


How to Increase New Cases and Profits using Google PPC




Presented by:
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Sebo Marketing Summary

- ▶ Search Engine Optimization
 - ▶ PPC
 - ▶ Local Search
 - ▶ Web design, maintenance and Optimization
 - ▶ E-Commerce
 - Help companies sell online
 - Speed up A/R by having clients pay online
- 

How Do Businesses Make Profits?

- ▶ It's really quite simple...
 - ▶ Either they increase revenue
 - ▶ Or they decrease their expenses
 - ▶ Or they do both
- 


How Do You Ensure Profitability?

- ▶ Measure everything
 - Every dollar received
 - Every dollar spent
 - ▶ Better numbers allow for better decisions
 - ▶ Generating revenue and how to market the business is a decision for all businesses
- 

The Purpose of Marketing

- ▶ Recruit new customers
- ▶ Retain existing customers
- ▶ So the real marketing question is:
- ▶ Which marketing methods produce the best Return on Investment (ROI)?
 - (Can you even calculate your ROI?)
- ▶ Let's review some key marketing terms


Key Marketing Terms

- ▶ **Reach** – the number of people that see your ad
 - ▶ **Impressions** – total number of times your ad is seen
 - ▶ **Frequency** – the number of times your ad is seen by a single individual
 - ▶ **Cost Per Acquisition (Cost Per Conversion)** – how much did it cost to get a new customer
 - ▶ **Conversion Rate** – what percent of people who see your ad become a customer
 - ▶ **CPM** – Cost per 1,000 Impressions
- 


Traditional Marketing Methods

- ▶ Yellow Pages
 - ▶ TV
 - ▶ Radio
 - ▶ Print (Newspaper, Magazine, Billboard)
 - ▶ Direct Mail
 - ▶ Sponsorships
- 

The Pros of Traditional Marketing

- ▶ Brand recognition
 - ▶ Building trust
 - ▶ Potential Reach and Impressions
 - ▶ Utilize different types of media
 - ▶ Customer loyalty
 - ▶ Competitive advantage
- 

The Cons of Traditional Marketing

- ▶ Can be expensive
 - ▶ Difficult to change your ad on the fly
 - ▶ Difficult to reallocate your ad spend
 - ▶ Paying for people who aren't potential customers
 - ▶ Limited control of when your ads display
 - ▶ Making decisions based on guesswork
 - ▶ Hard to obtain accurate predictions beforehand
 - ▶ Difficulty in tracking the actual ROI
- 

A New Form of Advertising Pay-Per-Click (PPC)



Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.

Your ads appear beside related search results...

People click your ads...

...And connect to your business





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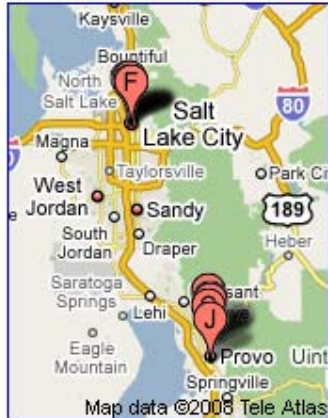
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Benefits of Pay-Per-Click (PPC)

- ▶ Your ad only appears to people that are **interested in your services**
 - ▶ You only have to pay for those that **saw your ad and visited your site**
 - ▶ You can select a **daily or monthly budget**, and you can **change it anytime** you want
 - ▶ You get to choose how much you pay for each visitor!
 - ▶ And...
- 


The Benefits Continue...

- ▶ Geotargeting – The ability to **display ads in specific regions**, states, or countries
 - ▶ Know which keywords and ads are effective
 - ▶ Know which combination of keywords, ads, and landing pages **produce the best ROI**
 - ▶ Full control over when and how your ads get shown
 - ▶ Search vs. the Content Network (Google AdSense)
- 


What You Need for PPC

- ▶ **Minimum:** A website
 - ▶ **Basic:** A good website
 - Professional appearance
 - Appear trustworthy and credible
 - Well thought out site structure
 - Clear messaging
 - ▶ **Better...**
- 

Better PPC Websites

- ▶ Clear calls to action
 - ▶ Website analytics & conversion tracking
 - ▶ The ability to A/B test
 - ▶ Specialized landing pages – more is better!
 - ▶ Monitoring the Sales Funnel
- 

Benefits of Specialized Landing Pages

- ▶ Higher relevancy score
 - ▶ Lower cost per click (CPC)
 - ▶ Higher conversion rates
 - ▶ The side benefit of Search Engine Optimization (SEO)
- 

Keyword: Oregon Chapter 7



Oregon Personal Injury Attorney

Michael A. Colbach

1916 SW Madison Street
Portland, Oregon 97205

(503) 243 - 1900 | TOLL FREE : (800) 757 - 0923 | FAX: (503) 243 - 1944 | mike@colbachlaw.com

Oregon Personal Injury Attorney

- **Proven Results**
- **Frequently Asked Questions**
- **What Clients Say about Mike**
- **Directions to Mike's Law Office**
- **Site Map**

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• Proven Results

- Free initial legal consultation.
- No attorney fees without a monetary recovery.
- I work hard to maximize your insurance settlement and minimize your hassles.

:: ARTICLES :: Oregon Personal Injury Lawyer

- **:: INDEX ::**
- **Evaluating Your Claim**
- **Oregon State Bar Attorney Referral**
- **Herniated Disc Injury**
- **Personal Injury Protection Insurance—PIP**
- **What to Do After a Car Accident**
- **Auto Insurance Claims Contact Info**
- **Insurance Business Profits & Injury Claims**
- **Why you need an injury attorney**

Keyword: Oregon Chapter 7



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Oregon Chapter 7 Bankruptcy Attorney


Chapter 7 Bankruptcy Information:

In a Chapter 7 bankruptcy, most DEBTS are ELIMINATED completely. This is called a "discharge." Medical bills, credit cards, judgments from car accidents, personal loans and other unsecured loans can usually be eliminated or "discharged" in full. Once a debt is discharged, the creditor is forever prevented from taking any action to collect the debt. Having helped thousands of Oregonians through this process, Dale Smith is an experienced Oregon Chapter 7 bankruptcy attorney.

