SEARCH LANDSCAPE

QUICK SURVEY

Anyone not using Google Analytics?

Do you have access? Are you the owner?

Running paid search?

Anyone directly managing?

Including Microsoft/Bing paid search?

Access to Google My Business (GMB)?

YouTube channel?

SEARCH LINGO

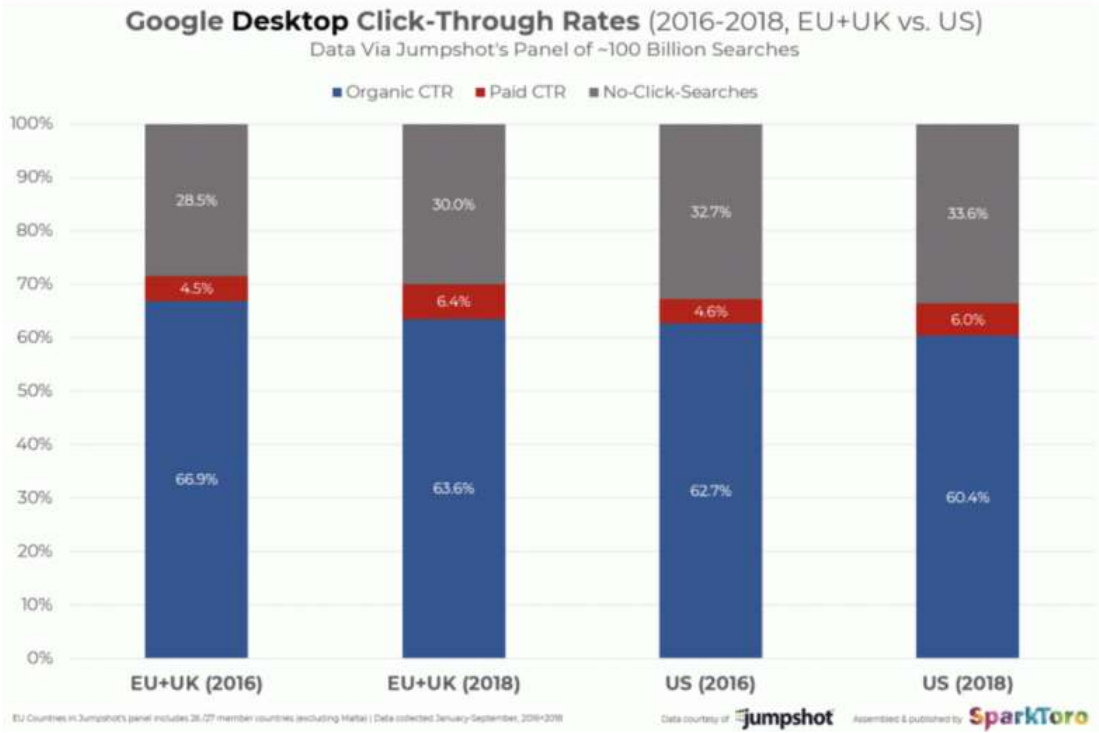
- organic search
  - SEO/SEM? / search engine optimization/marketing
  - free listings / non-paid
  - editorial listings
- paid search
  - PPC / pay-per-click
  - paid placement
  - SEM? / search engine marketing
- Keyphrase vs search query

- **Google Ads (AdWords)** vs **Google Analytics** vs **Google account**

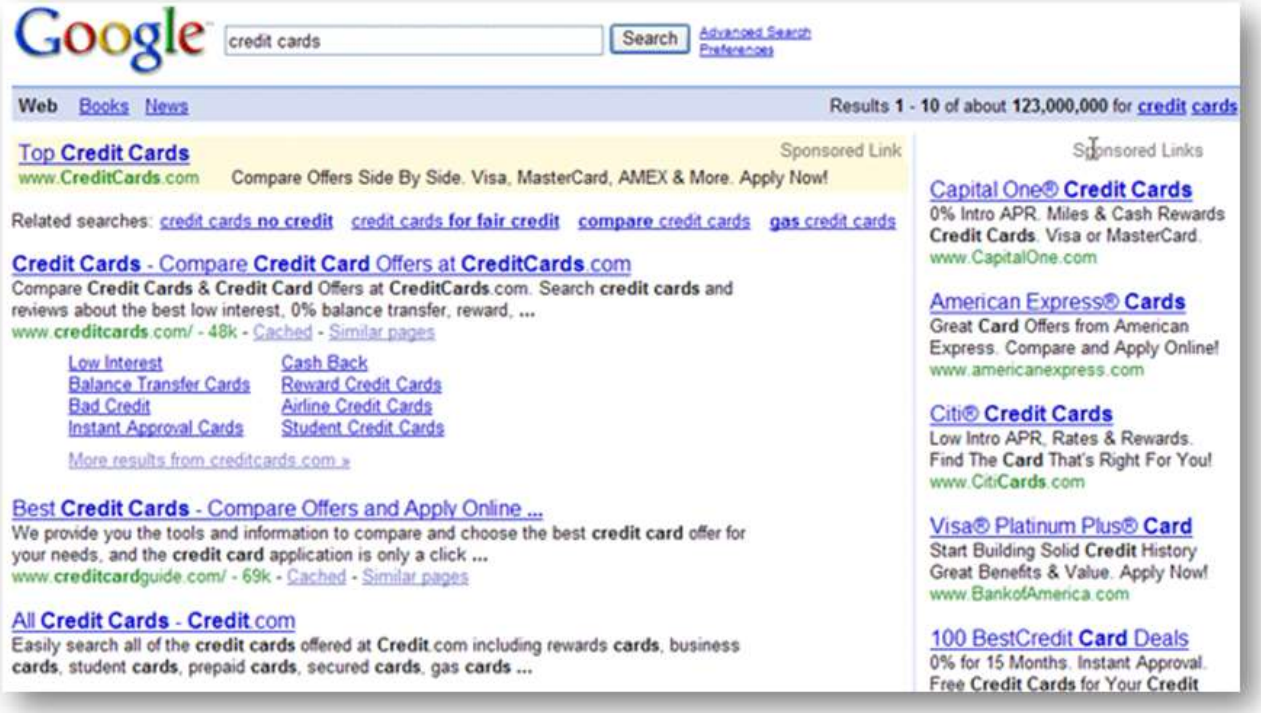
- **SERPs** = search engine results pages

CHANGE IN TRAFFIC

Organic search traffic is decreasing while paid search is increasing:

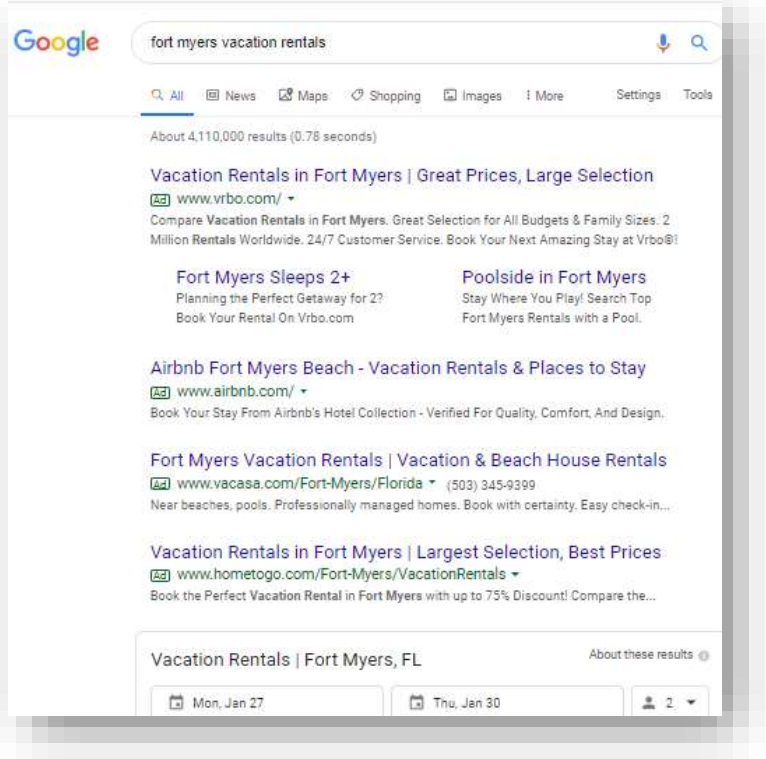


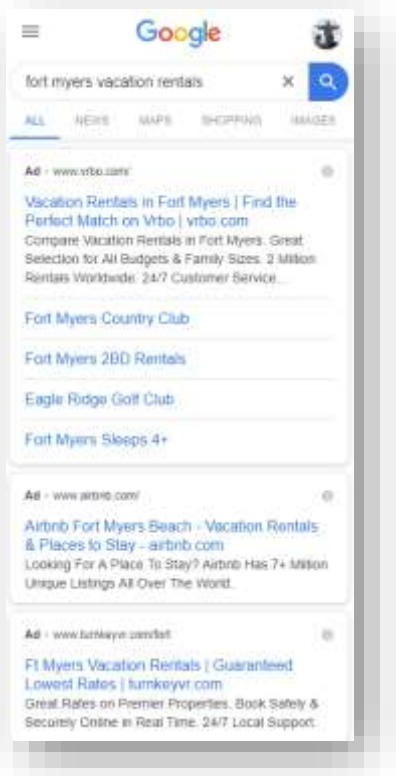
CHANGE IN TRAFFIC



CHANGE IN TRAFFIC

Google is now dedicating more real estate to paid ads:

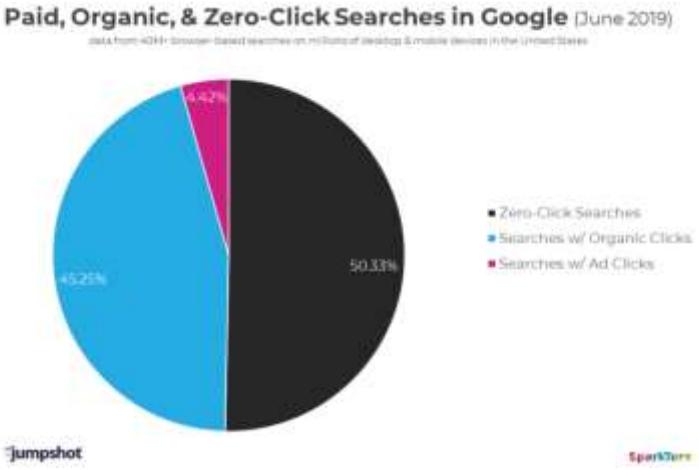




THE BEACHES OF FORT MYERS AND SANIBEL

ZERO CLICK SEARCHES

Google is also keeping more traffic to themselves:

