

MOZCON

2014

WELCOME!

Shop 'til You Drop: Google Shopping PPC



Elizabeth Marsten • Portent, Inc.
@ebkendo • elizabeth@portent.com

#MozCon

*Vice President of
Search Marketing:
PPC, SEO, Social,
Content*

Pay-Per-Click Marketer

Me



@ebkendo



**Portent,
Inc.**

**Seattle, WA.
8 Years and counting.**

(Yes, I work with Ian Lurie.)



**NO SEOS WERE HARMED IN THE
MAKING OF THIS PRESENTATION**

HOW YOUR TOUR OF THE MALL WILL GO...

bitly.com/bundles/ebkendo/8

Finding Parking

How we got “here” and why as an SEO you should care.



**Base
Merchant Center
Froogle
Product Search
Products
Shopping**



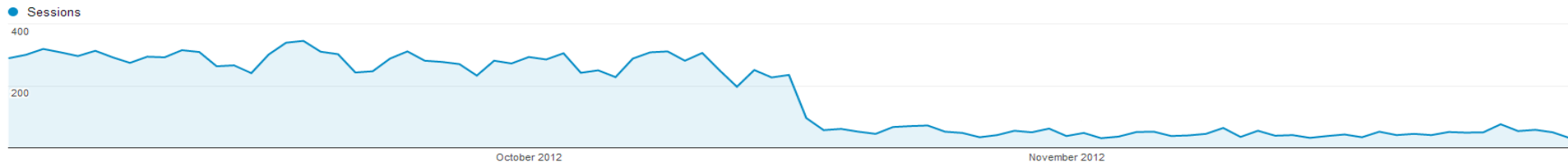
[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [Desktop](#) [more »](#)

Search Products

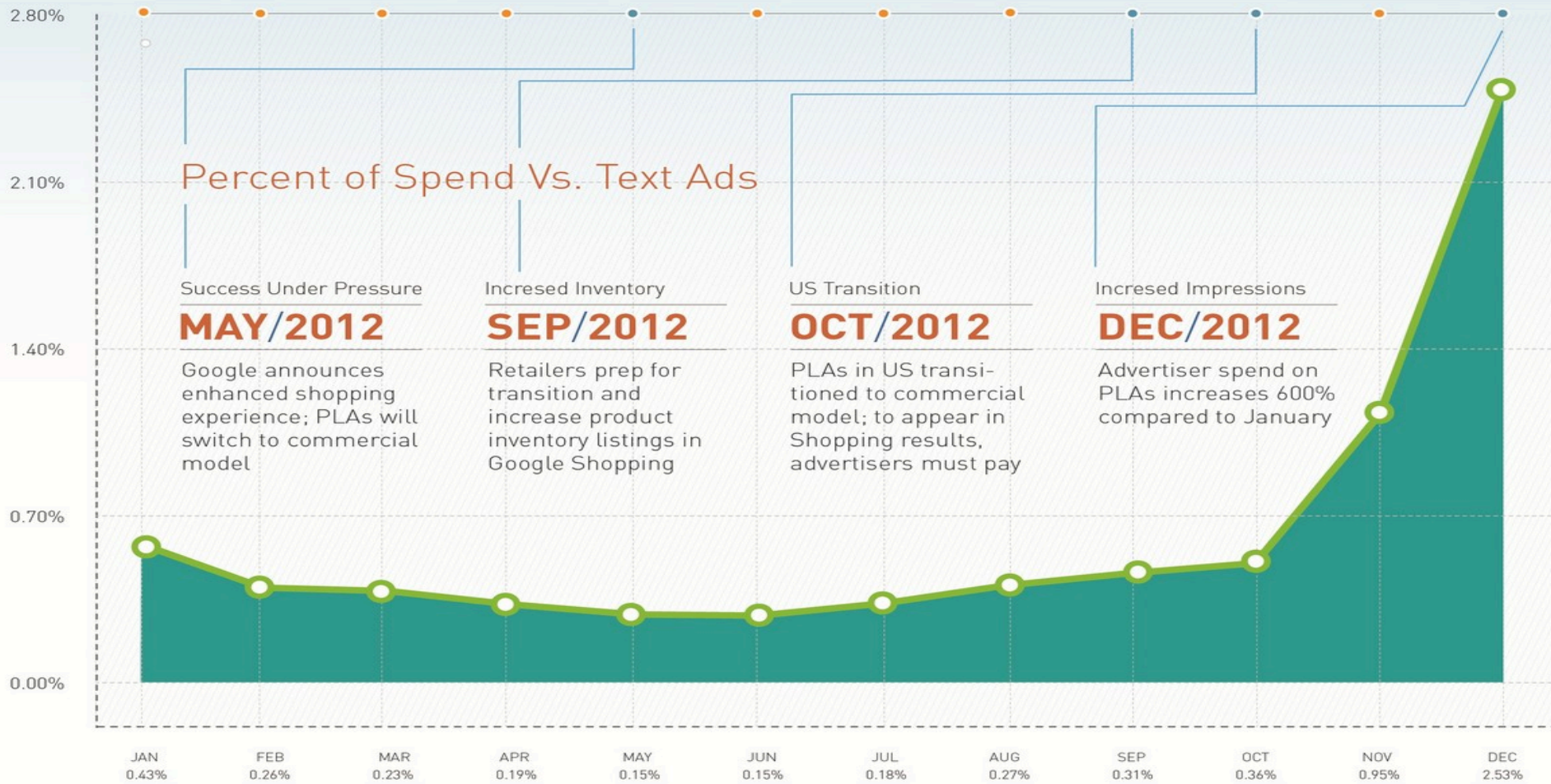
Search for stuff to buy.

