Search Marketing w/ Web Analytics

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Content

- Driving Additional SEM Traffic
  - Geo Targeting

- Improving Navigation
  - Search Marketing & Web Analytics

- Taking Action
  - Campaign Hierarchy & Text Ads

Using Geo-Segmented Data to Apply SEM Budget

- Where are visitors coming from?
- Structure/Re-Structure Keyword Campaigns Based on Top Geo Locations
- Apply Larger Budget to Higher Traffic Areas
- Group Lower Traffic Areas Together

	City	Visitors	
1.	Taipei (Taipei, Taiwan)	4,854	9.5%
2.	Atlanta (Georgia, United States)	2,173	4.2%
3.	Provo (Utah, United States)	2,006	3.9%
4.	Des Moines (Iowa, United States)	1,749	3.4%
5.	Middletown (New Jersey, United States)	1,614	3.2%
6.	Chicago (Illinois, United States)	1,235	2.4%
7.	Richmond (Virginia, United States)	1,229	2.4%
8.	Houston (Texas, United States)	1,134	2.2%
9.	Salt Lake City (Utah, United States)	1,086	2.1%
10.	Palo Alto (California, United States)	1,034	2.0%

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Analyzing the SEM Conversion Path

Impression → Click → Conversion

- Impressions
- CTR
- Clicks
- Conversion Rate
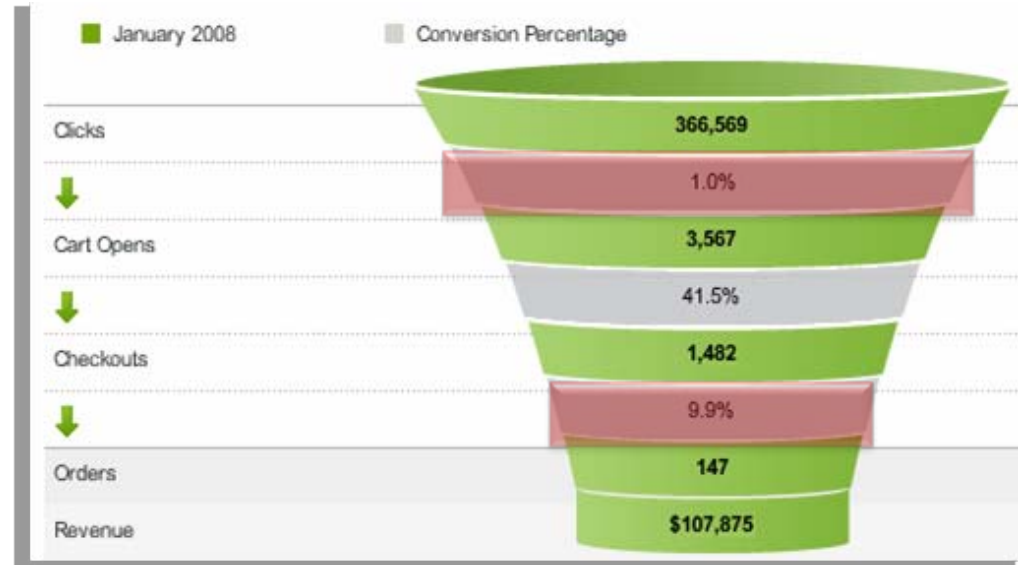- Orders
- Revenue
- ROAS
- CPA

"As the campaigns (and organizations) increase in sophistication, marketers must go increasingly deep in terms of features and complexity."

