



## Insights for Optimization of Search Campaigns

Howard Tietjen

## SEO & PPC Metric Summary

### SEO Metrics

1. Page Bounce Rates
2. Track External Links
3. Top Ranking Pages

### PPC Metrics

1. Page Bounce Rates
2. Ad Quality Scores
3. Price Per Click

# Search Engine Optimization (SEO) Metrics

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## SEO & PPC Metric Summary

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### PPC Metrics

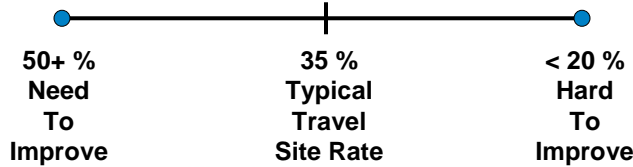
1. Page Bounce Rates
2. Ad Quality Scores
3. Price Per Click

## Landing Page Quality: Bounce Rates

Google Analytics

Site Avg: 34.09%

URL	Pageviews ↓	Bounce Rate
1. /Florida Beaches		61.33%
2. /Longboat Key		34.30%
3. /Siesta Key		13.11%



## SEO Management Metrics

Metric	Improvement Range	Typical Range	Target Range
Landing Page Bounce Rate	50+ %	35 %	20 %
Targeted Link Development			
Top 5 Search Results Ranking			

Source: Madden Media, Proprietary Insights November, 2008

## Link Tracking: Google "Link" Command



**link:www.YourWebSite.com**

## Link Tracking: Google "Link" Command



Web Results 1 - 10 of about 860 linking to [www.michigan.org](http://www.michigan.org).

[MEDC - Renaissance Zones - Manistee County](#)

Related Links: Renaissance Zones Home · Business Tax Benefits · Residential Tax Benefits.  
Renaissance Zones: Eastlake/Filer/Manistee · Kaleva. Link to: ...  
[www.travelmichigannews.org/medc/services/sitedevelopment/renzone/ManisteeCounty/combo.asp?ContentId...1AE6...](http://www.travelmichigannews.org/medc/services/sitedevelopment/renzone/ManisteeCounty/combo.asp?ContentId...1AE6...) - 7k - [Cached](#) - [Similar pages](#)

[Michigan.org - Video Advertising Deals Announced](#)

As Featured in the September 2007 Travel Industry Newsletter. Digital 10 Network, Inc., the company that has equipped all Welcome Centers with multimedia ...  
[www.michigan.org/mtr/enewsletter/combo.asp?ContentId=31D563AE-6082-4510-8DAB-A0B8A8998CB7](http://www.michigan.org/mtr/enewsletter/combo.asp?ContentId=31D563AE-6082-4510-8DAB-A0B8A8998CB7) - 7k - [Cached](#) - [Similar pages](#)

[Come to Michigan for vacation! Please? - Gadling | travel blog ...](#)

Come to Michigan for vacation! Please? by Grant Martin Mar 25th 2008 @ 2:00PM. Things aren't going very well in Michigan right now. ...  
[www.gadling.com/2008/03/25/come-to-michigan-for-vacation-please/](http://www.gadling.com/2008/03/25/come-to-michigan-for-vacation-please/) - 84k - [Cached](#) - [Similar pages](#)

# Link Tracking: Google "Link" Command

Google link:www.michigan.org Search [Advanced Search](#) [Preferences](#)

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[www.travelmichigannews.org/mcdc/services/sitedevelopment/renzone/manisteeCounty/combo.asp?ContentId...1AE6...](http://www.travelmichigannews.org/mcdc/services/sitedevelopment/renzone/manisteeCounty/combo.asp?ContentId...1AE6...) - 7k - [Cached](#) - [Similar pages](#)

External  
Page Link

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Internal  
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## Tracking: External vs. Internal Links

