



Search Engine Marketing for REALTORS[®]

STRATEGIES, TACTICS & BEST PRACTICES

Presented by Kris Hutchinson

CEO of Magnifi Online

www.magnifionline.com/car

kris@magnifionline.com



Company Background

- Incredible team with tons of client-side SEM/SEO, direct marketing, and advertising experience
- Got fed up with how agencies treated us
- Clients include Fujitsu, GM, Ultimate Blackjack Tour, Dr. Oz, and more
- Also work with professionals such as REALTORS[®], doctors, and lawyers



Agenda

1. What is Search?
2. Setting up a Google account
3. Best Practices & Advanced Strategies



WHAT IS SEARCH?



Search Is...

- Where more than 75% of home buyers begin the home shopping process (Source: Clickz.com; "Real Estate Ad Shift Continues, But Web Adoption Is Mixed")
- Where real estate professionals will spend \$1.8B advertising in 2007 (Source: MarketingVox.com; "Local Online Ad Growth Robust, Search to Double")
- Where 52% of real estate professionals will spend at least some of their advertising budget in 2008 (Source: Inman.com; "The State of Real Estate Marketing")
- A Pull media (not a Push media)
- One of the most trackable and controllable forms of marketing



Push vs. Pull

- Traditional “Push” Media (newspapers, radio, TV, email, etc.) pushes a message to a large audience in hopes that someone finds the message relevant
- Search is a “Pull” Media: consumers ask for a product or service and the most relevant advertisers waiting there get the business



SEM vs. SEO

http://www.google.com/search?hl=en&safe=off&q=california+realtors&btnG=Search

California realtors - Google Search

Web Images Video News Maps Gmail more

Google Search [Advanced Search](#) [Preferences](#)

New! [View and manage your web history](#)

Web Results 1 - 10 of about 1,760,000 for **california realtors**. (0.14 seconds)

Realtors Listed By State
[www.ContactAgents.com](#) Top **California Realtors** By Area. Agents Needed For All Areas!

California Association of REALTORS
Consumer information, directory of **realtor** members, and additional services available to members only.
[www.car.org/](#) - [Similar pages](#)

Homepage of the California Department of Real Estate (DRE)
This page is the homepage of the **California** Department of Real Estate (DRE).
[www.dre.ca.gov/net](#) - 46k - [Cached](#) - [Similar pages](#)

California Real Estate: Find Homes For Sale in California ...
California Real Estate - Visit **REALTOR.com** to find real estate in the **California** area. Find **California** homes and real estate for sale by using **REALTOR.com's** ...
[www.realtor.com/california/nbslca.asp](#) - 28k - [Cached](#) - [Similar pages](#)

California Department of Real Estate: Licensee Status Inquiries
This page contains instructions on how to check the status of salesperson, real estate broker, and corporate licensees online.
[www.dre.ca.gov/licstats.htm](#) - 28k - [Cached](#) - [Similar pages](#)

California Real Estate | Prudential California
Real estate information including current listings and agent databases for San Diego County, Orange County, Los Angeles County, as well as the surrounding ...
[www.prudentialcal.com/](#) - 77k - [Cached](#) - [Similar pages](#)

CA REALTOR.com: Real estate listings and agents for sale
CA REALTOR.com **CALIFORNIA LIVING NETWORK** is the world's largest real estate database of homes for sale and the official site of the National Association of ...
[www.ca.realtor.com/](#) - 30k - [Cached](#) - [Similar pages](#)

California Real Estate Agents - California Homes for Sale
California Real Estate Directory - Real Estate Agents and Brokers; **California** Foreclosures, MLS Search, Property Listings.
[www.ibsteam.net/wslinks/Real_Estate_USA/California](#) - 64k - [Cached](#) - [Similar pages](#)

Southern California Real Estate | Long Beach Real Estate ...
Southern **California** real estate over 124341 homes for sale. Easy to use property search of real estate listings to find homes for sale in the Southern ...
[www.redwagonteam.com/](#) - 26k - [Cached](#) - [Similar pages](#)

Real estate profiles in California (CA)
Real estate profiles on the ActiveRain Real Estate Network in **California**. View profiles for **California** real estate agents. Loan officers and mortgage

Sponsored Link

Payless Moving & Storage
Why pay more when you can pay less!
1-800-960-0626
[www.paylessmovers.com](#)
California