What did that do to SEO?

Besides crying...



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Marin Software Study



The Food Court

How does it work, technical difficulties

Set Up:
AdWords
Merchant Center
Webmaster Tools
Analytics



Technical Difficulties

Where PPC & SEO Overlap



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Site Speed

It affects Quality Score

Current

Revenue per year:
\$4,851,000

Monthly Unique Visitors: 210,000



Average Order Value: \$55



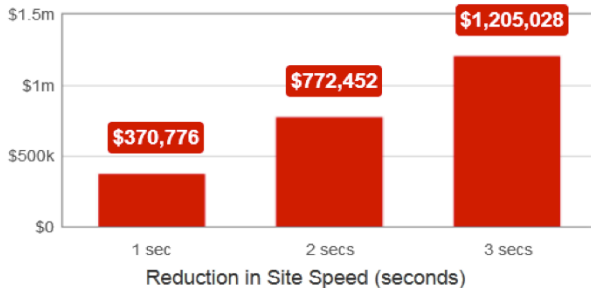
Conversion Rate: 3.5%



Site Speed: 10 seconds



Estimated Revenue Gain





Cart Issues

Pulling a Clean Feed

Google Merchant Centre / Google Product Search

To import your products into [Google Merchant Centre](http://www.google.com/merchants/) so that they appear within Google Product Search results, sign up for a Google Merchant Centre account and add a scheduled data feed with the following URI:

<http://ebornaments.com>

Tyrannosaurus Rex Ornament

Sunday, December 15, 2013, 1:49:28 PM →

This tiny terror stands at barely an inch in height but is busy stomping around sands and rocks of his prehistoric environment, complete with erupting volcano in the background. Red glitter "lava" and sand are sprinkled in around "rocks" against a light blue sky. This Tyrannosaurus Rex ornament is sure to please anyone from ages one to

**This is terrible advice.
And a terrible looking feed.**

Starry Starry Night Ornament

Sunday, December 15, 2013, 1:49:08 PM →

Van Gogh's classic painting "Starry Starry Night" comes to your Christmas tree in the form of a freehand painting on a glass ornament! The colors swirl and light passes through as this classic art ornament brings a little of the painting master's most well known work to your home.


Penguin on Iceberg


Sunday, December 15, 2013, 1:48:12 PM →


Don't let this little guy get away! A tiny glass penguin sits atop a polymer clay iceberg in the middle of the Antarctic ocean, created with blue resin. Faux snow glitters atop the ornament and is finished with an opalescent hanger. Ornament is clear plastic.

Product Descriptions

[ENLARGE IMAGE](#)







NIKE AIR ULTIMATE FORCE

Rating (0 total reviews)
[Write Reviews](#)

[f Like](#) 1

Color White / Gray

AVAILABLE IN SELECT STORES ONLY
Please contact Customer Service at 1(855) 746-7977 Mon-Fri 9am-6pm PST to inquire about availability.

DESCRIPTION **REVIEWS ★**

Nike AIR ULTIMATE FORCE

Features

- Perforated leather upper
- Max Air unit in the heel and plush cushioning
- Rubber outsole with traction pattern

This space for rent.

