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# GOOGLE ADWORDS BOOTCAMP

## DAY 2

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# WELCOME BACK!

ALEX SIERRA, CEO SIGMA RIDGE



# Agenda

- Google Ads Overview a lot of info don't fall asleep!
- Google ads (NOT adwords)
  - Campaign Type
  - Keywords
  - Impressions
  - Clicks
  - Clickthrough Rate
  - Page Rank / Ad Rank
  - Landing Page
  - Call to Action (CTA)
  - Bidding
  - Campaigns, Ad Groups
  - Ad Extensions
- Google ads application
- Review
- Display Advertising
- Google ads editor
- Attribution models
- UTM Codes
- Testing and Optimization
- Campaign settings





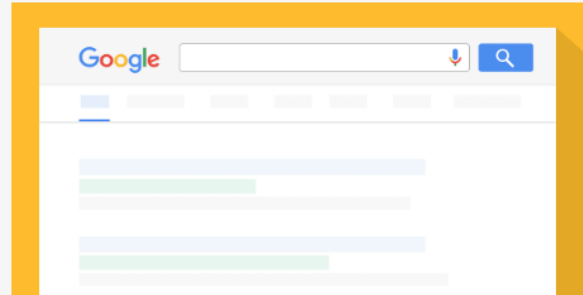
# REVIEW

# SEARCH ENGINE OPTIMIZATION

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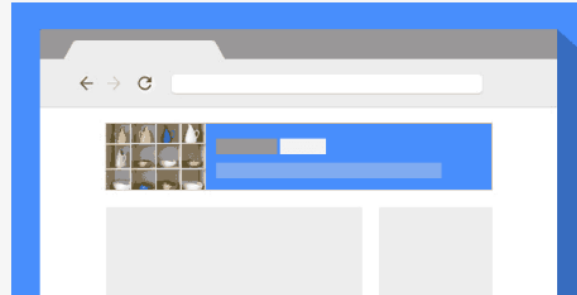
SEO IS ORGANIC  
SEM IS PAID

# Google Ad Types



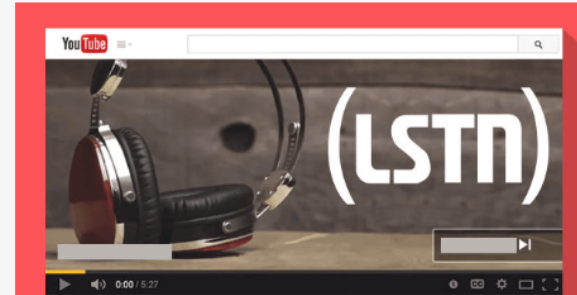
## Search Ads

Your ad appears next to search results on Google. Talk about good timing.



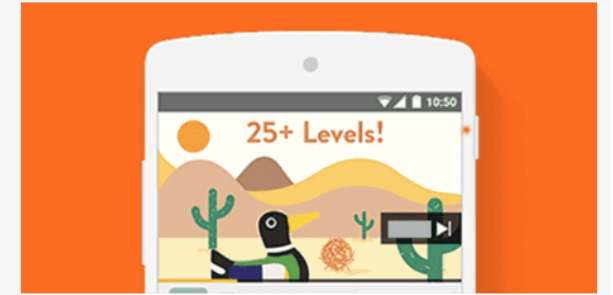
## Display Ads

With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are.



## Video Ads

Your business comes to life in front of new customers on YouTube. It's a unique way to share your story.

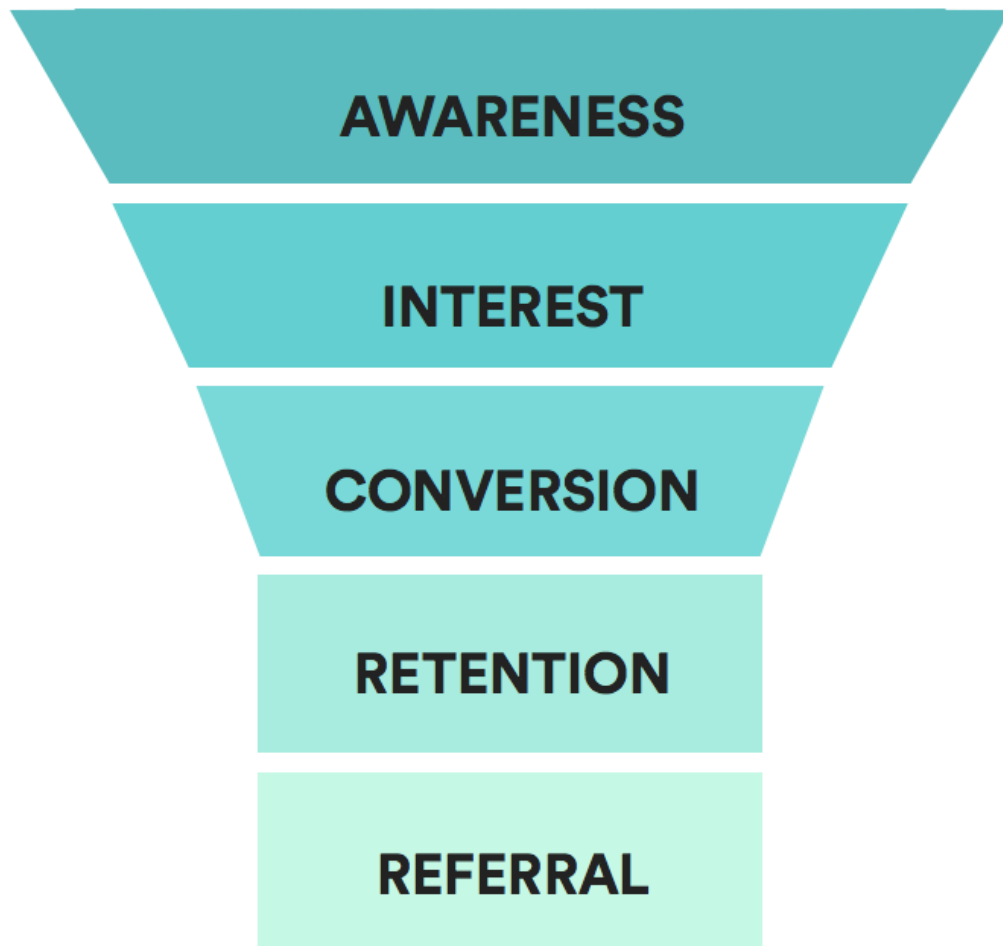


## App Ads

Promote your app by running ads across the entire Google network – no design experience required.



# Marketing objectives are typically rooted in the funnel.



- Brand Marketing:  
“I want to make people aware and excited about what we have to offer!”
- Customer Acquisition:  
“I want to grow my bottom line by gaining new customers.”
- Retention and Loyalty:  
“I want to engage my customers and get them to buy more!”

**Keep in mind: Business goal, Conversion goal, Personas and products**

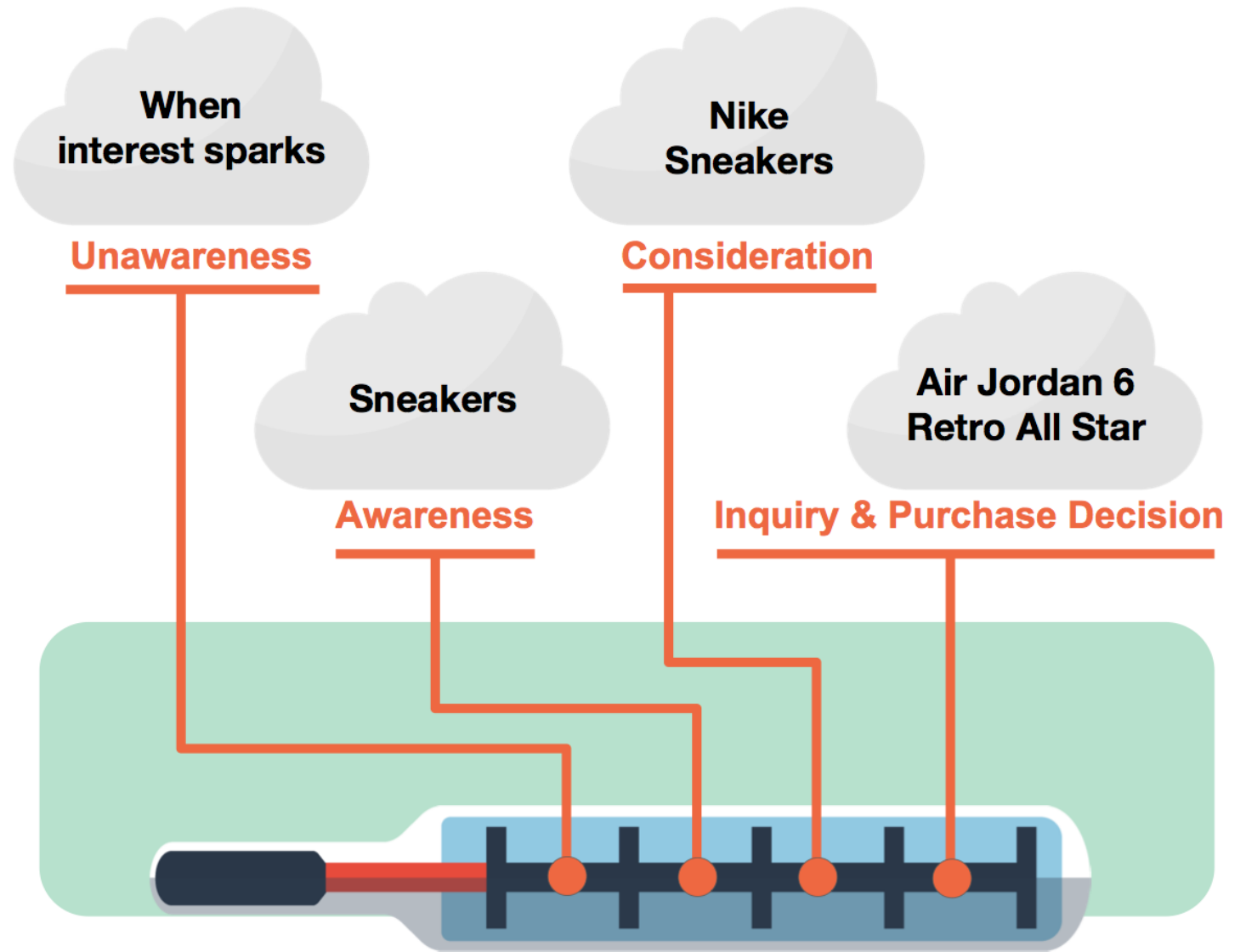


# KEYWORD RESEARCH

Understand  
your  
prospects



Craig  
CEO of Big Furniture, LLC





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# INTENT VS. VOLUME FUNNEL

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**LOW  
INTENT**

Shoes

Footwear

**MEDIUM  
INTENT**

Kids Shoes

Comfortable Footwear

**HIGH  
INTENT**

Kids Shoes at Old Navy

Buy Comfortable  
Camping Footwear



**HIGH  
VOLUME**

**LOW  
VOLUME**

# KEYWORD MATCH TYPES

**Broad Match (aka Expanded Broad Match).** Keyword: mens formal shoes  
**Matches:** womens shoe, formal dresses, mans flip flops, horse shoes  
**Initial Bids:** 20%

**Anchor Modified Broad Match (BMM).** Keyword: mens formal +shoes  
**Matches:** womens shoe, formal shoes, cheap boys shoe, horse shoes  
**Initial Bids:** 40%

**Dual Anchor Modified (BMM).** Keyword: +mens formal +shoes  
**Matches:** mens shoe, mans shoe formal, horse shoes for men  
**Initial Bids:** 60%

**Fully Modified (BMM).** Keyword: +mens +formal +shoes  
**Matches:** formal man shoe, formal mens horse shoes  
**Initial Bids:** 80%

**Phrase Match.** Keyword: "mens formal shoes"  
**Matches:** cheap mens formal shoes in miami  
**Initial Bids:** 80%

**Exact Match.**  
Keyword: [mens formal shoes]  
**Matches:** mens formal shoes  
**Initial Bids:** 100%

**Broad Match:** Matching search query only needs to loosely match 1 word of any of the terms contained within your bidded keyword to display your ad.

**Targeting & Control:** Keyword matching is very loose with a low level of control.

**Bidding Strategy:** Initial bids should be set at a minimum.

**Anchor Modified Broad Match:** Matching search query must match the designated "anchor" word contained in the bidded keyword to display ad.

**Targeting & Control:** Limited keyword targeting with minimum level of control.

**Bidding Strategy:** Initial bids should be low for testing and new keyword discovery.

**Dual Anchor Modified Broad Match:** Matching search query needs to match the 2 designated "anchor" words contained in bidded keyword.

**Targeting & Control:** Selective keyword targeting with a moderate level of control.

**Bidding Strategy:** Initial bids should be moderate.

**Fully Modified Broad Match:** Matching search query needs to match all of the designated "anchor" words contained within your bidded keyword.

**Targeting & Control:** Very good keyword targeting with higher level of control.

**Bidding Strategy:** Initial bids can be set at a competitive level.

**Phrase Match:** Matching search query needs to contain within it the entire bidded keyword in the exact order that the words appear.

