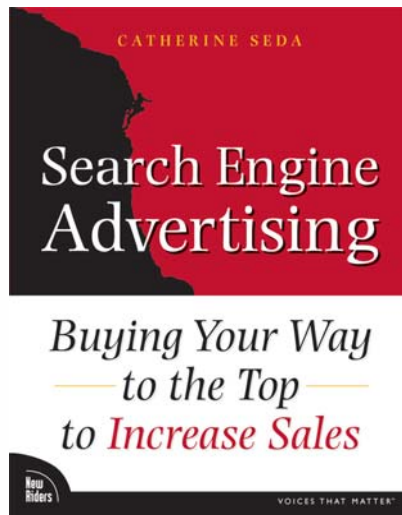


# Skyrocket Your Sales with Search Engine Marketing: Pay-Per-Click



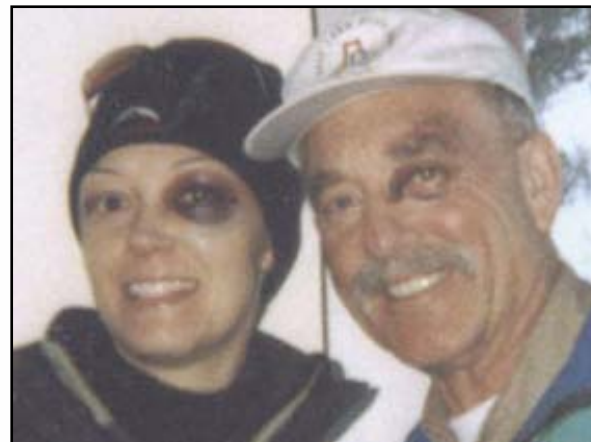
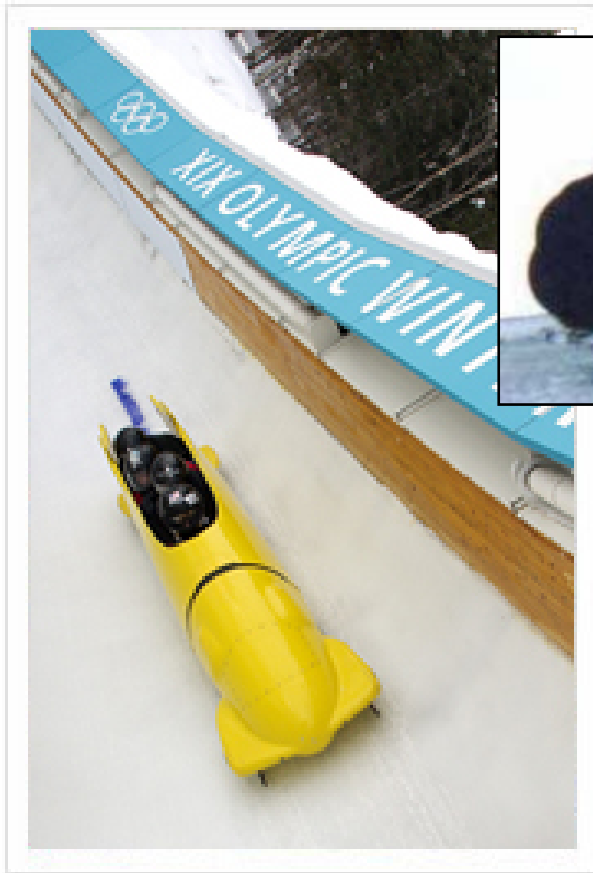
## Catherine Seda

Internet Marketing Strategist

*Entrepreneur* Columnist & Dean of L.A. College Int'l

Free e-zine at [www.CatherineSeda.com](http://www.CatherineSeda.com)

# What is skeleton?



Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

**PPC Ads**

Web Results 1 - 10 of about 1,910,000 for [detroit weddings](#). (0.05 seconds)

**My Detroit Wedding** Sponsored Link  
[www.mydetroitwedding.com](http://www.mydetroitwedding.com) An Elegant, Free and Easy to Use Wedding Guide for Detroit

**DETROIT Wedding Planning Resources**  
Wedding planning for 80 cities. **Weddings, wedding dresses, wedding cakes, wedding favors, wedding flowers, wedding invitations, wedding rings, and wedding ...**  
[www.theknot.com/kl\\_DETROIT.shtml](http://www.theknot.com/kl_DETROIT.shtml) - 44k - [Cached](#) - [Similar pages](#)

**Detroit Weddings Featuring Detroit Wedding Professionals and Vendors**  
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[detroit.allwedding.com/](http://detroit.allwedding.com/) - 11k - [Cached](#) - [Similar pages](#)

