

HOW TO OPTIMIZE CONVERSION RATES FOR PPC

- Time
- Resources
- Testing

Of course, just as [SEO](#) isn't really free, neither is a website redesign. It requires time and resources and, if you're doing it right, testing. Nonetheless, it's more than worth your while to familiarize yourself with the basic principles of [website conversion](#) optimization, so you can maximize the chances that a potential customer who arrives at your site from a search engine becomes a qualified lead or a paying customer.

There are a number of things you can do to increase your conversion rate, among them:

- **Write compelling, clickable PPC ads** that are highly relevant to the [keyword](#)/search query and your intended audience. All the better if you're targeting high-intent mid-tail and [long-tail keywords](#) that indicate a searcher who is late in the buying cycle, as those consumers are more likely to convert.
- **Maintain a high degree of relevance between your ads and corresponding landing pages.** Your landing page should deliver on the promise of your ad (the call to action) and make it easy for the searcher to complete that action, be it signing up for a newsletter, downloading a white paper or making a purchase.
- **Test your landing page design.** Conduct [A/B testing](#) to find the right layout, copy, and colors that push the highest percentage of site visitors to fill out your form, call in, or otherwise convert to a valuable lead or customer.

HOW KEYWORD GROUPING AFFECTS CRO

Effectively [grouping and organizing your keywords](#) can have powerful effects at every level of your search marketing results, from SEO to PPC to CRO. Why? Because strong keyword groups make it much easier to:

- Write effective, targeted PPC ads
- Create specific, optimized landing pages
- Prioritize content creation
- Maintain an organized, well-structured website

All of these practices can work to increase both traffic and conversion rates. They also have a positive impact on your [Quality Score](#), which lowers your overall [cost per action](#).

LANDING PAGES AND CONVERSION RATE OPTIMIZATION

The quality of your individual landing pages can also have a dramatic effect on conversion rates. Think about it — a prospective client stumbles across your page as the result of a specific search query. If the content and offering of that page aren't relevant to what they were looking for or expecting to find, they will return to their search and you will lose that lead. And the negative effects don't stop there! Poorly constructed landing pages can also cause your Quality Score to drop, which will in turn raise your cost per click, cost per action, and reduce your ad rank so that it's harder to win spots in Google's ad auction process.

LANDING PAGE EXAMPLE

legalzoom [Sign In](#) or [Create Account](#) | [Check Order Status](#) | [Contact Us](#) | [Our Satisfaction Guarantee](#) 

Speak to a Customer Care Specialist: **(800)773-0888**

[Home](#) | [Starting Your Business](#) | [Running Your Business](#) | [Wills & Trusts](#) | [Personal & Family](#)

[LLC](#)
[Incorporation](#)
[Trademark](#)
[Last Will & Testament](#)
[Get Help From an Attorney](#)
[Business Services](#)
[Personal Services](#)
[Trademarks & IP](#)
[Wills & Trusts](#)
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An LLC is a business entity created under state law that can shield you from personal liability. LLCs are becoming the most popular way to start a business due to their ease and flexibility.

from **\$99** + state filing fee

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[Package Details >](#)
[The Process of Forming an LLC >](#)

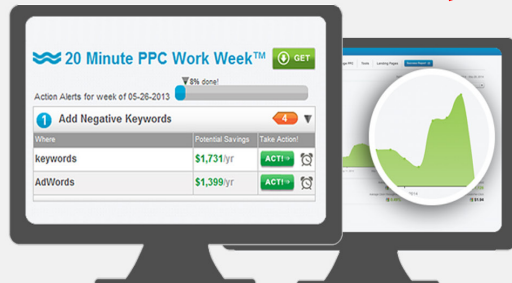
Not sure if an LLC is right for you? [Help me decide.](#)



Billy Smith, LegalZoom customer
Sporting Sails

Are your landing pages *optimized for conversions?*

Try our free
Landing Page
Grader to find out!



