

# MOZCON

2014

## WELCOME!

### Shop 'til You Drop: Google Shopping PPC



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#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](https://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**



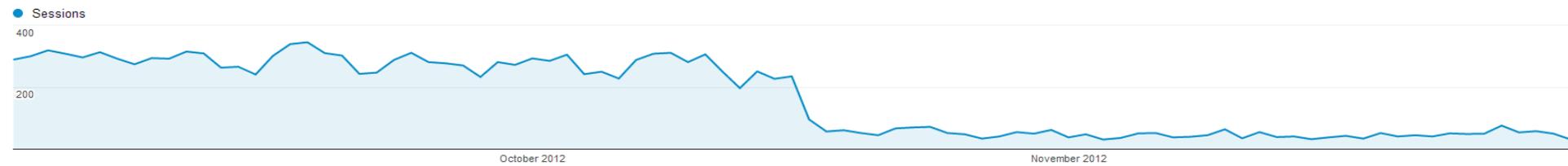
[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [Desktop](#) [more »](#)

Search for stuff to buy.

# What did that do to SEO?

*Besides crying...*



*@ebkendo*



*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*





# 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 a "crack" 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](#)

[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 Cold-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 - Plates & Trays](#)

[D5 - Platters](#)

[D6 - Platters](#)

[D7 - Chests](#)

[D8 - Boxes](#)

[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
- Brand
- Item ID
- Condition
- Product type
- Custom label 0
- Custom label 1
- Custom label 2
- Custom label 3
- Custom label 4

