




AD EXTENSIONS

Taking Google AdWords for B2B to the Next Level

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ABOUT SEARCH MOJO

- Search engine marketing firm founded in 2005
 - Search engine optimization (SEO)
 - Pay-per-click advertising management (PPC)
 - Social media monitoring
- Located in Charlottesville, Va.
- Featured in the *Washington Post*, *B2B Magazine*, *MarketingSherpa*, *Visibility Magazine* and many blogs, including *Marketing Pilgrim* and *Search Engine Journal*
- Speakers at MarketingProfs, SMX Advanced, PubCon and Search Engine Strategies



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WHAT WE'LL COVER TODAY

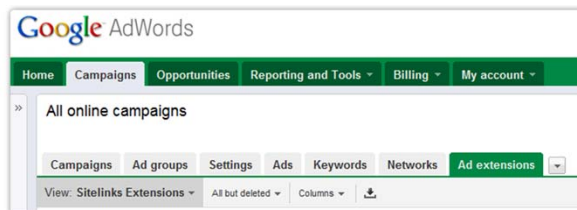
- Types of ad extensions
- Overall benefits of ad extensions
- Pros/Cons of each type
- Case study: ScienceLogic
 - Goal
 - Solution
 - ROI
 - Next steps

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GOOGLE ADWORDS AD EXTENSIONS

- Google AdWords feature
- Show more information with existing ads
- Campaign-level settings
- Basic reporting abilities



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AD EXTENSION BENEFITS

- Take up more real estate on SERPs



- Draw more attention to your ads
- Increase clickthrough-rates (CTR)
- Easy to set up
- Most extensions are FREE!

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TYPES OF AD EXTENSIONS

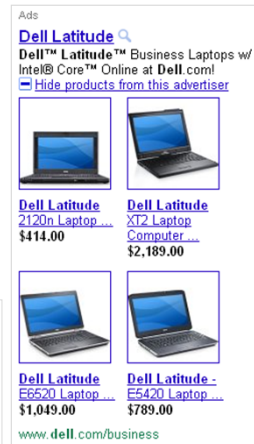
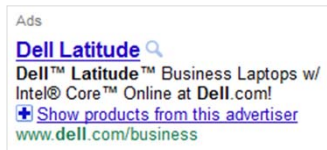
- Product Extensions
 - [Limited Release]
- Call Extensions (Call Metrics)
 - [Limited Release]
- Ad Sitelinks
 - [Fully Released]

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PRODUCT EXTENSIONS

- Link Google Merchant Center and Google AdWords
- Provide additional information with your ads regarding specific products

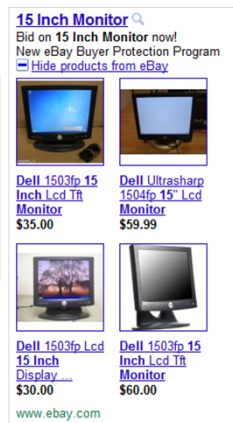
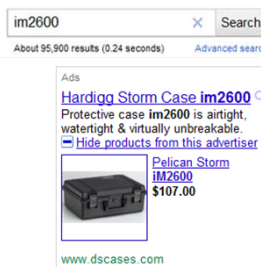


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TIPS: BEST USE OF PRODUCT EXTENSIONS

- Ensure you have images for all products
 - Once merchant center is connected to AdWords, you cannot control individual products showing/not showing
 - Google will show most relevant products to search query



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PROS/CONS OF PRODUCT EXTENSIONS

- **Pros:**

- Images help improve ad visibility
- Use Data Feed for Google Shopping
- Improve lead quality



- **Cons:**

- Have to have images for every product
 - Example: book seller client
- Google decides which products to show

Quality Used Textbooks 



Get up to 80% Off. Huge Selection. Free Shipping. Easy Returns.

