Introduction to Search Engine Marketing (SEM)

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Agenda

• What is search engine marketing (SEM)?
• Common mistakes and what to do about them
• Building strong foundations in Paid & Organic
• Key Learnings
What is Search Engine Marketing (SEM)?

- Google Ads?
- Organic Search/SEO?
- Local Search?
- Structured Data?
- Voice Search?
- Video?
- Google News?
- Image SEO?

Actually all of it, but today we are focusing on Google Ads and SEO
SEM

- Google Ads is an advertising direct response channel – Paid Media
- SEO is working on your Organic Search channel – Earned Media
- Same platform, *different* channels
Common Mistakes

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Common Mistake #1

Thinking about all search as one channel with similar factors for visibility

“We should switch off campaigns for brand terms when I appear number one for my brand”

“We spend lots on Google Ads, this will help our SEO”
Biggest difference?

Frame of mind.

Google Ads
1. What’s the best offer I can put out?
2. Why would people use me right now?
3. Why would people buy from me right now?

Group: Best offer? Go
Biggest difference?

Frame of mind.

Organic Search/SEO

1. What can you produce that is high in EAT (Experience, Authority, Trust)?
2. What would make you deserve to be number one in the organic search results?
3. What unique value can you add to help your market?

Group: What’s your unique perspective?
## Differences: Ads & SEO

<table>
<thead>
<tr>
<th>Search Channel</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Costs</th>
</tr>
</thead>
</table>
| Paid Search (Google Ads)     | • Immediate visibility  
                              • Fast feedback & optimisation  
                              • High converting  
                              • More control of look & feel | • Expensive  
                              • Have to sustain investment  
                              • Not suitable for all businesses | • Ad Spend  
                              • Management  
                              • Creative |
| Organic Search (SEO)         | • Longer lasting, sustained traffic  
                              • Higher traffic numbers  
                              • Greater trust and brand awareness | • Medium to long term payback  
                              • Less control  
                              • Requires website/content changes  
                              • Hard | • Time  
                              • Content creation  
                              • Technical cost |
Case Study: Switching off Brand Ads

Google Ads Brand is switched off:
Retail, B2C client
Common Mistake #2

Slow to adapt to change. This is particularly important in search.

**Why?** You might ask --->

In 2018, Google ran:

- 595,429 Search quality tests
- 15,096 Live traffic experiments
- 3,234 Launches

Source: [https://www.google.com/search/howsearchworks/mission/users/](https://www.google.com/search/howsearchworks/mission/users/)
(Really) Common examples

• SEO recommendations becoming out of date by time of implementation

• Ads campaigns using old ad formats or not taking advantage of new functionality

• Landing pages kept static for many years despite falling conversion rates
So how do we do it right?
Suggestions

• Don’t panic! BUT plan for change
• Build websites in stages – Guarantee you will adapt things by the end not just search things
• Allow 20% of site budget per year for updates/maintenance/optimisation
• Review your SEO strategy and re-audit every 12-18 months
• Audit your Google Ads campaigns every 12-18 months
Common Mistake #3 Lack of search fundamentals
## Fundamental: Strong alignment

### Awareness Stage

- **Keywords**: “wine” “red wine”
- **Existing Content**: Homepage, Product Category Pages
- **Content needed**: Guides to best wine in Otago

### Consideration Stage

- **Keywords**: “red wine vineyards” “popular red wines” “red wine guide”
- **Existing Content**: Blog about different wines and vineyards
- **Content needed**: New product page for Pinot Noir

### Decision Stage

- **Keywords**: “mt difficulty specials” “buy pinot noir” “mt difficulty price”
- **Existing Content**: Mt Difficulty Product Page Wine Specials Page
Keyword to Ad to Landing Page

“popular red wine brands”
“popular red wine brands”

The best red wines in New Zealand for under $30 - The Listener - Noted
https://www.noted.co.nz/dining/wine/best-red-wines-new-zealand-under-30/
Aug 24, 2015 - The best red wines in New Zealand for under $30: by Michael .... From Palliser Estate, this brand is made for sale in supermarkets. Grown ....

