

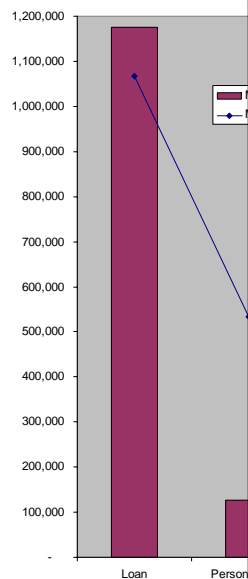


What's New in Paid Search

Neil McCarthy
Chief Sales and Marketing Officer
Latitude

PPC in 2004...

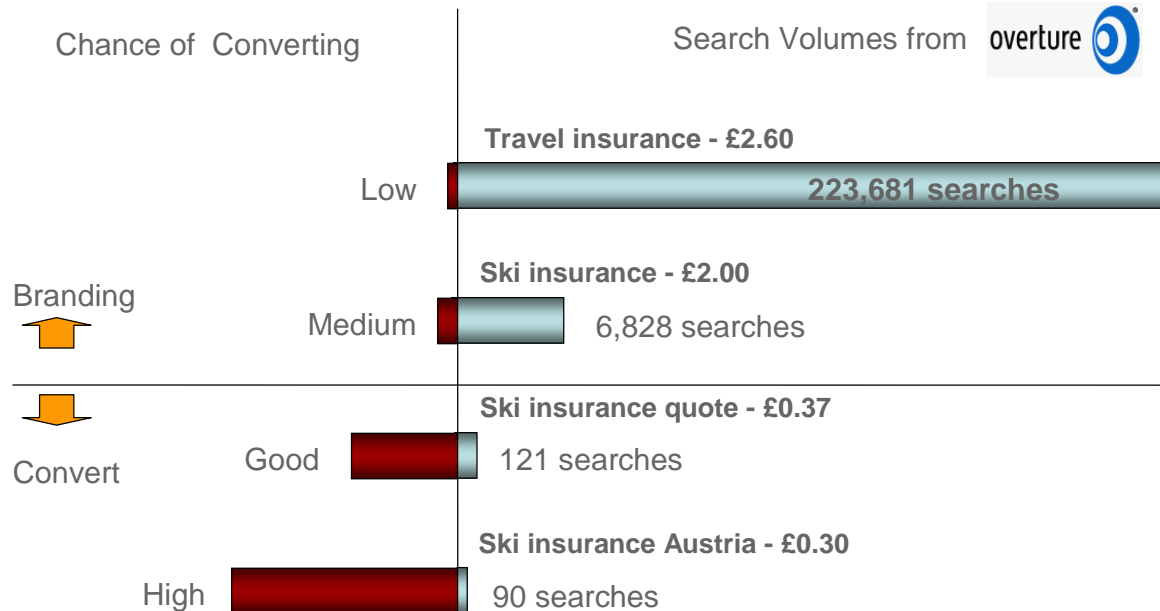
Keywords



Keywords

- 3,000,000
- Access to engine's tools
 - Research mo
 - Obtain the co
 - Speed
- Rigorous

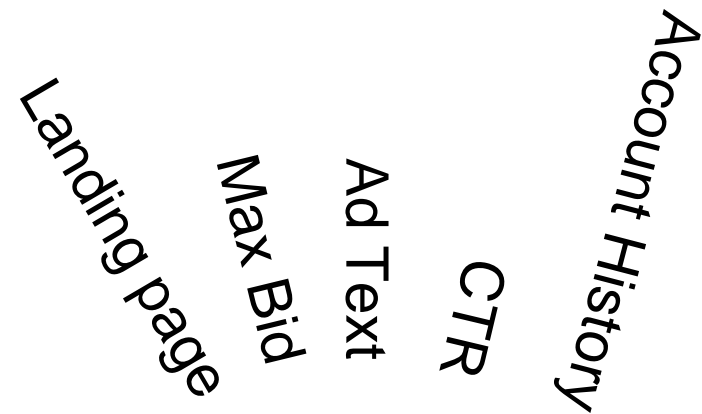
Deeper Buying



PPC in 2008 - From “Max Bid” to Quality Score



- Broad Match is no longer evil
- Landing Pages are twice as important
- Importance of Account Structure
- CTR is almost as important as price
- ...and sometimes you have to just buy it!



