

Top 10 Tips to Optimize Paid Search as you kick off the New Year



A checklist brought to you by ChannelAdvisor.

1

KEEP IT RELEVANT

Ensure your advertising message is relevant to the keywords that it triggers. Leaving holiday messaging, keywords or landing pages from the previous year can make you look unprofessional and diminish consumer confidence. Additionally, if someone is searching for an “Apple iPad 2” they are more likely to click on an advertisement that advertises an “Apple iPad 2” than a general “we sell electronics” ad.

2

GO FOR THE UPSELL

Many items you sell will have accessories or complementary products you can entice users to purchase in the new year. For instance, if you sell consumer electronics there may be chargers, cases or other items to complement a holiday gift the end user received. Monitor your top 20 selling items from last year and choose a few accessories for each to capture the upsell.

3

ENSURE A SMOOTH LANDING

Take your potential customers directly to a relevant product or (at the very least) product category pages. If they are in a buying frame of mind do not put them off by making them click around your site searching for the products they thought they had already found.

4

BEING NEGATIVE CAN SOMETIMES BE REALLY POSITIVE

Use negative keywords on the campaign level. By using negative keywords like “free,” “review” and “photo,” you will reduce the number of window shoppers clicking on your links and costing you money with no promise of return.

5

EMPTY PROMISES CAN BE EXPENSIVE

Only advertise items you have in stock or can be sure you can deliver in good time. Advertising out-of-stock items is not only a waste of money; it will damage your seller reputation.

6

EXPLOIT THE LONG TAIL

A limited number of keywords will limit your sales potential. Exploit the long tail by creating detailed keyword lists for all of your products, experiment with misspellings, product reference numbers or manufacturer part numbers and closely associated keywords.

7

GO OFF-ROAD

Google's Adwords might be the biggest PPC network – but it's not the only one. Don't forget to try Yahoo! and Bing as well – their traffic may not be as impressive – but their conversion rates and cost per click can be very attractive.

8

NOT GOING FOR TOP SPOT

The top-ranking position may not necessarily be the most effective placement for your advertisement and will be almost certainly the most expensive. Focus on ROI instead of position and make sure you are making money on your clicks. Use a bid manager that optimizes for profitability and not position.

9

MONITOR YOUR ROI

Social ad extensions and seller ratings both give your ads a unique look and establish buyer confidence. Increased click-through rate will improve quality score and lower CPCs. Don't underestimate the impact that these unique ad extensions can have on overall performance.

10

PROTECT AND SURVIVE

Protect your brand by including things like "official site" in your brand campaign ad copy. Also, use a tool like Keyword Monitor to manage your affiliate activity on brand terms.

CALL AN EXPERT

Need some help optimizing your search strategy this year? Give ChannelAdvisor a call at [866.264.8594](tel:866.264.8594) to arrange a demonstration of how we can help you maximize your online profits in 2012.