

PPC Audit for the Downpour.com site – Target CPA: \$45-\$55

- **Check account against best practices – note any areas where best practices are not being used or could be optimized. Include account structure.**
 - Streamline account management by removing campaigns or ad groups that have already proven to not work (paused for more than 6 months).
 - (Ex: Palahniuk – Free Download, Palahniuk – Giveaway Image Ads, LT – Narrators-Search all of which had no traffic and no clicks.)
 - If target goal is CPA based then focus on the three campaigns that are already eligible for Conversion Optimizer and use best practices from those moving forward.
 - i. **Audio Books Search II**
 - ii. **Download Search II**
 - iii. **Brand Search**
 - For broad branding campaigns, keep broad and phrase match keywords and ad groups and remove exact. (Examples? Do you mean like the campaigns labeled “Brand – mobile” or “Alternative Family – Broad”?) **YES**
 - On these broad CPA campaigns, create enhanced campaigns to monitor mobile activity (see day parting suggestions below). (If it’s an enhanced campaign doesn’t that mean that desktop and mobile are grouped into one and wouldn’t be separated? So are you referencing in fact that this would actually mean less campaigns to manage?) **YES**
 - Upgrade all active campaigns to enhanced campaigns, and merge any relevant legacy campaigns into one enhanced.
<http://support.google.com/adwords/answer/2909484?ctx=tltp>
 - (Would this be to reduce the number of campaigns that need to be monitored? In addition what advantages does this give them?) **YES- smarter ads, enhanced reports...read the link in the support center**
 - For specific genres, title campaigns, remove broad keywords/ad groups.
 - (Are you referencing for example the campaign “Ancient and Classical – Broad” Is the reason they should remove the broad keywords/ad groups is because they are too generic and you want to keep things more specific? **YES**
 - ~~For title series campaigns remove phrase keywords and ad groups for most unless conversion data warrants it.~~ (Do you mean for example the campaign “LT - Titles - Harper Collins – Search” to remove phrase keywords and ad groups

because that's too generic and not specific enough for specific titles? **Nope that was a duplicate note---delete it**

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to interact with eBay, this is the official application that's been created by eBay itself.

There's a good level of integration for your eBay account to work within Facebook, showing items you've found on eBay (your watchlist) and check out the items your friends have added to their watchlists as well. Security options let you pick and choose what information you want to share, and how this information is shared.

This was a necessity for eBay, which is an established company with a high trust score for consumers, and creating an application for Facebook, where some things are broadcast out to friends via the newsfeeds function or on profiles means that eBay has taken extra steps to make sure each user is comfortable with what and how things are shared.

There's another feature that encourages a bit of interaction and recommendations amongst friends—the "Push" feature lets you add items to your friends' watchlists.

See also: [EBAY TOOLBOX: 50+ Tools for eBay Buyers and Sellers](#)

TOPICS: [FACEBOOK](#), [SOCIAL MEDIA](#), [SOCIAL NETWORKING](#)

Ads by Google

[Download Audio Books](#) - Competitive prices & huge selection No membership necessary.
www.downpour.com

[\\$0.99 Domain at Go Daddy](#) - Why Pay More? Compare Us! Free Hosting w/Site Builder & More.
GoDaddy.com

[Investors Network Site](#) - Make Business Deals and Investments Network for Investors, Sign Up Now!
Fundology.com/Social_Networking

- Weed out all other non-performing ad groups.
- Analyze all content network placements for higher CTR ads or non related websites. For example, see the screenshots below when doing unrelated research on eBay and Facebook apps on Mashable and reading the news on a NH newspaper website. (Can we review this further not quite sure I understand. From what I see here you are referencing that their ad placements are low on the page?) **NO- they have a lot of content display ads that are all over the place, not targeted types of websites...they need to limit their impressions and therefore reduce CTR and improve their CPC**



- **Ads – Review Ads for best performing ad copy including CTR/Conversion rates and landing pages. Review offers on our website and outline any changes you would make, or messages you would test.**
 - Remove ads where optimum keywords are inverted. Keywords are ok that way, but ads need to be more appealing to user, and books audio is not the right message. (Are you referencing for instance the Audio Books – Search – II campaign and the ad: **YES**)