**Targeting & Control:** Good keyword targeting with high level of control.

**Bidding Strategy:** Initial bids can be set at a competitive level.

**Exact Match:** Matching search query needs to contain the exact bidded keyword and cannot contain additional terms.

**Targeting & Control:** Exact keyword targeting with high level of control.

**Bidding Strategy:** Initial bids can be highly competitive.

# QUALITY SCORE

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# AD RANK

	Max Bid	Quality Score	Ad Rank	Actual CPC
Advertiser I	\$2.00 	10 	20	$\frac{16}{10} + 0.01 =$ <b>\$1.61</b> 
Advertiser II	\$4.00 	4 	16	$\frac{12}{4} + 0.01 =$ <b>\$3.01</b> 
Advertiser III	\$6.00 	2 	12	$\frac{8}{2} + 0.01 =$ <b>\$4.01</b> 
Advertiser IV	\$8.00 	1 	8	<b>Highest CPC</b> 



# LANDING PAGE

**CAR LEASING**  
Want a cheap new lease car?  
Start HERE!

My cheapest leasing deals!

Click to close

**ABARTH CAR LEASING**

500  
500 Convertible  
595  
595 Convertible  
Punto Evo

**ALFA ROMEO LEASE CARS**

Giulietta

Notes: ... 11am-5pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

**CARS.com**  
THE CARS FROM LING VALENTINE

Version 2.37.1. You can trust me! ... In 2012 I'll rent over £50 million of cars (at RRP)

**CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS**

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing

**NEW SEXY**  
christine full rap here

**FREE CAR**

Search Cars Here Go

**@LINGsCARS**  
Follow Me

**LING'S LIVE TWITTER FEED**

**LIVE CAR**

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

EU cookie law. Piss off Von Rumpy. Me... I hammer visitors to death with cookies, so I can find out what they want. Cookies allow my website to serve visitors the content they need. Get used to it. The EU cookie law is an ass. - Ling

Privacy and Electronic Communications (EC Directive) Regulations 2011 BLAH

cookiescar buyer? YES YES YES YES; cookiesidentify\_left\_or\_right\_hand\_wolfehigh house!

**You can't find a car?** → **Apply for a CAR QUOTE**

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turn'd me doon!"

Deborah Meaden - "Harrumph! I'm out!"

**UK WARNING: Customers reporting many other internet prices are hiding true lease costs!**  
**BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES**

**VIZ** Ling is OFFICIAL VIZ ethnic business ambassador!

**PLAY STUPID CRASH GAME!**

**CHEAP INSURANCE**

Google Spider Food

View LIVE visitors: 40 online



# CAMPAIGNS, AD GROUPS

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AdGroups need a **name**, an **ad** and **keywords**.

AdGroups will share Ad Extensions (set at the Campaign level) and so should have a common theme. A new feature of Enhanced Campaigns is that you can now set Ad Extensions at the AdGroups level as well as the Campaign level.

Here is an example of three AdGroups in our Coffee Bean campaign.

<i><b>Gourmet</b></i>	<i><b>Dark Roast</b></i>	<i><b>French Roast</b></i>
<i>Gourmet Coffee Beans</i>	<i>Dark Roast Coffee Beans</i>	<i>French Roast Coffee Beans</i>
<i>Gourmet Whole Coffee Beans</i>	<i>Dark Roast Whole Coffee Beans</i>	<i>French Roast Whole Coffee Beans</i>
<i>Gourmet Ground Coffee Beans</i>	<i>Dark Roast Ground Coffee Beans</i>	<i>French Roast Ground Coffee Beans</i>



# STRUCTURE FOR CAMPAIGNS, AD GROUPS...



# AD EXTENSIONS



## Mushroom Foraging Tours

Ad [www.example.com](http://www.example.com)

Find chanterelle, porcini, oyster mushrooms with a fungi guide!

"So impressed. Brought home a pound of ceps." - [exampleblog.com](http://exampleblog.com)

## San Francisco to New York - Up to 30% Off on all Flights

Ad [www.acmetravel.com/flights](http://www.acmetravel.com/flights)

Up to 30% off flights when you book by March 31.

Nonstop Flights: Average 5/day from San Francisco to New York City

Daily Flight Deals - Top Destination Flights - International Flights

## Walter's Bakery for Dogs

Ad [www.example.com](http://www.example.com)

Artisanal Biscuits and Cakes. Doesn't your dog deserve it?

- Hours
- Specials
- Biscuits
- Special diets

## Nike.com - Nike Official Store

Ad [www.nike.com/](http://www.nike.com/)

Shop for Nike Shoes and Gear. Available Now at Nike.com

Free Shipping With Nike+ - Free 30 Day Returns - No Minimums

Nike has 3,771,377 followers on Google+

### Nike New Releases

Shop our Latest Shoes, Gear & Clothing. Available Now at Nike.

### New Nike Pegasus 32

Find Your Fast with The New Nike Air Zoom Pegasus 32 - Shop Now.

### Custom Nike Shoes

Create Your Customized Footwear. For Performance, Fit and Style.

### New Nike Free Shoes

Shop the Latest Free 3.0, 4.0 & 5.0 Styles Exclusive Colors at Nike.com

## Supported sizes and formats

### File types

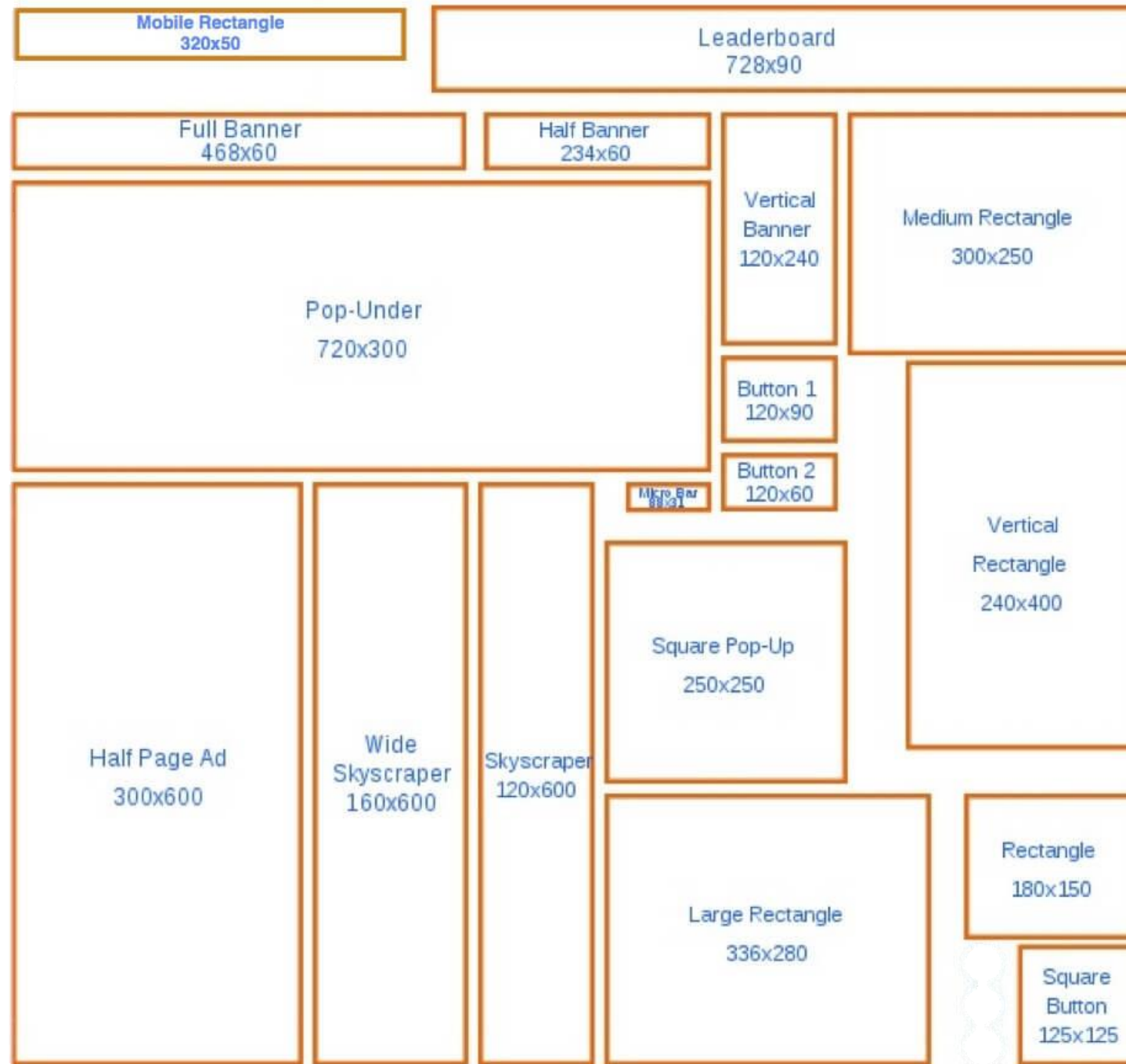
Image Formats	GIF, JPG, PNG
AMPHTML Formats	ZIP containing 1 HTML document and up to 39 media assets.
Max. size	150 KB

### Ad sizes

Square and rectangle		Leaderboard	
200 × 200	Small square	468 × 60	Banner
240 × 400	Vertical rectangle	728 × 90	Leaderboard
250 × 250	Square	930 × 180	Top banner
250 × 360	Triple widescreen	970 × 90	Large leaderboard
300 × 250	Inline rectangle	970 × 250	Billboard
336 × 280	Large rectangle	980 × 120	Panorama
580 × 400	Netboard		
Skyscraper		Mobile	
120 × 600	Skyscraper	300 × 50	Mobile banner
160 × 600	Wide skyscraper	320 × 50	Mobile banner
300 × 600	Half-page	320 × 100	Large mobile banner
300 × 1050	Portrait		



# DISPLAY ADS FORMAT





# ADS EDITOR

Google Ads Editor

AccountsGet recent changesCheck changesView statisticsPost

Search Campaigns or A...

Sigma Ridge - Cisco Spark

Cisco Spark\_2016...  
Collaboration\_2016...  
Collaboration\_2016...  
Messaging\_2016...  
Messaging\_2016...  
Phone Systems\_2016...  
Video Conferencin...  
Video Conferencin...  
Webboard\_2016...  
Webboard\_2016...

MANAGE

Search entity type

Account-level (33)  
  Accounts (1)  
  Shared library (5)  
  Custom rules (27)

Campaigns (10)

Ad groups (20)

Keywords and targeting (534)

Ads (60)

Ad extensions (5)

Create a filter - Ctrl+F

+ Add campaignMake multiple changesRemoveCheck videosReplace textModify columns

				Campaign name	Status	Campaign type	Labels	Networks	Include search ...	Include Display...	Budget (USD)	Budget type	Bid strategy type	Bid strategy	Start date
				Cisco Spark_2016...	Paused	Search		Google search; ...	Enabled	Disabled	8.00 Avg. daily		Manual CPC		7/6/2017
				Collaboration_2...	Paused	Search		Google search; ...	Enabled	Disabled	10.00 Avg. daily		Manual CPC		7/6/2017
				Collaboration_2...	Paused	Search		Google search; ...	Enabled	Disabled	40.00 Avg. daily		Manual CPC		7/6/2017
				Messaging_2016...	Paused	Search		Google search; ...	Enabled	Disabled	10.00 Avg. daily		Manual CPC		7/6/2017
				Messaging_2016...	Paused	Search		Google search; ...	Enabled	Disabled	10.00 Avg. daily		Manual CPC		7/6/2017
				Phone Systems...	Paused	Search		Google search; ...	Enabled	Disabled	20.00 Avg. daily		Manual CPC		7/6/2017
				Video Conferenc...	Paused	Search		Google search; ...	Enabled	Disabled	10.00 Avg. daily		Manual CPC		7/6/2017
				Video Conferenc...	Paused	Search		Google search; ...	Enabled	Disabled	5.00 Avg. daily		Manual CPC		7/6/2017
				Webboard_2016...	Paused	Search		Google search; ...	Enabled	Disabled	20.00 Avg. daily		Manual CPC		7/6/2017
				Webboard_2016...	Paused	Search		Google search; ...	Enabled	Disabled	10.00 Avg. daily		Manual CPC		7/6/2017

4 Your campaign is using manual bidding. Use a fully automated bidding strategy to bid more efficiently. Fix Ignore Show rule +3

