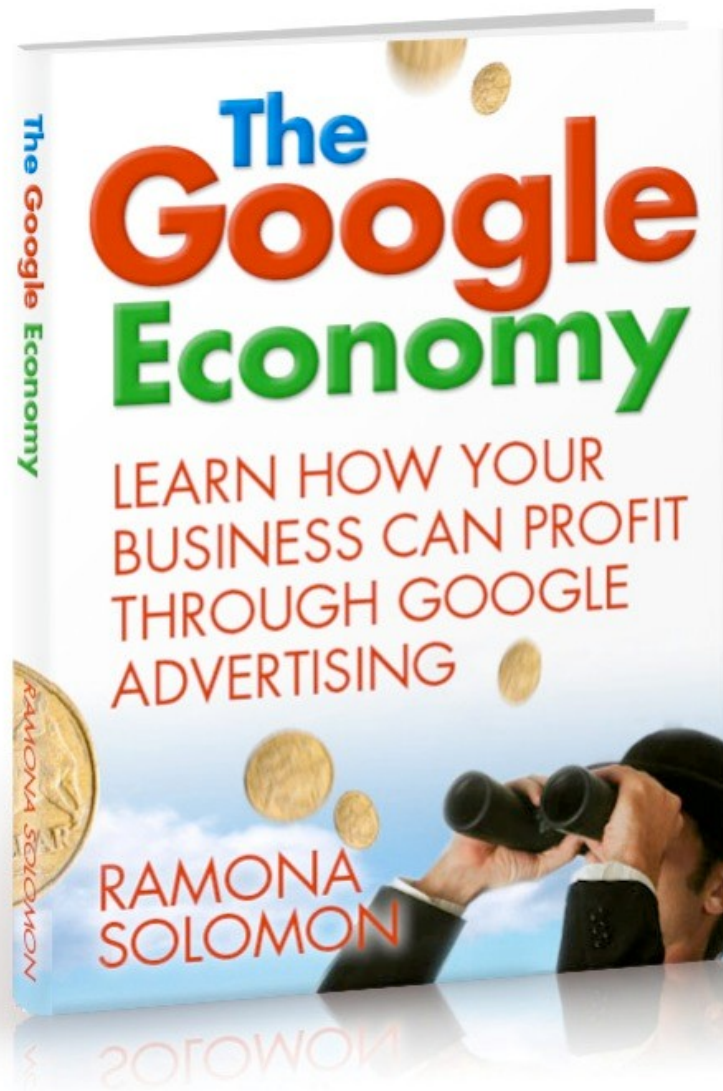


---

# The Google Economy

By: Ramona Solomon





INTRODUCTION.....	3
I. WHY GOOGLE ADVERTISING IS SO IMPORTANT.....	4
The Phenomenon of Google.....	4
Effectiveness of Online Search Advertising vs. other Advertising Media.....	5
Google's Advertising Opportunity.....	6
II. WHAT IS PAY PER CLICK ADVERTISING & ADWORDS?.....	7
The Importance of Pay Per Click (PPC).....	7
How Google Adwords Works.....	8
Benefits of Google Adwords.....	9
Features of Google Adwords.....	10
What Does It Cost?.....	10
III. RELEVANCE IN ADVERTISING.....	11
The Concept of Relevance.....	11
Relevance in Advertising.....	12
CONCLUSION.....	13
CASE STUDIES.....	14
Solutions for Financial Services.....	14
Case Study – Harrisdirect.....	16
Solutions for Real Estate.....	18
Case Study – ForRent.com.....	19
Solutions for Retail.....	21
Case Study – AlwaysBrilliant.com.....	22
Solutions for Travel.....	24
Case Study - Seattle's Convention and Visitors Bureau.....	26



# Introduction

Online advertising is a powerful tool that can maximize visibility, drive traffic to a business's website, increase sales and build a solid brand in the process. Going to an expensive advertising agency to run your online campaign would most definitely burn a hole in your pocket.

But what if you're just starting out? What if your shoestring budget is already starting to fray after purchasing a domain name, web hosting, web design, etc. and you just don't have several hundred dollars on hand - what then?

The good news is you don't have to spend thousands of dollars in the hope of attracting visitors to your website. Believe it or not, there is a way to get your site in front of searchers inexpensively...and almost immediately!

Luckily for you, there is a cost-effective way to generate traffic to your web page which is just as simple as placing banner and text advertisements and is much more effective. This method is known as Pay Per Click (PPC) advertising, and continues to grow in popularity.

No doubt you've heard of Google. Well, they have a fabulous little Pay Per Click program called AdWords. It allows you to buy advertising on Google's search results pages for a relatively low cost. Your ad will appear in one of the colored boxes lined up along the right edge of the page under "Sponsored Links".

Google AdWords ads connect you with new customers at the precise moment that they are looking for your products or services.

With one Google AdWords media buy, you can single-handedly accomplish what used to take a whole team of media planners to do → attract targeted visitors to your website, in a cost effective manner.

Off the back of Google Adwords advertising program, a whole economy has developed and grown, known as the "Google Economy".

I hope the following pages provide you with an understanding of how Google Advertising works, but most of all I hope it gives you the ability to harness the tremendous scope and power of the "Google Economy" to your benefit.



# I. Why Google Advertising Is So Important

## The Phenomenon of Google

I'll start off by saying that there has never been an Internet phenomenon like Google – not even Yahoo! It's undoubtedly the most important online service of our time. I'll explain why...

Google was a relative late comer in the search-engine game. When I started marketing on search-engines in 2000, Google was a brand new property. They were a tiny little player in the world of search-engines.