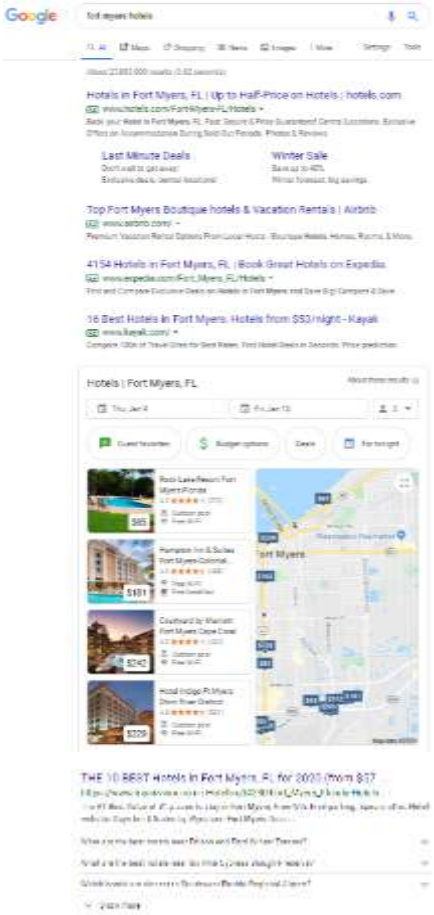


CURRENT SERPS

Paid Listings
0-4 listings
Real-time auction

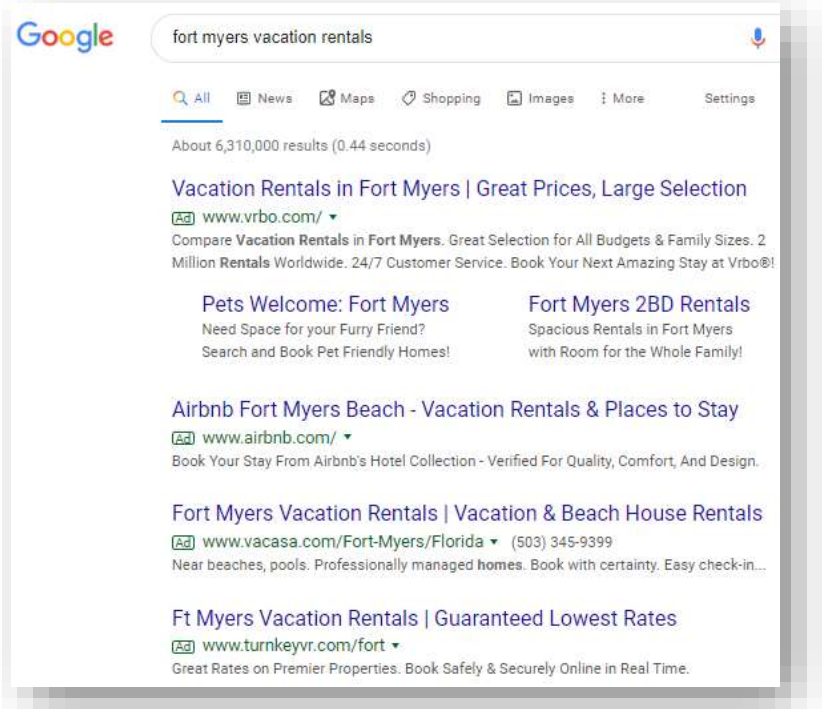
Local Listings
0 or 4
proximity-based / address verified
(non-paid currently)

Organic Listings
10 listings



VCB APPROACH

Not outbidding Industry Partners



Focus on non-competing broad terms

Keyword	Clicks	CPC
	525,767	$0.52
1. best beaches in florida	6,998	$0.78
2. florida beaches	6,539	$0.73
3. monthly rental in florida	6,084	$0.58
4. florida snowbird rentals	9,183	$0.34
5. +florida travel guide	3,146	$0.84
6. +florida +winter +rentals	4,950	$0.52
7. florida rentals	4,142	$0.59
8. places to go to in florida	2,547	$0.87
9. +monthly +rentals +florida	5,125	$0.43
10. winter rentals in florida	3,862	$0.56
11. +fl +winter +rentals	4,122	$0.50
12. snowbird rentals in florida	3,722	$0.52
13. +furnished +florida +monthly +rentals	2,815	$0.69
14. +monthly +rentals +fl	4,511	$0.43
15. +florida +places +to +go	1,946	$0.92
16. florida winter rentals	2,770	$0.62

THE BEACHES OF FORT MYERS AND SANIBEL

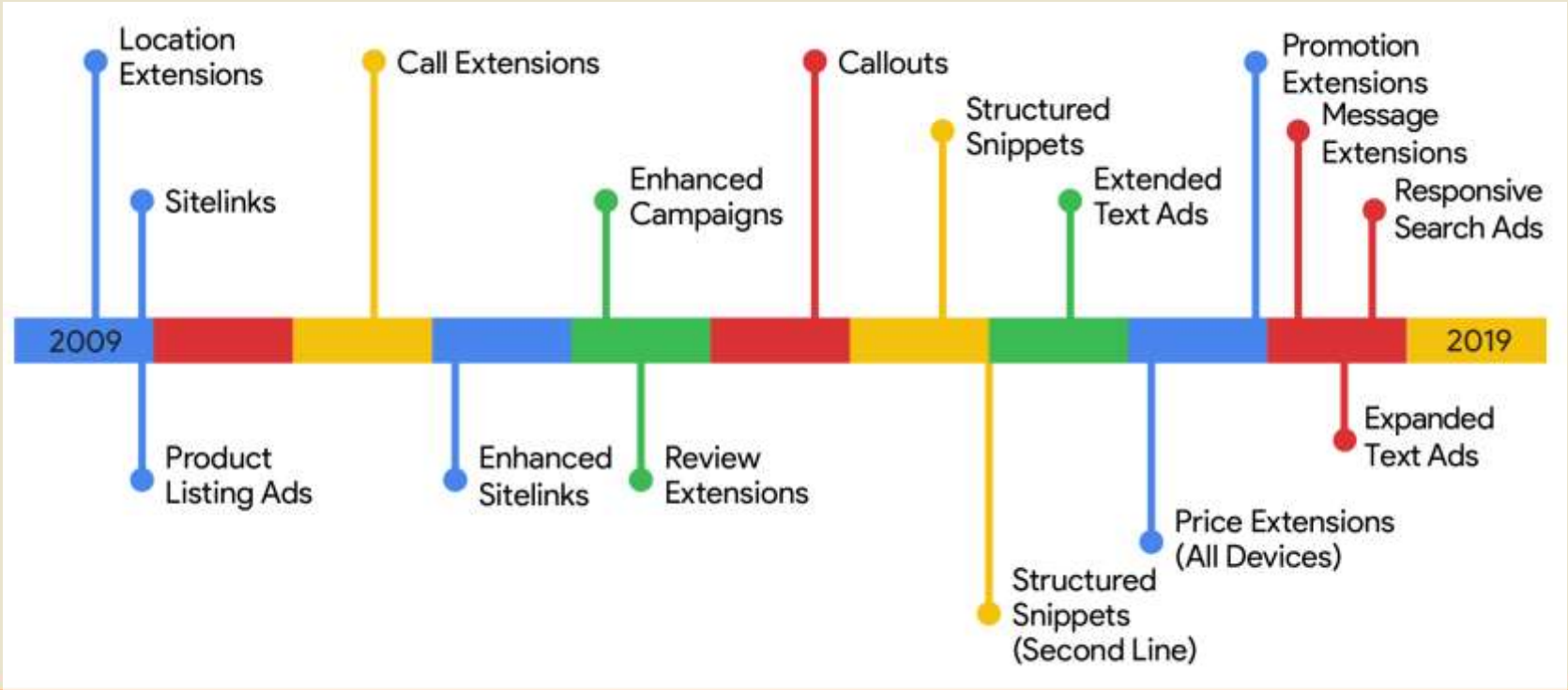
PAID SEARCH TRENDS AND OPPORTUNITIES

PAID SEARCH

Google Ads (formerly Google AdWords)
80%

Microsoft Advertising (formerly Bing Ads)
20%

AD EXTENSIONS = FREE MONEY



PAID SEARCH = ALWAYS PROFITABLE

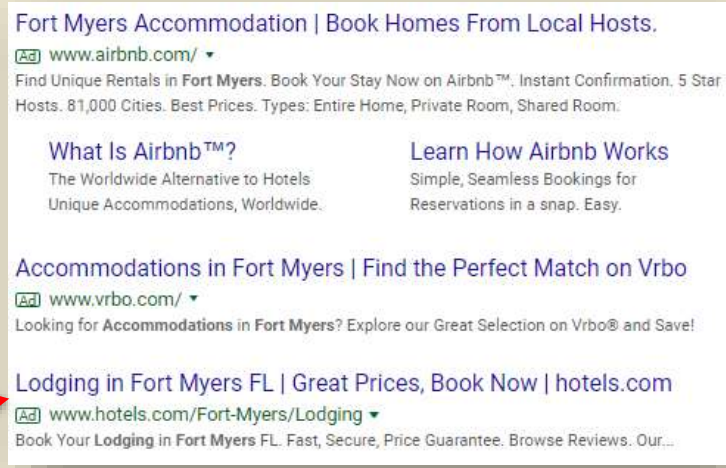
If traffic is worth $2.00 per click, don't bid more than $2.00!
If traffic is only worth $.50 per click, don't bid more than $.50!

Volume vs ROI

CPC of Position #1

averages 2x

CPC of Position #3



Don’t take bid or budget advice
from Google!