Ad Rank

Ad showing?	✓ Yes
	For details on specific criteria for this test, click the following link.
	Details and recommendations »
Quality Score:	✓ Great (10/10)
	Details and recommendations »

Broad Match is back!



...but don't forget the negatives!

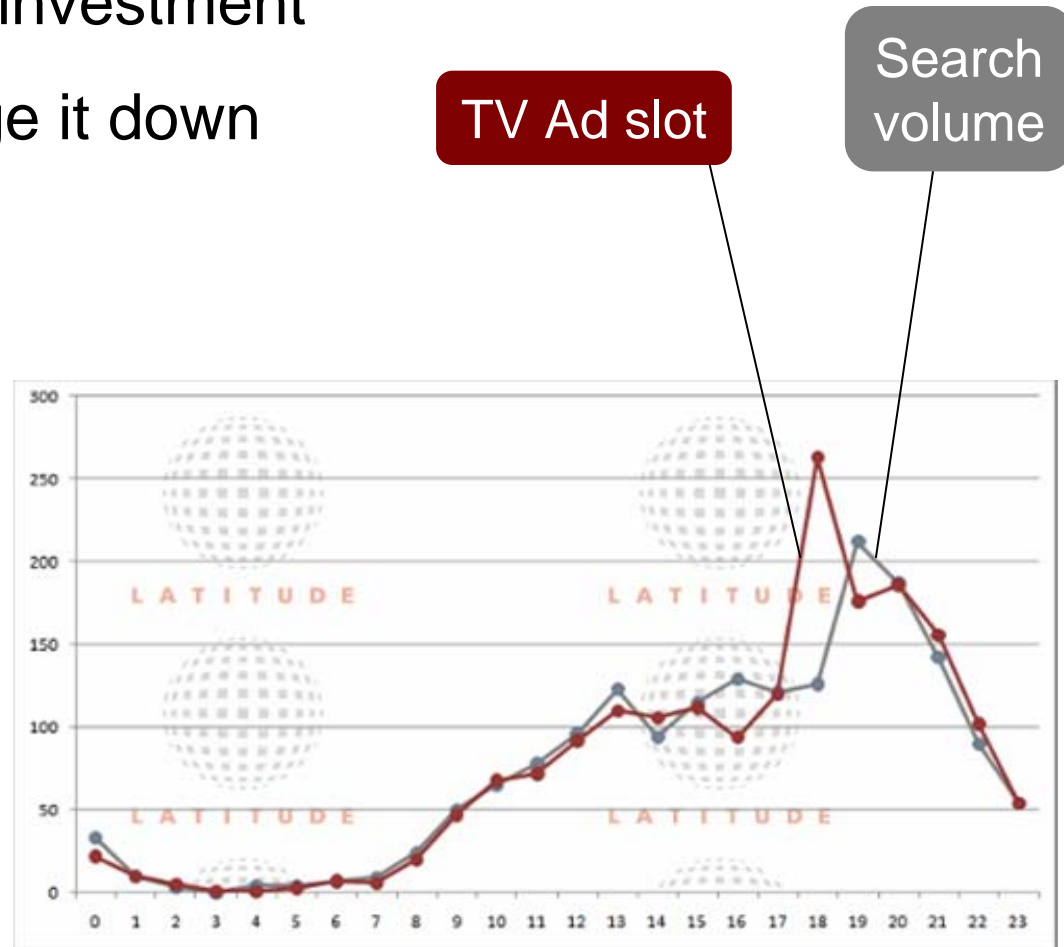
- Tail terms take time to build QS

The screenshot shows a Google search interface with the query 'egypt violence' in the search bar. A yellow warning box is present, stating: 'Warning: This page is a tool for AdWords advertisers to test their ads. For full Google functionality return to the Google homepage.' Below the search bar, the results are categorized under 'Web' and show 'Results 1 - 10 of about 9,720,000 for egypt violence. (0.18 sec)'. Three organic search results are visible, all from BBC News, with titles like 'Egypt denies return to violence' and 'Egypt: the roots of violence'. A sponsored link for 'Thomas Cook Egypt Deal' is highlighted with a red box, featuring the text: 'Great value holidays to Egypt Book online today with Thomas Cook! ThomasCook.com/Egypt'.

