
25% Conversion Rates Through Pay Per Click 22/10/07

An existing client of ours is now getting 25%+ conversion rates through 2 new innovations.

This client has been with us 2 years and typically had 5% conversion rates, still very good in their competitive market. So how are they now getting 25%? Who the client is or what they do is irrelevant. The important thing here is that 2 new activities have brought about the conversion rate.

1) A new web site

We always tell people that the biggest thing affecting conversion rate and cost per conversion is their web site. Common problems include:

- Home page/Landing page too wordy or not informative enough or not matched to the viewers interest
- The site looks awful/feels cheap and nasty - therefore trust about who the business is disappears instantly
- There is no call to action
- Multiple clicks are needed to enquire or buy
- The enquiry or sales mechanism is too hard/complicated to use or it doesn't work or takes too long

Many businesses spend thousands of pounds a month on pay per click when a much smaller investment in revamping their web site would produce much greater ROI in a very short space of time. Think about it - you wouldn't open a shop with paint peeling off the walls, a rodent infestation and rude sales staff and spend £0000's on TV adverts promoting it would you?!

2) Test, test and test again

Pay per click management is really about measuring, evaluating and modifying. It's quite scientific really. Working out exactly what produces the best response rates at the lowest cost is key to generating not only high conversion rates but low cost per conversion.

Part of why said client is now getting 25%+ conversion rates via their pay per click campaign is because we experimented with ad delivery in a slightly new market demographic - in this case a new country that the client can accept business from. The demand for the client's service has been surprisingly very strong and traffic from this country is much cheaper so not only is the client getting more leads from the pay per click campaign but much cheaper ones.

Other unique factors can come into play when testing keywords or ad modification for instance. Very often we find that certain specific variations of a core keyword can produce much better results. An example of this is a client who had been getting lots of traffic volume via very product specific product keywords e.g. 'widgets' (not real example!). Introducing variations such as supplier, producer, manufacturer, uk etc produced much better conversion results than the broad variations. As a result we focus spend on these variations therefore increasing ROI. Another example relates to our own pay per click campaign. We don't list ourselves for 'pay per click' as more specific phrases such as 'pay per click management agency' and 'pay per click management company' have been proven to generate better results.

-Andy

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