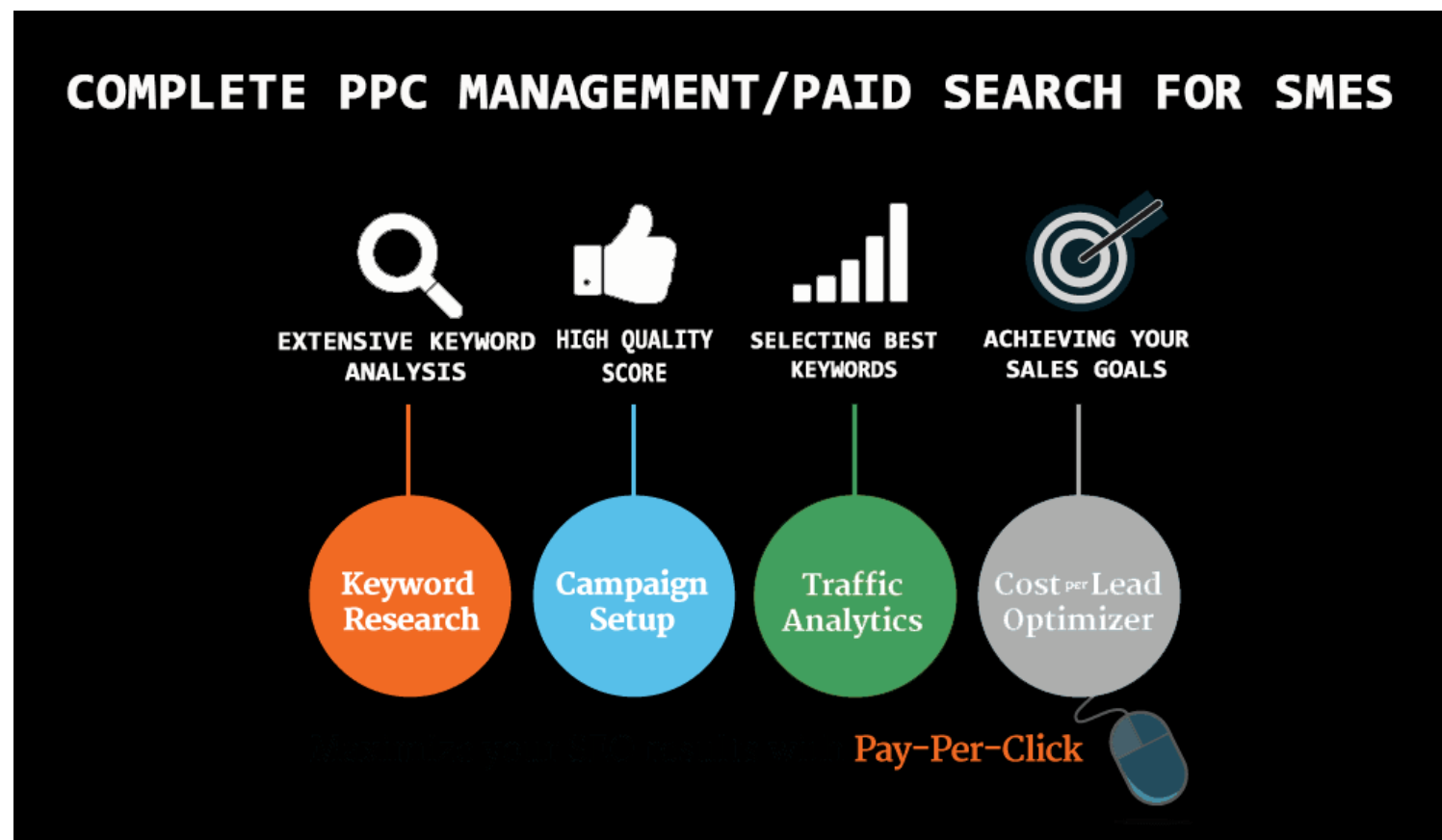




Connecting The Digital Dots

DIGITAL GLOBAL AGENCY

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



Edited by Digital Global Agency –in house team
March 2017

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



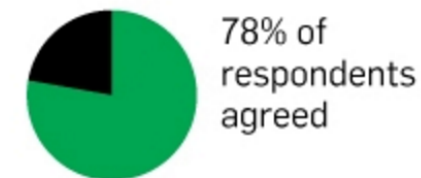
In this detailed case study we are about to unveil the secrets involved in business expansion using effective paid search and PPC campaign management.