Buying “Quality Score”



- See it as a long term investment
- Start high and manage it down
- Try a burst strategy
- Combine with offline ad schedule...
...if you have one



Integrate with other channels



LATITUDE
LEADERS IN SEARCH



lewis hamilton

Search

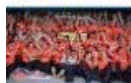
[Advanced Search](#)
[Preferences](#)

Search: the web pages from the UK

Web

Results 1 - 10 of about 34,100,000 for [lewis hamilton](#). (0.07 seconds)

News results for [lewis hamilton](#)



[Eddie Jordan brands Lewis Hamilton 'lucky' as team pulls off ...](#) - 1 hour ago
As **Lewis Hamilton** and his McLaren team celebrated the success of an extraordinary tactical gamble to win the F1 World Championship, one of motorsport's most ...

[Times Online](#) - [4875 related articles »](#)

[After the glitz of São Paulo, Lewis Hamilton does lap of honour in ...](#) - [Times Online](#) - [1090 related articles »](#)

[Will Lewis Hamilton grab Formula One crown?](#) - [Toronto Star](#) - [854 related articles »](#)

[Lewis Hamilton.com](#) : [Lewis Hamilton](#)

[ewishamilton.com](#) | the official **Lewis Hamilton** website ... Monday, 20 October Exclusive to [ewishamilton.com](#): **Lewis** Q&A Post-China more ...

[www.lewishamilton.com/](#) - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Lewis Hamilton](#) - Wikipedia, the free encyclopedia

Lewis Hamilton was educated at The John Henry Newman School, a voluntary aided Catholic secondary school in Stevenage, Hertfordshire. ...

[en.wikipedia.org/wiki/Lewis_Hamilton](#) - 225k - [Cached](#) - [Similar pages](#) - [Note this](#)

[The Official Formula 1 Website](#)

Second placed **Lewis Hamilton** (GBR) ART Grand Prix celebrates his Championship ... **Lewis Hamilton** (GBR) Manor Motorsport celebrates winning the 2003 British ...

[www.formula1.com/teams_and_drivers/drivers/828/](#) - 28k - [Cached](#) - [Similar pages](#) - [Note this](#)

[The Official Formula 1 Website](#)

Hamilton, Lewis. F1 STORE · TICKETS & TRAVEL · MOBILE SERVICES · VIDEO. BACK TO TOP. FORMULA1.COM; PRIVACY POLICY · LEGAL NOTICES · CONTACTS. Formula 1 ...

[www.formula1.com/results/driver/2007/828.html](#) - 26k - [Cached](#) - [Similar pages](#) - [Note this](#)

[More results from www.formula1.com »](#)

Sponsored Links

[Congratulations Lewis](#)

Win A BlackBerry ® Storm with **Lewis Hamilton & Vodafone Today!**
[www.Storm-F1.co.uk/Vodafone](#)

[Vodafone McLaren Mercedes](#)

Free shipping for UK orders from £ 75 order value. T&Cs apply.
[www.mclarenshop.com](#)



Landing Pages



- Targeted landing pages boost conversion
..now they are essential for QS
- Check the load time

Ad Showing? Quality Score: Great

✓ Quality Score: Great

What should I do?
Keep it up! Your keyword, ad text, and landing page quality are high. Continue to track your keyword and ad, however, as performance data can change regularly.

Details of the quality score

Keyword Relevance ?	✓ No problems found.
Landing Page ?	✓ No problems found.
Landing Page Load Time ?	✓ No problems found. Load time is faster than the average in your server's geographic region.

Optimise Landing Pages for conversion



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- Google website optimiser is FREE to use
- Improve your conversion rate by up to 20%.
- Meaning you can afford to bid higher
- ...or get more customers from the same traffic

Optimise Landing Pages (cont.)