Search fields

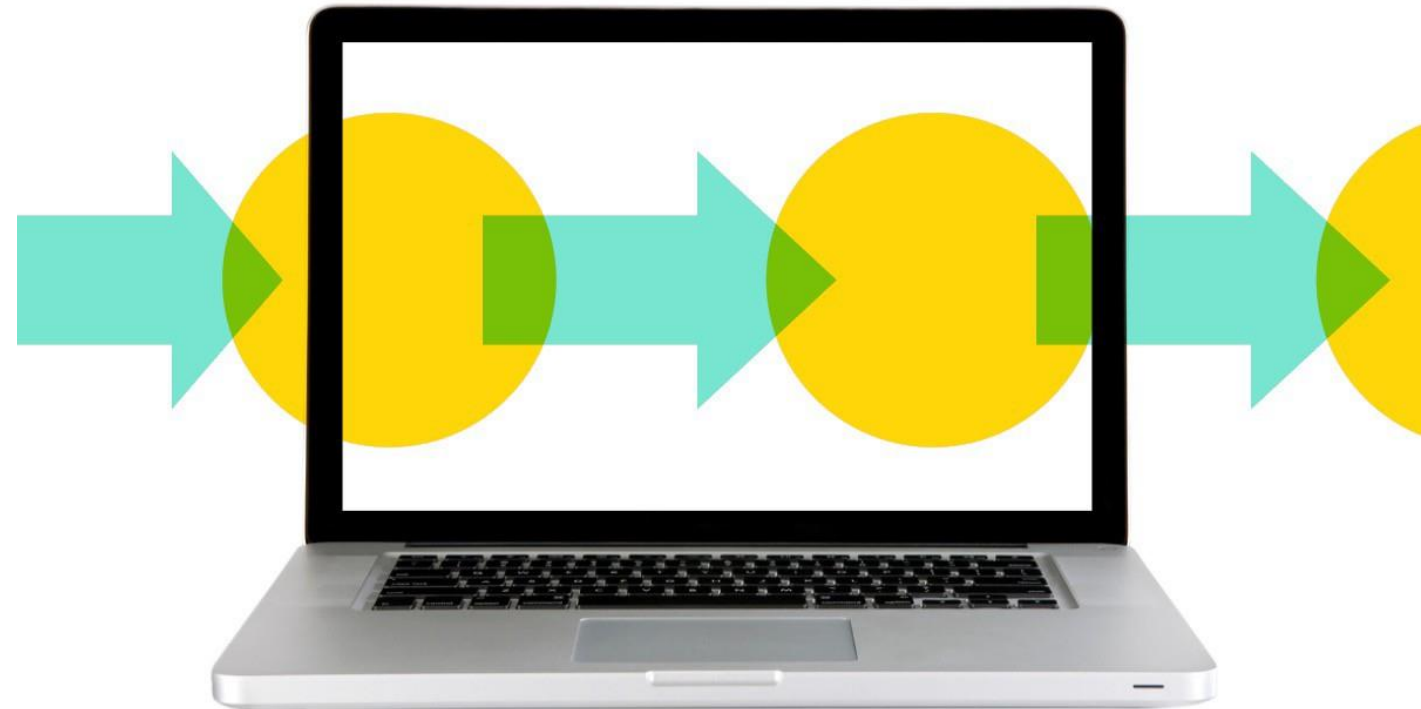
Campaign type  
Include search partners  
Include Display Network  
Start date  
End date  
Ad schedule  
Devices  
Desktop bid adjustment  
Mobile bid adjustment  
Tablet bid adjustment  
TV screen bid adjustment  
Ad rotation  
Delivery method  
Frequency capping  
Language targeting  
Location targeting  
Content exclusions  
Inventory type  
Targeting method  
Exclusion method

Campaigns selected: 1 of 10Version 1.0.4100%



# Attribution

- The rule, or set of rules, that determines how credit for conversions is assigned to various touchpoints before a conversion
- Without some form of attribution model, you are not taking into account the full value of your marketing efforts



# Attribution: Who Gets The Credit?



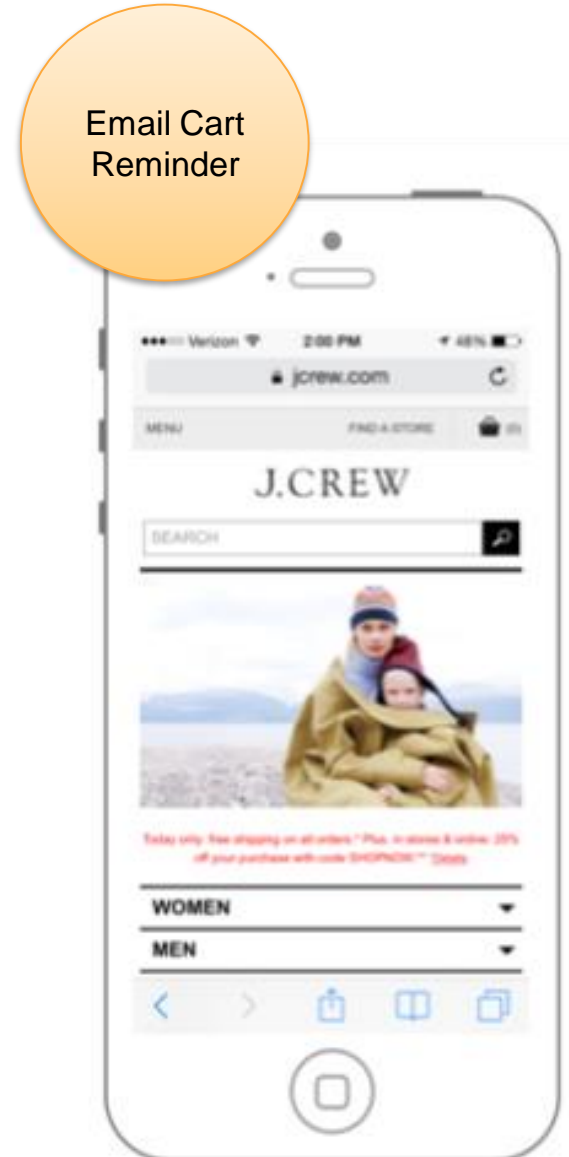
SMS



Web  
Retargeting

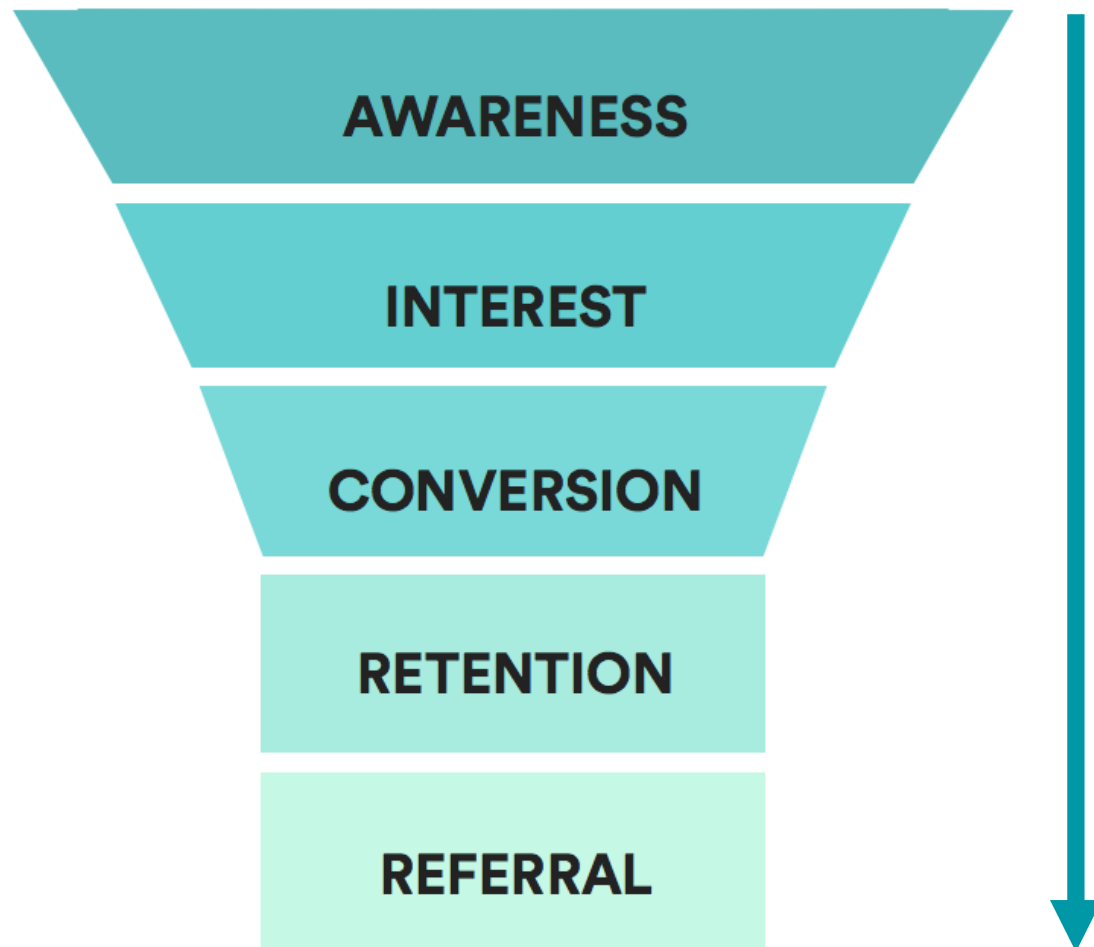


Social



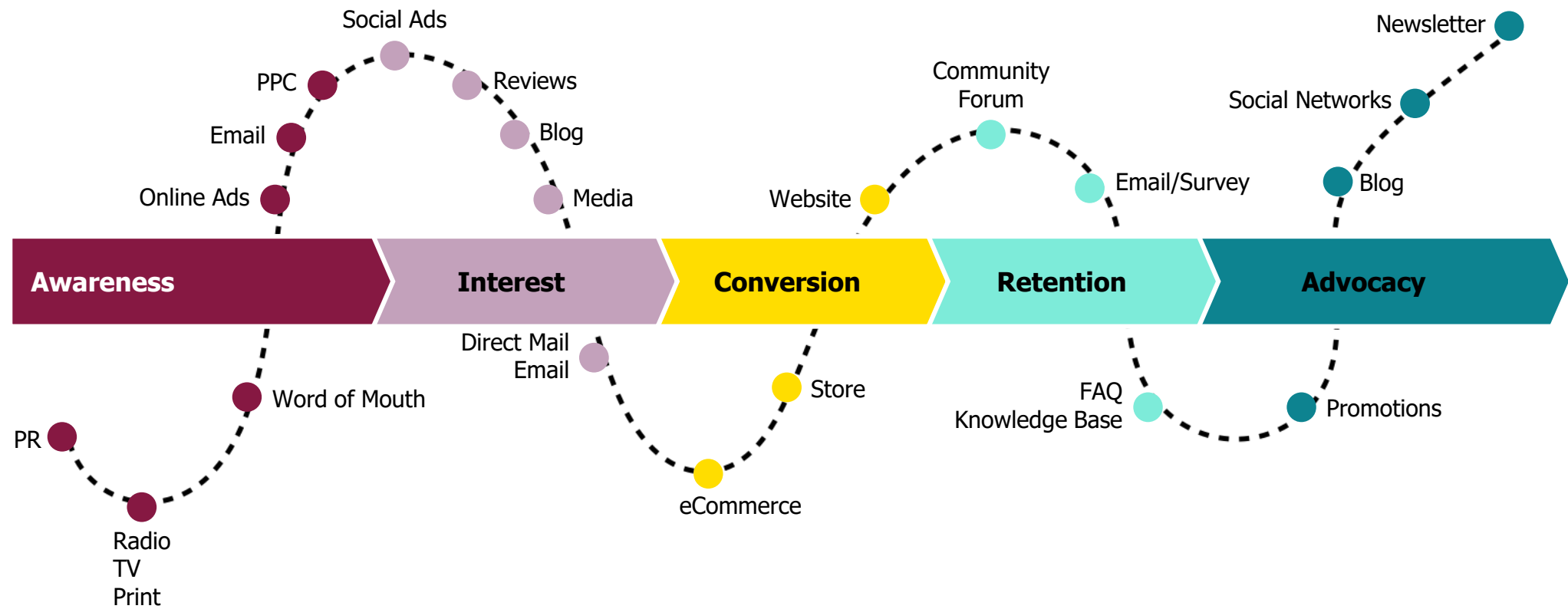
Email Cart  
Reminder

# Marketing objectives are typically rooted in the funnel.



- Brand Marketing:  
"I want to make people aware and excited about what we have to offer!"
- Customer Acquisition:  
"I want to grow my bottom line by gaining new customers."
- Retention and Loyalty:  
"I want to engage my customers and get them to buy more!"

