

SMART START

An insider's guide to managing your new search marketing account and spending wisely.



Greetings New Advertiser,

Welcome to the world of Sponsored Search!

As a Yahoo! employee and a search marketer myself, I know firsthand the kind of success that's possible with smart management of a search marketing account. My goal with this Smart Start guide is to pass that knowledge right on to you. I'm passionate about helping advertisers and their businesses succeed, so I want to tell you everything I can to help you get great results.

The thing to keep in mind is that you play a key role in getting those results.

Sound scary? It's not, really. Especially if you follow the tips and strategies I cover in the pages ahead. To help you even more, I've answered some of the recurring questions we receive from other new Sponsored Search users here at Yahoo!.

I encourage you to read on, manage well and spend smart! And remember, we're always here to help you.

Good Luck,

Sharon goodsense

Yahoo! Search Marketing Specialist



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Dear Sharon,
I just opened a Sponsored
Search account and I have no
idea what to do now. Where do
I start?

Sincerely,
Bashful Beginner

Dear Bashful Beginner,

Start by logging into your account at marketingsolutions.yahoo.com. Once you're inside, you'll see that there are four main tabs or sections to explore. The Campaigns section will be your primary destination. It's where you will go to create or edit your campaigns, keywords, ads, bids and more. Wander around in that section, and the other three, and learn how each is structured. The best marketers know all the ins and outs of their accounts!

Good Luck,
Sharon GoodSense



Getting to know your new account

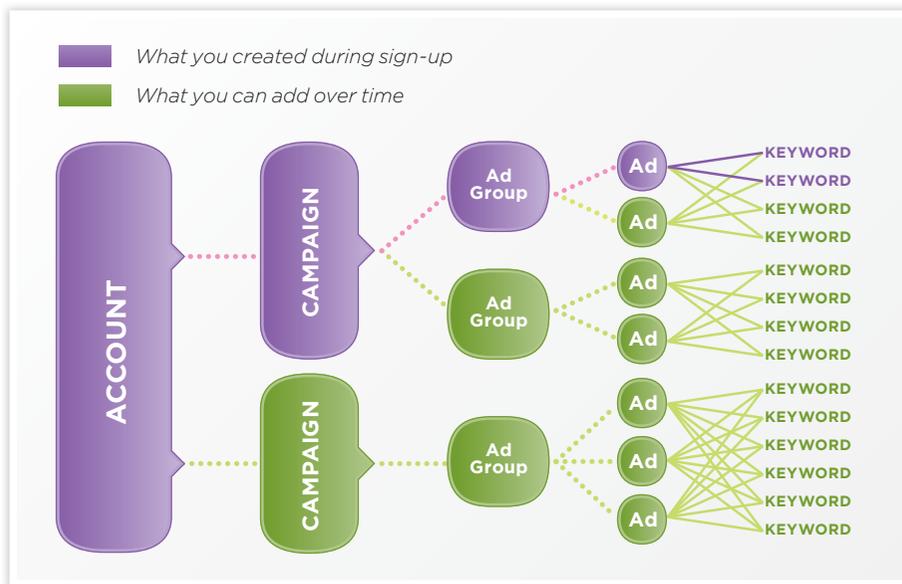
Find your way to the stuff you care about most.

This section covers...

- *What you created when you signed up for Sponsored Search*
- *Where to log into your account*
- *The main sections of your account*
- *Where to find your campaigns, ad groups, ads, keywords and bids*
- *Where to go to change general account info and other important settings*

Here's a recap of what you created when you signed up for Sponsored Search:

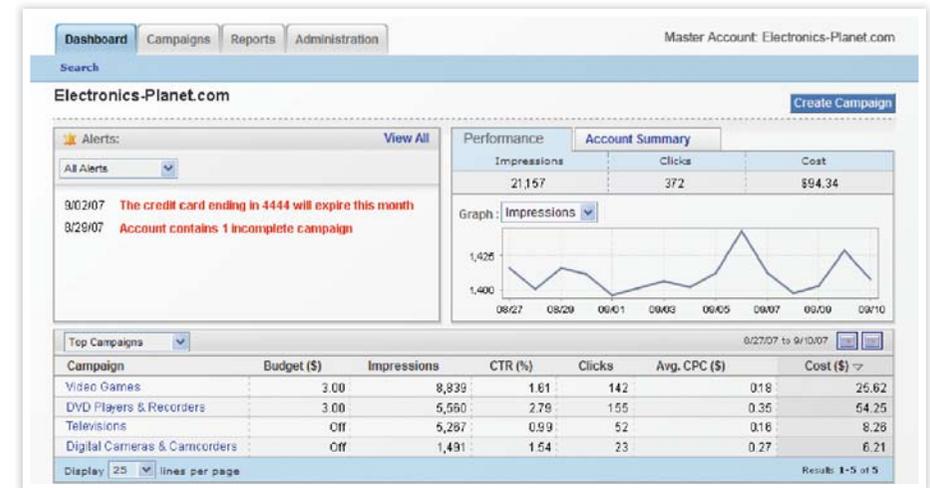
You created a single campaign, with a single ad group, made up of one ad (title, description and URL) and up to 50 keywords—all sharing the same bid. Now that your account is active, you can make changes to what you already have and go on to create new campaigns with multiple ad groups, ads, keywords and bids. It's sort of like adding new rooms onto your house. When thought out and done carefully, each addition you make will likely increase the value of your overall property.



Note: The graphic above is provided for illustrative purposes only, and will not actually appear in your account.

Start by logging in at marketingsolutions.yahoo.com.

Why type in a URL over and over when you can just add a link to your browser? Make your life easier, bookmark the login. Once you're on the page, just type in your username and password to access your account.

**Dashboard****Your account is divided into four main sections, or tabs.**

Understanding what each tab holds is the first step to really getting to know your way around your account. Keep in mind that the information you see on each page is from a specific date range. Your account is set up to show you data from the last two weeks, however you can view older information, or shorter or longer time periods, by adjusting the date range.

Dashboard—Provides a list of all your campaigns, a snapshot of your account(s) and campaign performance, and important alerts about opportunities and areas of your account that may require attention.

Campaigns—Contains all of your campaigns and their corresponding ad groups, ads, keywords and bids, plus bid forecasting and other tools. This section is where you'll go to edit existing campaigns and create new ones.

Reports—Offers detailed performance and financial reports so you can monitor the success of your campaigns. You can even customize them and have them automatically emailed to you.

Administration—Contains all of your account information, including billing and payment information, and high-level settings such as your account daily spending limit (or budgeting), account user privileges and more.



What's a daily spending limit? A daily spending limit (or budgeting) is the maximum amount you want to spend each day. You can set a daily spending limit at two levels: for specific campaign(s) or across your entire account. An account daily spending limit can be set within the Administration section of your account; campaign daily spending limits can be set within your Campaign Settings.

The first time you log into your account, the graphs in your Dashboard may be blank. Don't panic, your account isn't on the fritz. You simply may not have accrued any Sponsored Search or Content Match data yet. Your charts and graphs will change as soon as you begin generating traffic in your new account.

If you want to quickly find a particular keyword, ad, ad group or campaign, just click the Search link on your Dashboard or Campaign Summary page.

To access all of your keywords, ads and bids, click the Campaigns tab.

This will land you on the Campaign Summary page, which lists all of your campaigns and related info, such as the number of impressions and clicks they're generating, and how much each click is costing you, on average.



What's an impression? An impression is a display of your ad in sponsored results. For example, if your campaign has received 100 impressions, that means the ad(s) in that campaign have been displayed 100 times.



Campaigns								Download Campaigns
Campaigns within Account Electronics-Planet.com								Create Campaign
9/04/07 to 9/10/07								
Search Advanced Search								
Campaign On/Off Edit Watch List Select Tactic Delete								
	Campaign	Daily Spending Limit (\$)	Impressions	CTR (%)	Clicks	Avg. CPC (\$)	Cost (\$)	
	Total		11,140	1.65	184	0.28	52.37	
<input type="checkbox"/>	Video Games	3.00	4,494	1.51	68	0.20	13.60	
<input type="checkbox"/>	DVD Players & Recorders	3.00	2,487	2.85	71	0.37	26.27	
<input type="checkbox"/>	Televisions	Not Set	2,133	0.89	19	0.18	3.42	
<input type="checkbox"/>	Digital Cameras & Camcorders	Not Set	859	1.44	12	0.29	3.48	
<input type="checkbox"/>	MP3 Players	Not Set	1,167	1.21	14	0.40	5.60	

Campaign Summary

If you did not set a daily spending limit for one of your campaigns, "Not Set" will appear in the spending limit column. Don't worry, your campaign is still running, and your account daily spending limit is still in effect.

To change general campaign information, click the blue Campaign Settings button near the upper right of the page. Within your settings, you can rename your campaign, adjust its daily spending limit or schedule, change the country to which it is geographically targeted and more.

TIP: View information for a specific time period.

To change the date range of the information you're viewing, click the calendar icon. Whatever date range you choose will be carried through all sections of your account—so any data you see will be reflective of that time period.

To view the ad groups within a specific campaign, click on that campaign's name.

This will open the Campaign Details page, where you can handle a variety of campaign activities.

- View your campaign daily spending limit, the number of impressions each ad group is displaying, the average click-through rate of each ad group, your average cost-per-click for the ads in the campaign and more.
- Create new ad groups by clicking the Create Ad Group link.
- Edit an existing ad group by clicking its name. This will take you to the Ad Group Details page where you can create and edit ads, and move, add or delete keywords.
- Adjust your bid for each ad group by simply clicking on it. This will open the forecasting tool, which can help you set your bid by estimating how many impressions and clicks a bid may yield.

