

Paid Search vs Keyword Targeting

CAN THE TWO HELP EACH OTHER?

Paid Search:

Reaches consumers right at the point of search using Google Ads Pay Per Click Advertising. PPC ads are generated based on KEYWORD searches which are custom built to the website.

Keyword Targeting:

Targets consumers with display ads based on KEYWORDS performed across the web. Keyword Targeting matches the keywords actually searched by the user with the keywords relevant to the website.

STRATEGY

STEP 1

Keywords

Determine which keywords are being used for each campaign on Paid Search

STEP 2

Implement

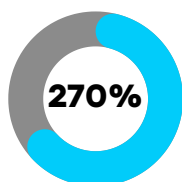
Create matching keywords list for each campaign and use for Keyword Targeting

STEP 3

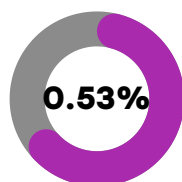
Test

To see the results choose which campaigns to test, only use on half

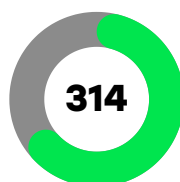
FINDINGS



Traffic



CTR



Clicks

After two months of testing, we discovered a significant increase in traffic of over 200%. Overall Display campaigns had an all time high of over 300 clicks and a click-through rate of .53%. 5X the national average!

Although we did not see a significant difference in Paid Search. We saw a 27% increase in Paid Search Traffic. We also saw a slight drop in Cost Per Click from \$1.36 to \$1.17.

In conclusion, Paid Search and Keyword Targeting can help each other. Keyword Targeting benefited significantly from using the custom built keyword list created in Paid Search.

