

Search Whitepaper for...

Charities & Public Sector

1. IAB Search Whitepaper for Public Sector & Charities

Introduction

Search has become an increasingly important part of everyday life: over 1.2 billion searches are conducted per month in the UK¹ and 88% of internet users regularly visit search engines². This represents a huge audience for public sector and charities, and a great opportunity to expose communications to a highly receptive audience.

57% of UK adults agree that the internet is their first port of call when they need information³ and research shows that 81% of internet users enter sites via search⁴. Therefore, having a strong presence in the search engine results pages (SERPs) is essential for any direct response or recruitment campaign, and increasingly important for brand awareness and behaviour change campaigns.

The low entry costs and measurability of search marketing make it one of the most cost-effective media for response. Particularly during the recession, it is essential to make best use of the most efficient communication channels. Data from the IAB, PwC and WARC show that search is established as a key advertising channel in the UK with an estimated 62.6% of online ad spend⁵, equivalent to 14.7% of total ad spend; that's more than outdoor, radio and cinema combined.

Within public sector and charities campaigns, the key benefits of search marketing are:

- Extremely effective direct response channel
 - Capture motivation at exactly the right time
 - Intent based targeting
 - Measurability and ROI
- Fulfilment of above the line advertising campaigns
 - 67% of people search online as a result of offline comms⁶
 - Provides insight into the strength of communications⁷

¹ comScore, October 2009

² comScore press release, August 2008

³ TouchPoints 2: 57% of UK adults agree with the statement 'Often when I need information, the first place I look is on the internet'

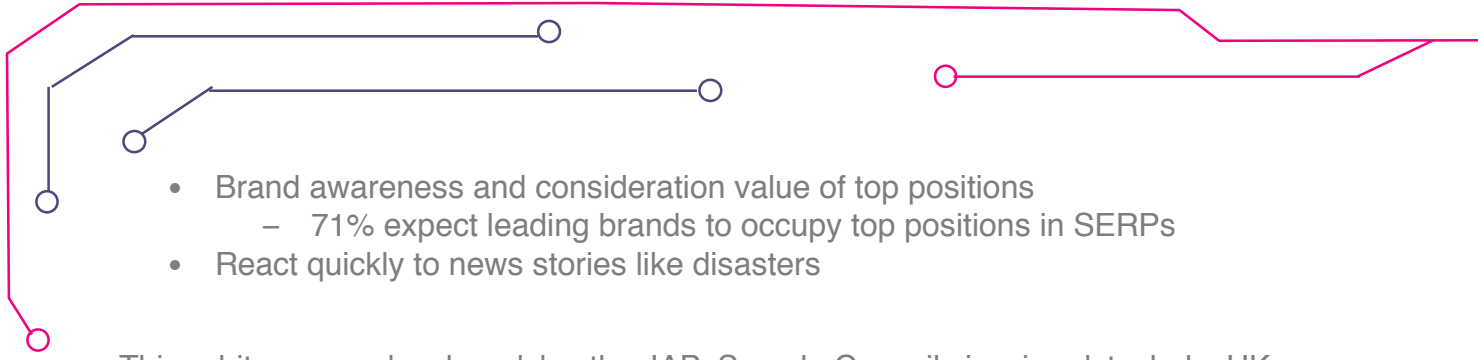
⁴ Forrester Research Inc. "UK Internet User Monitor" PSCIS 2008

⁵ PWC / IAB / WARC, 2009

⁶ iProspect & Jupiter Research, 2007

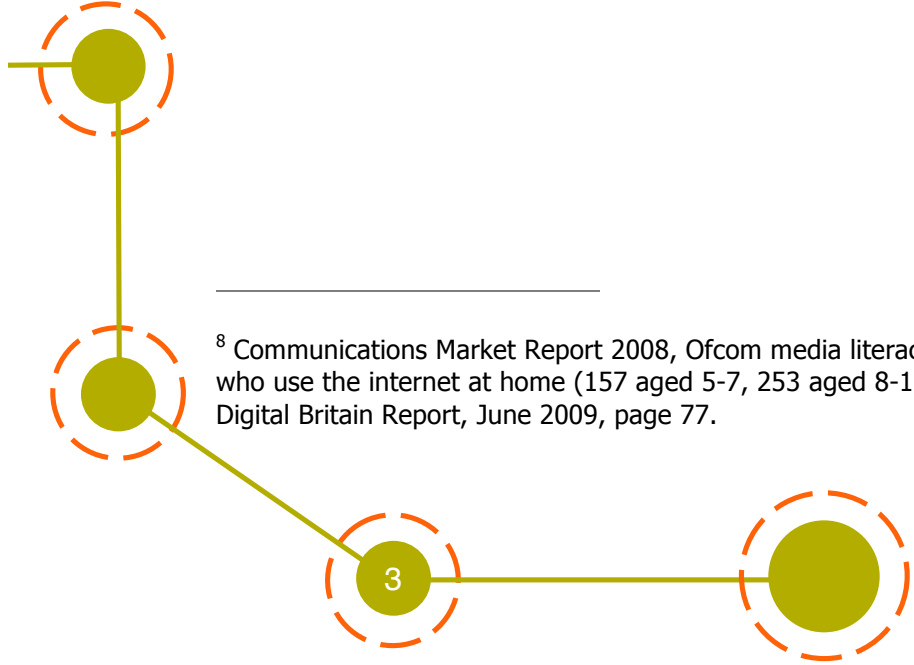
⁷ comScore, 2007



- 
- Brand awareness and consideration value of top positions
 - 71% expect leading brands to occupy top positions in SERPs
 - React quickly to news stories like disasters

This whitepaper, developed by the IAB Search Council, is aimed to help UK public sector and charity communicators to better understand the UK search market and how to use search effectively within their marketing campaigns. We hope that you find this whitepaper useful and invite your feedback.

A large majority of children and teenagers who use the internet use search engines to navigate to or to discover the websites they use (85% of 8-11s and 95% of 12-15 year olds).⁸



⁸ Communications Market Report 2008, Ofcom media literacy study. Base: Children aged 5-15 who use the internet at home (157 aged 5-7, 253 aged 8-11, 304 aged 12-15) referenced in Digital Britain Report, June 2009, page 77.

2. The Basics

The goal of search engines is to deliver the most relevant content to their users, whether from natural or from paid search advertising.

With this in mind, search engines reward advertisers who choose relevant keywords and then link to appropriate content. By choosing appropriate keywords, relevant ad copy and meaningful landing pages, customers are given a better user journey and advertisers will tend to pay a lower cost per click for traffic.

So the non-profit sector should ideally focus search marketing on the niche subjects where their offering is highly relevant. And the converse is also true: with almost 180,000 charities in the UK who could potentially be bidding on generic keywords like 'charity giving', it can be incredibly hard to make these keywords work economically.

Here are some general tips to getting the best out of your search marketing efforts:

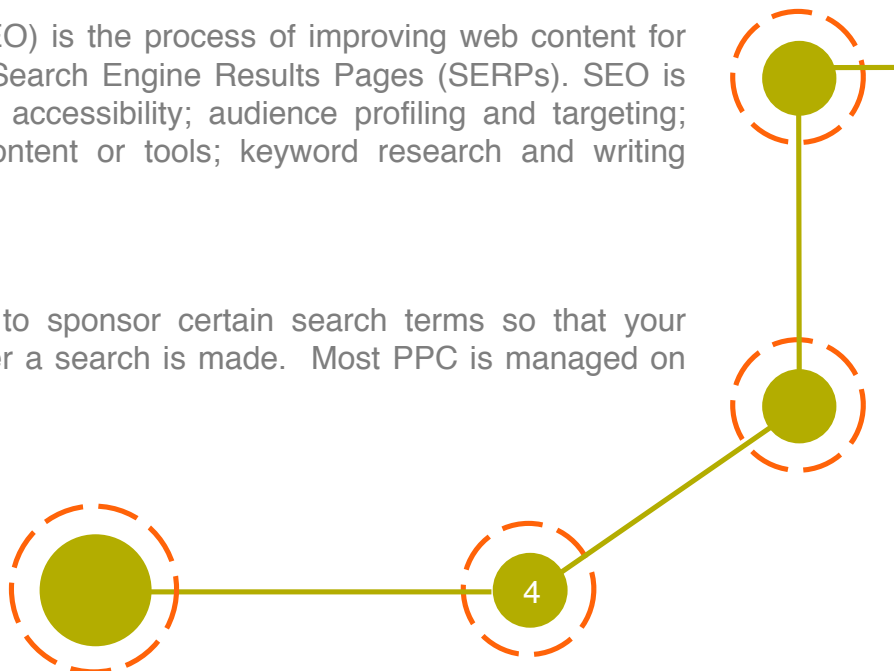
- Focus on relevancy (measured by a high click through rate) as much as possible. That means concentrating on exact and phrase match over broad, specific negative match lists and close monitoring of high-volume keywords
- Non-profit keywords have specific seasonality and it is important to carefully plan the timing of search campaigns for maximum effect
- Non profit keywords have very specific demographics – use Google tools and the MAIT tool to determine your audience and then tailor ad copy and bids to make your campaign as cost effective as possible

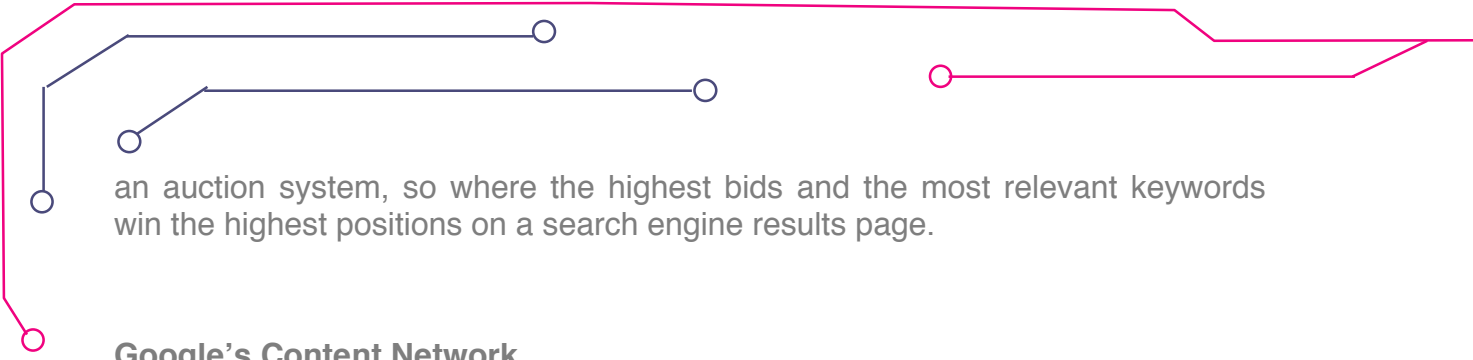
SEO

Search Engine Optimisation (SEO) is the process of improving web content for increased visibility and rank in Search Engine Results Pages (SERPs). SEO is about: good web structure and accessibility; audience profiling and targeting; providing unique and useful content or tools; keyword research and writing compelling copy.

PPC

Pay per click (PPC) is a way to sponsor certain search terms so that your advertisement appears whenever a search is made. Most PPC is managed on





an auction system, so where the highest bids and the most relevant keywords win the highest positions on a search engine results page.

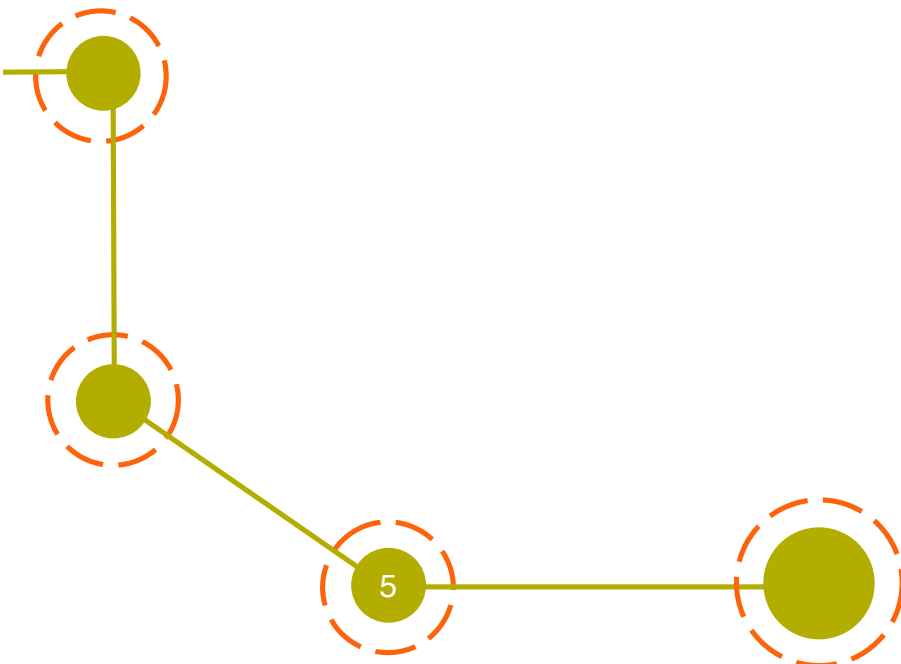
Google's Content Network

Content advertising allows non-profits to place advertisements on websites or articles which are relevant to the search terms. Currently there are three different types of targeting on the content network:

- ☐ **Contextual targeting** – extends the reach of a search campaign with keyword targeting against relevant website content.
- ☐ **Placement targeting** – hand pick sites by category or by audience profile.
- ☐ **Enhanced targeting** – combination of contextual and placement targeting. Highest level of targeting and effective in reaching niche audiences.

