

# PAID SEARCH SABOTEUR

*5 Questions to Determine  
if Your Website is Crippling  
Your PPC Success*





# 5 Questions To Determine if Your Website is Crippling Your PPC Success

It is a brutal fact that every industry has three or four top players that dominate their PPC landscape in AdWords. Their ads are always seen while dozens of other competitors struggle to simply make the minimum first page bid.

You may be fighting the wrong battle. PPC weakness often can't be solved by simply finding better keywords and writing better

ads. The biggest battle in PPC – the place you will gain your biggest competitive edge – often has nothing to do with PPC.

Sure, we're online advertising experts at Demand Fuel but no amount of PPC prowess can overcome the self-sabotage of an underperforming website. In fact, we regularly turn down prospective clients wanting to sign up for our services when

we determine they aren't giving adequate focus to their website strategy. In these cases it is nearly impossible to grow their AdWords account profitably.

Over the years we've come up with a checklist of sorts to help us determine if a prospect's website is crippling their opportunity for PPC success. Here are the five primary questions we ask.

## Question 1. Website Analytics:

### Are you recording website conversion data with granular segmentation by source & cost?

It is amazing how many businesses are flying blind with their marketing. With all the precise adjustments necessary in a profitable PPC account, thorough data is imperative.

Some are content with cost per acquisition (CPA) data reported down to the keyword level. While this is a great start, the most successful businesses are tying the net profit from each lead back to the

original click. PPC accounts thrive when all the lights are turned on.

In addition to a robust web analytics tool, such as Google Analytics, you also want to record traffic source information (campaign, keyword, etc.) for each new lead in your CRM system in order to calculate lifetime value by source. You're paying for traffic according to the profit it brings you, so these metrics are crucial.

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## Question 2. Content Strategy:

### How deeply are you using landing pages for PPC traffic?

While a one-to-one correlation of keyword to landing page may be overkill, every major PPC campaign and ad group theme deserves a relevant landing page. Cold traffic converts better with tightly integrated sequences of keywords, ads, and landing pages. You'll experience greater success when the messaging of each element matches visitor intent.

This is an absolute must for businesses with a multitude of front-end messages. Whether your online operation focuses on sign-ups, leads, or a variety of other offerings, a relevant landing page is essential to a successful PPC strategy.

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## Question 3. Website Optimization:

### Are you listening to your visitors and customers?

Success or failure is not binary; every website experiences degrees of success. One strategy that can overcome nearly every other website deficiency is a top-down focus on testing and optimization. Even the lowest performing website can be turned around by simply listening to your visitors and existing customers.

There are different ways to approach this – listening to sales/support calls, online survey tools, real-time site feedback widgets, and A/B or multivariate testing of your website. When you increase your conversion rate, the value of every visitor increases. All things being equal, a higher converting website allows you to pay more for traffic which increases the flow.

Landing pages and website signup forms typically represent the highest leverage points for optimization. Want to gain or maintain a competitive advantage? Listening to your visitors is mandatory. Dramatic gains are common when your PPC campaigns and your website are being optimized through testing.



## Question 4. Backend Optimization:

### Are you looking at the big picture in your optimization strategy?

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This gets a bit deeper into the optimization mindset. Compared with competitors, your current business model may not support PPC domination. All the landing page and shopping cart optimizations in the world won't produce the gains required if your customer lifetime value is half that of your competitors.

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Sometimes you need to step back to ensure your products, services, and pricing strategies will support aggressive paid search advertising. Don't be content to optimize copywriting and design details while leaving the bigger elements untested such as product positioning, offer, up-sells, and lead/customer follow-up marketing.

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Your current business model may not support PPC domination.

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## Question 5. Sustainable PPC Spend:

### Are you profitable at your current PPC spend level?

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Lack of profitability in your current PPC program is often the most telling indicator of an underperforming website. When we take on new online advertising clients, we're almost always able to increase efficiency and profitability while we grow their account.

When you can be profitable in position 6 with an immature account structure, your

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account is ripe for marketplace domination with expert PPC account management. All that's required is a mutual focus on optimization. Incidentally, our clients often see this as one of the key benefits to outsourcing their PPC – they're able to redouble their efforts to optimize everything that occurs after the click.

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## What to do next:

### Request an AdWords Review

Are you making progress with your website optimization and want to discover additional profits that lie hidden in your PPC account? We are here to help. All paid search programs can benefit from a 3rd party review.

We'd like to provide you with a complimentary AdWords review. During a free private 20-minute GoToMeeting session, an expert **Google AdWords analyst** will look over your shoulder at your AdWords account to uncover misallocated ad spend & dormant opportunities.

[www.demandfuel.com/check-up](http://www.demandfuel.com/check-up)

After your call with one of our seasoned Google AdWords analysts, you'll gain the peace of mind of finally understanding your AdWords campaign shortfalls & opportunities.

We'll discuss your potential for improvement and growth and give you a plan of action to make your goals a reality.

**Contact us to schedule your complimentary Google AdWords Account Review. Here's what to expect:**

#### Schedule

Once we receive your request, expect a call from one of our Retail Digital Marketing Consultants within one business day.

We'll coordinate the best time for your Google AdWords Account Check-Up, and then send a calendar invite with the GoToMeeting details.

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**STEP**  
**02**

## Attend the Virtual Meeting

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We'll get right down to business. Here are some questions we'll try to answer for you during your PPC Account Review:

- › Is your account bleeding money through misdirected ad spend?
- › What **5-minute** changes can be made to immediately increase your AdWords ROI?
- › Where are you limiting potential, profitable growth in your AdWords account?
- › How many of the proven ad-click boosters have you activated?
- › Are your best Google campaigns still running in AdWords "**beginner-mode**"?
- › How many of your keywords are being ignored by AdWords?
- › Are you applying smart targeting tricks to attract your highest-converting audience in AdWords?

**STEP**  
**03**

## Start Making Profitable Changes

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Our reviews are designed to give you actionable advice for your unique account that you can start applying right away to cut spend and increase profits!

Schedule your Google AdWords Account Check-Up today!

[www.demandfuel.com/check-up](http://www.demandfuel.com/check-up)





# About demand fuel



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## Better Traffic. More Leads. Guaranteed.

Our deep expertise in paid search and social media advertising ensures that your digital ad spend is used to get in front of the right audience at the right time – when they are searching online.

Right now, 9 out of 10 businesses are wasting thousands of dollars every month on their digital ad spend. Our 14 years of experience helps us identify opportunities to cost-effectively grow your sales pipeline with better (and more) leads.

Our typical client spends anywhere from \$25k-\$75k each month in paid digital advertising spanning a number of industries, including technology companies, medical, financial and legal services, and home and garden businesses.

Each one of our clients has a team of responsive, passionate experts who use proprietary applications to actively manage millions of dollars of digital ad spend every month. Their focus is helping businesses generate leads.

Schedule a complimentary account check-up today.

**VISIT: [demandfuel.com/check-up](http://demandfuel.com/check-up)**