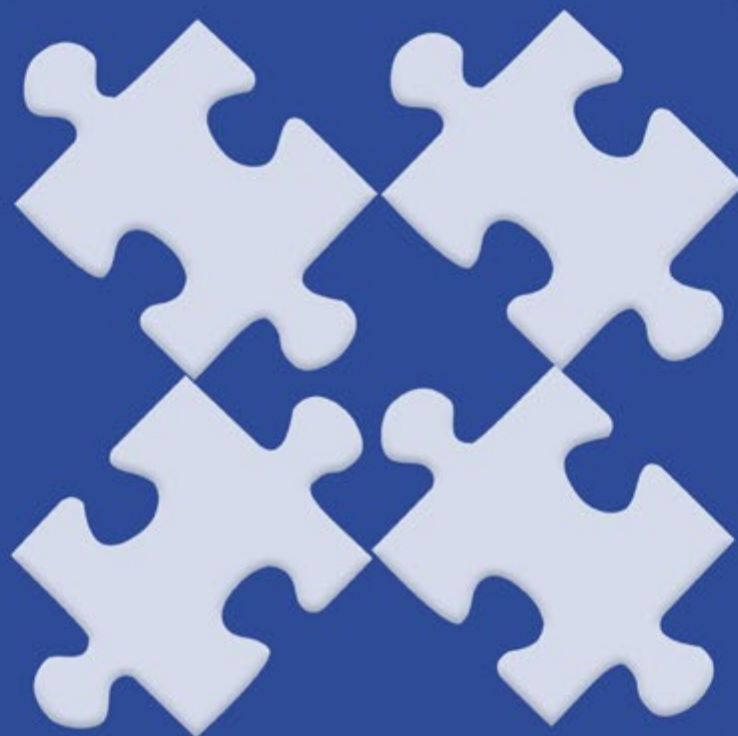


ThoughtShift presents

How to Increase eCommerce Sales by Integrating SEO & PPC



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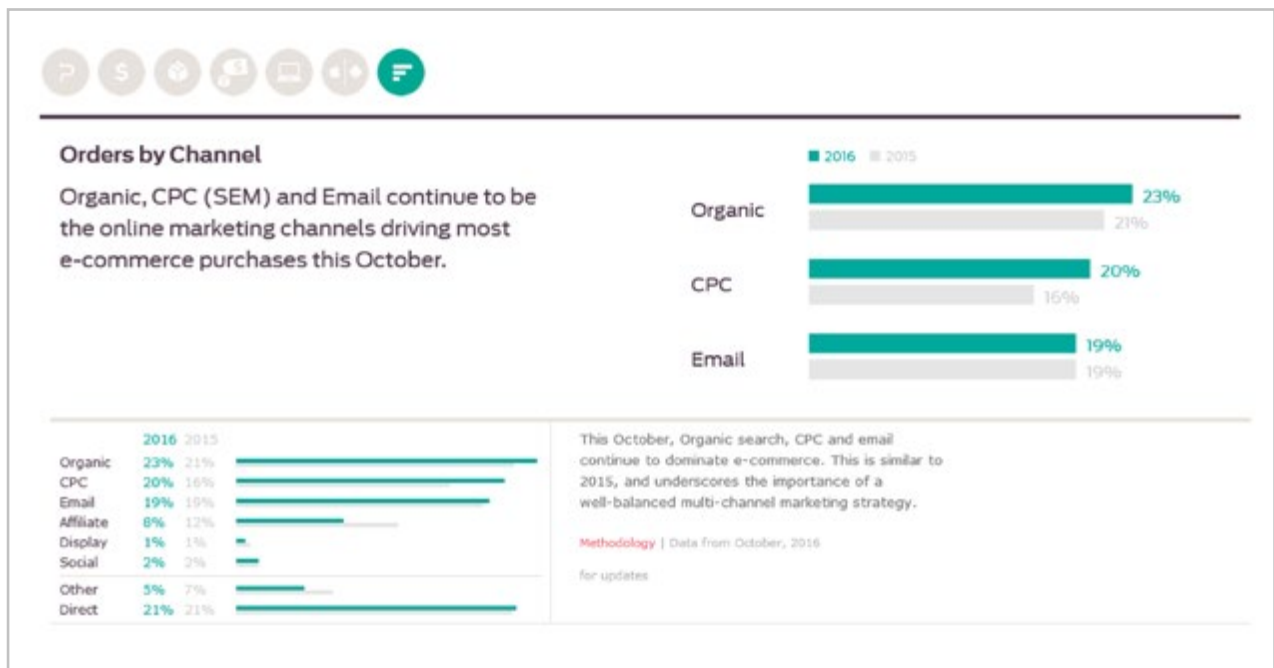
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Introduction