{Keyword:Books Audio Audio Books}
Competitive prices & huge selection
No membership needed!
www.downpour.com/books-audio

- Same ad across multiple ad groups has different CTR because of relevance. Choose ones with best CPA and use them there. (Are you referencing for instance the Audio Books – Search – II campaign and the same ad under the Ad groups Audio Book Downloads, Download Audio Books, Where to Download Audio Books etc...) **YES**

[Download Audio Books](#)
No membership needed.
Competitive prices & huge selection
downpour.com/Download-Audio-Books

- Ok to use Dynamic Keywords, but have ad more relevant to ad group.
- Only use dynamic keyword ads for exact title ad groups. If someone is searching for specific title, then seeing a generic ad will not lead to a click. Most of your specific title campaigns are not resulting in conversions. (Are you referencing for example the campaign LT – Titles – Blackstone Audio Search>20 Surefire Tips for telling a Titillating Story? The below ads go right to the homepage instead of directly to the audio book **YES- the ad should go to this link NOT the homepage** <http://www.downpour.com/catalogsearch/result/?q=20+Surefire+Tips+for+telling+a+Titillating+Story?>

{Keyword:Audiobook Downloads}

The energy & beauty of literature
captured in sound. Just press play!
www.downpour.com

- All genre ads should land on genre specific page on website → and if there is no landing page on website, then the ad group/genre shouldn't have PPC campaign. Destination URLs can help you reach your CPA goals, think search intent, buying needs and conversions.
- Ads are too generic across specific genres ad groups– good quality clicks and conversions will come from strong ad copy and matching keywords that are specific so the user knows exactly what they are getting when the click on the ad and it matches their search intent and buying needs. (What campaign & Ad Group was this ad under?) **Its under a bunch of them, but this is an example of an ad that can fit under lots of ad groups, but not specific genre ad groups (only generic genres) If I'm searching Romance Novels, I want to go to the romance novels page, not get an ad for a whole bunch of genres and go to the Home Page**

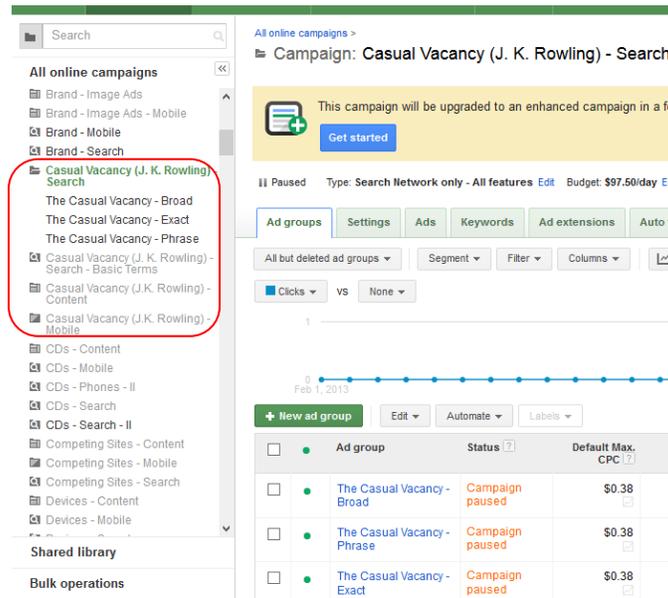
For example- LT Genre Search> Children's Phrase...if I search for "Children audio books" I see this ad and if I click on it, I go to the home page instead of a page like this...

<http://www.downpour.com/catalog/category/view/id/1602/>

{Keyword:The Top Audio Book Genres}

{Keyword: Sci-fi}, Horror, Romance, and more. → Lands on home page
Join our audio book club and save!

