

A formal Analysis of competitors

	Value Prop	Offer	CTA	Features
Seattle's Choice Garage - Call at 425-441-1185. SeattleOverheadDoors.com/24x7Repair Call at 425-441-1185. Save Today \$75 on Repair & Also Open in Night! ☎️ FREE (425) 329-3360 800 5th Ave, Seattle - Directions - (206) 801-0061 \$100 Garage Door Opener! \$200 Off Double Garage Internet Specials! No Service Call Fee	Availability/ convenience: "24x7 repair" "Open in night"	Save \$75 \$100 opener \$200 off No service call fee	Call	Call ext. Sitelinks Location Skype c2c
\$25 Garage Door Repair - Since 1983 Free Lube & Adjust. LGDgaragedoors.com Since 1963 Free Lube & Adjust. Fast Garage Doors Pros Call & Save! Contact - Bellevue - Gig Harbor - Blog	?	\$25 repair Free lube and adjust	Call	Dynamic sitelinks
Garage Door Repair - Safe, Fast & Affordable. Redbeacon.com/Garage-Door Safe, Fast & Affordable. Read Reviews & Book Online Today! Redbeacon® Official Site Handyman Services Request a Home Service Installation Services	Safe, fast and affordable	None	Book online today	Sitelinks

3. Landing pages

The aim of PPC advertising is to convert, not get clicks.

- What is the landing page?
 - The webpage pointed to in the URL of an ad
 - It can be any page within a website
 - It is where your marketing traffic is directed
 - It prompts a desired action (i.e. Conversion)
- A landing page should consider:
 - User intent (navigational, informational, commercial)
 - Where did they come from? (i.e. Traffic source)
 - What you want the visitor to do (i.e. Convert)?
 - Should match mechanically (keywords should be in both the ad and the landing page)
 - Should match the user's expectation. Prospects will easily leave your site if the landing page is not perfectly targeted
 - Not uncommon to have a custom landing page for each ad
 - Need to tell the visitor what they need to do on your page. E.g. Purchase now, Download here. Sign up for a weekly newsletter.

Quality scores

The key to reducing costs

- Impacts bid amount for you to gain a certain position
- Calculated by quality of:
 - Search relevance
 - Ad relevance
 - Landing page quality

		<ul style="list-style-type: none"> - Account history - CTR (click-through-rate) → BIGGEST FACTOR • Quality score <ul style="list-style-type: none"> - Ads ranking = maximum bid amount (CPC) x your site's quality score → Your Ad rank position! - E.g. A max CPC of \$2 x quality score of 10 = an ad rank score of 20 - QS affects how much you pay (CPC), how many times your ad is shown, where your ad is shown (i.e. Ranking), or whether your ad is shown at all. - The higher your quality score, the higher your ad will be ranked and the lower your costs will be. - Quality score is calculated every time a keyword matches a search query • To improve your quality score <ul style="list-style-type: none"> - Testing and refining keywords - Reorganising Ad groups - Rewriting ads (A/B testing) - Adjusting keyword matching types (broad, exact, phrase, and negative) - Choosing relevant destination URLs - Improving landing pages - Using seller ratings extension - Tightly themed ad groups → each of your ad groups should advertise a singular product or service. An ideal ad group has a handful of similar keywords and a few relevant ads
	Retargeting	<ul style="list-style-type: none"> • Remarketing is a feature that lets you reach people who have previously visited your site, and show them relevant ads across the web <div data-bbox="754 997 1400 1208" data-label="Diagram"> </div> <ul style="list-style-type: none"> - Targets users most likely to convert based on dozens of signals, including location, device, browser, referrer, session duration, and page depth to identify your most valuable users - CTA (free shipping, 10% off) - Dynamically inserting images of recently viewed items <ul style="list-style-type: none"> • Relevant targeting (recency, frequency capping) • Remarketing Ads Considerations <ul style="list-style-type: none"> - Having a highly segmented list gives you the opportunity to speak to the persona of that list - Be creative but keep in mind B2Bs v B2C - Create multiple sized ads, different sized ads won't compete with each other

		<ul style="list-style-type: none"> - Test CTA, incentive, landing pages, images & sizes
Web development and design	Design theory: Gestalt laws of perceptual organisation	<ul style="list-style-type: none"> • Similarity <ul style="list-style-type: none"> - Items that look similar appear grouped - Items of similar colour → colour dominates • Proximity <ul style="list-style-type: none"> - Items that are closer appear grouped - Items relating to each other should be grouped close together. They become one visual unit. Helps organise information and reduce clutter. • Continuity: we tend to see continuous forms • Closure: we tend to see whole closed objects • Symmetry: we tend to see whole figures in a relationship, rather than parts • Common fate: we perceive elements moving in the same direction as being more related than elements that are stationary or that move in different directions • Figure/Ground: elements are perceived as either figures (distinct elements in focus) or ground (the background or landscape on which the figures rest)
	Colour theory	<ul style="list-style-type: none"> • Colour theory is the art and science of colours, our understanding of how colours mix, how people perceive colours, and the message the colours communicate • When a prospect's eyes meet a particular colour, they immediately send a message to the brain. After a nanosecond of processing the information, the individual makes a judgment about what they see • Major colour contrasts can draw the eye to a specific element on a page or ad, like your pitch or call to action <ul style="list-style-type: none"> - Additive colour: A method to create colour by mixing a number of different light colours with shades of red, green, and blue being the most common primary colours used in an additive colour system - Subtractive colour: The mixing of a limited set of dyes, inks, paint pigments or natural colorants to create a wider range of colours, each the result of partially or completely subtracting some wavelengths of light and not others - Monochromatic: One hue, and a variation of tints, tones and shades - Complimentary: colours that are opposite to each other in the colour wheel. - Analogous: colours next to each other on the colour wheel
	Web design/Design process	<p><i>Less than 20% of web content is actually read.</i></p> <ul style="list-style-type: none"> • Web user behaviour <ul style="list-style-type: none"> - Scan pages, they decide quickly, choose first 'reasonable item', muddle through, stick to what works. <p>Web design – basics</p>