

AMB330 Digital Portfolio

Assessment #2: Search Strategy

Assessment Guide and CRA

(Excel file and one-page search justification, 30%, due on 20 September 2019)

Overview

Building on your findings from Assessment #1, you are to develop a search strategy for the client. You are to complete an Excel template (available on Blackboard) and provide an overview of why a search strategy is important to justify the key decisions you have made.

You should consider the client and the information that you learned through doing Assessment #1 and ask yourself the following questions:

- What would the target audience be searching for on Google, and how can your client best match those needs?
- What specific terms (keywords) would your target audience be using? Would they be using broad terms, or very specific ones?
- What is your budget, and how long is the campaign?
- Which links to your client's site do you intend to highlight in your campaign – what keywords are appropriate for each link?

Five steps should be taken to complete this assessment:

1. Justification of A Search Strategy (one page only, 400 words)

- This section tests your understanding of the theory behind SEM, as well as your critical reasoning in your justification.
- The justification helps the client understand **why you are recommending a SEM strategy**. You will need to support your recommendation with **theory** (e.g. why people search online), as well as **industry statistics** around online behaviour. For some great industry insight and ideas, check out [Search Engine Land](#) and the [Think With Google](#) blog.
- You should also give a comprehensive overview of why you have built your search account in the way that you have. For example, if your target market is a young and affluent, you should use a SEM strategy that aligns with them.
- You should also look at Google Trends to see trends for specific keywords and themes that are relevant to your client. It's especially useful for determining seasonality for particular products or services. For example, you might see flower searches spike around Mother's day. This information should play a part in your justification.
- This justification is to be submitted as a word document and should be professionally presented (including your name, your client's name, etc.).

2. Keyword Research

- This section tests your understanding of the product and product market.
- You will need to set up a Google AdsWords Account (ads.google.com)

ACCOUNT SET UP: Go to <https://www.ads.google.com>

STEP 1: Go to first screen > Select “Experienced marketer option” or “Experienced with Google Ads” so that you can miss the full set up. Initial screen may change depending on the age of your browser.

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

 Get more calls

 Get more visits to your physical location

 Get more website sales or sign-ups

[Experienced with Google Ads?](#)

← Click here

OR

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

 Get more calls

 Get more website sales or sign-ups

 Get more visits to your physical location

[NEXT](#)

Are you a professional marketer? [Switch to Expert Mode](#)

- If you do not follow the above steps, you will need to complete the full platform setup, including providing a payment option and test ad. We emphasise that by skipping the setup you will save yourself a lot of time and effort. If you have to re-start your setup, you will need to do this with a new email address.

STEP 2: It will ask you to confirm your business settings. Enter as per screenshot below.

Confirm your business information

This information will be used to create your account. You can't change these settings later, so choose carefully.



Billing country
Australia



Time zone
(GMT+10:00) Brisbane Time



Currency
Australian Dollar (AUD \$)

SUBMIT

STEP 3: You're all set. Explore your account!

Congrats! You're all done.

EXPLORE YOUR ACCOUNT

You're set up! Click here.