Google Grants

If you are a charity or non-profit, you may qualify for a free grant towards the cost of search marketing from Google. You can find out more about this programme at www.google.co.uk/grants - charities can apply directly or via their search marketing agencies. Harvest Digital for instance has negotiated grants for many of its charity accounts, with grants ranging from £5000 per month up to £40,000 per month.



3. Get to know your audience (Research & Insights)

Before embarking on your search marketing campaign, it is important to consider the target audience and what we know about them in terms of demographics, media consumption habits, interest areas and any historic data from previous campaigns.

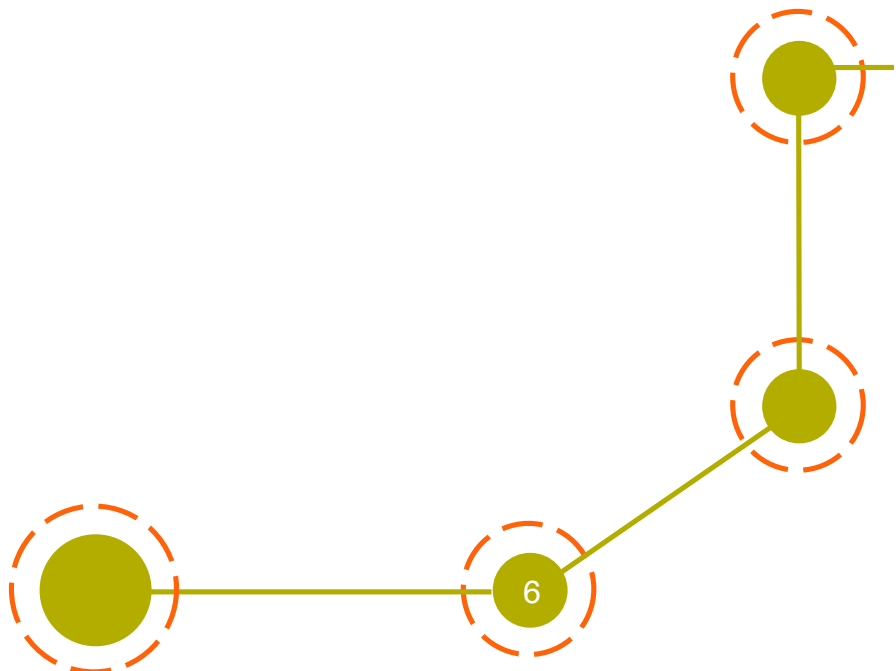
There are a variety of free tools which will help you to investigate your target audience's internet and search behaviour, then to set up your search campaign. These include Google tools such as: Insights for Search, AdPlanner, Keyword Tool, Traffic Estimator; and Microsoft's Advertising Intelligence Tool.

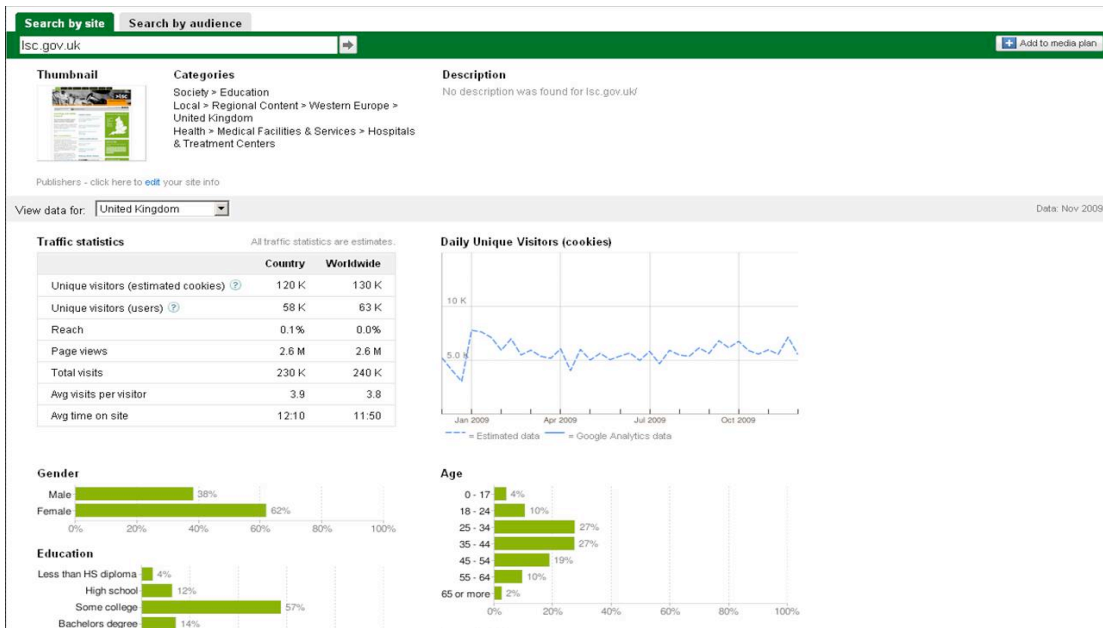
Google AdPlanner

<https://www.google.com/adplanner/>

AdPlanner is a free insight and media planning tool that provides data for millions of websites in over 40 countries. AdPlanner will help to identify the current demographic profile of your website, how you can reach your target audience online and any websites you are competing with.

If you search for your non-profit's website, adplanner will also tell you which are the most important keywords that people use to find your site. You probably already know this – but it's useful to repeat the exercise for your competitors – you may be surprised by what you find!





From a search marketing perspective, AdPlanner is currently most useful for identifying target sites on the Google Content Network (GCN) relative to your target audience. GCN operates differently to paid search and the keyword targeting is more related to content theme than individual keywords, so demographic targeting becomes particularly useful here.

Search by site **Search by audience**

Audience UV: 8.2 M Reach: 17.9% PV: 39 B

Country: United Kingdom | Gender: Female | Age: 25 - 34, 35 - 44

Filter Ranking method: Audience reach

Ad items: Accepts advertising

Placement **Category** **Comp Index** **Reach** **UV (users)** **Country** **PV** **Ad Specs** **Imp/Day**

<input type="checkbox"/> babycentre.co.uk	Pregnancy & Maternity	300	3%	240K	430K	24M	[?]
<input type="checkbox"/> netmums.com	Baby Care	290	2.4%	200K	360K	16M	[?]
<input type="checkbox"/> next.co.uk	Apparel	270	13.4%	1.1M	2.1M	310M	[?]
<input type="checkbox"/> mumsnet.com	Baby Care	270	1.7%	140K	260K	17M	[?]
<input type="checkbox"/> clarks.co.uk	Footwear	240	1.5%	120K	270K	12M	[?]
<input type="checkbox"/> atomz.com	Apparel	230	2.5%	200K	470K	5.5M	[?]
<input type="checkbox"/> medhelp.org	Health Conditions	230	1.5%	130K	290K	1.8M	[?]
<input type="checkbox"/> boots.com	Face & Body Care	220	9.2%	750K	1.8M	81M	[?]
<input type="checkbox"/> asda.co.uk	Parenting & Family	220	8.5%	690K	1.6M	12M	[?]
<input type="checkbox"/> vouchercodes.co.uk	Coupons & Rebates	220	3%	240K	570K	7.4M	[?]
<input type="checkbox"/> vouchercodes.com	Coupons & Rebates	220	1.8%	150K	350K	3.1M	[?]
<input type="checkbox"/> hillage.co.uk	Women's Interests	220	1.4%	110K	260K	4.6M	[?]

Review the site selection by Reach, Unique Visitors and Composition Index to get the full picture: a site may have high reach but low index or vice versa. Also watch out for country targeting: default is US. Other than that, have a play around with it – it's a great free tool.

Keyword Volume Tool

<https://adwords.google.com/select/KeywordToolExternal>

If there are specific pieces of content that you want to drive your audience to via search, a good starting point would be to test those pages on the Google keyword tool and see what keyphrases it suggests. This tool will make use of the text content and links on the page, so it is always worth going through the results manually to sense check the topic areas.

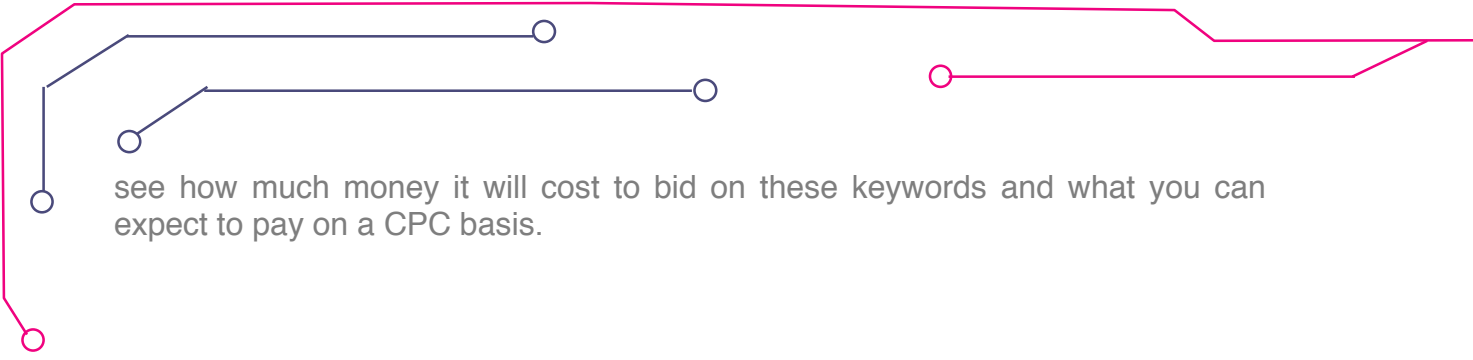



This will give you an initial keyword list, which you can then manipulate and refine. In the example below for Directgov homepage, we have changed the match type to phrase, so that we get a more accurate figure for relevant searches; added in the search volume trends column by selecting that option in the show/hide dropdown; and sorted by descending order of local search volume, to see what content on the site has the highest volume of search queries. The answer in this case is swine flu, with a clear peak in July.

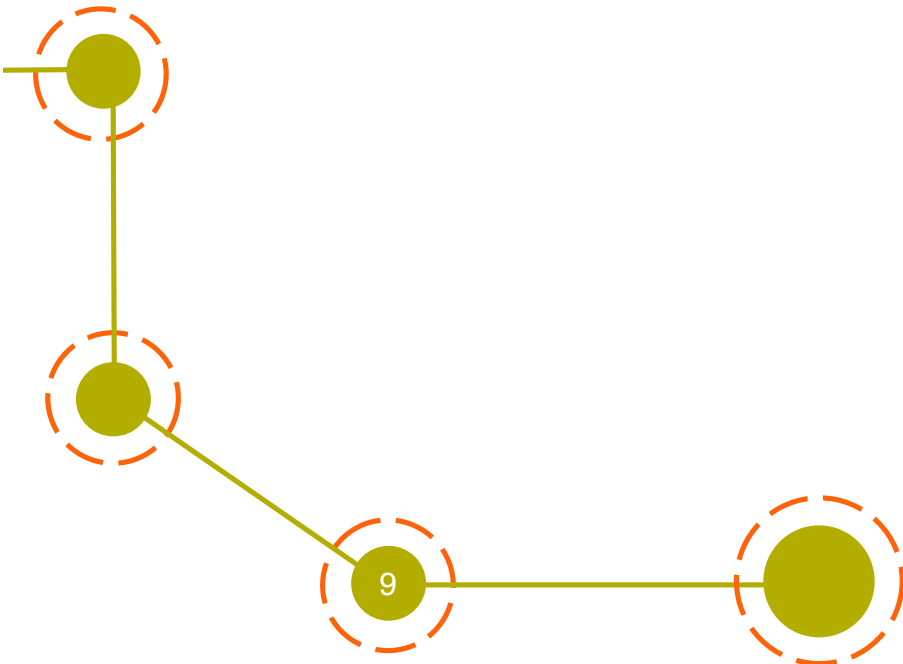
Keywords	Advertiser Competition	Local Search Volume: November	Global Monthly Search Volume	Search Volume Trends (Dec 2008 - Nov 2009)	Match Type: Phrase
- sort by relevance					
"swine flu"	<div></div>	3,350,000	5,000,000		Add Phrase
"theory test"	<div></div>	1,500,000	1,220,000		Add Phrase
"driving instructor"	<div></div>	201,000	165,000		Add Phrase
"driving theory"	<div></div>	201,000	165,000		Add Phrase
"driving theory test"	<div></div>	135,000	135,000		Add Phrase
"birth certificate"	<div></div>	110,000	1,220,000		Add Phrase
"births deaths and marriages"	<div></div>	40,500	90,500		Add Phrase
"book theory test"	<div></div>	27,100	27,100		Add Phrase
"jobs overseas"	<div></div>	18,100	74,000		Add Phrase
"online theory test"	<div></div>	18,100	18,100		Add Phrase
"driving test centres"	<div></div>	12,100	8,100		Add Phrase

These keywords can then be downloaded into excel or added directly to an existing AdWords account. The Keyword Tool can also be used to help identify target keywords for search engine optimisation.