Back then, it was often hard to find what you were looking for. You'd search for something and most of the results on the first page would not fit what you were actually looking for. Then you'd type in new phrases and search ideas in the hope that something relevant would pop up.

After years of testing and millions of dollars of private investment, the two founders of Google ended up with an extremely powerful piece of technology that could sift through thousands of pages on the Internet within a second and guide you wherever you needed to go online.

The Google Network now reaches 80% of Internet users worldwide (comScore Media Metrix - September, 2004) and is now regarded as the world's most popular search-engine. It's fairly safe to say, Google is without a doubt the single, largest, most influential online property that exists today!

It is simply amazing. Google's value recently passed the 100 billion dollar mark!

If you aren't in awe of the company's growth, then you are missing out on something that is nothing less than spectacular. So, what does all this mean? Are we all going to be Googled or something? We can't be sure, but changes in the world and in the way you live will at least, in some part, have something to do with what Google has planned.

Let's just say that from launch day forward growth has been nothing less than absolutely phenomenal.



## Effectiveness of Online Search Advertising vs. other Advertising Media

A fairly new marketing tool, the Internet, offers a new and cheaper advertising space, compared to traditional spaces like print, television, radio and outdoor advertising. It's a revolution of sorts and small and home business owners are making the most of it.

Due to the rapidly developing and dynamic nature of Internet marketing, smart operators are realizing that one of the most effective ways to capture an online market is through online search-engine advertising specifically Pay Per Click (PPC) advertising.

The basis for search-engine advertising is the idea that the higher a website ranks in a search result, the greater chance it has of being visited by a user. Simply put, search advertising is basically tailored to helping customers find your website and business.

Search advertising offers significant advantages over other media, such as outdoor, radio, TV and print, particularly in the areas of customer education/information and direct response. Search ads can appear virtually anywhere online worldwide, yet remain targeted and relevant.

Advertisers have also come to realize that search advertising can attract high volumes of quality and cost-effective leads for their business. So, if you're a website owner and looking to grow your business, increase sales leads, or just lower customer acquisition costs, then search advertising is the next logical step for you.

One of the most significant attributes of search marketing is that it reflects peoples' level of interest at every point in the buying cycle, from initial fact-finding to order fulfillment.

It's an effective tool in bringing buyers and sellers together at the moment of their greatest interest.

The other huge advantage is that you don't pay unless someone clicks on your website. And because of the nature of search, where a consumer is already looking for your goods and services, you are only getting qualified leads

Some advertisers still believe that if they have such a well-known brand they don't need paid search or online advertising, and if you're one of these people then I'm sorry to say, you are letting consumers go to your competitors.

Search-engine advertising represents a cost-effective, result driven marketing opportunity for businesses. Therefore, no other type of advertising performs better on the Internet than search-engine advertising.



## Google's Advertising Opportunity

What's more important for people like yourself running a business with products and services to sell, is that Google have not just created a great solution to how we search the Internet, they have completely revolutionized the idea of advertising, allowing you to just spend a few dollars and begin advertising products to anyone in the world – who happen to already be searching-for exactly what you are selling.

The advertising opportunity offered by Google is huge – in fact, unprecedented – in its enormous reach, its precise targeting and its objectively measurable results. It is extremely cost-effective at every scale, and with nearly unlimited potential for optimization and growth, Google finally delivers on the promise of online marketing and advertising.

Google advertising is really about getting in front of people who are looking for what you sell right this moment and getting them to respond. It's about understanding your audience, refining your sales message, perfecting your sales process and then determining your Return On Investment, faster than ever before in the history of marketing – and doing all of this for a very modest sum of money. Don't waste anymore time, click [here](#) to take advantage of this amazing advertising medium.

Google advertising is THE answer to effective selling on the Internet.

Are you starting to see the potential and power contained within Google?



## II. What is Pay Per Click Advertising & Adwords?

### The Importance of Pay Per Click (PPC)

I have a question to ask, "What is the goal of every person with a website?"

If you answered, "To attract visitors" - you are 100% correct!

Next question, "How do you attract visitors to your website without spending thousand of dollars?"

Answer: - With Pay Per Click (PPC) advertising!

Pay Per Click advertising is basically about getting in front of people who are looking for what you are selling this moment and get them to respond. It gives you the ability to reach your target market instantly, and gets them to make a decision on your product/service.

The real secret of PPC campaigns is that they're presented to the type of person who's likely to act on them. PPC ads appear just moments after a user typed in a search term for that very product or service!

Compare this to the unwelcome cold call in the middle of dinner and the difference is clear.

Pay Per Click advertising is not a passing fad or craze. It's here to stay permanently. As a matter of fact, I believe **history will show it to be the most important development in advertising this decade.**

Why? Because it combines two enormously powerful concepts:

1. You only advertise to people who are looking for what you have to offer right now and you only pay when they respond – when they click through to your site.
2. The second reason why PPC is so important is because the price of each click that leads to your site is completely determined by what the market will pay. For example people in the Life Insurance industry are obviously selling a product that has much more value than someone selling red sports shoes.

Hence, the cost of each click is really determined by what the market for those words can afford. Unlike television or radio where there is a set price regardless of your product, Pay Per Click works on a bidding system where you compete against what everyone else in the market are prepared to pay.

This marketing activity is entirely performance-driven in terms of cost.

It is therefore no accident that PPC advertising is now the world's fastest-growing ad market. Because it works! It generates new business and it increases brand awareness. For people serious about increasing website traffic, PPC advertising is a natural choice. If you would like to increase your business potential on the Internet, just click [here](#).



