

# How PPC Accounts Are Structured

## Overview

Pay-per-click (PPC) accounts can be used on several different search engines to accomplish similar goals. For the purpose of this document, we'll focus on Google AdWords, but these best-practices can also be applied on Bing and Yahoo.

Businesses invest in PPC campaigns for several reasons:

- To purchase the top positions for a particular keyword that they cannot organically rank for
- To achieve quick results
- To fulfill part of their overall Search Engine Marketing strategy
  - PPC is best used in conjunction with a Search Engine Optimization (SEO) strategy that is focused on optimizing for organic results, results that are not paid for. This is because PPC can get very expensive and typically a businesses' budget is not unlimited. SEO is a long-term iterative solution.

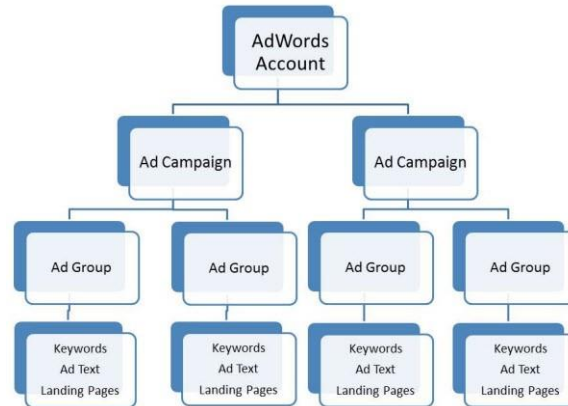
## Goals

What is your business trying to achieve by investing in a pay-per-click (PPC) campaign?

- Start by determining how you measure success. The following are some of the most common examples:
  - Number of leads that result from an ad
  - Number of conversions (phone calls, clicks, contact forms submitted) that result from an ad
  - Revenue increase attributed to ads
  - Increased traffic to your website
  - Brand awareness (number of impressions or times the ad is seen)

## Account Structure

Your account structure decides how you'd like to target or segment your audience. It is important to the success of your PPC because it is how you execute your strategy. If the structure of your account does not correspond to your segments, your strategy will not execute properly and will result in unsuccessful numbers. The image below depicts how a typical account is structured. The number of campaigns, ad groups, keywords, ad text, and landing pages is subject to change. For example, you can have two ads for each ad group.



The following are a few suggestions on how you can structure your account:

- Based on the sections of your website
  - Does your website have separate sections for products or services? Do you need to target some people searching for products and others searching for information about the industry (blogs, news articles, background information, etc.)? Are some pages more valuable to your company than others?
- Based on products or services offered
  - Are you running any sales or discounts? Do you offer a variety of products that are unrelated to each other (dog food vs. printer cartridges)? Do your products and services need to be marketed separately?
- Based on locations of your business
  - Do you have multiple locations for your business? These can be segmented by state, county, city, or radius from a particular location.

## Keywords

Keywords are carefully selected based on the account structure. There will be a different set of keywords for each ad group within each campaign. There should be no duplicates. If you put the same keyword in two different ad groups, you'll be competing against yourself and therefore will drive the cost-per-click (CPC) higher. Keywords should also be selected based on budget. Budgets are based on many variables, but to make an impact on your business we typically suggest around \$1000.

These keywords should typically follow these best-practices:

- Relate to each other, the website, and the ad-copy
- Match what your customers would type into Google
- Be specific, targeted, and have different variations (singular, plural, synonyms, and everyday terms)
- Target specific locations, if applicable

## Campaigns

Campaigns act as the umbrellas for your ad groups. Campaigns are a set of ad groups (ads, keywords, and bids) that share a common budget, location target, device preference, search network preference, time of day the ads are run, and date range the campaign will run for. These campaigns will often correspond to the structure of your account: by your website, by your products/services, or by location.

There are **5 types of campaigns**:

- Search Network with Display Select
  - Reaches people as they use Google search or visit sites across the web that show ads on the Google Display Network.

- Search Network only

- Ads show to people who are searching for you on the Google Search Network.

- [Google AdWords™](#)

Ad [www.google.com/AdWords](http://www.google.com/AdWords)

Reach Your Customers In The Moments That Matter. [Learn More Now.](#)

[How AdWords Works](#)

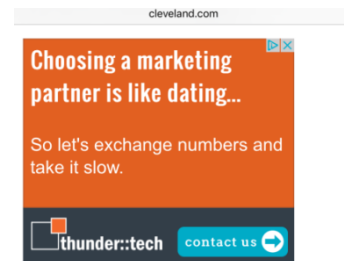
[Why Choose AdWords?](#)

[Start Advertising Now](#)

[Stories From Real Users](#)

- Display Network only

- Ads show to people on websites and apps when your keywords are related to the sites' content.



- Shopping

- Ads show on Google and around the web where potential customers can see what you're selling. These ads are more than a text ad because they show photos of your products, prices, titles, store name, and other details.



- Video

- Ads show using TrueView on YouTube or on the Google Display Network videos, games, and apps. After 5 seconds, the viewer has an option to skip the ad.

- Universal app campaign

- Ads for your app show on a combination of Search, Display, and YouTube.

## Ad Groups

Ad Groups are a collection of ads that target a shared set of keywords. These keywords share a common theme, are related, and are relevant to each other. The keywords are used to create ads for that ad group. More than one ad can be used for one ad group.

The following are the **types of ads** you can create for each ad group:

- Text Ad (Most Common)

Google PPC Advertising - Find new customers with AdWords  
 Ad [www.google.com/AdWords](http://www.google.com/AdWords) ▾  
 Get your business on Google today.  
 Styles: Search Ads, Banner Ads, Video Ads, Mobile Ads, App Ads  
 Services: Google AdWords, AdWords Express, Google Display Network, YouTube Video Ads, Google...  
 Start Advertising Now · Why Choose AdWords? · What Does It Cost? · Stories From Real Users

- Dynamic Search Ad
  - Your ads and keywords are automatically generated based on the content of your landing page.
- Mobile App Engagement
  - After connecting your app to your AdWords account, you can target your ads towards people who are interested in your app content. Mobile App Ads can encourage people to try your app again, remind someone to open your app, help people complete an action, increase the frequency of app use, or recommend specific features.
- Call-only Ad

Call: (201) 555-5555 ⓘ  
 Ad [www.example.com](http://www.example.com)  
 Description line 1  
 Description line 2 Call

## Landing Pages

The webpage that people end up on after they click on your ad. The landing page for the ad below is highlighted in yellow.

Google AdWords™  
 Ad [www.google.com/AdWords](http://www.google.com/AdWords) ▾

The following are Landing Page requirements:

- The landing page URL and display URL must share the same domain name.
- Contains relevant, useful, and original content. Ad text, keywords, and landing page content should all show their relation to one another.
- Makes it easy for customers to navigate your site. Users should find the product/service in your ad quickly and easily.
- The landing page loads quickly and efficiently.