For paid search, it is also worth running the keyword lists you create through the Google Traffic Estimator Tool: <https://adwords.google.co.uk/select/TrafficEstimatorSandbox>. This will help to



see how much money it will cost to bid on these keywords and what you can expect to pay on a CPC basis.



Non-Profit Trend Analysis with MAIT

The Microsoft Advertising Intelligence Tool (MAIT) can help you to easily build out search accounts and determine strategy, all in Excel. This free tool can help you build out keyword lists, look at day-by-day or month-by-month keyword search trends, determine keyword demographics and get visibility into the bidding landscape.

You can download MAIT from the Microsoft Advertising Learning Centre on this url: <http://advertising.microsoft.com/uk/learning-centre/advertising-intelligence-tool> and all you need is Excel 2007 and your adCenter login. The tool runs just like any Excel feature – highlight the cells you want to work on and click the relevant button.

Traffic Trends

Seasonal trends can be created for individual keywords and/or groups of keywords using Traffic tool. You can track monthly and daily traffic levels on single brand or high volume terms to see shifts in consumer behaviour.



Demographic Trends

MAIT can provide demographic information for individual or groups of keywords. This will show age and gender percentages for searchers on specific keywords. This data can be used to help target campaigns and ad copy at the most appropriate groups.

The screenshot shows the 'Age Group and Gender' view in the MAIT tool. It displays a table with demographic data for two keywords: 'charity' and 'stop smoking'. The columns represent age groups (Age25_34, Age35_49, Age50_64, Age65Plus) and gender (Female, Male). The rows represent the keywords. The data shows that for 'charity', the majority of searchers are in the 25-34 age group and are female. For 'stop smoking', the majority of searchers are in the 35-49 age group and are male.

Keyword	Age25_34	Age35_49	Age50_64	Age65Plus	Female	Male
charity	8.71%	19.22%	10.51%	23.12%	20.42%	11.71%
stop smoking	3.01%	5.75%	8.97%	37.19%	30.96%	11.85%

Bid Optimisation and Keyword Expansion

MAIT gives advertisers transparency into the Bing PPC landscape for both the top 8 positions and all match types. This enables advertisers to create bespoke bidding strategies and maximise their ROI.



Keyword Extraction Suggestion
Keyword Generation

Traffic Demographics
Keyword Research

Keyword Monetization Pricing

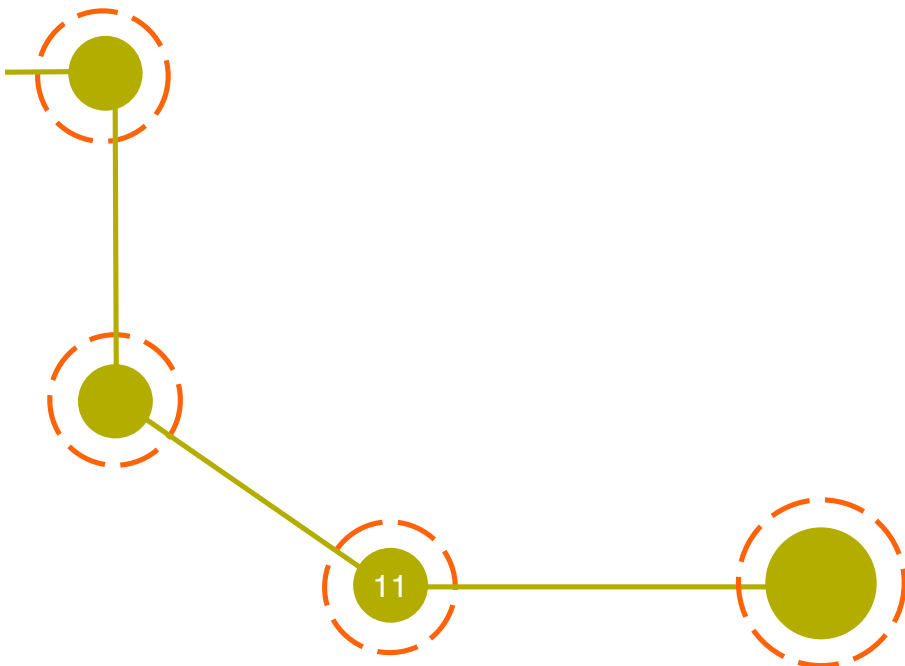
Options
Options & Help

English - United Kingdom
Online Help About

C17

fx

	A	B	C	D	E	F	G	H
1	Keyword	Clicks	Impressions	Position	CTR	CPC	Match Type	Date Range
2	stop smoking	141	963	1	14.64% £ 1.00	Exact	06/10/2009 - 04/11/2009	
3	stop smoking	89	963	2	9.24% £ 0.93	Exact	06/10/2009 - 04/11/2009	
4	stop smoking	46	963	3	4.78% £ 0.59	Exact	06/10/2009 - 04/11/2009	
5	stop smoking	11	960	4	1.15% £ 0.43	Exact	06/10/2009 - 04/11/2009	
6	stop smoking	7	952	5	0.74% £ 0.28	Exact	06/10/2009 - 04/11/2009	
7	stop smoking	10	951	6	1.05% £ 0.19	Exact	06/10/2009 - 04/11/2009	
8	stop smoking	6	951	7	0.63% £ 0.19	Exact	06/10/2009 - 04/11/2009	
9	stop smoking	3	937	8	0.32% £ 0.18	Exact	06/10/2009 - 04/11/2009	



Microsoft Advertising Intelligence Tool

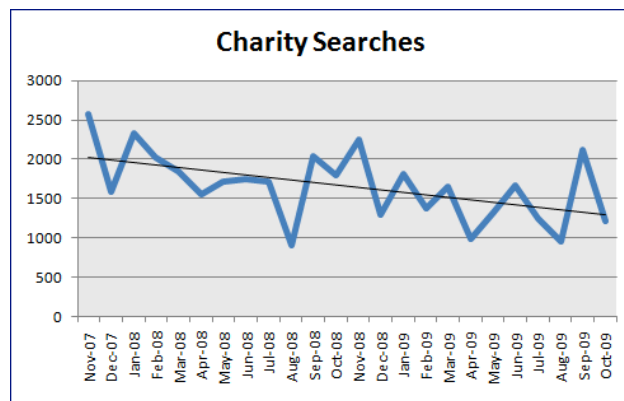
<http://advertising.microsoft.com/learning-center/microsoft-advertising-intelligence>

Non-profit covers a wide range of disparate advertisers and concerns but over the last year some key trends have been emerging. Among these are the ideas that searchers are becoming less interested in donating to charity, that job security is front of mind and that it might be the right time to upskill. We have used the MAIT tool to dive into the seasonality and trends for these areas of interest.

Charities

One of the clearest yardsticks for money concerns is how much people are willing to give to charity. Running charity-related keywords for monthly searches has shown us that:

- year-on-year search levels have gone down as consumers are more cash-strapped, although September has seen some growth
- searches for charity-related keywords peak in the lead up to Christmas between October and December



- people have the least interest in donating to charity in August

You can also gain some insight into who these searchers are. By running the Demographic tool, you can get a keyword by keyword breakdown of Age, Gender and Location:

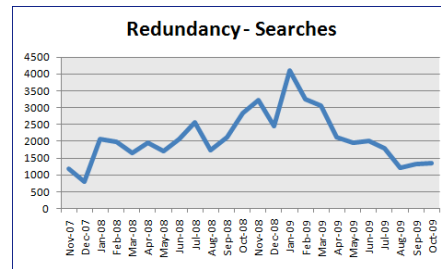
- Charities roughly have a 60/40 split between females and males with the key age group being 35-49. You can use this information to inform your ad copy and also use adCenter's demographic targeting features to incrementally increase bids for key demographics

Keyword	Age0 12	Age13 17	Age18 24	Age25 34	Age35 49	Age50 64	Age65Plus	Female	Male	Date Range
charity	5.70%	19.01%	10.27%	40.68%	19.01%	2.28%	3.04%	51.36%	48.64%	09/2009-09/2009
charities	12.29%	11.74%	20.37%	15.23%	24.95%	11.01%	4.40%	59.36%	40.64%	09/2009-09/2009



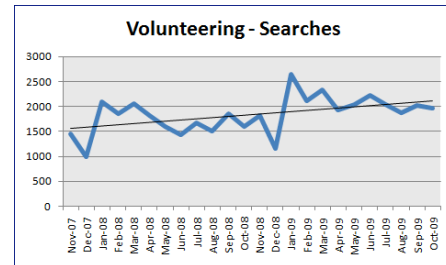
Job Security - Redundancy

A key concern for most people over the last year has been job security. Searches around redundancy peaked in January 2009 but have since gone back down to normal levels, perhaps hinting that the worst is over for redundancies.



A New Life – Volunteering for Experience?

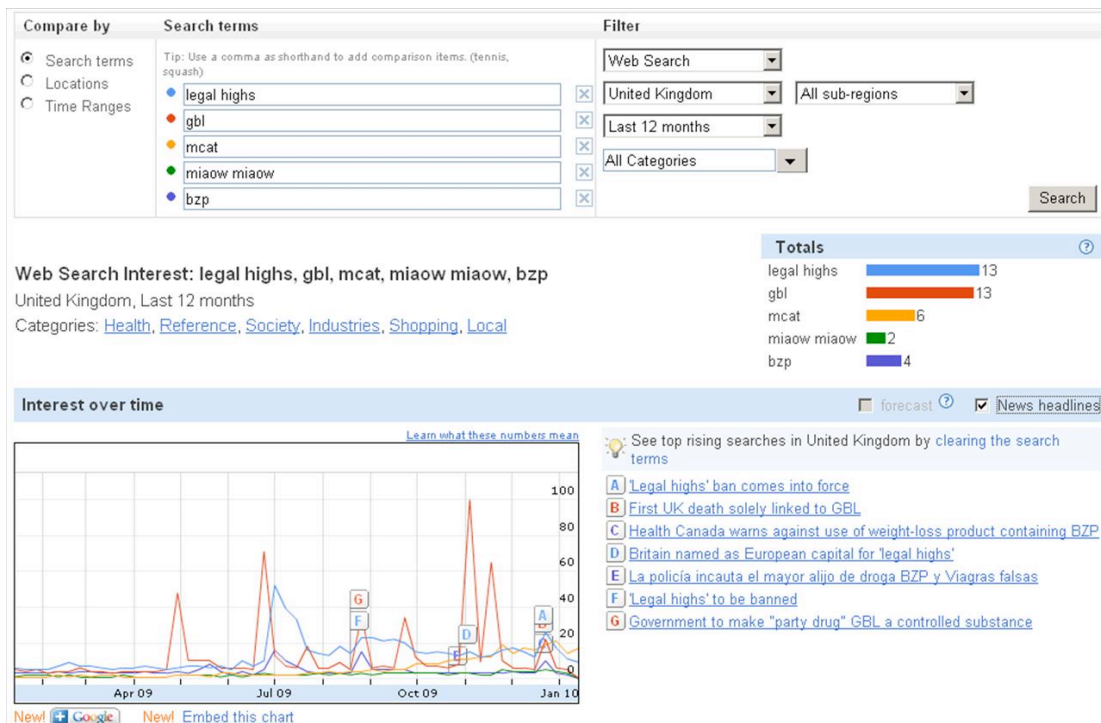
Redundancies and scarcity of university places has led to an increase in people taking gap years, and this is also borne out when we look at trends around people taking up voluntary work to gain life and skill experience. Searches on volunteering opportunities on Bing have increased by 17% year on year.



Google Insights

<http://www.google.com/insights/search/>

Google Insights for Search (I4S) can help to identify growth trends and breakout keywords / key phrases for targeting. It can help to answer questions on relative interest in different products or topics, across different regions and time ranges.