Product Descriptions



Lexi The Dog

Lexi Is Definitely The Queen Of The Smiles

Lexi The Dog Is The Cutest Dog On The Block And Is Looking For New Home

Won'T You Take Him In.

All Of Our Whimsical 'Critters' Are Made From A Unique Material Called Porcelon Which Is A Mixture Of The Finest Gold Cast Porcelain And Resin. These

**This Is Not Good. In Fact It's
Terrible. And Whimsical.
MOAR Capital Letters!**

ADD TO CART ►

🛒 ADD TO WISHLIST

SHIPPING GROUP C

URL Nightmares

/products/Celestial+Fish+Figurine.aspx?sub=760

/products/Octopus+Figurine.aspx?sub=760

**This raw feed probably
resembles hamburger meat.**

[A0 - Franz Ceramics](#)

[A0 - Franz Teaware Groups](#)

[A1 - All Featured Artists](#)

[B1 - Floor Art & Sculptures](#)

[B2 - Table Art & Sculptures](#)

[B3 - Wall Art & Sculptures](#)

[B4 - Pedestals & Easels](#)

[C1 - Artful Plaques](#)

[C2 - Animal Prints](#)

[C3 - Decorative Art Tiles](#)

[D1 - Bowls, Bottles & Vessels](#)

[D2 - Chargers & Trays](#)

[D3 - Reverse Painted Glass](#)

[D4 - Ceramic Mementos](#)

[D5 - Ceramic Chests](#)

[D6 - Ceramic Boxes](#)

[D7 - Ceramic Trunks](#)

[D8 - Ceramic Trunks](#)

[H1 - Office Decor](#)

[H2 - Jellyfish](#)

[H3 - Paperweights & Cubes](#)

[I1 - Jewelry Pieces](#)

[I2 - Perfume Bottles](#)

[J1 - Yixing Teapots](#)

[K1 - Wine World](#)

We Need Developer Help Too

Just a little...



Local Inventory Ads

Google Express, Google Places



[Tom's of Maine Antiplaque & Whitening Fluoride Toothpaste, ...](#)

\$3.59 from 25+ stores  In stock nearby

★★★★★ 139 product reviews #1 in Toothpaste

Tom's of Maine · Tube · Whitening · Mint · 6 ounce

Since 1970. Antiplaque, whitening, fresh breath, helps fight tartar. Embrace the power of Mother Nature! At Tom's of Maine that means we use ...



[Tom's of Maine Children's Fluoride Toothpaste, Silly Strawberry - ...](#)

\$2.77 from 50+ stores  In stock nearby

★★★★★ 55 product reviews #2 in Toothpaste

Tom's of Maine · Tube · Berry · 4.2 ounce · Childrens

Our fluoride-free **toothpaste** for children uses calcium and silica to gently clean, and the delicious real fruit flavor appeals to your child's ...



[Sensodyne ProNamel Fluoride Toothpaste, Mint Essence - 4.0 oz tube](#)

\$4.92 from 10+ stores

★★★★★ 100 product reviews #3 in Toothpaste

Sensodyne · Tube · Sensitive Teeth · Mint · 4 ounce

Protect your sensitive teeth with the Sensodyne Pronamel **Toothpaste**. This **toothpaste** contains potassium nitrate that helps to relieve painful ...



Google Trusted Stores



[KitchenAid KSM150PS Artisan 5 Qt. Stand Mixer](#)

★★★★★ 1,131 product reviews

KitchenAid · Stand · 5 quart · 10 speed · 325 watt

Kitchen Aid Artisan 5 Quart Capacity Tilt-Head Mixers - The Kitchen Aid Artisan Stand Mixer Custom Colors will add spice to any kitchen, with nearly 30 colors to choose from. ... [more »](#)

\$349.99 Overstock.com
Free shipping. No tax

★★★★★ 42,733 seller reviews

✓ Trusted Store

\$349.99 Target

\$349.99 Macy's

\$349.99 Bed Bath & Beyond

[Compare prices from 10+ stores](#)

[Reviews](#)

[Save to Shortlist](#)

IS IT WORTH IT?
CAN I DO IT?



Yes!



Department Stores

Targeting, layering, zombies.