California Realtors
Buy or sell your **California** home with Coldwell Banker
[www.californiamoves.com](#)

Search for Local Realtors
Find **Realtor** Office Locations, Sections, Areas & Contact Info
[ReplyRealEstate.com](#)

Fresh Real Estate Leads
Get Qualified Real Estate Leads In Your Area. Fresh & Accurate.
[www.ReplyRealEstate.com](#)

REALTORS
Homebuyers, We Reward You With 75% of our Commission. Free MLS Search
[www.BuySideRealty.com](#)
California

Realtors in California
Find Local Real Estate Agents To Buy / Sell Homes.
[NUMBER1EXPERT.com](#)

Find Local Realtors Fast
View profiles on 1000s of **Realtors**. Select the **Realtor** You Can Trust.
[www.Connect2Agent.com](#)

Find a Realtor Fast
Find a local real estate agent. Save time and money and go direct.
[www.localrealestateyellowpages.com](#)

[More Sponsored Links >](#)

SEM

SEO



SEM vs. SEO

	<u>SEM</u>	<u>SEO</u>
Cost	\$ per click	\$ in design
Timeframe	Real-time	6-12 months
Making Changes	Real-time	1-2 months
Keyword List	100 - 100,000+	10 - 20
Ad Copy	High Control	Some Control
Landing Pages	High Control	Some Control
Testing	High Control	Low Control
ROI	High Control	Some Control
Critical to Success	Effective landing pages; smart targeting & bidding	Relevant content; links; site design



SEM is Highly Trackable

Dates	Position	Impressions	CTR	Clicks	CPC	CPM	Cost	CVR	Conv	CPA
8/5/2007	1.2	1,516	1.7%	25	\$0.23	\$3.75	\$6	0.0%	0	\$0.00
8/6/2007	1.4	2,163	1.9%	40	\$0.28	\$5.17	\$11	2.5%	1	\$11.19
8/7/2007	1.1	1,984	1.6%	32	\$0.30	\$4.84	\$10	0.0%	0	\$0.00
8/8/2007	1.4	2,230	1.7%	38	\$0.18	\$2.96	\$7	0.0%	0	\$0.00
8/9/2007	1.3	2,042	1.9%	38	\$0.23	\$4.35	\$9	2.6%	1	\$8.88
8/10/2007	1.2	2,614	1.8%	48	\$0.25	\$4.70	\$12	4.1%	2	\$6.14
8/11/2007	1.2	2,718	2.1%	58	\$0.26	\$5.52	\$15	3.5%	2	\$7.50
Totals	1.3	15,267	1.8%	280	\$0.25	\$4.53	\$69	2.1%	6	\$11.54

(Source: Magnifi Online test for Ryan Anderson of Anderson Homes Realty LLC, a Colorado REALTOR®)

Google AdWords Tools and Reports:

- Geo-targeting by Country, State, City, Zip, and Radius
- Day-Parting by Day of Week and Time of Day
- A/B split testing of Ad Copy and Landing Pages
- Google Analytics & Website Optimizer
- Impression Share & Raw Search Query Reports
- Text Ad and Banner Ad placements on the Content Network
- Newspaper and Radio ads



SETTING UP A GOOGLE ACCOUNT

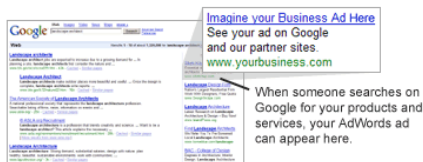


\$50 in Free Advertising

- Go to www.magnifionline.com/car
- Click the link for the free \$50 credit

The easiest way to find new customers is to be found by them

Very often, your customers and prospective customers begin their **search** for a service or product on Google. When you target prospective customers searching for just what you offer, you can get your business growing. Try Google AdWords for free and get \$50 worth of free marketing for your business – no strings attached!



- Find buyers looking for what you sell (and yes, you get a free AdWords business page set up if you don't have a web site).
- Change your promotions, products, services and messaging as many times as you like.
- Stay in control of your advertising campaign and your budget.
- No commitments. No minimum spend commitments. No obligation of any kind. **No Strings Attached** – no kidding!



If you can describe your business in 2 lines, you can take advantage of this special marketing offer (worth \$50) for your business.