# Attribution





# Four things to know about attribution

1. No channel is **independent**
2. There is **no perfect** attribution model
3. Attribution is art **& Science**
4. There is **no complete** data set

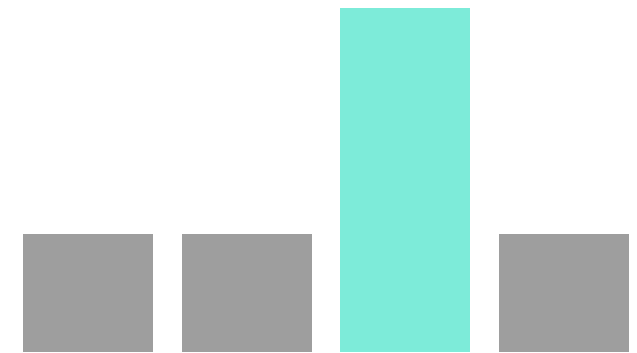
# Bring Out The Models



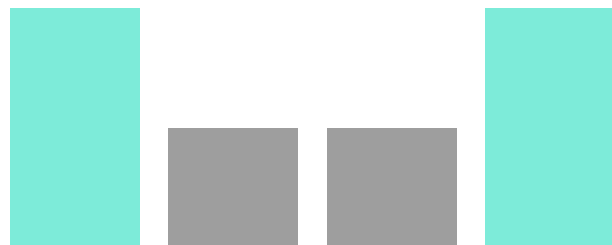
First interaction



Last interaction



Last non-direct interaction



Position-based

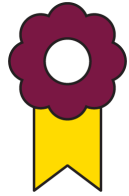


Time decay



Linear

# Choosing your model



## Campaign goal

### Awareness

- First interaction
- Last interaction
- Position-based

### Demand generation

- First interaction
- Linear
- Position-based

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### Conversions

- Last interaction
- Last non-direct Interaction
- Time decay

### Engagement

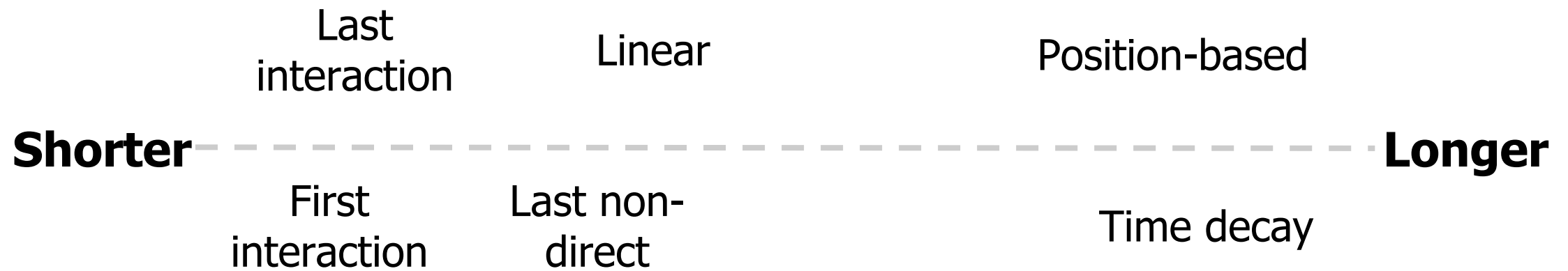
- First interaction
- Position-based



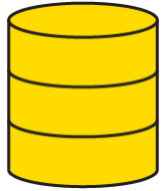
# Choosing your model



## Sales cycle



# Choosing your model



**Tech stack**

**Less  
complex**

First  
interaction

Linear

Position-based

Last  
interaction

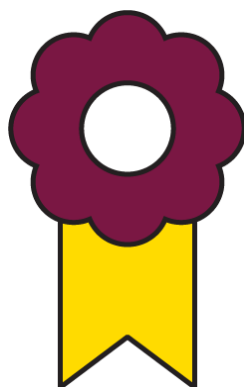
Last non-direct

Time decay

**More  
complex**



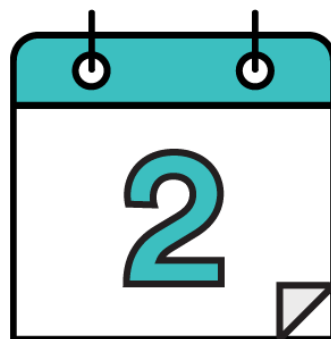
# Choosing your model



## Campaign goal

*What am I trying to measure and accomplish?*

- Awareness/Demand, New Product or Brand, single point campaigns: FI
- Conversion, easy & default for Google Analytics: LI
- Interest marketing: LN-DI
- Awareness & Conversion: PB
- Promotion: TD
- Awareness TO conversion: Linear



## Sales cycle

*How long is my sales cycle?*

- Short Sales Cycle: LI, PB (U), FI
- Long sales Cycle: LN-DI, TD, Linear



## Tech stack

*What data am I able to gather and analyze?*

- Not a lot of data: FI, LI
- A lot of Data: LN-DI, PB (U), TD, Linear

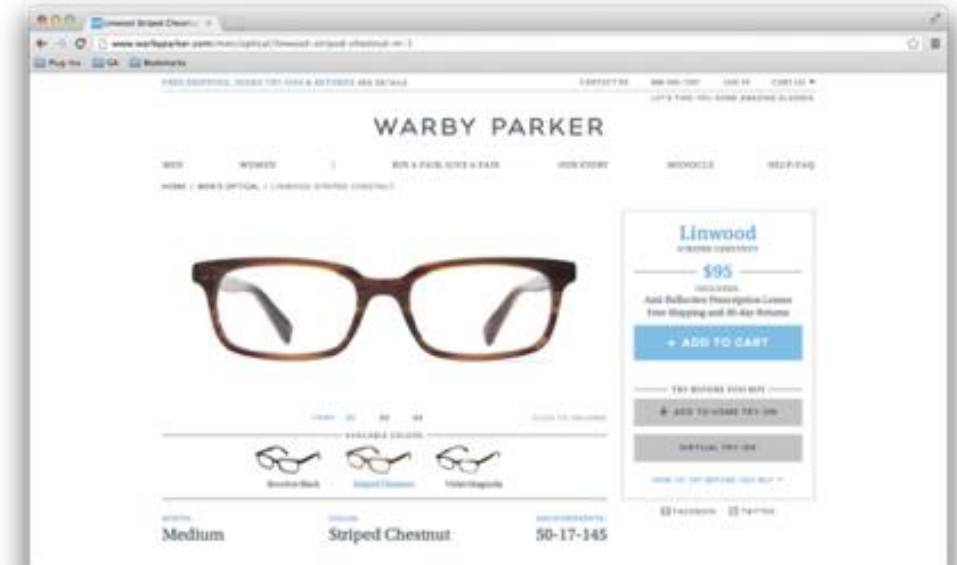
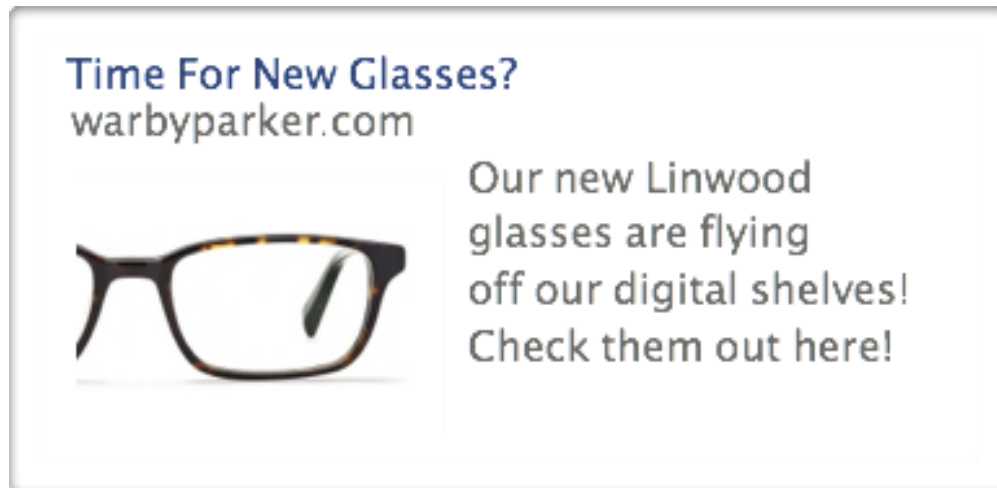
## Activity

Pick your attribution model (10 minutes)



# UTM CODES

# UTM Codes in Action (Urchin Tracking Module)



[HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?](http://www.warbyparker.com/men/optical/linwood-revolver-black-m?utm_source=tellapart&utm_medium=retargeting&utm_campaign=product_feed_retargeting)

**VS**

[HTTP://WWW.WARBYPARKER.COM/MEN/OPTICAL/LINWOOD-REVOLVER-BLACK-M?utm\\_source=tellapart&utm\\_medium=retargeting&utm\\_campaign=product\\_feed\\_retargeting](http://www.warbyparker.com/men/optical/linwood-revolver-black-m?utm_source=tellapart&utm_medium=retargeting&utm_campaign=product_feed_retargeting)



# UTM Codes – How to Create Your Own

You need the following to create your tagged URL: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

This tool allows you to easily add campaign parameters to URLs so you can track Custom Campaigns in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* Website URL

www.sigmaridge.com

The full website URL (e.g. `https://www.example.com`)

\* Campaign Source

facebook

The referrer: (e.g. `google`, `newsletter`)

Campaign Medium

banner

Marketing medium: (e.g. `cpc`, `banner`, `email`)

Campaign Name

180901 Free\_Consultation

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

marketing help

Identify the paid keywords

Campaign Content

cute puppy

Use to differentiate ads

=

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

www.sigmaridge.com?  
utm\_source=facebook&utm\_medium=banner&utm\_campaign=180901%20Free\_Consultation&utm\_t  
erm=marketing%20help&utm\_content=cute%20puppy

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

Copy URL

Convert URL to Short Link (authorization required)



# UTM Code Principles

- **Before you deploy any campaign, creative, email, or link, ask yourself:** “Why are we not tracking this?” The answer should unilaterally be, “Well, we need to.”
- UTM codes are only helpful if people are actually looking at the reports after you deploy them.
- Any UTM code you add to a URL will override the “source.” For example, without a UTM code, traffic from Reddit would appear as “reddit.com.” However, if you added “source=reddit\_blog,” Reddit would then show as “reddit\_blog” in Google Analytics.





# UTM Coding: Pro Tips

- **Encourage** others in your organization to add UTM parameters to everything they do (within reason).
- You can even add UTM codes within your site (tag links on your blog that drive back to your main website so you can separate who came from your blog).
- **Develop a simple naming convention** and circulate it to other departments (e.g., “medium” must always be “medium=web” if it’s coming from a website, or “medium=email” for any inbound email efforts.)
- Be consistent in your campaign tagging structure.
- Keep an Excel spreadsheet handy with your campaign tag structure until you memorize it.
- There is no “right” way to do this. Experiment until you find the right level of tagging for you.





## Solo Exercise: UTM Codes

10 min



- You are sending weekly emails to leads on your B2B list, driving them to your blog.
- You are conducting a sweepstakes for free tickets on Facebook and Twitter in order to drive traffic to your site and build your email list.
- You are promoting the sweepstakes with a video campaign featuring your influencer, Guy Fieri.
- Create UTM structures for these three campaigns.

<http://bit.ly/SigmaUrl>





# TEST & OPTIMIZATION

**HOW DO YOU  
CREATE  
EXPERIMENTS?**

# WHY DO WE EXPERIMENT?

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**EXPERIMENTATION = DATA-DRIVEN  
DECISION  
MAKING**

**Determine how well a tactic worked, then develop ways to optimize**



## WHY DO WE EXPERIMENT?

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**WHAT  
QUALIFIES AS A  
VALID TEST?**

# DESIGNING YOUR EXPERIMENTS: FRAMEWORK

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1. Define quantifiable success metrics
2. Explore before you refine
3. Less is more. Reduce choices.
4. Words matter. Focus on your call to action.
5. Fail fast.
6. Start today.
7. What is your main KPI?
8. What do customers need to do to get there?
9. In what part of the conversion funnel does this test fall? How does this relate to your main KPI?

# WHAT IS EXPERIMENTATION?

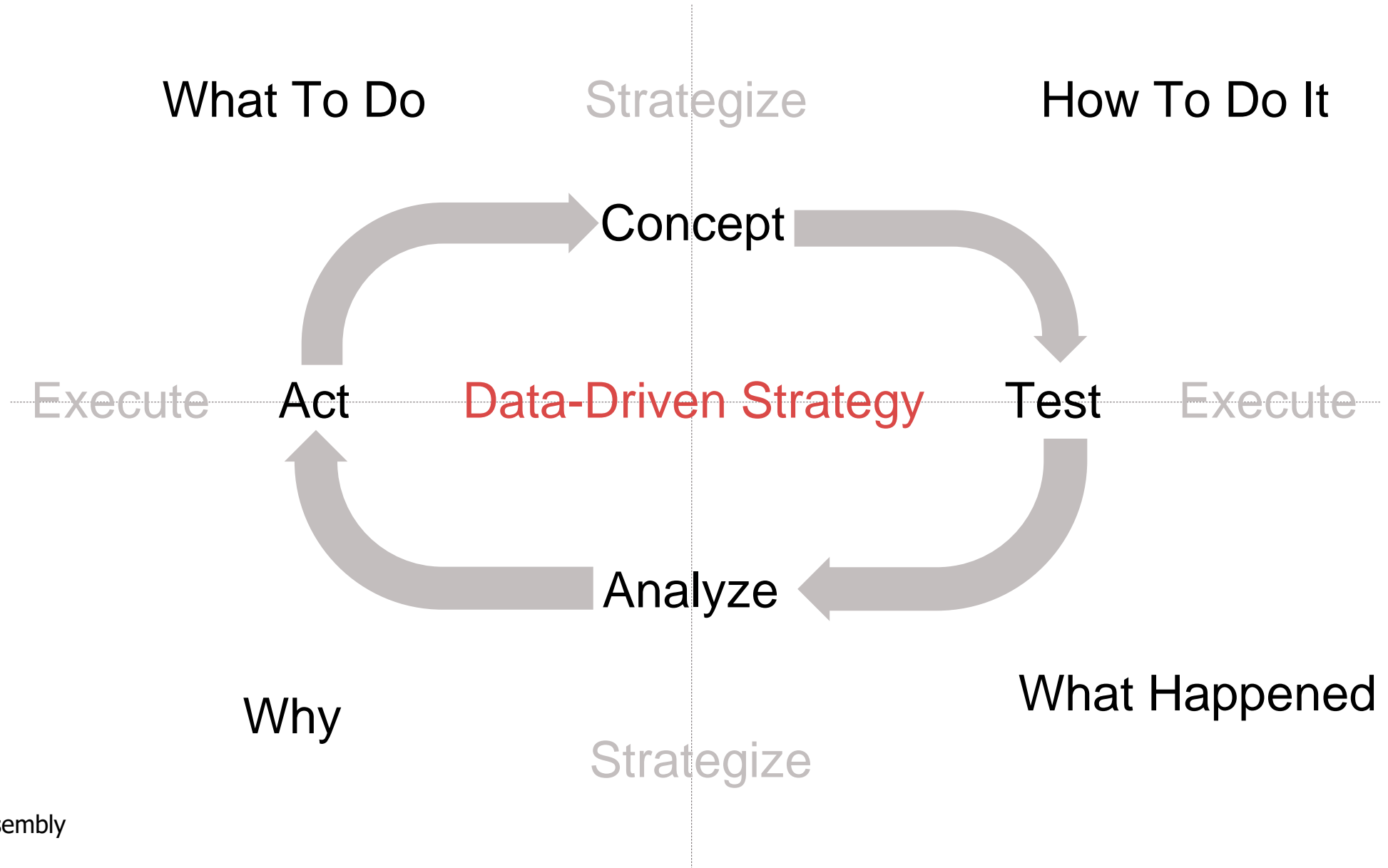
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**LET'S GO BACK TO  
YOUR MIDDLE  
SCHOOL SCIENCE  
CLASSROOM FOR A  
MINUTE...**