## How Google Adwords Works

Google's Pay Per Click Advertising program is called Google Adwords. But before you discover the variety of ways Google can be used to generate more business, it's important to understand how Adwords actually works.

Adwords is a revolutionary system that lets anybody with a website advertise - for a reasonable cost - on the Google search results page. In the past, this kind of advertising exposure was extremely expensive and inaccessible to many. With the Google Adwords program, Internet advertising has been brought to the masses.

When Google came up with the Adwords advertising software, they decided to provide up to 8 or 10 spaces for advertising on the right hand side of the page. Except for the top two ads on the left hand side, usually residing in a blue box, the rest of the ads that appear on the left hand side are free listings.

AdWords uses keywords to precisely target ad delivery to web users seeking information about a particular product or service. The program is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on.

This basically means your ads appear in the sponsored listings (called Sponsored Links) free of charge when someone types in keywords related to your website. You are only charged when a customer clicks on your ad to visit your website.

Advertisers also take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

Because Google AdWords offers such a high degree of flexibility and control, it's an especially effective marketing tool to help advertisers:

- Generate leads
- Generate sales or conversions
- Create brand awareness

In addition to these advertiser benefits, Google AdWords enhances the overall search experience by providing **highly-relevant**, unobtrusive commercial search results that helps users find the information they need. This means you can reach people when they are actively looking for information about your products and services online, and send **targeted** visitors directly to what you are offering. With AdWords cost-per-click pricing, it's easy to control costs—and you only pay when someone clicks on your ad!

Google AdWords aims to provide the most effective advertising available for businesses of any size. AdWords is currently used by thousands of businesses worldwide to gain new customers in a cost-effective way and has quickly dominated the amateur and small business advertising segments of the Internet. Even large enterprises use Google Adwords as part of their online advertising strategy.

There is no exclusivity based on the type of business, amount of revenue, promotional budget, or any other criterion. You can get into the game and start increasing traffic to your site at a price of your choosing!

In my opinion, Google AdWords is the only game in town when it comes to PPC advertising. Do you want to harness this powerful tool? Just click [here](#).



## Benefits of Google Adwords

There are a few super advantages to the AdWords advertising program.

**No minimum buy** - Before AdWords existed, buying a highly targeted ad or a keyword could cost thousands of dollars. AdWords allows you spend whatever amount you want—no minimum. You can run or test a campaign for \$10 a day or less.

**Almost immediate implementation** –Your ad runs almost immediately after it's submitted. No long waits before you see your listing appear.

**Pay only for clicks** - When people view your ad (called impressions) you pay nothing. If someone clicks your ad, you then pay for the click. There is no need to worry about your competition depleting your budget by clicking all day. Google's system protects against multiple clicks from the same user.

**Bid for placement** - How much does a click cost? That depends on what you're willing to bid and on how much you might have to bid based on the key phrase popularity. When you bid on a term or phrase, you are telling Google the maximum you're willing to pay for the click against others who have bid on that term. If the next highest bidder is much less than your maximum bid, you will only pay slightly more than the lower bid for top placement.

**Set maximum cost per day** –There is no minimum deposit required to start an ad campaign, so even the smallest of businesses can get exposure quickly and affordably. AdWords advertisers enjoy a tremendous level of control over their spend. They can set a maximum daily budget and specific amounts they're willing to pay per click, which the AdWords system will never exceed.

**Stop or pause campaign at any time** - If you want to make adjustments, it can be done within minutes. You can also pause or stop a campaign at any time.



## Features of Google Adwords

Google and Yahoo! both offer PPC advertising on their sites. They all operate in a similar fashion by allowing you to create an ad, choose the keywords to match your ads, set a maximum amount you are willing to pay per click and then pay only when someone clicks on your ads. However there are a few distinct differences...

1. The Google audience / user base has traditionally catered to technical audiences and more importantly, to Internet savvy users. These kinds of users are comfortable with buying online. These users (the tech-savvy, buying kind) are more likely to use Google than Yahoo.
2. Google AdWords delivers instant results - you can have your ad campaign up and running in minutes. Compare this to Yahoo which can take up to 5 days while they manually review ads.
3. With AdWords, you can target your prospects geographically down to countries, states and cities. This is a great advantage for businesses selling hard goods or services - which would prefer local prospects as opposed to someone half way across the world.
4. My favorite quality about AdWords is that - it rewards good ad performance - that is, for an ad that converts (clicks/impressions percentage) exceptionally well (high click-through-rate (CTR)), your ad will get better ad placement as well as better pricing.

Google wants to display the most relevant ads for the user. So... it makes perfect sense that YOU will pay less per click, the higher the click-through-rate of your ad is. Click-through rate is simply the percentage that users click on your ad. For example, if 100 users saw your ad, and 2 people clicked your ad to visit your website, your click-through rate would be 2% (2/100).

5. Your competition cannot see the exact amount you're bidding for your keywords or the CTR your ads are getting - a distinct tactical advantage that Yahoo lacks. Basically, your competition will NEVER be able to tell how you are marketing your product. So, they won't be able to copy your marketing and steal your prospects.

## What Does It Cost?

Costs start from as low as \$0.02 per click. Costs per click are determined entirely upon how much you wish to pay - or bid for - and how competitive a keyword is. For a more competitive keyword you may need to pay \$2.00 per click where as a keyword that has little competition may only require a cost per click of \$0.02.

You can also set a daily budget so that your costs do not run out of control. If you set yourself a budget of \$10 per day, then once you have reached \$10 on any given day then your ad will simply stop appearing, until the following day.