To claim your special offer advertising with Google AdWords:

1. Set up your account and create your campaign (it's easy).
2. Open your activation e-mail.
3. Log in to your AdWords account and fill out your "Billing Preferences" under the "My Account" tab.
4. Click "Save and Activate".**
5. If you are a new Google AdWords advertiser in the US or Canada, a credit of \$55 will be applied to your account within 24 hours. You will be ready to start acquiring new customers on Google's dime!

[Sign up now](#)

**Terms: Promotional credit must be applied to a new AdWords account within 15 days of creating the account and is valid only for new Google AdWords customers with self-managed signup accounts. Advertisers will be charged for advertising that exceeds the promotional credit. Advertisers will need to suspend their ads if they do not wish to receive additional charges beyond the free credit amount. Subject to ad approval, valid registration and acceptance of the Google AdWords Program standard terms and conditions. The promotional credit is non-transferable and may not be sold or bartered. Offer may be revoked at any time for any reason by Google Inc. One promotional credit per customer. Advertisers with self-managed signup accounts are subject to a \$5 activation fee. Promotional credit applied to the account equals USD \$55 which includes \$50 of free advertising and a \$5 offset towards the activation fee. Offer valid only for advertisers in the US and Canada signing up through the URL provided for the promotion. Expires 12/31/2007.



Choose AdWords Edition



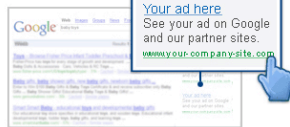
English (US) ▼

Reach new customers with Google

No matter what size business you run, you can display your ads on Google and our advertising network. Pay only if people click your ads.

[Click to begin >](#)

Your ads appear beside related search results...



People click your ads...



...And connect to your business

Sign in to Google AdWords with your **Google Account**

Email:

Password:

[Sign in](#)

[I cannot access my account](#)

Learn about AdWords

How it works

[Why it works](#)

[Costs and payment](#)

[For local businesses](#)

[Success stories](#)

You create your ads

You create ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

Your ads appear on Google

When people search on Google using one of your keywords, your ad may appear next to the search results. Now you're advertising to an audience that's already interested in you.

You attract customers

People can simply click your ad to make a purchase or learn more about you. You don't even need a webpage to get started - Google will help you create one for free. It's that easy!

[Sign up now](#) | [Next topic >](#)



Keywords are what people search for on Google.



Your ad appears beside relevant search results.



It's All About Results™

Pick the solution that's right for you

- Starter Edition**
Advertise a single product or service with simplified options. Recommended for those who are new to Internet advertising. Move up to the Standard Edition at any time. [Sign-up demo](#)
- I have a webpage.
- I don't have a webpage. Help me create one.



- Standard Edition**
Use our full range of AdWords features and functionality: advanced bidding options, multiple campaigns, conversion tracking, and more. Recommended for experienced Internet advertisers and medium- or large-sized businesses. * [Sign-up demo](#)



* A website is required to sign up. Don't have one? Choose Starter Edition.

Not sure? [Compare options in greater detail.](#)

[Continue >](#)



Set Language & Geo-Targeting



Welcome to AdWords

This sign-up wizard will help you create your own ad campaign in four easy steps: you'll target customers, write your ad, choose keywords, and submit your billing information. And of course you can change your ad:

Target customers by language

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.

- English
- Chinese (simplified)
- Chinese (traditional)
- Danish
- Dutch
- Finnish
- French
- German

Target customers by location

How large is the area where you'd like your ad to appear? Choose one:

- Countries and territories** - Your ads will appear for searches made anywhere in the locations you
- Regions and cities** - Your ads will appear for searches made in the regions and cities you choose (Not available in all locations.)
- Customized** - Your ads will appear for searches made within a specific distance from your business

[How will my location choices affect my ad performance?](#)

[← Back](#) [Continue >](#)



Target customers by regions / cities

Available for the following countries: United States

Highlight the cities and regions on the left where you'd like your ad to appear, then click 'Add.' Select as many regions as you like. You may also type city names directly into

Available areas

- Alabama AL
- Birmingham AL
- Dothan AL
- Huntsville-Decatur (Florence) AL
- Mobile AL-Pensacola (Fl. Walton Beach) FL
- Montgomery (Selma) AL
- Alaska AK
- Anchorage AK

Selected areas

- Denver CO

[Add >](#)

[← Remove](#)

Type city names (one per line) in the box below.