Source: Search Marketing and Analytics, JupiterResearch, 2008

SEM KPIs for Retail Conversion Path

In OMNITURE. SearchCenter **k →** OMNITURE. SiteCatalyst. **→ Conversion**
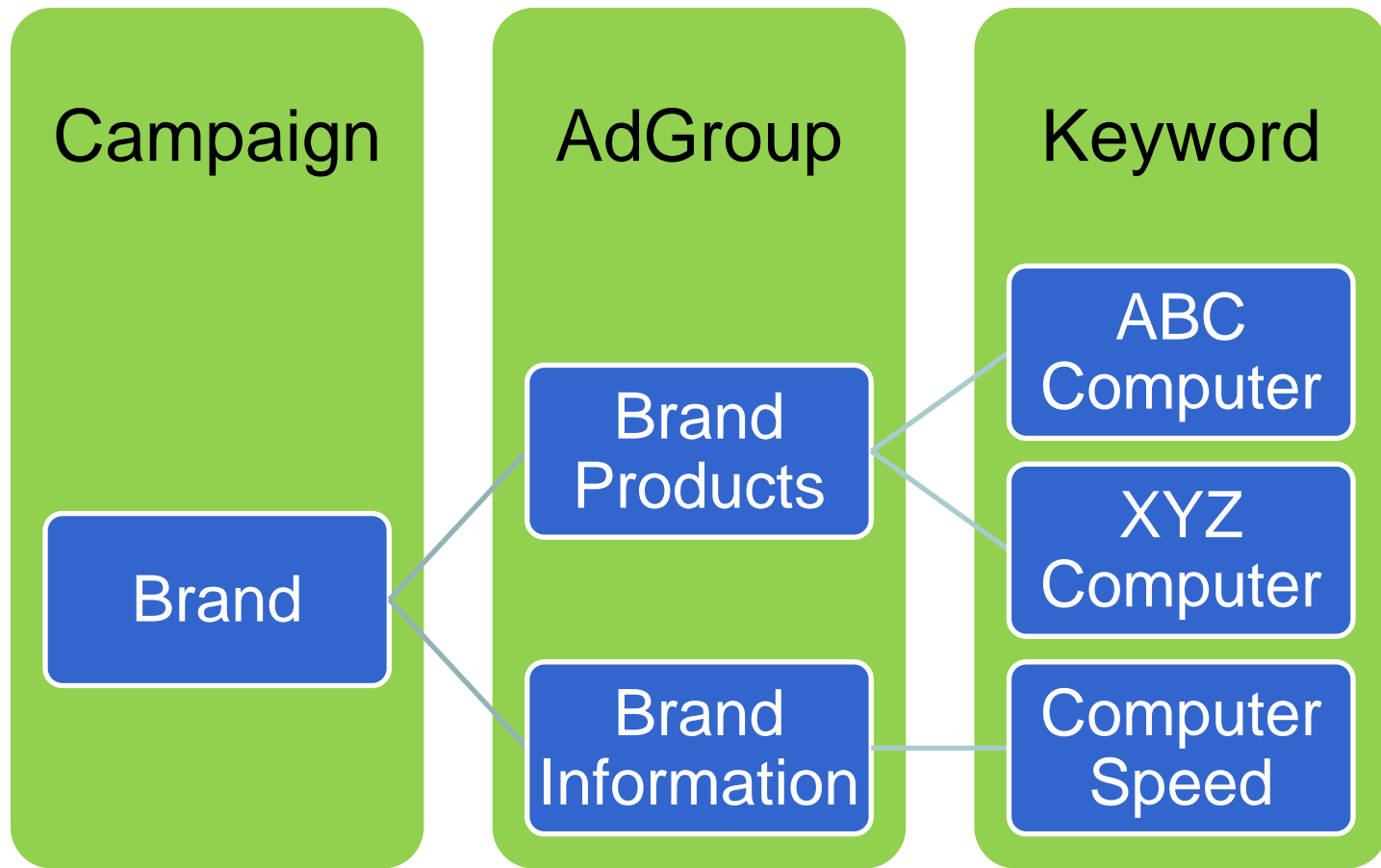
- Product Views
- Carts
- Cart Adds
- Cart Removals
- Checkouts
- Average Order Value
- Cost Per Step Metrics
  (*Cost per Product View*)
- Step to Step Conversion Rates
  (*Click to Cart Ratio*)

January 2008	Conversion Percentage
Clicks	366,569
↓	1.0%
Cart Opens	3,567
↓	41.5%
Checkouts	1,482
↓	9.9%
Orders	147
Revenue	$107,875

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Taking Action with Relevant Text Ads

Three Parts to Every Text Ad & Landing Page

1. Headline
   - First eye grabbing message.

2. Value Proposition
   - What is the offer?

3. Call to Action
   - What do you want them to do?
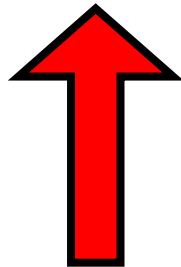
Testing Text Ad Variations

Default Ad

Computers at Electronics Plus
Official Site. Free Shipping on orders $24 & up or pick up in store
www.ElectronicsPlus.com

Test Variation 1

Electronics Plus Computers
Shop for Computers online now at official store. Free Shipping available
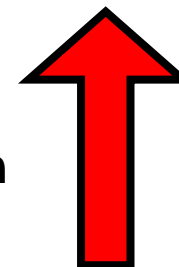www.ElectronicsPlus.com

+3.89% Conversion

Test Variation 2

Computers at Electronics Plus
All Computer Brands Available at Electronics Plus. Buy online
www.ElectronicsPlus.com

+8.50% Conversion

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Takeaways

- Creating Geo Segmented Campaigns Can Allow for Improved Targeting/Budgeting

- Combine Search Marketing and Web Analytics Data

- Have an Effective Campaign Hierarchy to Allow for Specific Text Ads