**...WHAT IS the  
scientific  
method?**



# WHAT IS EXPERIMENTATION?



# WHAT CAN YOU TEST: VARIABLES

---

WHO PERSONAS  
WHAT COPY/IMAGES  
WHERE PLATFORM  
WHEN TIME/DATE/SEASO  
HOW N  
WHY UX/UI  
BEHAVIOR



# WHAT COULD YOU TEST WITH THIS AD?

Looking To Invest? - [wealthfront.com](https://www.wealthfront.com)

**Ad** [www.wealthfront.com/](https://www.wealthfront.com/) ▼

**Invest** without the hassle with an automated **investment** service.

Daily Tax-Loss Harvesting · Automatic Rebalancing · Automatic Investing · Direct Indexing

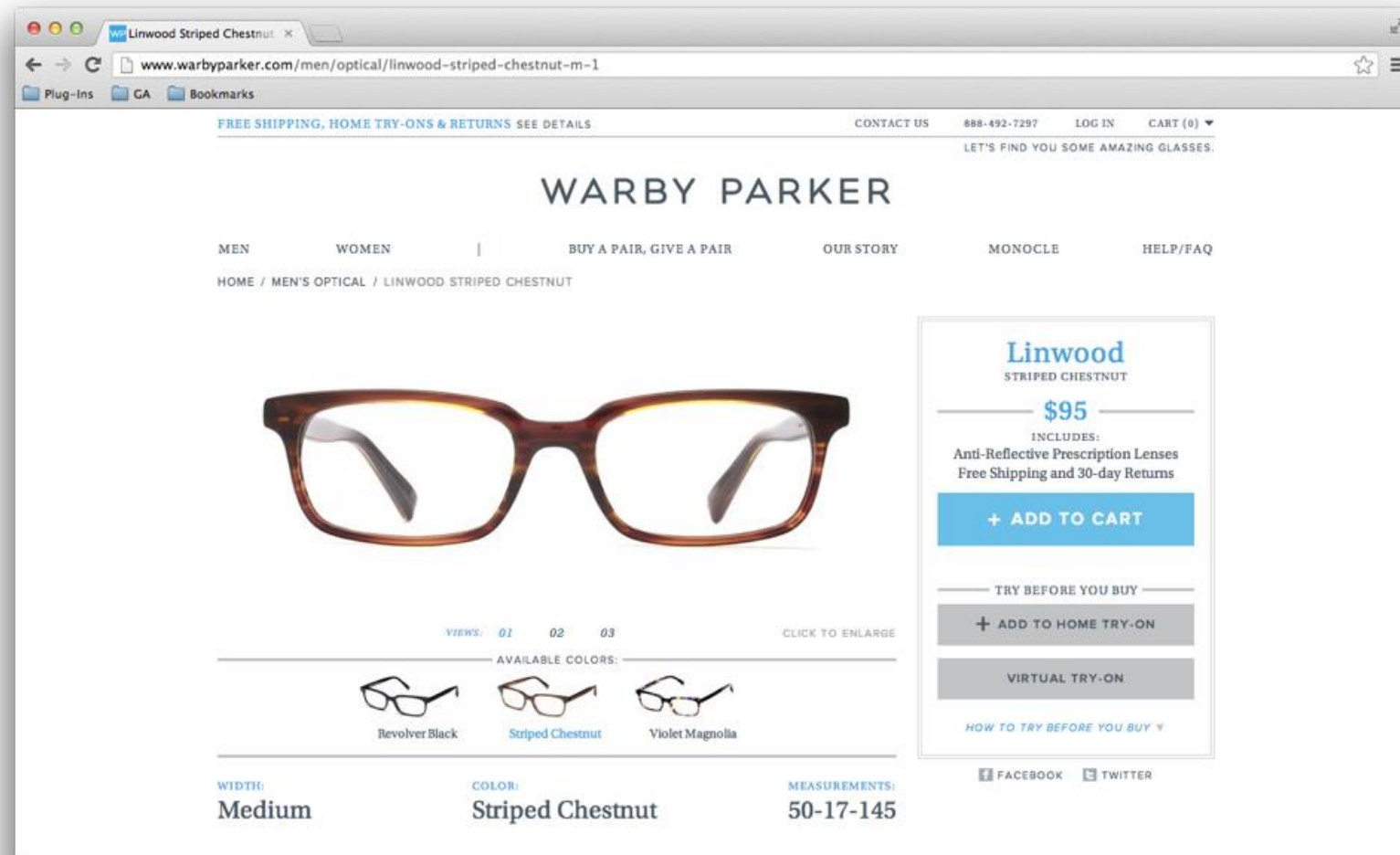
[Tax-Optimized US Index](#) · [Lower Your Tax Bill](#) · [Tax Efficiency](#) · [Works Non-Stop](#)

- Phrasing / Language
- Call to action
- Offers
- Targeting
- Keywords
- Location
- Age
- Language
- Day of Week, Time of Day
- Devices
- Ad destination (i.e. landing page)
- Bid amount



## Solo Exercise: WHAT COULD YOU TEST WITH THIS SITE?

<https://www.warbyparker.com/eyeglasses/women/linwood/violet-magnolia>




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# DESIGNING YOUR EXPERIMENTS: FRAMEWORK

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1. Define quantifiable success metrics
2. Explore before you refine
3. Less is more. Reduce choices.
4. Words matter. Focus on your call to action.
5. Fail fast.
6. Start today.

CONTROL

OBAMA  BIDEN

DINNER WITH BARACK

Your chance to meet the President

GET STARTED


DINNER WITH BARACK

YOU'RE INVITED.

WE'LL COVER YOUR AIRFARE.



No purchase, payment, or contribution necessary to enter or win. Contributing will not improve chances of winning. Void where prohibited. Entries must be received by September 20, 2012. You may enter by contributing to Obama Victory Fund 2012 here or click here to enter without contributing. Three winners will each receive the following prize package: round-trip tickets for winner from within the fifty U.S. States, DC, or Puerto Rico to a destination to be determined by the Sponsor; hotel accommodations; and dinner with President Obama on a date to be determined by the Sponsor (approximate retail value of all prizes \$4,800). Odds of winning depend on number of entries received. Promotion open only to U.S. citizens, or lawful permanent U.S. residents who are legal residents of 50 United States, District of Columbia and Puerto Rico and 18 or older (or age of majority under applicable law). Promotion subject to Official Rules Official rules and additional restrictions on eligibility. Sponsor: Obama for America, 130 E. Randolph St., Chicago, IL 60601.

OBAMA  BIDEN

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Contributions or gifts to Obama Victory Fund 2012 are not tax deductible.

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IMAGE VARIATION

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↑ +19%

http://kylerush.net

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## EXPERIMENT DESIGN: TEST YOUR HYPOTHESIS

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**OPTION 1:** Run “Free Shipping” ad on all keywords for 1 week & compare Conversion Rate to average conversion rate.

**OPTION 2:** Run “free shipping” ad on half of keywords for 1 week + CONTROL ad on other half & compare conversion rates.

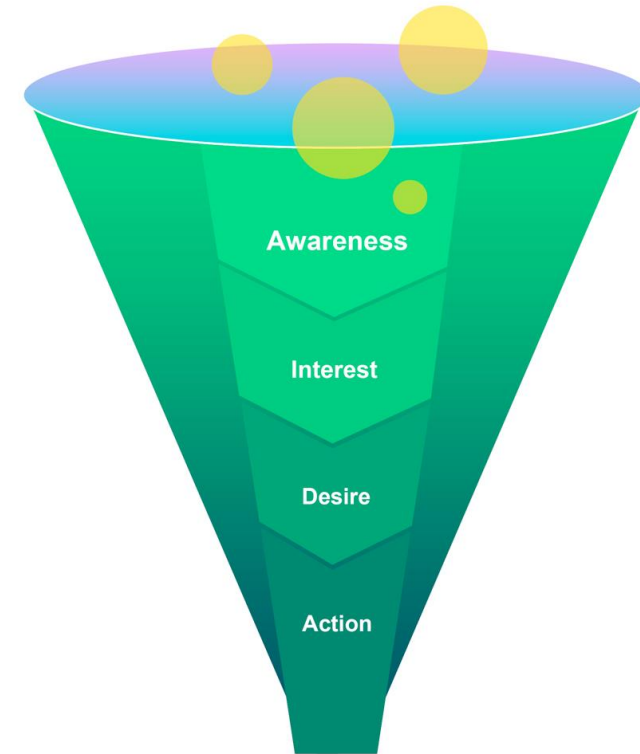
**OPTION 3:** Run “free shipping” ad + CONTROL ad on same keywords AT SAME TIME & compare conversion rates.

**PREMATURE  
OPTIMIZATION IS THE  
ROOT OF ALL EVIL.**

**- DONALD KNUTH**



# Check your current data use visualization tools



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# DESIGNING YOUR EXPERIMENTS: FRAMEWORK

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# — OPTIMIZATION: CUSTOMER JOURNEY

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## UX AND ITS ROLE IN MARKETING

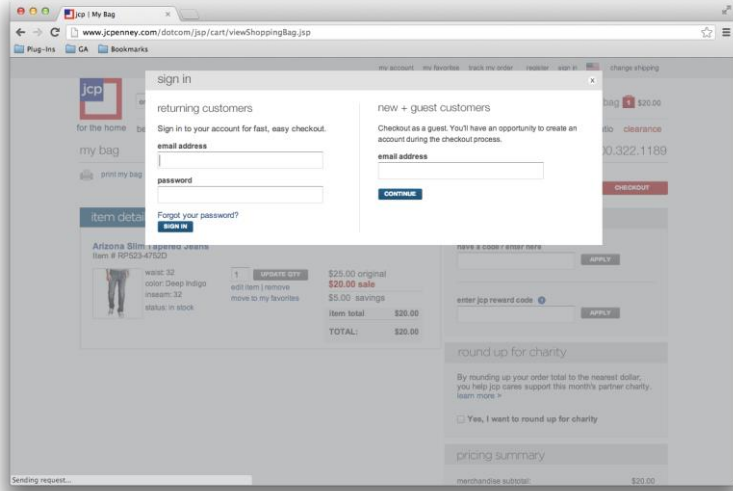
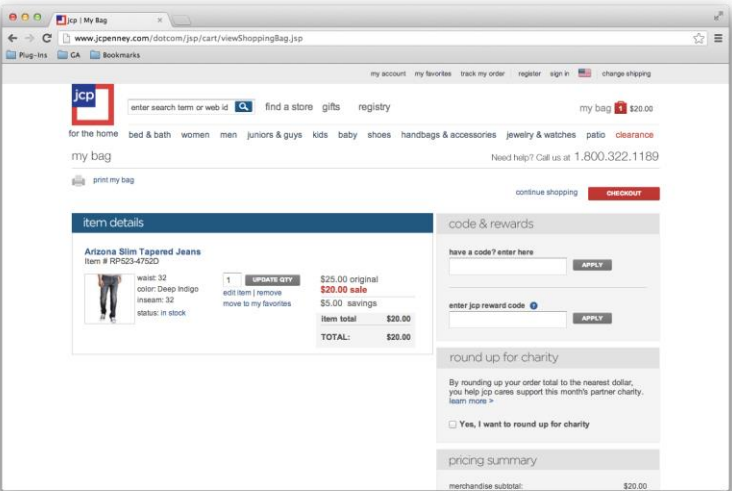
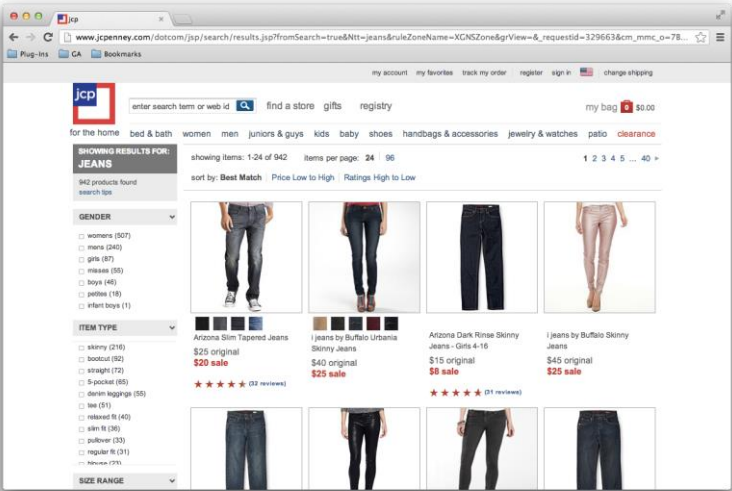
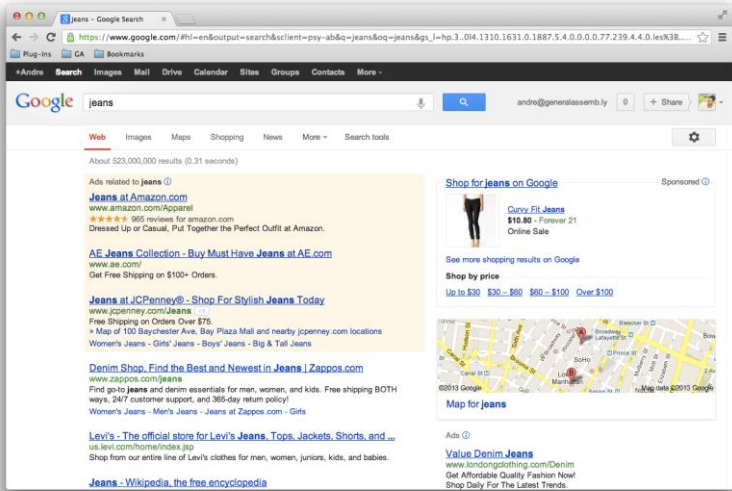
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# LANDING PAGES