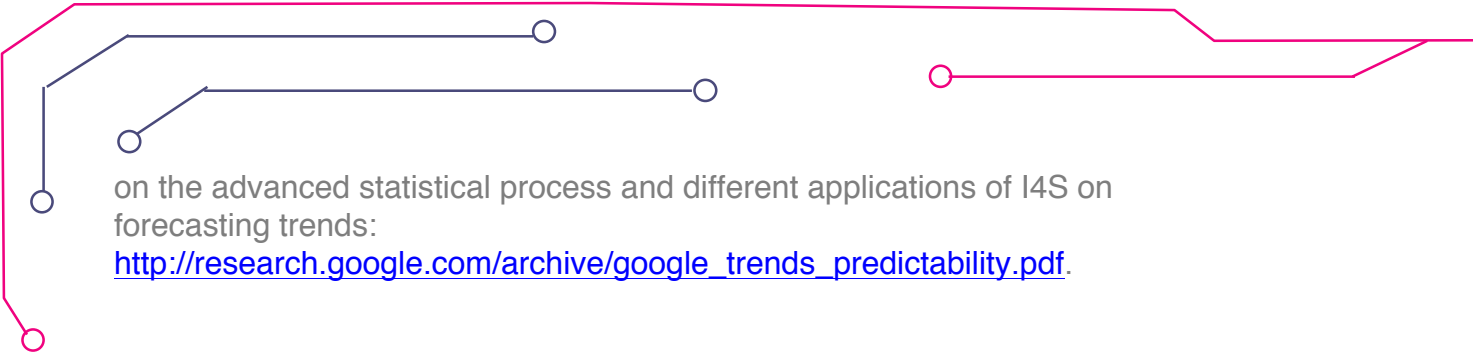


By selecting the News headlines option as above, you can overlay the graph with relevant news items during that time range.

UK search volumes for common public sector topics such as health, benefits, childcare, jobs, local communities and training are generally consistent throughout the year. However, for other areas, e.g. recruitment or training, there are clear seasonal trends - searches for jobs and courses peak in January and September. Insights for search can help to identify these trends.

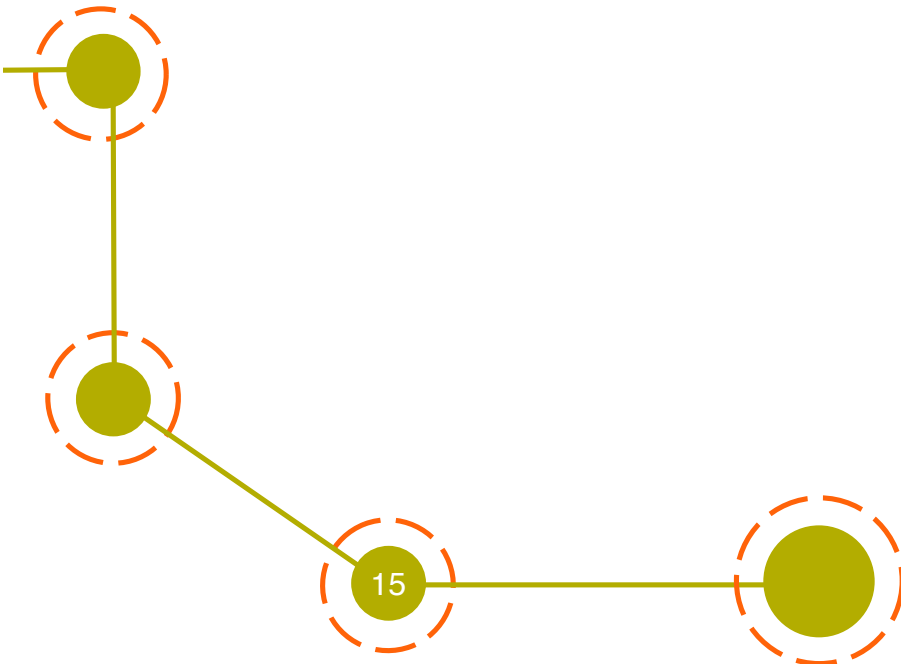
Insights for search looks at the relative share of total search queries within a given time period and displays the trend on a scale of 1 to 100, where 100 is the peak of search query volume for that keyword. For further information about how I4S works, please refer to the help section:

<http://www.google.com/support/insights/?hl=en-GB>. Alternatively there is a paper



on the advanced statistical process and different applications of I4S on forecasting trends:

http://research.google.com/archive/google_trends_predictability.pdf.



4. Search Marketing in Practice

Now that we have know who the target audience online is, what types of keywords they're using and any trends or seasonality, we need to agree budgets for the activity. This section looks at how PPC and SEO are costed.

Setting targets and agreeing budgets

A typical charity using search marketing for donor acquisition will often have very specific targets for numbers of new supporters and required RoI. Other possible targets include:

- ☐ Increase monthly visits to the site by x%
- ☐ Generate specific actions on the site (email sign-ups, tool usage, registrations, etc)
- ☐ Achieve a target cost per action
- ☐ Achieve top 1-3 positions for a set of core terms

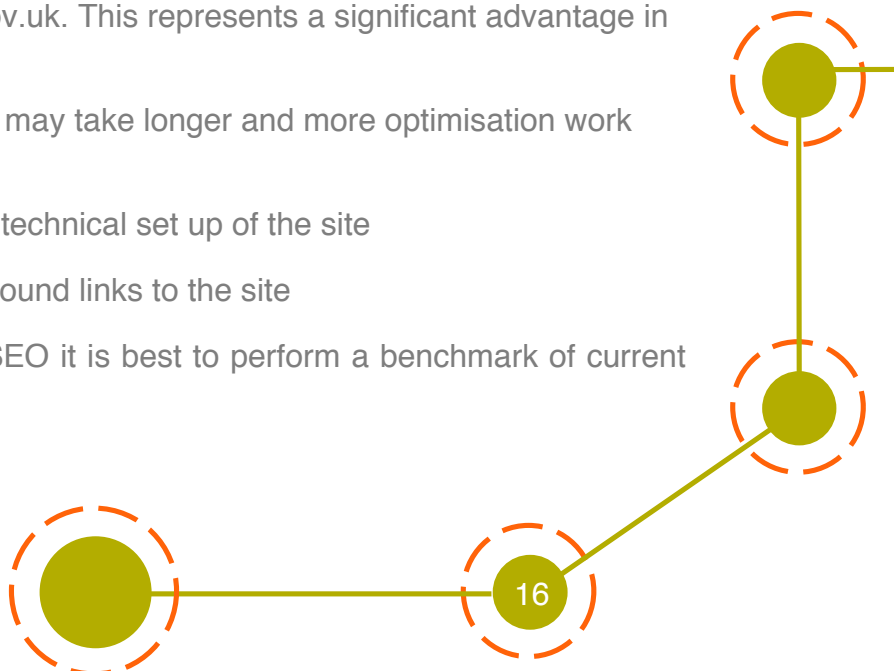


Paid search and SEO are priced in a different way; the first uses a cost per click model and the latter is normally charged as consultancy fees. Paid search budget can be estimated on the number of searches available for the target keyword list and the estimated clicks necessary to achieve the given objectives. Paid search budget levels may vary month on month, due to season trend in a specific sector or above the line activity, which would affect search volumes and therefore must be taken into account when budgeting for search.

Generally speaking, SEO budget will depend on:

- ☐ Level of competition for the target terms
- ☐ Domain or URL strength: Government and official organisations tend to have very strong domains with high credibility, such as NHS.uk, HMRC.gov.uk or Direct.gov.uk. This represents a significant advantage in natural rankings.
- ☐ Age of the site: a new site may take longer and more optimisation work than an established site
- ☐ Current natural visibility & technical set up of the site
- ☐ Quality and quantity of inbound links to the site

In order to budget correctly for SEO it is best to perform a benchmark of current



natural rankings and traffic in order to assess the gap between current levels and what is required to achieve the objectives.

Historic data and measurable improvements to campaign performance will help to make the case for budget allocation. This is especially pertinent given the current economic climate and the need to demonstrate value for money, as per the teacher development agency example below.



TDA – Direct response search



Challenge?

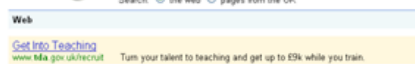
- drive teacher training registrations from search, in particular eligible and priority candidates

How?

- through two campaigns, one targeting those with high intent, searching on teaching terms and one targeting those with broader intent searching for a career change or new job

What happened?

- cost per registration down by 15% over 12 months
- priority registrations up by 27% over 12 months



5. Paid Search Opportunities

Tactical Search

Search can sometimes be used to raise awareness around a particular topic or to target a particularly hard-to-reach audience. For instance, if the objective is to raise awareness of hepatitis C amongst those more at risk of contracting it, it is possible to bid on terms such as “tattoo ideas” or “piercing studio” to reach those interested in these topics and display to them a message about the risk of hepatitis C.

Search Integration

Search is not a standalone medium, but sits at the core of communications. Search behaviour is influenced by other media and by news stories. Search marketing should always be aligned to other marketing activities, e.g. TV advertising, in order to drive incremental traffic to the site and support the user journey from awareness to final fruition of information / action on the site.

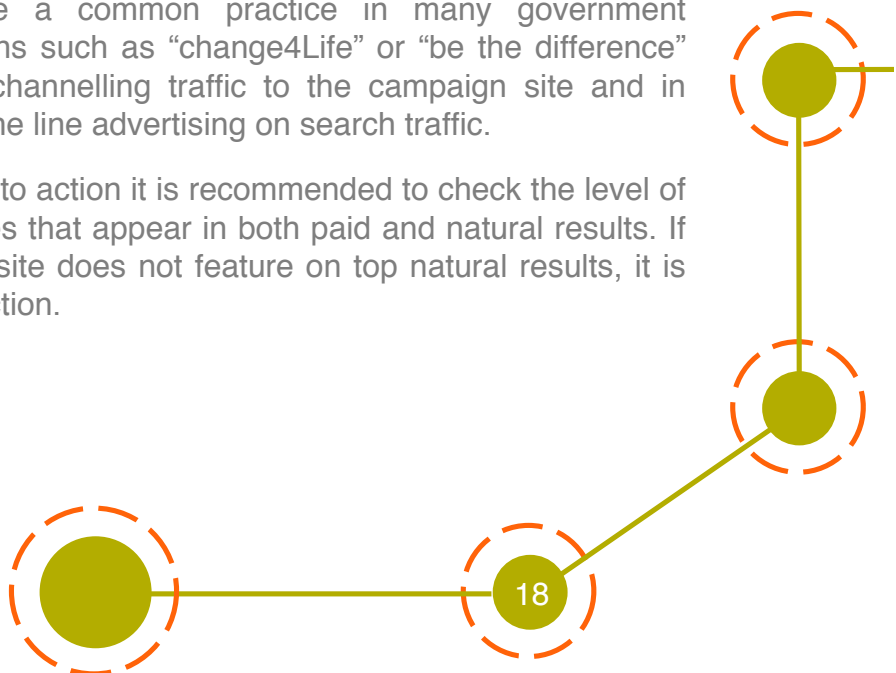
It is equally important to ensure that the paid search and SEO strategies work in tandem. Organic rankings for target keywords should be regularly monitored and consideration given to organic visibility within paid search bid management, i.e. if we have in position 1 on the organic listings for a longtail keyword, should we bid on this term within our paid search campaign? Or can that budget be better spent elsewhere in the search campaign? The impact of bidding on that keyword or not should be reviewed to work out where the best efficiencies lie in terms of cost per click and total response.

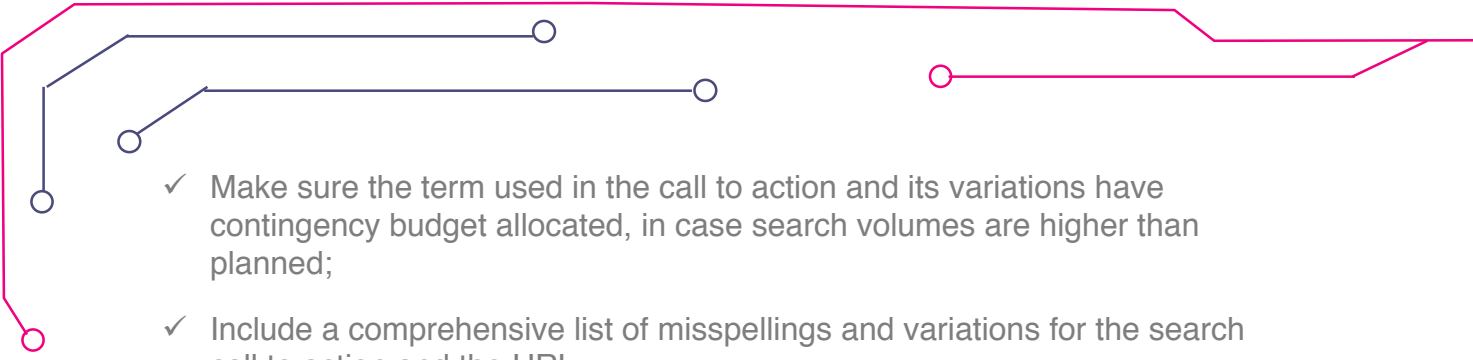
‘Search Online’ Call to Action

Using a search call to action, e.g. search online for Change4Life, in TV, radio or press advertising has become a common practice in many government campaigns. Unique call to actions such as “change4Life” or “be the difference” have proven very effective in channelling traffic to the campaign site and in measuring the impact of above the line advertising on search traffic.