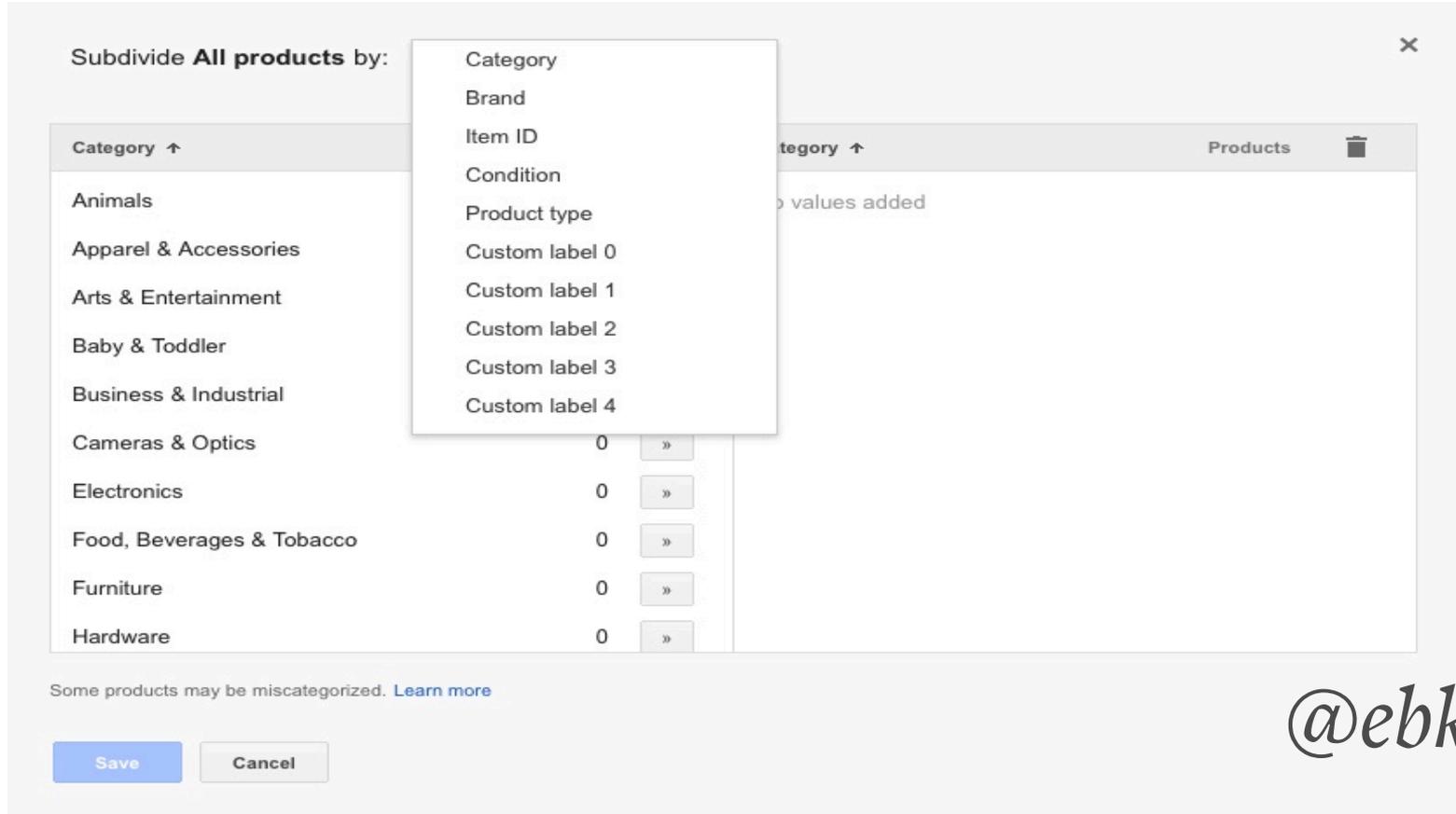
Category ↑

Animals		
Apparel & Accessories		
Arts & Entertainment		
Baby & Toddler		
Business & Industrial		
Cameras & Optics	0	»
Electronics	0	»
Food, Beverages & Tobacco	0	»
Furniture	0	»
Hardware	0	»

Products

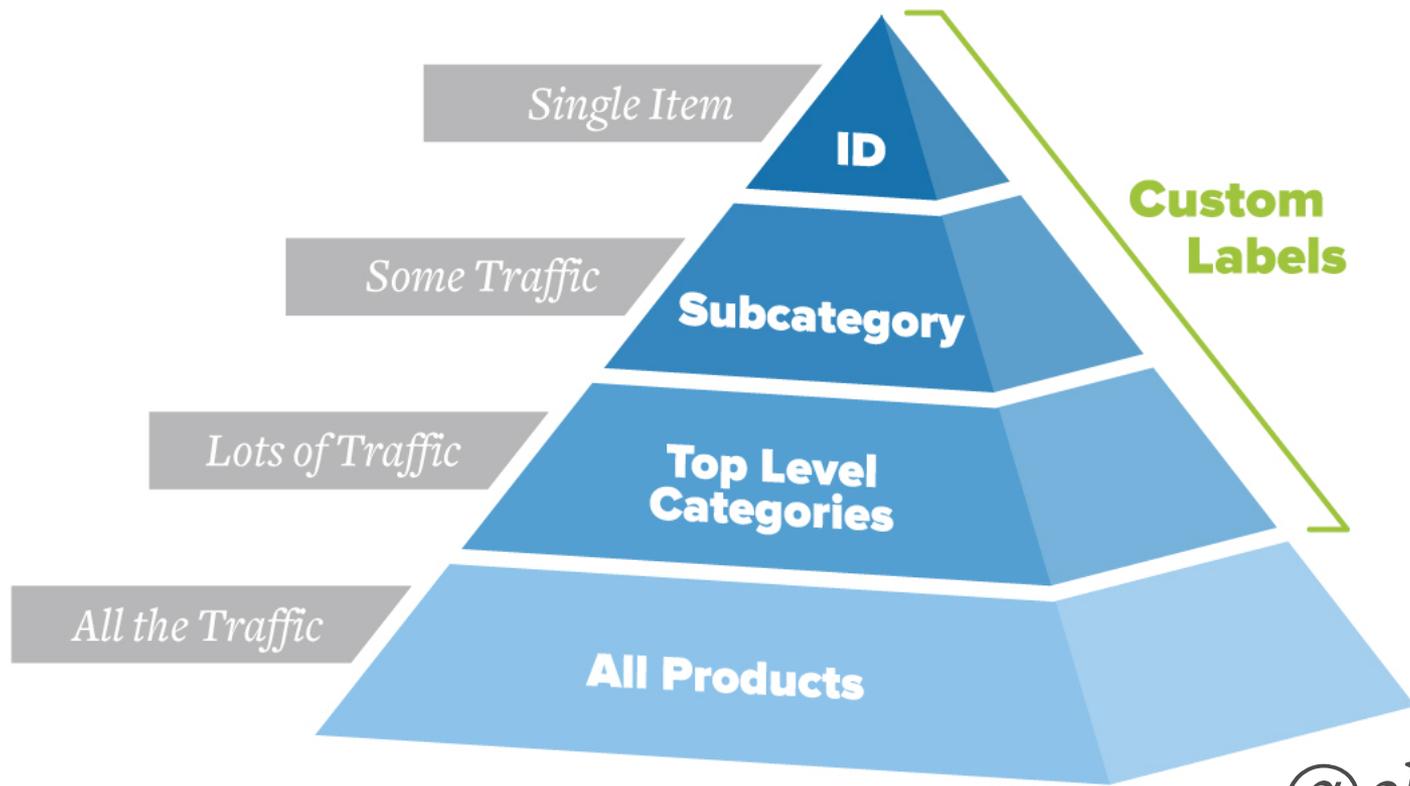
Some products may be miscategorized. [Learn more](#)