Our client is a White labelled partner hence as per our business policy and agreement we will not 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.



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Marketing Is Expected to Undergo Radical Changes Over the Next 5 Years

What will those changes include?

Digital will account for more than 75% of marketing budgets



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



Earned media will be more important than paid and owned media



Marketing campaigns will begin unfolding in real time



Analytics skills will become a core competence in marketing





CHAPTER 1.



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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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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



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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



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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

Part 3:



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6. Ajax Optimization

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:



Connecting The Digital Dots

Google AdWords

Client

Home

Campaigns

Opportunities

Reports

Tools

Manager ID

Connecting The Digital Dots

»

Account: Rao P - Google Partner | Certified G... >

All campaigns: 12 campaigns

Last 30 days: 16 May 2017 - 14 Jun 2017

Campaigns

Ad Groups

Settings

Ads

Ad extensions

Keywords

Audiences

Auto targets

Dimensions

Display Network

All enabled campaigns

Segment

Filter

Columns

Find campaigns

View Change History

+ CAMPAIGN

Edit

Details

Bid strategy

Automate

Labels

		Campaign	Budget	Status	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	All conv.	View-through Conv.	Labels
<input type="checkbox"/>	●	Rao Sir Atlanta QA	20,000.00/day	Eligible (Learning)	Search Network only	Call-only	7	106	6.60%	770.97	5,396.82	2.2	4.00	1,107.49	66.67%	4.00	0	--
<input type="checkbox"/>	●	Rao Sir - Newyork	20,000.00/day	Eligible (Learning)	Search Network only	Call-only	2	214	0.93%	264.04	528.08	3.2	1.00	528.08	50.00%	1.00	0	--
<input type="checkbox"/>	●	Rao Sir Mobile-1001.net	20,000.00/day	Eligible	Search Network only	Call-only	0	0	0.00%	0.00	0.00	0.0	0.00	0.00	0.00%	0.00	0	rao
<input type="checkbox"/>	●	Rao Sir - 1001.net Most specific single keyword	20,000.00/day	Eligible	Search Network only	Call-only	0	0	0.00%	0.00	0.00	0.0	0.00	0.00	0.00%	0.00	0	--
Total - all enabled campaigns							9	320	2.81%	658.32	5,924.90	2.8	5.00	991.61	62.50%	5.00	0	

Results:



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Google AdWords

Account ID: 123456789012
Name: Test Account

Home

Campaigns

Opportunities

Reports

Tools

Manager ID: 123456789012
ramakanth@protonmail.com



Start time ?	End time ?	Status ?	Duration (seconds) ?	Caller area code ?	Phone cost ?	Call type ?	Call source ?	Campaign
12 Jun 2017 19:22:07	12 Jun 2017 19:24:37	Received	150	404	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
9 Jun 2017 14:51:52	9 Jun 2017 14:54:06	Received	134	678	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
7 Jun 2017 14:03:18	7 Jun 2017 14:03:36	Received	18	770	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
2 Jun 2017 10:54:35	2 Jun 2017 10:56:07	Received	92	510	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
1 Jun 2017 09:37:32	1 Jun 2017 09:37:37	Received	5	512	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
22 May 2017 19:46:35	22 May 2017 19:47:05	Received	30	571	--	Mobile click-to-call	Ad	Rao Sir - Newyork
5 May 2017 08:33:44	5 May 2017 08:38:52	Received	308	678	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
2 May 2017 12:47:04	2 May 2017 12:48:47	Received	103	646	--	Mobile click-to-call	Ad	Rao Sir - Newyork
24 Apr 2017 13:10:40	24 Apr 2017 13:10:44	Received	4	479	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
24 Apr 2017 12:25:58	24 Apr 2017 12:26:02	Received	4	516	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
17 Apr 2017 16:41:58	17 Apr 2017 16:43:02	Received	64	703	--	Mobile click-to-call	Ad	Rao Sir - Newyork
29 Mar 2017 10:39:40	29 Mar 2017 10:40:35	Received	55	516	--	Mobile click-to-call	Ad	Rao Sir - Newyork
28 Mar 2017 14:29:54	28 Mar 2017 14:32:23	Received	149	919	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
23 Mar 2017 15:30:31	23 Mar 2017 15:32:33	Received	122	404	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
22 Mar 2017 16:22:39	22 Mar 2017 16:24:19	Received	100	973	--	Mobile click-to-call	Ad	Rao Sir - Newyork
1 Mar 2017 12:38:04	1 Mar 2017 12:46:43	Received	519	770	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
20 Feb 2017 09:44:00	20 Feb 2017 09:44:05	Received	5	678	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
16 Feb 2017 09:03:35	16 Feb 2017 09:03:40	Received	5	678	--	Mobile click-to-call	Ad	Rao Sir Atlanta QA
07 Jan 2017 10:10:54	07 Jan 2017 10:10:54	Missed	0	647	--	Mobile click-to-call	Ad	Rao Sir - Newyork



