

Get More from Paid Search Marketing

The importance of paid search marketing continues to increase for small and medium businesses. In fact, paid search by local advertisers is expected to soar 30% through 2013, representing average annual increases of \$242 million, according to data from Borrell Associates Inc.¹

With the value of a well-planned and executed online search program being generally accepted in today's wired business world, now is a good time to determine how to get the most from your paid search marketing efforts and drive more qualified prospects to your web site.

In this guide, we will discuss ways that can help you enhance your paid search strategy, provide best practices for your paid search campaigns, walk you through more advanced keyword use and research, as well as introduce you to new tools to generate new customers and increase sales. Topics include:

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ARGO TRANSLATION

Peter Argondizzo

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NINE STEPS TO HELP IMPROVE YOUR PAID SEARCH EFFORTS

For many consumers, an Internet search — on portals such as Google™, Yahoo!® or Bing™ — is the first step toward purchasing products and services online. A search engine marketing (SEM) program can help ensure you attract the right customers when they are ready to buy. An SEM plan is not something you set up once and then forget about. Consistently monitoring and improving your search efforts can help you get the most from your investment of time and money.

Natural search results appear organically, based on the relevance and popularity of a specific term. Search engine optimization (SEO) involves building, or optimizing, your web site so it ranks higher in



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the natural search results. SEM, on the other hand, generally refers to pay-per-click (PPC) advertising, in which you only pay each time someone clicks on your link through a listing, which typically appears in results above or to the right of the natural search results. Paid search terms are obtained through a bidding process; the more frequently searched the terms, the higher the winning bid is likely to be.

Try these nine steps to help enhance your paid search strategies:

1. Track Conversions

Conversion tracking tells you how many clicks to your site actually result in leads or sales. Some search engines provide a conversion tracking code for your landing pages, along with instructions on how to use it. Check with your search engine to determine how to set up conversion tracking, but once you are set up you can regularly review these numbers to determine what terms work best for your site.

2. Calculate Your ROI

Calculate your return on investment (ROI) to make sure your paid search efforts are effective. You can calculate an overall program ROI, as well as the payback on individual keywords, so you know which to invest in and which to cut back on.

Two figures are important in determining your ROI: ad profit and cost per acquisition (CPA). To calculate these numbers, you need to know how

much money you spent on a keyword, the number of times the keyword was clicked, the number of individuals who made purchases and the amount of sales (the actual number of sales and the dollars generated) from that keyword. You will need to collect this data for each pay-per-click (PPC) campaign you run. You can collect it from your own campaign statistics as well as gather information from your search engine's analytical tools.

Once you collect the data, you can calculate ad profit by subtracting the cost of your keywords from the revenue generated by them. To calculate your CPA, divide the cost of your keywords by your number of sales. (For more on calculating search ROI, see our worksheet, "How to Improve Your Search Engine Marketing Efforts" on p. 11.)

3. Cut Poor Performers

Your top-performing keywords are the ones with the highest total revenue, conversion rate and ROI. Examine the keywords that are not performing well and consider modifying them to improve their performance. Perhaps you could use a variation of your keywords, such as "Vermont bed and breakfast" instead of "Vermont lodging." Discontinue keywords that don't work and reallocate your budget to words that perform.

For paid search terms that are performing moderately, try changing or removing certain words altogether or lowering your bid. Run a search query performance report to gain a better understanding of how users are finding and reacting to your ads. The reports show performance statistics for the search queries that resulted in your ads being clicked or triggered. You may discover new keywords for testing in your campaign. You can request a search query performance report from some search engines, though it may require having an account with them.

4. Use Negative Keywords

Negative keywords are a special kind of keyword matching option that enables you to stop your ad from appearing when a user enters a specific term. For example, if you sell shoes, but you don't sell

sneakers, you would make “sneakers” a negative keyword. This way your ad won’t appear — and won’t cost you money — when a shopper is looking for items that you don’t carry.

5. Refine Match Types

Match types let you choose which type of searches you want your keywords to appear in. There are usually three match types — exact, phrase and broad — though they can differ depending on the search engine. Search engines allow you to use match types to designate how your keywords match to search queries. You may want to refine your match type if you have high cost-per-clicks, low traffic or low click-through rates.