[← Back](#) [Continue >](#)



Create Ad Copy & Keywords



Create an ad

Example:
[Luxury Homes in Lone Tree](#)
 High-end custom homes and rental properties. Local market experts.
www.AndersonHomesRealty.com

Headline: Max 25 characters

Description line 1: Max 35 characters

Description line 2: Max 35 characters

Display URL: Max 35 characters

Destination URL: Max 1024 characters

[« Back](#) [Reset Ad](#) [Continue >](#)



Choose keywords

Who will see your ad?

When people search Google for the keywords you choose here, your ad can show. Keywords must be directly related to your ad. (keywords for best results. [Example list](#)

Tip: Don't include place names in your keywords. You've selected regional targeting, so your ads will appear only to users in your areas.

Enter as many specific words or phrases as you like, one per line:

```
"lonetree homes"
"lone tree homes"
[lonetree homes]
[lone tree homes]
best homes lonetree
custom homes lonetree
high-end homes lonetree
lonetree homes
lone tree homes
luxury homes lonetree
million dollar homes lonetree
```

Want more?

Enter any word to see related

[▶ Advanced option: match type](#)

[« Back](#) [Continue >](#)



Set Budget & Max Bid



It's All About Results™

Target customers ▶ Create

Choose a currency

Pay for this account using: [View payment options](#)

This determines only how you pay us, not how you handle transactions with your customers.

Note: This setting can't be changed once you activate your account.

What is the most you would like to spend, on average, per day?

The daily budget [?] controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

Enter your daily budget: \$

[How will my budget affect my ad performance?](#)

What is the maximum you are willing to pay each time someone clicks on your ad?

You influence your ad's position by setting its maximum cost per click (CPC) [?]. The max CPC is the highest price you're willing to pay each time a user clicks on your ad. Your max CPC can be changed as often as you like.

Default CPC bid: \$ (Minimum: \$0.01)

[Want to purchase the most clicks possible?](#) To put your ad near the top position for all possible impressions, we estimate a budget of **\$30.00** and a max CPC of **\$6.28**. [?]

[View Traffic Estimator](#) - Enter a CPC and see the estimated rank, traffic, and costs for your keyword(s).

Three things to remember:

- Your ads won't start running until you activate your account by responding to an email we'll send you. You can always change your CPC and budget, or pause your account entirely.
- Your budget controls your spending. If your daily budget is \$5.00 and there are 30 days in a month, you'll never be charged more than \$150 in that month.
- Lower your costs by choosing more specific keywords, like *red roses* instead of *flowers*. Specific keywords are more likely to turn a click into a customer. [Edit your keyword list](#).

[◀ Back](#)

[Continue ▶](#)



Review & Approve



Review your selections

Campaign name: Campaign #1
Language(s) that your customers speak: English [\[Edit\]](#)
Location(s) of your customers: United States. **Metros:** Denver CO [\[Edit\]](#)
Currency: US Dollars (USD \$) [\[Edit\]](#)
Daily budget: USD \$10.00 [\[Edit\]](#)

Ad group name: Ad Group #1

Ads:

[Luxury Homes in Lone Tree](#)
High-end custom homes and rental properties. Local market experts.
www.AndersonHomesRealty.com
[\[Edit\]](#)

Keywords: [\[Edit\]](#)

best homes lonetree	lonetree homes	lone tree homes	luxury homes lonetree
custom homes lonetree	"lonetree homes"	"lone tree homes"	million dollar homes lonetree
high-end homes lonetree	[lonetree homes]	[lone tree homes]	

Default CPC bid: USD \$0.25 [\[Edit\]](#)

Would you like extra help?

We'll send you occasional announcements about your Google advertising agreement. Select one or both of these bonus features:

- Send me personalized ideas for improving my ad performance.
- Send me AdWords newsletters with tips, surveys, and best practices.

How did you first hear about Google AdWords?

Other

[← Back](#) [Continue to Sign Up >](#)



Set Up Account

Which best describes you?

- I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
- I do not use these other services.

Would you like to have a single account for all Google services?

You can use your existing Google account email address and password for AdWords as well. Or you can choose new ones just for AdWords.

- I'd like to use my existing Google account for AdWords.
- I'd like to choose a new login name and password just for AdWords.

Sign in to AdWords with the existing email address and password that you use to access other Google services.

