DIGITAL GLOBAL AGENCY
Pay Per Click (PPC)/Paid Search- A Case Study

Connecting The Digital Dots
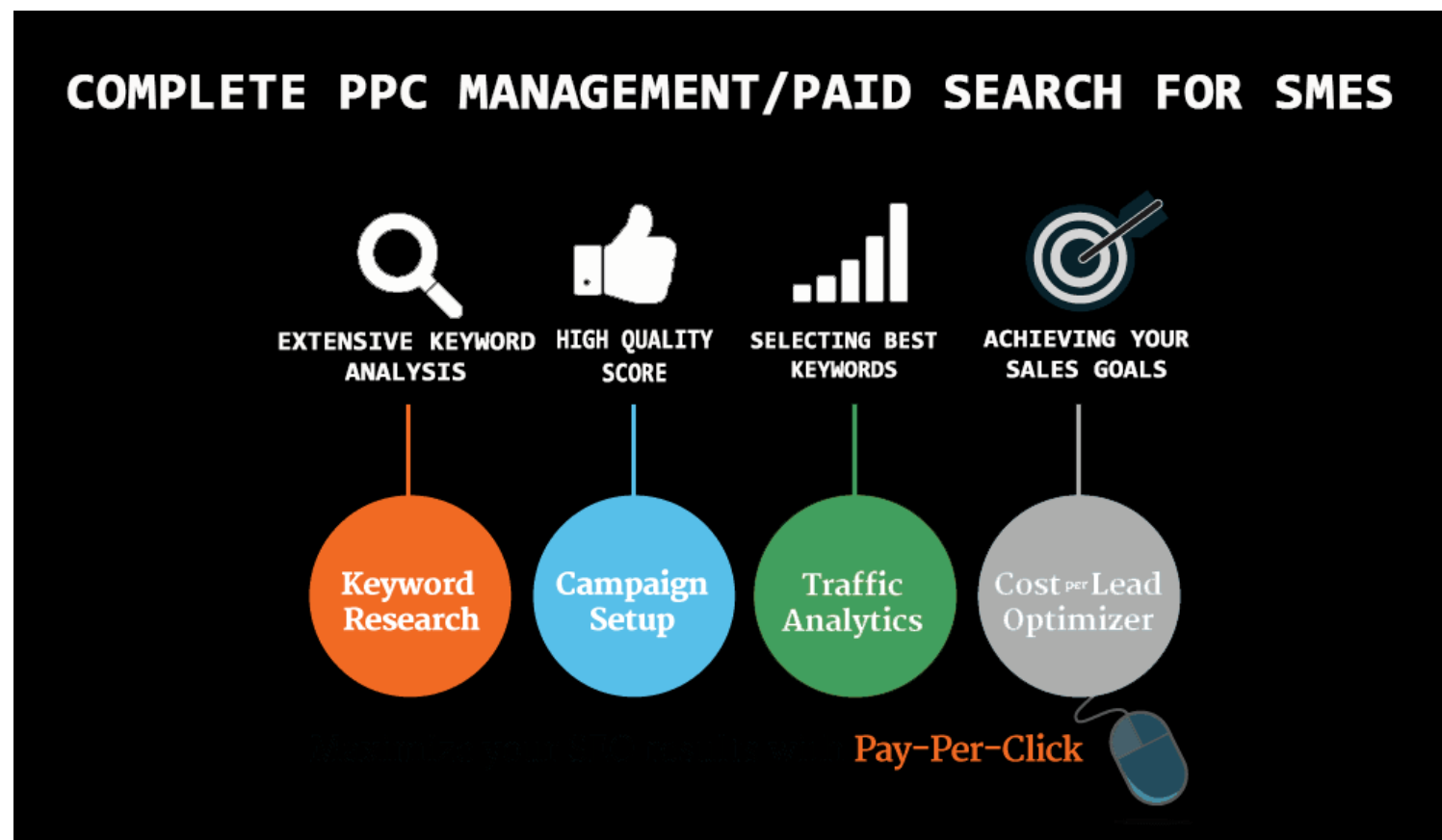
Edited by Digital Global Agency –in house team
March 2017

COMPLETE PPC MANAGEMENT/PAID SEARCH FOR SMES

EXTENSIVE KEYWORD ANALYSIS

HIGH QUALITY SCORE

SELECTING BEST KEYWORDS

ACHIEVING YOUR SALES GOALS

Keyword Research

Campaign Setup

Traffic Analytics

Cost per Lead Optimizer

Pay-Per-Click

Forward:

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If I just give you hard core technical details such as

1. " Ad text optimization" would be the best way to get PPC conversion rates,
2. "including keywords or calls to action in your display URLs you can boost text ad performance in Google Adwords."
3. Abbreviating key phrases in PPC text ads can lower CPC
4. Using specific copy in your PPC ad text can improve conversion rates

I agree these are just bold statements pay per click but when you know more about the Website Optimization and how web development is linked to Online marketing, then we are talking business.