If you have selected only *exact match* types for your keywords, your ads will display only when the keywords entered on a search engine exactly match the keywords you selected for your ad campaign. For example, if you have “men’s XL sweaters” in your keyword list, that’s exactly what a search engine user must enter in a search query in order to see your ad.

A *phrase match* enables your results to show up in query results if the search engine user types in a keyword or phrase from your keyword list. Continuing the example above, if you have “men’s XL sweaters” in your keyword list, a consumer searching for “wool men’s XL sweaters” will see your ad.

A *broad match* enables your ad to display if any keyword or part of a key phrase is in the searcher’s query, such as “men’s wool XL gray sweaters.” If you only use broad matches, you may want to consider exact and phrase matches to help reduce unwanted keywords and limit unwanted searches.

6. Maximize Landing Pages

It’s crucial for the content on your landing page to match the keyword search on the search engine. Make sure your search copy can be easily found on the landing page and tailor the landing page so it’s based on what was searched for.



ARGO TRANSLATION

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Best practices for landing pages typically include having one clear call to action with text that’s easy to read and condensed into bullet points. Purchase buttons should be above the fold for easy viewing. Keep customer recommendations and accreditations, such as logos from the Better Business Bureau, above the fold as well.

7. Improve Your Quality Score

A quality score is a number assigned to each of your keywords by the search engines after calculating your ad’s click-through rate, analyzing the relevance of your landing page and considering other factors used to determine the quality of your landing site. By improving your quality score, you may pay less for your keywords and move into a higher paid advertising position.

Boosting your quality score usually requires making sure that each of your ad groups contains descriptive ads mentioning the same product or service, that each keyword in the ad group closely relates to the ads and that underperforming keywords are eliminated.

8. Use Local Search

Major search engines offer services to help businesses target customers in their communities more accurately. A customer looking for a nearby

hardware store can enter the search term “hardware store” and receive a map and a listing of area hardware stores, along with ads related to hardware stores. The local search market is growing rapidly, thanks to more consumers using their mobile devices for these purposes, according to data from comScore Inc.² Make sure you test geo-targeting, or location targeting, to set the location where you want your ads to run.

The major search engines offer free listings for small businesses who want to reach out to their local community.

9. Use More than One Search Engine

If you can, expand your paid search efforts beyond one search engine. Google accounts for about 70% of all searches in the United States, and Yahoo! and Bing account for almost 30%.³ Also consider other search engines to tap into their traffic and potential new customers. ■

¹*Borrell Associates*, The Economics of Search Marketing: Addressing the Challenges of a Scalable Local Online Advertising Model

²*comScore press release, June 2009*

³*Experian Hitwise press release, March 2010*



Best Practices to Help Maximize Pay-Per-Click Campaigns

By purchasing ads based on keywords, you can reach consumers when they are actively looking for information on what you offer. With a pay-per-click (PPC) campaign, you pay only when your ad is clicked.

To help achieve even more success with your PPC campaigns, don't overlook these best practices that may improve your PPC campaign results:

Research Top Keywords

In-depth keyword research is essential to being successful. Continue looking for potential keywords by reviewing copy on your web site and in your HTML coding, as well as on your competitors' sites. Use site logs and analytics tools to see which terms brought people to your site, what pages they visited, how long they stayed and what actions they took. Use keyword research tools to uncover the search volume of specific phrases and high-potential core terms. Be willing to experiment until you find the words that work best for your business. Free keyword research tools are available online.

Create Keyword Groups

Group each of your core terms with related search phrases to use together on a single page of your site and to improve your click-through rate for your PPC campaigns. The terms in a group should complement each other so the content reads naturally to visitors. In most cases, related phrases will be core terms with modifiers added. For example, “golf clubs” could have a related search phrase of “left-handed golf clubs.”

Make It Measurable

Know what action you want site visitors to take when they click on your listing. Make sure you have tracking tools in place to measure your success. Use analytic tools provided by your search engine to look at pages visited, sales, downloads and abandoned actions. Set up unique landing pages to make it easy for visitors to follow through. This can also help with your program analysis.



Best Practices to Help Maximize Pay-Per-Click Campaigns, cont'd.

Start Small

Many search engines allow advertisers to cap their spending by creating a daily budget. This way, when your budget runs out, your ad won't be delivered again until the next day. You may also have the option to deliver ads at particular times of day, or to specific geographic areas, both of which can help increase your click-through rates.