Targeting by Attributes

Subdivide **All products** by:

Category ↑

Animals
Apparel & Accessories
Arts & Entertainment
Baby & Toddler
Business & Industrial
Cameras & Optics
Electronics
Food, Beverages & Tobacco
Furniture
Hardware

0 »
0 »
0 »
0 »
0 »

Category ↑

Products

0 values added

Category

Brand

Item ID

Condition

Product type

Custom label 0

Custom label 1

Custom label 2

Custom label 3

Custom label 4

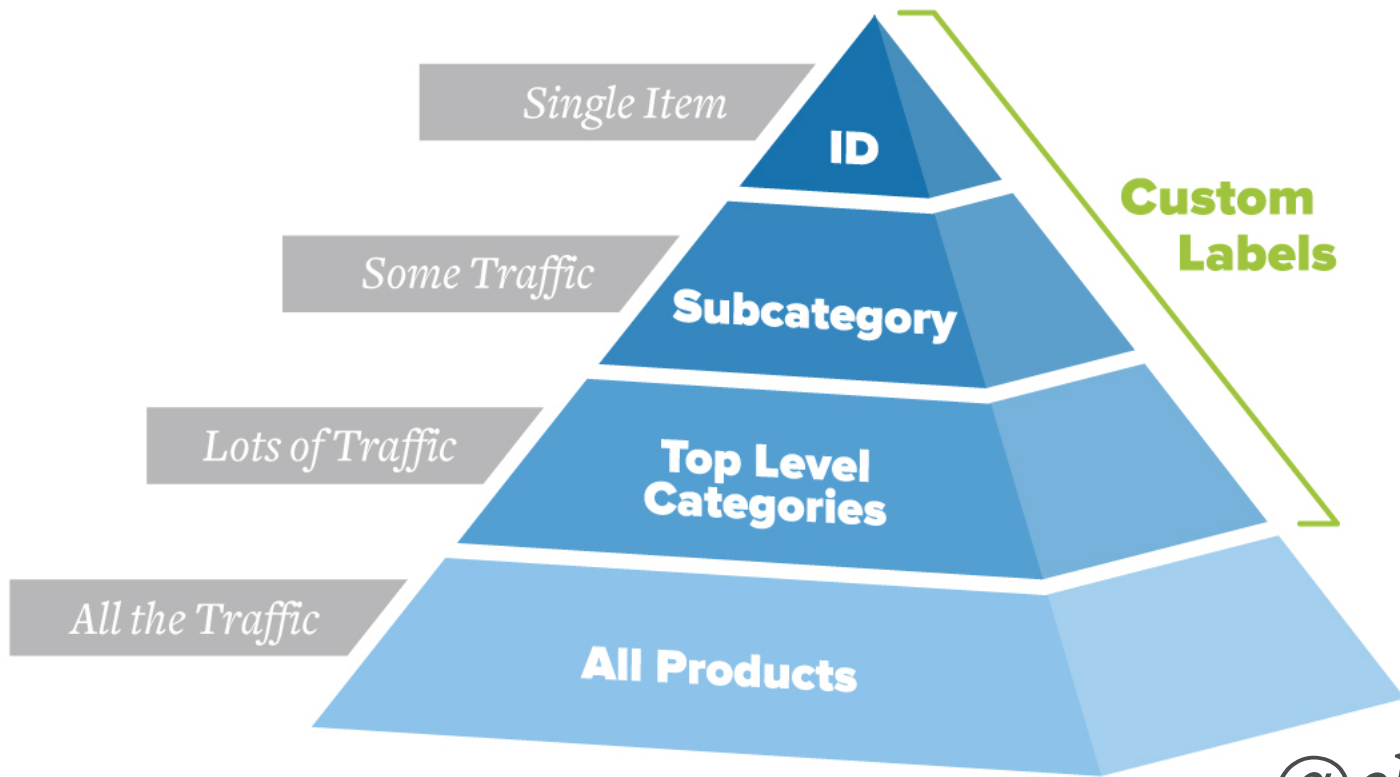
Some products may be miscategorized. [Learn more](#)

Save

Cancel

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Targeting



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Portfolio Approach

Not queries

Subdivide **All products** by: Category

Category ↑	Products	+	Category ↑	Products	✕
Animals	0	»	Apparel & Accessories	1,152	✕
Arts & Entertainment	0	»	Luggage & Bags	41	✕
Baby & Toddler	0	»			
Business & Industrial	0	»			
Cameras & Optics	0	»			
Electronics	0	»			
Food, Beverages & Tobacco	0	»			
Furniture	0	»			
Hardware	0	»			
Health & Beauty	0	»			