[Hide products from BookRenter.com](#)

[The Boat Buyer's Guide to Motor...](#) [Bristol Masonic Ritual: The Oldest...](#)

\$24.95 \$20.95

[Things Ain't What They Used to Be](#) [The Catechist's Magic Kit: 80...](#)


\$12.95 \$32.95

www.bookrenter.com

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CALL EXTENSIONS | CALL METRICS

▶ [SMB Insurance Online | hiscoxusa.com](#) 1 (877) 905 2047 

Fast, free quotes for protecting a small **business**. Customize online.
Professional Liability - Why Choose Hiscox? - General Liability
www.hiscoxusa.com

Ads

- Adds phone number to ad
- Tracks call information in AdWords
- Great for organizations with inside sales or telesales
- Google will re-open phone extensions soon (late June)
- Fee per call (\$1/call as of June 14, 2011)

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CALL METRICS CAMPAIGN REPORTING (UNTIL JUNE 14)

Campaign	Budget	Status	Imp.	Calls	Missed calls	Rcvd. calls	Call duration	Avg. call duration
	Eligible	166,299	166	10	156	13 hrs 52 mins 1 sec	5 mins 20 secs	
	Eligible	21,843	0	0	0	0	0	
	Eligible	24,180	6	0	6	28 mins 54 secs	4 mins 49 secs	
	Eligible	26	0	0	0	0	0	
	Eligible	46	0	0	0	0	0	
	Eligible	134	0	0	0	0	0	
	Eligible	365	0	0	0	0	0	
	Eligible	6,641	23	0	23	1 hr 42 mins 53 secs	4 mins 28 secs	
	Eligible	1,031	0	0	0	0	0	
	Eligible	344	2	0	2	7 mins 17 secs	3 mins 39 secs	
	Eligible	39,879	67	1	66	6 hrs 22 mins 19 secs	5 mins 48 secs	
	Eligible	18,630	24	0	24	2 hrs 13 mins 3 secs	5 mins 33 secs	
	Eligible	4,668	0	0	0	0	0	
	Eligible	33,988	50	0	50	4 hrs 28 mins 30 secs	5 mins 22 secs	
	Eligible	2,779	6	0	6	40 mins 34 secs	6 mins 46 secs	
	Eligible	2,883	2	0	2	35 secs	18 secs	
	Eligible	2,438	1	1	0	0	0	
	Eligible	5,796	10	0	10	54 mins 8 secs	5 mins 25 secs	
	Eligible	20,488	17	2	15	19 mins 1 sec	1 min 16 secs	

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CALL METRICS CAMPAIGN REPORTING (AS OF JUNE 14)

+ New campaign | Change status... | Alerts | Automate

Campaign	Budget	Status	Phone impressions	Phone calls	PTR	Phone cost
	Eligible		737	1	0.14%	\$1.00
	Eligible		0	0	0.00%	\$0.00
	Eligible		352	0	0.00%	\$0.00
	Eligible		0	0	0.00%	\$0.00
	Eligible		0	0	0.00%	\$0.00
	Eligible		0	0	0.00%	\$0.00
	Eligible		0	0	0.00%	\$0.00
	Eligible		0	0	0.00%	\$0.00
	Eligible		86	0	0.00%	\$0.00
	Eligible		9	0	0.00%	\$0.00
	Eligible		9	0	0.00%	\$0.00
	Eligible		84	0	0.00%	\$0.00
	Eligible		32	0	0.00%	\$0.00
	Limited by budget		148	0	0.00%	\$0.00
	Eligible		39	0	0.00%	\$0.00

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CALL METRICS DIMENSIONS REPORTING

