



If you Pay Per Click advertise

Optimizing your AdWords account and keywords alone is not going to be sufficient to maximize your opportunity.

To ensure our clients get the highest possible ROI and the maximum number of leads - we, here at Isynbus, implement a 5-prong strategy:

Copywriting:

PPC does not start on your landing page - No - rather, it starts with your ad content.

Our highly experienced copywriters improve your ad copy so that your Click Through Rates increase which, in turn, increases the amount of traffic coming onto your landing pages.

The increase in CTR also results in higher Quality Scores which then, in turn, also leads to a) higher ad positioning and, b) a lower Cost Per Click.

EXAMPLE:

For our campaigns, we lay great emphasis on copywriting. Not all copies work, so we keep on experimenting till we get the desired results. Here is an example from one of our campaigns:

For our "Outsource to India" and "PHP" campaign, we used Google AdWords as a multivariate ad tester platform and prepared different ad copies to see which one would perform better. The test was conducted for 14 days and received 49,865 impressions across targeted geographical

For "Outsource to India" campaign, we tested two ad

PPC Optimization

Next, our Google AdWords and Bing certified experts undertake numerous tasks to optimize your accounts.

FOR EXAMPLE:

- > Search query optimization
- > Keyword match type analysis
- > Desktop and mobile bid optimization
- > Regular addition of negative keywords
- > Expansion of keyword lists And much more.

In short, our account managers will optimize your campaigns to ensure you get the broadest reach of keywords and so acquire the highest amount of qualified traffic, but at the lowest Cost Per Click.

The past few years have seen an exponential growth in the digital marketing industry. The reason for this growth lies in companies' interest in better understanding their target audience behavior.

Our philosophy is pretty simple. When we create digital marketing programs for our clients, we make a point to understand their target audience and this allows us to generate results and ROI for them. As they say, simple content is engaging, memorable, sharable and, most importantly, inspires action.

Let's face it. If a person visiting our website is not inspired, he/she will not take action. In short, it is only when you understand your audience and create engaging content for them that you spur their interest and finally, get results and ROI.

Through the example of "Outsource to India" campaign, we will show how we achieve it.

Keyword match type analysis:

We also analyzed the search queries and found a huge number of keywords which, as per our analysis, should have been in the negative list at the campaign level as well as a few more negative keywords' list at the Ad group level. We analyzed the cumulative performance and found that the CTR is high although the conversion rate is very low.

We changed Broad Match to Broad Match Modifier (BMM) type. Further, we also rinsed & repeated the same step to look for irrelevant traffic by analyzing search query/term to hunt out the negative keywords.

After seven days, we found the BMM keywords performing better than the broad keywords. Further, we rotated those same keywords in "Phrase match" keywords as well and included converted search query and those search queries which were showing a tendency to convert into "Exact match type". As a result of this experimentation, we found the best performing keywords along with their match type.

Currently, we have the best performing match type keywords and their percentages are mentioned below:

Desktop and Mobile Bid Optimization

When we started our campaign, we went for 'all device type targeting' to reach our potential audience. We chose a one-week timeframe to see if this approach would work or not.

After seven days, we analyzed our web page performance and found that although Mobile & Tablet devices were not ROI focused, our Web pages were responsive to Mobile and Tablet devices. So we made a little tweak in our bid strategy and prepared a fresh strategy exclusively for Mobile such as a new campaign and a landing page to make Mobile devices ROI-focused. As a result, we started getting most of the traffic to our website through computers devices, although CTR and click conversion rates were poor as compared to Mobile devices. On the other hand, CTR and click conversion rate of Mobile devices had shown a positive change.

Google Analytics

Isynbus digital marketers believe in the motto, "Assume Nothing -Track Everything".

And so, our Google Analytics Certified experts identify exactly what is, and what is not, working with your PPC efforts.

For instance, our Google Analytics experts will:

Identify from where you are receiving web traffic.

Below is the distribution of traffic contributors for our website. If you see the pie chart below, the biggest traffic contributor for our website is PPC. More than half of the traffic comes from the ads we run with Google AdWords.

The conversion rate of traffic acquired through PPC is around 3.6%, the highest amongst all the mediums. Organic searches come second to Paid Searches with a conversion rate of 2.8%.