Some products may be miscategorized. [Learn more](#)

Save Cancel

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Layering Bids

<input type="checkbox"/>	Product group ?		Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	
<input type="checkbox"/>	▼ Clothing		--	1,449	101,670	1.43%	\$0.36	\$518.14	
<input type="checkbox"/>	▶ Underwear & Socks		--	923	64,786	1.42%	\$0.32	\$291.38	
<input type="checkbox"/>	Swimwear	+	\$0.60	325	20,477	1.59%	\$0.45	\$147.23	
<input type="checkbox"/>	▶ Sleepwear & Loungewear		--	141	13,049	1.08%	\$0.42	\$59.14	
<input type="checkbox"/>	Activewear	+	<div><div><input type="radio"/> Excluded</div><div><input checked="" type="radio"/> \$ <input type="text" value="0.65"/></div></div>					<div><div>Save</div><div>Cancel</div></div>	\$3.14
<input type="checkbox"/>	Skirts	+	\$1.35	1	44	2.27%	\$0.27	\$0.27	

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Negative Keywords

Product groups Products Settings Ads **Keywords** Dimensions

[-] Negative keywords [?]

Ad group level

Add

Edit

Delete

Download



↑ Negative keyword

There are no ad group level negative keywords. [Find negative keywords step-by-step.](#)

Campaign level

Add ▾

Edit

Delete

Download

Keywords | [Keyword lists](#)

Don't go crazy.

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is an 18+ hour delay [for some metrics](#). Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Weird Kiosks

They're like drive thrus.

Set a floor. Ceiling. Margins.

Product Feed Management



GoDataFeed







Schema.org

Does it effect anything?



Image Testing

Use unique images for PLAs

Shop on Google	Sponsored ⓘ
	
	
Timbuk2 Control Laptop Case \$77.40 Extra Stock	Timbuk2 Control Laptop Case \$73.60 Discount Central

**Not enough companies
are doing this.**

Catalog Submission

Why not?



Reach more customers through Google Catalogs.

Drive deeper user engagement with your brand through an interactive, digital version of your catalog.

Bing Product Ads



Glass Flower Vases



6,310,000 RESULTS

Any time ▾

Ads related to Glass Flower Vases

[Pier 1® Glass Vases - Great Savings On Vases This June.](#)

[Pier1.com/Vases](#)

Browse Unique Vases At Pier 1®!

[Decorative Vases](#) [Floor Vases](#)

[Decorative Planters](#) [Bird Feeders](#)

[Vases](#)

[\\$1 Cheap](#)

[www.Dollar](#)

[Order Today](#)

[Wholesale Glass Vases - Save Up To 20% Wholesale Prices.](#)

[www.WholesaleFloral.com/GlassVases](#)

Glass Vases as Low as \$1.00 Ea!

wholesalefloral.com is rated ★★★★★ on Bing (132 reviews)

Quantity Discounts - 25% · Customer Loyalty Program · Guaranteed Delivery Dates

[Flowers In Crystal In - Same Day Hand Delivery Guaranteed.](#)

[www.JustFlowers.com/Local_Florist](#)

Save \$10 - Coupon "JFG", Order Now!

justflowers.com is rated ★★★★★ on Bing (22811 reviews)

[Amazon.com: Glass Flower Vases](#)

[www.amazon.com/...page=1&rh=i%3Aaps%2Ck%3AGlass%20Flower%20Vases ▾](#)

Colored Glass Hanging Flower Wall Vases G77 - Lot of 4 ~ Colored Glass Bottle ~

Floral Vase ~ Colored Vase by Knobs & More Home Decor

[Glass Vase, Flower Vase, & Glass Vases |...](#)

[www.wholesalefloral.com/Vases_s/3.htm ▾](#)

In need of a glass vase or flower vase? We carry hundreds of wholesale glass vases

Ads related to Glass Flower Vases



4% or 20% of Google volume



[Wornar Glass](#)

[GD100019 11...](#)

[\\$49.95](#)

[Bellacor.com](#)

[Signature Flower](#)

[Glass Vase](#)

[\\$291.90](#)

[Timeless Wro...](#)

[Entrada Flower](#)

[Glass Vase](#)

[\\$62.50](#)

[Wayfair](#)

[Susquehanna](#)

[Glass Sonom...](#)

[\\$33.75](#)

[Bon-Ton](#)

[Pottery Barn® Home Decor](#)

[www.potterybarn.com](#)

4627 26th Ave NE, Seattle

[Directions](#)

Find Classic Vases, Bowls & More Home Decor at Pottery Barn.

