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Tips for Pay-Per-Click (PPC) Advertising

- **Test, Test, Test** – Test keywords, copy, PPC Search Engines and placement. We have seen dramatic ROI increase on ads that we have tweaked and tested overtime and on the various Search Engines.
- **PPC Budget** - Many hotel project unrealistic response rates for their initial keyword and the CTR that can eat up their budget in a manner of weeks.

Most websites are hungry for clicks and need hundreds or thousands of highly targeted visitors per day to produce any response worth measuring. A good rule of thumb for conversions is between 1% and 3%, however, this may vary by destination, brand, keyword, season, etc.

- **#1 Position is Not Always the Best** - A #1 position on the page may look impressive to your hotel owners, but it can be very expensive, and increase the number of "compulsive" clicks. Try #2, #3, or #5 or even #9 on competitive keywords as this is a cheaper cost-per-click you will need to monitor your CTR.

The more specific the keyword, the higher I want to rank. For very specific keywords I want to be in the top 3, because then I'll appear in Overture partner sites like Yahoo. But for general, nonspecific keywords, I believe that positions 8-10 are more cost effective, because the first few listings will tend to "filter" the click-throughs you get. Try to keep your placement "above-the-fold"

- **Copywriting** - Enticing copy is great for print ads, but not for PPC ads. If all you're doing is enticing uninterested prospects, you're paying for wasted clicks. Instead, target by matching copy more closely to keywords (write many different ads). Be clear and straight forward.
- **Respond to Editorial Disapprovals** - If you do not understand an editorial decision, ask for an explanation and respond accordingly.
- **Reporting Metrics** - Google and Overture offer a wealth of summary information about different aspects of your campaign, such as average cost-per-click, ad positions, click-through rates, etc. Your landing page should provide you metrics such as referring search engines, keywords, etc.
- **Landing Page** - Test various landing pages for response rates. Do not send visitors to a home page or menu page with many options. Don't send them straight to the "reservation page" page, either. People are hungry for information about your hotel, destination and offer.

- **Track your ROI** - It's easier than it sounds, and unless you know which keywords and which ads are converting to sales, you're flying blind and wasting money. Remember, a conversion does not have to be a reservation. Ideally, yes but if you cannot put a tracking code on your website to track the reservations you need to remember that offline booking ratio. In addition, you can measure RFP request, brochure request, e-mail questions, downloads of your hotel brochure, newsletter subscriptions, etc.

You can have each of your search terms click through to a different URL if you want, and you can use this to track what search terms are actually generating income for you.

Paid Placement Facts -

- Builds hotel awareness
- Can be changed on demand
- Controlled and written by the hotel
- Very effective for testing keywords
- Ability to turn it on and off when you need it
- Appeals to different type of search audiences
- Paid placement can compliment your organic campaign
- Advertiser is in full control of ad, budget and audience reach
- Keyword, ad copy and a landing page is critical to your success
- You can target terms that you are unable to on your hotel website
- It can be a very competitive market with advertisers that have deep pockets
- Based on PPC engine you can control your placement (beware this can get expensive)

Develop a Strong Keyword Strategy -

- Test, test, test
- Review your web logs
- Include the hotel brand name
- Use suggestion tools and good thesauruses
- Create and include phrases as well as single words
- Include synonyms and substitutes to selected words
- Match keywords and phrases to your hotel and destination
- Include common hotel and destination misspellings (if engines will accept)
- 3-4 word keywords attract people making a reservation, 1-2 word keywords attract lookers
- As much as possible, you want to target and bid on specific phrases. The more specific the phrase, the more likely it is that a click will convert into a sale. It isn't the number of clicks you get, but the number of reservations that are as a result

Sample of Pay-Per-Click Search Engines

1.	http://www.google.com/ads/
2.	http://www.overture.com/
3.	http://www.findwhat.com/
5.	http://www.goclick.com/
6.	http://www.payperanking.com/
7.	http://www.espotting.com/
8.	http://www.search123.com/
9.	http://www.searchfeed.com/
10.	http://www.enhance.com/
11.	http://search.looksmart.com/
12.	http://widersearch.com/
13.	http://www.mirago.co.uk/
14.	http://www.123-click.co.uk/
15.	http://www.gazabo.com/
16.	http://affiliate.brainfox.com/
17.	http://www.pageseeker.com/businesscenter/
18.	http://www.epilot.com/epilot4/advertisewithus/
19.	http://www.bridesites.com/
20.	http://www.bridalclicks.com/
	Pay-Per-Click Tools
1.	http://www.compareyourclicks.com/
2.	http://ppcbidtracker.com/
3.	http://www.atlasonepoint.com/
4.	http://www.bidrank.com/
5.	http://www.wordtracker.com
6.	Overture.com

Please note that as in any marketing programs each one needs to be evaluated and determined if they meet the needs of the hotel and your Internet marketing goals.