The best red wines in New Zealand for under
$30

by Michael Coeper / 24 August, 2015

The best red wines in New Zealand for under $30

The wines are packed with high-potential plant stems; a wine that is generously devorcing of a small need of a five-star rating is typically hard to find for less than two. But the good news is that you can buy highly satisfying, four-star plus wines in the five-to-five range, and even some decent, enjoyable bottles at around nine.

12,000 Miles Gladstone Pinot Noir 2015 $15

From Gladstone Vineyard, in the northern Wairarapa, this fragrant, ruby-fruited red is a good, drink-friendly style. Fresh and full-bodied (13% alcohol), it has very satisfying depth of plum, spice and dried herb flavours, with savoury notes adding complexity and a smooth finish, $15.

Askernor Hawkes Bay Pinot Noir 2015 $15

Offering good value, this mouthfilling red (14% alcohol) has a slightly worthy bouquet. Barn-calmed for 12 months, it is deep ruby and sweet-fruited, with gentle tannins and generous, ripe cherry, plum and spice flavours, showing considerable complexity. Drink now or in 12-15.

Barnesbrook Bee Goldfields Central Otago Pinot Noir 2015 $20

Fragrant and savoury; this deep ruby red was hand-pressed in Barossa and Barossa, then matured in French oak barrels. Mouthfilling (13% alcohol), it has nice, ripe cherry, plum and spice flavours, showing good complexity, fine-grained tannins and obvious cellar potential, $20.
Google Ads

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Fundamental: Write Good Ads

• Keyword in headline
• 1 main selling point per ad
• Benefits vs features
• Strong call to action
• Clear, simple URL

• Need ideas? Google it....literally
Group: Tool Demonstration

<table>
<thead>
<tr>
<th>Final URL</th>
<th><a href="http://www.expandedtextads.com/top-features">http://www.expandedtextads.com/top-features</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline 1</td>
<td>Excited About Expanded Ads?</td>
</tr>
<tr>
<td>Headline 2</td>
<td>Get Started With Preview Tool</td>
</tr>
<tr>
<td>Headline 3</td>
<td>Free Tool By Karooya</td>
</tr>
<tr>
<td>Path</td>
<td><a href="http://www.expandedtextads.com/2-Headlines/LongDescription">www.expandedtextads.com/2-Headlines/LongDescription</a></td>
</tr>
<tr>
<td>Description 1</td>
<td>Start Building Awesome Ads. Impress Your Boss and Clients with Screenshots of Great Ads.</td>
</tr>
<tr>
<td>Description 2</td>
<td>3 Headlines. 2 Descriptions of 90 Characters. Highlight Features of Your Service/Product.</td>
</tr>
</tbody>
</table>

https://www.karooya.com/expanded-text-ad-preview-tool
Fundamental: Build good landing pages
Landing pages = Conversion rates

1. Landing page is highly relevant to Google Ad, Email, Facebook post – whatever was driving traffic
2. Landing page has strong on brand copy and imagery
3. Landing page has one value proposition
4. Landing page has one call to action which stands out
5. Landing page loads quickly
6. Landing page looks good on every device
SEO

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Website build

1. Is the website responsive/mobile friendly?
2. Is the website fast?
3. Is the website easy to understand & use?
4. Is the website accessible to search engines?
5. Is the website secure?
Group discussion – Give me a website

• Site speed test
https://tools.pingdom.com/
On-page: Title Tags

Title tags are the most important on-site factor.

• 50 – 70 characters
• Important keywords near the beginning
• Unique, different title tags for different pages

Red Wine | Buy Wine Online | Wines of NZ

www.winesofnz.com/product-category/red-wine/

New Zealand Red Wines are intense, expressive, complex, and powerful. There are three main blends found in New Zealand red wines, Cabernet Sauvignon, Pinot Noir, and Merlot. ... The early production of reds such as Pinot noir was precarious in New Zealand due to its climate.
On-page: Meta-Descriptions

Meta-descriptions influence organic click through rate – A definite ranking factor.