	<u>Total Links</u>	<u>External Links</u>	<u>Pct Ext Links</u>
Michigan.org	860		
Virginia.org	1360		
Arkansas.com	1210		
Colorado.com	749		
VisitNC.com	710		
VisitFlorida.com	997		

## Tracking: External vs. Internal Links

	<u>Total Links</u>	<u>External Links</u>	<u>Pct Ext Links</u>
Michigan.org	860	397	46%
Virginia.org	1360	567	42%
Arkansas.com	1210	671	55%
Colorado.com	749	396	53%
VisitNC.com	710	478	67%
VisitFlorida.com	997	489	49%

## SEO Management Metrics

Metric	Improvement Range	Typical Range	Target Range
Landing Page Bounce Rate	50+ %	35 %	20 %
Targeted Link Development	None	10 % Growth	20 % Growth
Top 5 Search Results Ranking			

Source: Madden Media, Proprietary Insights November, 2008

## Google: Relative Click Rates

### Click Rates

1. 51%

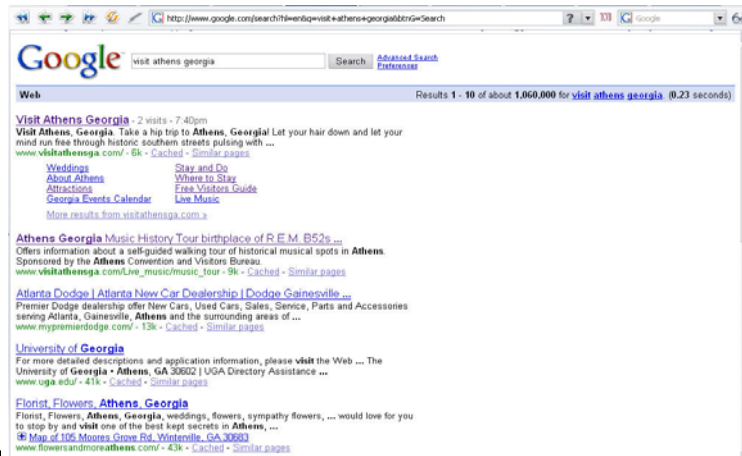
2. 16%

3. 6%

4. 6%

5. 4%

**83% Above the fold**



# Identifying Common Search Terms



Find out which keywords are sending traffic to a website or category:

Site:  or Category:

search referrals: 43,869

Compete Pro Usage [?](#)

Analytics Reports  250

Replenishes: 2008-11-28 [Upgrade Plan](#)

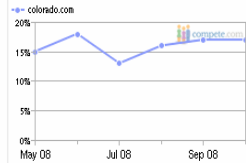
## Report Overview

[Export Data](#)

Domain / Category: colorado.com  
 Time frame: 2008-08-10 to 2008-11-08  
 Available results: 398 terms  
 Displaying: 1 - 50

## Paid Clickthroughs [?](#)

Average Paid  
 • colorado.com: 15.88%



Volume Rank <a href="#">?</a>	Keyword <a href="#">?</a>	% of Site's Search Traffic <a href="#">?</a>	Average Time Index <a href="#">?</a>	Total Time Index <a href="#">?</a>
1	colorado	6.85%	13.83	100.00
2	colorado tourism	2.19%	16.44	38.08
3	colorado vacations	1.78%	10.49	19.73
4	grand junction convention...	1.67%	8.87	15.60

# Top 5 vs. Top 20 Search Results

	Top 20 Results	Top 5 Results	Pct Top 5 Results
Michigan.org	51350	15088	29%
Virginia.org	53684	16788	31%
Arkansas.com	21961	8192	37%
Colorado.com	22694	5091	22%
VisitNC.com	21961	4770	22%
VisitFlorida.com	17394	3088	18%

## SEO Management Metrics

Metric	Improvement Range	Typical Range	Target Range
Landing Page Bounce Rate	50+ %	35 %	20 %
Targeted Link Development	None	10 % Growth	20 % Growth
Top 5 Search Results Ranking	< 20 %	20 - 30 %	30+ %