Bankruptcy laws provide for certain exemptions. When evaluating exemptions, you must first determine how much "equity" you have in your property. Your "equity" is that part of the property that you own. If the value of your equity in your property is less than the exemption amount and your payments are current, OREGON FRESH START's experienced Oregon Chapter 7 bankruptcy attorney will probably have no problem making arrangements for you to keep your property. If the value of your equity in your property is more than the exemption amount, you might be forced by the court to turn it over to the bankruptcy trustee who will sell it and use the money to pay on your debts.

Normally, as an experienced Oregon Chapter 7 bankruptcy attorney, WE WILL BE ABLE TO HELP YOU KEEP ALL OF YOUR PROPERTY. The rules are different for secured loans, such as homes, cars, boats, RVs etc. With some minor exceptions, you must either pay for the collateral that secures the loan or give it back to the creditor.

Why are more landing pages better?

- ▶ IF you target a specific keyword **AND**
 - ▶ You write an specific ad for that keyword **AND**
 - ▶ You create a specialized landing page for that keyword
 - ▶ THEN, you can maximize PPC profits
- 

The Process – How It Works

1) Find out what keywords are being searched

- ▶ <http://freekeywords.wordtracker.com>
- ▶ 62 utah personal injury attorney
- ▶ 53 utah accident attorney
- ▶ 53 utah product liability attorney
- ▶ 52 utah wrongful death attorney
- ▶ 47 utah attorney
- ▶ 46 utah defective product attorney
- ▶ 2 accident attorney provo
- ▶ 2 auto accident attorney provo
- ▶ 2 brain injury attorney provo
- ▶ 2 car accident attorney provo
- ▶ 2 construction accident attorney provo
- ▶ 2 head injury attorney provo
- ▶ 2 injury attorney provo
- ▶ 2 slip and fall attorney provo

The Process – Continued

2) Determine which keywords are most relevant for your business

- ▶ 62 utah personal injury attorney
- ▶ 53 utah accident attorney
- ▶ 53 utah product liability attorney
- ▶ 52 utah wrongful death attorney
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The Process – Continued

3) Sign up for a new AdWords Account

4) Create Campaigns

- This is organizing the keywords by type
 - Accident, Immigration, Malpractice, etc

5) Create Ad Groups

- This is organizing the keywords further
 - Car Accident, Workplace Accident, etc

6) Import Keywords

- Choose which keywords to target
 - Salt lake city auto accident attorney, Salt lake auto accident attorney, Salt lake car accident attorney

The Process – Continued

7) Write the Ads for each Ad Group

- [Salt Lake Accident Attorney](#)

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8) Select location (where will the ads show?)

9) Select Budgets and Estimated Costs Per Click


- The CPC varies with a number of factors

10) Turn live

And most importantly...



Prevent Failure!

- ▶ Over 50% of PPC accounts fail to be profitable. Why?
 - ▶ Getting started is easy.
 - ▶ Making it profitable is hard.
 - ▶ PPC requires regular, ongoing optimization.
- 

Ongoing Optimization


- ▶ Once live, the account needs to be monitored daily or weekly to optimize performance
 - A/B Testing
 - Click Through Rates (CTR)
 - Average Costs Per Click (CPC)
 - Costs per Conversion
 - Measure ROI. See the next slide...

The Sales Funnel


- ▶ These are only assumptions. Each specific campaign needs to be tracked separately.

Site Visitors	% That Call	Phone Call	% That Come In	In Person Consultation	% That Become Clients	New Client	AOV	Profit	Value per Visitor
2,000	5%	100	20%	20	25%	5	\$ 1,000	\$ 5,000	\$ 2.50
2,000	2%	40	20%	8	25%	2	\$ 1,000	\$ 2,000	\$ 1.00
2,000	1%	20	20%	4	25%	1	\$ 1,000	\$ 1,000	\$ 0.50

ROI Example – Yellow Pages

- ▶ \$150 to \$2,000+ per month
 - ▶ That Ad Spend produces an unknown number of visitors
 - ▶ Therefore, it's hard to determine the actual ROI unless each client tells you how they found you
 - ▶ This applies to TV, Radio, Billboards, etc.
- 


ROI Example – Google AdWords

- ▶ \$250 produces 500 visitors
 - ▶ 500 visitors produces 10 leads (1% CR)
 - ▶ 10 leads produce 2 profitable cases
 - ▶ The average profit of each closed case is \$1,000
 - ▶ Therefore: \$250 produces \$2,000
- 


PPC is Part of an Online Strategy

- ▶ Search Engine Optimization
- ▶ Local Search
- ▶ Online directories, like YellowPages.com

Sebo Client – Oregon Fresh Start

- ▶ The Situation
 - ▶ The Solution
 - ▶ The Results
- 

It's not a question of IF...

- ▶ The big marketing debate over SEO [and PPC] has never been whether or not to do it. It's self-evident that you'd want your site to appear near the top of the rankings for keywords important to your brand.
 - ▶ Instead, the debate has always been whether to outsource or handle SEO in house.
 - ▶ Marketers who outsourced saw a 110% lift within 6 months. Marketers who handled it in house saw a 73% lift.
 - ▶ In short, if you hire an expert, you tend to get significantly better results.
 - ▶ Source: MarketingSherpa's Benchmark Guide for 2007
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Thank You!

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