Google Account

Email:

Password:

[Continue >](#)

[I cannot access my account](#)



Sign-up complete

✓ **Congratulations! You've successfully created your AdWords account.**

Login email: andersonhomesrealty@gmail.com

You can now sign in to your AdWords account using the email address above plus the password you specified earlier. When you sign in, to activate your account and start running your ads. We'll also send an activation email to the email listed above with more details.

Your ad won't run until you provide billing information.

[Sign in to your AdWords account](#)

Read our [navigation guide](#) to preview what your account will look like. Start learning how to make the most of your AdWords account by reading our [optimization tips](#).



Account Snapshot Page

AdWords

Campaign Management | Reports | Analytics | My Account

Account Snapshot | Campaign Summary | Tools | Conversion Tracking | Website Optimizer

[Advanced Search](#)

Search my campaigns:

⚠ Please submit your payment information
[To activate your account and start running your ads, enter your billing information.](#)

Account Snapshot

Alerts and Status

[Alert Preferences >](#)

✖ [Please submit your payment information](#)

Announcements

➡ **Coming Soon: Improvement to the Top Ad Placement Formula** [Dismiss](#)
In a few weeks, we'll improve how ads get promoted to top positions above Google search results, giving you greater control over the placement of your highest quality ads. [Learn more](#)

Help and Tips

[Help Center >](#)

Help will appear in a separate window.

Find answers about AdWords containing the terms...

examples: reporting or broad matching

- [What are my payment options?](#)
- [How do I increase my maximum CPC to the minimum bid?](#)
- [What basic terminology should I know?](#)

Campaign Performance

Campaigns: Active: 1 Paused: 0 Ended: 0

All Campaigns

Last 7 days

Total clicks:	0	Average CPC:	\$0.00
Total impressions:	0		
Total CTR:	0.0%	Total cost:	\$0.00

[All Campaigns](#)

[More reports](#)

Cost | Clicks | Impressions | CTR

Cost per day: No Activity

Starting page is: [Account Snapshot \(this page\)](#).

[Make Campaign Summary my starting page.](#) [?](#)



Submit Payment Info



Campaign Management | Reports | Analytics | My Account

Billing Summary | Billing Preferences | Access | Account Preferences

Account Setup

Select location > Choose form of payment > Agree to terms > Provide billing details

1. Select the country or territory where your billing address is located.

This choice may affect the [payment options](#) you'll have in the next step.

United States

2. Select a permanent time zone for your account.

This will be the time zone for all your account reporting and billing.

Please choose your time zone carefully. Once you finish setting up your billing account you won't be able to change time zone again. [Learn more.](#)

Time zone country or territory: United States

Time zone: (GMT-07:00) Mountain Time

3. If you have a promotional code, enter it here (optional).

Promotional code:



Campaign Management | Reports | Analytics | My Account

Billing Summary | Billing Preferences | Access | Account Preferences

Account Setup

Select location > Choose form of payment > Agree to terms > Provide billing details

Carefully read the following terms and conditions.

If you agree with these terms, indicate your assent below.

Terms and Conditions: [\(Printer-friendly version\)](#)

Google Inc. Advertising Program Terms

These Google Inc. Advertising Program Terms ("Terms") are entered into by, as applicable, the customer signing these Terms or any document that references these Terms or that accepts these Terms electronically ("Customer") and Google Inc. ("Google"). These Terms govern Customer's participation in Google's advertising program(s) ("Program") and, as applicable, any insertion orders or service agreements ("IO") executed by and between the parties and/or Customer's online management of any advertising campaigns. These Terms and any applicable IO are collectively referred to as the "Agreement." Google and Customer hereby agree and acknowledge:

1 Policies. Program use is subject to all applicable Google and Partner policies, including without limitation the Editorial Guidelines ([adwords.google.com/select/guidelines.html](#)), Google Privacy Policy ([www.google.com/privacy.html](#)) and Trademark Guidelines ([www.google.com/permissions/guidelines.html](#)), and Google and Partner ad specification requirements (collectively, "Policies"). Policies may be modified at any time. Customer shall direct only to Google communications regarding Customer ads on Partner Properties. Some Program features are identified as "Beta," "Ad Experiment," or otherwise unsupported ("Beta Features"). To the fullest extent permitted by law, Beta Features are provided "as is" and at Customer's option and risk. Customer shall not disclose to any third party any information from Beta Features, existence of non-public Beta Features or access to Beta Features. Google may modify ads to comply with any Policies.