Source: Madden Media, Proprietary Insights November, 2008

## Pay Per Click (PPC) Metrics

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## PPC Management Metrics

Metric	Improvement Range	Typical Range	Target Range
Landing Page Bounce Rate	40+ %	30 %	20 %
Keyword Quality Score			
Average Cost Per Click			

Source: Madden Media, Proprietary Insights November, 2008

## “Quality Score” Drives PPC



Google uses “Quality Score” to determine:

1. Cost you pay for each click;
2. Ad position of your copy; and
3. Eligibility for ad copy to show.

Source: [adwords.google.com/support](http://adwords.google.com/support)

## Elements of “Quality Score”



Your “Quality Score” includes:

1. **Relevance of Keywords** to ad text/ad group;
2. Quality of your landing pages; and
3. Click Through Rate (CTR) ; and
4. Other relevance factors.

Source: [adwords.google.com/support](http://adwords.google.com/support)

# Example "SarasotaFL.org"

## Keyword

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

Web Maps Results 1 - 10 of about 951,000 for **siesta key** (0.13 seconds)



**Siesta Key**  
**Uninc Sarasota County, FL**  
maps.google.com  
Start address    
 Remember this location

**Siesta Key Chamber**  
Welcome to the **Siesta Key** Chamber of Commerce in Sarasota, Florida. We are delighted that you have come to our web site and hope you will visit **Siesta Key** ...  
[www.siestakeychamber.com/](http://www.siestakeychamber.com/) - 31k - [Cached](#) - [Similar pages](#)

- Sponsored Links
- Siesta Key Sarasota**  
Need a Relaxing Escape? Find The Perfect White Sand Beach For You!  
[SiestaKeyFlorida.SarasotaFL.org](http://SiestaKeyFlorida.SarasotaFL.org)
  - Siesta Key Hotels**  
Your Official Travel Site.  
Great Rates from 150+ Hotel Sites  
[www.hotels.kayak.com](http://www.hotels.kayak.com)
  - Siesta Key, Florida Hotel**  
Boutique resort on **Siesta Key** ideal for a honeymoon or vacation getaway  
[www.TurtleBeachResort.com](http://www.TurtleBeachResort.com)

# Example "SarasotaFL.org"

## Keyword

## AD Copy

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

Web Maps Results 1 - 10 of about 951,000 for **siesta key** (0.13 seconds)



**Siesta Key**  
**Uninc Sarasota County, FL**  
maps.google.com  
Start address    
 Remember this location

**Siesta Key Chamber**  
Welcome to the **Siesta Key** Chamber of Commerce in Sarasota, Florida. We are delighted that you have come to our web site and hope you will visit **Siesta Key** ...  
[www.siestakeychamber.com/](http://www.siestakeychamber.com/) - 31k - [Cached](#) - [Similar pages](#)

- Sponsored Links
- Siesta Key Sarasota**  
Need a Relaxing Escape? Find The Perfect White Sand Beach For You!  
[SiestaKeyFlorida.SarasotaFL.org](http://SiestaKeyFlorida.SarasotaFL.org)
  - Siesta Key Hotels**  
Your Official Travel Site.  
Great Rates from 150+ Hotel Sites  
[www.hotels.kayak.com](http://www.hotels.kayak.com)
  - Siesta Key, Florida Hotel**  
Boutique resort on **Siesta Key** ideal for a honeymoon or vacation getaway  
[www.TurtleBeachResort.com](http://www.TurtleBeachResort.com)

## Example “SarasotaFL.org”

Keyword Relevance AD Copy

The screenshot shows a Google search for "siesta key". The search bar contains "siesta key" and is highlighted with a red box. Below the search bar, there are three green arrows pointing from the search bar to three sponsored links on the right. The first link is "Siesta Key, Sarasota" with a red box around the text. The second link is "Need a Relaxing Escape? Find The Perfect White Sand Beach For You" with a red box around the text. The third link is "SiestaKeyFlorida.SarasotaFL.org" with a red box around the text. The organic results on the left include "Siesta Key Chamber" and "Siesta Key Hotels".