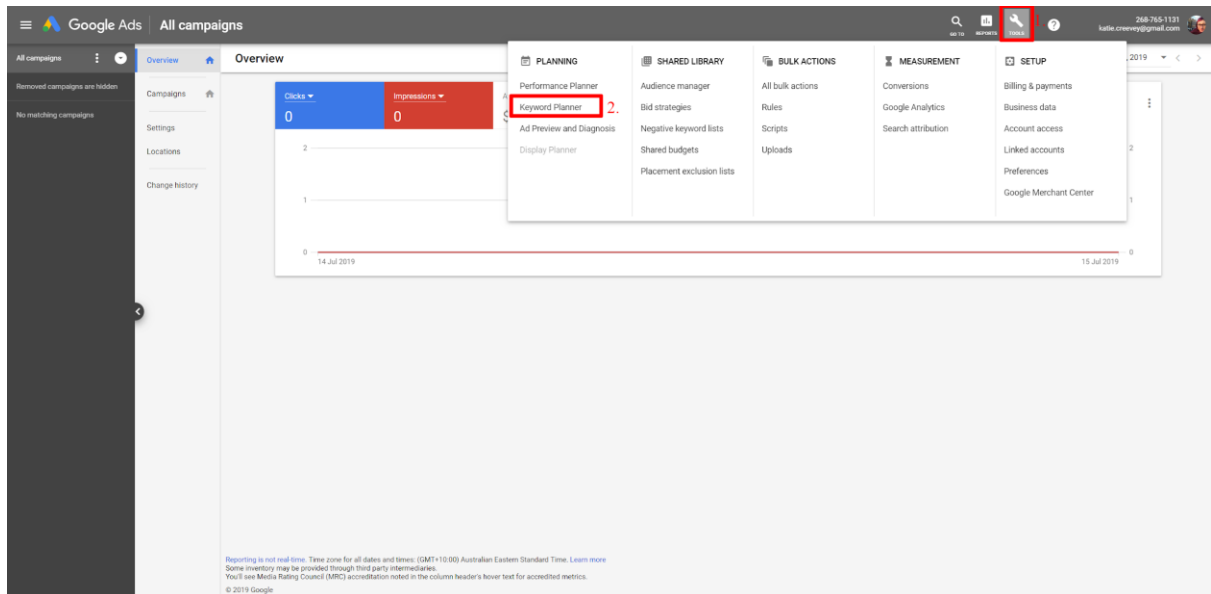
Resources

**Download the mobile app**
Manage ads while you're on the go
[Android app](#) | [iOS app](#)

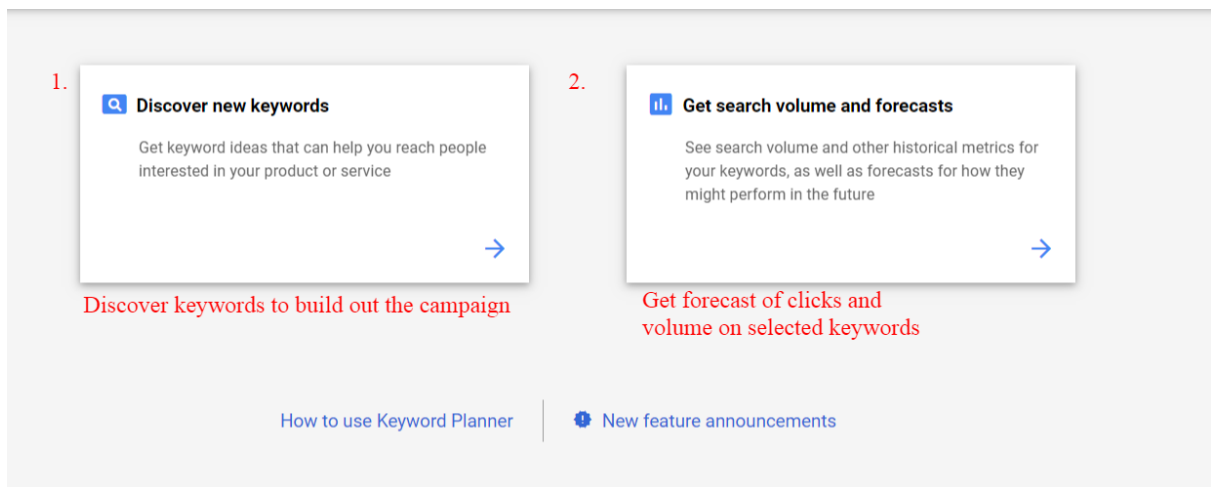
**Learn more**
Get answers to your questions
[Visit the Help Centre](#)

**Contact us**
Monday – Friday: 9 AM to 9 PM
1-866-246-6453

STEP 4: Select top navigation menu > Tools > Keyword planner



STEP 5: You will first need to “Discover new keywords” for your client. This is the beginning of your keyword research process.



STEP 6: Keyword research process in “Discover new keywords”

Google Ads Keyword plan

Locations: Australia Language: English Search networks: Google Last 12 months Jul 2018 - Jun 2019

business degrees, bachelor program cut, bachelor of marketing, brisbane universities

2,162 keyword ideas available

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
☐ bachelor program cut	0 - 10	Low	—	—	—	—
☐ business degree	1K - 10K	High	—	\$8.61	\$18.67	—
☐ brisbane university	1K - 10K	Low	—	\$0.58	\$2.33	—
☐ bachelor of marketing	100 - 1K	Medium	—	\$3.96	\$12.10	—
Keyword ideas						
☐ business administration	1K - 10K	Medium	—	\$2.58	\$16.86	—
☐ business management degree	100 - 1K	High	—	\$7.78	\$19.07	—
☐ business administration degree	100 - 1K	High	—	\$8.42	\$15.67	—
☐ business manager	1K - 10K	Low	—	\$2.65	\$19.88	—
☐ marketing degree	100 - 1K	High	—	\$6.57	\$23.19	—
☐ bachelor of business administration	100 - 1K	Medium	—	\$5.58	\$13.64	—

Show rows 10 1 - 10 of 2,162

- Using the Keyword Planner, enter the type of product and targeting information (e.g. Country and Language) and search for keyword suggestions.
- Type in the relevant keywords to your client. You will need 100 keywords and you can add your keywords to your plan. Generally SEM accounts will contain thousands, but we're not that cruel so just do 100!

