

Measuring Clicks Vs. Measuring Results

Pay Per Click Advertising, also known as PPC, is something that has exploded over the past several years. Something that I'm fairly certain my grandmother would know the meaning of (even if only because of its occasional appearance in crossword puzzles). It's something that is accessible to everyone, something that even those who have little to no marketing or advertising experience can understand and implement.

What differentiates the pros from the novices, however, the experts from the inexperienced, the Pepper Group from my grandma, is a knowledge and understanding of what it is that really makes a PPC campaign successful—and if you do a little digging, you'll realize that it's not as cut and dry as it may seem on the surface.

All clicks are not created equal. "But, Kelly, if people are visiting my site, doesn't that mean that my PPC campaign is a success?" Well...no; not necessarily. It's quite likely that a PPC campaign's main goal is to do more than merely drive traffic to a site; there is typically something else we want people to do once they make that initial click. This greater goal can take a variety of forms, such as site visitors making a purchase, signing up for a webinar or just submitting their information to continue to learn more about your product or service. Participation in this activity—the activity beyond the click—is the conversion, which is the main goal behind PPC campaigns.

As you can imagine, measuring clicks alone will not enable you to effectively determine how many actually become conversions. Further scrutiny of which specific keywords consequently lead to specific actions is essential to effectively manage a PPC campaign. For instance, if I own a cupcake shop (I'm currently at the airport waiting for news on an overbooked flight and am famished—hence the food analogy) and have built my PPC campaign around a variety of keywords, it's very likely that some of those keywords may turn out to be more effective than others. Let's say that my campaign's goal is to entice people to sign up for my newsletter, *Cupcake Connoisseur*, by offering them a coupon for a free cupcake. Perhaps two of my keywords are "gourmet cupcakes" and "cupcake coupons." If more people click on my ad after searching for "gourmet cupcakes," I may assume that's the keyword I should consider bidding more on per click—not so. Traffic statistics can rise even if keyword quality is dropping like an anchor.

You see, just because "gourmet cupcakes" drives more traffic to my site, I don't know if those visitors are actually doing what I want them to—signing up for my newsletter—once they arrive at the web site. Maybe they're just looking at some featured cupcake images, drooling slightly, then moving along to another website. If I closely monitor the results of my campaign, I may note that there are fewer people that stumble upon my site after searching for "cupcake coupons," but that those people are actually far more likely to turn into leads via signing up for my newsletter than those who searched a little more broadly, for "gourmet cupcakes."



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As you can see, Granny's comprehension of PPC probably ended around the first paragraph of this article, and not surprisingly so. All of this can be a bit overwhelming, and while PPC campaigns are without a doubt more effective with careful scrutiny of results along the way, it can also be time consuming and expensive to manage those results the right way...unless of course a little birdie told you about a potential solution that makes measuring PPC results and tweaking your campaign to maximize those results simple.

If no little birdie has yet landed upon your windowsill to chirp joyously and open your eyes to the world of painless PPC campaign implementation and results management, never fear—we can fill you in.