## Elements of “Quality Score”

Google™ [AdWords Help Center](#)

Your “Quality Score” includes:

1. Relevance of Keywords to ad text/ad group;
2. **Quality** of your **landing pages**; and
3. Click Through Rate (CTR) ; and
4. Other relevance factors.

Source: [adwords.google.com/support](http://adwords.google.com/support)

# Example "SarasotaFL.org"

HOME DISCOVER PLACES TO STAY THINGS TO DO DINING & NIGHTLIFE CVR

Tropical Weather Update Print Email Search by Keyword

### SIESTA KEY

Siesta Key is a youthful spirit that is drawn to the glassine waters and quartz-crystal white sand which have been officially ranked as the "finest, whitest sand beach in the world." Siesta Beach is energized - plenty of Frisbee throwing, volleyball, jogging, beachside tennis, biking, and picnicking. Best of all, though, is giving in to afternoon "siestas" in the sun, either swivling on comfy floats atop gentle waves or on shore near the lighthouse. Just steps away is Siesta Village, a spirited medley of different sides. In Siesta Key, the candlelit dining to beach to parasailing. And sports. Any, be sure to experience the Siesta Key Sun Circle, held almost every Sunday evening. Visitors become one of the family as the spontaneous rhythm of drums, bongos, and maracas fill the evening air.

Siesta Key - A powdery white Siesta Key Village Parasailing at Siesta Key Beach

Landing Page

# Example "SarasotaFL.org"

HOME DISCOVER PLACES TO STAY THINGS TO DO DINING & NIGHTLIFE CVR

Tropical Weather Update Print Email Search by Keyword

### SIESTA KEY

Siesta Key is a youthful spirit that is drawn to the glassine waters and quartz-crystal white sand which have been officially ranked as the "finest, whitest sand beach in the world." Siesta Beach is energized - plenty of Frisbee throwing, volleyball, jogging, beachside tennis, biking, and picnicking. Best of all, though, is giving in to afternoon "siestas" in the sun, either swivling on comfy floats atop gentle waves or on shore near the lighthouse. Just steps away is Siesta Village, a spirited medley of different sides. In Siesta Key, the candlelit dining to beach to parasailing. And sports. Any, be sure to experience the Siesta Key Sun Circle, held almost every Sunday evening. Visitors become one of the family as the spontaneous rhythm of drums, bongos, and maracas fill the evening air.

Siesta Key - A powdery white Siesta Key Village Parasailing at Siesta Key Beach

Landing Page

maddenmedia.com

## Example "SarasotaFL.org"

SIESTA KEY

Siesta Key is a youthful spirit that is drawn to the glassine waters and quartz-crystal white sand. Siesta Beach is the finest, whitest sand beach in the world. Siesta Beach is a playground - plenty of Frisbee throwing, volleyball, jogging, tennis, and more. Best of all, though, is giving in to afternoon naps. Siesta Key is a beautiful island with white waves or on shore near the water. Siesta Village, a charming medley of different styles, is a must-visit. Siesta Key is a beautiful island with white waves or on shore near the water. Siesta Village, a charming medley of different styles, is a must-visit. Siesta Key is a beautiful island with white waves or on shore near the water. Siesta Village, a charming medley of different styles, is a must-visit.

Siesta Key - A heavenly white

Siesta Key Village

Parasailing off Siesta Key Beach

Landing Page

maddenmedia.com

## Keyword Quality: "Siesta Key"

Siesta Key Sarasota  
Need a Relaxing Escape? Find The Perfect White Sand Beach For You!  
SiestaKeyFlorida.SarasotaFL.org  
1 of 1 - view all

Google™

Explore the tabs to view details and fine-tune your account. [Close]

Summary **Keywords** Placements *New!* Ad Variations

In this ad group, your keywords trigger ads on search only. The content network is turned off in your campaign settings. [Learn more](#) | [Send feedback](#)

[Edit keywords](#) | [Search this list](#) | [Customize columns](#)

1 - 9 of 9 keywords.