2 The Program. Customer is solely responsible for all: (a) ad targeting options and keywords (collectively "Targets") and all ad content, ad information, and ad URLs ("Creative"), whether generated by or for Customer, and (b) web sites, services and landing pages which Creative links or directs viewers to, and advertised services and products (collectively "Services"). Customer shall protect any Customer passwords and takes full responsibility for Customer's own, and third party, use of any Customer accounts. Customer understands and agrees that ads may be placed on (y) any content or property provided by Google ("Google Property"), and, unless Customer opts out of such placement in the manner specified by Google, (z) any other content or property provided by a

Yes, I agree to the above terms and conditions

AdWords

Campaign Management | Reports | Analytics | My Account

Billing Summary | Billing Preferences | Access | Account Preferences

Account Setup

Select location > Choose form of payment > Agree to terms > Provide billing details

Tell us how you would like to pay for your ads.

Select a single payment method from the list below. Please choose carefully. If you later decide to change your [payment options](#), and you've already started your ads, you may have to set up a new account.

Postpay Billing - After you receive clicks, we automatically charge your card or account.

Direct Debit Bank account payments (US bank accounts only)
Payments directly debited from your bank account without credit card limits or late fees.

Important notes:

- By selecting this option you are confirming that you are an AdWords business customer.
- You must have an active bank account to process a payment.

Credit Card American Express, JCB, MasterCard, Visa, and debit cards with a MasterCard or Visa logo

Prepay Billing - As you receive clicks, the cost is deducted from a prepaid balance.

Credit Card American Express, JCB, MasterCard, Visa, and debit cards with a MasterCard or Visa logo

Note: You will pay Google AdWords for the ads you run. For details, read ["Understanding AdWords."](#)

Please read about how credit card payment works.

- Your ads will start running on Google right away. When your advertising charges reach a preset amount, your credit card will be automatically charged. You won't be notified, so be sure to check back on the 'Billing Summary' page for charges.
- To keep your ads running, be sure your card information is up-to-date on the 'Billing Preferences' page.
- You can change your credit card at any time.

Enter your credit card information.

Type of card: select card type

Provide your billing address.

Contact name:

Company name:

Address line 1:

Address line 2:

City:

State or province:

Postal/zip code:

Country/Territory: United States Not your billing country or territory?
You must [select another form of payment.](#)

Phone number:

Fax number:



Campaign Summary Page



Customer ID: 420-753-1300

[Campaign Management](#) | [Reports](#) | [Analytics](#) | [My Account](#) [Advanced Search](#)
[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)

- ✓ **kristopherhutchinson@gmail.com now has access to actively manage your AdWords account.**
 If you ever wish to unlink your account from this client manager, you may do so on your [Account Preferences](#) page.
- ➔ **Coming Soon: Improvement to the Top Ad Placement Formula**
 In a few weeks, we'll improve how ads get promoted to top positions above Google search results, giving you greater control over the placement of your highest quality ads. [Learn more](#) | [Dismiss this message](#)
- ➔ **New! Earn \$400 towards your first ad when you advertise on the radio with Google Audio Ads. Offer expires August 31, 2007.**
 Create a radio ad, choose where and when your ad will run, and launch your campaign. [Learn More](#) | [Dismiss this message](#)

Campaign Summary

Yesterday (Aug 21, 2007)

Yesterday Aug 21, 2007 - Aug 21, 2007

✚ **Online Campaigns** [hide](#) show: [all](#) | [all active](#) | [all but deleted](#)

[Customize columns](#) + Create a new campaign: [keyword-targeted](#) | [site-targeted](#)

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget ⓘ	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Campaign #1	Active	\$10.00 / day	0	0	-	-	\$0.00
		-	\$10.00 / day active campaigns	0	0	-	-	\$0.00

Other Campaign Types [hide](#)
🔊 **Audio Campaigns** - Earn \$400 toward your first radio campaign. [Learn more](#) [Create your first audio campaign](#)

[Learn how your account settings affect your ad performance.](#)

[Send feedback](#)

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here. Time zone for all statistics in this account: (GMT-07:00) Mountain Time. [Learn more](#)

Starting page is: Account Snapshot.
[Make Campaign Summary my starting page.](#) ⓘ



Edit Campaign Settings

[Campaign Management](#) | [Reports](#) | [Analytics](#) | [My Account](#)
[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)
[Campaign Summary](#) > [Campaign #1](#) > **Edit campaign settings**