The question is NOT 'Can I afford to be on Google?' BUT 'How can I afford *not* to be on Google?'



## III.Relevance In Advertising

### The Concept of Relevance

Google's mantra and guiding philosophy is all about **relevance**. Give the people what they're looking for as fast and as easily as possible on the search-engine and send them on their merry way.

When Google decided that they had to build a business model around their search-engine and that somehow they had to turn this nifty search tool into a business that generated revenues, they simply extended their mantra of **relevance** over to the advertising concept.

So, when Google decided to sell advertising, they had to make sure it didn't compromise the quality of usefulness of their core component which was their search-engine.

The whole idea is that a user can search on Google for anything, find the most **relevant** results and be on their way. The faster, quicker and more **relevant** the results, the greater the likelihood that the user will return to Google to perform another search.

**Relevance** is a measure of how closely a search result or a search ad matches the user's query. **Relevance** is the key to harnessing the power of search advertising. The more relevant your ad, the more likely the audience will be motivated to respond to your call-to-action. At the same time, the relevance of your ad and your ad's landing page can enhance the user's search experience, while irrelevant ads can cause users to ignore advertising altogether.

**Targeting** enables you to show your ad only to those users who specify particular keywords. Search advertising also enables you to target your ads to the right customers at exactly the right time – when they are looking for your product or service. **Targeting** works hand in hand with **relevance** to improve the effectiveness of your search advertising campaign.



## Relevance in Advertising

Google strongly believes in the importance of **relevant**, high-quality advertising, which benefits both advertisers and Google users. By creating clear, well-targeted AdWords ads, you'll reach your potential customers more effectively and help ensure a positive user experience that will build users' confidence in AdWords ads. The result will be higher traffic to your site, increasing the potential return on your ad investment.

When a user enters a search query on Google, they'll see the natural search results for that query, along with AdWords ads that are highly **targeted** to the search topic. Thus, AdWords ads are as **relevant** and useful as Google's search results. Your ads will reach users at the precise moment when they're looking for your product or service.

With traditional advertising and most forms of online advertising, ads are simply broadcast to a wide range of audiences. Google AdWords ads, however, are targeted to people's specific interests.

The bottom line is that because Google's whole approach to search and advertising is about **relevance**, the key benefits translate over to the advertisers themselves.

This is where the importance of **relevance** actually affects all businesses in such a positive way. This idea plays a very significant role in the overall success of Google's advertising approach and why the "Google Economy" is so powerful.

Are you starting to understand the power of this beast?

I began to realize the full potential of this advertising medium a few years ago and have spent the last few years honing my skills and building whole businesses off the back of advertising through Google Adwords. If you would like me to create an effective Adwords campaign for you click [here](#).

The possibilities are endless and the amount of niches in every market and sector has potential for any website promoting anything to generate traffic. You would be very surprised what people search for on the Internet.



## Conclusion

Google AdWords is a perfect way to advertise, if done correctly.

Many companies waste hundreds or thousands of dollars every month on “unwanted clicks” that are not truly generating “targeted clicks” for their business.

If setup correctly, Google AdWords can be a great resource to reach hundreds or possibly thousands of users looking for your exact product or service, which will lead to increased sales.

Google AdWords is a ‘must have’ in your arsenal of advertising campaigns.

Do you want to embrace this effective and inexpensive form of online advertising? Click [here](#).

If you are still wondering, “Is AdWords right for **my** business?”

AdWords helps you reach your marketing goals, regardless of your company size. But don't take my word for it. Read how other advertisers used AdWords to make their businesses more successful.

The following pages contain several case studies highlighting the successful transformation of businesses that have utilized Google Adwords.

Enjoy and Good Luck!

Ramona Solomon



# Case Studies

## Solutions for Financial Services

The Google network reaches countless qualified financial services customers every day. Your advertising messages can reach customers when they search for your products and services and when they are reading relevant content on major financial websites.

### **Google users are heavy Financial Services consumers**

Google users search daily for mortgages, bill payment, banking, home equity, credit cards, debt consolidation, life insurance, investment banking, and brokerage services, to name a few. Search marketing is your opportunity to speak with these potential customers exactly when they're looking for your financial products and services.

### **Google users are more likely than the online population to search, then purchase financial services and products:<sup>1</sup>**

- 24% more likely to apply online for a checking or savings account
- 7% more likely to purchase tax software online
- 14% more likely to apply online for a brokerage account