<input type="checkbox"/> Keyword	Status	Quality Score	Current Bid	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos
<input type="checkbox"/> Siesta Key	Active	Great Minimum bid: \$0.04	\$0.80 Max CPC	326	12,333	2.64%	\$0.48	\$189.66	2.2
<input type="checkbox"/> Siesta Key Florida	Active	Great Minimum bid: \$0.04	\$0.80	139	2,364	5.87%	\$0.50	\$67.16	2.1
<input type="checkbox"/> Siesta Key FL	Active	OK Minimum bid: \$0.10	\$0.80	31	746	4.15%	\$0.58	\$17.32	1.8
<input type="checkbox"/> Siesta Key Sarasota	Active	Great Minimum bid: \$0.04	\$0.80	17	396	4.29%	\$0.51	\$8.74	2.9

## Keyword Quality Score: Ranges

“Poor”

“OK”

“Great”



Minimum Bid:  
\$0.40+

Minimum Bid:  
\$0.06 – 0.30

Minimum Bid:  
\$0.01 – 0.05

Source: [adwords.google.com/support](http://adwords.google.com/support)

## Keyword Quality Score: Ranges

“Poor”

“OK”

“Great”



Minimum Bid:  
\$0.31+

Minimum Bid:  
\$0.06 – 0.30

Minimum Bid:  
\$0.01 – 0.05

\$5.00+

Source: [adwords.google.com/support](http://adwords.google.com/support)

## PPC Management Metrics

Metric	Improvement Range	Typical Range	Target Range
Landing Page Bounce Rate	40+ %	30 %	20 %
Keyword Quality Score	"Poor" 1 - 4	"OK" 5 - 7	"Great" 8 - 10
Average Cost Per Click			

Source: Madden Media, Proprietary Insights November, 2008

## Budget – Average CPC Cost

Average Search CPC by Category, May and June, 2008			
Category	CPC June (\$)	CPC May (\$)	Change (%)
Total finance	2.94	2.96	-1
Mortgage	3.53	3.15	12
Auto finance	1.91	1.93	-1
Insurance	11.14	10.63	5
Travel	0.67	0.74	-10
Automotive	0.50	0.49	2
Retail	0.47	0.45	5
Dating	0.41	0.40	3

Source: [efficientfrontier](#) Jul 15, 2008

Source: eFrontier.com

## Budget – Range Tourism CPC Cost

\$ 0.50

\$ 0.80+

\$ 1.00+



Source: Madden Media. Proprietary Insights November, 2008

## Budget – Range Tourism CPC Cost

\$ 0.50

\$ 0.80+

\$ 1.00+



Lodging  
Mixed

Source: Madden Media. Proprietary Insights November, 2008

## Budget – Range Tourism CPC Cost

\$ 0.50

\$ 0.80+

\$ 1.00+



Typical  
Destination

Lodging  
Mixed

Source: Madden Media. Proprietary Insights November, 2008

## Budget – Range Tourism CPC Cost

\$ 0.50

\$ 0.80+

\$ 1.00+



Fully  
Managed

Typical  
Destination

Lodging  
Mixed

Source: Madden Media. Proprietary Insights November, 2008

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Landing Page Bounce Rate	40+ %	30 %	20 %
Keyword Quality Score	“Poor” 1 - 4	“OK” 5 - 7	“Great” 8 - 10
Average Cost Per Click	\$ 1.00+	\$ 0.80	\$0.50

Source: Madden Media, Proprietary Insights November, 2008



## Insights for Optimization of Search Campaigns

Howard Tietjen