Combinations Page Sections

Analysis for: Apr 27, 2007 9:53:44 AM PT - May 4, 2007 12:42:45 PM PT

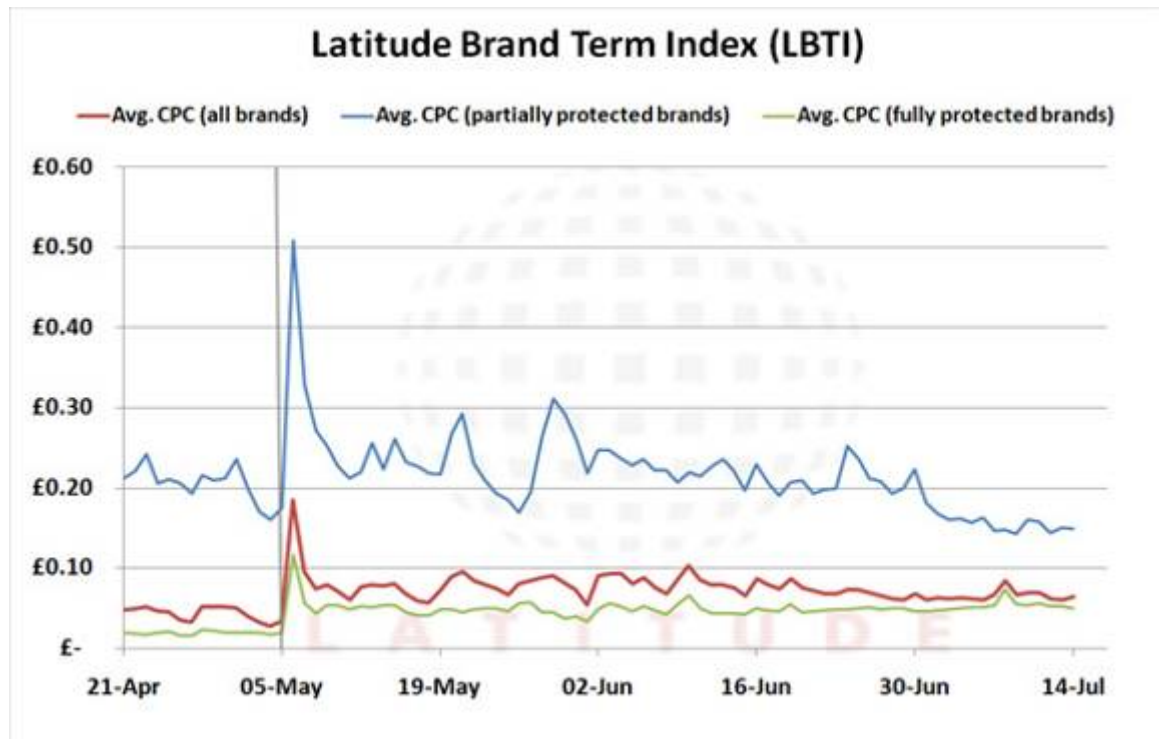
View: Best 15 Combinations Worst 15 Combinations Download: | Print | Preview

Combination	Estimated Conversion Rate Range [?]	Chance to Beat Orig. [?]	Chance to Beat All [?]	Observed Improvement [?]	Conversions / Visitors [?]
Original	70.0% ± 11%	—	5.04%	—	21 / 30
Combination 1	81.5% ± 10%	84.1%	40.2%	16.4%	22 / 27
Combination 5	70.4% ± 11%	51.2%	6.16%	0.53%	19 / 27
Combination 8	70.0% ± 13%	50.0%	8.29%	0.00%	14 / 20
Combination 13	70.0% ± 13%	50.0%	8.22%	0.00%	14 / 20
Combination 15	70.0% ± 13%	50.0%	8.17%	0.00%	14 / 20
Combination 10	68.8% ± 15%	46.6%	8.76%	-1.79%	11 / 16
Combination 16	65.4% ± 12%	35.7%	2.36%	-6.59%	17 / 26
Combination 6	64.7% ± 11%	32.7%	1.18%	-7.56%	22 / 34
Combination 7	64.0% ± 12%	32.0%	1.98%	-8.57%	16 / 25
Combination 18	64.0% ± 12%	32.0%	1.92%	-8.57%	16 / 25
Combination 19	63.2% ± 14%	31.2%	2.76%	-9.77%	12 / 19
Combination 2	63.0% ± 12%	28.8%	1.29%	-10.1%	17 / 27
Combination 26	61.8% ± 11%	24.4%	0.54%	-11.8%	21 / 34
Combination 33	60.9% ± 13%	24.6%	1.20%	-13.0%	14 / 23
Combination 20	60.6% ± 11%	21.7%	0.44%	-13.4%	20 / 33

Changes to Google's Trademark Policy




- Brand term inflation
- Monitor brand terms
- Consider competitor terms

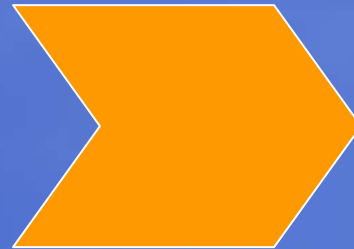


A photograph of a clear blue sky with several wispy white clouds scattered across it. The clouds are soft and ethereal, adding a sense of openness and possibility to the scene.