Keep Testing

Refine your program by testing new keywords and corresponding web site copy. Also, test two or more variations of your ad copy to see which generates the highest quality click-throughs — i.e., those that result in the most sales. Keyword performance may vary over time, so monitor your results on an ongoing basis.

Be Specific

As you get more comfortable with SEM, test more specific phrases to attract the best prospects to your site. For example, the term “printer” could be used to find a professional print shop — or a desktop printer. Buying a more specific phrase like “Canon desktop printer” is more likely to attract active shoppers; the brand name inclusion helps to locate people further along in the buying cycle since they've already done enough research to know which brand interests them. You can purchase variations of this term for each of the brands you carry.

Know Your Metrics

To track performance effectively, you will need to know your spending levels, click-through results by term, sales made, other actions taken (downloads, email subscribers, etc.) and the cost per sale/interaction. The last item may vary based on how much you paid for keywords that are driving leads to your site. (For more on how to calculate cost per sale, see our worksheet, “How to Improve Your Search Engine Marketing Efforts” on page 11.)

Once you have a handle on your metrics, you can also check out some free tools to help you estimate cost per click (CPC) ROI, such as this CPC calculator at tools.ppcblog.com/calculators/roi.html.

Find more tips on search marketing and PPC in our search engine marketing guide Marketing Your Business on Search Engines (openforum.com/searchmarketing).



Four-Stage Pay-Per-Click Strategy to Help Get the Results You Want

Take your paid search campaign to the next level by following a pay-per-click (PPC) process to help meet your revenue goals and find growth opportunities. It may be three or four months before you see the results you want. Taking the time to slowly and carefully launch a PPC campaign will let you build quality scores and analyze your results and learn from them.

Follow these four steps:

1. Launch Your Campaign

Build an account with one or more search engines and begin comprehensive keyword research as explained in this guide. Next, develop your bid and budget strategy and use your keyword research to understand what keywords to bid on. It may require having a daily or monthly budget, so decide how much you are willing to pay for keywords as well as determine your break-even point or a ceiling in case of losses.

2. Begin Calibrating

Once your campaign launches, you should begin to generate conversions, such as consumers making a reservation at your restaurant or requesting more information about your accounting services. Analyze the data to see how many conversions and click-throughs you receive and fine-tune your efforts to help achieve higher return on investment.

3. Optimize Where Possible

Tweak your landing pages to decrease the loading time and improve quality scores with better title tags and keyword-rich pages. After making the necessary adjustments to your landing pages and ad copy, assess your revenue goals to determine if they are being met. Continue your optimization process until you reach your revenue benchmarks.

4. Stabilize Your Campaigns

At this stage, you may want to maintain your campaign performance. Identify where you can improve your efforts by performing more advanced keyword research, examine seasonal keyword search patterns and look for new keyword verticals. If funding is available, you may decide to increase your ad spend.

Checklist

Advanced Keyword Research Strategies

Because keywords are central to the success of paid search marketing, it's essential to continually update and refine your keyword list. Use this checklist to help enhance and develop more effective keywords:

1. HAVE YOU RECENTLY REVIEWED YOUR KEYWORDS AND KEY PHRASES?

- Yes No

Your core keywords and key phrases should relate closely to your business goals. If you've changed your business recently — added new products or services, changed a product or enhanced it — you may want to consider adding additional keywords.

2. DO YOU REGULARLY REVIEW YOUR KEYWORD PERFORMANCE?

- Yes No

If you haven't reviewed your keyword performance recently, you definitely should. Run a report on all your keywords for at least the last year to see which ones make money and which ones are not cost-effective.

3. DO YOU USE TOOLS TO GAUGE HOW COMPETITIVE YOUR KEYWORDS ARE?

- Yes No Not sure

Many sites offer products and services (free and paid) to help you find keywords and key phrases that are competitive in your industry. If these research tools deliver less than the industry recommended 150 search terms related to your main keyword, you may have a winner. If more, consider refining your term by adding a qualifier, such as changing "fresh produce" to "organically grown fresh produce."

4. HAVE YOU EXPERIMENTED WITH CHOOSING LESS COMPETITIVE KEYWORDS AND PHRASES?

- Yes No Not sure

Search terms with lower search volumes may cost less and may still be a good investment because the traffic should be more targeted. For example, the phrase "coffee and tea shop" is likely to be less expensive than "coffee shop," yet it may deliver more highly qualified prospects.