STEP 7: Add keywords to your plan.

Google Ads Keyword plan

Locations: Australia Language: English Search networks: Google Last 12 months Jul 2018 - Jun 2019

business degrees, bachelor program cut, bachelor of marketing, brisbane universities

10 selected (or select all 2,162) Add to plan Adding to Ad group 1 Broad match ADD KEYWORDS

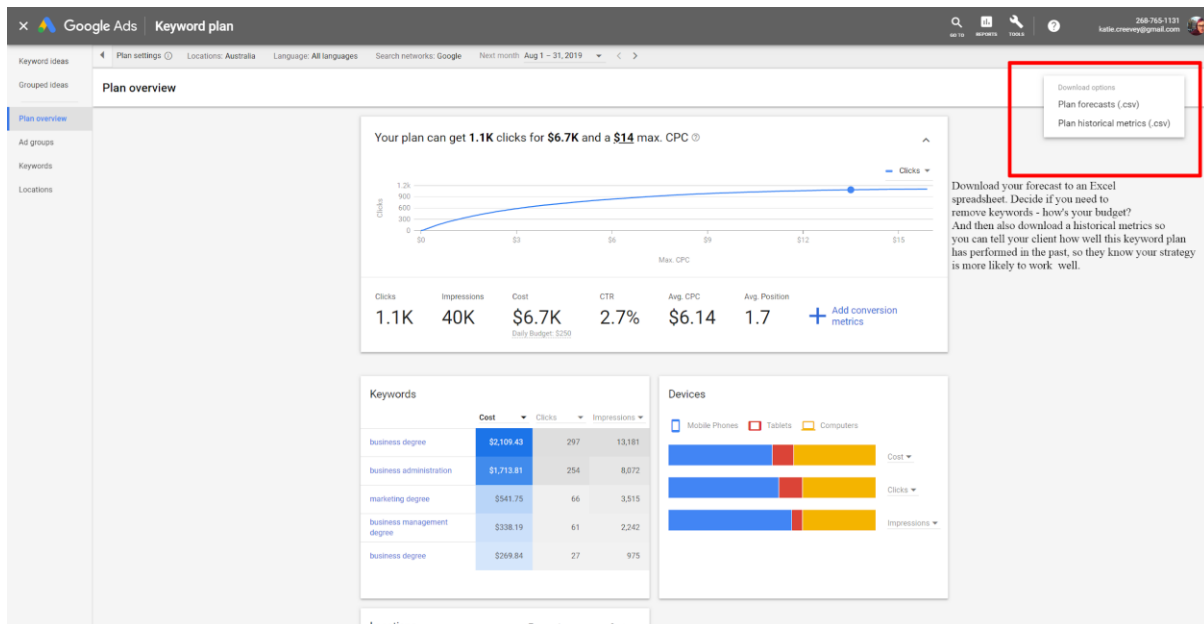
Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
☒ bachelor program cut	0 - 10	Low	—	—	—	To Plan
☒ business degree	1K - 10K	High	—	\$8.61	\$18.67	To Plan
☒ brisbane university	1K - 10K	Low	—	\$0.58	\$2.33	To Plan
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☒ marketing degree	100 - 1K	High	—	\$6.57	\$23.19	To Plan
☒ bachelor of business administration	100 - 1K	Medium	—	\$5.58	\$13.64	To Plan

Show rows 10 1 - 10 of 2,162

To get more detailed statistics, run a campaign.

- Once complete, export the plan into Excel, and group into Campaigns and Ad Groups within the "Keywords" tab in the spreadsheet.

Expert tips: You should always be looking for keywords that offer your client maximum volume of Impressions. You will need to adjust your keyword list to make this fit your budget.



