cities, regions, or countries where your target audience is located.
- **Interests and Behaviors:** Based on browsing and purchase history, Google Ads allows targeting based on interests (e.g., sports enthusiasts, travel lovers).
- **Devices:** Desktop, mobile, or tablet preferences.

- **Keyword Research:**

Keyword research is critical to a PPC campaign's success. You need to choose keywords that balance:

- **Search Volume:** Number of searches per month.
- **Competition Level:** How many advertisers are bidding on the same keywords.
- **Cost Per Click:** Average cost of a click for that keyword.

- **Tools for keyword research include:**

- **Google Keyword Planner:** A free tool to help you find keyword ideas and see estimated search volumes and costs.
- **Ahrefs/SEMrush:** Paid tools that provide keyword suggestions and competitive data

- **Competitor Research:**

Analyzing your competitors' PPC efforts is essential. You can identify which keywords they are targeting, what their ad copy looks like, and how much they are spending.

- **Tools for competitor research:**

- **SpyFu:** Provides insights into competitors' keywords and ad strategies.
- **iSpionage:** Another tool for competitive intelligence, focusing on keywords and ads.

03. Creating a PPC Campaign

- **Campaign Types:**

1. **Search Ads:** Ads appear at the top of search engine results based on user queries.
2. **Display Ads:** Banner ads that appear on websites within the Google Display Network.
3. **Shopping Ads:** For eCommerce businesses, showing products directly in search results.
4. **Video Ads:** Mainly run on YouTube, ideal for brand awareness.
5. **App Promotion Ads:** Designed to promote mobile app installs or engagements

- **Campaign Structure:**

- A well-organized PPC campaign structure is vital for effective management:

1. **Account:** Your overall account with the platform (e.g., Google Ads).
2. **Campaign:** A group of ad groups with a common goal (e.g., Brand Awareness).
3. **Ad Group:** Contains ads and keywords targeting a common theme.
4. **Ads:** The individual advertisements shown to users.

- **Ad Groups and Ads:**

Each ad group should contain tightly themed keywords, ensuring that all ads within the group are relevant to the search queries. You typically create multiple ads per ad group to test different versions and improve performance through A/B testing.

- **Ad Copywriting Best Practices:**

1. **Headline:** Make sure it's attention-grabbing and includes keywords.
2. **Description:** Focus on the benefits and include a clear call-to-action (CTA).
3. **Display URL:** Ensure that your display URL is clean and easy to read.
4. **Ad Extensions:** Use sitelinks, callouts, and other ad extensions to provide extra information.

- **Bidding Strategies:**

1. **Manual CPC Bidding:** Gives full control over bids on individual keywords.
2. **Enhanced CPC (ECPC):** Automatically adjusts your manual bids to improve conversions.
3. **Target CPA:** Automatically sets bids to get as many conversions as possible at a target cost per acquisition.
4. **Maximize Conversions:** Automatically sets bids to help get the most conversions possible within your budget. →

04. PPC Metrics and KPIs

- **Key Metrics Overview:**

- **Impressions:** How often your ad appears.
- **Clicks:** How many users clicked on your ad.
- **Click-Through Rate (CTR):** $\text{Clicks} \div \text{Impressions}$.
- **Conversion Rate:** $\text{Conversions} \div \text{Clicks}$.
- **Cost Per Click (CPC):** $\text{Total cost} \div \text{Total clicks}$.
- **Cost Per Acquisition (CPA):** $\text{Total cost} \div \text{Conversions}$.
- **Return on Ad Spend (ROAS):** $\text{Revenue generated} \div \text{Cost of ads}$.

- **Conversion Tracking and Attribution:**

Conversion tracking allows you to measure the effectiveness of your campaigns. Attribution models determine which clicks get credit for a conversion, such as:

- **Last Click:** Credit goes to the last click before conversion.
- **First Click:** Credit goes to the first interaction.
- **Linear Attribution:** Credit is distributed equally across all interactions.
- **Data-Driven Attribution:** Google allocates credit based on how each ad interaction influences the conversion.