Looking to the Future

PPC Ads Evolve - Images

[Canon EOS Digital SLR](#)
Free Shipping & No Tax. Authorized Dealer. 24/7 Customer Phone Support
[RitzCamera.com](#)

[+ Show products from RitzCamera](#)



[Canon EOS Digital SLR](#)

Free Shipping & No Tax. Authorized Dealer. 24/7 Customer Phone Support

[RitzCamera.com](#)



[Hide products from RitzCamera](#)

[Canon EOS-1V](#) **[35mm SLR Camera](#)** **[\(Body Only\)](#)** **[2043A005](#)**

\$1,699.95 - The

EOS-1V was designed with the strongest available body materials for both functional attractiveness and high-level rigidity. The magnesium alloy used for...

[RitzCamera.com](#)



Lens Sold Separately

[Canon EOS 5D](#) **[Digital SLR Camera](#)** **[\(Body Only\) -](#)** **[Regularly...](#)**

\$2,199.99 - Widen Your Horizons - The

Canon EOS 5D offers advanced photographers a lightweight, robust digital SLR that uses Canon's superlative EF lenses without a...

[RitzCamera.com](#)



body only - lens sold separately

[Canon EOS Digital](#) **[Rebel XTi Digital](#)** **[SLR Camera](#)** **[w/EF-S...](#)**

\$699.99 - Incredibly Advanced.