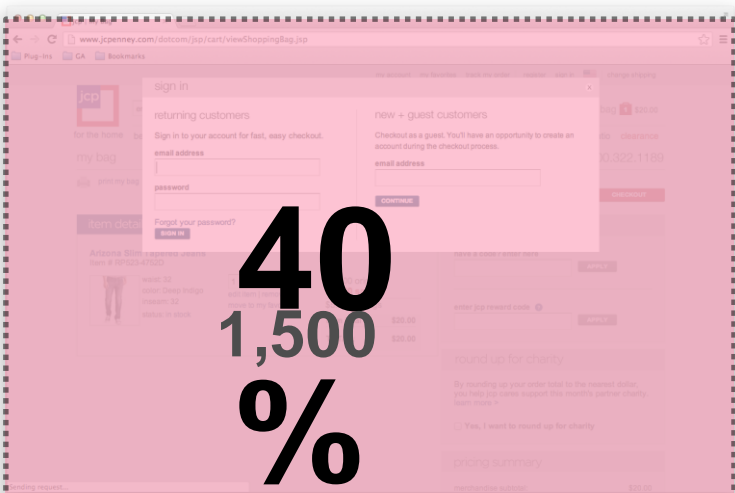
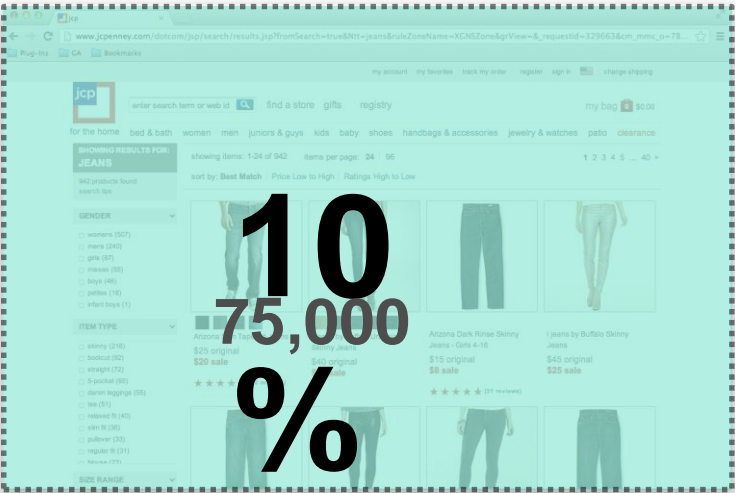
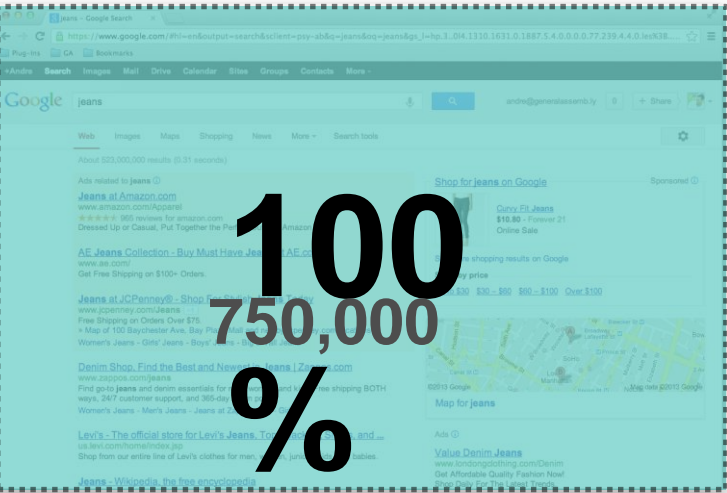
*“Landing page experience refers to how good we think someone’s experience will be when they get to your landing page” Google.*

“User experience’s greatest impact to SEO is through the increase it creates in organic sharing and distribution” Rand Fishkin, Moz.

# CONVERSION FUNNELS



# CONVERSION FUNNELS





# landing pages


## ‘CLICK THROUGH’ AND ‘LEAD PAGE’ LANDING PAGES



# LANDING PAGES


# IMPACT

NEW in 2014



the beginner's guide to  
**INBOUND MARKETING**

FREE DOWNLOAD



*"Inbound marketing is extremely effective yet incredibly complex. That means many never dig in because doing it well isn't easy. Boiling it down to the basic. IMPACT's 'Beginners Guide' makes it easy to understand with the right mix of text, video, and images."*

— Ed Marsh, B2B Business Development Consultant

The majority of marketers have adopted inbound marketing strategies as **the proven method for getting found by their customers**. However, many are still unsure on how to get started or even how to categorize their efforts.

The result? Diminishing returns from traditional methods, and even worse, no measurable plan for getting back on track.

Inbound marketing produces both a **higher quality and quantity of leads** when compared to traditional marketing.

We've detailed how to use inbound to set goals, carry out a strategic campaign, and ultimately align your marketing with the behavior of your ideal customer.

**Included:**

- Data on how inbound aligns with consumer behavior
- Why inbound marketing is necessary in today's marketplace
- How to execute a content strategy aimed at **attracting the right kind of website visitors**
- How to create a **well-defined conversion path** to close leads into customers

GET YOUR COPY

First Name \*

Last Name \*

Email [Privacy Policy](#) \*

Website \*

Phone \*

Company \*

Best Describes Me \*

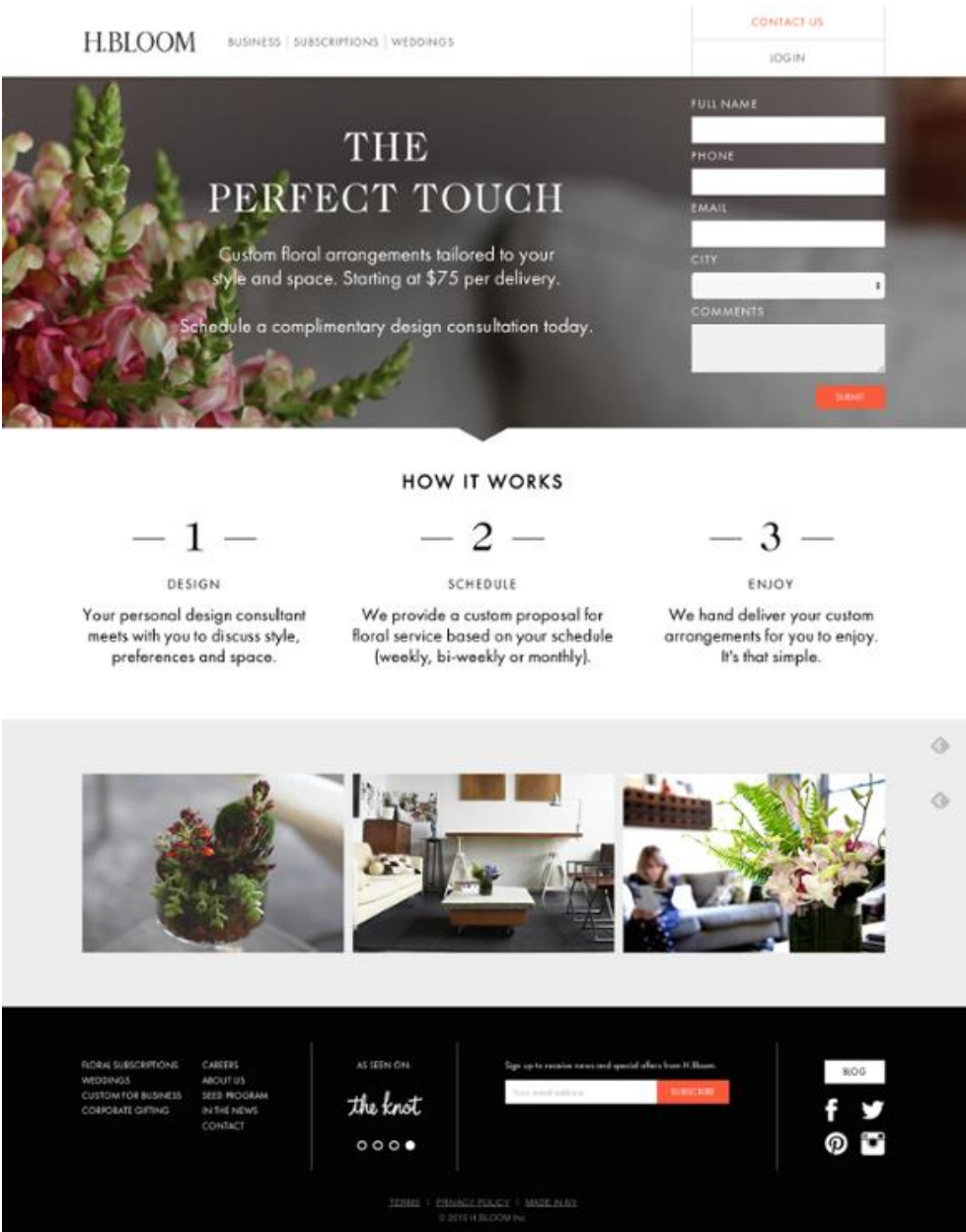
- Please Select -

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Get It Now

# LANDING PAGES

# H.BLOOM



# LANDING PAGES

# VELARO LIVE CHAT

Ph: 800.983.5276



## How To Enhance Customer Experiences And Increase Company Revenues With Proactive Chat



Did you know that proactive chatlers are six times more likely to buy than an average website visitor? This guide shows you how to:

- **Implement proactive chat based on established best practices.**  
Knowing when and how to instigate a proactive chat can mean the difference between gaining and losing your customers.
- **Increase your site's conversions and ROI**  
Learn how proactive chat can increase your conversion rate, order value and online revenue.

