

# Search Engine Marketing

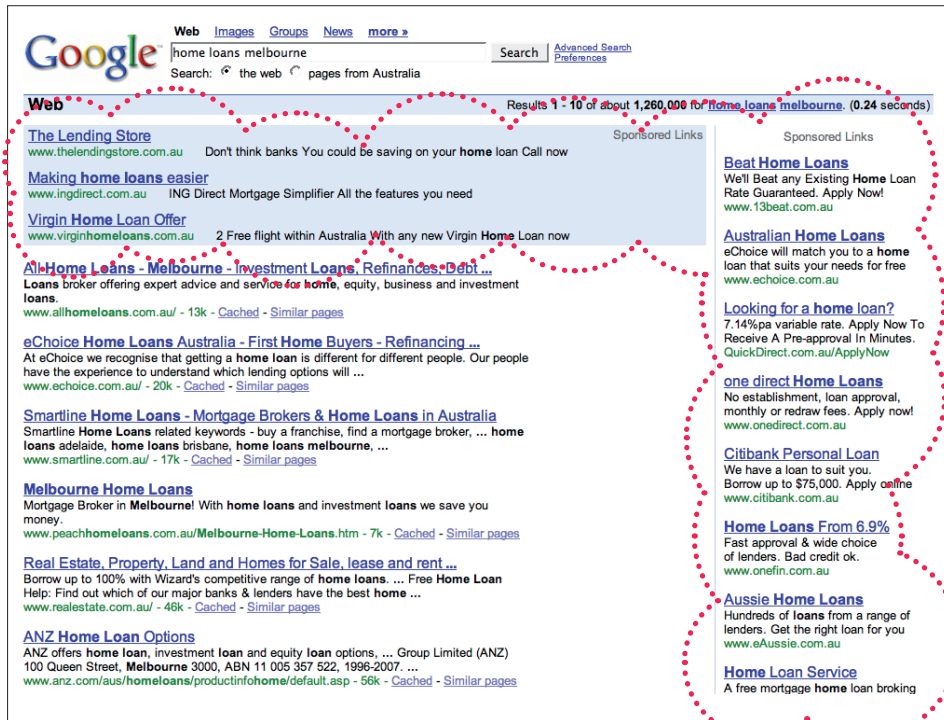
Search Engine Marketing (SEM), also known as pay-per-click (PPC), is an extremely cost effective and highly accountable form of advertising. It delivers pre-qualified users directly to your website and all activity can be fully tracked through to conversion for complete visibility into your Return on Investment (ROI).

SEM advertising allows advertisers to pay for greater prominence on search engines such as Google, Yahoo and Ninemsn. Advertisers choose pre-selected keywords to trigger their ads, and only pay when a user clicks through to their website.

### A Website must rank well to capture traffic:

- 62% of users do not click past the first page of results
- 90% of users do not click past the first three pages
- 41% change their search term if they cannot find it on page one
- 88% change keywords if not found on first three pages

Jupiter Research



### Our Approach

#### Campaign Design

Development of campaigns with thousands of keywords & creative

#### Optimisation Methodologies

Sophisticated campaign optimisation strategies developed over 10 years

#### Client Goals

Singular focus on client goals and business objectives

#### Tracking & Reporting

All activity is fully tracked to facilitate ongoing optimisation & accountability

#### Transparency

All reported metrics match results within search engine accounts

#### Education

A commitment to education & information sharing

#### Integration

SEM can form part of a fully integrated digital marketing strategy



Technology huggers.



**Our Methodology**

1. Broad Reach – Campaigns are run on Google, Yahoo! Search Marketing and Sensis to provide 95%+ coverage of the Australian search market.
2. Keyword Clusters – Clear Light Digital generates thousands of keywords in groups of clusters to be used to trigger the campaign. Keywords are generated using search engine tools, research and the website.
3. Targeted Creative – Clear Light Digital writes custom creative or ads to match each keyword cluster, as users are more likely to click on ads that relate to their search term (rather than a single generic ad).
4. Relevant Landing Page – Clear Light Digital selects the best landing page for each keyword, so users land on the page that relates to their search (rather than land all users on the home page where they may not find what they are looking for & click away to another site).
5. Conversion Tracking – Track users beyond the original click to record their behaviour on the destination site, whether it be sales or registrations or leads. This allows the campaign to be optimised to drive sales or leads rather than just traffic.
6. Analysis & Ongoing Optimisation – Campaigns are continuously optimised to improve performance, using metrics such as clicks, cost-per-click, conversions (sales, leads, etc), and cost-per-sale. Keywords and creative are refined on an ongoing basis to deliver maximum traffic at the lowest possible price-per-click.
7. Monthly Reporting – Reports cover all metrics and ensure the campaign is transparent and accountable. Reports include a top level summary of performance & detailed results by engine, creative and keyword.



**Keywords & Creative**

Targeted and relevant creative (i.e. the words and text that are your advertisements in search results) are important to a high performing campaign. Each creative must be relevant to a user's search terms, as this increases performance and the value of your campaign.

Clear Light Digital have mastered the art of writing, testing and optimising creative to ensure a high performing campaign. With less than 100 characters available in each creative, getting it right is a real art!

To the right is an example of a themed group of keywords (or keyword cluster) and related creative. Each SEM campaign managed by Clear Light Digital contains tens, if not hundreds of keyword clusters which allow us to target the right message in response to a search query.

"Mobile Phone" Keyword Cluster

mobile phone  
mobile phones  
mobile  
mobiles  
cell phone  
cell phones  
mobile phone deal  
mobile phone deals  
buy mobile  
buy mobiles  
mobile phone provider  
mobile phone providers

"Mobile Phone" Creative

[Mobile Co. Mobiles](#)  
No fixed term contracts & no fees  
Great call rates – change today!  
[www.MobileCo.com.au](http://www.MobileCo.com.au)

[No Fixed Contracts](#)  
Wide range of latest phones avail.  
Cheap call rates & no monthly fees  
[www.MobileCo.com.au](http://www.MobileCo.com.au)

[Cheap Mobiles](#)  
Great deals on the latest phones  
Nokia, Panasonic, Sony & more!  
[www.MobileCo.com.au](http://www.MobileCo.com.au)



Technology huggers.