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Checklist

Advanced Keyword Research Strategies

cont'd.

5. DO YOU USE MULTIPLE SOURCES FOR KEYWORDS?

- Yes No Not sure

If you don't tap several sources, you may miss other valuable keywords. In addition to automated keyword research tools, use your industry knowledge, your own web site and your competitors' sites to find new keywords.

6. TRY THESE OPTIONS FOR ADDITIONAL KEYWORDS:

- Your web site:** Make a list of terms your audience is likely to use and then review your site for any keywords you may have missed.
- Site copy and HTML code:** Review both since keywords may be in meta, title, header and alt tags.
- Competitors' sites:** Scan their sites for additional terms.

7. DO YOU KNOW HOW YOUR POTENTIAL CUSTOMERS SEARCH?

- Yes No Not sure

Understanding how potential customers perform searches can help you determine the keywords they use to find your web site and your competitors. Analyze your server logs to see what terms drive traffic to your site. If you have an internal search feature on your site, look at the terms people entered. Ask existing customers to describe your business and your products and services.

To learn more about SearchManager, SearchManager Premium and SearchManager Elite, visit searchmanager.com or call 1-800-261-9747.



Help Increase Your Search Marketing Results with SearchManager Pro

Manage your pay-per-click (PPC) campaigns all in one place and help your business get found online with SearchManager Pro from American Express®. SearchManager Pro is a best-in-class, self-managed solution that can help maximize the power of search engine marketing to help companies generate new customers and increase sales.

This sophisticated marketing solution can assist businesses currently using search by consolidating and managing PPC campaigns across all major ad networks:

Improve Results and Consolidate Campaigns

- Increase conversion rates by receiving better insight, which can help you make more informed decisions.
- Help deliver lower cost per acquisition, which can lead to reduced expenses.
- Receive objective, daily recommendations so you can make informed decisions for your PPC campaigns.
- Create customized and branded reports of your campaign performance.

Save Time and Increase Productivity

- Manage your PPC campaigns across all four major ad networks — Google, Yahoo!, Microsoft and Facebook — all in one place.
- Bulk edit keywords and automate bid management.
- Access a user-friendly dashboard to quickly manage your performance and review easy-to-understand analytics, refreshed daily.

Peter Argondizzo, President and Operations Manager of Argo Translation in Chicago, says he was flying blind when it came to buying keywords.

“When we first started doing Google AdWords through our marketing consultant, I really thought of it as just a black hole,” Argondizzo says. “With SearchManager Pro, we’re able to intelligently track what’s really in the account day-to-day and also see what’s good money and what’s not.”

New to search engine marketing?

Let us get you started by talking to an expert today about your customized search ad campaign. Call 1-800-261-9747.

For a 15-day free trial or to learn more, visit searchmanager.com.*

**After the first 15 days, you will be automatically charged the greater of \$49/month or 5% of monthly ad network costs each month until you cancel by calling 1-800-261-9747.*



Choose the Appropriate Level of PPC Help with SearchManager Premium or SearchManager Elite

Managing your pay-per-click (PPC) campaigns can be time consuming. With SearchManager Premium, a dedicated specialist can help you jumpstart your search marketing strategy. Or select SearchManager Elite and have an entire team of trained specialists manage every aspect of your PPC efforts. This support helps provide peace of mind that your PPC campaigns are in capable hands.

Choose the solution that's right for you:

SearchManager Premium

SearchManager Premium offers all of the benefits of SearchManager and more:

- Receive customized service from a dedicated paid search marketing specialist who can help you get more from your PPC efforts.
- Set up conversion tracking and help increase ROI.
- Review top keyword recommendations and access custom reports and analysis.
- Receive monthly expert growth recommendations.
- Manage multiple new works easily and efficiently so you can save time and focus on your business.

Dave Jacobs, President/CEO of TechKnowledge Consulting Corporation in Bellaire, Texas, admits he was wasting “a huge amount of money” buying keywords. His SearchManager Premium specialist quickly showed him how to limit his keyword buys by location. Since using SearchManager Premium, telephone inquiries have doubled.