DEVICE PERFORMANCE

Device Category	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	1,512,427 % of Total: 100.00% (1,512,427)	2,184,354 % of Total: 100.00% (2,184,354)	$28,600,404.73 % of Total: 100.00% ($28,600,404.73)	32,712 % of Total: 100.00% (32,712)	$874.31 Avg for View: $874.31 (0.00%)	1.50% Avg for View: 1.50% (0.00%)	$13.09 Avg for View: $13.09 (0.00%)
1. mobile	**745,265** (49.40%)	1,120,329 (51.29%)	$5,599,815.97 (19.58%)	8,164 (24.96%)	$685.92	0.73%	$5.00
2. desktop	**658,021** (43.62%)	914,247 (41.85%)	$20,975,931.85 (73.34%)	22,653 (69.25%)	$925.97	2.48%	$22.94
3. tablet	**105,252** (6.98%)	149,778 (6.86%)	$2,024,656.91 (7.08%)	1,895 (5.79%)	$1,068.42	1.27%	$13.52

Reduce mobile bids in relation to desktop

DEMOGRAPHIC PERFORMANCE

Age	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	411,398 % of Total: 27.15% (1,515,018)	608,966 % of Total: 27.82% (2,188,770)	$10,648,310.14 % of Total: 37.11% ($28,695,507.30)	12,304 % of Total: 37.47% (32,840)	$865.43 Avg for View: $873.80 (-0.96%)	2.02% Avg for View: 1.50% (34.66%)	$17.49 Avg for View: $13.11 (33.37%)
1. 18-24	21,256 (5.05%)	29,984 (4.92%)	$404,533.33 (3.80%)	494 (4.01%)	$818.89	1.65%	$13.49
2. 25-34	128,781 (30.61%)	190,998 (31.36%)	$3,097,635.05 (29.09%)	3,593 (29.20%)	$862.13	1.88%	$16.22
3. 35-44	102,016 (24.25%)	150,488 (24.71%)	$2,955,129.53 (27.75%)	3,470 (28.20%)	$851.62	2.31%	$19.64
4. 45-54	78,948 (18.77%)	114,071 (18.73%)	$2,183,306.10 (20.50%)	2,617 (21.27%)	$834.28	2.29%	$19.14
5. 55-64	57,966 (13.78%)	80,584 (13.23%)	$1,377,840.14 (12.94%)	1,511 (12.28%)	$911.87	1.88%	$17.10
6. 65+	31,683 (7.53%)	42,841 (7.04%)	$629,865.99 (5.92%)	619 (5.03%)	$1,017.55	1.44%	$14.70

THE BEACHES OF FORT MYERS AND SANIBEL

MICROSOFT ADS CAMPAIGN

Source / Medium	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
	914,377 % of Total: 40.94% (2,233,368)	1,687,044 % of Total: 36.35% (4,640,526)	$3,396,841.54 % of Total: 36.17% ($9,391,364.74)	35,295 % of Total: 38.13% (92,567)	$96.24 Avg for View: $101.45 (-5.14%)	2.09% Avg for View: 1.99% (4.88%)	$2.01 Avg for View: $2.02 (-0.51%)
1. google / cpc	**825,852** (89.45%)	1,552,322 (92.01%)	$3,026,051.17 (89.08%)	32,094 (90.93%)	$94.29	2.07%	$1.95
2. bing / cpc	**97,401** (10.55%)	134,721 (7.99%)	$370,790.37 (10.92%)	3,201 (9.07%)	$115.84	2.38%	$2.75

Source / Medium	Device Category	Users	Sessions	Revenue	Transactions	Avg. Order Value	Ecommerce Conversion Rate	Per Session Value
		909,682 % of Total: 40.73% (2,233,368)	1,701,197 % of Total: 36.66% (4,640,526)	$3,405,773.52 % of Total: 36.26% ($9,391,364.74)	35,976 % of Total: 38.86% (92,567)	$94.67 Avg for View: $101.45 (-6.69%)	2.11% Avg for View: 1.99% (6.02%)	$2.00 Avg for View: $2.02 (-1.08%)
1. google / cpc	desktop	210,061 (22.90%)	374,061 (21.99%)	$1,435,078.32 (42.14%)	14,005 (38.93%)	$102.47	3.74%	$3.84
2. google / cpc	mobile	567,715 (61.90%)	1,114,227 (65.50%)	$1,390,831.80 (40.84%)	17,063 (47.43%)	$81.51	1.53%	$1.25
3. google / cpc	tablet	43,849 (4.78%)	78,933 (4.64%)	$137,730.22 (4.04%)	1,443 (4.01%)	$95.45	1.83%	$1.74
4. bing / cpc	desktop	63,561 (6.93%)	90,270 (5.31%)	$384,655.46 (11.29%)	3,048 (8.47%)	$126.20	3.38%	$4.26
5. bing / cpc	mobile	22,323 (2.43%)	29,976 (1.76%)	$25,549.16 (0.75%)	180 (0.50%)	$141.94	0.60%	$0.85
6. bing / cpc	tablet	9,638 (1.05%)	13,730 (0.81%)	$31,928.57 (0.94%)	237 (0.66%)	$134.72	1.73%	$2.33

DYNAMIC SEARCH ADS

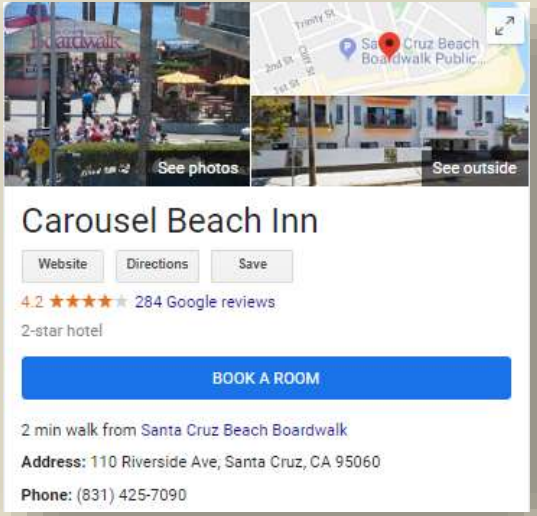
Test Dynamic Search Ads to find new keyphrases
Google recommends keyphrases based on your site's content

THE BEACHES OF FORT MYERS AND SANIBEL

NEGATIVE KEYPHRASES

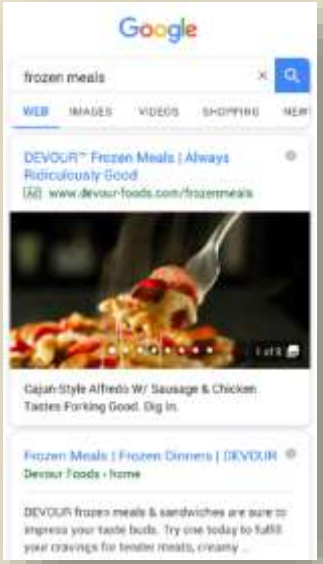
Monitor your Search Queries vs **Keyphrases**

- *Jobs/careers*
- *Free/Cheap*
- *Bed bugs*
- In the news - *red tide*
- Meetings - *AA meetings*
- Similar competing names
- *Arctic* vs *Antarctica* – 8,600 miles



GALLERY / DISCOVERY ADS

Google Gallery Ads
Users swipe to see additional images



Google Discovery Ads
Audience-based (Affinity/In-Market/Remarketing)

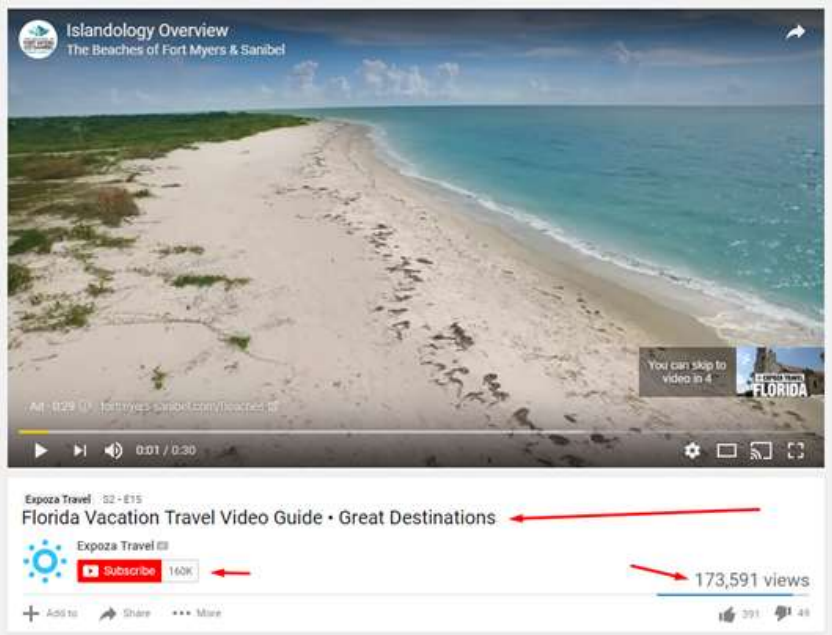
THE BEACHES OF FORT MYERS AND SANIBEL

YOUTUBE

Your YouTube videos served to users as ads

Views as ads count toward view count
Audience Layering
Contextual
User's Google Searches
Demographics
User Interests

:06, :15, :30 most popular
1:00+ acceptable



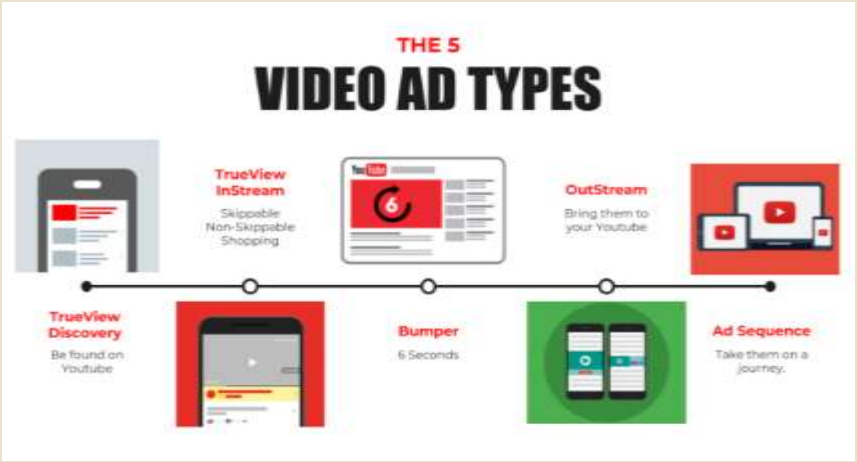
YOUTUBE

Inexpensive awareness campaigns
$0.01 - $0.06 Cost Per View

Traffic sent to any page on site

Can include a Call To Action
drive conversions (from video? sweet!)