Before deciding on a search call to action it is recommended to check the level of competition and the types of sites that appear in both paid and natural results. If the competition is high and the site does not feature on top natural results, it is worth reconsidering the call to action.

Top tips:



- 
- ✓ Make sure the term used in the call to action and its variations have contingency budget allocated, in case search volumes are higher than planned;
 - ✓ Include a comprehensive list of misspellings and variations for the search call to action and the URL.

Managing Keyword Crossover



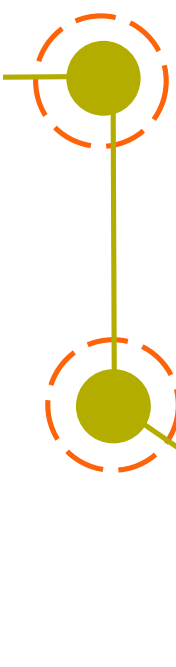
Government websites cover a wide range of topics and initiatives, some of which do have points of overlap. If not managed correctly, when two or more campaigns use the same keywords they can effectively bid against each other, artificially inflating the cost per click. It may also have a negative impact on click through rate and volumes of traffic.

If two campaigns do both genuinely have a right to bid on the same keyword, it is important to minimise crossover with keyword selection and match types; apply bid caps; and qualify the audience / intention within the ad copy. Using a centralised agency that manages paid search for all departments is crucial in identifying and managing crossover effectively.

Landing Pages

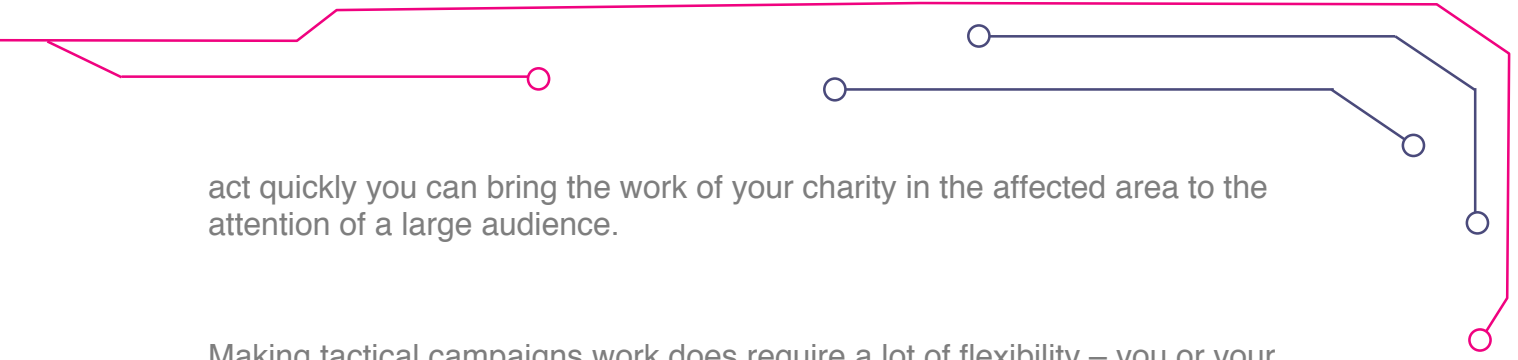
The selection of landing pages is a crucial factor in setting up an effective search campaign. Landing users to the most relevant content to their queries not only will it keep CPCs low, but it will also allow people to access the information they need as quickly as possible.

Top tips:

- 
- ✓ If possible, avoid launching new website and paid search campaigns at the same time; the site should be fully live at least a few days prior to campaign launch, to make sure all pages URLs are deeplinked correctly and campaign tracking is in place.
 - ✓ Paid search should be live at least one full day prior to any major above the line launch. This is to establish a benchmark for measuring the impact of above the line advertising on search volumes and also to check campaign tracking is functioning correctly.

Campaigns around news stories and emergencies

Paid search has an important role to play around fast-breaking news stories. People will often search to find more information about news stories and if you



act quickly you can bring the work of your charity in the affected area to the attention of a large audience.

Making tactical campaigns work does require a lot of flexibility – you or your agency will need to be able to publish new campaigns including keywords, tracking, ad creative and landing pages very quickly.

You will also need to be able to be flexible around budgets. During the Haiti Earthquake emergency, Harvest Digital had to increase budgets on some search campaigns by a factor of four to take account of the huge increases in search volumes.

Campaign Structure

The most cost effective paid search campaigns for public sector advertisers are structured so that the following aims can be achieved:

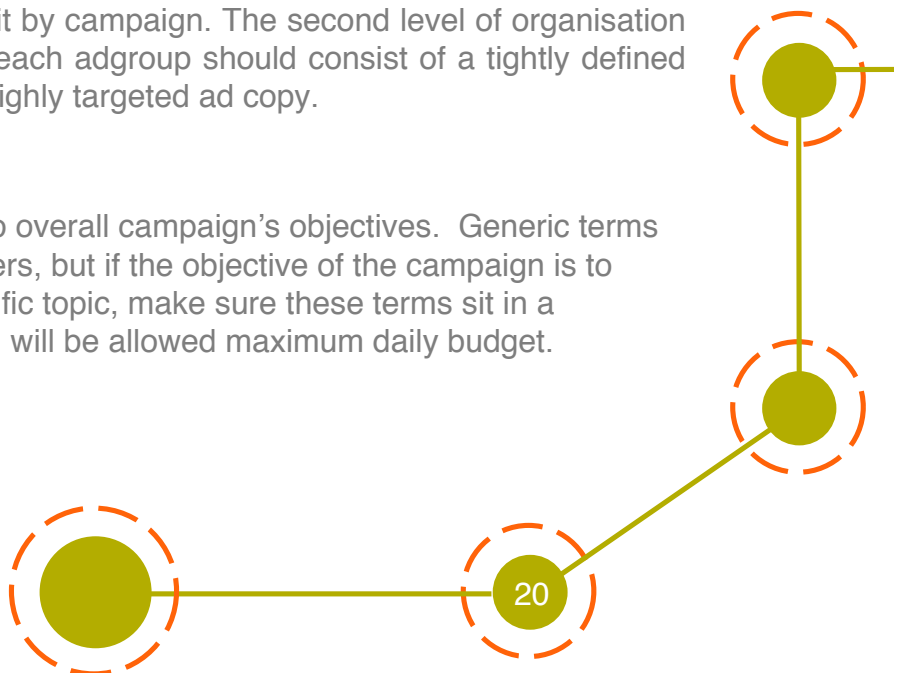
- ☐ The landing page is as relevant as possible to the query
- ☐ The most relevant ad copy is served to match the query
- ☐ Keyword quality score is reviewed frequently and CPCs are reduced
- ☐ SEO learnings are reinvested

The paid search campaign should be built around user needs to focus the search query to the ad copy. The website content should also factor into the campaign structure, to ensure the keyword list is as comprehensive as possible and the most relevant landing page is matched to each term.

The paid search account is structured in campaigns and adgroups. Campaigns are roughly speaking built around the main themes or topics of the website. The overall paid search budget is split by campaign. The second level of organisation within the account is adgroups; each adgroup should consist of a tightly defined range of similar keywords, with highly targeted ad copy.

Top tip:

- ✓ Align campaigns budget to overall campaign's objectives. Generic terms may be the top traffic drivers, but if the objective of the campaign is to ensure visibility on a specific topic, make sure these terms sit in a separate campaign, which will be allowed maximum daily budget.





Search Strategy



Challenge?

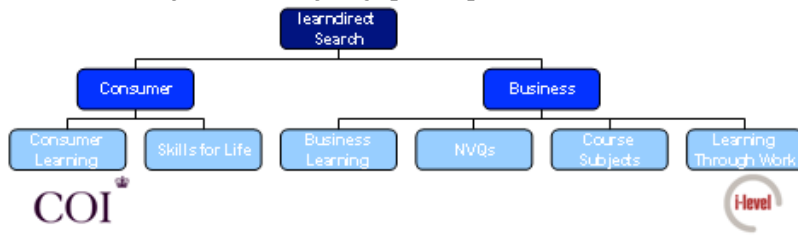
- create a long term search strategy for learndirect, targeting differing audiences and covering multiple products and landing pages

How?

- through strategical account structure and multiple campaign build we now have 6 long term complimentary campaigns which drive both consumer and business audiences to appropriate deep linked landing pages based on interest area

What happened?

- continually reduced CPCs by campaign and high conversion rates of over 5%



Keyword matching

Another key element in ensuring the most relevant content is served to citizens' queries is strategic use of match types.

1. **Broad match:** keyword
Allows your ad to show on similar phrases and relevant variations
2. **Phrase match:** "keyword"
Allows your ad to show for searches that match the exact phrase
3. **Exact match:** [keyword]
Allows your ad to show for searches that match the exact phrase exclusively
4. **Negative match:** -keyword
Ensures your ad doesn't show for any search that includes that term

Broad match is the less targeted option and it is useful as a testing ground for a campaign that has never ran before. By setting terms on broad match, the ads will be shown against a wide range of variations and synonyms of the terms, allowing the campaign to gain a vast reach. However, broad match does not allow tight control over ad copy and can also lead to high CPCs.

Phrase and exact are more targeted match types, which allow much greater control over ad copy and tend to generate lower CPC. Since the ads are more relevant, phrase and exact match keywords gain a higher quality score, which is rewarded by the engines with lower CPCs for top positions. However, more target means less reach. These more targeted match types will prevent ads from appearing for variations and synonyms of the terms, therefore a more extended list of terms need to be in place to avoid restricting volumes too much.

In the context of public sector and Government campaigns, strategic use of negative match keywords not only is essential in minimising wastage, but it is also essential in preventing keyword crossover.

Top tip:

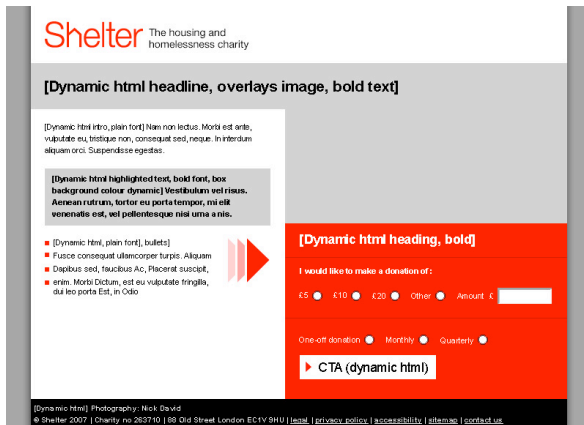
- ✓ Run an initial test on broad match for 2 weeks. Every other day run a search query report to find relevant variations used by searches to find the websites. Add the relevant terms in the campaign as phrase match. Add any non-relevant terms as negative match.