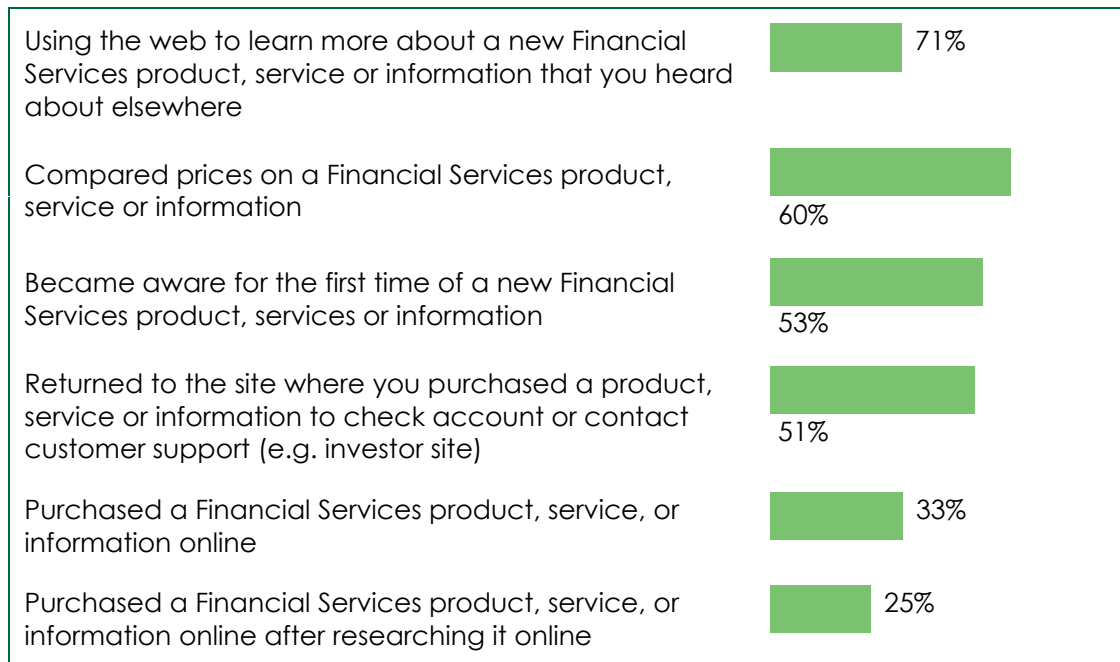
### **Google is the leading source of referral traffic in the top financial categories:<sup>2</sup>**

- **Banking:** Google refers approximately 45% of search traffic to banking sites – more than all other search engines (Rank #1)
- **Brokerage:** Google refers approximately 35% of search traffic to brokerage sites – more than all other search engines (Rank #1)
- **Insurance:** Google refers approximately 39% of search traffic to insurance sites – more than all other search engines (Rank #1)
- **Venture Capital:** Google refers approximately 48% of search traffic to venture capital sites – more than all other search engines (Rank #1)

We could go on and on. Google reaches 48% of US Internet users who apply online for credit cards. Google reaches 49% of US Internet users who apply for health insurance online. 63% of Google users have researched or purchased stock trading online.<sup>3</sup> 44% have looked into insurance.<sup>4</sup> 85% of all American tax filers say they are hunting for tax preparation services or tax software...and you know where many of them start their searches.<sup>5</sup>



Nearly 3 in 4 Google users have gone online to learn more about financial products and services.<sup>6</sup>



The message is clear: Google AdWords is one of the very best ways to find and win new customers for financial services.

---

1 - comScore Media Metrix Aim, Winter 2005

2 - StatMarket, February 2004

3 - 2005 Brokerage Survey, conducted by GMI and Media-Screen, February 2005

4 - Insight Express Google User Study, September 2004

5 - National Taxpayers Union

6 - Financial Services Consumer Study, Insight Express, 2004

---



## Case Study - Harrisdirect



### **Harrisdirect found 9 percent of its new accounts using Google advertising for search and content pages.**

Harrisdirect is a leading provider of direct investing and advisory services to informed investors with long-term financial goals, as well as third-party brokerage services for institutions, including many of the nation's largest 401(k) plan providers. Harrisdirect is part of Harris, an integrated financial service organization that provides more than 1.5 million personal, business, corporate and institutional clients with banking, lending, investing, financial planning, trust administration, portfolio management, family office and wealth transfer services.

### **Approach**

Online financial sites must work seamlessly so existing clients can easily manage their accounts, and they must be compelling enough for prospects to join. In a highly competitive environment, Harrisdirect's business goal is to gain online clients who will choose Harrisdirect above all others for its variety of investing and money management tools. It was this goal that led Eric Frenchman, vice president of online advertising, to test Google AdWords™ to attract qualified leads. This was after running a gamut of other online advertising, including streaming commercials, graphical roadblocks and animations, and floating and fixed banners. In December 2002, the Harrisdirect team opened an AdWords account with a small number of keywords in hopes of generating new accounts at what Frenchman describes as "an allowable cost."

More recently, Frenchman added Google contextual advertising into the mix. "We started using it because it gave us the ability to advertise on sites that we may not normally reach. It opened a new channel for us."

### **Results**

Frenchman says Harrisdirect quickly saw two important results from the AdWords program: many more qualified leads – people actively searching for a financial services partner – and a high conversion rate as visitors became account-holders. "People found us as they were actively looking for financial services," he says. "This is nothing like a passive banner ad on a financial site. AdWords ads foster active involvement by real clients."

What's more, Frenchman says, adding contextual advertising has been effective. "In June 2004, 16 percent of my clicks were from content page ads, and 83 percent of my impressions. My conversion rate was right on target," he notes. "We hit our Google cost per account targets and we have all our campaigns in content." He adds that the contextual approach has another benefit: "It reminds me of an affiliate program in a good way: I pay Google to do the deals with the sites, without having to talk to all those thousands of sites. I like that Google has negotiated the relationships for us."

The success indicator Harrisdirect uses is acquisition cost per account, and Frenchman confirms that Google "has met or exceeded our criteria from the outset." In fact, he notes, "Google drives about 9 percent of new accounts Harrisdirect generates from online advertising. And Google users clicking on our ads convert to



new accounts at an 8 percent higher rate than our other advertising partners," he says, "and that translates to very good ROI for us."

With the help of his Google account team, which Frenchman describes as "responsive, proactive, and interested in helping us reach our goals," he is also taking advantage of new features such as image ads. "When advertisers first started doing search, they used banners. Then that went away in favor of text ads," he recalls. "Now the fact that Google can offer banners that have the targeting of search, but across many pages on the Internet, gets me the best of both worlds. I am a big fan of the image ads product. It moves us in the right direction, and I am excited to be testing it."