[FTD® Flowers for 33% Off](#)

[www.FTD.com](#)

Get Same Day Flowers in Hours! Buy for Up To 33% Off Best Sellers.

[See your ad here »](#)

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Bing Ads Rich Captions

It's free!

[Microsoft Keyboard: Natural Ergonomic Keyboard 4000 | Microsoft ...](#)

www.microsoft.com/hardware/en-us/p/natural-ergonomic-keyboard-4000 ▼

Price: \$49.95

Availability: In stock

Microsoft Natural Ergonomic **Keyboard** 4000 makes day-to-day tasks easier with a more natural wrist alignment. It includes hot keys, multimedia keys, a palm rest and more.

But, not trackable...yet.

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Mall Security

Analytics, tracking, tagging, dashboards

Google Analytics

Dashboards are your friend



**Come with me if you
want your ROI to live.**

Google Analytics PLA

Das

Cost!

PLA Revenue

\$7,458.11

PLA Cost

\$3,336.42

PLA ROI

123.54%

PLA Product Revenue

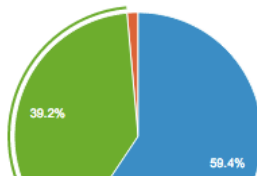
Product	Product Revenue	Quantity
Puppies	\$1,007.91	9
Kittens	\$959.83	17
Chewbaccas	\$689.89	11
Super Small Jawas	\$559.98	2
Super Small Ewoks	\$509.91	9

PLA Revenue by State



PLA Revenue by Ad Content

■ Save thru May! ■ Free Shipping Over \$99!
■ Free Shipping Over \$175! ■ Other



Products!

PLA Impressions

70,539

PLA Clicks

1,409

PLA CTR

2.00%

Where!

PLA Matched Search Queries

Matched Search Query	Revenue	Visits
pug puppies	\$915.88	18
mini chewbaccas	\$735.94	57
pocket pigs	\$727.91	26
siamese kittens	\$547.96	104
doberman puppies	\$359.94	7
a cat darth vader might have	\$339.94	1
captain kirk's favorite	\$319.98	4

Supermetrics

Import 3rd party cost data

Source / Medium ?	Sessions ? ↓	Impressions ?	Clicks ?	Cost ?
	18,194 % of Total: 25.72% (70,740)	2,599,986 % of Total: 100.00% (2,599,986)	17,969 % of Total: 100.00% (17,969)	\$43,608.39 % of Total: 100.00% (\$43,608.39)
1. google / cpc	16,082 (88.39%)	2,540,556 (97.71%)	15,650 (87.09%)	\$38,413.14 (88.09%)
2. msn / cpc	2,112 (11.61%)	59,430 (2.29%)	2,319 (12.91%)	\$5,195.25 (11.91%)

CTR ?	CPC ?	RPC ?	ROI ?	Margin ?
0.69% Site Avg: 0.69% (0.00%)	\$2.43 Site Avg: \$2.43 (0.00%)	\$4.55 Site Avg: \$17.32 (-73.70%)	87.65% Site Avg: 613.52% (-85.71%)	46.71% Site Avg: 85.99% (-45.68%)
0.62%	\$2.45	\$4.70	91.30%	47.73%
3.90%	\$2.24	\$3.60	60.69%	37.77%



Supermetrics

Data Grabber into Excel

Google Analytics Module
version 1.7804

Logged in with account portentint@gmail.com

+ ADD ANOTHER
LOGIN

LOG OUT



License days left: 352

FILES

2 SELECT REPORT FIELDS

3 REPORT OPTIONS

RUN THE REPORT



SELECT ALL

REFRESH LIST

Profile



ID



CLEAR SELECTIONS

SPLIT BY

(segmenting dimensions)

{Add...}



SPLIT BY

(dimensions)

Month



{Add...}



CHOOSE METRICS

Unique visitors



Avg. visit length



Bounce rate



{Add...}



[Definitions of metrics and dimensions](#)

DATES

Year to date



Start date 1/1/2014



End date 6/24/2014



COMPARE TO

None



FILTERS

SET UP FILTERS

No filters have been set up

FORMATTING

RAW DATA REPORT

FORMATTED REPORT

☒ Create charts

TABLE FORMATTING
(EXCEL 2007 & NEWER)