For more practical advice on how to drive sales with proactive chat, including best practices and integration tips, [download our free guide now.](#)

**GET STARTED HERE**

First Name \*

Last Name \*

Email \*

Company \*

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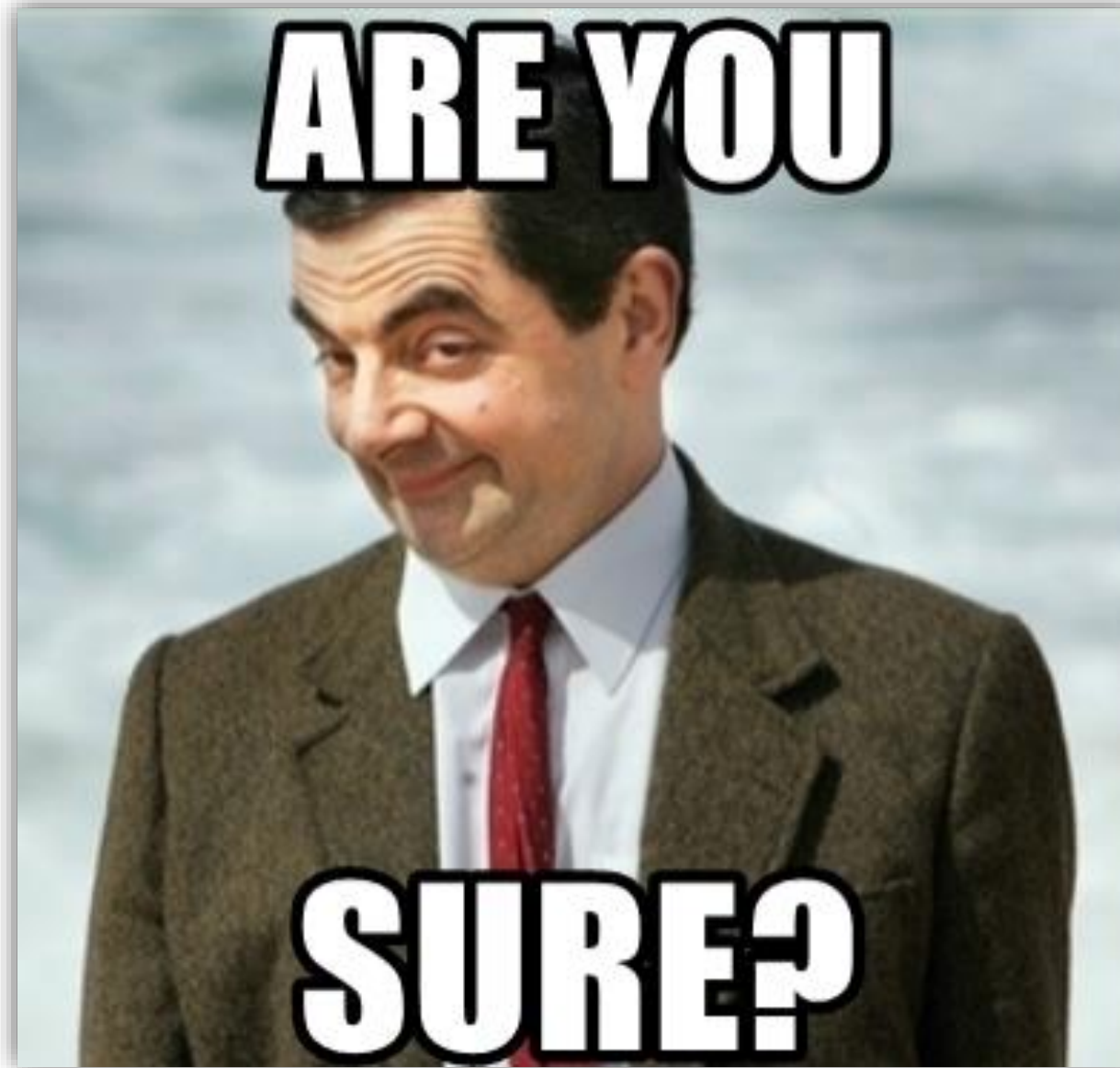
# What to ask your data

- Should I take action based on these results?
- Does  $x$  really affect  $y$ ?



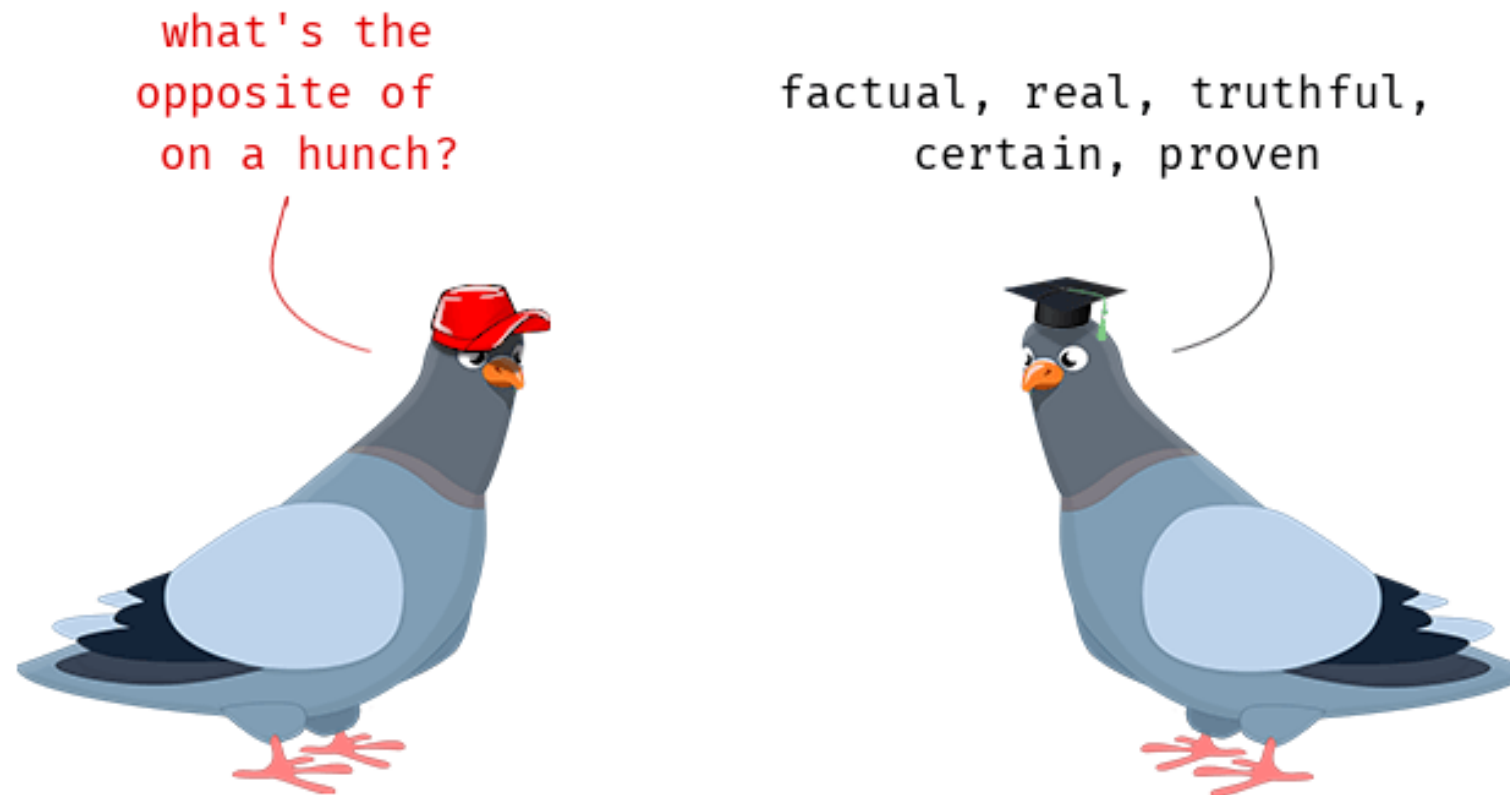


# Statistical Significance



# Case study

For Sigma Ridge Statistical Significance is the difference between a hunch and a fact. Between getting the job or not.



# Statistical Significance



# Use significance to review your insights

## Null hypothesis

- What we currently have
- What we assume to be true
- Status quo

$H_0$

## Alternative hypothesis

- The new guess, theory
- Opposite to what we had
- The “new”

$H_1$  or  $H_A$

# Use significance to review your insights

A Dominos pizza manager is worried that his cheese distribution machine for each pizza is giving clients extra cheese for free!! -Anything more than 6 ounces of cheese is free cheese to the clients. The manager doesn't like that!

He makes **30** pizzas to see if the average weight of cheese is over 6 ounces.

**Null hypothesis**

$$H_0: \mu = 6 \text{ ounces}$$

**Alternative hypothesis**

$$H_1: \mu > 6 \text{ ounces}$$

# Use significance to review your insights

The National Sleep Foundation recommends that teenagers aged 14 to 17 years old get at least 8 hours of sleep per night for proper health and wellness.

A statistics class at a large high school suspects that students at their school are getting less than 8 hours of sleep on average. To test their theory, they randomly sample 42 of these students and ask them how many hours of sleep they get per night. The mean from the sample is  $\bar{x} = 7.5$  hours.

Here's their alternative hypothesis:

$H_a$  : The average amount of sleep students at their school get per night is...

What is an appropriate ending to their alternative hypothesis?

**Null hypothesis**  
 $H_0 : \mu \geq 8 \text{ hours}$

**Alternative hypothesis**  
 $H_a : \mu < 8 \text{ Hours}$



# Use significance to review your insights

**Step 1:** Form two hypotheses to test

## Null hypothesis

Email B is getting a higher conversion rate than Email A due to **random chance**.

$$H_0: \text{CR (B)} = \text{CR (A)}$$

## Alternative hypothesis

Email B is getting a higher conversion rate because it's **more effective** than Email A.

$$H_A: \text{CR (B)} > \text{CR (A)}$$

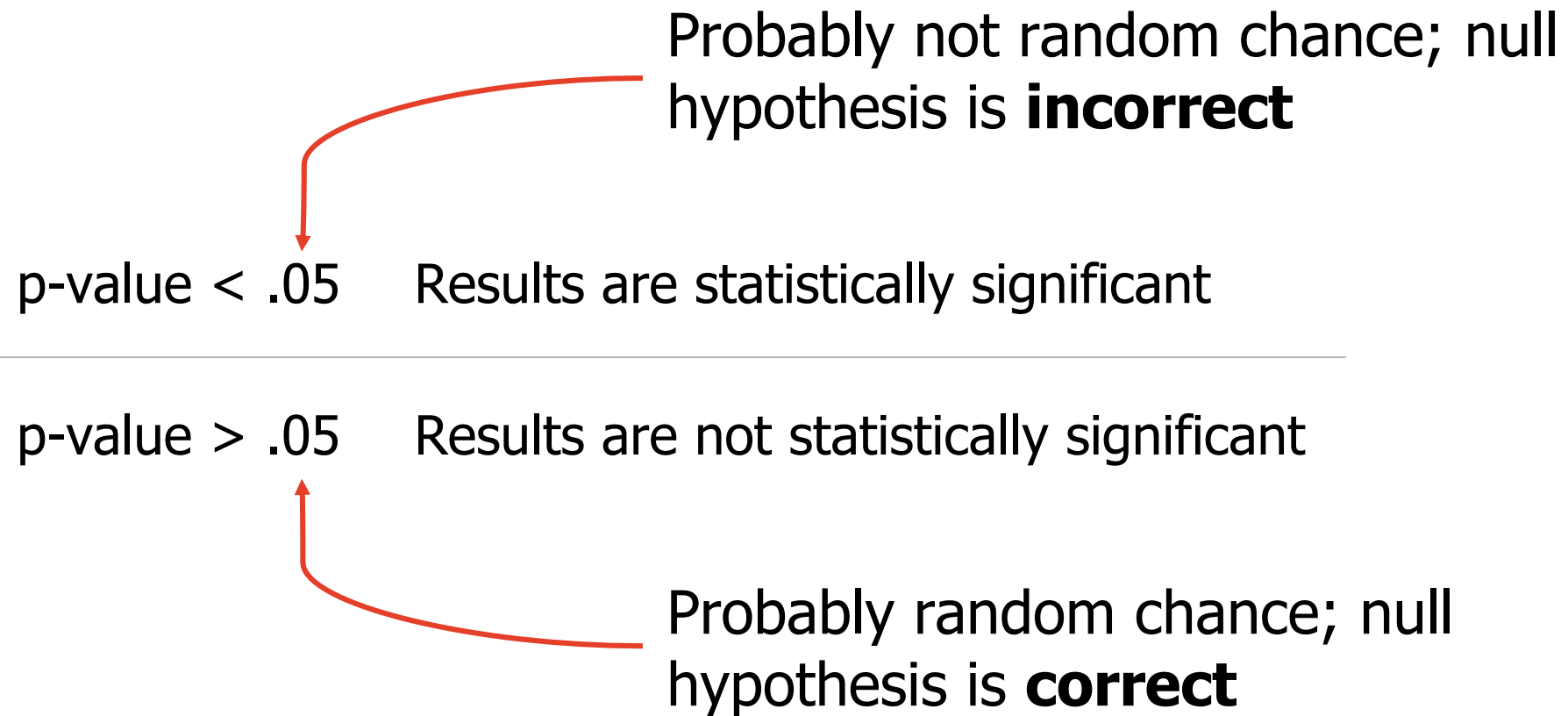
# Use significance to review your insights

**Step 2:** Run your test, get your data

Email options	Email A	Email B
Visits	5,300	5,200
Orders	46	55
Conversion rate	0.87%	1.06%