<u>Sequence ads:</u>
Users shown a series of ads
Don’t badger users with same video
Expose them to more content



ORGANIC SEARCH TRENDS
AND OPPORTUNITIES

ORGANIC SEARCH IN 2020

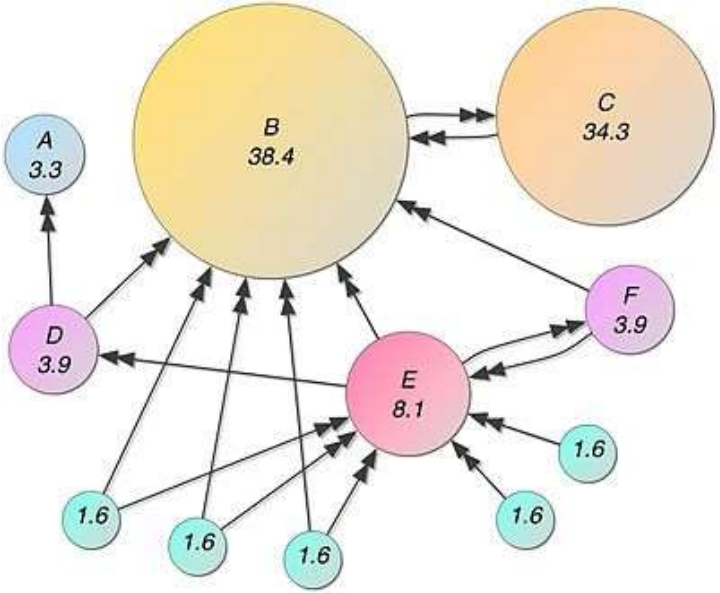
1 - CONTENT

ORGANIC SEARCH IN 2020

2 - LINK POPULARITY (GOOGLE PAGERANK)

$$R'(u) = c \sum_{v \in B_u} \frac{R'(v)}{N_v} + cE(u)$$

An equation from an early PageRank paper.



ORGANIC SEARCH IN 2020

3 - CLICK DATA

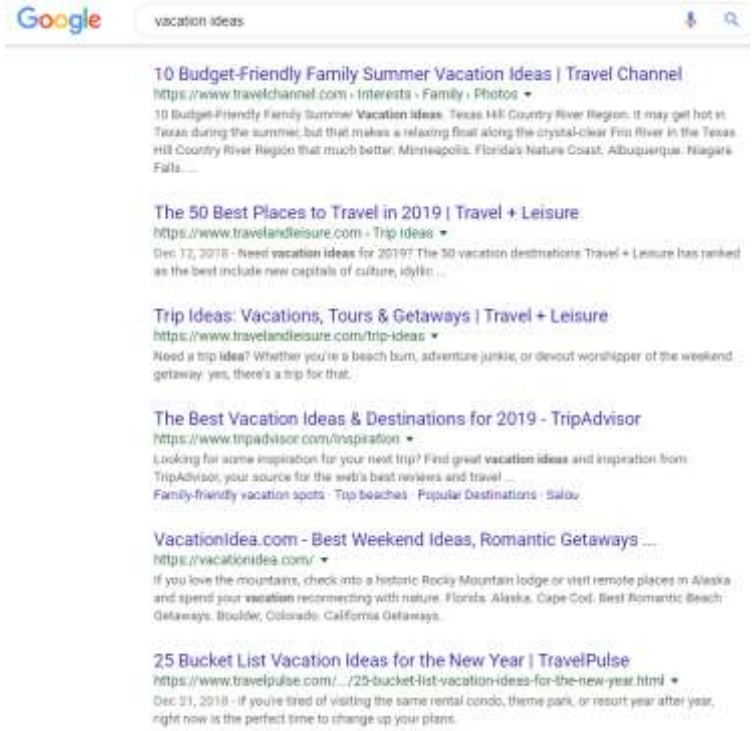
...Google is now integrating machine learning into that process. So then training models on when someone clicks on a page and stays on that page, when they go back and trying to figure out exactly that relationship.
Google, Sept 2017

ORGANIC SEARCH IN 2020

3 - CLICK DATA

Dwell time:
The time between when a user clicks on our search result and when they come back from your website tells a potential story. A minute or two is good as it can easily indicate the visitor consumed your content. Less than a couple of seconds can be viewed as a poor result.

Pogo Sticking:
user quickly returns to search results page



ORGANIC SEARCH IN 2020

3 - CLICK DATA

Bullet Style	Paragraph Style
Assistant Production manager **Zhane Fashion** ▪ Miami from 02/01 to 11/03 ▪ Worked as a supervisor of the employees. ▪ Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations. ▪ Experienced in handling inventories, maintenance of supplies and stocking. ▪ Responsible for maintaining the quality control.	Worked as Assistant Production manager in Zhane Fashion, Miami from 02/01 to 11/03. Worked as a supervisor of the employees. Responsible for selecting the merchandise to be displayed in the fashion show and demonstrations. Experienced in handling inventories, maintenance of supplies and stocking. Responsible for maintaining the quality control.

Which is easier to read?

ORGANIC SEARCH IN 2020

FACTORS

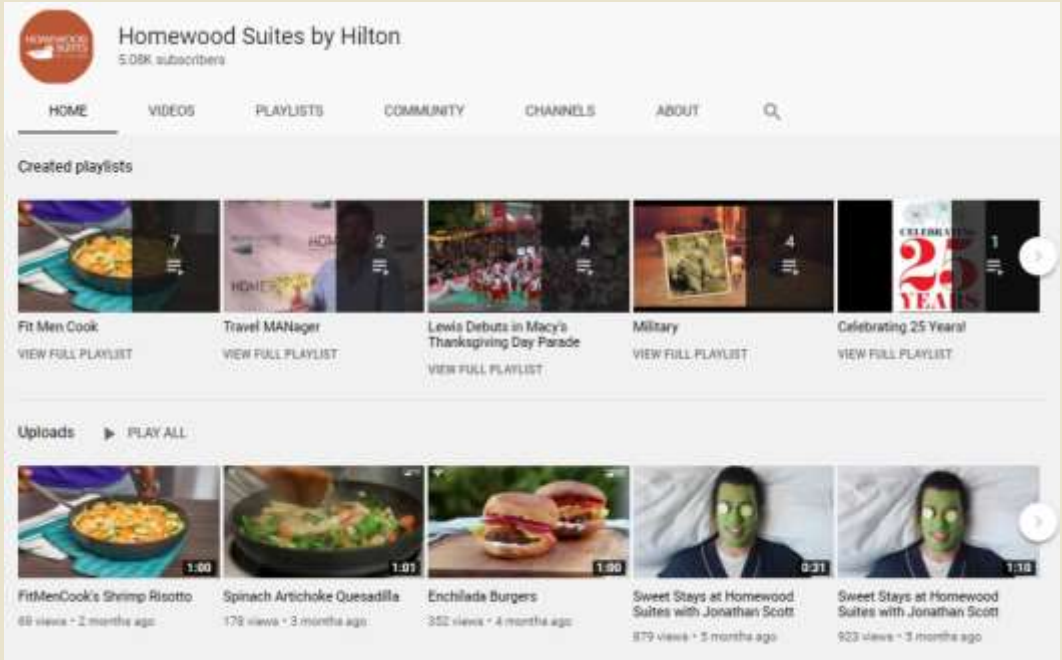
Content, link popularity, click data are all “factors.”

Factor = a number or quantity that when multiplied with another produces a given number or expression.

999 x 999 x 0 = 0

BEYOND PRIMARY WEBSITE

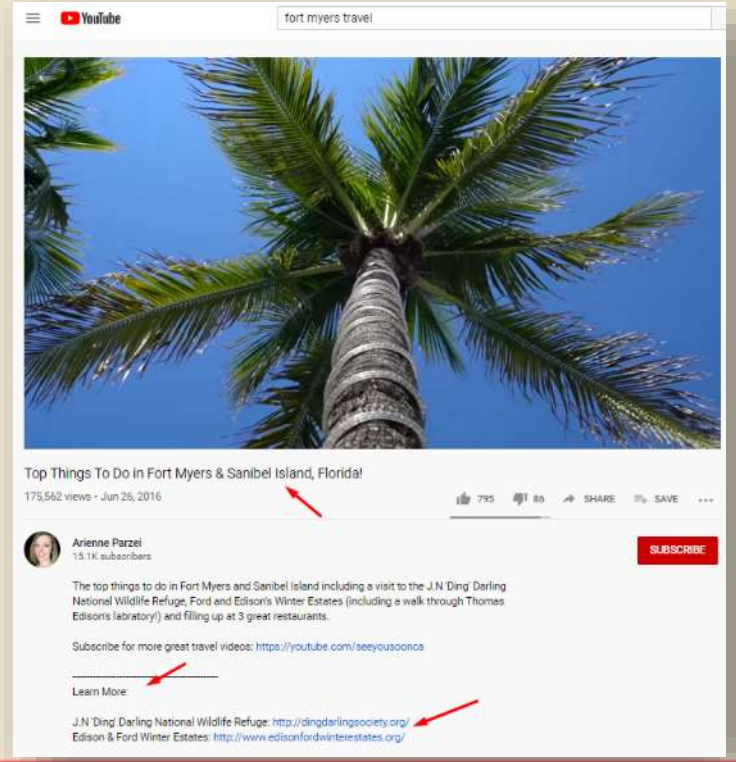
Promote all assets:
Videos/YouTube
Images
3rd party positive content



BEYOND PRIMARY WEBSITE

Same principles apply:

- Title (Title tag)
- Description
- User engagement
- Strong CTA



THE BEACHES OF FORT MYERS AND SANIBEL

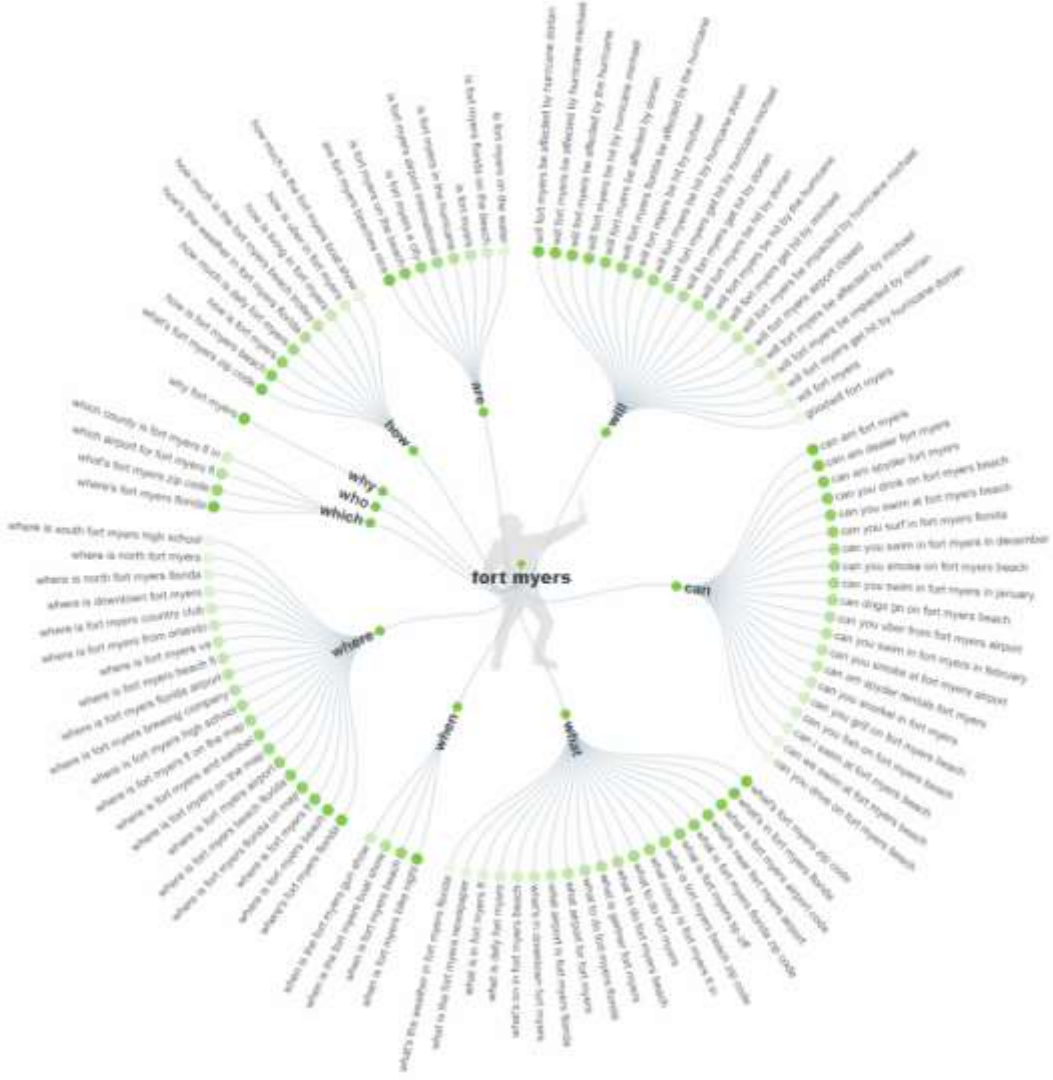
VOICE SEARCH

20%+ of mobile searches

Filter analytics data for:
who|what|when|where|why|how

AnswerThePublic.com

Search Query	Acquisition Clicks
	40,298 % of Total: 2.06% (1,952,648)
1. what to do in fort myers	2,492 (6.18%)
2. what to do in sanibel island	1,710 (4.24%)
3. what to do on sanibel island	1,462 (3.63%)
4. what to do in fort myers florida	705 (1.75%)
5. where book florida snowbird rentals	592 (1.47%)
6. what to do in fort myers today	532 (1.32%)
7. what to do in florida	509 (1.26%)
8. what to do in fort myers beach	504 (1.25%)
9. what to do in ft myers	378 (0.94%)
10. where to go in florida	378 (0.94%)
11. what to do in sanibel	364 (0.90%)
12. what to do in bonita springs	362 (0.90%)
13. what to see in florida	334 (0.83%)
14. what is a sand dollar	332 (0.82%)
15. what to do at sanibel island	212 (0.53%)
16. fort myers what to do	205 (0.51%)
17. sanibel island what to do	200 (0.50%)
18. what to do in cape coral	185 (0.46%)
19. what to do sanibel island	180 (0.45%)


fort myers
are
will
can
what
when
where
which
who
why
how
is fort myers florida on the beach
is fort myers on the beach
is fort myers on the hurricane
is fort myers airport closed
is fort myers safe
will fort myers be affected by hurricane dorian
will fort myers be hit by hurricane
will fort myers be hit by hurricane ian
will fort myers be hit by hurricane michael
will fort myers be impacted by hurricane
will fort myers be impacted by hurricane dorian
will fort myers be impacted by hurricane michael
will fort myers be impacted by storm
will fort myers be impacted by storm dorian
will fort myers be impacted by the hurricane
will fort myers be impacted by the storm
will fort myers be impacted by the storm dorian
will fort myers be impacted by the storm michael
will fort myers be impacted by the storm ian
will fort myers be impacted by the storm irma

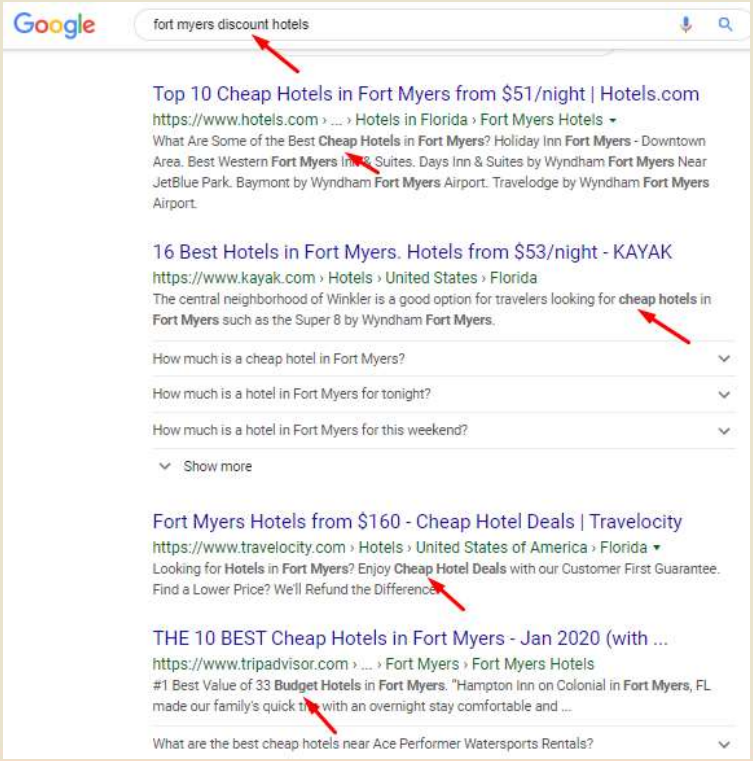
CONTENT VS KEYPHRASES:

Google matches related terms together:

“deals” = “discounts” = “cheap”

Literal phrasing is not required.

So we now target content vs individual keyphrases



E-A-T

Google seeks Expertise, Authoritativeness, Trustworthiness (E-A-T)

“If you’re offering only commercial content, you should advertise on Google.”

“Experts provide valuable perspectives on specific topics.”

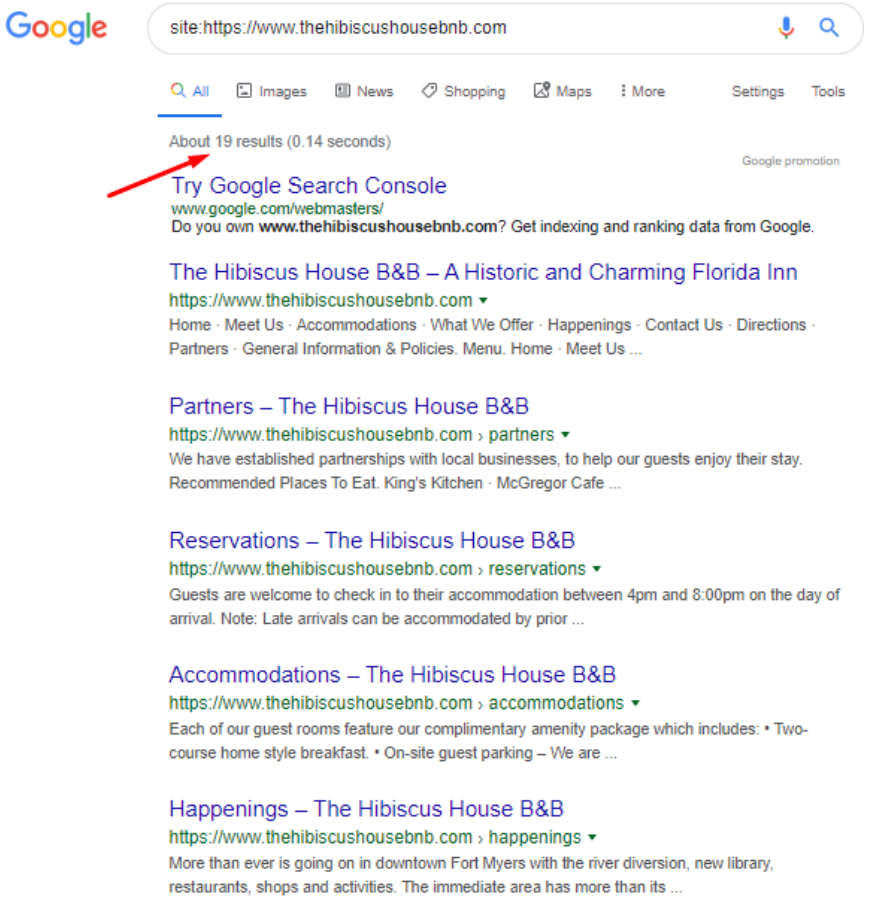
“Interesting content - content that might be shared”

GOOGLE COMMANDS

site:yourdomain.com
cache:yourdomain.com/url
site:yourdomain.com with specific term