Colours



GROUPING RESULTS

By profile



OTHER ACTIONS

REFRESH
ALL REPORTS

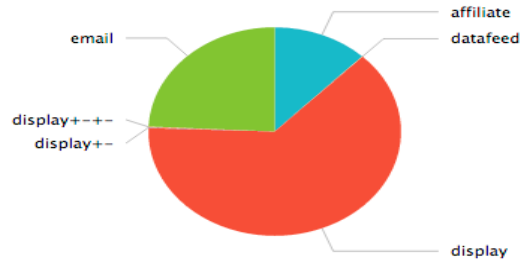
EXPORT
ALL REPORTS

DELETE
ALL REPORTS

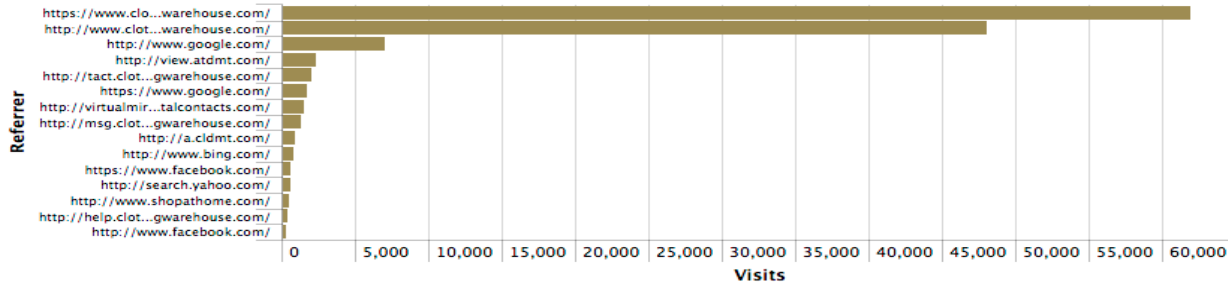
COPY REPORTS FROM
OLD GADG VERSION

Comparison Shoppers

Logfile analysis - Splunk



Top Referers



2m ago

Social Media Traffic

Social Media Referrer

<http://apps.facebook.com/>

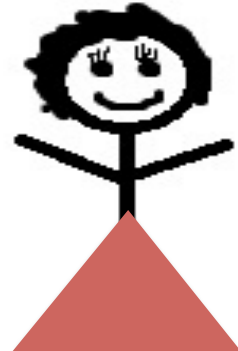
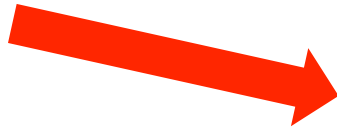
<http://m.facebook.com/>

<http://www.facebook.com/>

<https://www.facebook.com/>

**Most people don't know that
they're clicking on an ad.**

Like my mom.



Assisted Conversions

Count them

Assisted Conversions

154

% of Total: 23.26% (662)

Assisted Conversion Value

\$4,895.99

% of Total: 26.15% (\$18,725.19)

Last Click or Direct Conversions

269

% of Total: 17.76% (1,515)

Last Click or Direct Conversion Value

\$5,785.38

% of Total: 14.42% (\$40,116.03)

Assisted / Last Click or Direct Conversions

0.57

Site Avg: 0.44 (31.02%)

Primary Dimension: **Ad Group** [AdWords Keyword](#) [Ad Content](#) [Placement Type](#) [Other](#) [Channel Groupings](#)

Plot Rows

Secondary dimension ▾



[advanced](#)



<input type="checkbox"/> Ad Group ?	Assisted Conversions ↓	Assisted Conversion Value	Last Click or Direct Conversions	Last Click or Direct Conversion Value	Assisted / Last Click or Direct Conversion Ratio
<input type="checkbox"/> 1. Shopping Campaign [US/CAN] ad group	154(100.00%)	\$4,895.99(100.00%)	269(100.00%)	\$5,785.38(100.00%)	


Check Out

Now what?



