

Tom's Adams RIMproReport Show Notes

The AdWords Special Report Show as outlined on the RIMproReport Show 32 March 31, 2011

1. Based on our internal industry stats...

Google provides almost 70% of all site traffic

16% comes from a ton of random referral sites, networks and more

7.9% from Bing

5.8% from Yahoo

2.5% from LinkedIn – I will be teaching more about this one someday. Critically important.

2. Based on our internal industry stats – click cost ranges.

Shredding: \$5 - \$15 per click.

Records Storage: \$8 - \$17 per click

Scanning & Imaging/ Doc Mgmt: \$4 - \$10 per click

Media/ Data Protection: \$3 - \$35 per click.

3. Click Ranges come from the following factors.

- a. Local competition
- b. National Competition
- c. Campaign management sophistication
- d. Desired positioning of your ad
- e. Time your ad displayed.
- f. Geographic focus of your ad

4. \$10 clicks require a higher bid amount to obtain them (\$15 - \$20 Bids get \$10 clicks.)

The factors that lead to better click rates...

- a. Your existing "Click Through Rates"
- b. Your Quality Score
- c. Both factors weighted against your competitors

5. The difficulty with low budgets

\$300 divided by 30 days = \$10 / day max for clicks.

If the bid cost to get on 1st page of results is \$11, your add won't show.

If you get ONE click at or under \$10, your ads won't show after that.

If you have 4 service areas... you really only have \$2.50/day of budget per category. If one category gets the click, all other ads go away.

6. The Bottom Line

- a. Your site needs to be capable of receiving \$10 clicks. If not, you are wasting your money.
- b. Too low of a PPC "budget" is in most cases like buying a lottery ticket. You feel lucky but you're likely throwing your money away. I call it the Google tax.
- c. You have to solidify your measurement and metrics. You have to know your numbers. Then you have to think more in terms of "what I will spend to get a lead" or "what I will spend to get a contracted client" not what my monthly budget is.
- d. Pay per click is getting more complex, more competitive and more intense. Don't think you can outsmart the Google.
- e. Don't assume your competitors are sitting quietly by acting the same way you are. I have watched a specific geographic market for the last 7-8 months where a complete unknown is quietly making a killing – right under the noses of some of the industry's strongest historical players who still believe that they hold the keys to the kingdom.

These notes are related to a special podcast delivered March 31, 2011 on the RIMproReport.

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