- You will need to include a variety of keywords, from branded terms (“QUT”, “Queensland University of Technology”, etc.) to more product specific terms (“Bachelor of Business”, “Masters of Psychology”, etc.). The selection of your keywords should tie in to your justification and overall search strategy.
- If you are stuck for keyword ideas, you might use the “Search for new keyword and ad group ideas” feature. This lets you type in keywords or search terms that you think are relevant for your client’s range of products or services. It will then generate a list of similar terms underneath that you might consider (see below).

Locations: Australia Language: English Search networks: Google

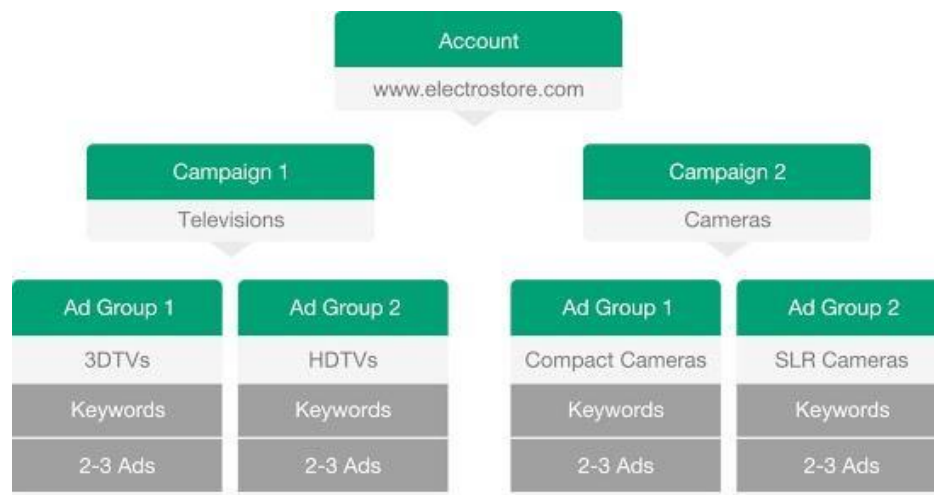
Keyword ideas [DOWNLOAD KEYWORD IDEAS](#) Last 12 months Aug 2017 – Jul 2018

Found 1362 keyword ideas

Try adding some keywords here and the tool will generate your monthly search volume and suggested keywords here!

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
☐ television	1K – 10K	High	—	\$1.47	\$10.94	
☐ camera	10K – 100K	Medium	—	\$0.21	\$3.46	
☐ digital camera	1K – 10K	High	—	\$0.37	\$2.02	
☐ led tv	1K – 10K	High	—	\$1.88	\$443.36	
☐ tvs	1K – 10K	High	—	\$1.37	\$3.88	
☐ flat screen tv	1K – 10K	High	—	\$2.02	\$10.94	
☐ lcd tv	100 – 1K	High	—	\$4.24	\$450.08	
☐ tv deals	1K – 10K	High	—	\$1.04	\$3.42	
☐ canon camera	10K – 100K	High	—	\$0.24	\$1.48	
☐ cheap tv	1K – 10K	High	—	\$1.04	\$4.10	

- Once you have your 100 keywords, export them into Excel, and begin grouping them into Ad Groups and Campaigns. Your campaigns should be broad groups (i.e. Televisions, or Cameras), with your ad groups being more specific categories of that group (i.e. 3D TVs, or HD TVs).
- Under each ad group, you will have between 2 and 10 keywords, and (for this assessment), one ad. See below for an example structure.



- Lastly, you will need to use varying match types (broad match, broad-match-modified, phrase match, and exact match) for your keywords. You can use keyword match types to control which searches trigger your ad. Each match type, which is specified by a special symbol, will trigger your ad to show for a customer's search in different ways.
- The different match types are below, ordered from broad to narrow:

Match type	Special symbol	Example keyword	Ads may show on searches that:	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variation, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase (or close variation)	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term (or close variation)	<i>women's hats</i>
Negative match	-keyword	-women	are searches without the term	<i>baseball hats</i>

- For example, you might use broad match to show your ad to a wide audience, and you can use exact match to show your ad to specific groups of people. You should make your keyword match types more specific to make sure your ads aren't showing for too many irrelevant variations of your keywords.