The screenshot shows the 'Campaign: Video Games' details page. At the top, there are navigation tabs for Dashboard, Campaigns, Reports, and Administration. Below this is a summary bar with 'Summary | Editorial Status | Search' and 'Electronics-Planet.com > Campaign: Video Games'. The main content area includes a 'View Alerts (0)' link, a 'Download Campaign' button, and a 'Campaign Settings' button. A 'Campaign Performance' section shows a line graph for 'Clicks' from 09/04 to 09/10. Below the graph, there are fields for 'Campaign Status: On', 'Daily Spending Limit: \$3.00', and 'Schedule: 7/27/07 - 10/31/07'. A table lists ad groups with columns for Ad Group, SS Bid (\$), CM Bid (\$), Avg. CPC (\$), Impressions, CTR (%), Clicks, and Cost (\$). The table shows three ad groups: 'Video Games Discount', 'New Video Games', and a 'Total' row.

Ad Group	SS Bid (\$)	CM Bid (\$)	Avg. CPC (\$)	Impressions	CTR (%)	Clicks	Cost (\$)
Total			0.20	4494	1.51	68	13.60
Video Games Discount	0.30	Off	0.22	2677	1.37	37	8.07
New Video Games	0.25	Off	0.18	1817	1.70	31	5.53

Campaign Details

To view an ad group's keywords and ads, click on that ad group's name.

You'll see your keywords listed at the bottom of the page, and your ad (title, description and URL) at the top of the page. If you have more than one ad for your ad group, the ad most frequently displayed in search results will be shown at the top of the page. To view other ads in that ad group, click the Ads tab.

To add, delete or move a keyword to another ad group, select it and click the Add Keywords link or the Delete or Move button. If you are moving a keyword, you'll also have to choose the ad group you'd like to move it to. Keep in mind that each keyword you move will trigger editorial review again.

To create new ads—so you can test different messages against each other in an ad group to see which ad attracts the most customers—just click the Create New Ad link. We highly recommend that you test ad messages. It can help you see better results!

You can make important changes to your ad group by clicking the blue Ad Group Settings button.

As time passes and you track your performance, you may want to mix things up a little. You might want to rename an ad group to be more descriptive, change your match type, change your bid, move an ad group to another campaign or delete an ad group. You can do it all within the Ad Group Settings page.

The screenshot shows the 'Ad Group Settings: Video Games Discount' page. It features navigation tabs for Dashboard, Campaigns, Reports, and Administration. The main content area is divided into two sections: 'Ad Group General Information' and 'Tactic Settings'. The 'Ad Group General Information' section includes fields for Ad Group Name (Video Games Discount), Ad Group Status (On), Optimize Ad Display (Yes), and Watch List (No). The 'Tactic Settings' section includes fields for Sponsored Search Status (On), Sponsored Search Ad Group Bid (\$0.30), Match Type (Advanced), Content Match Status (Off), and Content Match Ad Group Bid (Off).

Ad Group Settings



What's a match type? A match type is a Sponsored Search setting that helps you control how your keywords are matched to the terms searchers enter into their search boxes. The Advanced match type setting (which is currently unavailable for Southeast Asia market) matches your keywords to a broad range of searches, while the Standard match type restricts your matching to more precise queries.

To move an ad group to a different campaign, click the Move Ad Group button, and choose the campaign you'd like to reassign it to from the dropdown menu. Keep in mind that if you move an ad group, your performance data up to that point for the ad group will stay in the original campaign; future performance data will be part of the new campaign.

You may want to move ad groups if:

- Your campaign gets too large for easy management.
- You want existing ad groups to be part of a new campaign you create.

To copy an ad group to a different campaign, click the Copy button, select a new name for that ad group and assign it to an additional campaign.

You can find and adjust your general account information within the Administration tab.

This tab is where you'll go to adjust account-level settings.

Switch your account status to online or offline.

You can start and stop the display of your ads in search results with just a couple of clicks.

Adjust your account daily spending limit.

If you decide to increase your bids at any point, you may want to also increase your daily spending limit so that your ads do not reach the limit and stop displaying too early in the day.

Block traffic from international continents.*

If, for example, you do not ship your products to Europe, you could block your ads from being displayed to potential customers from that continent.

Adjust your match type option.

When you open a new account, all your keywords are automatically set to the Standard match type.

The Standard match type restricts the display of your ads to more precise searches that explicitly match to your keywords, as well as singular/plural variations and common misspellings. The Advanced match type is your other setting option, however it is currently unavailable for Southeast Asia market.

Change Content Match settings.

Your new account is also automatically set up to receive Content Match traffic. If you choose to change your Content Match status to "off" at the account level, you will not be able to create Content Match campaigns within your account.

TIP: Exclude irrelevant words at the account level.

If you're using the Advanced match type, and know certain words are absolutely irrelevant to your business, you can edit your account-level tactic settings (which will apply to all of your campaigns) to block searches containing them.



* You are not able to block the continent in which you are located. The accuracy of the blocked continents feature is not guaranteed and may vary depending on a number of factors.

Set master account users.

Grant different people in your company different levels of access to your account.

Start using conversion analytics.

The conversion only analytics option lets you see how your Sponsored Search and Content Match campaigns are performing by measuring the number of clicks that lead to sales or sign-ups on your site, along with the revenue those clicks generate.

Each level of your account offers different ways to control your advertising.

Here's a quick rundown of the features and settings available in the different levels of your account:

Account level

- Turn your account on or off.
- Set a daily account spending limit, or monthly budget.
- Turn Content Match on or off.
- Block continents from which you do not want to receive traffic.
- Update your billing and payment information.
- Switch the status of your account alert notifications to on or off.

Campaign level

- Turn a campaign on or off.
- Set a daily spending limit for a particular campaign.
- Choose your distribution tactics (Sponsored Search and/or Content Match).
- Create a campaign schedule.
- Set up geo-targeting.

Ad Group level

- Turn your ad group on or off.
- Turn Sponsored Search or Content Match ad groups on or off.
- Choose your distribution tactics (Sponsored Search and/or Content Match).
- Enter bids for your Sponsored Search or Content Match ad groups.
- Utilize ad testing.
- Turn your ad optimization on or off.
- Update/create ads (titles, descriptions and URLs).

Keyword level

- Turn a keyword on or off.
- Enter keyword bids for Sponsored Search.
- Choose your distribution tactics (Sponsored Search and/or Content Match).
- Create a custom landing URL.
- Set alternate text (if necessary) when using the insert keyword feature.

Now that you have a map, go forth and start exploring.

Ready to click your way through the pages of your account until you know where every tab, button and link takes you? Good! The more familiar you are with your account, the easier it will be to get right to the stuff you want to update.

Dear Sharon,
I'm bidding on all sorts of basic
keywords I know people are
searching for, like "DVD," "movie,"
and "video" but I'm not making
very many sales! Are these just
bad keywords or what?

Sincerely,
Keyword Confused

Dear Keyword Confused,

Although generic words like "DVD" and "movie" may attract traffic to your site, they may not lead to sales because they are terms usually reserved for the research phase of the buying cycle. In order to see an increase in your conversions, you may need to bid on more specific keywords that contain things like the title of the DVD or the name of the movie. This will appeal to searchers who are closer—or ready—to purchase.

Good Luck,
Sharon Goodsense



Building a foundation with strong **keywords**

Go wide—with a range of specific and general words and phrases.

This section covers...

- *Best practices for choosing keywords*
- *Customer mindset and the buying cycle*
- *Why specific keywords convert*

Start by looking online. And thinking like a customer.

One of the best—and easiest—places to begin scouting out keywords is right on your web site. Look through all your pages and pick out the words that are most relevant and interesting to your customers.

- Put yourself in searchers' shoes to come up with all possible ways they might be looking for what you offer.
- Consider bidding on keywords for your most profitable products or services first to spend most effectively within your budget.
- Think about what you want your customers to do (like become better informed or make a purchase).
- Review your competitors' web sites to see how they talk to customers.
- Use our keyword tool. You may have tried out this little gem during the sign-up process to get keyword suggestions. Well, it's available inside your account, too. And it can even search a web page URL you enter for possible keywords.



Customer mindset changes as people move through the buying cycle.

In the research phase...

Customers are usually just gathering information about product categories, product options and different retailers. They use broad or generic search terms during this phase, often using only one-word terms to conduct their searches.

Keyword Examples: television, camera, video game

In the shopping phase...

Customers are narrowing their purchase options, and comparing features and prices. They use more specific terms when searching during this phase.

Keyword Examples: plasma television, affordable plasma television, led vs plasma

In the purchase phase...

Customers are ready to buy. They often know exactly what they want, and are going to use very specific search terms to find it.

Keyword Examples: Brand X plasma television, 42" Brand X plasma TV, Brand X model XF-242 plasma television

Because specific keywords are used in the purchase phase, they're often more effective than their general counterparts.

Broad keywords are great for driving traffic to your web site, but can cause you to go through your budget faster. And unfortunately, because they're used during the research phase, they don't lead to purchases or sign-ups as often.

To increase your chances of clicks leading to sales, it's better to bid on more specific or niche keywords. This can slow your spending and potentially improve your results. As you'll read later, you will need to continually monitor the performance of your keywords to make sure they're working for your business. Remember, not all traffic is good traffic.

If your keywords all appear to fall into one phase, now's the time to make some changes.

Look through your list of keywords and determine which phase of the buying cycle they apply to—then round out or amend your list so you're not just focusing all of your effort and spending on one type of customer. For details on making changes or adding keywords, refer to Chapter 1.

Dear Sharon,
When I signed up for Sponsored Search, I tried to write a catch-all ad that promoted everything my company sells. It didn't make complete sense for some of my keywords, but I thought it wouldn't matter much. Now that I've been monitoring my campaign for awhile, I've noticed that my quality index is only at two bars! Am I doing something wrong?

Sincerely,
Index Issues

Dear Index Issues,

Almost as important as writing a good ad is making sure you group only related keywords together in the same ad group. Think about structuring ad groups by themes. Doing so enables you to write ads that are more specific to your keywords—which can increase your click-through rate and in turn improve your ad quality. I would recommend reorganizing and regrouping ASAP.

Good Luck,
Sharon Goodsense



Organizing ad groups for success

Take care arranging your keywords and ads—and you could achieve better results.

This section covers...

- *What is an ad group*
- *Why account organization affects quality index*
- *Examples of good vs. poor ad group organization*

Ad groups are the containers for your ads and keywords.