All online campaigns Last 30 days
May 10, 2011 - Jun 8, 2011

Campaigns Ad groups Settings Ads Keywords Networks Ad extensions **Dimensions**

View: Call details Filter Columns

Start time	End time	Status	Duration (seconds)	Caller area code	Campaign
Jun 8, 2011 12:27:02 PM	Jun 8, 2011 12:27:56 PM	Received	54	641	
Jun 4, 2011 4:18:15 PM	Jun 4, 2011 4:20:26 PM	Received	131	440	
May 13, 2011 5:30:28 PM	May 13, 2011 5:31:38 PM	Received	70	709	
May 28, 2011 8:02:14 AM	May 28, 2011 8:03:40 AM	Received	86	732	
Jun 4, 2011 10:52:07 AM	Jun 4, 2011 10:54:17 AM	Received	130	231	
May 24, 2011 3:17:47 PM	May 24, 2011 3:22:01 PM	Received	254	608	
May 25, 2011 10:51:29 AM	May 25, 2011 10:52:40 AM	Received	71	608	
May 25, 2011 3:54:19 PM	May 25, 2011 3:56:11 PM	Received	112	715	
Jun 6, 2011 2:44:56 PM	Jun 6, 2011 2:51:36 PM	Received	400	715	
May 12, 2011 10:19:46 AM	May 12, 2011 10:34:18 AM	Received	872	920	
Jun 8, 2011 6:28:54 PM	Jun 8, 2011 6:28:57 PM	Received	3	205	
May 13, 2011 6:31:32 PM	May 13, 2011 6:45:12 PM	Received	820	224	
May 19, 2011 6:15:04 PM	May 19, 2011 6:15:09 PM	Received	5	256	
May 10, 2011 9:58:54 AM	May 10, 2011 10:00:29 AM	Received	95	262	
May 11, 2011 11:48:32 AM	May 11, 2011 11:52:48 AM	Received	256	262	
May 12, 2011 12:52:05 PM	May 12, 2011 12:56:07 PM	Received	242	262	
May 17, 2011 6:44:29 PM	May 17, 2011 6:44:29 PM	Missed	0	262	
May 23, 2011 3:09:47 PM	May 23, 2011 3:17:58 PM	Received	491	262	
May 24, 2011 2:32:22 PM	May 24, 2011 2:40:10 PM	Received	468	262	
May 24, 2011 2:53:53 PM	May 24, 2011 2:58:43 PM	Received	290	262	
May 25, 2011 12:15:00 PM	May 25, 2011 12:38:37 PM	Received	1417	262	
May 16, 2011 11:40:26 AM	May 16, 2011 11:51:05 AM	Received	639	414	

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PROS/CONS OF CALL METRICS


- **Pros:**
 - Great for measuring calls from AdWords
 - Many people will prefer to simply call vs. fill out forms
 - Further insight into the types of ad respondents that paid search generates
- **Cons:**
 - Can bring in calls that are not sales calls
 - Can cannibalize clicks and/or conversions
 - Timing of when ads are live and inside sales' hours
 - Could be charged for a call and if someone also clicks


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AD SITELINKS

- Provides way to extend ad
- Up to four additional links on the ad
- Shows for ads that appear above organic results
- Need a 7/10 quality score minimum to show

[Shop Laptops at Dell.com](#)  Ad
 Customize **Laptops** & PCs for Home & Small Business w/Intel® Core™i
www.dell.com/Laptops
 Home Laptop Deals Slimmest 15" PC in The World
 Students-Get an Xbox w/ Dell PC Business Laptop Deals

[Verizon Official Site | Verizon.com](#) 
 Get A Verizon **Business Phone** Line Now Starting At Only \$24.99/Month!
Internet & Phone Bundle - Wi-Fi For Business - Check Availability
verizon.com/SmallBusiness

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SITELINKS AND LANDING PAGES

- Ideally have landing page for each sitelink
 - Helps ensure there's a clear conversion path
- Key to ensure greater conversion
- Address long-tail terms, niche areas that may not be addressed specifically on the website

 SIMPLY DATA CENTER AND CLOUD MANAGEMENT WITH EM7

Cloud Computing Monitoring

TEN COMMON CLOUD MYTHS:
 1. Running VMs is cloud computing.
 2. Cloud computing is just servering.
 3. All hypervisors are created equal.
 4. Cloud is magic.
 5. All clouds are created equal.
 6. Cloud deployment is easy and fast.
 7. The cloud can do everything.
 8. Cloud is the only way to scale.
 9. There is no such thing as "White Box".
 10. Clouds always save you money.

In this insightful presentation, Jeremy Sherwood, VP of Sales and Operations at Opus Interactive, dispels ten common cloud computing myths. Opus Interactive, a longtime ScienceLogic EM7 customer, is a pioneer in the virtualization and cloud computing space – one of the first Microsoft Service Provider Partners and an early adopter of cloud enabling technologies which helped them to successfully transition from a traditional service provider business into a cloud services business.