“I could spend the rest of the month trying to get smart about this, but to access some top talent who does this for a living, I just think that's a good investment for the company,” Jacobs says. “In a small business, the owner's time is a very scarce resource, and that often limits what a company can accomplish.”

SearchManager Elite

With SearchManager Elite, a dedicated team of search marketing specialists can do all the work so you feel confident that you are getting the best ROI for your marketing dollars:

- Save valuable time on your paid search efforts.
- Receive a custom-tailored paid search advertising program.
- Help increase your conversion rates.
- Have your ad copy analyzed by experts and receive valuable competitive analysis.

When search is critical to your business, SearchManager Elite will do all of the work for you so you can concentrate on running your business.

To learn more about how SearchManager Premium or SearchManager Elite can help you achieve the results you're looking for, call 1-800-261-9747.

CHOOSE A SOLUTION THAT'S RIGHT FOR YOUR BUSINESS

	SearchManager Pro	SearchManager Premium	SearchManager Elite
Full access to all SearchManager features	✓	✓	✓
Award-winning optimization platform	✓	✓	✓
Daily recommendations	✓	✓	✓
Improved paid search results	✓	✓	✓
Custom recommendation of automated actions	✓	✓	✓
One dashboard to manage campaigns	✓	✓	✓
Free account replication into Bing and Yahoo!	✓	✓	✓
Ability to easily analyze results and produce reports	✓	✓	✓
Integrated call tracking	✓	✓	✓
Cross network bulk editing	✓	✓	✓
Personalized recommendations	✓	✓	✓
Unparalleled customer service	✓	✓	✓
Dedicated Search Specialist		✓	✓
Conversion tracking setup		✓	✓
Advanced account diagnostics		✓	✓
Monthly expert growth recommendations		✓	✓
Custom reports and analysis		✓	✓
Clickable monthly digital industry report		✓	✓
Keyword discovery, review and recommendations		✓	✓
Dedicated Search Specialist team			✓
Competitive analysis			✓
Keyword research and implementation			✓
Geo-targeting			✓
Custom-tailored, paid search advertising program			✓

Worksheet

How to Enhance Your Search Engine Marketing Strategy

Search engine marketing can be an extremely powerful and cost-effective tool, but you need to manage it carefully in order to realize its full potential. Use this worksheet to help improve your paid search efforts:

I. CALCULATE YOUR KEYWORD ROI

If you don't know how your search terms are performing, you can't improve your campaigns. Obtain a report of your latest campaign performance from your search engine's analytical tool — for the most recent week or month — and assess these basics:

- What is the range in number of clicks for the terms you are buying? _____
to _____
- What is the range in cost per click per term? _____ to _____
- Which five terms generate the most clicks at the lowest cost?
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Experiment with spending on these terms, or related terms, to see which perform best and how their performance tracks over time.

2. ANALYZE OTHER METRICS

In addition to knowing your cost per click, you may want to look at:

Cost per lead: Leads are prospects that you may be able to convert to customers over time. Lead responses can include calls, online requests for information, subscriptions to your newsletter, followers or fans of your social media programs, downloads of a white paper, views of a video or webcast, or listens to an audio podcast.

Cost per lead = cost of search marketing campaign in a given period _____ /
number of leads generated by the program _____

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Worksheet

How to Enhance Your Search Engine Marketing Strategy

cont'd.

Cost per sale: This is the key metric by which to gauge the success of your paid search efforts. It may not always be easy to identify exactly which specific sales your campaign netted (as opposed to normal repeat business and other promotions), so you may have to use your judgment to determine which sales you can attribute to your search campaign.

Cost per sale = cost of search marketing campaign in a given period _____ /
number of sales generated by the program _____

Page views: Your site analytics program should provide information on the number of pages your visitors see when they come to your site. Comparing the page views from your paid search campaign versus visitors from other sources can tell you how effectively your paid search campaign engages visitors with your site. There's not a "perfect" number for page views; one or two may indicate that visitors aren't interested in your offerings (which can mean you're targeting the wrong audience), while many pages may mean that have a hard time finding what they need on your site.

- Range of page views: _____ to _____
- Average page views: _____
- Average page views from paid search efforts: _____
- Average page views from other visitors: _____

Site visit length: Your analytics program can also provide information on the amount of time visitors spend on your site. As with page views, there's no perfect number, but it may be instructive to see if there is a difference between the lengths of visits generated by your SEM efforts as opposed to other visitors.