You probably know by now that your account is made up of campaigns. And each campaign is made up of ad groups, which contain your keywords and ads. Generally, you can have up to 1,000 keywords in an ad group, and up to 20 ads. While there isn't a magic number of keywords to include, you may want to start with no more than 50—paired with two or more ads—and adjust from there.

If you create multiple ads, they'll be rotated against all of the keywords in their ad group, and displayed when prospective customers search on those words. Because of this, it's very important that all of the keywords and ads in an ad group make sense when paired together.

The way you group your keywords and ads is critical.

If you're advertising your business in search results, it's highly likely you've used a search engine yourself to find something you wanted online. You know what it's like if you type in a search term and see ads that don't really match your search. It's frustrating!

Now imagine if one of your prospective customers typed one of your keywords into a search box and was presented with an ad that didn't really make sense. Would they click your ad? Of course not.

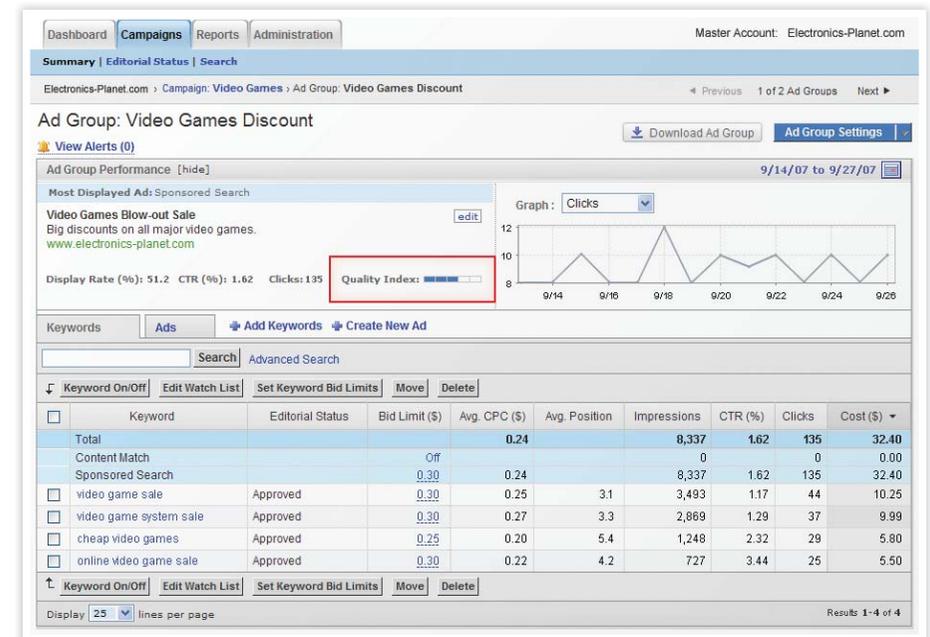
Mismatching ads and keywords can be as bad as leaving the house in plaid shorts and a Hawaiian shirt. It's just not good for your image, or in this case, your ad's appeal. If you want your ad to get clicked, you've got to pair similar keywords together with relevant ads.

If your ad doesn't get many clicks, your quality index can be affected.

Not receiving clicks isn't just bad for your bottom line—it's bad for your ad's position in search results. You see, your click-through rate affects your ad's quality, which in turn can impact your position.



What's quality index? *Quality index is a relative measure of the quality or relevancy of your ad (its ability to meet the needs of searchers) compared to your competitors' ads. It's also a determining factor in where your ad is ranked in search results, and how much you need to bid.*

*Quality Index Example*

An ad's quality is primarily determined by looking at its click-through rate relative to its position and other ads displayed at the same time. High quality ads are generally more relevant to searchers and therefore get clicked more often. Low quality ads are not as appealing or relevant to searchers, making them less likely to receive clicks. Quality is indicated in your account by a scale of 1 - 5 blue bars, 5 being the highest.

Because ad quality takes into consideration your ad(s) and all the keywords within an ad group, it is critical that you're careful when choosing keywords for each ad group. If you have keywords that are not relevant to the products and/or services offered in your ads, your ad quality could be negatively impacted. However, if you group keywords the right way (i.e. by themes such as product or service type, or special offers) and achieve high ad quality, you could receive a better rank in search results and/or a lower bid.

You can improve your ad quality by putting only related keywords into ad groups.

Putting only related keywords into ad groups makes it easier to:

- Write ads that are more specific to your keywords—which can increase the number of clicks you receive.
- Test different landing pages—to see which of your web pages leads to the most conversions or sales.
- Eventually improve your ad's quality—which in turn could improve its rank in search results.

Example of a poorly organized ad group

The following account's ad group uses a very generic ad that doesn't really relate to all of the keywords.

Account: Electronics-Planet.com

Campaign: Electronics



Ad Group: Products

Keywords: digital camera, flat screen television, DVD player, portable DVD player, 5 megapixel digital camera, plasma television, HD television, HD DVD player, Brand X digital camera, Brand Y DVD player, Brand Z plasma television

Ad: TVs and Cameras Galore

Low prices on the latest, top brand televisions, cameras and more.
www.Electronics-Planet.com

Note: The graphic above is provided for illustrative purposes only, and will not actually appear in your account.

Example of well-organized ad groups

The ad groups in this account each have specific ads that relate well to their keywords.

Account: Electronics-Planet.com

Campaign: Electronics



Ad Group 1: DVD Players

Keywords: portable DVD player, DVD player, HD DVD player, Brand Y DVD player

Ad: Big Savings on DVD Players

Top brand DVD players, including the latest in HD, all at 20-40% off.
www.Electronics-Planet.com

Ad Group 2: Digital Cameras

Keywords: digital camera, 5 megapixel digital camera, Brand X digital camera

Ad: 5 Megapixel and Higher Digital Cameras

Get great resolution and great prices on top brand digital cameras.
www.Electronics-Planet.com

Ad Group 3: Televisions

Keywords: HD television, flat screen television, plasma television, Brand Z plasma television

Ad: Top Brand Televisions

Low prices on plasma and flat screen televisions, including HD.
www.Electronics-Planet.com

Note: The graphic above is provided for illustrative purposes only, and will not actually appear in your account.

Take another look at the way your account is organized.

Before you create any new campaigns within your account, look over your existing campaign and make sure its ad groups are structured in a way that will benefit your ads' quality. You may need to move some keywords around or create smaller ad groups with more specific ads. So don't wait, get started now!

Dear Sharon,
I know my business and my customers, so I think I've written a pretty good ad, but I don't really think it's getting enough clicks. Is there something I can do to get more searchers to click?

Sincerely,
Message Maven

Dear Message Maven,

Testing ad messages is the mark of a smart advertiser—so we make it easy for you to do just that! Just create two or more ads in an ad group. Our system will rotate those ads in search results and track the clicks each receives, so you know which ad is attracting more customers. This can help you determine the more effective message, which should help you see more clicks in the future.

Good Luck,
Sharon GoodSense



Writing effective ads

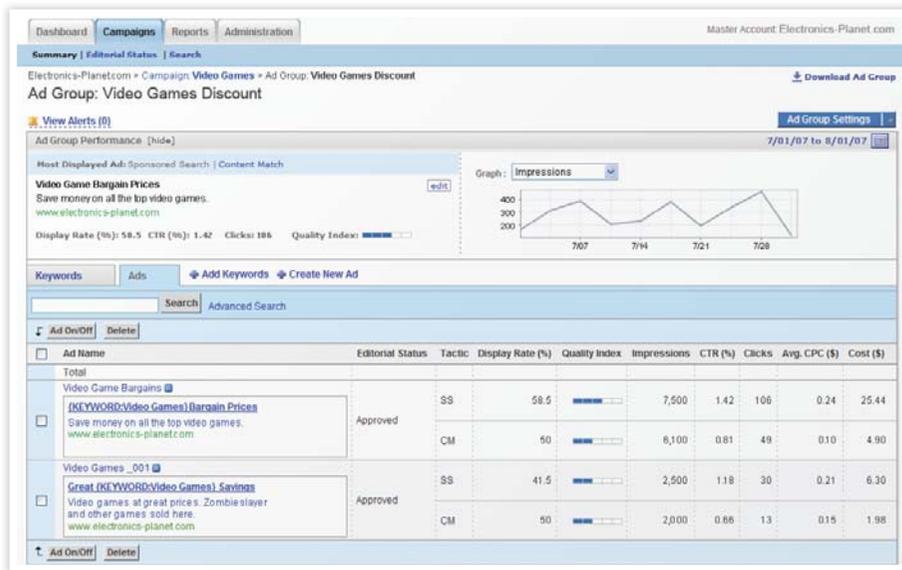
Use ad testing to find the message that clicks with customers.

This section covers...

- *How ad testing works*
- *Best practices for writing ads*
- *Best practices for using ad testing*

Finding the ad that attracts the most customers is easier than you think.

If you can write an ad (which I know you can), you can use ad testing. All you need to do is create more than one ad in an ad group. It's that simple. It doesn't cost anything more than a few moments of your time. Each of the ads you create will then be rotated in search results when searchers type in keywords from that ad group. By checking their click-through rates, you can easily see which ad performs better among your customers.