- Restructure specific types of audio book campaigns around what is actually on website (vs. 18th century, 19th century, 20th century...unless titles can be specifically cross referenced). (What campaign and Ad group was this listed under?) **There are 4 campaigns with 3 ad groups in them for this particular author/title combination in the bullet below → the enhanced campaigns would eliminate some of this excess too. The bullet above is referencing that there are campaigns for these genres but no matches to their website. Basically advertising books in genres that they do not have.**
 - i.e. “The Casual Vacancy” by JK Rowling...no need for broad ads landing on home page in this campaign when have specific ads landing on the book title page...offsets campaign results.



Ad group	Status	Default Max. CPC
The Casual Vacancy - Broad	Campaign paused	\$0.38
The Casual Vacancy - Phrase	Campaign paused	\$0.38
The Casual Vacancy - Exact	Campaign paused	\$0.38

- Base ad headlines off of search terms reports run for each campaign. (Need explanation on this one.) **The reports they have run/will run to see what people are actually searching for should help them write better headlines for the ads**
- Test messages that use Free Download vs. Save. (Do you mean to create new ads with messages of free download instead of save? Example ad?) **YES- we talked about A/B testing on Friday**
- Test messages for Join club vs. No membership required.

- Land those ads on specific club offer pages instead of homepage. (What campaign was this in reference to?) **There are plenty of them across the major campaigns**
- Promo campaigns are great, don't see much data from them so not sure if they were run long enough to try...need to make sure landing pages match offer.
 - Would alter ad copy with competitive rates and no membership needed. Although these are both true statements use actual prices to compare with ads from competitors rather than simply stating. (Did you run a report to find this information out and if so which report?) **NO- looking at their ads that go to download offer, there is no mention of other rates in ads or landing pages to make "competitive rates" statement**
- **Quality Score – Analyze our accounts overall QS and break down into areas where it could be improved – outline possible ways to do so. Include CTR analysis by top and bottom performing KWs. Include QS analysis by Expected CTR, Ad relevance, and Landing page relevance.**
 - Overall QS is pretty good, even on very specific keywords. (Searched the keywords in the campaign Audio Books Search II)
 - QS is somewhat related to low search volume, makes sense to cut dead weight and remove low search volume.
 - Run QS report of 6+and sort by QS then CTR. Measure the list against # of conversions for those ad groups and determine if need to remove those keywords (attached report from 1/1-3/1/13). (Are these the reports I see in the reporting section keywords titles QS over 5 and under 5?) **YES**
 - Then run QS report 5-lower and sort by CTR to remove dead weight. Measure those words against conversions, and see if any are worth keeping.
 - i. Almost all keywords from the under QS 5 report have 0% CTR and only one seems worth of keeping live despite low scores (highlighted in yellow).
- **Keywords – Analyze keywords for performance. Include CTRs, QS, Conversions/Conversion Rates, and Cost per Conversion (1-per click). Bear in mind our target CPAs. Point out top and bottom performing areas and areas where we can improve. Outline possible ways to do so.**

- **See above research on QS and CTR for keywords.** Taking report and suggested keywords that are not performing and match up against target CPA rates. (Need to know which reports were run for this?)
- As mentioned above, would suggest using Conversion Optimizer to target CPA rates.
- Having poor performing keywords has effect on overall campaign, so cutting off dead weight can improve mid range keywords.
- Remove books audio campaign/keywords → QS is low, match is broad, and CTR is low not worth keeping when specific versions are doing better.

- **Landing Pages – Analyze landing pages. Include any optimization opportunities or best practices not being followed.**
 - ~~More use for promoting offers in copy on landing pages – if free shipping, put that on landing page, rather than waiting for them to try to checkout before seeing if it's true, messes up Conversion rates too if I have to click all the way through to checkout page first before determining if the CD will actually have free shipping.~~ (Is this the one where we said to get rid of because they now have the free shipping listed on their website)? **YES**
 - Palanuik-free promo landing ad on Blackstone blog...if decide to promote it again, don't need to go through the blog if the search on downpour.com will always turn up "Romance" with a 0.00 download charge. (Listed under the campaign Palahniuk – Free Download...should send traffic directly to the landing page of <http://www.downpour.com/index.php/catalog/product/view/id/106638/s/romance/>) **YES**
 - Audio books- broad campaigns, if there are ads that have specific search terms or types, then make the landing page match the search terms (i.e. "Unabridged" land on search results page for unabridged books). (Under Audio Books – Search II>Unabridged audio books....Ads are landing on the home page not specific to Unabridged Audio books)
 - Remember better landing pages lead to better conversion rates for the campaigns – and make the cost of the click worth it. This is a key area to spend time with to make sure the landing pages are highly optimized, relevant and call-to-action oriented.