TRY IT FREE! ➔

So, what makes a good landing page? Common best practices for page design include few key elements:

- **Compelling headline** — Create a striking headline that is relevant to your PPC keyword and compels prospective clients to remain on the page to fulfill your desired action.
- **Concise, targeted copy** — The content of your page should clearly communicate your offering, and speak directly to the keywords associated with that ad group. Use bulleted lists to prevent copy from becoming too lengthy or overwhelming.
- **Eye-catching, clickable call-to-action (CTA)** — Make sure your CTA button stands out visually, appears clickable and uses short, gain-focused text.
- **User-friendly lead capture form** — A good form includes all the fields needed to fulfill your offer, but not so many that prospective clients are visually overwhelmed. Think carefully about what information is truly necessary to capture as you build your form.
- **Attractive overall design** — Landing pages should be clean and uncluttered, which conveys both trustworthiness and professionalism to prospective clients. Design should also be consistent with your brand in order to prevent a disjointed browsing experience for visitors.

Adhering to these best practices will keep your landing pages relevant and highquality, which will lead to a valuable boost in both CRO and Quality Score. Try out WordStream's [free Landing Page Grader](#) to see if your AdWords landing pages are optimized for conversions.

KEYWORDS

In pay-per-click marketing, everything starts with a keyword.

When you use Google or any other search engine, you type words into the search box to find what you're looking for.

The results that Google returns — whether they're organic results or paid advertisements — are there because they're relevant to the words in the search box. And if you want your ads to show up on the page, you have to bid on that keyword.

**In PPC,
everything starts
with a keyword.**



Broad match keywords have the advantage of allowing the maximum number of impressions and clicks — however, those clicks are less targeted and may be less likely to convert. The more restrictive the match type, the fewer clicks you'll receive, but that traffic will be more relevant and more qualified.

KEYWORD TOOLS TO HELP YOU ALONG THE WAY

WordStream offers a suite of free keyword tools to help you get started with keyword research, organization, and management:

- [The Free Keyword Tool](#) is an easy-to-use, FREE keyword suggestion tool that returns more keywords than even paid tools.
- [The Free Keyword Grouper](#) takes a list of keywords as input and returns keyword groups ready for PPC campaigns and searchoptimized web pages.
- [The Free Keyword Niche Finder](#) is a keyword suggestion tool and keyword grouper in one. Enter a keyword search term to get back structured keyword suggestions and find your most profitable keyword niches.

Now that you've got a handle on keywords, let's move on the next lesson.

Download the
white paper:

The Complete Guide to AdWords Matching Options



GET IT FREE! ➔

Since the PPC text ad is so often the “first touch,” it’s crucial that you get them right. Creating well-written AdWords ads offers some very obvious benefits:

- Improved Click-Through Rate
- Better [Quality Scores](#)
- Lower CPA (Cost Per Action)

The most important things to keep in mind when writing ad text are making sure your ad is highly relevant:

- To your product or service
- To the searcher’s intent (which can usually be inferred from the keyword and context)
- To your [PPC landing page](#)

The simplest possible version of a PPC text ad looks like this:

Patio Umbrella Sale
www.patioumbrellas.com/ ▼
4+ Star Rated Umbrella.
Most Patio Umbrellas Ship Free!

It consists of a headline, a display URL, and two lines of description. Each line of the ad has a limited character count; there’s an art to writing an eye-catching, compelling message that, ideally:



THE VALUE OF BETTER AD TEXT

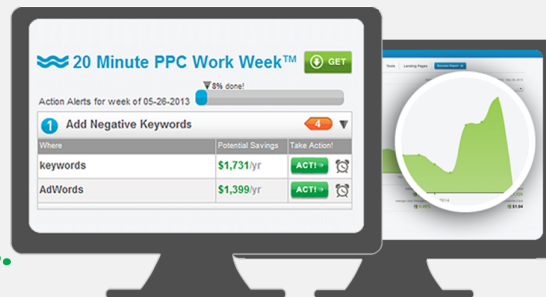
When your ad is more relevant to the searcher, your CTR improves, and high CTR is the single largest component of your Quality Scores. High Quality Scores lift your whole AdWords account and are good for your business. Why? Because [Quality Score works](#) to improve your ad rankings while lowering your cost per click!