• Make it work together with your title tag.
• Between 150 – 160 chars
• Contains keywords
• Call to action

Red Wine | Buy Wine Online | Wines of NZ
www.winesofnz.com/product-category/red-wine/

New Zealand Red Wines are intense, expressive, complex, and powerful. There are three main blends found in New Zealand red wines, Cabernet Sauvignon, Pinot Noir, and Merlot. ... The early production of reds such as Pinot noir was precarious in New Zealand due to its climate.
On-page: Copy optimisation

- 2 – 3 keyword mentions per 100 words
- Use synonyms
- > 500 words of copy
- People shouldn’t notice an optimized page
- Choose quality
Make your meta-data stand out
Offsite Optimisation

LINKS

nzherald.co.nz → stuff
How can you get links?

- Use what you have – Writers, Experts
- Build relationships or lean on friends
- Exchange value for value
- Chambers of commerce, small business blogs, social media channels - LinkedIn
Key Learnings

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• Google Ads and Organic Search are DIFFERENT

• Frame of mind for Google Ads: What’s the best offer I can make?
• Frame of mind of SEO: Why do I deserve to be ranked first?
• Know what keywords, what content to be serving your customers at each stage of their journey
• Google Ads: Alignment - Keyword > Ads > Landing page
• Google Ads: Landing pages are critical for strong conversion rates
• SEO: Keywords in title tags, meta-descriptions and content
• SEO: Leverage your relationships to get links to your website
Re-Marketing

Andrew Ferdinando

AD HOC
What is remarketing

“Remarketing is a clever way to connect with visitors to your website who may not have made an immediate purchase or enquiry. It allows you to position targeted ads in front of a defined audience that had previously visited your website”.

Buyer Mode vs Research Mode

Buyer Mode = Bleeding neck = quick consideration
Buyer Mode vs Research Mode

Research Mode = shopping around = long consideration

Google search for "engagement rings"
Effective Frequency

“In advertising, the effective frequency is the number of times a person must be exposed to an advertising message before a response is made”.
Effective Frequency

• 10 years ago: 6-9 times
• Now: 20-30 times
Effective Frequency

Andrew’s definition:

“Remarketing allows advertisers to target a group of people who have recently visited your website. In doing so they have expressed some kind of interest in your business whether that be 1% interest or 99% interest. As such they represent a warm audience. It’s a way to create multiple touch points, educate the user, build trust and earn the right to sell”.
How does it work?

• Place code on your website.
• Create an audience of website visitors.
• Target that audience with sponsored ads.
What platforms can you remarket on?
Remarketing on Google Display
Remarketing on Facebook
Remarketing on YouTube
Remarketing on Instagram
Remarketing on LinkedIn

Qatar Airways
868,156 followers
Promoted

Experience the World’s Best Business Class with Qatar Airways and redefine your expectations with a new level of luxury. Enjoy Qsuite, flying daily from Auckland.

Voted by the 2019 Skytrax World Airline Awards
qatarairways.com
Remarketing on Twitter
Direct vs indirect remarketing

• **Direct remarketing.**
• Popular with e-commerce.
• Create an audience of website visitors in the last 48 hrs.
• Show that audience targeted ads with a promotional offer
Direct vs indirect remarketing

• In-direct remarketing.
• Popular with B2B, high value services.
• Create an audience of website visitors in the last 6 months.
• Show that audience targeted ads with educational content.
Any Channel. Every Engagement.

Nearly a Decade of Leadership in CRM Lead Management

For the 8th consecutive year, Gartner has named Adobe (Marketo) as a Leader in CRM Lead Management —
Need Support?

Option 1:
If you have an ad spend of **over $2,000** per month, talk to Kim, Jody & the Insight Online team about outsourced management.

Option 2:
If you have an ad spend of **under $2,000** per month, talk to Dom & Andrew at AD HOC about their Virtual Marketing Director service.