Like most businesses, *Harrisdirect* wishes to partner with services that contribute the most to its success. "We direct our advertising dollars based upon results," says Frenchman, "and right now Google is generating great results."

*"Google drives about 9 percent of new accounts Harrisdirect generates from online advertising. And Google users clicking on our ads convert to new accounts at an 8 percent higher rate than our other advertising partners, and that translates to very good ROI for us."*

*"We direct our advertising dollars based upon results, and right now Google is generating great results."*

**Eric Frenchman**

Vice President of Online Advertising



## Solutions for Real Estate

They're looking for you.

Countless prospects browse for real estate and new homes on the Google search engine each month. Google™ ads let you reach the potential customers in your exact region, giving your site the highly-qualified and targeted traffic you need.

### The Search for a New Home Begins Online

- The pervasiveness of real estate information on the Internet has created a phenomenon in which about 20 million people are browsing home listings each month.<sup>1</sup>
- The Google network reaches 80% of all U.S. Internet users.<sup>2</sup>

### Agents Recognize the Power of Search

- A recent study showed that 41% of real estate agents use search marketing now. An additional 33% will begin using the medium in the next twelve months.<sup>3</sup>

### Superior Return on Investment (ROI)

- **Precision.** With cost-per-click (CPC) advertising, you pay only when a customer actually clicks on your ad.
- **Accountability.** With Google, you can calculate to the penny what it costs to drive traffic to your website, generate qualified leads, facilitate sign ups for a service, or refer business to a local affiliate or franchisee.

### Target Your Local Customers

- Google can target users by location, allowing you to reach home buyers and sellers specifically within your service area(s).
- 53% of consumers regularly gather local information online.<sup>4</sup>
- Local commercial searches – those seeking merchants "near my home or work" – represent 25.1% of all searches performed by online shoppers.<sup>5</sup>
- Local consumers with Internet access use search engines 22% more often than printed Yellow Pages.

---

1 - Inman News, June 2004

2 - Unduplicated reach of Google and Partner sites, based on Google analysis of comScore Media Metrix data, May 2005

3 - JupiterResearch, September 2004

4 - JupiterResearch, March 2004

5 - Kelsey Group, 2004

---



## Case Study – ForRent.com



### **How ForRent.com gets 24 percent more traffic every week.**

Trader Publishing Company is the largest publisher in the United States producing classified and photo-guide advertising publications. Like many other businesses that publish regional and local guides, Trader also has active websites mirroring the content, the listings, and the ads for some 30 titles. In the apartment-rental market, Trader publishes a monthly guide called For Rent Magazine® and a related site. For Rent Magazine appears in 102 metro markets around the country. On the web side, apartment seekers can browse all the listings, by city and by special area, including senior communities, corporate apartments, and military and college housing. Nearly 100 percent of For Rent's print advertisers have opted to run their ads on the site.

### **Approach**

As the leading apartment rental-guide publisher, ForRent.com's online advertising goal was to grow site traffic. More visitors would lead to more advertisers, and that in turn would mean greater revenue. So in March 2003, Marketing Manager Stephanie Krebs initiated a Google™ advertising program. "We chose Google AdWords to raise our visibility, so our advertisers would see more traffic," she said.

There was an even more pressing challenge, said Krebs. Trader's No. 1 competitor was seeing 450 percent more traffic. "We turned to Google to up the ante. Knowing our ads would show up on Google plus its network of sites, including AOL, was a big selling point for us," she said. Krebs also notes that Google AdSense™, a new program that runs targeted ads on content sites, was an additional incentive. "We wanted to take advantage of the increased distribution that Google's content-targeted advertising would give us," she said.

The conversion metric that ForRent.com tracks is lead generation through online "guest card" registrations. Krebs calculated registrations divided by page views to understand the return on investment she received.

### **Results**

Google AdWords has proved to be the most effective form of online advertising ForRent.com uses. Overall, site traffic is up a steady 24 percent every week. And in just 10 weeks of AdWords advertising, Google's traffic referrals to ForRent.com through AOL alone jumped 110 percent. On the cost-per-click (CPC) side, Krebs said that the amount they pay for Google customer clickthroughs is exactly half what they must pay another advertising partner. "With the low CPC we have with Google, our cost is negligible," said Krebs. "And we know that qualified leads are clicking through every time."

Based on these kinds of results, Krebs has opted to run ForRent.com's AdWords ads on Google's network of content sites, as well. "It's a good extension for us," she said. "Google conversion rates for both search and content advertising are both performing very well. Though we are seeing a lower clickthrough rate on content ads, the conversion on both search and content ads is strong, and we are getting extremely qualified leads from both programs." Krebs also reports that Google content ads are converting at a rate 2 to 3 percentage points higher than that generated by other ads the company runs on content sites.

In the apartment-rental business, said Krebs, all of this is good news. "In our industry,



which is very competitive, keyword-based advertising on Google is turning out to be a great ad model."

*"In our industry, which is very competitive, keyword-based advertising on Google is turning out to be a great ad model."*

*"We direct our advertising dollars based upon results, and right now Google is generating great results."*

**Stephanie Krebs**

Marketing Manager  
ForRent.com



## Solutions for Retail

### Shopping sprees start on Google.

The first step for millions of shoppers today is a Google search. Shoppers search for brand names and for specific products. They make comparisons and they locate merchants. They use detailed keywords that show exactly what they're looking for.

Google advertising puts retail ads in front of those motivated shoppers as they search. The result? Highly-qualified traffic and clickthroughs for merchants, with increased sales and ROI to match.

Here's why you should use Google for your retail advertising...

