PPC Select Business
6-Month Roadmap

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Introduction

We've developed our 6-month roadmap to help set expectations regarding what happens after we've gone live. There is a lot of activity and communication during the onboard phase and after going live it can almost feel like everything's gone dark. There is a very good reason for that and we've outlined what our account management looks like, and what you can expect after we've gone live, below.

You're Live!

Want to know the best thing about a PPC Select Business campaign? We've already run several of these campaigns and we know how to build winners. So from day one, you are ahead of the pack. We'll let you know when you are live, and then it will go a little quiet for us until ...

Two Week Update - Initial Insights

Wait you're not going to give me an update for two weeks? Yes, but we have a very good reason. We want to keep you in the know, we really do. But there's nothing to know yet. It is important that we have ENOUGH data where we can confidently tell you how it is going. Trying to give an analysis on anything prior to two weeks of data will be at the very best, a guess. We only make comments and decisions based on statistically relevant data. If we rush the process and optimize or comment too quickly, it will cause problems. We don't add every single keyword searched because quantity does not beat the quality of keywords, and we use the right match type to catch them all, regardless if we are bidding on that exact keyword. More keywords do not mean more spend or search volume.

We are reviewing the account daily, making sure we are getting traffic at a reasonable cost and that the traffic is relevant. This is the highest touch frequency for an account and that is what we are focused on so that we can ensure we are on track.

Month 1 - Data Gathering

Although we start steps ahead of other agencies with our PPC Select Business campaign setup, every business is different with different offers and locations having different nuances. We'll be learning all the ins and outs for your business throughout the month. During this month you can expect that we'll be testing and identifying bid strategies that will work best for you. Our goal during this month is to get your ads in the top of page position for the lowest CPC possible. Our team is alerted daily if the account is not meeting baseline KPI metrics to ensure a speedy turnaround to make adjustments.

Month 2 - Search Relevancy & Keyword Review

This month we focus on what your audience has been searching for and how it relates to the service you provide. This process helps us identify new keyword trends and ad ideas based on the searcher's intent. Are they most often looking for a quote? Are they looking for cheap help? We'll get these answers and add new keywords specific to your market that were not part of our original PPC Select Business campaign. We will also be identifying the searches that don't align with our goals and make sure we never show up for them or similar searches again. We do already start with a very detailed negative keyword list, however, every day there are 1000's of new search queries on Google that have never occurred before, making it impossible for us to get everything at the gate. We will likely have added a few negative keywords through the course of month one, but this is a more in-depth dive into trends. Rest assured, we will be reviewing these queries weekly and auctioning both the good and bad queries to keep our traffic as relevant as today's news headlines.

Month 3 - Ad & Landing Page Testing

We start out ad testing and we don't stop. In month three we'll be reviewing the results of our initial testing and taking what we've learned and applying it to new ads for round two of testing. In addition, we take our new knowledge and apply it to our next landing page variant. Our goal with ad testing is to incrementally improve our interaction rate by being more closely aligned with the searchers intent and reactions to the value propositions and offers in round one. The goal with landing page testing is to incrementally improve conversion rate by taking the same intent and reactions and applying them to the landing page. The most impactful of the tests, which is where we start, is adjusting the headline, call to action or hero image/videos. Landing page testing occurs quarterly.

Month 4 - Device and Network Review

Devices perform differently. Searchers on a desktop have slightly different intent and are at different points of consideration. In this review, we'll be identifying opportunities to optimize the performance on the three most common devices: computers, mobile devices and tablets. These devices perform differently in different regions and with respect to the type of call to action used. We utilize bid modifiers and segmenting strategies to ensure we are getting the most out of all devices. We now have the data required to make confident decisions on optimizing device traffic and put our best device forward.

A search campaign is comprised of two networks, Google.com and Search Partners. Straight from Google's mouth "Search Partners extend the reach of Google Search ads to hundreds of non-Google websites, as well as YouTube and other Google sites." Sometimes Search Partners perform similar to search, sometimes they perform worse (they almost never perform better). The choice we have is to either keep opted in to partners or opt out. Data will tell us what to do!

Month 5 - Audience Insight

How well do you know your audience? After reviewing our audience insight data we'll know them really well. We'll learn (or confirm) some of the basics like age and gender, but it will also get more interesting. We'll get insights into what other in-market and affinity audiences your searchers fall into. Based on this data, we'll make optimizations and suggestions to capitalize on these audiences.

Month 6 - Competitive Landscape & 6 Month Review

We're going to be taking a look at advertisers' ads showing up with us in search results for our most frequently searched keywords. We did this when we launched, but something has likely changed!

Does someone have a better offer? Is there someone new? We'll get to the bottom of what the competitive landscape looks like and if we need to make any change to our strategy or offer as a result. Rounding out month 6 will be a comprehensive review of our 6-month journey and how we've progressed along the way. From this review, our next 6-month roadmap will be constructed.

Any Time Optimizations

Not all optimizations are done on a schedule or have an entire month dedicated to them. The items below are checked regularly and adjusted when the time makes sense.

- Budget pacing and optimizations - we adjust daily campaign budgets to ensure we pace our budget as close to the calendar month as possible.

- Bid adjustments and strategy updates - we utilize Google's bid strategies to ensure we are getting the most clicks and leads as we can for our budget.

- Increase/Decrease ad scheduling - we may opt to extend or decrease the number of hours we are showing your ad depending on budget limitations. If you're limited by budget, we'll reduce hours. If you're struggling to spend budget, we'll extend hours.

- Increase/Decrease location targeting - we may opt to extend or decrease the geotargeting we are showing your ad depending on budget limitations. If you're limited by budget, we'll reduce your targeting. If you're struggling to spend budget, we'll reasonably expand it and let you know.

- Keyword average CPC review - keyword CPCs vary, we monitor CPCs that are higher than average and optimize them to be more affordable, or pause them if they are too expensive.

- Pause poor performing keywords - sometimes keywords spend and don't drive leads, we monitor keywords and pause them when they've shown no hope in driving leads

- Negative keyword implementation - although we have a month dedicated to a deep dive, this is ongoing.

- Display network placement exclusions - to ensure remarketing and display ads are showing on appropriate websites.

- Ad copy assessments (between testing) - to ensure a test isn't significantly failing ad negatively impacting performance prior to scheduled review.

- Ad extension reviews - identifying messaging that is performing best and apply the knowledge across the campaign/landing page and test new.

- Location performance adjustments - we may apply a bid modifier to locations performing well or not performing at all to improve overall account performance.

- Device performance monitoring - although this is scheduled for a thorough review in the first six months, this requires ongoing monitoring and optimizations to improve performance.

- Keeping up with Google - Google makes changes all the time. Some of them are changes that affect performance and some are just changes that impact the way we manage an account. We stay up to date and adjust what is needed in the account. Some of these changes can be huge and may impact our timeline for Monthly Roadmap items due to their complexity and time investment. If this occurs, we'll let you know.

Thank you,
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