**Sponsored Links**

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Free wedding quotes and comparisons on all your needs. No Obligations  
[www.askmarlow.com](http://www.askmarlow.com)  
Detroit, MI

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Research vendors, view videos, visit our forum  
[www.michiganweddingplanner.com](http://www.michiganweddingplanner.com)  
Michigan

[Wedding Catering](#)  
Off Premise indoor and outdoor

Organic Listings = SEO

## The Top Three Search Engines

### Market Share for the Top Three Search Engines in the US, 2004 & 2005 (% of all searches)

	December 2004	December 2005
Google Search	43.1%	48.8%
Yahoo! Search	21.7%	21.4%
MSN Search	14.0%	10.9%

Source: Nielsen//NetRatings MegaView Search, February 2006

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[www.eMarketer.com](http://www.eMarketer.com)

Google AdWords -- <http://adwords.google.com>

Yahoo! Sponsored Search -- <http://searchmarketing.yahoo.com>

MSN Live Search/adCenter -- <http://advertising.msn.com>

## 3 Simple Steps for Pay-Per-Click

1. Choose your keywords and budget
2. Write ad copy
3. Assign landing pages

## Step 1: Choose Your Keywords

<u>Keywords</u>	<u>Avg Search Volume</u> [?]	<u>Search Volume Trends (Nov 2005 - Oct 2006)</u> [?]	<u>Highest Volume Occurred In</u>	Match Type: [?] Broad ▾
detroit weddings	<input type="text"/>		Jan	<a href="#">Add »</a>
michigan weddings	<input type="text"/>		Aug	<a href="#">Add »</a>
detroit venues	<input type="text"/>	No data	No data	<a href="#">Add »</a>
detroit bridal	<input type="text"/>		Jan	<a href="#">Add »</a>
detroit wedding reception	<input type="text"/>		May	<a href="#">Add »</a>
michigan wedding	<input type="text"/>		Jan	<a href="#">Add »</a>

## Searches done in September 2006

### Count Search Term

288	wedding location detroit
267	wedding site detroit
238	wedding detroit
168	wedding photographer detroit
97	wedding chapel detroit
93	wedding planner detroit
90	wedding photography detroit

## Keyword Tools

- **Yahoo! Keyword Selector Tool** (free!)  
<http://searchmarketing.yahoo.com/srch> (*“Pricing”*)
- **Google Keyword Variations Tool** (free!)  
<http://adwords.google.com/select> (*“Get Keyword Ideas”*)
- **Good Keywords** (free software download!)  
[www.GoodKeywords.com](http://www.GoodKeywords.com)
- **WordTracker** (subscription fee)  
[www.WordTracker.com](http://www.WordTracker.com)
- **Keyword Discovery** (subscription fee)  
[www.KeywordDiscovery.com](http://www.KeywordDiscovery.com)

## Keyword Match Types

- **Exact Match** (Google/MSN) **Standard Match** (Yahoo!)  
*detroit weddings*
- **Phrase Match** (Google/MSN)  
*cheap detroit weddings*
- **Broad Match** (Google/MSN) **Advanced Match** (Yahoo!)  
*free weddings and tips for detroit*

## Choose Your Budget

Estimates for the maximum CPC: \$3.93 USD

<u>Keywords</u> ▼	<u>Predicted Status</u>	<u>Estimated Avg. CPC</u>	<u>Estimated Ad Positions</u>	<u>Estimated Clicks / Day</u>	<u>Estimated Cost / Day</u>
<b>Search Total</b>		\$0.90 - \$1.22	1 - 3	27 - 34	\$30 - \$50
detroit wedding	Active	\$1.21 - \$1.72	1 - 3	4 - 6	\$6 - \$10
detroit weddings	Active	\$1.45 - \$1.81	1 - 3	1	\$1 - \$2
michigan wedding	Active	\$0.83 - \$1.10	1 - 3	22 - 28	\$20 - \$40

Estimates for these keywords are based on clickthrough rates for current advertisers. Some of the keywords above are subject to review by Google and may not trigger your ads until they are approved. Please note that your traffic estimates assume your keywords are approved.

## Step 2: Write Ad Copy

1. Appeal to your target market
2. State a benefit or solution
3. Offer an incentive
4. Create a sense of urgency
5. Use a call to action
6. Promote your competitive advantage
7. Include your keywords

### Sponsored Links

#### [Smart Wedding Planning](#)

Free wedding quotes and comparisons on all your needs. No Obligations

[www.askmarlow.com](http://www.askmarlow.com)

Detroit, MI

#### [Michigan Wedding Planner](#)

Research vendors, view videos, visit our forum

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Michigan

## Step 3: Assign a Landing Page

- Provide a direct path
- Complete the message from your ad listing
- Design the page layout to invite the sale

### [Detroit Weddings](#)


Save up to 70% when hotels bid on your hotel group block.