### Your Customers use Google to make their purchases

- 85% of Google users have made an online purchase in the past 6 months.<sup>1</sup>
- Google.com is the #1 site for referrals to shopping sites referring 54% of all traffic to those sites in February 2005.<sup>2</sup>
- Consumers are hooked on Google. 38% of online consumers use the site at least once a week. (Forrester research)

### Online Advertising Works for All Types of Retailers

- In contrast to random banner ads, your AdWords ads are displayed next to relevant keyword search results, promoting greater effectiveness and more qualified leads.
- 39% of consumers check online to see what is available, then purchase items in a brick-and-mortar store.<sup>3</sup>
- When a multi-channel marketer with stores and a catalog invests in Google ads, it gains a huge advantage. Not only does it have a recognizable brand, it has the ability to capture consumers who shop using all the available methods.

### Accountable: Google Drives Sales Profitably

- The most successful retail marketers treat Google as **distribution, not advertising**.
- Identify your cost-per-sale or ROI goals at the start of the campaign.
- Track cost-per-sale metrics closely.
- Translate what CPCs equate to the cost-per-sales metrics within your goals.
- Raise or lower the metric goals and CPCs as needed.
- AdWords campaigns can be self-funding.

### Target the Right Region With the Right Message

- Google's regional and local targeting lets you pinpoint your ads to specific areas. For example, you can choose to be shown only to users located within a 20 mile radius of
- Chicago, all of Illinois or the entire Midwest. No regional business is too small for Google AdWords.
- Geographic targeting can inform users of sale days in their particular area.
- Global, national, and localized campaigns all can run through one AdWords account.

---

1 - comScore Media Metrix Aim, Winter 2005

2 - Statmarket, February 2005

3 - Dieringer Research Group January 2005

---



## Case Study – AlwaysBrilliant.com



### **AlwaysBrilliant.com found that sales quadrupled with Google AdWords.**

In 1997, Gary Urdang co-founded the housewares catalog Always Something Brilliant and created its website [AlwaysBrilliant.com](http://www.AlwaysBrilliant.com). The Vail, Colorado-based company sells quality practical items for the home, including kitchen timers, tea kettles, fans and closet hangers. "We sell everything from quality kitchen appliances down to live bugs," he said. Live bugs? "For gardens," he chuckles.

### **Approach**

For the first five years, the company focused its marketing efforts on the print catalog, but the process was fraught with problems, according to Urdang. "There's an extremely high up-front capital cost – you have to print catalogs and mail them out," he says. "A huge amount of work goes into making nice photographs and good copy and doing that on a timely basis. There's also a huge need to change your products in each catalog."

Out of stock products can also be a problem. For example, if a product was put on the cover, its sales would increase by a factor of about eight, says Urdang. "As soon as you put it on the cover and print a million of these things, that product would be discontinued or unavailable for six months, or the container ships that had it would have sunk," he says. "You've got a limited number of products and if they're out of stock, your customers get pretty cranky. It is just so filled with pain, as opposed to Google AdWords, where if an item is out of stock, you just pull the ad group and move on."

Urdang's frustrations with maintaining a catalog motivated him to try Google AdWords in 2003. "We tried it first with three ads for three different products – and someone bought one," he recalls. "It was like a light bulb going off. We just kept adding products and ads, and selling like crazy."

### **Results**

Before using Google AdWords, the website accounted for a mere 10 percent of the sales, and most of that was from catalog customers who were submitting orders online. "Now, it is our business," says Urdang. Since joining AdWords, the company's return on sales has quadrupled. "Our ability to manage our business and have predictability has also increased dramatically," he reports. And Google AdWords has helped Always Brilliant grow significantly: "We've been doubling in size each year. There's no way to do that with a catalog."

In fact, [AlwaysBrilliant.com](http://www.AlwaysBrilliant.com) became so successful as a result of Google AdWords that the company no longer prints a catalog. "You can make as much or more money with half the work and half the pain," observes Urdang. "And you get way better financial performance – you don't have to plunk down a million bucks every time you do this. It works the other way around. You pay as you go."

Urdang has managed to eliminate many of the headaches of producing a catalog by using tools such as Google's AdWords APIs, which enable advertisers to create



small computer programs that interact directly with the AdWords server to more efficiently – and creatively – manage their large AdWords accounts and campaigns. "What the API has opened up for us is incredible in terms of testing and information," Urdang says. "It's way beyond what we could have done manually. It has really transformed the way we do stuff."

Urdang believes that AdWords customers have a different mentality than catalog customers. In a catalog, he says, products must have a story that intrigues customers. "For example, a lot of catalogs sell this cane with a horn and a flashlight on it. It's cute, it's gifty, and people would buy it for those reasons. But with Google AdWords, people aren't looking to be intrigued – they know what they want."

What's more, Urdang feels that Google AdWords has more helpful features than other search advertising programs. "You have access to way more data and can do way more testing on Google AdWords," he said. "That's difference between a very successful business and just flailing about. Plus, we get nowhere near the volume from others that we get with Google AdWords – the next closest competitor gets only a quarter of AdWords' volume." He also likes the customized reports AdWords provides. "They are extremely useful," he states, noting that he also appreciates Google customer service support. "It's 100 percent better than any of your competitors."

Google AdWords has proven itself to be good not only for Urdang's business, but for the planet too. "We used to have railroad cars full of giant rolls of paper to print catalogs," he recalls. "Now we can get similar financial performance and save god knows how many trees."