Edit Campaign Settings

Campaign #1

Basic Settings

Campaign name:

Start date: Aug 21, 2007

Will run until: No end date
This is a new setting. [Learn more.](#)

Aug 21 2008

Budget Options

Budget: \$ /day [?](#)
[How will my budget affect my ad performance?](#)

[View Recommended Budget](#)

Advanced Options

Keyword Bidding: Maximum CPC bidding
[View and edit bidding options](#)

Ad scheduling: Off. Ads running at all times.
[Turn on ad scheduling](#) [?](#)

Position preference: Enable position preferences [?](#)

Ad serving: [?](#)

Optimize: Show better-performing ads more often
 Rotate: Show ads more evenly

Networks

Show my ads on:

Google search
When users search for my keywords on Google

Search network [?](#)
When users search for my keywords on Google's search partners

Content network [?](#)
When users visit sites match my ad

Content bids [?](#)
Let me set separat

Target Audience

Languages:

[Campaign Management](#) | [Reports](#) | [Analytics](#) | [My Account](#)
[Account Snapshot](#) | [Campaign Summary](#) | [Tools](#) | [Conversion Tracking](#) | [Website Optimizer](#) | [Ad Creation Marketplace](#) | [Audio Ad Library](#)
[Campaign Summary](#) > [Campaign #1](#) > **Edit campaign settings**

Edit Campaign Settings

Lone Tree Homes

Basic Settings

Campaign name:

Start date: Aug 21, 2007

Will run until: No end date
This is a new setting. [Learn more.](#)

Aug 21 2008

Budget Options

Budget: \$ /day [?](#)
[How will my budget affect my ad performance?](#)

[View Recommended Budget](#)

Advanced Options

Keyword Bidding: Maximum CPC bidding
[View and edit bidding options](#)

Ad scheduling: Off. Ads running at all times.
[Turn on ad scheduling](#) [?](#)

Position preference: Enable position preferences [?](#)

Ad serving: [?](#)

Optimize: Show better-performing ads more often
 Rotate: Show ads more evenly

Networks

Show my ads on:

Google search
When users search for my keywords on Google

Search network [?](#)
When users search for my keywords on Google's search partners

Content network [?](#)
When users visit sites on Google's content network that match my ad

Content bids [?](#)
Let me set separate prices for content clicks

Target Audience

Languages: [?](#)

English
 Chinese (simplified)
 Chinese (traditional) Hold down

Ads should be written in the above language

Locations: [How will my location choices affect my ad performance?](#)

Regions and Cities [Edit](#)

United States

Metros:

- Denver CO



BEST PRACTICES & ADVANCED STRATEGIES



Account Structure

- Account > Campaigns > Ad Groups > Keywords & Ad Copy
- Critical to group keywords in relevant, related ad groups
- Budgeting and targeting done at campaign level
- Bidding done at keyword or ad group level
- Ad copy set at ad group level
- Tracking links set at keyword or ad group level



Keyword Selection

- With SEM, cast a wide net
- High-volume phrases like “real estate” will be expensive (both CPC and total cost)
- Target only relevant keywords (don’t buy “income properties” if you only sell custom-built homes)
- The more specific the keyword, the lower the CPC (due to less competition)...however, less search volume so you need many of them to get enough traffic
- Use names of cities, towns, residential neighborhoods
- Add qualifiers like “foreclosures”, “waterfront”, “town homes”
- Test qualifiers like “find”, “research”, “locate”
- Free keyword-generating tools at:
 - <https://adwords.google.com/select/KeywordToolExternal>
 - <http://freekeywords.wordtracker.com/>
 - <http://www.keyworddiscovery.com/search.html>



Keyword Match Types

- **BROAD MATCH (default):** your ad appears even if the keyword searched on includes other words, is not in the same order, and/or is merely similar to your keyword
- **PHRASE MATCH:** your ad appears if the keyword searched on has the same words in the same order as your keyword (but may have additional keywords before and/or after it)
- **EXACT MATCH:** your ad appears only if the keyword searched on is exactly the same as your keyword
- **NEGATIVE MATCH:** prevents your ad from showing if a keyword searched on contains a particular word that is not relevant to your business