[Weddings.HotelPlanner.com](http://Weddings.HotelPlanner.com)



“Detroit weddings”?

“70% off hotel bids”?



**Wedding Tip:** Why you should secure a block of hotel rooms for your [out-of-town weddings ques](#)

As the leader in group travel online, our FREE event planning service will find a group hotel discount for your business meeting, conference, convention, family reunion, wedding, work crew, bus tour, military reunion, church event or any group travel. Also try our group cruise, group air, group car and free event websites.

**Hotels** Car Rentals Flights Cruise Tickets Travel Agents Group Services

E-mail  Password   [Forgot Password](#)

**group hotel reservations**

**1. Enter Your Destination City:** (add an itinerary later)

**Detroit**

**Or, select a popular destination city:**

<input type="radio"/> Las Vegas	<input type="radio"/> New York	<input type="radio"/> Orlando
<input type="radio"/> Chicago	<input type="radio"/> Los Angeles	<input type="radio"/> Miami
<input type="radio"/> Boston	<input type="radio"/> San Diego	<input type="radio"/> San Francisco
<input type="radio"/> Atlanta	<input type="radio"/> Dallas	<input type="radio"/> Washington DC

**2. Check-In Date**   **Check-Out Date**

**best group hotel rates**

free service  
cash rebates  
group webpage  
great reception rates

**get yours now**

conferences, [weddings](#), sports teams, business meetings

## Advanced PPC Resources

- **ROI Tracking**

Web analytics (ClickTracks, HitBox, Google Analytics, WebTrends), or ROI-based bid management (Inceptor's BidCenter, Direct Response Technologies' KeywordMax, Omniture's SearchCenter and Atlas Search)

- **Click Fraud**

WhosClickingWho, Clicklab, Click Forensics

- **Landing Page Conversions**

Eyetoools, EyeTracking, Nielson Norman Group

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*I'll see your web site at the top!* ☺

**Catherine Seda**

## Geo-Targeting Option

### Target customers

How large is the area?

- Countries and locations you choose.
- Regions and cities you choose.  
(Not available for some countries.)
- Customized area around your business location.

### Target customers in a custom area

Target customers in a circular area around your location.

1. Define a location:

- Enter a physical address.
- Select a point on the map.

2. Show my ads to searchers located within:

miles [change to kilometers](#)

(Larger areas typically yield more impressions and leads. We strongly recommend a minimum of 20 miles or 35 kilometers.)

[Map this area »](#)

in the

and cities

nce from

Google [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

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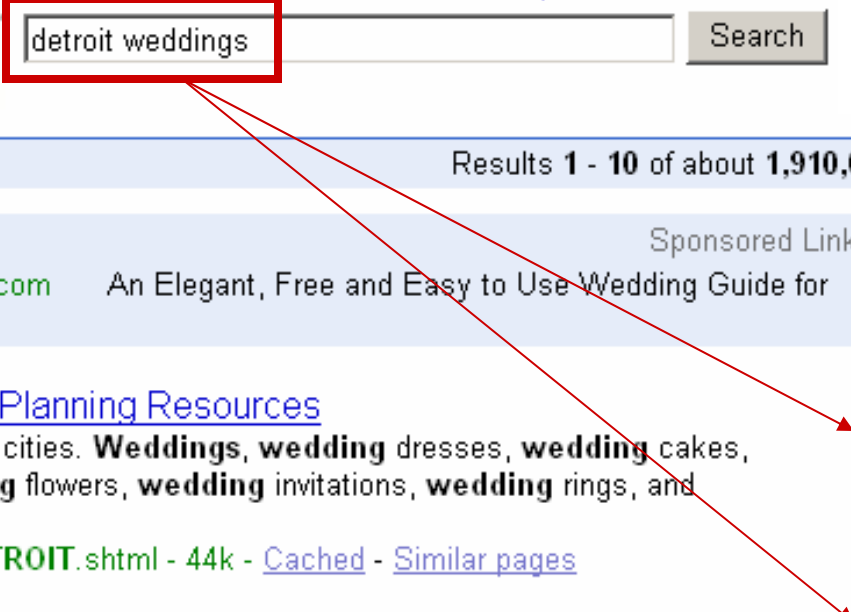
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