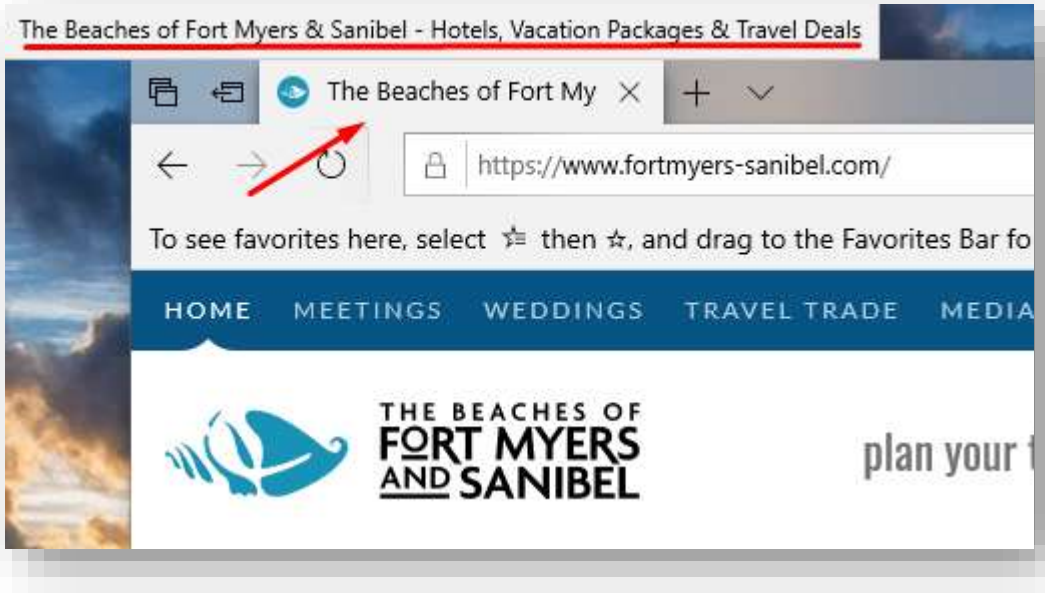
site:yourdomain.com

Check your Title tags



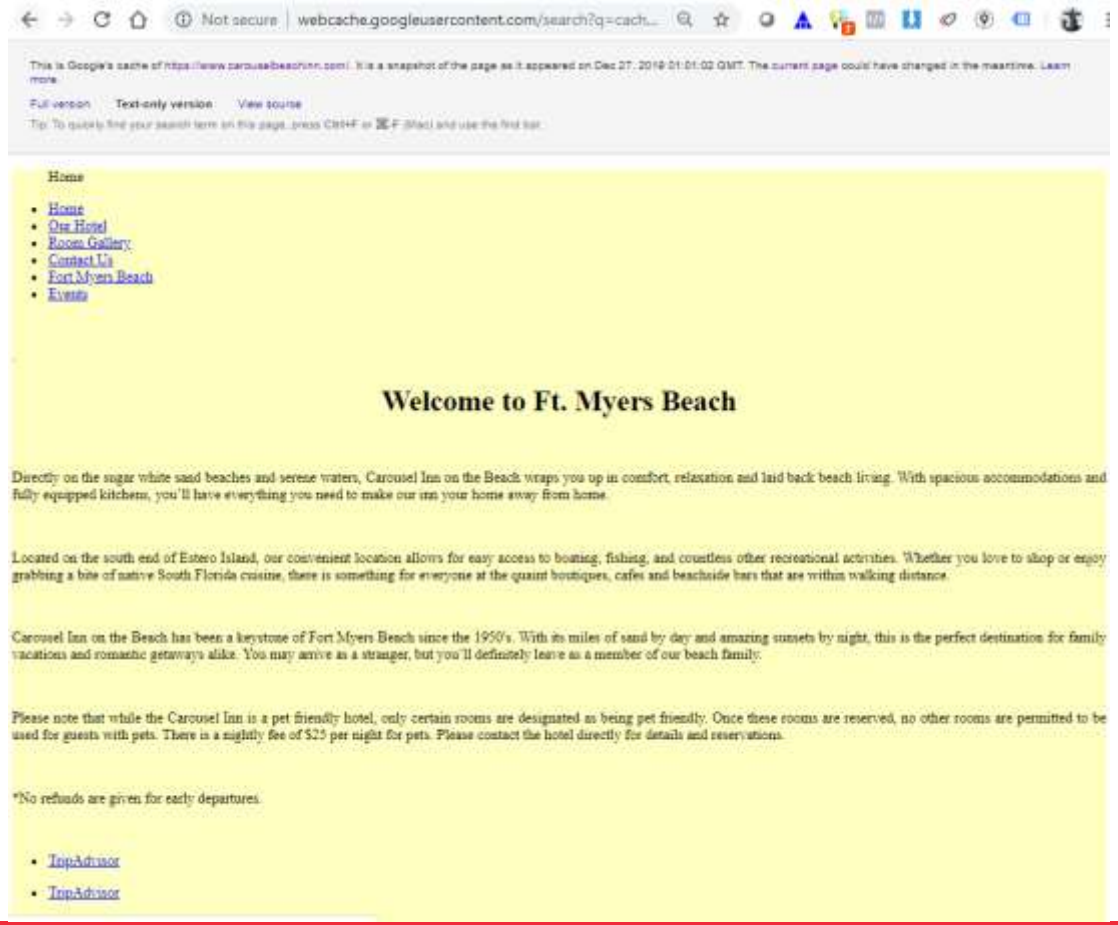
TITLE TAG

- Directly impacts ranking
- Include brand + primary keyphrase
- 55-60 characters (with spaces)



cache:https://www.carouselbeachinn.com

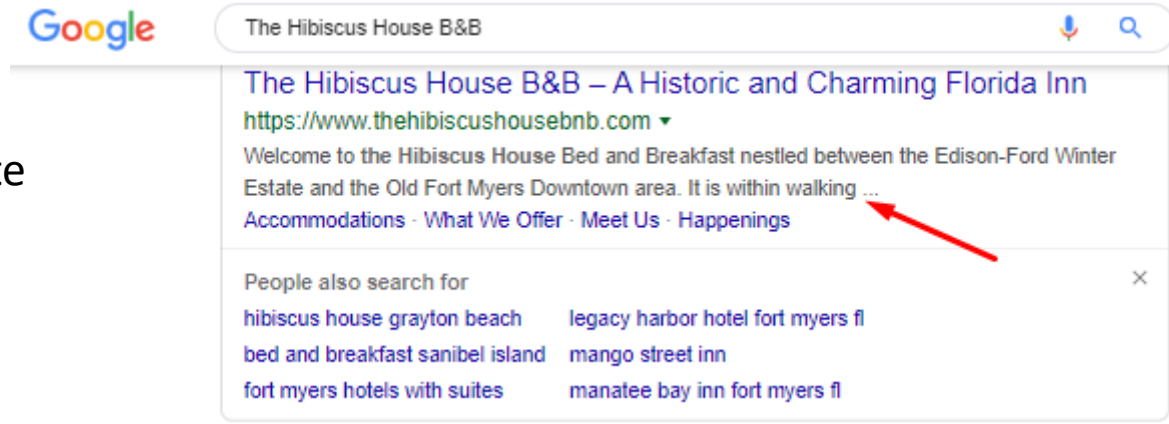
Is page in Google?
When was it last crawled?
What text is indexed?



THE BEACHES OF FORT MYERS AND SANIBEL

META DESCRIPTION

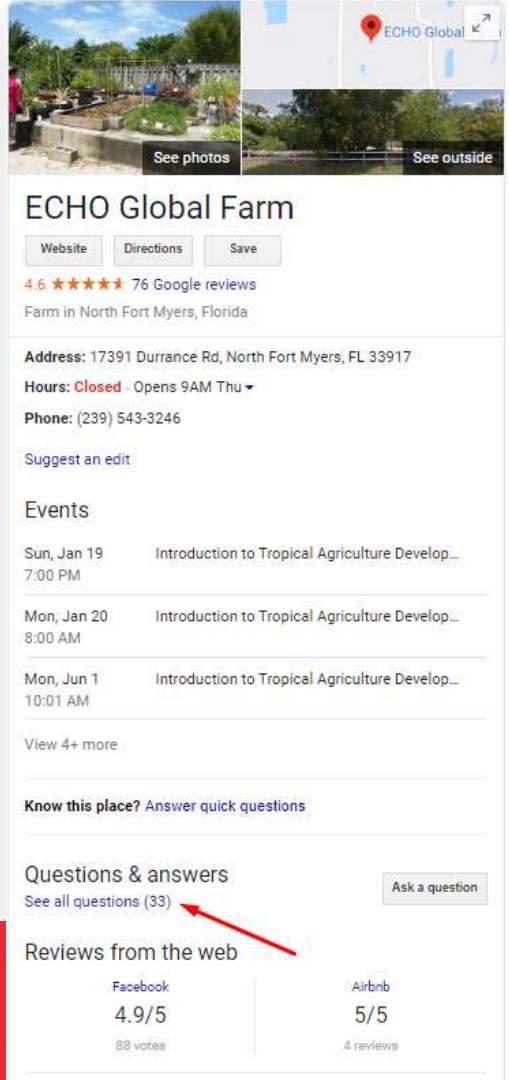
- Not directly used for ranking
- Enticing – increased click-thru rate
- 115 characters (with spaces) so description isn't cut off.

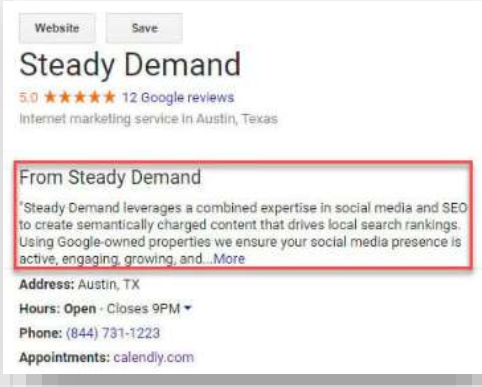


GMB EASY WINS

- Add your own description
- Add your own Q & As
- Answer questions
- Google Posts
- Encourage reviews!
- Hotel Amenities

(Limitations for hotels)