Ad Copy

- Use ad copy to pre-qualify traffic – be as specific as possible to make sure you get the *right* traffic
- 1 x 25-character headline, 2 x 35-character description lines, 1 x 35-character display URL
- Words in the ad that match the keyword get bolded
- Use {keyword:abc} to dynamically insert the keyword into your ad
 - Still bound by character limitations
 - {keyword:abc} will be lowercase; {Keyword:abc} will be first word uppercase; {KeyWord:abc} will be all words uppercase
 - “abc” word will be shown if keyword would exceed the character limitations



Landing Pages

- Critical to a successful SEM campaign
- Should be clean and easy-to-navigate
- Must have an obvious and unobtrusive call-to-action
- Must be relevant to the keyword and ad copy
- Cannot contain pop-up windows
- Should reinforce your ad copy and must be only one click away from information about any promos or offers you message in your ad copy
- Successful landing pages are rewarded with lower CPCs and higher positions



Bidding

- Set bids at the keyword level or at the ad group level
- Max CPC bidding (default) sets a maximum bid and you will be charged a percentage of that based on your position, your competitor's bids, your CTR, your CVR, and other factors
- Preferred CPC bidding sets an average amount you'd like to pay per click and Google adjusts your bids (and position) to hit that target
- Budget Optimizer bidding sets a 30-day budget and Google automatically adjusts your bids to get you the maximum amount of traffic within that budget...test this cautiously, though!!!



Budgeting

- Budgeting done at the campaign level
- Set a daily budget for each campaign
- Take into account any day-parting rules you've set
- Choose Standard Delivery (ads shown evenly over time) or Accelerated Delivery (ads shown as quickly as possible)



Testing

- Testing is critical to improving your results over time
- Create 2 – 3 different ads within an important ad group, or create 2 identical ads but use different links to separate landing pages
- Be sure to run your tests long enough to get meaningful data (12 clicks vs. 10 clicks doesn't tell you anything)...shoot for 85% confidence
- When evaluating success, consider both CTR and CVR of the ad or landing page
- Don't bite off too much at once – start with one or two important ad groups and expand your tests to other ad groups as you get learnings



Reporting & Analysis

- Check the Account Snapshot and Campaign Summary pages daily
- Under the Reports tab, set up a few meaningful reports and run them on a bi-weekly or monthly basis
 - Keyword Summary
 - Campaign Summary
 - Ad Text Summary
 - Account by Day (or Week)



Evaluating ROI

- CPA = Cost / Number of Leads
 $\$750 \text{ Cost} / 36 \text{ Leads} = \20.83 CPA
- Or, determine how much a lead is worth to you (i.e., \$25 Value/Lead)
- ROI % = (Value) / (Cost) - 1
 $(\$25 * 36 \text{ Leads}) = \900 Value
 $\$900 \text{ Value} / \$750 \text{ Cost} - 1 = 20\% \text{ ROI}$
- ROI calculation is useful for bidding (i.e., if keyword has a 20% ROI, try increasing bid 10% to get more traffic)



Scaling

- Always look for keywords that aren't working (lots of cost with no conversions) and down-bid them; look for keywords that are working and up-bid them
- Always grow your keyword list!
- Delete ads and landing pages that aren't working and try to improve the ones that are
- Once you identify formulas that work for your business, consider expanding to other search engines with your new Google learnings



Beyond Google AdWords

- Search Engine Optimization
- 2nd-tier Search Engines (Yahoo! & MSN)
- Real Estate Search Engines (Realtor.com, Trulia.com, Move.com, etc.)
- Local Search (YellowPages.com, Dex.com, etc.)
- 3rd-tier Search Engines (Ask.com, etc.)
- Free Listings Sites (Craigslist, GoogleBase, YouTube)



SEO Best Practices

- **CONTENT:** lots of relevant, keyword-rich content both on-screen and in the meta titles, descriptions, keywords
- **LINKS:** lots of relevant links from non-spam reputable sites
- **DESIGN:** use search engine-friendly web design (no frames, 301 redirects, etc.)



A Few Words of Warning

- SEM is not a “set it and forget it” advertising channel
- Monitor your results daily at first; less frequently as you get your campaigns dialed in
- Consider hiring an SEM professional to consult with you, train you, or even manage your accounts on your behalf



More Information

- Visit www.magnifionline.com/car
- www.google.com/adwords/learningcenter/index.html
- www.clickz.com
- www.searchmarketingstandard.com
- www.sempo.org