"We design, develop and deliver creative customer-centric websites. Our prowess spans across all things digital and online marketing, ensuring pinpoint and strategic results.
"Website Optimization is all about combining the art and the business of Internet marketing in a complete way. From persuasion paths to search engine algorithms, from web page load performance to pay-per-click campaign management, and from organic search ranking metrics to multivariate testing.
In this case study we will look at the detailed facts on how paid search/PPC is interlinked to web development and how it can take a serious impact in customer engagement.

Preface

In this detailed case study we are about to unveil the secrets involved in business expansion using effective paid search and PPC campaign management.

Our client is a White labelled partner hence as per our business policy and agreement we will lot reveal the client's name, However the case study will reveal the real facts of the Pay Per Click optimization and implementation.

This will also touch upon how the client benefited by this and how we set pace in expansion. Statistics clearly are indicative of high usage of online marketing for most industry specialism.
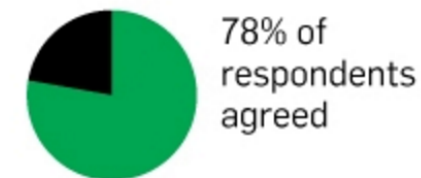
Marketing Is Expected to Undergo Radical Changes Over the Next 5 Years

78% of respondents agreed

What will those changes include?

Digital will account for more than 75% of marketing budgets
37%

Mobile specifically will account for more than 50% of marketing budgets
35%

Earned media will be more important than paid and owned media
27%

Marketing campaigns will begin unfolding in real time
32%

Analytics skills will become a core competence in marketing
42%

CHAPTER 1.

Challenge:

Based on the initial SWOT analysis we found out that our client had only few true competitors but its online competitive market space was packed with competitors on both a national and geo-targeted basis.

Based on our client's PPC budget, we found that it was not sufficient to achieve full visibility for the search volume on the necessary keywords, so DGA had to devise a strategy to optimize their budget and complete five key goals

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ATTRACT CONVERT CLOSE DELIGHT

Strangers → Visitors → Leads → Customers → Promoters

Blog
Keywords
Social Media

Forms
Calls-to-Action
Landing Pages

Email
Signals
Workflows

Events
Social Inbox
Smart Content

CHAPTER 2.
White Labelled Client:

Work Performed:

Annotations

➢ Description optimization

➢ Keyword optimization for YouTube

➢ Video Translation from voice into words, to improve the watch time of the video.

➢ Before we took up the task, we had focused on retaining the current business goal by ensuring the traffic generation and retaining the same from the other viable sources, such as YouTube and Facebook.

➢ We generated the quality traffic of prospective leads from both of the social media sites and boosted the lead generation and branding

➢ We have included anchor text and backlinks in the video description so as to generate most prospective traffic to the main website

PART 1: What we have Performed: Services to our client:

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1. Pay Per Click Optimization..

360 degree PPC Implementations Services:

Pay Per Click Optimization

1. Pay Per Click / Paid Search

Keyword Discovery, Selection, and Analysis

Organizing and Optimizing Ad Groups

Optimizing Pay-per-Click Ads

Optimizing Landing Pages

Optimizing Bids
Other Pay-per-Click Issues

2. PPC Case Study: WWW.DGA.COM
Body Glove PPC Optimization

PART 2:   What it includes

3. Conversion Rate Optimization

    The Benefits of CRO

    Best Practices for CRO

    Top 10 Factors to Maximize Conversion Rates

    Staging Your CRO Campaign

Web Performance Optimization

4. Web Page Optimization

    Common Web Page Problems

    How to Optimize Your Web Page Speed

5. CSS Optimization

    Build on a CSS Architecture

    Top 10 Tips for Optimizing CSS

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Part 3:

6. Ajax Optimization

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Common Problems with Ajax

Ajax: New and Improved JavaScript Communications

Proper Application of Ajax

Rolling Your Own Ajax Solution

Relying on Ajax Libraries

JavaScript Optimization

Minimizing HTTP Requests

Choosing Data Formats Wisely

Addressing the Caching Quandary of Ajax

Addressing Network Robustness

Understanding the Ajax Architecture Effect

Results:

Results:

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**FROM:
STRATEGY**

**TO:
LEADS**

STRATEGY	REPORTING	TRACKING	OFF PAGE OPTZ	ON PAGE OPTMZ
• SEO Audit - Analysis • Keyword Research • Keyword Mapping • Competitor Analysis • Winning growth strategy • Content strategy .	• Initial Keyword Ranking Report • Monthly Work Status Report • Monthly Keyword Ranking Report • SEO Diagnose Report (Xenu/Screaming Frog	• GA Set Up • Google Webmaster Tool Set Up • Bing Webmaster Tool Set Up • Google Sitemap Submission	• Social book marking • Forum posting • Business listings • Press releases • RSS feed submission • Q & A posting • Blog posting • Guest posting • Info graphic posting	• Title-tag optimization • Meta Tags optimized • Image Optimization • Header Tags • Bread Crumbs • URL Structure • Canonical Tags • Schema • Robots.txt

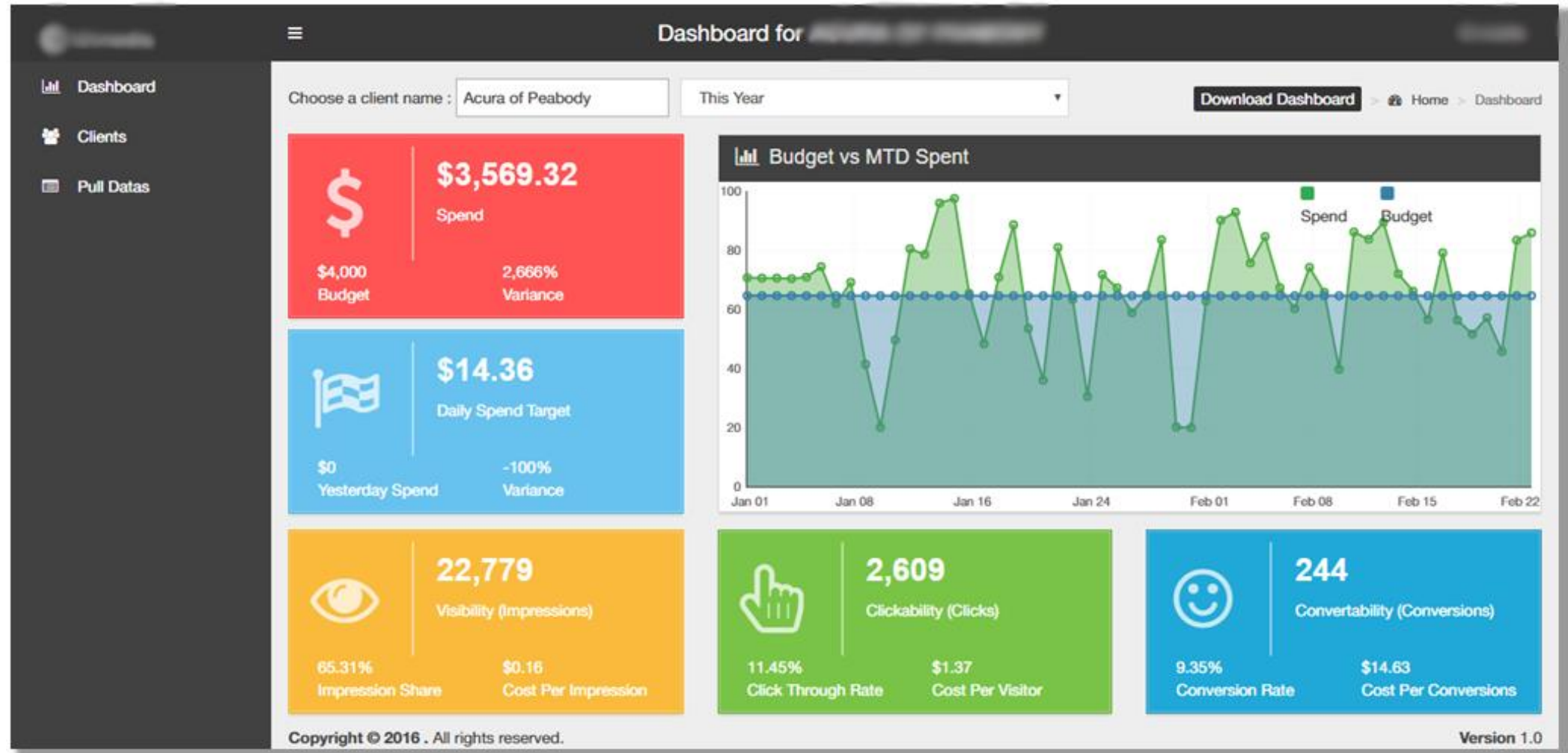| CONTENT FOR SEO	LINK BUILDING	LEAD GENERATION	SOCIAL MEDIA	GOOGLE ANALYTICS
• Suggesting content topics for SEO • Identifying content that attract back-links • Keyword Density fixing • Duplicate Content Analysis	• Link Attraction • Setting up Ah refs • Profile links, linking to you. • Linking to Social media • Linking to relevant sites • Fantastic link baiting	• Avoid cookie-cutter site templates • Strong words and rich content • Usage of Trust seals • CTA forms • Making good use of whitespace • Testing.	• Facebook marketing • Adverts • Twitter and Linked-in • Rss plugin optimization • Instagram and Pinterest • Social linking	• Tag manager / GA code • GTM code - every page • UTM parameters to all links • Account for Adwords • Conversion funnel tracking • Annotations • Remarketing