Remarkably Simple. The **Canon EOS Digital Rebel**



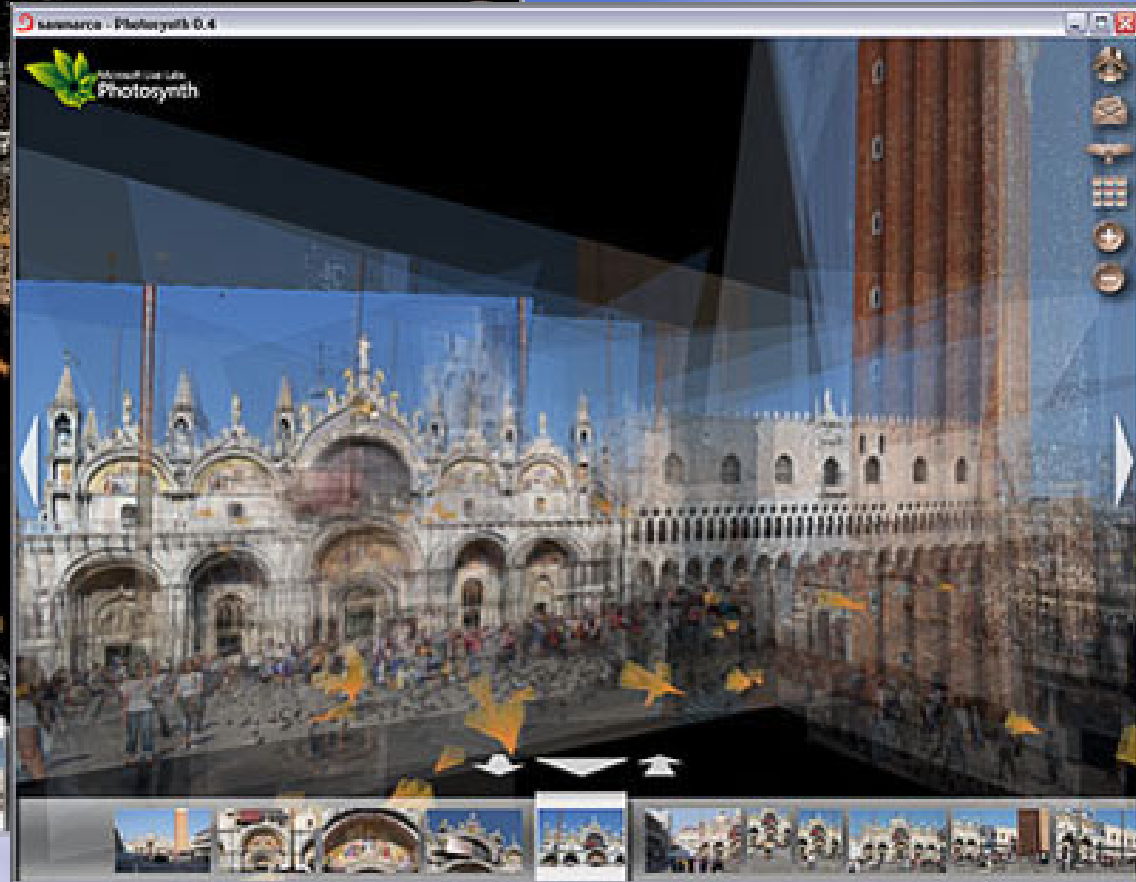
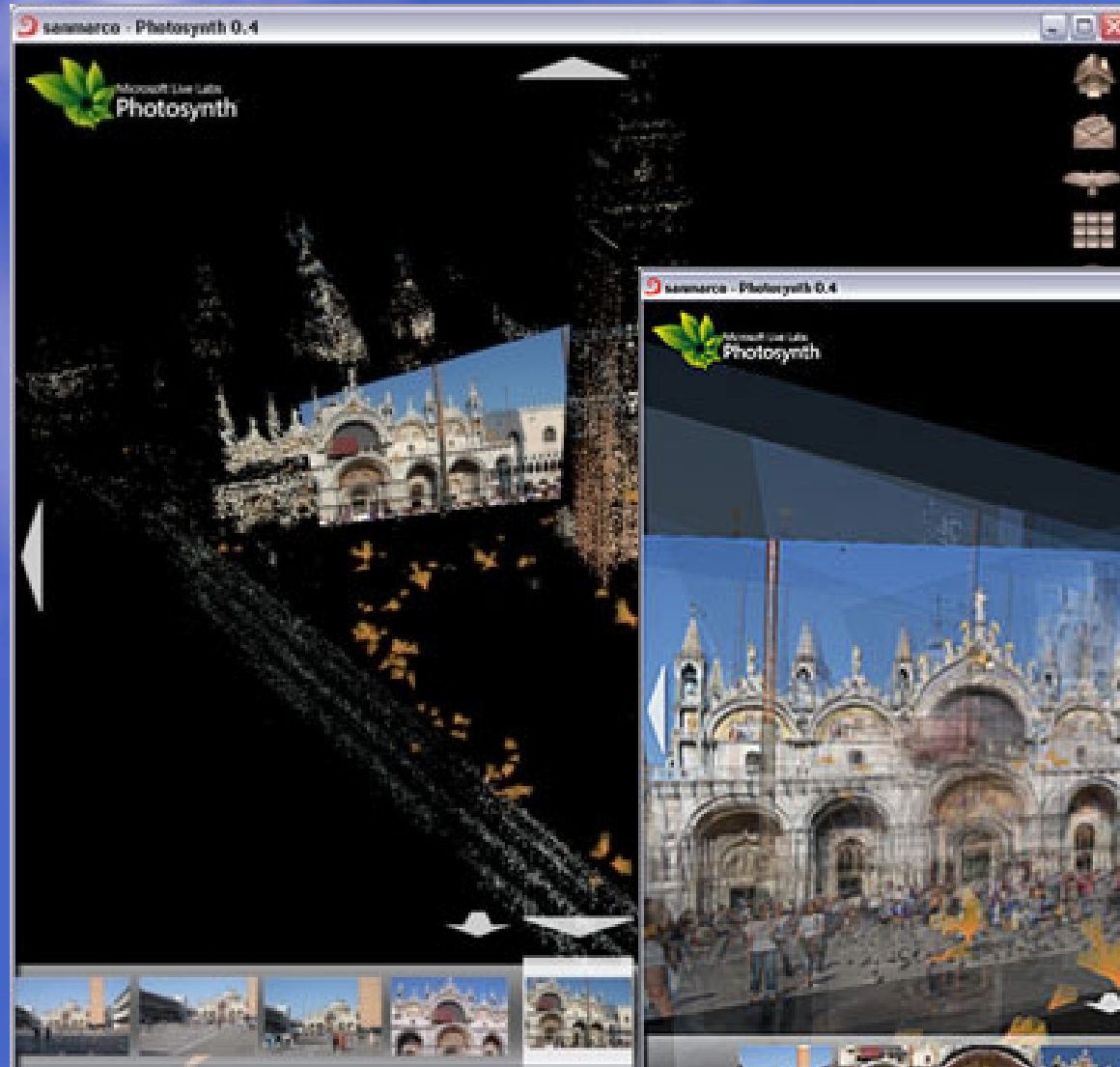
PPC Ads Evolve - Video