3. Search Volume Estimates and Budget Breakdown

- You are to demonstrate a thorough understanding of budget management, and how to get the most out of your SEM campaign.
- Once you have completed your keyword list, and grouped them into campaigns and ad groups, you will need to return to the Keyword Planner tool and use the "Get search volume and forecasts" feature.
- This tool will look back over the past few weeks of Google's data and show you how often your chosen keywords will have been searched, and what metrics you might expect off the back of that.
- Because you have split your keywords into separate campaigns and ad groups, you will need to do this analysis for each of your ad groups to get the forecasted impressions, clicks and cost. Use this to work out how many clicks and impressions your keywords are going to get on a daily basis. Make sure you are aware of your maximum daily spend (because we will be making a monthly campaign, divide your campaign budget by 30.4 – the average number of days in a month).
- You can then slide the bar and up and down to adjust bid prices and see how many more (or less) clicks you would receive.
- You should try to use as much of your specified budget as possible, so find the point of diminishing returns (or the point where the graph plateaus).
- You will need to allocate your budget at a campaign level, so make sure you allocate your budget appropriately allowing sufficient funds for each ad group in the month.
- To make sure you don't overspend the budget, divide your monthly budget by 30.4 (the average days in a month).
- You should try to use as much of your specified budget as possible, so if your graph doesn't turn grey at the end add more keywords that will trigger your ads.
- You will enter this information into your Excel document on **SEARCH VOLUME ESTIMATES** and use that to influence how you will spend your \$10,000 monthly budget across your campaigns. For example, you might find that the "Brand" campaign (which contains keywords that are specific to your client's brand) can spend \$100 per day. This is great! Your client obviously has a well-known brand. However, you need to make sure of two things:
- You will be able to spend the budget over the entire month. It's no good running out of budget 10 days into the month, you need to pace your budget evenly throughout, and
- You will need to target all of your chosen keywords. Although your brand campaign has a high spend potential, you will still need to make sure your client's ads show on product specific terms too, so you will need to balance your budget more evenly across all of your campaigns.

4. Ad Copy, Sitelinks, and Ad Group Relevance

- You should show understanding the client and their online presence, as well as the target market, and how an SEM ad should be structured.
- Your last step will be actually writing the ads and sitelinks.
- You will need to create at least one ad for each Ad Group you have created, which has a connection between keyword, ad group theme, ad copy, and landing page.

You will also need to create sitelinks, which will occasionally show alongside your ads. For the sitelinks, find four areas of your client's website that offer different kinds of value (i.e. Store Locator, Terms and Conditions, Similar Products, etc.).

In your Excel workbook, go to the 'Ads' sheet, and write your ads in the table provided. You don't need to fill them all, but you do need to have at least one ad for every ad group in your account. Without an ad in that ad group, those keywords won't be able to match to any searches! There are strict character

limits, so keep a close eye on the character length boxes, which will turn red if you have exceeded the length. The destination URL is the actual page the ad will click-through to and the display URL is a shorter, neater version you create yourself. You will need to create a strong connection between the ad group, the keywords in that ad group, the copy in the ad, and the landing page. All of this ladder up to a good ad, which is relevant to the customer's search.

For example, if your ad group is about blue sneakers, your keywords might be 'blue sneakers', and 'cheap blue sneakers'. Your ad would need to include the words 'blue sneakers', and a strong call-to-action, like "Enquire Now!" or "Find out More". The landing page would need to have some content about blue sneakers too. Otherwise your ad isn't relevant to the user, and Google will penalise you.

CONTENT LENGTHS FOR AD COPY:

- **Headline positions x 3:**
 - All headline positions must be used.
 - You have a maximum character length of 30 characters per headline position.
 - Rule of thumb: Character length should be between 24 - 30 characters per headline.
- **Description lines x 2:**
 - All description lines must be used.
 - You have a maximum of 90 characters per description line.
 - Rule of thumb: Character length should be between 81 - 90 characters per description line.
 - You can choose to write two separate sentences that create your two description lines, OR you can choose an expanded sentence / series of statements that goes across both description line positions.
- **Display URL pathway positions x 2:**
 - Both display URL pathways must be used.
 - You have a maximum character length of 15 characters per URL position.
 - Rule of thumb: Character length should be between 10 - 15 characters per pathway.
- **Destination URL must be the real URL that you are landing your audience on on the website.**

You will also need to create sitelinks, which will occasionally show alongside your ads. For the sitelinks, find four areas of your client's website that offer different kinds of value (i.e. Store Locator, Terms and Conditions, Similar Products, etc.). On the Sitelinks tab, create 4 sitelinks where specified in the first large box.

With your sitelinks and ads, you will need to be conscious of two things:

- i. The relevancy to the brand – take a look at your client's website, what sort of messaging do they use to connect with their target audience. Use a similar voice in your ad copy
- ii. [Google's Editorial Standards](#). Google is very strict with what is and isn't allowed in your ads. Make sure you check and double-check that your ads meet the standards.