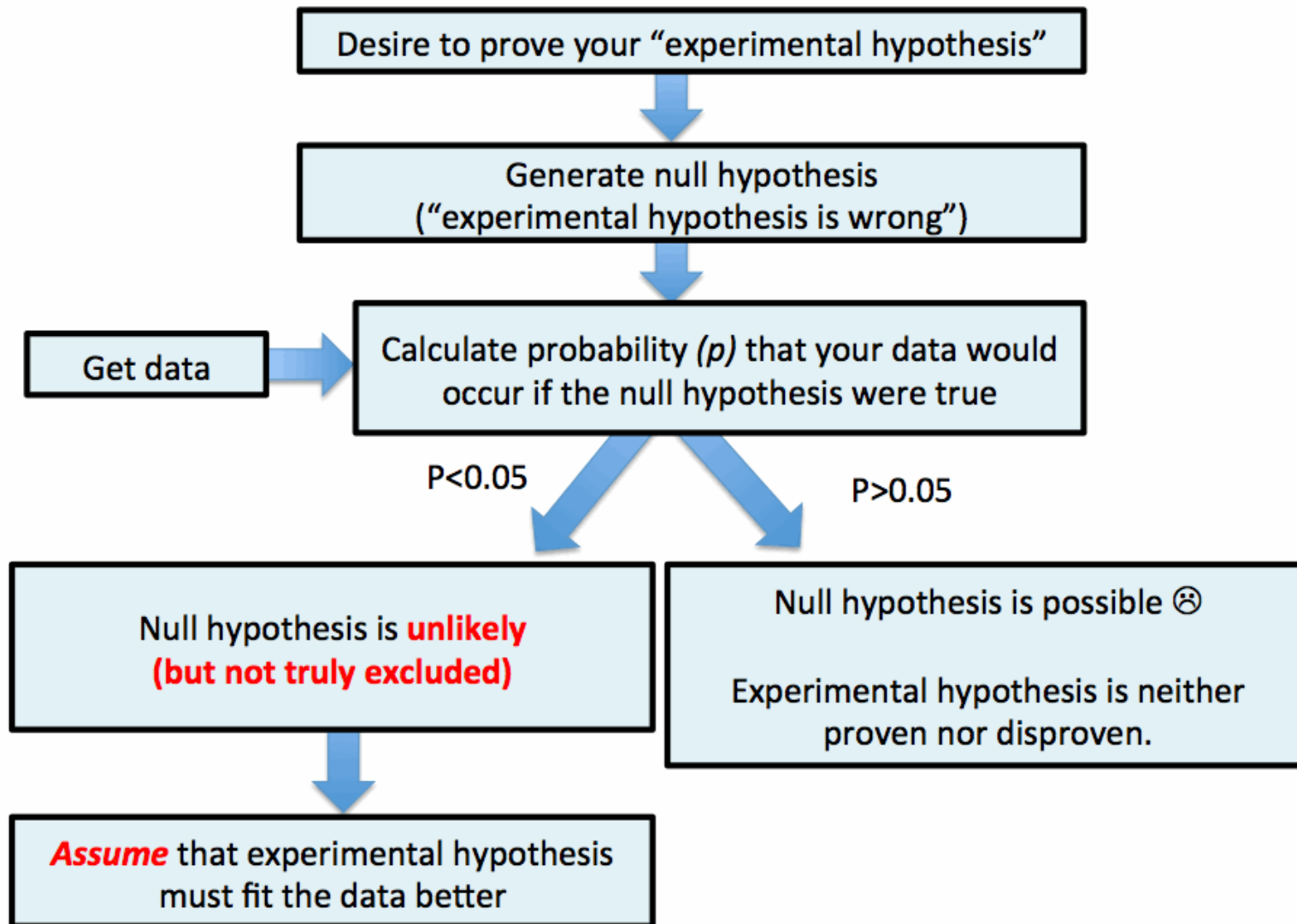
# Use significance to review your insights

## Step 3: Calculate the p-value



# Use significance to review your insights

Traditional approach to null hypothesis testing (skeptics version)



# Which one won?

p-value = .15 > 0.05

## Null hypothesis

Email B is getting a higher conversion rate than Email A due to **random chance**.

## Alternative hypothesis

Email B is getting a higher conversion rate because it's **more effective** than Email A.

## Guided Walk-Through: No Math Needed

5 minutes



Use AB Testguide's calculator to determine the winner and p-value for the A/B test.

<https://abtestguide.com/calc/>

Email options	Email A	Email B
Visits	5,300	5,200
Orders	46	55
Conversion rate	0.87%	1.06%



Maggie, Marketer

"I want to know which of the two email options performed better."





# AB Testguide

## Is your test result significant? Does it have enough power?

Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

- ☐ Pre-test analysis
- ☒ Test evaluation

### Test data

Visitors A

5300

Conversions A

46

Visitors B

5200

Conversions B

55

Apply changes

### Settings

Hypothesis (?)

- ☒ One-sided
- ☐ Two-sided

Confidence (?)

- ☐ 90%
- ☒ 95%
- ☐ 99%

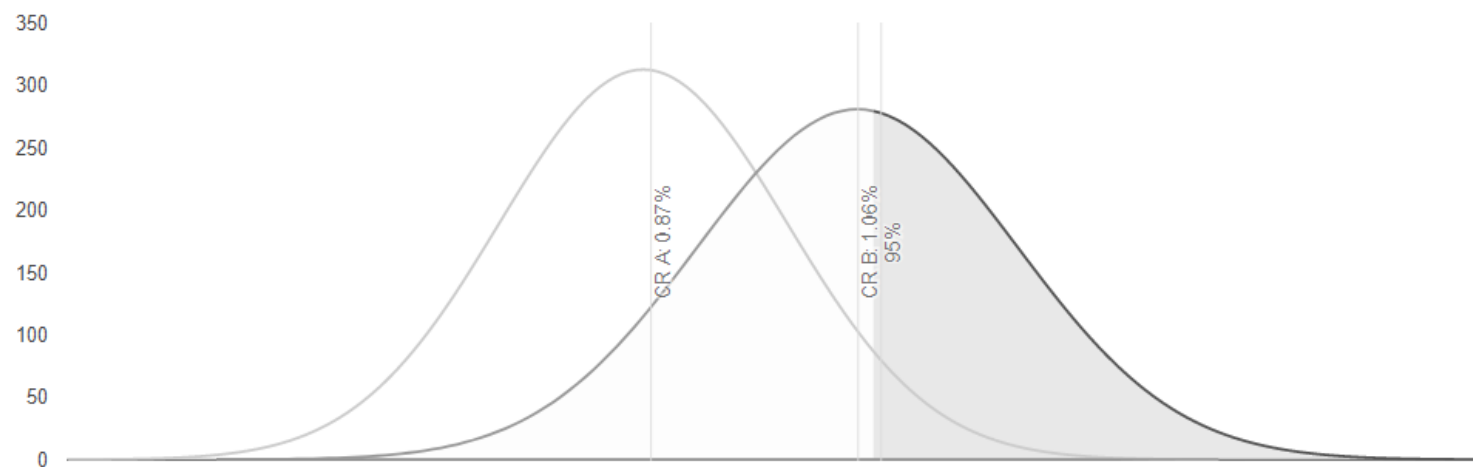
## Test result

The test result is *not* significant.

The observed difference in conversion rate (21.86%) isn't big enough to declare a significant winner. There is no real difference in performance between A and B or you need to collect more data.



The expected distributions of variation A and B.



### Conversion Rate Control

Conversions A / Visitors A

0.87%

### Conversion Rate B

Conversions B / Visitors B

1.06%

### Relative uplift in Conversion Rate

$CR_B - CR_A / CR_A$

21.86%

### Observed Power

44.45%

### p value

0.1598

### Z-score

$(CR_B - CR_A) / SE_{\text{difference}}$

0.9952

### Standard error A

$(CR_A * (1 - CR_A) / \text{Visitors}_A)^{1/2}$

0.001274

### Standard error B

$(CR_B * (1 - CR_B) / \text{Visitors}_B)^{1/2}$

0.001419


### Std. Error of difference


$SE_{\text{difference}} = (SE_A^2 + SE_B^2)^{1/2}$

0.001907

# Use significance to review your insights

**Step 4:** Do something

$p\text{-value} < .05$   Take action!

$p\text{-value} > .05$   More testing needed

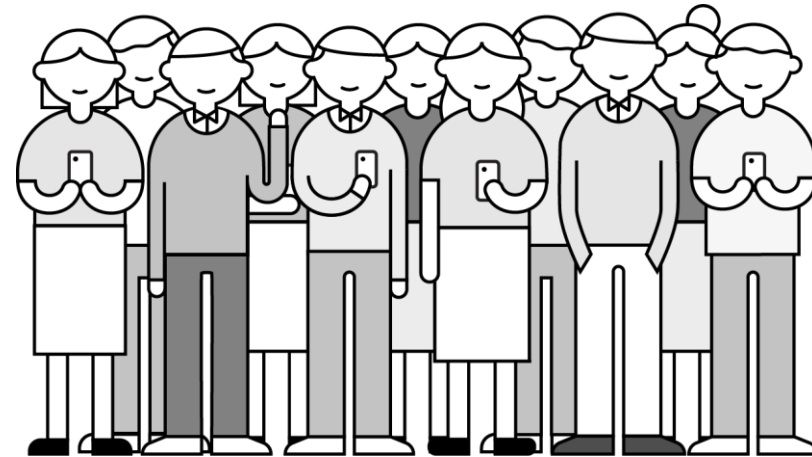
# What do I do if it's not significant?

**Step 4:** Do something



**Wait!**  
**Run the test longer**

**Get more people  
to test**



## Make Your Case

10 minutes



1. Use AB Testguide to determine if the results from the second test are statistically significant.

Email options	Email A	Email B
Visits	7,150	6,800
Orders	60	76
Conversion rate	0.84%	1.12%

2. What next steps will you recommend for Maggie to take?



Maggie, Marketer

"I ran the A/B test again, for a longer time period, and have new results to share. Can you let me know if they're statistically significant?"



# AB Testguide

## Is your test result significant? Does it have enough power?

Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

- ☐ Pre-test analysis  
☒ Test evaluation

### Test data

Visitors A

Conversions A

Visitors B

Conversions B

Apply changes

### Settings

Hypothesis (?)

- ☒ One-sided  
☐ Two-sided

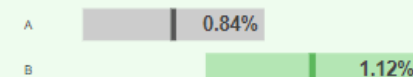
Confidence (?)

- ☐ 90%  
☒ 95%  
☐ 99%

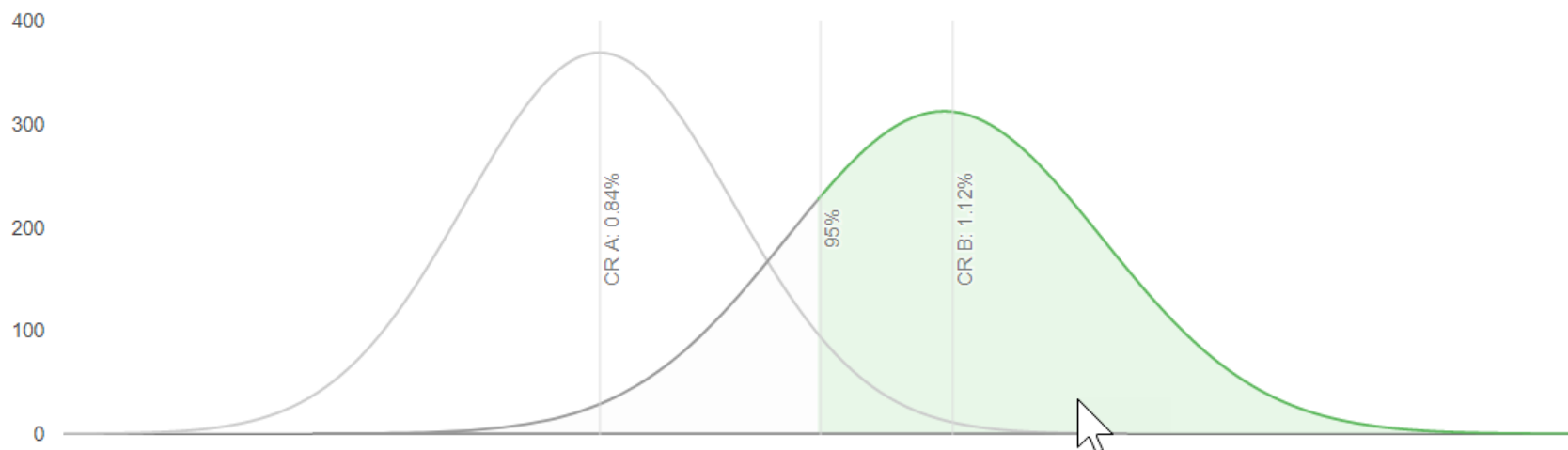
## Test result

### Significant test result!

Variation B's observed conversion rate (1.12%) was 33.19% higher than variation A's conversion rate (0.84%). You can be 95% confident that this result is a consequence of the changes you made and not a result of random chance.



The expected distributions of variation A and B.



#### Conversion Rate Control

Conversions A / Visitors A

#### Conversion Rate B

Conversions B / Visitors B

#### Relative uplift in Conversion Rate

$CR_B - CR_A / CR_A$

#### Observed Power

#### p value

#### Z-score

$(CR_B - CR_A) / SE_{\text{difference}}$

#### Standard error A

$(CR_A * (1 - CR_A) / \text{Visitors}_A)^{1/2}$

#### Standard error B

$(CR_B * (1 - CR_B) / \text{Visitors}_B)^{1/2}$

#### Std. Error of difference

$SE_{\text{difference}} = (SE_A^2 + SE_B^2)^{1/2}$

# Activity: Plan your campaigns - 30 minutes

## **DIRECTIONS**

---

1. 5 minute: Re-assess your work from yesterday
2. 2 minutes: Determine your Ads objectives (ie - sign ups, purchases, etc.) and business model/category.
3. 5 minutes: Research keywords based on each objective, then create a separate campaign for each objective.
4. 5 minutes: Collect keywords into Ad Groups for each campaign. Aim for 5-20 keywords per Ad Group.
5. 2 minutes: Pick landing pages for each Ad Group.
6. 5 minutes: Write at least two Ads for each Ad Group. Don't forget to use the keywords you've selected in your Ads where possible.
7. 5 minutes: Calculate your Max CPC to set your bids for each Ad Group.





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# THANK YOU.