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 <sup>?</sup>		Max. CPC <sup>?</sup>	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost <sup>?</sup>
<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 <input checked="" type="checkbox"/>	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	+	<input type="radio"/> Excluded <input checked="" type="radio"/> \$ <input type="text" value="0.65"/>					\$3.14
<input type="checkbox"/>	Skirts	+	\$1.35 <input checked="" type="checkbox"/>	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

Keywords | [Keyword lists](#)

Add ▾ Edit Delete [Download](#)

**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*

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

**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](#) [Bowl Fillers](#)

[Vases](#)

[\\$1 Cheap](#)

[www.Dolla](#)

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](http://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.**

*@ebkendo*



# 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

PLA Revenue

**\$7,458.11**



PLA Cost

**\$3,336.42**

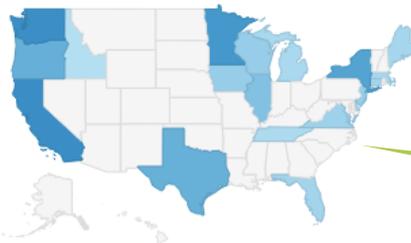


PLA ROI

**123.54%**



PLA Revenue by State



PLA Impressions

**70,539**



PLA Clicks

**1,409**



PLA CTR

**2.00%**



Where!

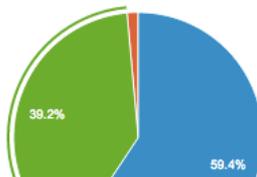
Cost!

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 Ad Content

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



Products!

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 3<sup>rd</sup> party cost data

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

CTR ?	CPC ?	RPC ?	ROI ?	Margin ?
<b>0.69%</b> Site Avg: 0.69% (0.00%)	<b>\$2.43</b> Site Avg: \$2.43 (0.00%)	<b>\$4.55</b> Site Avg: \$17.32 (-73.70%)	<b>87.65%</b> Site Avg: 613.52% (-85.71%)	<b>46.71%</b> 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 {Add..}

Avg. visit length {Add..}

Bounce rate {Add..}

{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

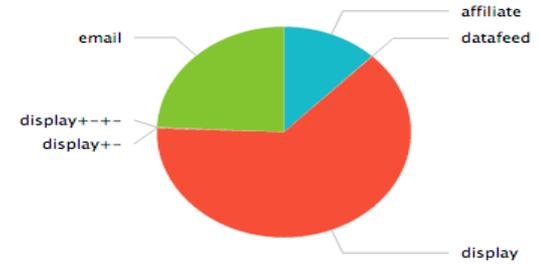
EXPORT ALL REPORTS

DELETE ALL REPORTS

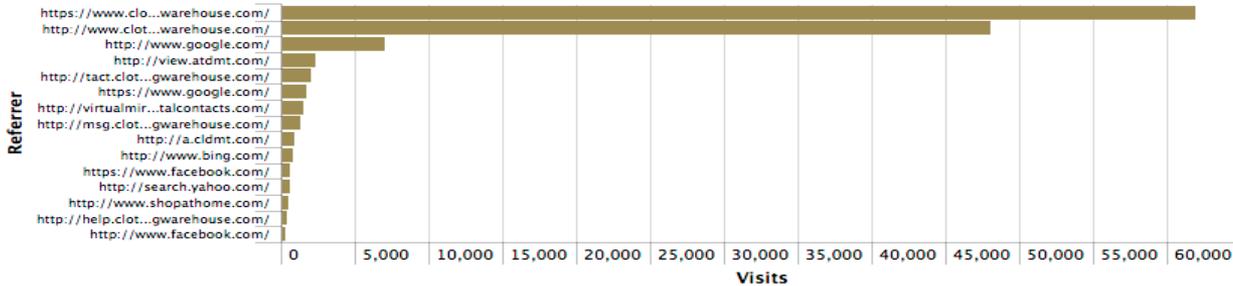
COPY REPORTS FROM OLD GADG VERSION

# Comparison Shoppers

## Logfile analysis - Splunk



### Top Referers



2m ago

### Social Media Traffic

Social Media Referrer

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

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

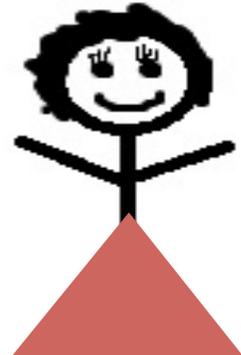
<http://www.facebook.com/>

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

count

**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 Conversions
<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

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# 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/](http://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](http://www.amazon.com) › ... › Socks & Hosiery › Tights ▾ [Amazon.com](http://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](http://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](http://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/](http://rachael-ray.priceshave.com/)  
Don't Miss Out On This Opportunity!

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

[www.mrscooks.com/](http://www.mrscooks.com/)  
Shop unique kitchenware & gadgets with any budget.

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

[Anodized](#)  
[rachael-ray.wayfair.com/](http://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](http://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

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

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