If you spend just a few minutes a week to improve the relevance and CTR of your ads — throw out your worst two ads and replace them with new text, or try out a new [ad extension](#) — you'll be on your way to a better-performing PPC account.

Preview from Notesale.co.uk
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AdWords
made easy!

Manage PPC with
simple tools and alerts.



START YOUR *FREE TRIAL* >

Coming up next in
PPC 101:

How to Set Up an
AdWords Account

PPC UNIVERSITY

STEP 2

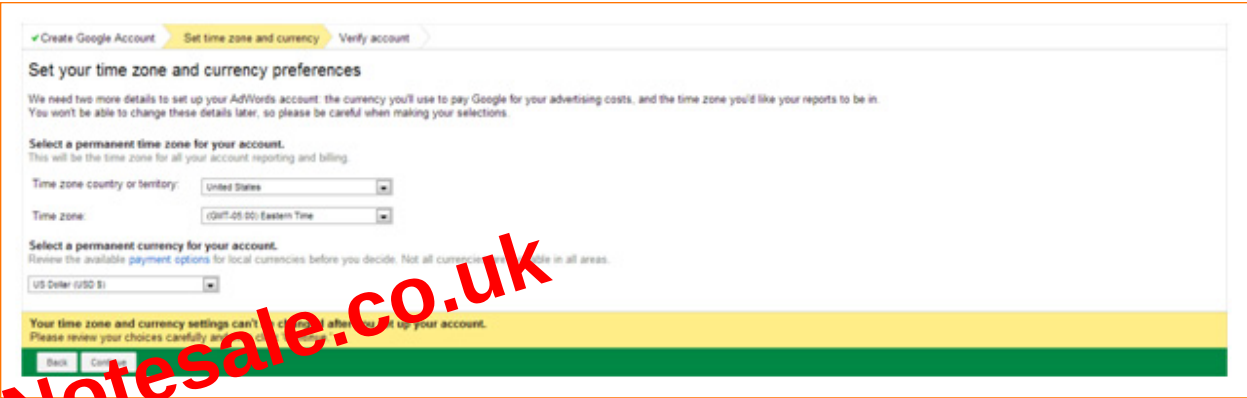
Now that your account has been established, you must complete a few housekeeping items, such as setting your time zone and currency preferences.