*" You have access to way more data and can do way more testing on Google AdWords," he said. "That's difference between a very successful business and just flailing about." "*

*Our ability to manage our business and have predictability has also increased dramatically. We've been doubling in size each year. There's no way to do that with a catalog. "*

**Gary Urdang**  
Co-founder



## Solutions for Travel

Where to go, Who to Fly, Where to Stay?

Today's travel consumers are growing more savvy and sophisticated. Throughout the travel research and buying process they turn to the Web and search engines like Google to help inform their decisions – decisions on vacation destinations, flights, hotel rooms, car rentals, cruises and more.

The Google AdWords™ program helps travel marketers reach these consumers at all stages of the buying cycle – while they're doing initial research, comparing specific options or getting ready to purchase. The result? Highly-qualified traffic, with increased sales and ROI to match.

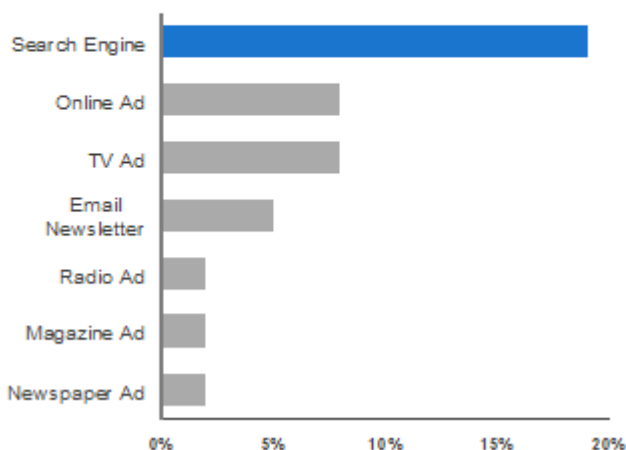
Here's why Google can help you drive traffic and sales for your travel business:

### Travel Consumers Rely on Search Engines

Nearly three out of four (74%) consumers use a search engine when researching and/or purchasing travel products or services online.<sup>1</sup>

In 14 of 18 countries surveyed, Internet searches have surpassed “referrals from friends/ family” and “visits to a travel agent's office” as the #1 source for determining where to go on vacation. Consumers world-wide from the US to Australia to China are turning to the Internet first to obtain information about travel.<sup>2</sup>

### Media Sources Prompting Consumers to Visit Specific Travel Sites



Source: "Online Travel Search", Jupiter Research (June '04).



## Google Can Help Generate Awareness and Sales

- Of the ever-growing number of consumers who use search engines for travel, 82% name Google as their preferred source for researching travel products and services.<sup>1</sup>
- In a recent consumer survey, 88% of respondents planning to take a summer vacation this year have used or intend to use the Internet to research and purchase vacation arrangements.<sup>3</sup>

## AdWords Works for Travel Clients of All Sizes and Budgets

- Google is an effective tool for resellers and suppliers of all shapes and sizes. The auction-based AdWords program provides a highly efficient, highly accountable platform for driving cost-efficient traffic and sales.
- No matter what your size, you can play in the same space as the major online travel agents and suppliers.
- On Google, successful travel clients are able to grow along with the competition, while staying within their ROI goals.
- With Google AdWords you're in complete control of your budget and can pause, increase or decrease your spend at any time without penalty.

---

1 - 2005 Travel Survey, conducted by GMI and Media-Screen, March 2005

2 - GMI Poll, July 2005

3 - Claria Corporation, Feedback Research Poll, August 2005.

---



## Case Study - Seattle's Convention and Visitors Bureau



Seattle's Convention and Visitors Bureau

### **Seattle's Convention and Visitors Bureau found 30% ROI with Google AdWords.**

Seattle's Convention and Visitors Bureau (SCVB) is a nonprofit economic development agency responsible for competitively marketing Seattle, Washington and King County as a destination for meeting and convention groups and leisure travelers. Meetings and conventions in the Seattle market achieved a record high economic impact of \$411 million in 2003. Leisure visitors spend \$3.6 billion in Seattle and King County annually, benefiting hotels, retailers, restaurants, attractions, transportation services and other businesses, and supporting jobs for 60,000 people in the Seattle region.

### **Approach**

SCVB was the first U.S. convention and visitors bureau to implement its own hotel booking engine, Seattle Super Saver. Following a favorable customer satisfaction survey and endorsement from the Seattle Hotel Association, SCVB expanded the program in spring 2004 as an alternative to private sector hotel booking sites. To generate interest, the nonprofit Super Saver began search advertising as well as online co-marketing with Seattle websites. In addition, the SCVB's search engine marketing consultant encouraged them to add more aggressive search advertising into its integrated marketing campaign.

"It's a very competitive market," says Steven C. Morris, SCVB president and CEO. "We needed to focus on search results, driving traffic and generating bookings, and chose Google AdWords to help reach our goals." Morris says that the AdWords™ startup process "was very easy to understand and implement" and took just one day to set up.

### **Results**

"We immediately began to get more traffic and conversion to hotel bookings," says Morris of the initial AdWords campaign. "And we are reaching a much broader customer base than was previously possible – we are seeing people from all over the world now." He notes that the numbers are impressive: "10 to 15% of our current traffic is generated by Google advertising clickthrough. 5% of that traffic translates into a booking. And our ROI is about 30%."

The Bureau has found search marketing with Google so powerful that it has decided to move its entire promotional budget for Seattle Super

Saver online. "Pay per click (PPC) has been more cost effective than traditional media advertising ever was," Morris says. "Compared to other channels, it produces the most online sales. That's why we will absolutely continue to work with Google. It's been very effective for us."

*"We are reaching a much broader customer base than was previously possibly – we are seeing people from all over the world now."*

### **Steven C. Morris**

President and CEO