Ad Group Details/Ads

**What's click-through rate?**

Click-through rate (CTR) =
$$\frac{\text{the number of times your ad was clicked}}{\text{the number of times it appeared in search results}} \quad (\text{also known as number of impressions})$$

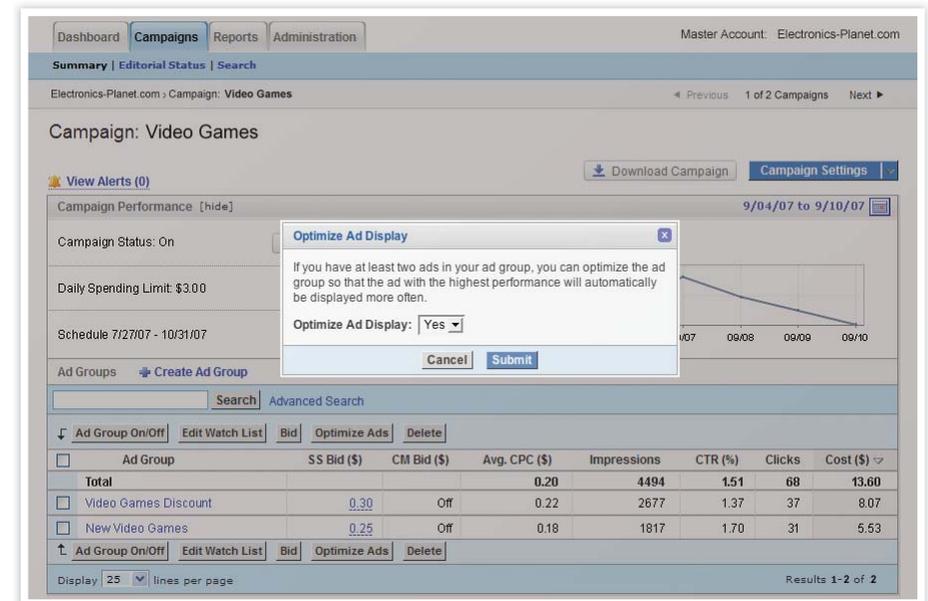
For example, if your ad was displayed 100 times and received 5 clicks, it would have a click-through rate of 5%.

Your stronger ad will automatically be shown more frequently in search results.

It's always good to put your best foot forward, right? If you choose to use ad testing, the ad receiving the highest click-through rate will be shown more often in search results over time. This is because ad optimization is turned on in your account.

If you prefer, you can turn optimization off by selecting an ad group on the Campaign Details page, clicking the Optimize Ads button (above the list of all your ad groups), and selecting "No" from the drop-down menu. Doing so will set your ads to be displayed equally in search results (i.e. if you had two ads, each would appear roughly 50% of the time).

However, by leaving ad optimization on, you could see even more clicks to your web site, because your better ads will be shown more often. Eventually, this could improve your ad quality, which can improve your ad's rank in search results. All steps in the right direction!



Optimize Ad Display Option

When creating ads, there are several things you can do to help get more clicks.

Write the best ad text you can.

- Be precise in describing what you offer. Ads that are not well written or are unclear do not perform well.
- Make your ad concise and factual. Data has shown that people are less likely to click on ads that sound salesy.
- Don't use ampersands (&) and numbers in place of words (i.e. buy 2 get 1 free). These symbols can make your ad look unprofessional.
- Provide a strong call to action. If you have an offer, or if your business provides something unique, make sure to include that in your ad.

Use the insert keyword feature to include your keywords in your ad's title or description.

You probably wouldn't click an ad that didn't mention what you were searching for—and neither will your customers. Research shows that people are more likely to click if the keyword appears in the ad's title or description.

To use the feature, click the insert keyword link at the place in your ad's title or description where you would like your keyword to appear. When a prospective customer searches for one of your keywords, the system will insert the appropriate keyword into your title or description in bold type—reassuring the searcher that your ad matches their search.

If you use the insert keyword tool, you'll also need to choose default text. This text will be shown in place of your actual keyword whenever inserting a keyword makes your title or description exceed the character limit. For example, if your keyword was "Brand X high-definition plasma television," "plasma television" could be used as your default text.

In the following example, the saved ad on the right shows how the searched keyword will be inserted into the title before "Bargain Prices." The default text in this ad is "Video Games."



Insert Keyword Option

The insert keyword tool is most effective and easy to use when all of the keywords in your ad group are closely related and make sense with your ad(s). If there are cases when your keyword doesn't make sense when inserted into your ad, or would sound better with different wording, you can create alternate text to appear in place of your keyword when your ad is displayed in search results.

Mention your company's unique selling proposition.

If your company offers something that others don't, tell your prospective customers! Let them know what makes your business different and special. If you offer free shipping or a lifetime warranty—include it in your ad.

Look at what your competitors are saying in their ads.

Not only will this help you get ideas for your own ad, it'll let you know what you're up against. Take what you learn and write an ad that has a better or more compelling offer. You can easily view competitors' ads by clicking on any of the keywords while creating or modifying an existing ad.

Initial cap the words in your URL for easier readability.

For example, if your web address were www.myexamplewebpage.com, you would want to capitalize each word like this: www.MyExampleWebPage.com.

Review our editorial guidelines.

Here are 3 of the top reasons why an ad won't pass our editorial review:

- The ad does not clearly explain how it specifically relates to the keyword associated with it.
- There is an inaccurate or misleading depiction of what searchers will find on the web site.
- The ad is not clear and objective; includes superlatives (e.g. best, greatest, etc.).

To review our editorial guidelines, visit our Help Center.

Make sure your landing page is consistent with your ad.

Sending searchers to a web page that doesn't include what they searched for, or is very hard to find, makes for a bad customer experience—and can have a negative impact on your conversion rate. For best results, be sure your destination URL takes prospective customers to a page that makes sense, given what they're searching for. It's also a good idea to do the following:

- Offer clear navigation, so customers can get to their desired product or service quickly.
- Write with an objective voice—you don't want to come off as too salesy.
- Focus on the customer, not your company.

**When testing ads against one another, be strategic.**

You don't want to just throw two completely different ads online to see which one gets clicked. Try out messages that mean something to your business.

Have a goal in mind.

For example, you might want to test a percentage savings offer against an actual dollar savings offer to see which positioning your customers find more appealing.

Digital Cameras

Save 20% on any digital camera purchase of \$100 or more. Order now.

www.Electronics-Planet.com

Digital Cameras

Save \$20 on any digital camera purchase of \$100 or more. Order now.

www.Electronics-Planet.com

Create ads with unique messages.

You wouldn't want to test an ad that offered "great prices" against one that promised "low prices"—these messages would be too similar.

Test and refine your ads regularly.

- Routinely check the status and performance of your ads to stay on top of changing consumer habits.
- Set goals to keep improving your best-performing ads.
- Continue adding new ads to find out what performs best among your customers.

Give ad testing a shot.

You don't have anything to lose. In fact, you could have a lot of clicks to gain by varying your message. Create a second or third ad in one of your ad groups and see exactly what catches the eye of your customers.

Dear Sharon,
I set a pretty high bid for my ad, but it isn't ranked very high in search results. Do I need to just keep bidding higher to increase my position? Does this have something to do with the quality index scores I see in my account?

Sincerely,
Quality Quandary

Dear Quality Quandary,

In order to provide searchers with the most relevant results—and reward advertisers who create high quality ads—Yahoo! uses both bid amount and an ad's quality to rank ads in search results. This method for ranking provides advertisers with a great opportunity: If you raise your ad's quality, you might just lower your costs and/or get ranked higher.

To monitor your ads' quality, you should refer to the quality index scores in your account. These are relative measures of your ads' quality.

Good Luck,

Sharon Goodsense



Making sure your ads are **high quality**

Write better ads and you could receive higher ranking for a lower bid.

This section covers...

- *The impact of ad quality on ad ranking*
- *Where to find your ad's quality index in your account*
- *How to improve your ad quality*

Keeping your ad quality high can potentially lower your costs.

You know the power a well-written, highly relevant ad can have on your customers—it can draw them to your business like mice to a hunk of Cheddar. But it can also help you receive a better rank in search results, in some cases, even if your competitors are bidding higher than you are. High quality ads may be rewarded with higher ranking in search results.

Monitoring your ads' quality indexes is critical to the overall health of your campaigns.

If your quality index is sick, it means your ad needs some TLC! A low quality index means your ad is not doing a good job of attracting customers—which can lead to a vicious cycle if you don't take steps to fix it.

To check up on an ad's quality index, go to the Ad Group Details page and click the Ads tab, or view the Ad Performance report.

The screenshot displays the Ad Group Details page for 'Video Games'. It includes a navigation bar with 'Dashboard', 'Campaigns', 'Reports', and 'Administration'. The main content area shows 'Ad Group Performance' with a graph of 'Impressions' from 7/07 to 7/28. Below the graph is a table of ads with the following data:

Ad Name	Status	Tactic	Display Rate (%)	Quality Index	Impressions	CTR (%)	Clicks	Avg. CPC (\$)	Cost (\$)
Total									
Video Game Bargains	Approved	SS	58.5	58.5	7,500	1.42	106	0.24	25.44
Video Game Bargain Prices	Approved	CM	50	50	6,100	0.81	49	0.10	4.90
Video Games _001	Approved	SS	41.5	41.5	2,500	1.10	30	0.21	6.30
Great Video Games Savings	Approved	CM	50	50	2,000	0.66	13	0.15	1.98

Ad Group Details/Quality Indexes

There are a number of things you can do to improve the quality of your ads.

- Rewrite your ad so that it is clearer and more compelling.
- Test different ads and use ad optimization to automatically display the better performing ad more often in search results.
- Make sure your keywords are relevant to your ad text, display and destination URL. If your keywords are not similar enough, you may need to create additional ad groups.
- If you have keywords that aren't performing well, move them to another ad group or create a new ad group where those keywords are more relevant. For help organizing ad groups, refer back to chapter 3.
- For best results, be sure to include your keyword in the title or description of your ad. Use the insert keyword feature to have keywords automatically placed in your ad when it appears in search results.

It's critical to keep a close eye on your ads' quality.

If your ads need improving, or your quality indexes are slipping, you should know! By checking your quality indexes regularly, you can quickly make changes when necessary.

Dear Sharon,
I'm lost on the match type thing.
I see there are two options, but I
don't understand why I would ever
want to use the Standard match
type, when the Advanced match
type shows my ad for more searches
on my keywords. Shouldn't I just
always use that option?

Sincerely,
Looking For My Type

Dear Looking For My Type,

Matchmaking between searches and keywords can be tricky. If you sell a very specific product, you may want to use the Standard match type because it will bring more targeted (and potentially more interested) customers to your site. Some advertisers find that exact traffic drives a higher return on their investment. However, if you want to appear for a broader range of searches, the Advanced match type enables you to do this without having to think of every possible relevant variation of a keyword.

Good Luck,
Sharon goodsense



Matching your keywords to your customers' searches

Let traffic to your site flow—or limit your matches to keywords that may convert better.

This section covers...