SEO & PPC are Top Revenue Driving Channels

According to a recent study by eCommerce Pulse of over 100 million shoppers buying over \$40 billion in goods from across 100+ US retailers, SEO and PPC were the top revenue driving channels accounting for a staggering 43% of eCommerce sales between them.

From working with over 1000 website teams since 2000, we know that for many



retailers, SEO and PPC can drive a substantially higher proportion, sometimes accounting for as much as 50-80% of a retailer's online revenue, as well as contributing to instore and phone sales.

Multi-Million Pound Increases Achieved

For one retailer, integrating their SEO and PPC channels using the ThoughtShift Digital Marketing Methodology led to an additional £2 million in eCommerce sales in under 12 months - more than doubling their revenue from SEO and PPC channels, whilst keeping their marketing budget the same.

So, after years of debate over the best eCommerce SEO or PPC strategies and how best to manage each channel, the real question is what is the best way to integrate these 2 often siloed search disciplines?

Integrating eCommerce SEO & PPC is the Key

As award-winning search engine marketing specialists proven to increase eCommerce sales for retailers with turnovers from tens of thousands to tens of millions, we've learned exactly how to integrate SEO and PPC to continuously deliver record-breaking revenue.

With literally millions in sales left on the table every year by managing SEO and PPC separately, this guide reveals our best practice SEO & PPC integration techniques for creating stratospheric leaps in eCommerce sales using our ThoughtShift Digital Marketing Methodology.

Best regards

Helen Trendell

ThoughtShift

Co-Founder & Managing Director

How to Increase eCommerce Sales By Integrating SEO & PPC

ThoughtShift Digital Marketing Methodology™



The ThoughtShift Digital Marketing Methodology is a relentless cycle of 3 agile marketing phases that continuously delivers record-breaking revenue, ROI and rankings.

Phase 1: Audience Insight

The Audience Insight phase gathers existing data from Google Analytics and Google AdWords to then enable performance to be analysed and performance insights to be created.

Performance Data Discovery

Paid search revenue



Google Analytics > Acquisition > All Traffic > Channels > Paid Search
(Compare Preferred Date Range)