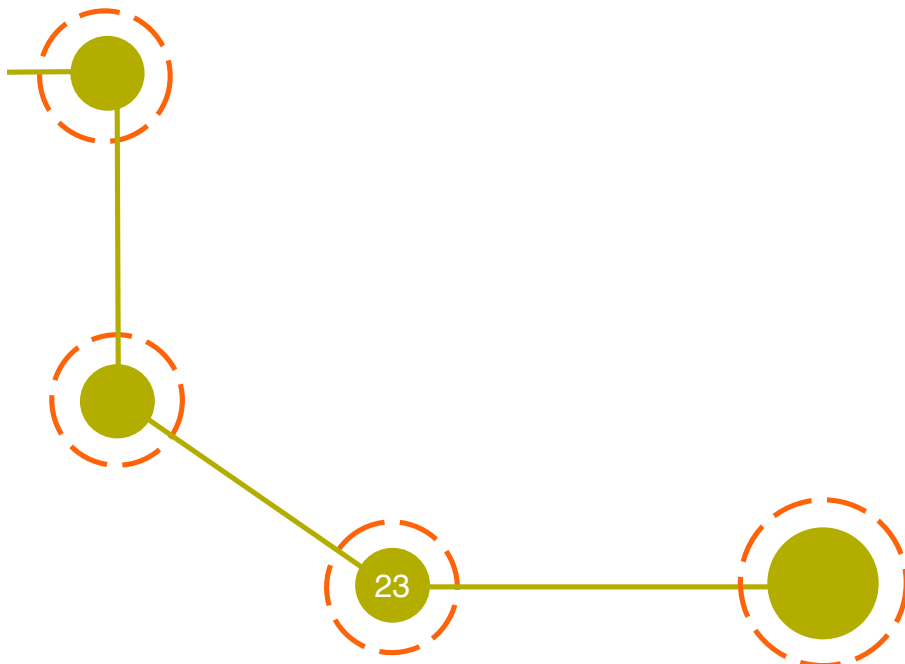
6. Landing page optimisation

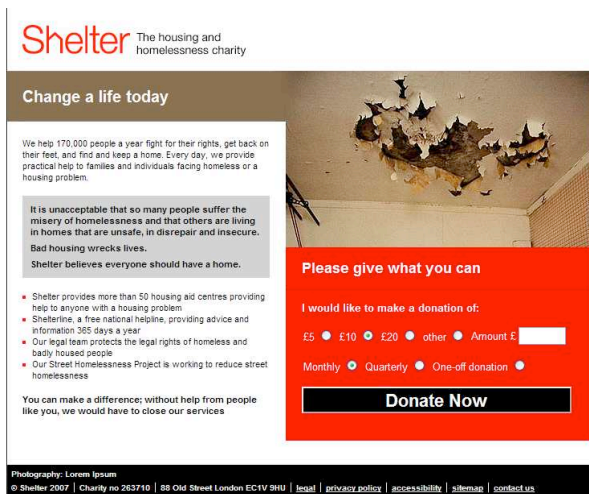
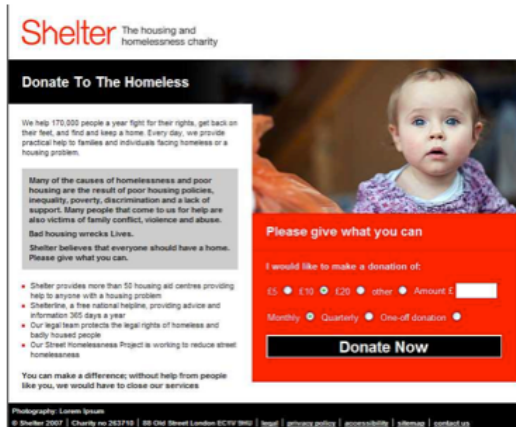
Landing pages are an essential part of a successful paid search strategy. Since you are paying for every single visitor, you need to give your campaign the best possible chance of converting a visitor to a supporter. It is highly unlikely that simply dropping visitors onto your home page will deliver the best results.

Harvest Digital looked in detail at the impact of landing pages in relation to a search marketing campaign for Shelter. They created a dynamic landing page which allowed the client to change important elements of the page, like gift prompt levels, headlines and imagery, through a simple content management system. The page also dynamically changed headlines depending on the specific creative message that the prospect had clicked on in the search engine results page.



Example landing pages showing variable content





The new landing pages immediately increased conversion rates by 10% and increased average donation levels by a remarkable 100%.

Applications like Google Website Optimiser, Google's free testing tool, makes it easier than ever to deliver dynamic content to different users and to test different landing page variations.

7. SEO

Information and tools

Calculator tools are very popular in search listings and can bring people into the site, where they may be tempted to follow on to additional relevant content and information. Unique information and tools are really important for SEO, as it encourages people to visit the site, to return and to link to it themselves. Calculator tools can be used for charities to equate the value of donations to the potential good that could be

Universal search

Content that spiders have trouble indexing include: images, video, flash, databases, dynamic code, redirection, framesets, iFRAMES, variable parameters, log-ins, session IDs, user authentication, e.g. CAPTCHA. Where important information has to sit in one of these forms of content, it is useful to provide an html backup or ALT text to provide context to the spider.

Video Optimisation

Google is now providing search results to a wide variety of content, including images, pdf files and video. Video is particularly powerful as a marketing channel, so if your non-profit has strong video assets they should be being optimised for search.

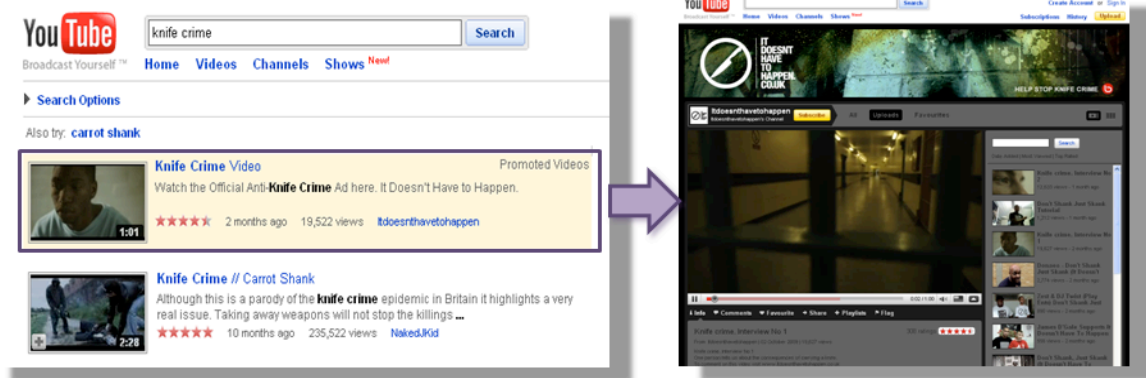
The basic techniques for doing this are:

- ☐ Use descriptive keyword-rich file names and ALT tags
- ☐ Create keyword-rich title tag, description tag and video site-maps – find out more about this at:
<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=80472>
- ☐ Host video on website containing optimised content for SEO
- ☐ Submit your video to as many video sharing sites as you can – not just YouTube, but also Daily Motion, Truveo, Vimeo etc.

Youtube Promoted Videos

Watching video content is one of the most popular online activities, with more and more video content produced and consumed every day. As a result, Youtube is now the second largest search engine⁹.

With Youtube Promoted Videos ads it is possible to channel search traffic on Youtube to a specific Youtube channel or video page.



This offers a great opportunity to target a specific audience who is actively searching for video content and to leverage the impact of above the line activity.

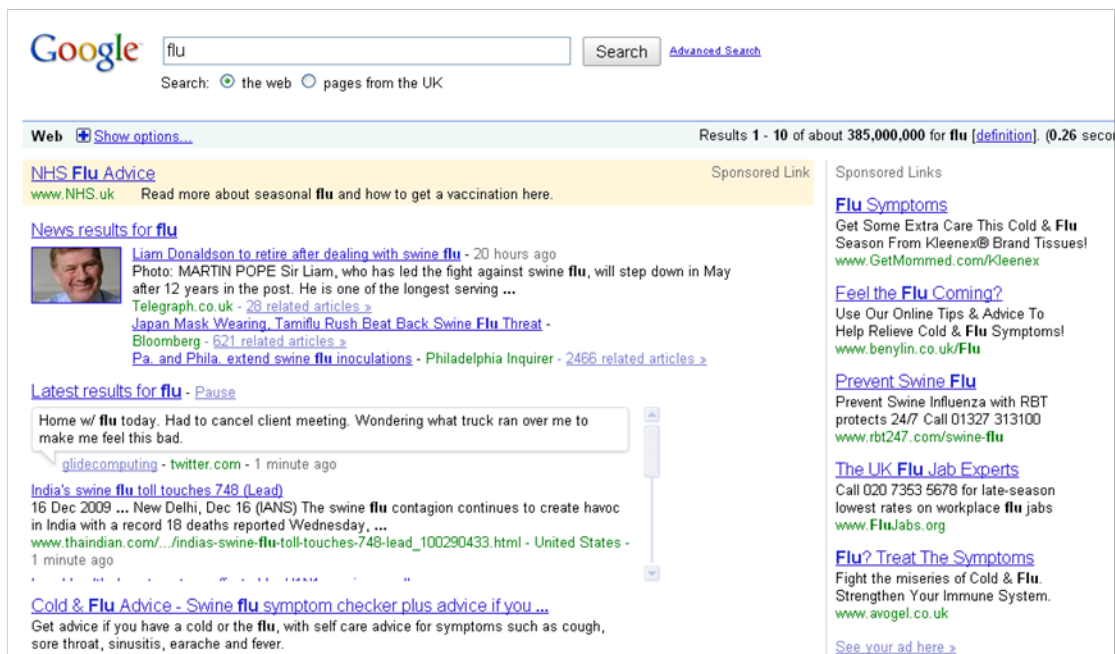
- Mobile
 - Sponsored
 - Topic Interest
 - Localised
- Social Search
 - Twitter / Real Time Results
 - Social Bookmarking
 - Results from your friends – advocacy

Search results are closely affected by social media and social networking sites. Search engines are increasingly incorporating blog, forums and customer

⁹ Comscore, October 2008

reviews sites in their results. On Google, by using the “show options” button is now possible to only select results from these types of sites to restrict one’s search.

Social search now covers real-time search results, with Google incorporating Twitter feeds in its main results page, updated every few seconds.



Real-time search results allow citizens to found out the very latest “online buzz” on any current topic, such as swine flu or weather disruption. Paid search can effectively counterbalance any misleading information appearing on real-time results, reassure the public and direct them to the correct and official information.

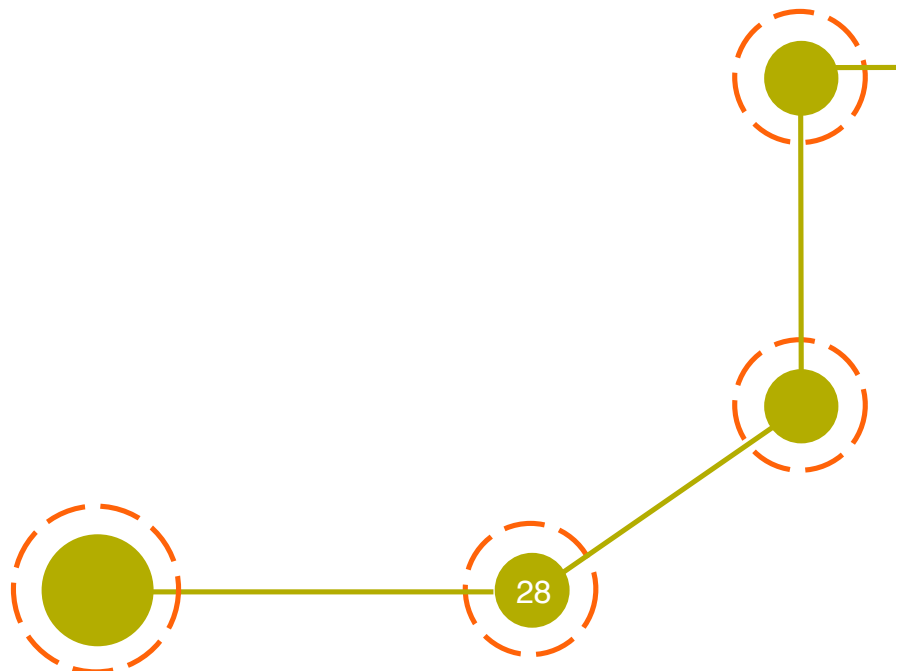
Top tips:

- ✓ Allow for a contingency paid search budget to be deployed in case of extensive and sudden media coverage on a campaign topic.
- ✓ Be prepared with pre-agreed list of keywords and ad copy to be deployed quickly



in case of negative media coverage.

- Buzz monitoring
- Forum search - Skyrocket
- Visual Search
 - Google Goggles



8. Linking

Government and public sector organisations benefit from strong link value - many people linking to the website, including other authority sources. The external linking strategy should focus on driving to content pages, rather than the homepage, and using relevant anchor text that help to identify the specific content to search engines, i.e. 'stop smoking' rather than 'NHS' as anchor text will help the NHS Smokefree pages to rank against a search query on 'stop smoking'.