- *The difference between Advanced and Standard match types*
- *Setting match types in your account*
- *Using Excluded Words*

Matching your keywords to your customers' searches

There are two match type options available in your account.

Match types work sort of like valves that control the flow of traffic in your account. They are designed to control the way in which your keywords are matched to the search terms prospective customers type into search boxes. Depending on the match type you choose, you can allow very precise traffic to your site—or a broader range that comes from variations on the keywords you are bidding on.

The Advanced match type is currently unavailable for Southeast Asia market. It displays your ad for a broad range of searches related to your keywords, ads and/or web content, offering increased reach but potentially decreased targeting.

The Standard match type enables you to restrict your keyword matching. It displays your ad for exact keyword matches.

Match Type	Keyword Entry Scenario	Keyword Example
Standard	Exactly	plasma television
	In singular or plural form	plasma televisions
	As a common misspelling	plasma televisions
Advanced	In a phrase	buy a plasma television
	Separated by word(s)	plasma or LCD television
	In a different order	television - plasma and LCD

Keep in mind that although the Advanced match type can deliver more traffic to your site, it can also cause you to pay for less relevant clicks. If you want to be sure you're paying only for the most relevant clicks, you should consider changing your match type to Standard for some ad groups or keywords.

If you choose the Advanced match type, make sure your keywords are specific.

Using the Advanced match type with generic keywords could land you in a world of hurt—right in the wallet. Because generic keywords can attract a high volume of searches, broadening the matching on those words can result in too many clicks where the searcher isn't really interested in what you offer.

For example, if you sold televisions, a specific keyword like “Brand X 42” plasma television” would probably attract the appropriate audience to your site. But a generic keyword like “television” may attract people who are interested in television repair or the history of the TV.

Be sure to exclude words that are irrelevant to your business when using the Advanced match type.

Advanced, or broader, matching is great for increasing traffic to your site, but there are probably a handful of words or phrases that just don't make good matches for your business. For example, if you sold televisions but did not repair them, you might want to exclude your ad from appearing for searches that included the word “repair.” It's important to give careful consideration to these kinds of keywords.

The Excluded Words feature enables you to refine your matching by blocking words that are not relevant to your business. To use it at the ad group level, click into your Ad Group Settings. Within your tactic settings, you may enter up to 250 excluded words or phrases.

The screenshot shows the 'Ad Group-Tactic Settings' for 'Video Games Discount'. The interface includes a navigation bar with 'Dashboard', 'Campaigns', 'Reports', and 'Administration'. The main content area is titled 'Ad Group-Tactic Settings: Video Games Discount' and contains several sections:

- Select Distribution Tactics:** Includes a 'Sponsored Search Status' dropdown set to 'On' and a description: 'Sponsored Search displays your ads for search queries related to your keywords.'
- Set Your Sponsored Search Bid:** Includes a 'Bid Limit (\$)' input field with the value '0.72'.
- Match Type:** Radio buttons for 'Advanced' (selected) and 'Standard'.
- Excluded Words:** A text area with a red border containing the text: 'download', 'wintage', and 'free used'. A description above reads: 'To help improve ad and keyword matching, provide any words or phrases that are not relevant to your business. Please enter one word or phrase per line without commas or semicolons after each keyword.'
- Account Excluded Words:** A text area containing 'free used'.
- Set Your Content Match Bid:** Includes a 'Bid Limit (\$)' input field with the value '0.13'.
- Content Match Status:** A dropdown menu set to 'Off'.

At the bottom of the form are 'Cancel' and 'Save Changes' buttons.

Ad Group-Level Excluded Words

You can also exclude up to 250 words at the account level within the Administration section under Tactic Settings. However, you should be selective when choosing your excluded words and phrases at this level, as they will apply to all keywords that use the Advanced match type in your account.

You can control your match types at every level of your account.

Setting the Advanced match type at the account level enables you to receive broadly matched traffic throughout your entire account. The Standard match type setting will restrict your traffic to precise matches. Even if Advanced is set at the account level, you can still selectively set Standard at the campaign or ad group level to restrict that campaign or ad group's keywords to receiving precise—or Standard—matches.

To adjust your match type setting at the account level, go to your Tactic Settings within the Administration tab. You can adjust your match type at lower levels by clicking the Campaign Settings or Ad Group Settings button, or clicking directly on a keyword.

You may want to let some time pass before deciding on your match type.

You may not know right away which match type best suits your particular keywords. So if you decide to leave all of your settings on Advanced, just be sure to make careful use of excluded keywords and monitor the performance of your keywords. If you're seeing a lot of clicks without a lot of follow-through, you may want to consider switching to Standard on those keywords.

The screenshot shows the 'Account Tactic Settings' page for 'Electronics-Planet.com'. The 'Administration' tab is selected. The 'Match Type' is set to 'Advanced' (indicated by a red box). The 'Excluded Words' field contains the text 'free used'. A note states: 'Excluded words can only be used if the advanced match type is enabled for Sponsored Search.' The 'Sponsored Search Status' is set to 'On' and the 'Content Match Status' is also set to 'On'. Buttons for 'Cancel' and 'Save Changes' are visible at the bottom.

Account-Level Match Type Setting

Dear Sharon,
My ad has been ranking in the top positions in search results pretty regularly, but a few times, it didn't show up in search results at all. Does this mean my account isn't working properly?

Sincerely,
Disappearing Act

Dear Disappearing Act,

Your absence in search results could mean that you are going through your daily spending limit, or budget, too quickly. Our system may automatically take your ad offline at times to try to make your money last longer throughout the day. The good news is, if that happens, your ad is getting clicked. Try increasing your daily spending limit, or if that isn't feasible for your budget, try decreasing your bid slightly. You can use the forecasting tool in your account to see how changing your bid could impact your results.

Good Luck,
Sharon goodsense



Determining effective bids

Too high? Too low? Learn to find the sweet spot with bids that are just right.

This section covers...

- *Bidding and cost-per-click (CPC)*
- *Cost-per-acquisition (CPA) and return-on-investment (ROI)*
- *Other bidding considerations*
- *How to use the forecasting tool*

Find the balance between bidding, ranking and daily spending.

Bidding can be a tricky experience—your job is to find the bid that’s just right for your business. If you set a bid too high, it can cause you to reach your daily spending limit after just a few clicks. Even worse, you could be paying more than the click is actually worth to your business. And if you bid too low, you may not get ranked high enough in search results to receive the number of clicks you want.

So, what’s an advertiser to do? Consider what you can afford to pay for a click before you set your bid. Keep in mind, too, that the bid you set is the *maximum* amount you will ever pay for a click. Your actual cost-per-click (CPC) may end up being less than your bid.



What’s CPC? *Cost-per-click (CPC) is the actual amount you pay for a click—as opposed to your bid, which is the maximum amount you are willing to pay. You may be rewarded with a lower CPC and higher placement in search results if your ad’s quality is high. See chapter 5 for more on this topic.*

Before you set your bids, carefully consider what your business can afford.

Do your homework first and bidding may become a lot easier. Obviously, you want to get more customers to your web site. But you also need to consider the action you want them to take when they’re at your site (and how much that action is worth to your business). You may want them to complete purchases or sign up for your newsletter. These actions are called conversions. And they each have a value to your business.



What’s CPA? *Cost-per-acquisition (CPA) is the total cost of your online marketing divided by the number of conversions that marketing generates.*
 $CPA = \text{Total cost of marketing} / \text{Total number of conversions}$

Cost-per-acquisition tells you how much a conversion costs, which is valuable when determining your bids. However, you also need to think about what a conversion is worth to your business.

If your CPA is less than the value of a conversion (the average worth or profit of your actual products or services), you’re making money and may want to increase your bids to get a higher rank in search results—and hopefully even more clicks.

If your CPA is greater than the value of a conversion, you are actually losing money and may need to decrease your bids (and focus on your ad quality to help increase your rank in search results).

The rate at which your customers convert can also be a factor in whether you’re bidding the right amount for a click. A low conversion rate means each click is essentially costing you “more.” A higher conversion rate means that clicks are relatively “cheaper” for you. In order to figure out what you can really afford to pay for each click, you should factor in your conversion rate.

To calculate your conversion rate, divide the number of clicks to your site that lead to a conversion (sale or sign-up) by the total number of clicks to your site. For example, if 20 out of 1,000 searchers clicking through to your site ended up converting, your conversion rate would be 2%.

It’s important to think about these different measurements and calculations, because all of them have an impact on your company’s ultimate return-on-investment.



What’s ROI? *Return-on-investment (ROI) is the amount of profit your business makes per dollar spent on your products, services or advertising.*
 $ROI = \text{Profit (revenue - cost)} / \text{Total costs}$

Let's say you sell DVD players, and your average product sale (also known as a conversion) = **US\$100**

You make about 10% on each sale, so your profit = **US\$10**

Now this part is key: If you spend more than US\$10 to get a sale, you may lose money.

So, what should you do next?

Well, you know that it takes about 20 visitors to make one sale so your conversion rate (1 sale / 20 visitors = 5%) = **5%**

To break even, the most you can afford to pay for a click (US\$10 profit / 20 visitors) = **US\$0.50**

If you set your bid at US\$0.50, you shouldn't lose money—and you may end up paying even less than that amount if your ad is high quality.

Remember that not all keywords and ads convert at the same rate, so you'll want to do this calculation for various keywords. If certain products or keywords yield higher profits, you'll know you can afford to spend a little more, or set higher bids, on them.

Keep your keywords and daily spending limits in mind, too.

We know it's a lot to think about. But if you take time to look at all of the factors that can impact your bid, it'll be a lot easier to find a bid that's just right.



Keywords

It's important to think about your individual keywords and how much they are worth to you, as well as their conversion rates. Different keyword and ad combinations convert differently—you might want to bid higher for keywords that convert at a higher rate.

Daily spending limits

Your monthly budget is calculated as 30x your account daily spending limit. Each day, when this spending limit is reached, your ads stop displaying online.*

It's important to keep this in mind when determining your bids because if you set them too high, you may reach your account (or campaign) daily spending limit after too few clicks. If this is happening, you may need to consider increasing your account spending limits. Generally, because not everyone who visits your site buys something, the more clicks you get, the better your chances of making a sale.