5. Overall Clarity and Persuasion of Search Campaign

- You are to demonstrate a strong understanding of SEM, and the interconnectedness of your client, strategy, keywords, and ad copy. Your search campaign should be cohesive, and have a strong connection to the brand, their online presence and behaviour, and their target audience. You should build a strong connection with your strategy throughout your keyword selection, and your ad copy, and your choices and structure should all be justified in your justification document.

AMB330 Digital Portfolio (Assessment #2: Search Strategy 30%)

Grade	7	6	5	4	3/2/1
HO 2.1 Investigate real world business issues and situations through the effective analysis, evaluation and synthesis of theory and practice.					
Marks	8.5-10	7.5-8.4	6.5-7.4	5-6.4	Below 5
Search Justification (10 marks)	You present a comprehensive overview of your search strategy. You demonstrate a thorough understanding of the theory relating to search and utilise appropriate academic and industry sources.	You present a sound overview of your search strategy. You demonstrate an understanding of the theory relating to search drawing from some academic and industry sources.	You provide a good overview of your search strategy. You present a limited range of academic and industry sources.	You demonstrate an understanding of the theory relating to search and write a sound overview.	You fail to demonstrate a clear understanding of the search and do not utilise appropriate academic and industry references.
Marks	4.5-5	4-4.4	3.5-3.9	2.5-3.4	Below 2.5
Keyword Research and Keyword List (5 marks)	You use keyword research well to identify strong and relevant keywords to target your ad. You strategically connect with business goals to optimise traffic. You strategically use keyword match types and symbols across your keyword list.	Your use of keyword research is very skilful, and the connection between the keywords and business goals is strong. You use keyword match types and symbols across your keyword list.	You demonstrate a good understanding of keyword research and develop keywords that connect with business goals. There is some use of keyword match types and symbols across your keyword list.	You develop some appropriate keywords that generally align with business goals. There is limited use of keyword match types and symbols across your keyword list.	You fail to develop keywords in line with business strategy. You fail to use keyword match types and symbols across your keyword list.
KS 1.1 Demonstrate and apply integrated discipline (including technical) knowledge across the broad field of business with depth in one or more core business disciplines.					
Marks	4.5-5	4-4.4	3.5-3.9	2.5-3.4	Below 2.5
Search Volume Estimates and Budget Breakdown (5 marks)	You demonstrate strong skills in budget management based on your chosen keywords. Across the campaign, you achieve significant search volume across both low and high volume keywords whilst maintaining CPC efficiency.	You demonstrate good skills in budget management based on your chosen keywords. Across the campaign, you achieve high search volume across both low and high volume keywords whilst maintaining relatively efficient CPCs.	Your budget management is good, based on your chosen keywords. You achieve good search volume and maintain acceptable CPC efficiency.	Your budget management is acceptable. However, your chosen keywords do not provide ideal search volume or CPC efficiency.	You fail to provide appropriate search volume estimates and budget.
Ad Copy, Sitelinks, and Ad Group Relevance (5 marks)	Your sitelinks and ad copy are highly relevant and persuasive, following Google's editorial standards, particularly with regards to punctuation. Your ads are built around a strong call to action. You include at least one keyword in your ad and have a strong connection between landing page, ad group, and ad.	Your sitelinks and ad copy are effective and follow Google's editorial standards, particularly with regards to punctuation. Your ads demonstrate a convincing call to action. You include at least one keyword in your ad and have a good connection between landing page, ad group, and ad.	Your sitelinks and ad copy follow Google's editorial standards. A good call to action is delivered through good incentives, and you include at least one keyword in your ad and have a connection between landing page, ad group, and ad.	Your ad copy is appropriate, but perhaps could have been more strategic. Your ads have an acceptable call to action, and you build a loose connection between landing page, ad group, and ad.	You fail to provide appropriate ad copy and messaging that meets Google's editorial standards. You fail to provide an appropriate call to action ad, and there is no linking between landing page, ad group, and ad.
Clarity and Persuasion (5 marks)	The assessment is clear and concise and has no technical errors, with all template fields completed flawlessly.	You organise the content clearly and make very few technical errors, with most fields completed correctly.	You organise the content clearly and make few technical errors.	You attempt to organise the content clearly but make some technical errors.	You present the content in an incoherent way and make frequent technical errors.