STEP 3

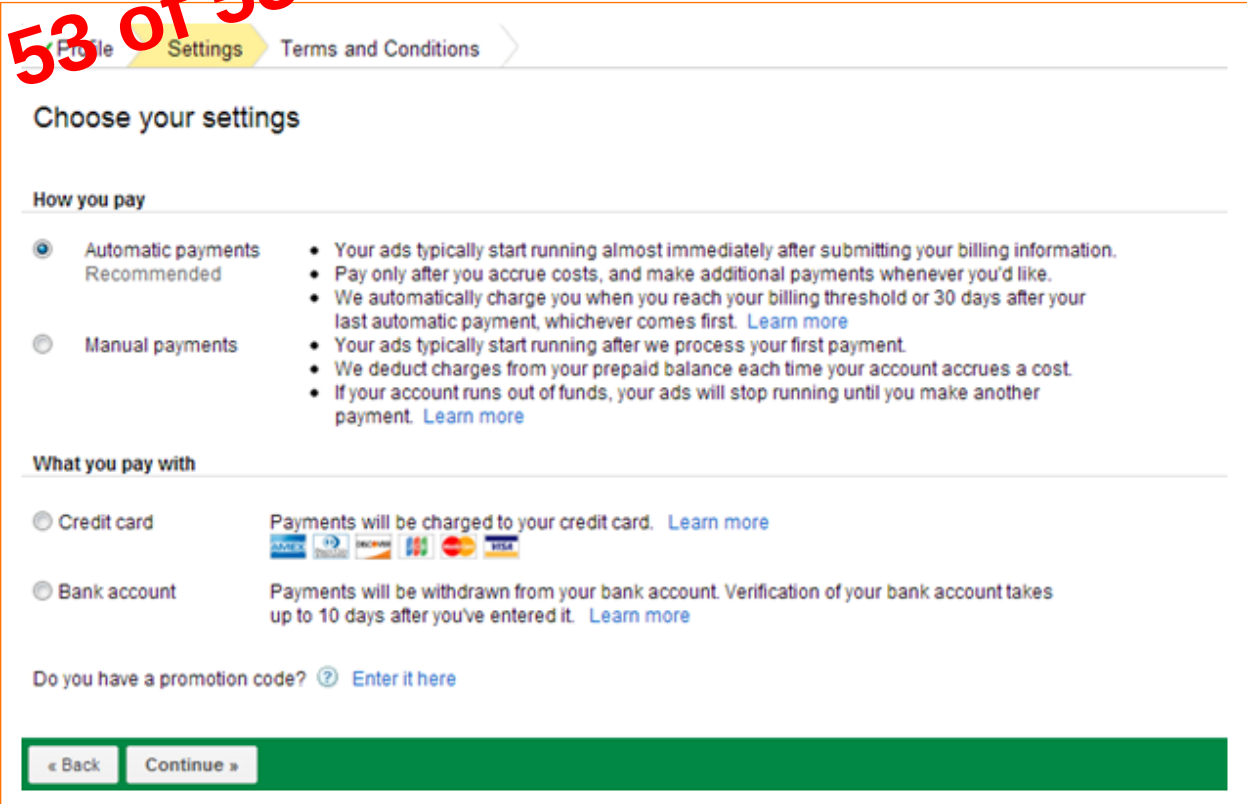
Finally, you are prompted to set up billing information. With AdWords, you have two payment options. Automatic payments allow you to pay after accruing clicks. You will be charged upon reaching your billing threshold or 30 days after your last payment, whichever comes first. If you opt for manual payments, you will prepay AdWords and charges will be deducted from the prepaid amount. When your prepaid balance is diminished, all advertising will be suspended until you make another payment.

You can elect to have payments drafted from either a credit card or a bank account. Keep in mind that Google must verify the bank account, which can take a little while. If you are eager to get your ads up and running, your credit card may be a better option.

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The screenshot shows the 'Set your time zone and currency preferences' page. It includes a progress bar at the top with 'Create Google Account' (checked), 'Set time zone and currency' (active), and 'Verify account'. The main heading is 'Set your time zone and currency preferences'. A note states: 'We need two more details to set up your AdWords account: the currency you'll use to pay Google for your advertising costs, and the time zone you'd like your reports to be in. You won't be able to change these details later, so please be careful when making your selections.' There are two sections: 'Select a permanent time zone for your account' with dropdowns for 'Time zone country or territory' (United States) and 'Time zone' (GMT-05:00 Eastern Time); and 'Select a permanent currency for your account' with a dropdown for 'US Dollar (USD \$)'. A yellow warning bar at the bottom says: 'Your time zone and currency settings can't be changed after you set up your account. Please review your choices carefully.' Buttons for 'Back' and 'Continue' are at the bottom.



The screenshot shows the 'Choose your settings' page. It has a progress bar at the top with 'Profile' (checked), 'Settings' (active), and 'Terms and Conditions'. The heading is 'Choose your settings'. There are two main sections: 'How you pay' and 'What you pay with'. Under 'How you pay', there are two radio button options: 'Automatic payments Recommended' and 'Manual payments'. To the right of these are bullet points explaining the automatic payment process and a 'Learn more' link. Under 'What you pay with', there are two radio button options: 'Credit card' and 'Bank account'. To the right of these are descriptions of each payment method and 'Learn more' links. At the bottom, there is a question 'Do you have a promotion code?' with a help icon and a link 'Enter it here'. Buttons for '« Back' and 'Continue »' are at the bottom.