Use the forecasting tool to set bids that support your goals.

In addition to estimating click and ranking results, the forecasting tool is actually pretty fun to use. By playing with the slider bar, or typing in specific bid amounts, you can easily see how increasing and decreasing a bid could affect your average rank in search results, the impressions and clicks you receive, and your cost-per-click.

You can access the bid forecasting tool at the keyword and ad group level.

Just go to either the Campaign Details page or the Ad Group Details page and click one of the bids next to a particular keyword or ad group. At the ad group level, you can set the bid for an entire ad group (this will be the bid for all keywords), or set custom keyword bids.

*Please note that you may be charged up to 10% above your Daily Spending Limit.

Setting bids at the ad group level can decrease the time it takes you to manage your account. However, you'll probably want to set custom keyword bids for high-volume keywords—or the top-performing keywords you'd like to have ranked higher in search results.

TIP: For guidance, use the Recent Bid Range for Top Positions.

These amounts can help you gauge how much you may need to bid to rank high in the search results.



Setting a Custom Keyword Bid with the Forecasting Tool*

Based on your specified bid and the historical performance of your ad for the keyword, you'll be able to see the following:

- 1 **Average Position:** The estimated average position—or rank—your ad may achieve in search results.
- 2 **Impressions:** The estimated number of impressions, or times your ad will be displayed, monthly.
- 3 **Clicks:** The estimated number of clicks you could receive monthly.
- 4 **Average CPC:** The estimated average cost-per-click.
- 5 **Share of Available Clicks:** The estimated percentage of clicks your ad could receive of the total available clicks for the keyword.

Because the marketplace changes, your bids might need to as well.

Customer behavior changes, competitive bids change. In order to stay on top of these fluctuations—and keep your ads performing the way you want them to—you need to continually monitor your costs and bids. Remember: Paying too much for clicks can mean you lose money, but paying too little can mean you get ranked so low that prospective customers overlook your ad. It's a balancing act. And you need to be committed to maintaining it if you want to see great results.

*Please remember that the calculations provided by the forecasting tools are estimates only and not guarantees. Screenshot is subject to change.

Dear Sharon,
I run special offers for my
local customers. How can I promote
them online without letting
the entire country know?

Sincerely,
Regional Retailer

Dear Regional Retailer,

Use geo-targeting. You can target your ads to the entire Southeast Asia market or limit their display to specific countries. This enables you to try out different ads on different geographic regions, or in your case, promote offers to local customers only.

Good Luck,
Sharon GoodSense



Targeting your ads geographically

Reach the right audience in the right region
with the right ad.

This section covers...

- *How geo-targeting works*
- *Who should use geo-targeting and why*
- *How to geo-target a campaign*

If it's local customers you want, geo-targeting is the tool to use.

Casting a wide net is fine if you don't care what sort of fish you catch. But if you're looking to capture one type only, you should really use a small net and very specific bait.

This rule rings true when you're fishing for customers, too.

Targeting people across the entire Southeast Asia market (comprising of Singapore, Malaysia, Philippines, Indonesia, Thailand and Vietnam). Can drive plenty of traffic to your site, but if you own a local business or are able to service or ship to specific areas only, you should really limit your ad display to a more targeted audience. Not only will this allow you to zero in on more appropriate customers, it also enables you to write ads that may be more appealing and specific to those customers' needs—which could help increase your conversions and lower your costs.

Geo-targeting limits your ad display to customers located or interested in the area you choose.

Yahoo! can match your geo-targeted ads to prospective customers based on several factors to determine location:

- **Search query**—when a searcher explicitly includes a location as part of the search term they enter.
- **IP address**—the unique address assigned to certain computers connected to the Internet that can signify location.
- **User-provided information**—if a searcher has provided their location to Yahoo! for such things as movies, weather, etc.

You should use geo-targeting if you:**Example:**

Offer services in a specific geographic area only.

You are a plumber and you service Singapore only.

Have a local storefront where customers purchase products.

You own a bookstore in Kuala Lumpur.

Are a national chain and want to drive visitors to different branches.

You own car dealerships in multiple locations across Southeast Asia.

Targeting smaller markets will give you a better idea of where your best customers are.

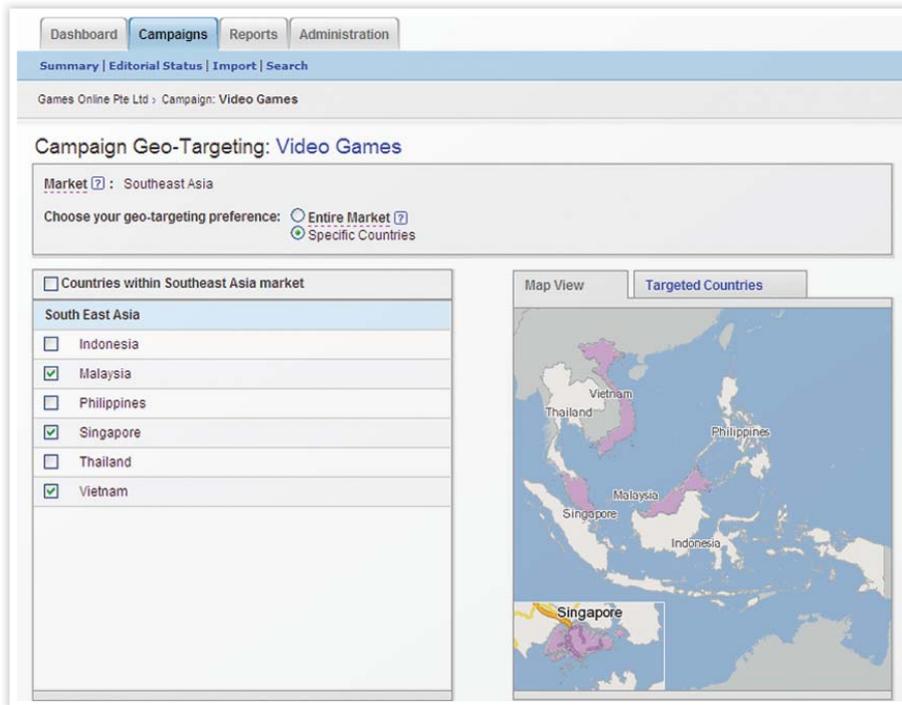
Let's say you know that Southeast Asia is a hot market for your business. Wouldn't you also want to know that your Malaysian customers are more motivated to buy than those in Philippines?

By targeting individual campaigns to different regions, you can:

- Create ad messaging more specific to that region's customers.
- Test different ads to see which performs best for that area.
- Identify which locations customers purchase or convert more on your site.

To adjust your geo-targeting settings for an existing campaign, click the campaign's name and click the blue Campaign Settings button. On the Campaign Settings page, click the edit button in the Geo-targeting panel. From there, you can target your campaign to the entire Southeast Asia market, or limit your ads to specific countries.

*Please note that geo-targeting accuracy is not guaranteed and may vary depending on the level of targeting selected, as well as other factors.



Campaign Geo-Targeting

Once your geo-targeted campaigns are live, you'll want to keep an eye on their performance. To understand how they are performing, run the Geographic Location Report in the Reports section of your account.

If you're using geo-targeting, it's a good idea to create two campaigns.

You'll want to create one campaign that's geo-targeted to your desired area, and another general campaign (not using geo-targeting) that uses geo-modified keywords. These are keywords that include your location. For example, "Ho Chi Minh City scooter helmets," rather than just "scooter helmets." Setting up your campaigns this way will help ensure that you cover all your bases with geo-targeting.

If you just want to call out certain key cities within a general campaign, then geo-modified keywords are especially important. When you write ads for your geo-targeted campaigns, it's also a best practice to include your location in your title and/or description. Not only will this give prospective customers an even clearer understanding of what area(s) your business serves, it will let them know immediately that they're reading a relevant ad.

Geo-targeting doesn't just drive customers to your site. You can also send them to your store.

Geographic targeting is a great way to attract customers in your area to your web site, and it can also help increase your in-store sales. In fact, online advertising can generate more in-store sales than online sales, up to a ratio of 6:1.*

*comScore, January 2007

Dear Sharon,
I own a small online travel agency and am very interested in getting the most traffic I can to my web site. I see something called Content Match in my account-will that help?

Sincerely,
Content Curious

Dear Content Curious,

It can. Content Match is an advertising tactic that displays your text ads near relevant content such as articles and product reviews instead of in search results. The best way to start using Content Match is to create a separate campaign, with budgets and bids separate from your Sponsored Search keywords, and track the results it generates. This way you can find out whether Content Match is an effective tactic for your business without investing a large portion of your budget.

Good Luck,
Sharon good sense



Advertising on content sites

Take your ads beyond search results with Content Match.®

This section covers...

- *How Content Match works*
- *Managing Content Match campaigns*

Content Match can be a great complement to your Sponsored Search campaign.

Sponsored Search and Content Match are sort of like pork chops and applesauce. Sponsored Search may be the meat of your online advertising, but Content Match sure can make a sweet side dish.

Content Match displays your ads alongside relevant online content such as product reviews, news articles and more across the Yahoo! partner distribution network.

Your Online Technology Resource
Read the latest news and reviews on the latest new products.
www.example.com

MP3 Superstore
Find and compare prices on the latest MP3 players.
www.electronics-planet.com

Gear up for School
Buy the latest computers and laptops today.
www.example.org

YOUR AD WOULD DISPLAY HERE.*

Content Match Implementation Example*

Content Match is similar to Sponsored Search in that it's based on a pay-per-click pricing model. However, it does not use individual **keyword-search** matching. Instead, your ads are matched to content pages based on all keywords in your ad group.

* Site implementation may vary.

Manage Content Match separately from Sponsored Search.

When you created your account, your first campaign/ad group was set up for Sponsored Search only, not Content Match. However, when you add a new campaign in your account, you'll be prompted to create an ad group and choose a distribution tactic. That's our fancy way of saying, "Choose to have your ads displayed online via Sponsored Search and/or Content Match."