05. PPC Optimization

- **Ad Testing (A/B Testing):**

A/B testing is crucial for refining your PPC ads. Test different elements, such as:

- **IAM Best Practices:**
 - **Headlines:** Try different approaches (e.g., benefit-focused vs. feature-focused).
 - **CTAs:** Experiment with different CTAs (e.g., “Buy Now” vs. “Learn More”).
 - **Display URLs:** Adjust display URLs to see if clean and simple URLs perform better.
- **Negative Keywords:**

Negative keywords help prevent your ads from appearing for irrelevant search queries. For example, if you sell premium shoes, you might add “cheap” as a negative keyword to avoid clicks from users looking for low-cost products.
- **Quality Score Optimization:**
 - **Quality Score is a key factor in determining both your ad rank and CPC. Improving Quality Score involves:**
 - **Improving CTR:** Write compelling ad copy that draws clicks.
 - **Ad Relevance:** Ensure your ad closely matches the keywords you’re targeting.
 - **Landing Page Experience:** The landing page should be relevant, load quickly, and provide a good user experience.
- **Landing Page Optimization:**
 - **Your landing page needs to be highly relevant to the ad and keywords. Focus on:**
 - **Load Speed:** Ensure your page loads quickly to avoid high bounce rates.
 - **Mobile Optimization:** Make sure your landing page works well on mobile devices.
 - **Strong CTA:** Include a clear, compelling CTA that aligns with your ad.

06. Advanced PPC Techniques

- **Remarketing/Retargeting:**

Remarketing targets users who have previously visited your site. These ads encourage users to return and complete a purchase or other action. Platforms like Google Ads and Facebook Ads offer powerful remarketing options.

- **Dynamic Search Ads (DSA):**
 - DSAs automatically generate ads based on your website content. They're ideal for large websites with many products or services that make it difficult to manually create ads for every page.
- **Audience Targeting:**
 - Google Ads offers various audience targeting options:
 - **Affinity Audiences:** Groups based on broader interests (e.g., travel, fitness).
 - **In-Market Audiences:** Users who are actively researching products or services similar to yours.
 - **Customer Match:** Use your customer email lists to target existing customers with tailored ads.

07. Tools for PPC Experts

- **Keyword Tools:**
 - **Google Keyword Planner:** For keyword research and forecasting.
 - **Ahrefs/SEMrush:** For more detailed keyword research and competitive analysis.
- **Bid Management Tools:**
 - **Optmyzr:** Automates bid management and optimization tasks.
 - **Kenshoo:** Another popular PPC management and optimization platform.
- **Reporting Tools:**
 - **Google Data Studio:** A free tool for creating customizable PPC reports.
 - **Supermetrics:** Pulls data from various ad platforms into Google Sheets, Excel, or Data Studio.

08. Common PPC Mistakes and How to Avoid Them

- **Over-spending:** Avoid over-bidding or failing to control your budget properly. Use daily caps and automatic bidding strategies to manage costs.
- **Poor Keyword Strategy:** Targeting too broad or irrelevant keywords can waste your budget. Focus on long-tail keywords for better targeting.
- **Ignoring Negative Keywords:** Not using negative keywords leads to irrelevant traffic and higher costs.
- **Failing to Test Ads:** Without A/B testing, you won't know which ad copy performs best. Test ads continuously to find top performers.

09. The Future of PPC

- **Automation and AI in PPC:**
 - AI and machine learning are becoming central to PPC management. Google Ads' automated bidding, smart campaigns, and ad optimization rely heavily on AI to improve campaign performance with minimal manual intervention.
- **Voice Search:**
 - As more users adopt voice search, PPC experts will need to focus on longer, more conversational keywords and optimize campaigns for voice search queries.
- **Privacy and Tracking Changes:**
 - Privacy regulations (like GDPR and CCPA) and tracking limitations (such as cookie restrictions) will impact PPC in the future. PPC experts need to adapt by using first-party data and alternative tracking methods to measure and optimize campaigns.


11. Conclusion

PPC experts offers actionable insights and detailed guidance on every aspect of creating, managing, and optimizing Pay-Per-Click campaigns. Whether you're just starting or refining your PPC strategy, these tools, techniques, and strategies will help you drive high-quality traffic, increase conversions, and maximize return on ad spend (ROAS).

[Click Here To Find Out More](#)

*Thank
you*
For Your Learning Today

 elysiumacademy.org

 info@elysiumacademy.org

Scan Here for More
Spark Notes