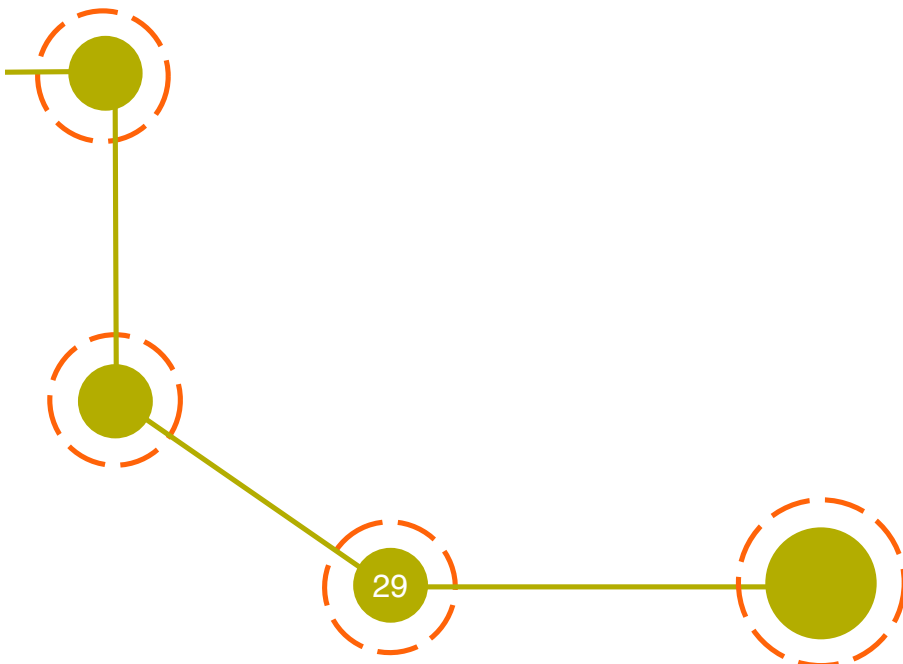
Government and public sector organisations are strong authority sources in themselves. An inter-departmental linking strategy, where it makes sense for the user, should be a priority of departments' SEO strategies. For example, if a user is researching the pandemic flu service on Directgov, it makes sense to promote health information on the NHS. This type of cross-promotion will further promote the link value of the website, and increase the rank of the page.

Charities should focus on promoting the non-profit aspect of their organisation when requesting links from relevant sources. This way webmasters may view the link as an opportunity to help a good cause and be more inclined to agree than if it were a commercial organisation.

It is important to keep a focus on the campaign objectives and not get too hung up on individual keyword optimisations. With every optimisation that you make, ask the following 2 questions:

- ☐ Will this optimisation benefit the user?
- ☐ Will this contribute to the overarching campaign objectives?

This will help as a sanity check to ensure that your ongoing optimisations are on track with your original objectives.



9. Judging success

Looking at the bigger picture

When deciding the value of search it is easy to get sidetracked by looking at the huge range of metrics available. The most important thing to do at the start of either an SEO or PPC project is to work out what you are trying to do with them.

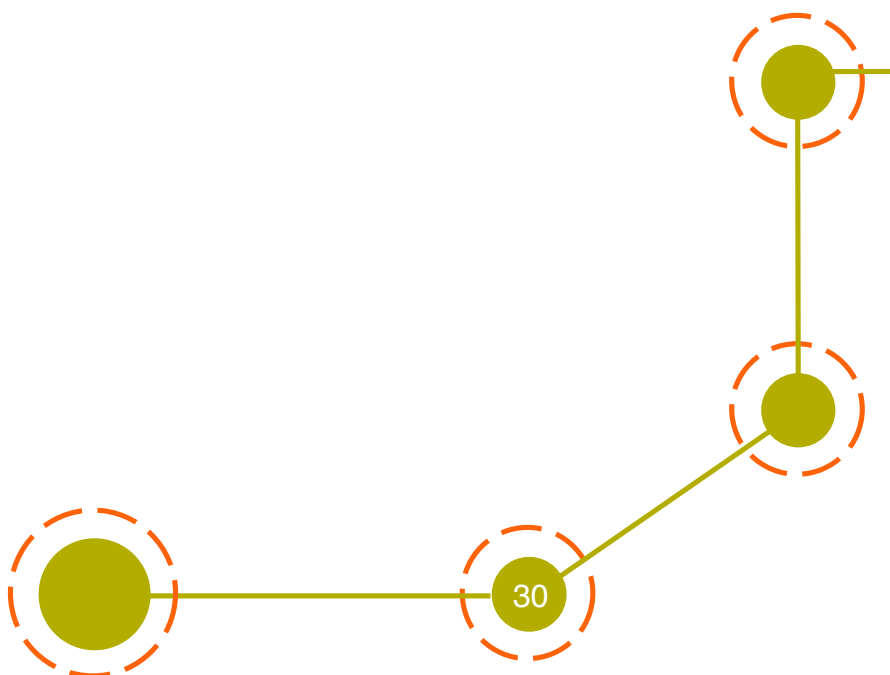
For instance are you trying to reduce the amount you are spending on PPC by increase your natural listing against the same keywords? Are you trying to get a people to do something on your website, and if so what are you prepared to pay for them to do it?

You also need to decide what role search plays in your activities. Search will always be a good performer in a media hierarchy, but you need to think about whether you are driving the searches with other media or whether people are conducting searches irrespective of your activity.

Once you have created a list of objectives for the search activity, you can then work out how you can judge whether the activity is working, what tools you will use to do that, and how often you are going to look at it. It is a good idea to put these into a table so you can discuss with your agency, or in your team who is going to run the reports and analyse the data.



Business objective	Search Objective	How measured	How often	Who by
Become online authority on given subject	Appear on 70% of searches with Adgroup x	Google AdWords impression share report	Weekly	Agency – and added to monthly dashboard



10. Evaluation process for search

Business objective evaluation

It is worth tracking each business objective in a report. This may only need to be produced monthly, as all of your other evaluation reports will be focussed around the business objectives. It could take the form of a spreadsheet or dashboard, depending on the size of the activity and the audience for the report. It will allow you to discuss the search activity's performance with people who do not need the detail, but want to know that the money is being spent well.

Search objective reporting

Search objectives should be reported more frequently, normally weekly or fortnightly. These will normally include measures on conversions (to action), impression share, clicks, click through rate. This report will need to show both the current metrics and the trends. If running an SEO project it is worth focussing in this report on the conversions from natural search rather than the performance of the SEO project. For example look at the bounce rate from organic listings rather than the position on the search engine results page.

Detailed search reports

These reports drive the optimisation of the search activities. They are used by the agency/in-house team to improve the performance on a daily basis. As such they need to be very specialised and focussed.

PPC reports could include:

- ☐ Campaign performance (used to set the budgets at a campaign level)
- ☐ Adgroup performance (used to set the budgets at keyword group level)
- ☐ Keyword reports (used to highlight good keywords to expand and poor performing keywords to remove)
- ☐ Conversion trends (used to predict budget requirements and to set longer term budgets)
- ☐ Creative testing/performance (used to improve the performance of creatives across all the groups)

SEO reports could include:

- Rank report (used to show the effectiveness of SEO project)
- Keyword performance (used to highlight keywords that perform well and should be expanded)
- Link report (used to show how many new inbound links have been created and to highlight trends of the sort of sites that are likely to accept links)
- Landing page performance (used to decide the most important on site changes)

Other important things to consider

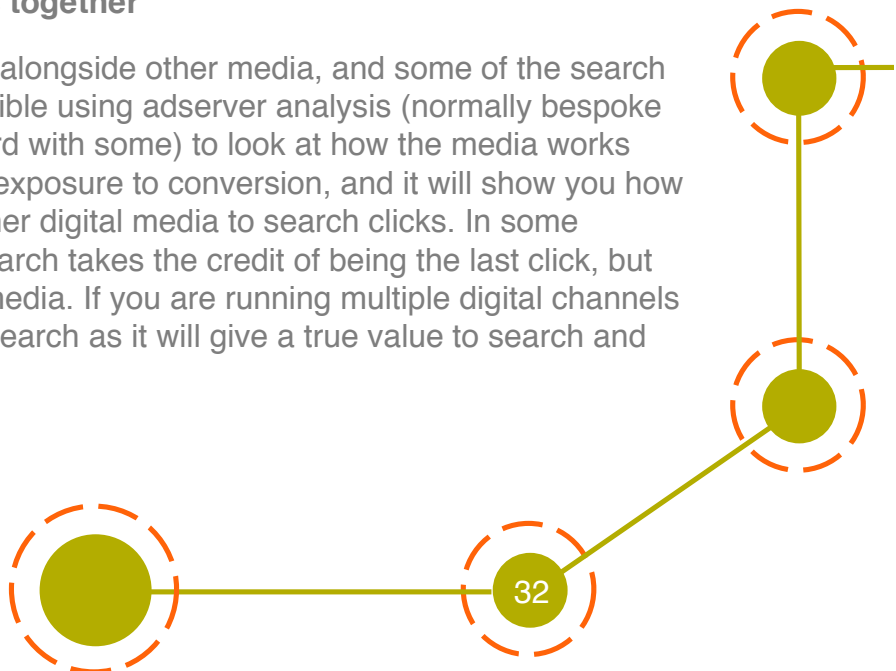
Almost all of the reports above require a mixture of tools and manual analysis. There are three broad levels of tools.

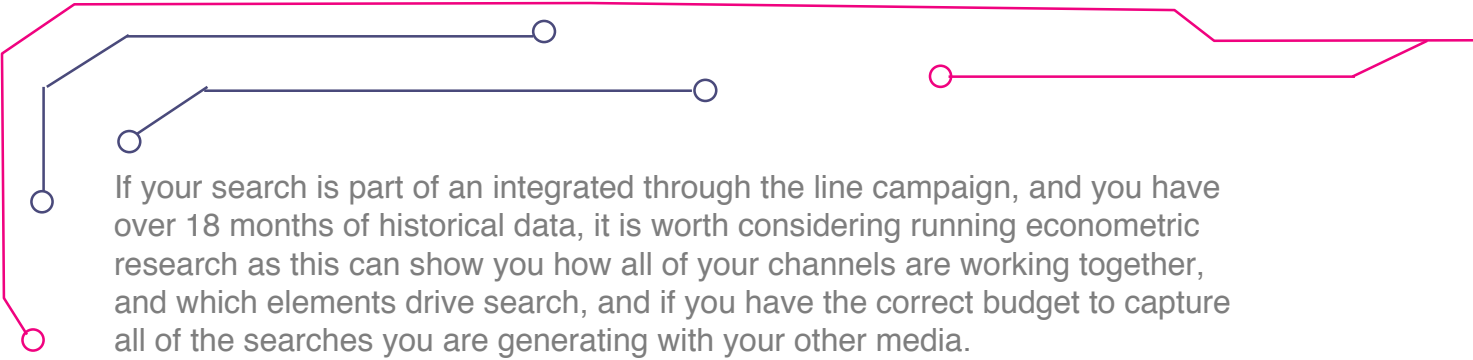
1. Search engine reporting tools - Each of the engines have a reporting dashboard that will allow you to run reports that can form the basis of the reports that are detailed above
2. Adserver reporting - If you or your agency are using an adserver (normally linked with your bid management software) to manage your search, you will be able to run more detailed reports that are linked with the tags on the destination site.
3. Website analytics - You can link your search account with your web site analytics package, this usually takes the form of appending a unique code to the destination URL in the search account that can be queried in the analytics package. Note: if you are running on google and have google analytics there is a really easy way of automating this:
<http://www.google.com/support/googleanalytics/bin/answer.py?hl=en&answer=55507>



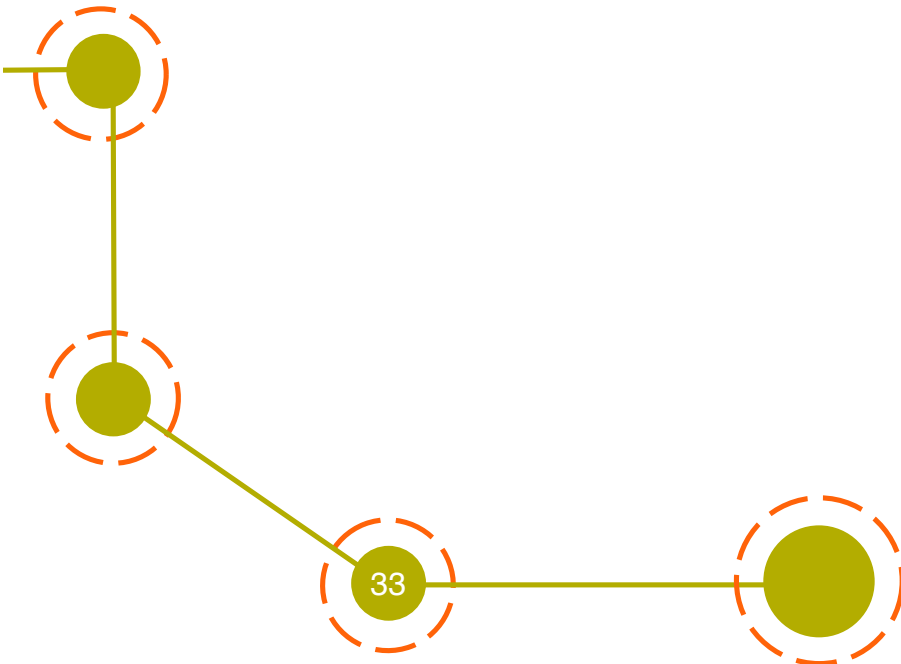
Search and other media works together

Often search campaigns are run alongside other media, and some of the search is driven by that media. It is possible using adserver analysis (normally bespoke projects, but available as standard with some) to look at how the media works together. This is normally called exposure to conversion, and it will show you how people navigate through from other digital media to search clicks. In some examples this has shown that search takes the credit of being the last click, but the search was driven by other media. If you are running multiple digital channels it is worth running this kind of research as it will give a true value to search and your other media.