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FROM: STRATEGY

STRATEGY

- SEO Audit - Analysis
- Keyword Research
- Keyword Mapping
- Competitor Analysis
- Winning growth strategy
- Content strategy .

REPORTING

- Initial Keyword Ranking Report
- Monthly Work Status Report
- Monthly Keyword Ranking Report
- SEO Diagnose Report (Xenu/Screaming Frog)

TRACKING

- GA Set Up
- Google Webmaster Tool Set Up
- Bing Webmaster Tool Set Up
- Google Sitemap Submission

OFF PAGE OPTZ

- Social book marking
- Forum posting
- Business listings
- Press releases
- RSS feed submission
- Q & A posting
- Blog posting
- Guest posting
- Info graphic posting

ON PAGE OPTMZ

- Title-tag optimization
- Meta Tags optimized
- Image Optimization
- Header Tags
- Bread Crumbs
- URL Structure
- Canonical Tags
- Schema
- Robots.txt

TO: LEADS

CONTENT FOR SEO

- Suggesting content topics for SEO
- Identifying content that attract back-links
- Keyword Density fixing
- Duplicate Content Analysis

LINK BUILDING

- Link Attraction
- Setting up Ah refs
- Profile links, linking to you.
- Linking to Social media
- Linking to relevant sites
- Fantastic link baiting

LEAD GENERATION

- Avoid cookie-cutter site templates
- Strong words and rich content
- Usage of Trust seals
- CTA forms
- Making good use of whitespace
- Testing.

SOCIAL MEDIA

- Facebook marketing
- Adverts
- Twitter and Linked-in
- Rss plugin optimization
- Instagram and Pinterest
- Social linking