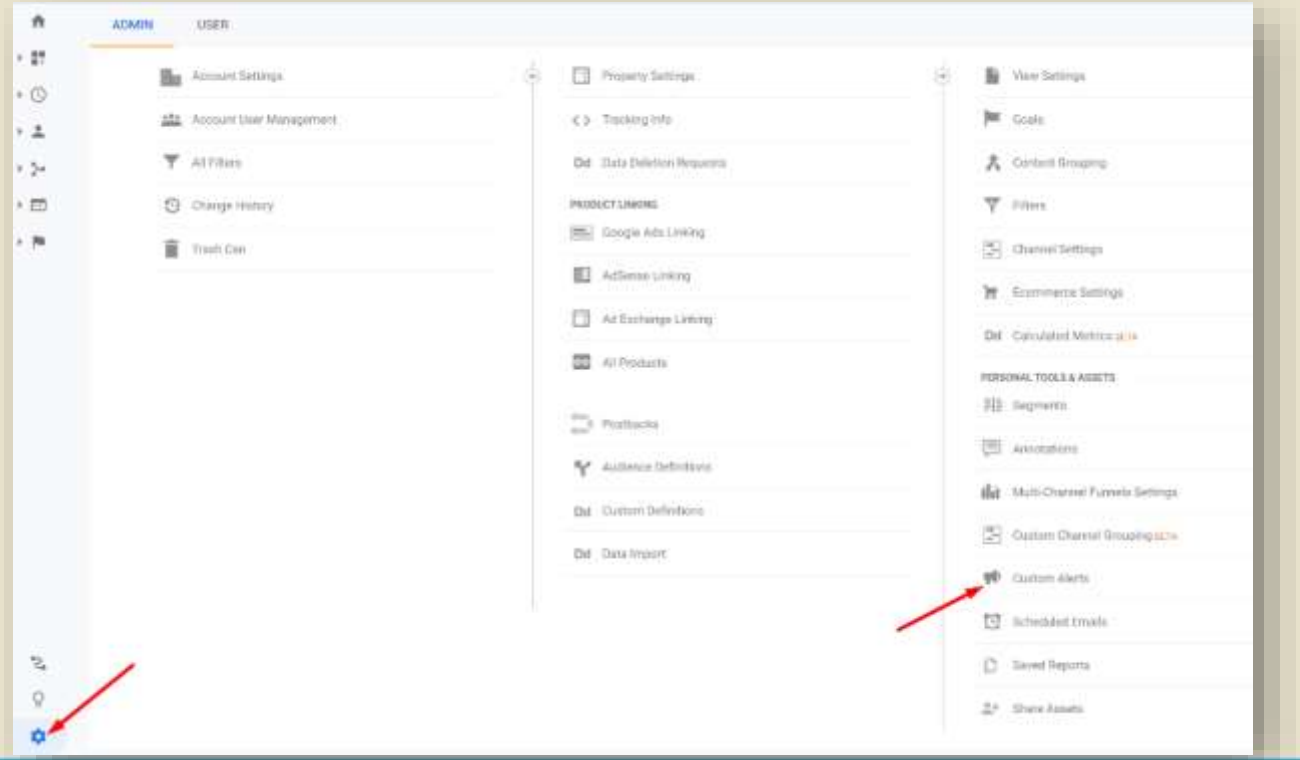


THE BEACHES OF FORT MYERS AND SANIBEL

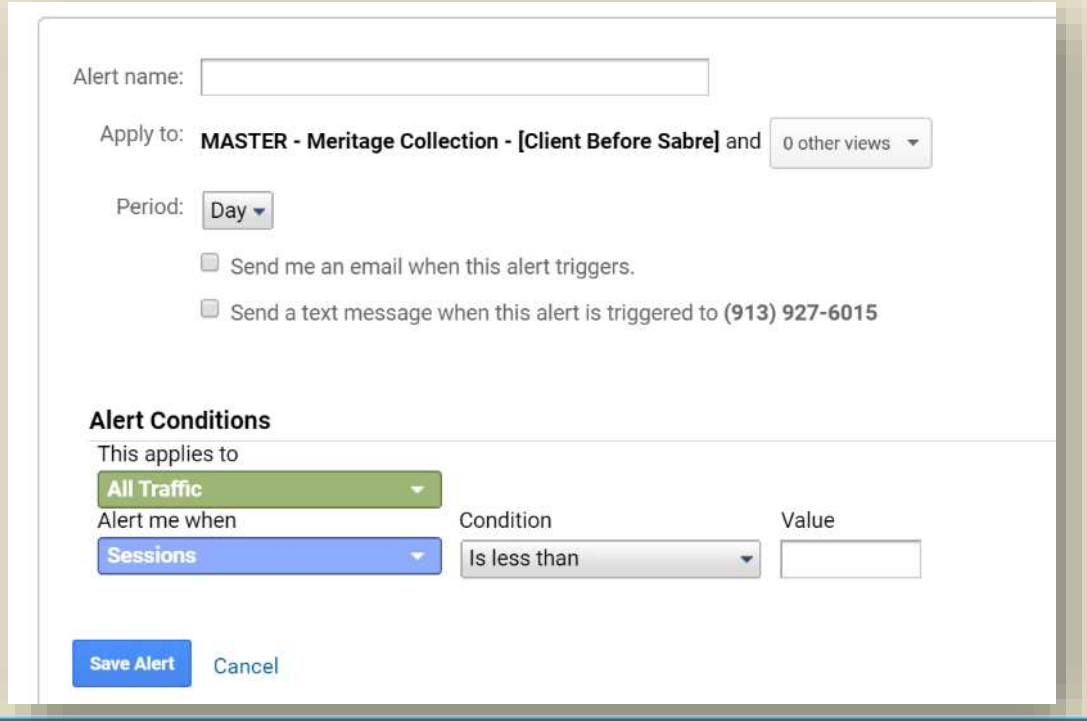
PROPER CAMPAIGN ANALYSIS

Configure GA alerts so problems are known immediately!

GOOGLE ALERTS



GOOGLE ALERTS



CHALLENGES WITH ANALYTICS ANALYSIS

Segment brand keyphrase from generic keyphrases

Lost cookie = Direct / Additional Phone Value

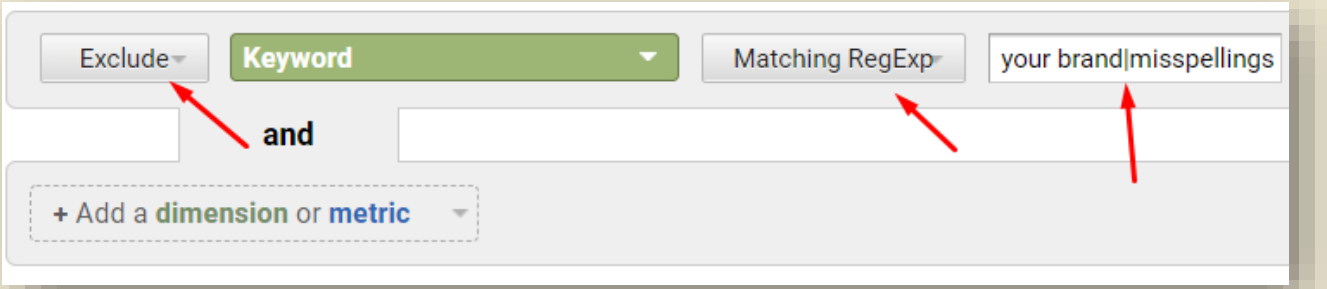
Monitor “assisted” value – 2:1 vs Last Click attribution

Lifetime Value Analysis

EXCLUDE BRAND TERMS FROM ANALYSIS:

Keyword	Users	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC
	341,703 % of Total: 17.76% (1,923,632)	660,873 % of Total: 17.43% (3,792,002)	11,564,738 % of Total: 10.25% (112,778,517)	496,856 % of Total: 36.15% (1,374,279)	$178,828.73 % of Total: 32.65% ($547,689.06)	4.30% Avg for View: 1.22% (252.57%)	$0.36 Avg for View: $0.40 (-9.60%)	$3.52 Avg for View: $5.40 (-34.74%)
1. [redacted]	92,171 (23.58%)	182,503 (27.62%)	481,939 (4.17%)	133,400 (26.85%)	**$33,149.77** (18.54%)	27.68%	$0.25	$5.17
2.	41,451 (10.60%)	59,373 (8.98%)	1,092,293 (9.45%)	45,921 (9.24%)	**$15,431.61** (8.63%)	4.20%	$0.34	$1.92
3.	28,647 (7.33%)	56,438 (8.54%)	87,114 (0.75%)	37,934 (7.63%)	**$5,463.22** (3.06%)	43.55%	$0.14	$5.22
4.	22,517 (5.76%)	42,262 (6.39%)	77,237 (0.67%)	28,036 (5.64%)	**$5,371.80** (3.00%)	36.30%	$0.19	$4.49
5.	15,159 (3.88%)	31,678 (4.79%)	132,551 (1.15%)	22,471 (4.52%)	**$4,052.10** (2.27%)	16.95%	$0.18	$3.71
6.	3,694 (0.95%)	4,926 (0.75%)	57,227 (0.49%)	4,215 (0.85%)	**$3,489.86** (1.95%)	7.37%	$0.83	$0.86
7.	5,807 (1.49%)	8,763 (1.33%)	114,399 (0.99%)	6,467 (1.30%)	**$2,834.23** (1.58%)	5.65%	$0.44	$2.16
8.	4,398 (1.13%)	6,500 (0.98%)	212,131 (1.83%)	4,920 (0.99%)	**$2,397.16** (1.34%)	2.32%	$0.49	$1.85
9.	12,665 (3.24%)	23,050 (3.49%)	56,710 (0.49%)	16,383 (3.30%)	**$2,253.68** (1.26%)	28.89%	$0.14	$4.08
10.	1,317 (0.34%)	1,800 (0.27%)	126,648 (1.10%)	1,607 (0.32%)	**$2,065.93** (1.16%)	1.27%	$1.29	$2.69
11.	403 (0.10%)	542 (0.08%)	3,887 (0.03%)	504 (0.10%)	**$1,893.78** (1.06%)	12.97%	$3.76	$3.92

EXCLUDE BRAND TERMS FROM ANALYSIS:



EXCLUDE BRAND TERMS FROM ANALYSIS:

Performance is more realistic with branded terms excluded:

	Keyword	Users	Sessions	Impressions	Clicks	Cost	CTR	CPC	RPC
		158,799 % of Total: 8.26% (1,923,632)	239,755 % of Total: 6.32% (3,792,002)	10,205,996 % of Total: 9.05% (112,778,515)	194,826 % of Total: 14.18% (1,374,279)	$108,613.46 % of Total: 19.83% ($547,689.06)	1.91% Avg for View: 1.22% (56.65%)	$0.56 Avg for View: $0.40 (39.89%)	$1.60 Avg for View: $5.40 (-70.33%)
1.	[redacted]	41,451 (24.20%)	59,373 (24.76%)	1,092,293 (10.70%)	45,921 (23.57%)	**$15,431.61** (14.21%)	4.20%	$0.34	$1.92
2.		3,694 (2.16%)	4,926 (2.05%)	57,227 (0.56%)	4,215 (2.16%)	**$3,489.86** (3.21%)	7.37%	$0.83	$0.86
3.		5,807 (3.39%)	8,763 (3.65%)	114,399 (1.12%)	6,467 (3.32%)	**$2,834.23** (2.61%)	5.65%	$0.44	$2.16
4.		4,398 (2.57%)	6,500 (2.71%)	212,131 (2.08%)	4,920 (2.53%)	**$2,397.16** (2.21%)	2.32%	$0.49	$1.85
5.		1,317 (0.77%)	1,800 (0.75%)	126,648 (1.24%)	1,607 (0.82%)	**$2,065.93** (1.90%)	1.27%	$1.29	$2.69
6.		403 (0.24%)	542 (0.23%)	3,887 (0.04%)	504 (0.26%)	**$1,893.78** (1.74%)	12.97%	$3.76	$3.92
7.		1,346 (0.79%)	1,760 (0.73%)	42,193 (0.41%)	1,559 (0.80%)	**$1,842.91** (1.70%)	3.69%	$1.18	$0.21
8.		3,001 (1.75%)	4,903 (2.05%)	33,124 (0.32%)	3,514 (1.80%)	**$1,769.54** (1.63%)	10.61%	$0.50	$2.67
9.		1,513 (0.88%)	1,978 (0.83%)	12,591 (0.12%)	1,622 (0.83%)	**$1,601.75** (1.47%)	12.88%	$0.99	$1.16
10.		316 (0.18%)	442 (0.18%)	3,141 (0.03%)	406 (0.21%)	**$1,567.70** (1.44%)	12.93%	$3.86	$0.98
11.		2,325 (1.36%)	2,959 (1.23%)	14,454 (0.14%)	2,628 (1.35%)	**$1,462.63** (1.35%)	18.18%	$0.56	$0.32