As Jeremy states, not all hypervisors or clouds are created equal. ScienceLogic EM7 addresses that challenge by providing a single product that unifies cloud monitoring and management into one view. Whether you are a cloud provider like Opus Interactive looking for a flexible delivery and management platform, or you are an enterprise looking for effective simplified management of your private, public or hybrid cloud IT resources, ScienceLogic EM7 can get you there faster.

FREE PRESENTATION
 *REQUIRED
 FIRST NAME:
 LAST NAME:
 COMPANY:
 PHONE:
 EMAIL:
 STATE:

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PROS/CONS OF SITELINKS

- **Pros:**
 - Extend visibility
 - Extend links for broader keyword terms
 - Great for seasonal offers or sales
 - Increase CTR
- **Cons:**
 - AdWords tracking is limited
 - Can't edit or pause ad sitelinks once added

"On average, advertisers who use Ad Sitelinks have seen their ad clickthrough rates improve by 30%."

—Google Ad Innovations Team

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MEASURING SITELINK PERFORMANCE

All online campaigns Last 30 days
May 10, 2011 - Jun 8, 2011

[Campaigns](#)
[Ad groups](#)
[Settings](#)
[Ads](#)
[Keywords](#)
[Networks](#)
[Ad extensions](#)
[Dimensions](#)

View: Sitelinks Extensions All but deleted Columns Download

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing, for eligible ad extensions that have been triggered. [Learn more about ad extensions statistics](#)

[+ New extension](#)
[Delete](#)

<input type="checkbox"/>	Sitelinks Extension	Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>			Eligible	1,249	7,489	16.68%	\$1.04	\$1,299.15	1
<input type="checkbox"/>			Eligible	192	624	30.77%	\$1.56	\$300.09	1
<input type="checkbox"/>			Eligible	105	904	11.62%	\$1.02	\$107.06	1
<input type="checkbox"/>			Eligible	69	1,106	6.24%	\$5.06	\$348.86	2
<input type="checkbox"/>			Eligible	31	1,283	2.42%	\$4.96	\$153.74	2.3

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ADVANCED REPORTING OPTIONS

- ValueTrack
 - Advanced URL tagging feature from Google
 - Example:
`www.domain.com/products?origin=sitelink&keyword={keyword}&matchtype={matchtype}`
- Custom URL Tagging
 - Create custom parameters for Ad Sitelink URLs
 - Example:
`www.domain.com/products?sitelink=1`
- Combination: ValueTrack & Custom Tagging
 - More insight into searcher activity & engagement

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CASE STUDY: SCIENCELOGIC

- SEO client for five years
 - On average, about 20% click on ads vs. organic results
- Main product (EM7) addresses many niche areas
 - Need for many long tail keywords
 - Provided immediate exposure on over 10,580 keywords
 - Provide greater overall search visibility
- Help ScienceLogic “own more search real estate” against larger, more recognized brands

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ABOUT SCIENCELOGIC



Customers Served

- Hundreds of customers
- Many industries and types of users
- Collaborative relationships
- High retention and satisfaction

Recognition & Growth

- Numerous industry accolades
- Recognized technical excellence
- Collaborative partnerships
- Strong growth and solid financials

Award-winning IT Operations Management



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OUR PRODUCT

Application

Real-time and trended availability and performance data on application delivery components to keep business-critical apps up and running

Systems

High-level and detailed reporting of key system metrics for all operating systems; device summary views provide at-a-glance view of system performance, availability, tickets and events

Network

Detailed analysis and reporting to maximize availability and optimize performance of converging network infrastructure, including VoIP; supports dual-stack IPv4/IPv6 networks

Cloud

Chargeback, multi-tenant views, web services monitoring, automation and integration with self-service portals – just a few of the features that make EM7 ideal for monitoring public, private and hybrid clouds



Simplify data center and cloud management in a single solution – for your IT operations today, tomorrow and beyond

Asset

Auto-populated asset and software inventory to manage asset lifecycles; automated hardware and config change detection to support IT troubleshooting

Service Desk

Automated ticketing workflow and tools to document and accelerate the problem resolution process and to build business-specific change management processes right into operations