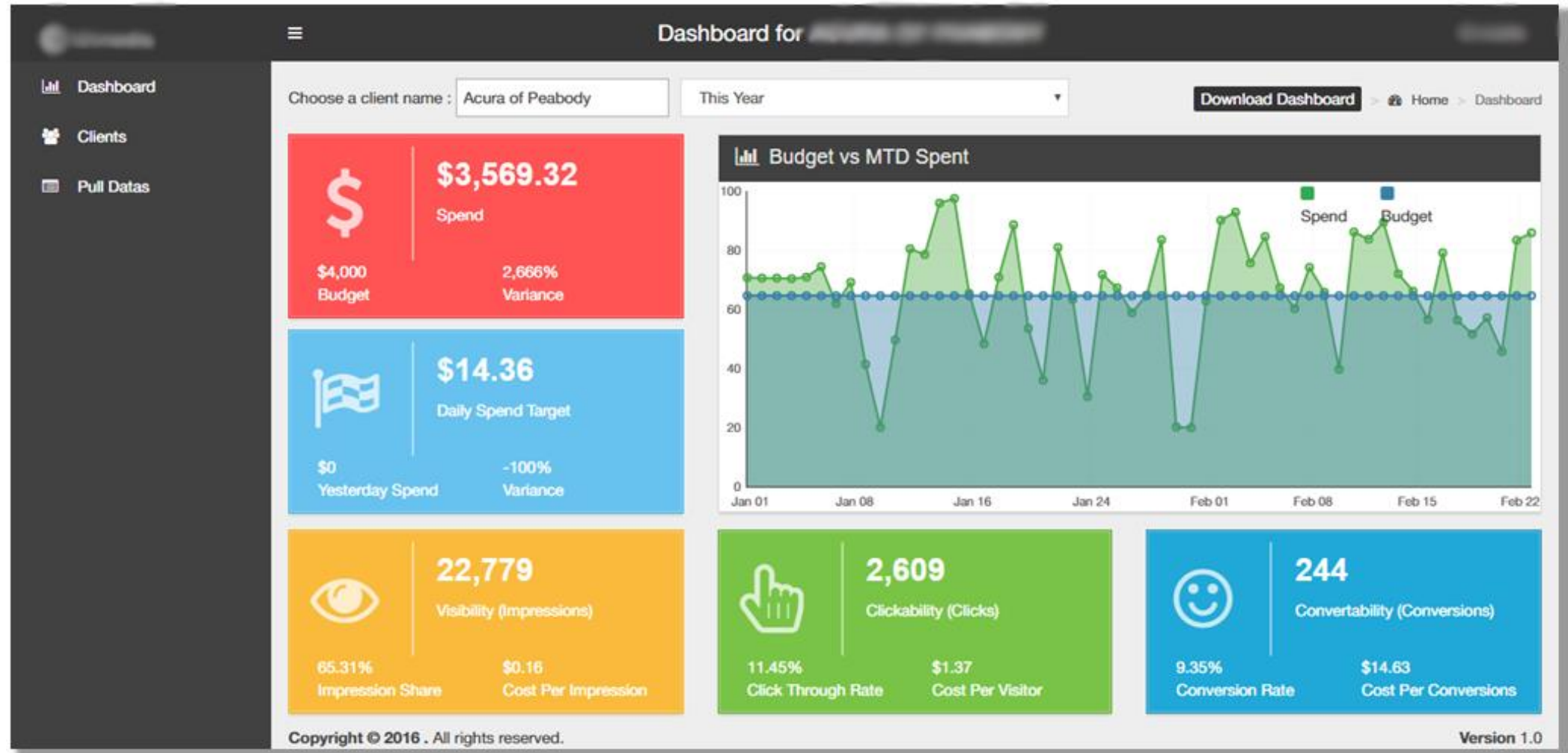
GOOGLE ANALYTICS

- 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.

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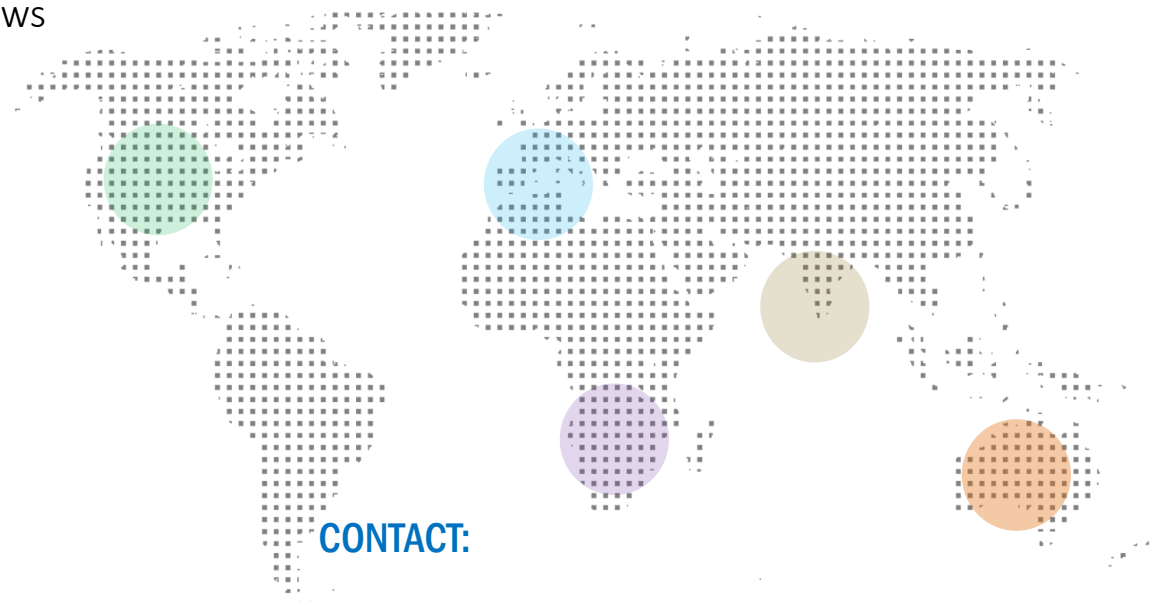


Connecting The Digital Dots

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.



THANK YOU

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