The image shows a Google search interface for the query "cell phones". The search results page includes several sponsored links:


- AT&T Cell Phones**: att.com/wireless Large selection of Free Phones with Plans at \$39.99. Official site.
- Free Cell Phones**: [www.V...](#) Verizon, Sprint, T-Mobile.
- BlackBerry® Curve™ 8300**: Everything You Need For A Well Rounded Life. Small, **Smart**, Stylish. www.BlackBerry.com/YourChoice
- Verizon Wireless Phones**: Discount Plans & Free Phone Offers at Verizon Wireless - Official Site www.VerizonWireless.com
- A BlackBerry For Everyone**: Small, Portable, Sleek. There Is A BlackBerry® For Everyone. www.BlackBerry.com/YourChoice [Watch demonstration](#)
- Cell Phones For Free**: Get A Free Cell Phone When You Sign Up With Any Carrier Today! www.CellularDeals.com

A video player overlay is positioned over the BlackBerry advertisement. The video shows a woman holding a BlackBerry Curve 8300. The video player controls at the bottom indicate the video is paused at 0:28.

Microsoft Photosynth







Integrated with Live Maps


Live Search Maps 




[Businesses](#) | [Collections](#) | [Locations](#) | [Web](#)

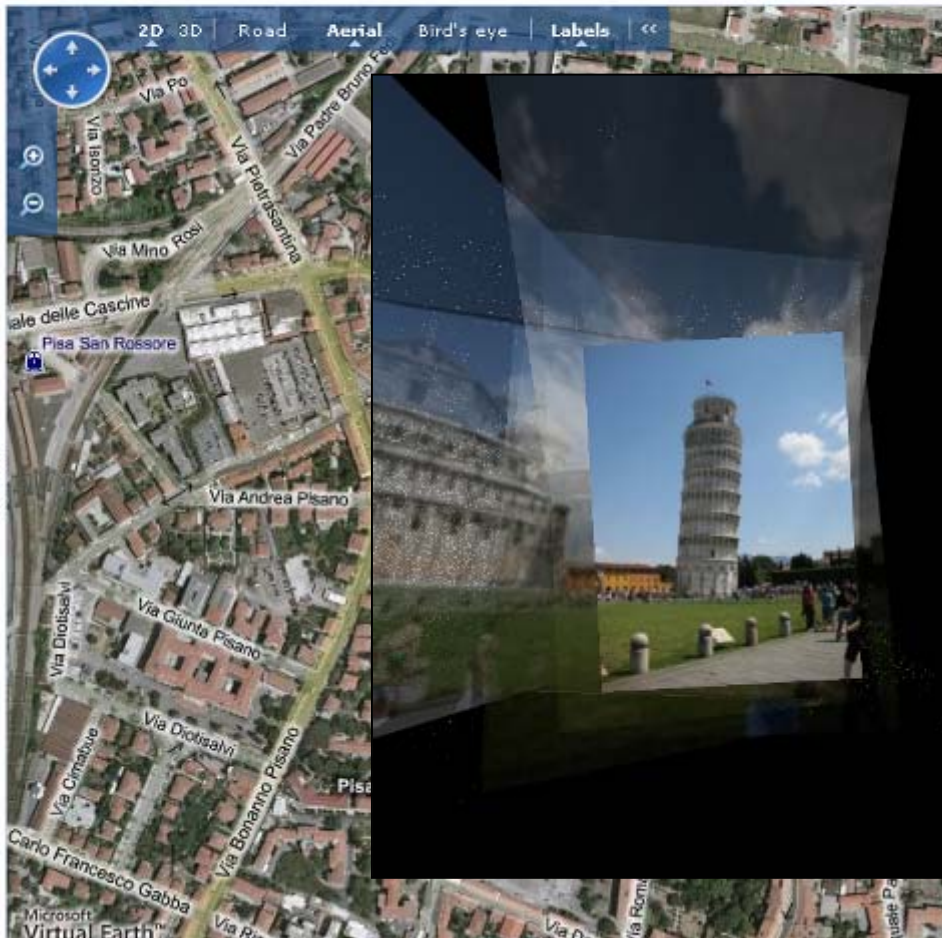
Explore collections in this map: Photosynths


Sort by: [Relevance](#) [Distance](#) [Date updated](#)

Show: All tags or    

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 [Click to Launch Photosynth Viewer](#)
Circa 1940







Any Questions?