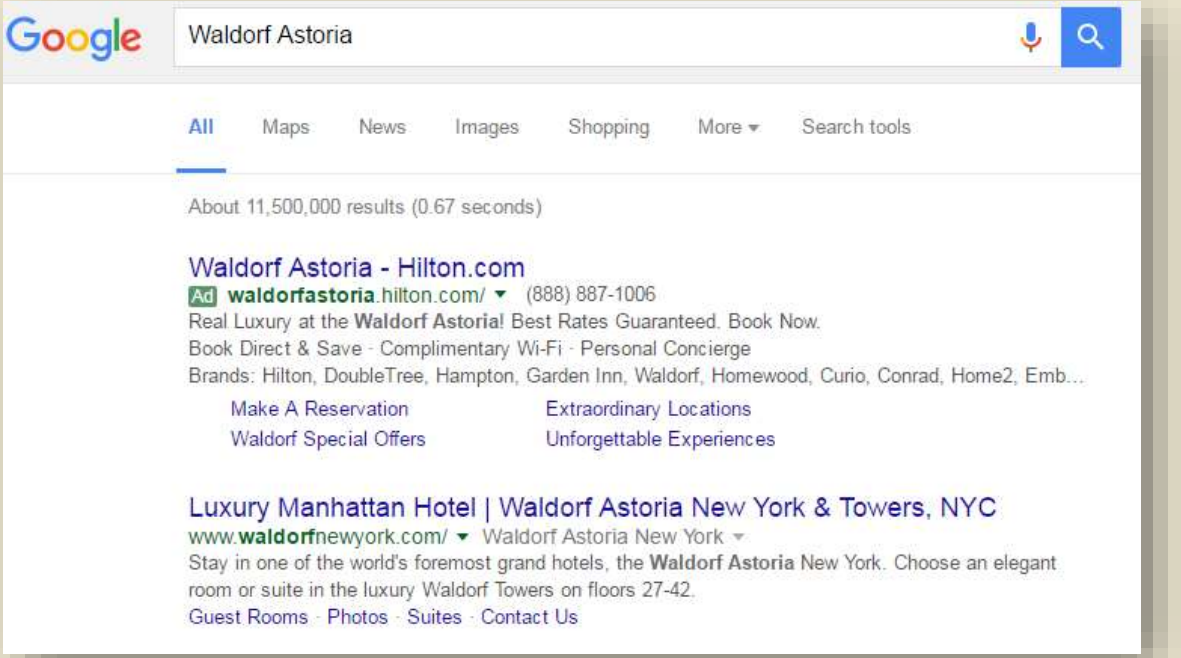
“INCREMENTAL” REVENUE:

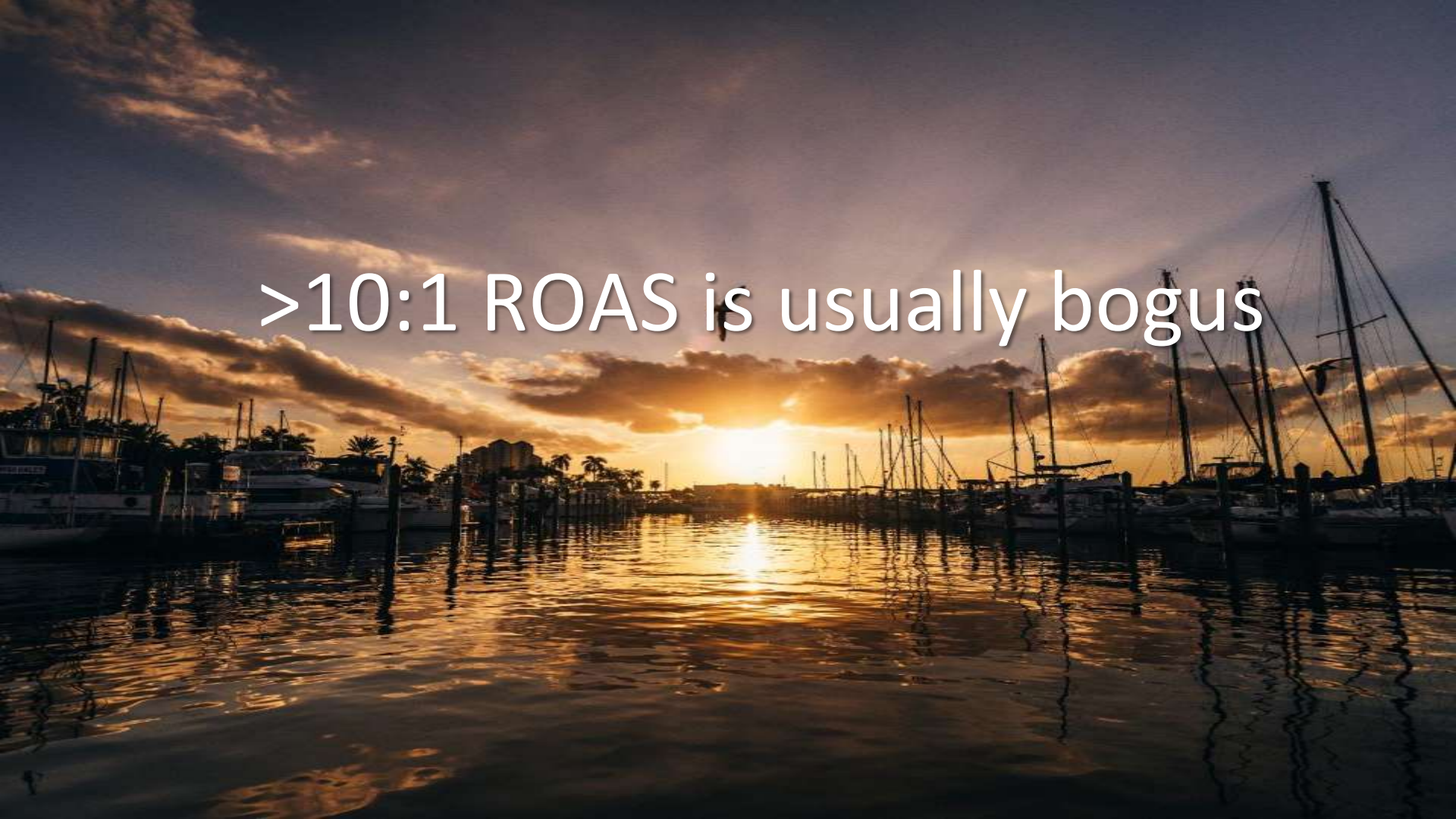
- Branded paid search queries = “navigational queries”
- Brand ad above organic listing isn’t 100% incremental
- Segment brand and remarketing from acquisition in analysis
- Non-brand paid search campaign should be positive without aid of brand revenue

- Compare paid search CPC to other channels

“INCREMENTAL” REVENUE:

Your agency shouldn’t take credit for revenue from your brand keyphrases:




>10:1 ROAS is usually bogus

ATTRIBUTION – NUMBERS WILL NEVER MATCH

Touch points: > > = Conversion

Who gets credit?

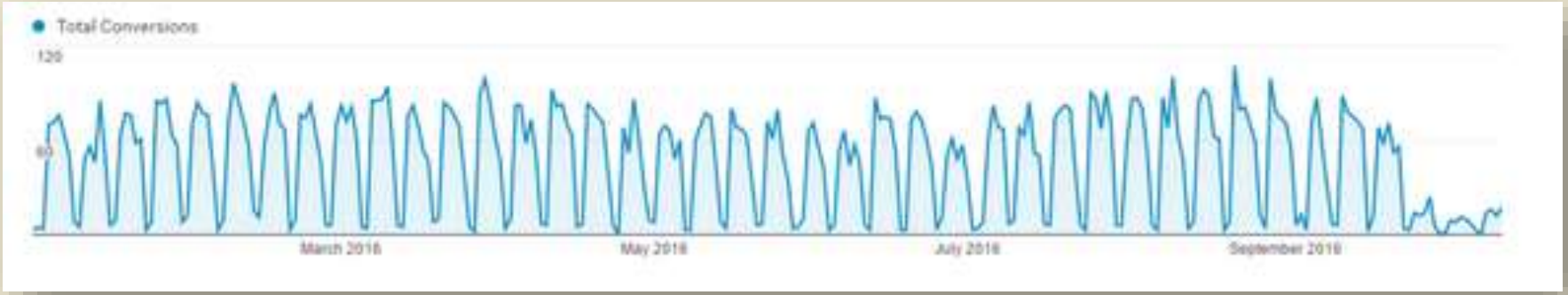
ATTRIBUTION – NUMBERS WILL NEVER MATCH

ATTRIBUTION – NUMBERS WILL NEVER MATCH

Touch points: > > = Conversion

- -Facebook will 100% credit (28 day click – 1 day view)
- -Google Ads tracking will take 100% credit
- -Google Analytics will credit last non-direct source (organic)

BEFORE YOU PANIC



THE BEACHES OF FORT MYERS AND SANIBEL

When performance changes drastically,
it’s usually a tracking issue!

SEARCH INDUSTRY RESOURCES

- Search Engine Land
- Search Engine Watch
- Moz Blog
- Backlinko – Brian Dean
- WordStream
- PPC Hero

- Pubcon Conference – North Miami, March 24th, 2020

SUMMARY

Are you campaigns profitable via incremental revenue?

Easy wins with paid search bid adjustments
- mobile
- Bing
- demographics

Consider running a YouTube campaign

GMB Opportunities:
- Add a description
- Google Posts
- Post common FAQs
- Answers questions!

THANK YOU