Reviews

Really going to matter...if not already

Sellers ▾	Seller Rating	Details Special Offers	Base Price	Total Price
FootSmart	★★★★★ (14,916)	No tax	\$35.99 +\$8.99 shipping	\$44.98
Construction Gear  Trusted Store	★★★★★ (6,137)	Free shipping, No tax	\$35.95	\$35.95
FootCareDepot.com	No rating	Free shipping, No tax	\$35.95	\$35.95
Doc Ortho	★★★★★ (767)	Free shipping, No tax	\$35.95	\$35.95
Socks Addict	★★★★★ (4,088)	Free shipping, No tax	\$35.95	\$35.95
Pro Therapy Supplies	★★★★★ (11,126)	Free shipping, No tax	\$35.95	\$35.95
Mountain Gear	2 ratings		\$35.95 +\$3.13 tax and \$7.99 shipping	\$47.07

Search Queries

Some are people...

mini longchamp	1	29
furla blue leather handbag	1	3
cute 1 piece swimsuits	0	2
silicone straps bra	1	2
wolford velvet de luxe 50 stay up 20942	1	2
best biking shorts	1	58
best bras and cheap	1	1
monserat de lucca cava tote	1	8

Person

Not a Person

@ebkendo

Search Queries

...some are not

wolford velvet de luxe 50 stay up 20942



Web

Shopping

Images

Videos

Maps

More ▾

Search tools

About 16,300 results (0.70 seconds)

Wolford™ Online Shop - Shop The New Arrivals

Ad

www.wolfordshop.com/ ▾

Free Shipping on Orders over \$50!

Wolford Clothing - Tights For Women - Little Black Dress - Accessories

Wolford Velvet de Luxe 50 Stay-Up Thigh Highs Hosiery at ...

www.amazon.com > ... > Socks & Hosiery > Tights ▾ Amazon.com ▾

The **Wolford Velvet De Luxe 50 Stay-Up 20942** features a wide band at top with alternating mesh and solid bands and silicone grippers along the interior.

Wolford Velvet De Luxe 50 Stay-Up 20942 - Wolford Hosiery

www.herroom.com > hosiery > wolford > wolford hosiery ▾

Free Shipping! **Wolford 20942 Velvet De Luxe 50 Stay-Up** at HerRoom.



Shop for **wolford velvet de luxe 50 stay up...** on Google

Sponsored ⓘ



Wolford Velvet De Luxe 50 Stay-Up (20942)

Anthracite L

\$53.00 - HerRoom

Free Shipping



Velvet Deluxe 50 Stay Up

\$45.00 - Bagshop.com

Free Ground Shipping Available on Orders \$75+

Search Queries

KOHL'S

Search by Keyword or Web ID



Gift Cards

Gift Ideas

R

For Home

Bed & Bath

Furniture

Fitness

Swim

Women

Men

Juniors

Kids

Baby

Toys



Roll over image to zoom in

More Views



Sponsored links

[Rachael Ray Anodized - QVC.com](#)

www.qvc.com/RachaelRay
Shop **Rachael's** Signature Line Of **Cookware**, Bakeware & More at QVC!

Bakeware

Pots & Pans

Kitchen Tools

★★★★★ rating for qvc.com

[The Rachael Ray Outlet - Lowest Prices on Rachael Ray](#)

rachael-ray.priceshave.com/
Don't Miss Out On This Opportunity!

[Mrs. Cook's - mrscooks.com](#)

www.mrscooks.com/
Shop unique kitchenware & gadgets with any budget.

[Rachael Ray On Sale - Save on Rachael Ray Hard-](#)

[Anodized](#)

rachael-ray.wayfair.com/
Enjoy Low Prices and Free Shipping.

Dinnerware Sets

Cookware Sets

Bakeware

★★★★★ rating for wayfair.com

[Rachael Ray Pans on Sale - ShopStyle.com](#)

www.shopstyle.com/RachaelRayPans
Up to 70% Off **Rachael Ray Pans**! Latest Designer Sales at ShopStyle.

Tools & Gadgets

Appliances

Coffee & Tea



Shopping Bag
\$0.00

fan

Clearance

Quantity:

In Stock

Add to Bag

Find in Store

Add to List

Add to Registry

Customers Who Viewed
This Item Also Viewed



Why Would I Do Shopping?

Besides desperately needing a hobby



Who Should I Listen To?

Follow the money...

RKG

 WordStream

 **Marin**
SOFTWARE


PORTENT

[BITLY.COM/BUNDLES/EBKENDO/8](https://bitly.com/bundles/ebkendo/8)



MOZCON

2014

THANK YOU!

SESSION Q&A



Elizabeth Marsten • Portent, Inc.
@ebkendo • elizabeth@portent.com

#MozCon