- **Account Change History – Please review the history of changes in our account and show us anything abnormal, success or failure. Compare to best practices and highlight any areas of concern or deviation from best practices. Please compare 30, 90, and 120 day time periods.**
 - Best practices for changing keywords is to remove low performing keywords.
 - Where ad groups are built around keyword types, then it would also be best practice to remove lower performing ad groups after 90-120 days of data.
 - New Enhanced campaign types allow for managing one campaign for all types of devices, allowing some campaigns to be removed.
 - If change of CPC is based on bid simulation, then why so drastic? If CPC change is based on CPA rates then that makes sense, and should track changes in CPA after CPC rates were changed.
 - Don't have enough information to see what prompted changes like CPC from **\$2.02 to \$1.41** in several different ad groups. Are these bid simulated or based on performance? (I saw the updated figures when I did a 30 day date range, but would need more information on why these figures were changed.) **EXACTLY**
 - Change history log in Google still freezing up for just ads 30 day range. (I was able to run a 30 day change history report from Tools & Analysis with no issues.)

- **Day Parts, Week Parts, and Geo-targeting – Please look at account performance by time period to help us see if there is a good way to day-part parts of the account. Include a weekly time part in your analysis. Also include geo-targeting data. Include recommendations for account day parting and geo-targeting.**
 - Targeting 1/1/13- 3/1/13 for time of day/conversions → Mobile campaigns had numerous conversions across all hours of the day. (What report did you run for this entire section? I think if I know which report was run then I can see these figures that you found.) **They have their own (Campaign day parting report) add time of day and day of week and then sort by those columns to see the data. I deleted mine because I didn't want to have too many duplicates in their report dashboard show up from us.**
 - Most conversions happened between 6am-9pm other than mobile designated campaigns.
 - Would suggest adding higher bid % to all mobile campaigns during peak rush hours 5am-9am and then 4pm-7pm.

- For 2012, Friday was the biggest traffic day, but wasn't as high of a converting day, continue watching after installing Conversion Optimizer.
- Geo Targeting- big concentration in Canada (Ontario, Quebec, British Columbia) but no measure for conversions in report.
 - i. But recently removed Canada from all settings (change log 3.8)
- All time geo targeted highest conversions are from local Medford OR area. Putting more emphasis on bids for this metro area could increase conversions where local audience isn't competing over national competitors therefore lowering CPA.
- **Competition – Analyze our competition and note any areas where we might take advantage of what they are or aren't doing.**
 - **Competitor 1: Audible.com**
 - i. 10 Best Paid Keywords: audio books, audio book, audio book, download audio books, free online audio books, audio books online, audio bibles, audio books, books on CD, download audio books.
 - **Competitor 2: Audiobooks.com**
 - i. 10 Best Paid Keywords: audio books, audio book, audio books, audiobooks.com, audio books rentals, books on audio, free online audio books, download audio books, audio book online, free audio book download.

<u>SpyFu Competitor Analysis</u>	<u>Daily PPC Budget Estimate</u>	<u>Average Ad Position</u>	<u>Paid versus Organic Clicks/Day</u>
Audible.com	\$2,640 - \$6,600	2	4,230 / 1,330
Audiobooks.com	\$356 - \$1,100	5	578 / 129
Downpour	\$85.94 - \$255.62	8	137 / 1

- Audible.com marketing messages talk about the number of books (over 100,000 titles) and price points (starting at \$7.49).
- Audiobooks.com marketing messages include the offer sign-up and get a free book.
- These marketing messages are very specific, action-oriented and include pricing information to drive clicks.

