



Workshop 1: Search Engine Advertising Strategies: Using Adwords to Increase Traffic and Sales

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"The Art of Business Solutions"

***part 1: basics of search
engine advertising***

**what are *text based*
advertisements?**

contextual advertising solution

**usually consist of title, two lines
of description and link to site**

how are they different?

**more relevant to your search
or content being viewed**

simple, small, fast loading

**can be targeted for local
searches, websites, and users**

***estimated at 4-5 times the
click-through rate of banners**

*** Estimate comes from Google and has not been
independently verified**

**only required to pay when clicked
(pay-per-click)**

**ads are shown based on
bidding system**

where can they be found?

**search engines, websites, blogs,
free email, and news feeds (RSS)**

**coming soon to online maps
cell phones, and billboards**

**what companies provide text
advertisements?**

Google: AdWords, AdSense

**seen on about.com, digg.com,
and millions of business and
personal weblogs**

Yahoo!: Sponsored Search

seen on yahoo.com, cnn.com,
espn.com, flickr.com

Microsoft: adCenter

**seen on msn.com, live.com,
hotmail.com**

Other providers:

Pheedo, AdBrite, BlogAds

why *should you* use them?

low costs, easy setup

set *your own* daily budget

**great opportunity to promote
your services or products**

**opportunity to get higher results
on search engines**

what can *you customize?*

**target by country, state, metro
area or city**

**select weekdays or weekends
and what times during the day**

**set your daily budget for
entire ad campaign**

**set max bid price for
each keyword or phrase**

**choose search results and/or
syndicated sites**

set position on results

common terms used in online advertising

CPC – Cost Per Click

CPM – Cost Per Mille

CTR – Click-Through-Rate

CTA – Click-Through-Action

best advice

don't set it and forget it!

questions?



More information and resources at
www.nextstepworks.com