We provide KPIs through custom dashboards for your business.
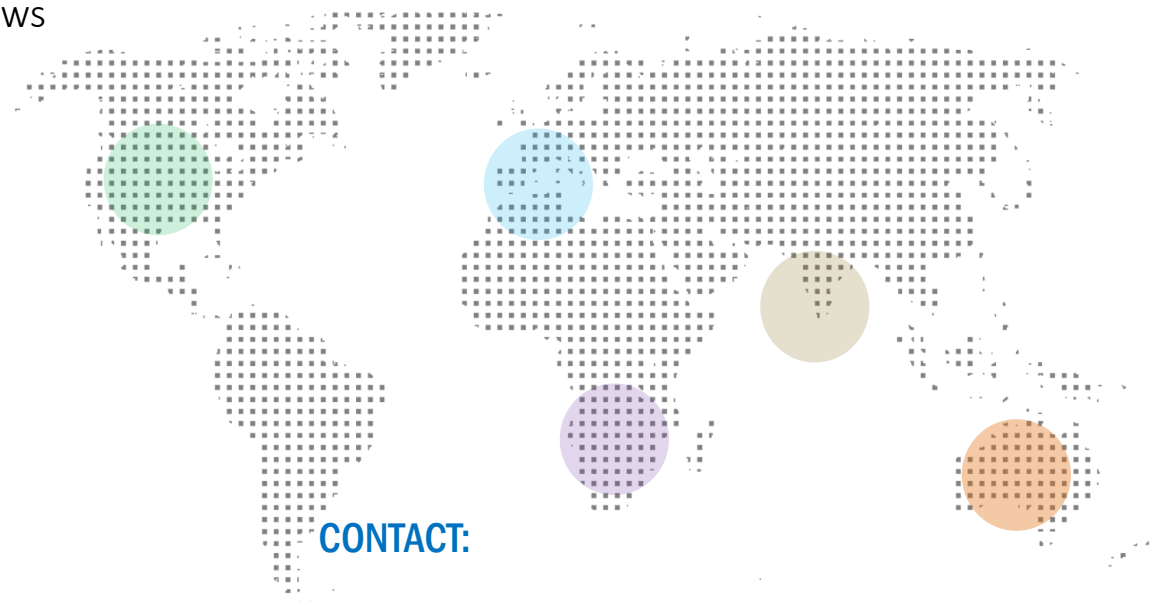
Summary:

WE GET YOU THE BIGGEST BANG FOR YOUR BUCK!

Get the right strategies from the DGA team of experts who guide you to get you those shocking results. Generate close to 195,000 page views with 15 mind blowing creative blog posts with a budget under $50 bucks. We can make you triple your traffic.

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THANK YOU

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