Dashboard Campaigns Reports Administration

Geography Distribution Keywords Pricing Create Ad Review Budget & Schedule Activate

2. Create an Ad Group

* = Required Field

Ad Group Name *

Distribution Tactic *: Sponsored Search Content Match

Match Type: Advanced Standard

< Previous Next: Choose Keywords >

Distribution Tactic Options

Content Match is automatically checked as a tactic you want to use, however you do not have to use it. If you decide you do want your ads displayed via Content Match, it's a good idea to create a separate campaign, so that you can manage your bids separately.

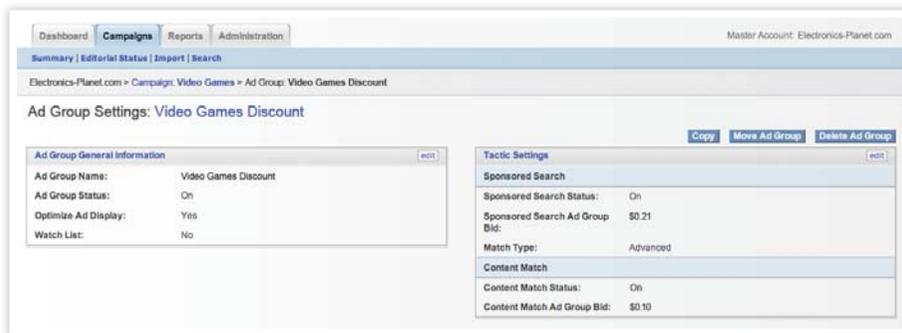
Before you choose to display your ads via Content Match, consider the differences between it and Sponsored Search.

- Bids for Content Match are set at the ad group level only, not the keyword level.
- Because matching is not based on individual keywords, it's especially important to have very targeted ad groups, with only a few keywords in each.
- Ads should be written with very specific content, without use of the insert keyword feature.

When managing Content Match campaigns, you'll also want to do the following:

- Start out with minimal bids and increase them as you see results.
- Schedule your Content Match campaigns to sync up with other advertising you're doing.
- Target your ads so they appear for specific geographic audiences.*
- Use forecasting and budgeting tools to better manage the amount you spend.

If you'd like to switch an existing Sponsored Search campaign or ad group to Content Match, you can do so by editing your Tactic Settings within your Campaign or Ad Group Settings.



Ad Group Tactic Settings

Content Match can be helpful for branding purposes and can drive a lot of traffic to your web site. But often, it may not yield as high of a click-through and conversion rate as Sponsored Search—which means it may not be as cost-efficient for your business.

In addition to managing your Content Match campaigns separately from Sponsored Search, you should track their performance separately. This will help you determine whether Content Match effectively supports your advertising goals.

Start out slowly with Content Match to see how it performs for your business.

As unthinkable as it may seem, the combination of pork chops and applesauce may not work for some people. They may want Brussels sprouts as their side dish. That's fine. Different strokes for different folks.

In order to find out if Content Match works as a good “side dish” to your company's Sponsored Search campaign, you should start out slow with a single campaign and lower bids, and monitor it closely before taking Content Match account-wide.

*Please note that geo-targeting accuracy is not guaranteed and may vary depending on the level of targeting selected, as well as other factors.

Dear Sharon,
I've been checking my campaign performance every time I log into my account. I look on the Dashboard and sometimes go into my keywords to see how many clicks each of them is getting. Is there more I should be doing to see how my ads and keywords are performing?

Sincerely,
Dusting for Fingerclicks

Dear Dusting for Fingerclicks,

You're on the right track. It's great to know which ads are attracting the most customers to your site. But if you're going to spend your money in the most efficient way, you also need to know which ads and keywords are driving your sales, sign-ups or other conversions. You should set up conversion only analytics in your account so you can see which ads and keywords are the hooks and which are the conversion drivers.

Good Luck,
Sharon Goodsense



Tracking your results

Tap your inner Sherlock to see which ads and keywords are driving sales and clicks.

This section covers...

- *Why tracking is so important*
- *How to set up tracking URLs*
- *How to track your conversions*
- *What reports are available in your account*

Paying attention to the clicks you receive is only the first step.

Sherlock Holmes never walked onto a crime scene and assessed a situation with one quick look around the room. He wielded his magnifying glass. Studied the details. Looked for fingerprints. If you really want to know the truth behind your search marketing successes (and misfortunes), you too need to look closely at all the facts.

The questions you should be asking:

- Which ads and keywords are driving traffic to my site?
- Where are my customers coming from?
- Which ads and keywords are pushing my customers to purchase, sign up for something or complete another type of conversion?

Identifying which elements of your campaigns are working and which are not will enable you to make improvements, and more importantly, put your money towards ads and keywords that are performing well for your business.

TIP: Use our calculators to determine your return on investment and cost-per-click.

Visit the Help Center and scroll to the lower right navigation under "Tools" to access our ROI and CPC calculators.

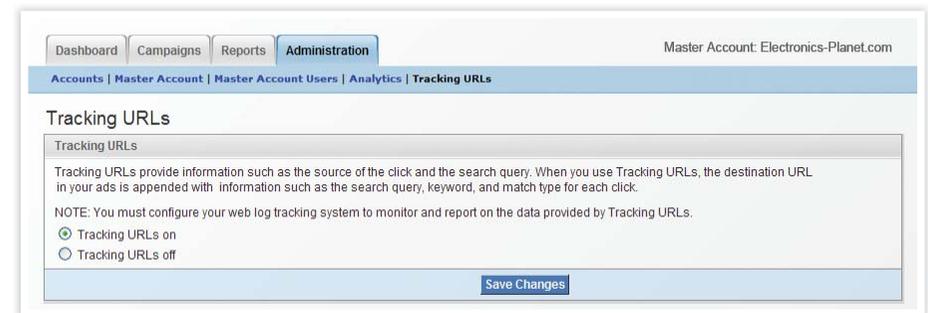
Tracking URLs are key to understanding your customers.

To start your detective work, retrace the steps of your customers. Enable tracking URLs, so you can find out where your customers came from, what their search queries were, which keywords were matched to their searches, and whether they clicked on a Sponsored Search or Content Match ad. All of these bits of information will offer big clues into the value of specific ads and keywords.

A tracking URL is a bit of extra text at the end of the normal URL that indicates where the site visitor came from. For example:

Regular URL:	http://www.electronics-planet.com/television
Tracking URL:	http://www.electronics-planet.com/television?OVRAW=buy%20plasma%20television&OVKEY=plasma%20television&OVMTCC=advanced

This appended data includes the search query the prospective customer entered, along with your business' keyword and even the match type used. To start using tracking URLs, go to the Administration tab of your account, and choose the Tracking URLs sub-tab. From there, just click Tracking URLs "on."

*Tracking URLs Options*

Once your tracking URLs are set up, you should be able to see this information in your web server logs for each ad that is clicked. Each web server has a different method for generating a web server log, so please check with your provider to find out how you can access yours.



What's a web server log? *A server log is a file (or several files) automatically created and maintained by the server that hosts your web site pages. Your log entries can give you information on your clicks and where they came from. To learn more about checking your web server logs, visit the Help Center.*

You can determine the value of your clicks by measuring your conversions and revenue.

Tracking clicks and customer behavior is still only part of the puzzle. To fill in the missing pieces, you really need to find out how your web site traffic is affecting your bottom line.

The conversion only analytics option lets you see how your Sponsored Search and Content Match campaigns are performing by measuring the number of clicks that lead to conversions on your site. Choosing this option enables you to not only understand the value of your clicks, but also adjust your spending to support those ads and keywords that are bringing the most money in for your business.

To enable conversion only analytics:

1. Identify the page of your web site where conversions occur (i.e. sale confirmation or thank you page). You'll need to place a conversion tag (a bit of HTML code) into this page after you enable your analytics.

The screenshot shows the Yahoo! Analytics Administration interface. The 'Administration' tab is selected, and the 'Analytics Settings' section is visible. Under 'Analytics Options', the 'Conversion Only Analytics' option is selected and marked as '(Off)'. Below this, there is a 'Convert tags that record conversion events and revenue' section with an 'Activate' button. The 'Conversion Only' section is expanded, showing a 'Revenue Value' dropdown set to 'Dynamic Value' and a 'Save' button. Below this, there is a code block containing the JavaScript conversion tag code.

```

<SCRIPT language="JavaScript" type="text/javascript">
<!-- Yahoo! Inc.
window.yahm_customData = new Object();
window.yahm_customData.conversion = "transid+currency+amount=";
var yahm_accountid = "1f9f9ehjubbcprfteqvuldl45eug";
document.write("<SCR" + "IPT language="JavaScript" type="text/javascript"
+ "<SRC=" + "http://www.marketing.solutions.yahoo.com + "?aid=" + yahm_accountid
+ "<SCR" + "IPT">";
// -->
</SCRIPT>

```

Conversion Only Analytics Option

2. Go to the Administration tab of your account and click the Analytics sub-tab.
3. Turn on the Enable Analytics option and click the Activate button. This will show you the conversion tags (HTML code) for your account.
4. Save your changes, then copy and paste the analytics tag into the header section of the web page where you want to track conversions.

It's not as tricky as it sounds. And once you enable conversion only analytics, you'll be able to monitor really valuable information like your conversions, revenue, cost-per-acquisition and more, in your Dashboard and other areas of your account.

After tracking is set up, you'll want to continuously monitor the results it provides.

Within the Reports section of your account, you can find just about everything you need to monitor your campaign performance and costs—and solve the case of which ads and keywords are the most effective for you.

Performance Summary Report—Gives you access to the impressions, clicks, click-through rate (CTR), average cost-per-click (CPC) and cost totals that your campaigns, ad groups or keywords have generated.

Ad Performance Report—Gives you a snapshot view of the quality index scores, average position in search results, and more, for all the ads in your account.

Daily Performance Report—Gives you a daily look at the impressions, clicks, click-through rate (CTR), average cost-per-click (CPC) and cost totals that your campaigns, ad groups or keywords have generated within a specific date range.