- Range of site visit length: _____ to _____
- Average site visit length: _____
- Average site visit length from paid search efforts: _____
- Average site visit length from other visitors: _____

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Worksheet

How to Enhance Your Search Engine Marketing Strategy

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Other site actions: Short of buying from your site, the best thing a site visitor can do is express an interest in learning more about your company, expertise or offerings. If possible, assess how your SEM visitors compare to others in terms of certain actions. This information could yield insight into how effectively your paid search campaign is targeting the right prospects.

To track this behavior, consider customers who have:

	SEM visitors	Other visitors
Added an item to a product wish list	_____	_____
Signed up for email specials	_____	_____
Subscribed to your email newsletter	_____	_____
Followed your social media program(s)	_____	_____
Downloaded a white paper	_____	_____
Watched a video or listen to a podcast	_____	_____
Called your company	_____	_____

3. MONITOR AND ADJUST FOR UNDERPERFORMING CATEGORIES OR WORDS

As with any marketing program, it's important to assess and evolve your paid search campaign, since keyword pricing and performance may vary over time.

Create a plan to regularly review your results, using this format as a guide:

	Keep as is	Revise	Remove
Ad copy	_____	_____	_____
Keywords	_____	_____	_____
Keyword groups	_____	_____	_____
Web site content	_____	_____	_____

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Worksheet

How to Enhance Your Search Engine Marketing Strategy

cont'd.

4. ANALYZE TIME SPENT ON MANAGING SEM

Paid search campaigns are likely to require more management time upfront, with a reduced workload as efforts take hold and you build your skills. Track the amount of time you spend on it to help keep your campaigns running as efficiently and effectively as possible:

	Hours	SEM cost per sale*
Week 1	_____	_____
Week 2	_____	_____
Week 3	_____	_____
Week 4	_____	_____
Week 5	_____	_____
Week 6	_____	_____
Week 7	_____	_____
Week 8	_____	_____

*Use the cost per sale figures calculated in item #2 (Analyze other metrics) of the worksheet.

Now that you have a better idea of your ROI and other metrics, you can use this information to make more informed decisions about your PPC campaigns. You also may want to consider a simpler and smarter way to manage PPC campaigns by using SearchManager, SearchManager Premium or SearchManager Elite from American Express®.

To learn more about SearchManager, SearchManager Premium and SearchManager Elite, visit searchmanager.com or call 1-800-261-9747.



Glossary of Key Search Terms

Becoming more sophisticated in your search marketing campaigns requires an understanding of key industry terms. Use the following list to build your expertise:

Click-through: A click-through occurs each time a visitor clicks on a link in a web advertisement, an email or other type of web page and directed to a new web page.

Click-through Rate: The total number of times visitors click on a link and are directed to a web page. Calculate this by dividing the number of visitors who clicked on an ad by the number of times the ad was delivered. It's typically used to determine the success of a paid search marketing campaign.

Conversion Rate: Measurements determining how many clicks to a site actually convert to leads or sales. Calculate this number by the total click-throughs that convert or take a desired action divided by the total click-throughs for a specific ad.

Cost Per Acquisition (CPA): This is a way of paying for an ad based on the number of times an action is completed, such as signing up for a newsletter, that occurs as a result of the paid search campaign.

Cost per Click (CPC): This is a way of paying for an ad based on the number of times it is clicked and not on any resulting actions by the visitor.

Match Types: This is how keywords are matched to search engine queries. There are typically three match types — exact, phrase and broad — though these can differ depending on the search engine.

Organic Listing: Also known as “natural” listing, this means a search page result is based on the search algorithms of the search engine and not through a paid ad.

Pay Per Click (PPC): This model of paid search advertising is based on each click originating from a source of traffic. Advertisers pay on a per-click basis. Search engines require that you bid on keyword phrases, and the highest bidder receives the best ranking.

Ranking: This is the position of a web page generated after a keyword/search phrase query. A high search ranking typically is best because it indicates superior SEO, high volume and quality traffic.

Search Engine Marketing (SEM): This term typically encompasses all of the tactics of paid search marketing.

Search Engine Optimization (SEO): This is the practice of designing and writing web pages to make a web site more attractive to search engines. Using SEO can help place pages higher within the natural listings as opposed to a paid ad.

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