Fault & Events

Customizable alert notification, escalation and automated remediation for proactive management; open development platform for integration with third-party tools

Virtualization

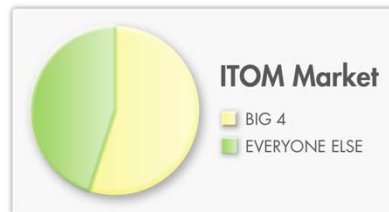
Performance and availability of virtual infrastructure combined with physical infrastructure monitoring for the complete dynamic IT operations picture – all in a single tool

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OUR COMPETITION

- Big 4 - HP, IBM, CA, BMC
 - Large ad budgets
 - Established, highly recognizable brands
- New competitors constantly enter fray
- Noisy, crowded space



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ADWORDS CHALLENGES - SOLUTIONS

cloud computing Search

About 93,500,000 results (0.15 seconds)

HP Cloud Computing | hp.com
Learn How HP Cloud Computing Helps to Create Instant-On Enterprises.
hp.com is rated ★★★★★ 3,771 reviews
www.hp.com/go/cloud

Cloud Computing - Private & public cloud monitoring
View ten common cloud myths
www.scribbr.com/Cloud

Technology Management - IT Management from Anywhere | microsoft.com
Discover Windows Intune™ Today!
www.microsoft.com/windowsintune

Cloud computing - Wikipedia, the free encyclopedia
Cloud computing refers to the logical computational resources (data, software) accessible via a computer network, rather than from a local computer. ...
en.wikipedia.org/wiki/Cloud_computing - Cached - Similar

List of cloud computing providers
Data center
Cloud backup
Rackspace Cloud
Cloud engineering
Cloud storage
Cloud gaming
Category:Cloud computing

More results from wikipedia.org »

What cloud computing really means | Cloud Computing - InfoWorld

EMC Cloud Computing
Discover Your Path to the Cloud.
See the EMC Cloud Computing Video.
www.emc.com/Cloud-Journey

What is Cloud Computing?
Learn all about the Internet with this online guide from Google.
www.20thingsilearned.com

Cloud Computing
The Global 1000 Relies on Brocade to Get Business Done! Find Out Why.
www.brocade.com

Cloud Computing
1 button - Bam! Computing resources when and where they're needed.
www.terremark.com

Intel® Cloud Computing
Intel® Cloud Builders Help Simplify the Design of a Cloud. Learn More!
www.intel.com/CloudBuilders

Competition

→ Show up

Broad Product/Specific Solutions

→ Ready to Engage, Targeted

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ADWORDS CHALLENGES

- Competition
- Broad Product/
Specific Solutions
- Reporting/ROI

Sitelinks help us to overcome these challenges but creates more work for us to measure effectiveness and value

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SOLUTION: AD EXTENSIONS

- Why Sitelinks?
 - Gets people to specific information quickly
 - Core value of an integrated product - what else does EM7 do around what I'm looking for?
 - More real estate
- Why Phone Extensions?
 - Immediate engagement
 - High value proposition

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SITELINKS – BEFORE AND AFTER

▶ [Cloud Monitoring - Complete cloud monitoring solution.](#)  Ads
 Learn about ten common **cloud** myths.
www.sciencelogic.com/Cloud



▶ [Cloud Monitoring - Complete cloud monitoring solution.](#)  Ads
 Learn about ten common **cloud** myths.
www.sciencelogic.com/Cloud
 Private Cloud Public Cloud
 Government Cloud Hybrid Cloud

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REPORTING & ROI: MEASUREMENT

- Contribution to pipeline
- Effectiveness of marketing campaigns - beyond PPC and sitelinks
- Tracking prospect behavior
- Lead Scoring

	Tracks impressions, clickthroughs, conversions to campaigns, keywords Limited
	Captures all web/email actions and aligns to specific prospect upon conversion Detailed
	Presents Leads by Priority/Campaign and assigns actual "value" to conversions \$\$

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NEXT STEPS

- Implement phone extensions
- Continuous improvement
 - Continue to bid aggressively
 - Additional assets/campaigns
 - Integrated reporting
 - Evaluate and test individual sitelinks

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