Keyword Performance Report—Gives you detailed data by keyword across the date range you specify.

Performance by Geographic Location Report—Shows you where your traffic is coming from for your selected distribution tactics (Sponsored Search, Content Match or both).

URL Performance Report—Provides performance data for all URLs used throughout your account.

Daily Spending Report—Allows you to track your account's daily spend against spending caps you have pre-specified.

Monthly Financial Reports—Allows you to access and download your invoices, account statements and activity reports for the prior calendar months.

Billing Transaction Detail—Allows you to get lists of all the billing transactions on your account for the date range you specify.

Your account is set to show reporting data from the last two weeks. To view reports for specific date ranges, select from the calendar at the top right corner of the page. If you want to download the report you're viewing, click the Download this Report link, select the file format and save the file to your computer.

TIP: To save time, save your most important reports.

You can name them whatever you like and pull them up easily whenever you need to review the information in them.



You can have reports emailed to you daily, weekly or monthly.

1. Select a report and click "Save Configuration" to enter a name and save the report.
2. Click "Saved Report Views" at the top of the Reports tab.
3. Click "edit" next to your desired report name.
4. Choose your desired email frequency and select a format and date range for your report.

Tracking and reporting are vital to your success.

You might think you chose the perfect keywords for your business, wrote amazingly compelling ads and bid the exact amount you should be bidding to get the most clicks. But unless you set up tracking, and monitor the performance of your campaigns, you'll never truly know whether your efforts are paying off for your business. Stay on top of your performance and it'll be a whole lot easier to remain efficient with your spending—and hopefully, continue improving your performance.

Conclusion

Go forth and manage well.

We hope this guide has helped you better understand how to manage your new account, and will enable you to enjoy more success with search marketing. Keep the following important points in mind as you move forward:

- ✓ Choose keywords that range from general to specific, being careful with the general terms.
- ✓ Organize your ad groups appropriately (putting only very related keywords together) and it can benefit your ad quality—and potentially, your rank in search results. It may even enable you to pay less for clicks.
- ✓ Monitor your ads' quality to make sure they are attracting clicks and customers.
- ✓ Test different ad messages to find out what appeals to more customers.
- ✓ Adjust your match type settings to control the way your ads are matched to searchers' queries.
- ✓ Keep a close eye on your bids, and use our forecasting tools to adjust them when necessary.
- ✓ Reach out to specific geographic audiences with geo-targeting.
- ✓ Track your performance so you know which ads and keywords are working for your business—and so you can see what needs to change and be improved.

Be sure to hold onto this guide so you can refer back to it as needed in the future. You should also **visit our Help Center at <http://help.yahoo.com/l/sg/yahoo/ysm/sps/index.html>** to access even more valuable tips, articles and tools, such as:

- Webinars and tutorials
- FAQs and other information on basic and advanced topics/features
- Best practices and tips for successful campaign creation and management

Make the most of the resources around you and before you know it, you'll be on the road to search marketing success. Good luck on your journey!

Sincerely,

Sharon Goodsense



Troubleshooting

Even the sharpest of shooters can have trouble with their aim every now and then. Don't feel bad if it happens to you. The following are some common issues our advertisers run into, along with suggestions on how to solve them. If you have a problem not covered in this section of the guide, visit our online Help Center at <http://help.yahoo.com/l/sg/yahoo/ysm/sps/index.html>.

Logging In

Q: Where do I go to log into my account?

A: To log in, go to marketingsolutions.yahoo.com.

Q: I forgot my password. How do I log into my account?

A: To obtain your forgotten password, visit the [Forgot your password?](#) page. The link to this page is located next to the Log In button on your account login page.

On the [Forgot Password](#) page, you'll need to enter your username to begin the reset password process. Instructions on resetting your password will then be sent to your email address.

Please include the following information in your email so that we can better assist you:

- Your first and last name
- The account name
- The primary email address associated with the account

Ads

Q: Why can't I see my ad?

A: Here are some reasons why you might not be able to see a newly-created ad:

Your Account is not activated

To activate your account and begin displaying your ads in search results, you have to enter valid billing information. Please make sure you have entered valid billing information and created at least one campaign which is not turned offline.

Ad editorial status

All ads must comply with our editorial guidelines and advertising policies. While most ads go online shortly after submission, those containing sensitive content (such as ads for pharmacies or adult content) may require additional time for review and approval. If your ad is awaiting review, we'll get to it as soon as we can. During this time, you can review our editorial guidelines to ensure that your ad complies. You can find our editorial guidelines in the Help Center at <http://help.yahoo.com/l/sg/yahoo/ysm/sps/index.html>.

You can check the editorial status of keywords and ads by clicking on the Editorial Status link under the Campaigns tab in your account. It also helps you understand why keywords or ads may have been removed or declined, so you can take the appropriate steps to correct them.

Ad ranking in search results

If your ad's bid and ad quality (as indicated by your quality index score) is not high enough to rank it on the first page of search results for a certain keyword, it may appear on a subsequent page. To see additional pages of ads, click "Next" at the bottom of the search results page, or click "More Sponsored Links" below the column of ads on the right. If you want your ad to be displayed closer to, or on, the first page more often, work to improve your click-through rate (which affects your ad quality) and/or consider increasing your bids.

Server delay

There may be a brief delay between the time you create your ads and the time they're actually displayed. Sometimes it takes our servers longer than usual to upload and process ads. Try checking for your ad again later.

Here are some reasons why you may have seen your ad before, but can't anymore:

Daily spending limit

When you create your ads and select your keywords, you can set a campaign daily spending limit, which is the maximum amount you want to spend on your campaign per day. If your daily spending limit is set lower than the amount necessary to receive maximum traffic, we may slow or even stop the display of your ads for that day to stay within your daily spending limit. To make sure your ad is displaying as often as possible, you may want to raise your daily spending limit.*

*Please note that you may be charged up to 10% above your Daily Spending Limit.

Declined/removed ad

If an ad doesn't meet our editorial guidelines, it will not be displayed, and its editorial status in your account will be shown as "Declined" (or "Removed," if it was once approved for display and then rejected later). For more details, please see the ad editorial status explanation in this section.

Ad performance

Lower ad quality may cause an ad's rank to drop down in the search results. If this happens, you may not see your ad in the same place or page as before. To monitor an ad's quality index, go to the Ad Group Details page, or view the Ad Performance Report.

Very low ad quality

An ad with very low quality may not be displayed if our systems determine that it is not relevant for a particular search query. In this case, we strongly suggest making changes to your ad to improve its quality.

Q: Why can't I see my geo-targeted ads? What should I do?

A: When we display your geo-targeted ads, we look at several determining factors. We identify searchers' geographic interest based on the words used in their search queries, their physical location (IP address detection) and information the searcher may have entered into a Yahoo! location box. Physical location is determined by the computer's Internet Protocol (IP) address, which is assigned by a searcher's Internet Service Provider (ISP). You may not be able to see your ad if we are unable to determine the search location. This might happen if you or your customer:

- Uses an ISP that employs a proxy server, preventing us from identifying the computer's IP address
- Has an IP address that doesn't match the actual region of the person searching
- Hasn't entered a recognizable location-specific keyword in the search query

What you can do so you see your ad

- Try searching for your ad from a computer with an IP address in your target region. At times, the ISP might assign an IP address outside the region where you're physically located. Contact your ISP to find out the location of your IP address and to make sure it's identifiable.
- Add your physical location to the geographic locations targeted by your campaign.

If you're targeting locations in Southeast Asia, try searching for one of your keywords in combination with the name of your targeted location, such as "Singapore bookstore."

What you can do so others see your ad

If we can't determine your customer's location of interest or physical location, we'll display ads targeted to the entire market. So the best way to reach other qualified customers who might not be physically located in your targeted geographic area is to create an additional campaign that is generically targeted—and includes region-specific keywords and ads that mention your location(s) in their titles or descriptions.

Billing FAQs

Q: Why was my credit card or debit card billed multiple times in one month?

A: When the balance in your account is “low,” our system will automatically replenish the funds in your account by charging your deposit amount (which you can think of as your recurring charge amount) to your credit card.

Your account balance is considered “low” if it falls below the prior 3 days’ worth of click charges. For example, if your click charges totaled US\$20 each day for 3 days, your balance would be considered low if it fell below US\$60. In order to keep your ads online and appearing in search results, a balance higher than your prior 3 days’ click charges or 3 times your account daily spending limit—whichever is lower—must be available in your account at all times. The goal behind this is to ensure that you always have at least 3 days’ worth of funds available in your account.

Here’s an example in simple terms.

Let’s say you receive US\$10 in click charges each day, for three days straight.

If your account balance falls below US\$30, your credit card will be charged.

If you set your deposit amount at US\$100, your credit card could potentially get charged 3 times each month, if you continue to spend US\$10 per day or US\$300 per month.

Please note that the minimum deposit amount you can set is US\$30.

Q: How can I change the amount my credit card is charged?

A: To change the amount that your credit card is charged each time your balance is low, go to the Administration section of your account and click the Edit link next to your payment method. This will enable you to view and change your current deposit (charge) amount.

If you would like your credit card to be charged only once a month, be sure to set your deposit amount at least 30x your account (not campaign) daily spending limit.

Q: Why are my Campaign Summary stats different from my Billing Summary charges?

A: Discrepancies between your Campaign Summary information and your Billing Summary information for the same date range might occur for one or both of the reasons below:

Time reporting differences

All data in the Account Performance Reports (including the Campaign Summary Report) will be displayed in the time zone in which the account is based. However, Billing Reports will be generated in the Pacific time zone, which may lead to some discrepancies between your Performance and Billing Reports. In addition, billing transactions (including credit card transactions) can sometimes be recorded out of chronological order.

Service adjustments

From time to time, you might receive adjustments that count as credits toward your account. This means you’ve been billed less than what is shown on your Campaign Summary.

Don’t let your questions or issues go unresolved.

If you’re having a problem with your account, or do not understand why something happened within it, work quickly to find a solution. Visit the Help Center for more information or contact us directly. Letting issues go on unresolved can have a negative impact on your campaign results—so take action as soon as you can!

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