If your search is part of an integrated through the line campaign, and you have over 18 months of historical data, it is worth considering running econometric research as this can show you how all of your channels are working together, and which elements drive search, and if you have the correct budget to capture all of the searches you are generating with your other media.

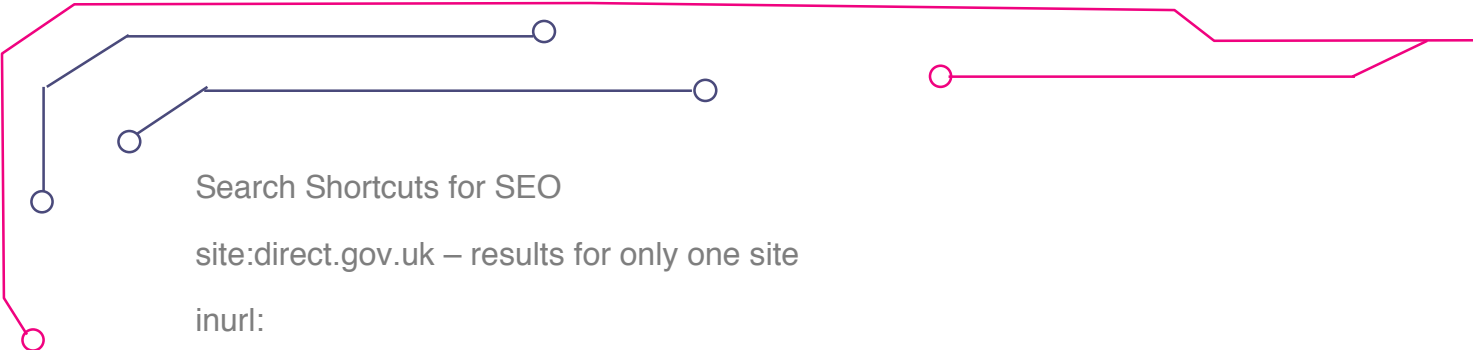


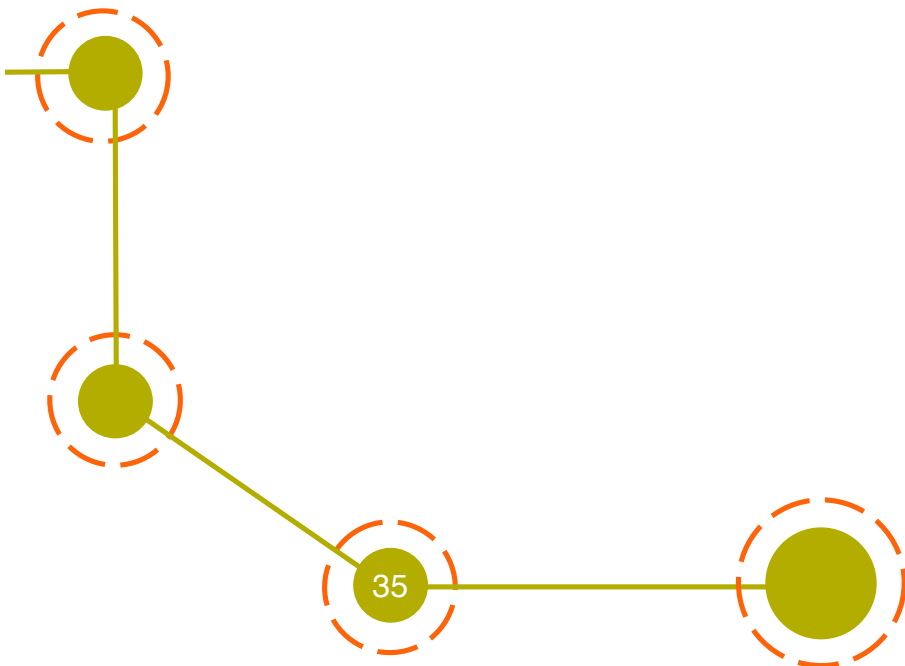
11. Useful links and resources

There are lots of great sources of free information on digital media best practice; here are some of the most popular / useful:

- ☐ Insights for Search: www.google.co.uk/insights/search (trends & seasonality)
- ☐ Keyword Tool: www.google.co.uk/adwords/keywordtool (search volumes)
- ☐ AdPlanner: www.google.com/adplanner (demographic targeting)
- ☐ YouTube Insights: www.youtube.com/t/advertising_insight (video stats)
- ☐ Facebook Lexicon: www.Facebook.com/lexicon (words on walls)
- ☐ Twitter Trends: <http://trendistic.com> (most tweeted)
- ☐ Xenu linksleuth: <http://home.snafu.de/tilman/xenulink.html> (identifies broken links on your website and inbound traffic)
- ☐ MSN adcenter: <https://adcenter.microsoft.com/> (MSN Advertising Learning Centre)
- ☐ Yahoo: <http://siteexplorer.search.yahoo.com/> (site indexing)
- ☐ IAB: <http://www.iabuk.net/en/1/searchenginemarketing.html> (lots of great information and advice from the IAB)
- ☐ AdWords: www.google.com/adwords (basic information for paid search on Google)
- ☐ AdWords Tool Kit: <http://www.google.co.uk/intl/en/adwhitepaper/objectives/>
- ☐ Google AdWords Help: <https://adwords.google.co.uk/support/aw/?hl=en-uk>
- ☐ Flash SEO: <http://www.adobe.com/devnet/seo/>
- ☐ Webmaster Whitepaper: www.google.com/webmasters/tools/
- ☐ COI Web Standards and Guidelines: <http://www.coi.gov.uk/guidance.php?page=188>
- ☐ COI SEO Guidance: <http://www.coi.gov.uk/documents/guidance/exposing-your-website-to-search-engines-v1-0.pdf>



- 
- ☐ Search Shortcuts for SEO
 - ☐ site:direct.gov.uk – results for only one site
 - ☐ inurl:
 - ☐ link:www.talktofrank.com – pages that link back to FRANK
 - ☐ info:www.talktofrank.com – information about a website
 - ☐ cache:
 - ☐ filetype:
 - ☐ filetype:swf + "frank"
 - ☐ allintext:
 - ☐ allintitle:
 - ☐ allinanchor:taxhelp
 - ☐ acronym:



12. Glossary

PPC: pay per click (search is bought on an auction model – this is the price you pay per click)

CPC: cost per click

P.I. / Page Imps / Views: page impressions, or the number of time your ad is shown

CPM: cost per thousand impressions

CTR: click through rate

Natural Listings: those web pages that the search engine has listed as the best match against your keyword, appear bottom middle

Sponsored Listings: the paid ads bought on an auction basis against specific keywords

Organic Rank: where your ad shows in the natural listings

Analytics: measuring visits and actions on your website

Omniure: an analytics provider

Adserving: the process of tracking your advertising

Adserver: the technology that enables tracking

Dart / DFA / Doubleclick: adserver

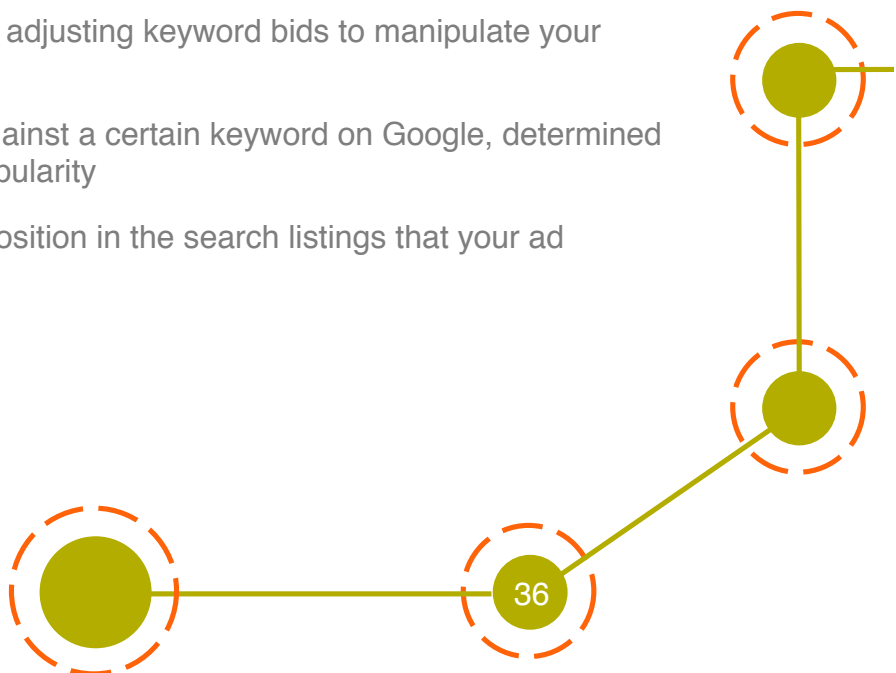
Redirect: a link that is used to send you to another web page

Bid management: the process of adjusting keyword bids to manipulate your position

Quality score: your right to list against a certain keyword on Google, determined by your website relevancy and popularity

Average Position: the average position in the search listings that your ad achieves

Conversion Rate -





KPI: key performance indicator

CPA: cost per action / acquisition

SEO: Search Engine Optimisation

Page Impression (or Page View): A file, or combination of files, sent to a valid user as a result of that user's request being received by the server.

Unique User/Browser (or Unique User or Unique Visitor): A unique and valid identifier. Websites may use:

- ☐ IP address + User-Agent and/or
- ☐ Cookie

Visit: A series of one or more Page Impressions, served to one valid user, which ends when that user has not made a Page Impression for a 30-minute period.

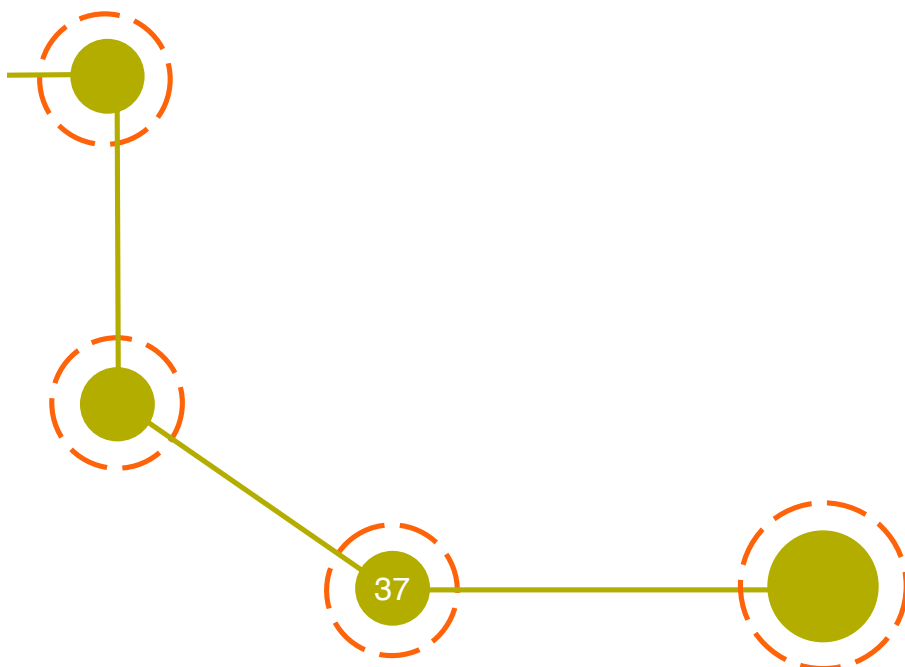
Visit Duration: The total time in seconds for all Visits of two or more Page Impressions, divided by the total number of Visits of two or more Page Impressions.

Website (or site): One or more domains grouped together by the Site Publisher as a single entity.

Web metrics: the measures used to quantify the performance of a website (e.g. Page Impression, Unique User/Browser, Visit, Visit Duration etc.)

Web analytics: the analysis, interpretation and combination of web metrics in order to understand and optimise website usage.

Anchor Text:



13. Case studies

Google Video Ads



department for
children, schools and families

Challenge?

- engage online teens by provoking an interest in foreign languages

How?

- through use of video ads placed on niche sites of interest to teens within Google's Content Network.

What happened?

- over 800k video plays, 30k visits to YouTube pages at a cost per interaction of just £0.05




COI

H-level



RAF Mobile - search



Challenge?


- channel RAF target audience within growing mobile search market

How?

- through two campaigns - one which targeted traditional WAP mobiles and one which targeted new full browser enabled mobile phones

What happened?

- we channel searchers to the appropriate RAF online platform based on their phone
- we showed that full browser mobile search was more effective than WAP and costs half as much



COI

H-level