		Acquisition			Behaviour			Conversions	
Default Channel Grouping		Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions
		34.98%	2.16%	37.90%	11.65%	14.20%	12.25%	14.70%	54.82%
1. Organic Search									
	01-May-2016 - 31-Oct-2016	174,190 (44.22%)	57.36%	99,923 (43.34%)	41.73%	5.13	00:03:48	1.74%	3,628 (38.71%)
	30-Oct-2015 - 30-Apr-2016	143,627 (49.80%)	59.08%	84,495 (58.54%)	41.25%	5.43	00:03:52	1.59%	2,272 (14.96%)
	% Change	21.79%	-2.90%	18.26%	1.17%	-5.52%	-1.83%	9.43%	33.27%
2. Paid Search									
	01-May-2016 - 31-Oct-2016	152,483 (38.71%)	61.40%	93,622 (64.61%)	74.83%	2.52	00:01:31	2.17%	3,307 (42.27%)
	30-Oct-2015 - 30-Apr-2016	83,293 (28.64%)	60.22%	50,156 (58.05%)	66.36%	3.17	00:01:53	1.70%	1,418 (28.66%)
	% Change	83.07%	1.96%	86.66%	12.77%	-20.76%	-19.48%	27.39%	133.22%
3. Direct									
	01-May-2016 - 31-Oct-2016	35,938 (9.13%)	61.69%	22,170 (61.01%)	41.51%	5.14	00:03:40	2.96%	1,665 (13.61%)
	30-Oct-2015 - 30-Apr-2016	31,639 (10.64%)	62.58%	19,801 (61.84%)	41.28%	5.52	00:03:52	2.87%	908 (17.67%)
	% Change	13.59%	-1.43%	11.94%	0.56%	-6.89%	-4.82%	3.26%	17.29%
4. Referral									
	01-May-2016 - 31-Oct-2016	12,880 (3.27%)	65.79%	8,674 (66.81%)	57.27%	4.00	00:02:44	1.62%	209 (2.67%)
	30-Oct-2015 - 30-Apr-2016	9,789 (3.35%)	61.26%	5,997 (61.05%)	49.74%	4.49	00:03:17	1.85%	181 (3.58%)
	% Change	31.58%	7.39%	41.30%	15.13%	-10.78%	-16.61%	-12.24%	15.47%

Paid search revenue by keyword



Google Analytics > Acquisition > AdWords > Keywords (View Preferred Date Range, Sort by Revenue)

		Acquisition			Behaviour			Conversions - E-commerce		
Keyword		Clicks	Cost	CPC	Sessions	Source Rate	Pages/Session	E-commerce Conversion Rate	Transactions	Revenue
Acquisition		20,552	£8,099.55	£0.39	21,988	50.15%	4.05	1.66%	366	£63,423.64
Overview		% of Total: 11.17% (194,822)	% of Total: 17.45% (241,021.21)	Avg for View: £0.21 (33.82%)	% of Total: 4.19% (124,372)	Avg for View: 55.21% (8.91%)	Avg for View: 4.08 (0.82%)	Avg for View: 2.05% (61.77%)	% of Total: 3.46% (13,491)	% of Total: 4.14% (1,123,146.95)
All Traffic		1,088	£496.53	£0.46	1,206	37.56%	4.53	1.33%	56	£2,253.75
Channels		328	£168.17	£0.51	356	51.40%	3.76	1.97%	7	£1,865.40
Treesmaps		17	£12.17	£0.72	17	67.23%	2.63	7.56%	9	£1,825.35
Source/Medium		4	£168.17	£42.04	4	75.14%	2.56	2.26%	12	£1,782.80
Referrals		92	£41.85	£0.45	106	18.87%	5.66	3.77%	4	£1,708.75
AdWords		219	£49.09	£0.22	245	33.88%	8.66	2.86%	7	£1,680.43
Campaigns		130	£45.74	£0.35	139	42.45%	4.32	5.04%	7	£1,345.60
Treesmaps		20	£22.93	£1.15	26	53.85%	5.23	11.54%	3	£1,301.89
Stylisite		420	£79.22	£0.19	465	14.79%	6.14	2.80%	13	£1,220.03
Bid Adjustments		24	£5.40	£0.23	26	65.38%	4.38	11.54%	3	£1,219.75
Search Queries		293	£152.47	£0.52	306	51.31%	3.61	2.29%	7	£1,125.90
Hour of Day		188	£41.52	£0.22	201	19.90%	7.37	3.48%	7	£1,060.51
Final URLs		494	£183.99	£0.37	540	56.30%	3.36	0.93%	5	£1,020.65
Display Targeting		382	£124.51	£0.33	418	46.65%	4.73	2.65%	11	£1,013.55
Video Campaigns										

Your keywords will be shown here

Paid search revenue by product



Google Analytics > Conversions > E-commerce > Product Performance (View Preferred Date Range, Filter by Google PPC or Paid Traffic Segment, Sort by Revenue)

Product		Quantity	Unique Purchases	Product Revenue	Average Price	Average QTY
Google PPC		8,905	6,444	£2,432,365.25	£273.15	1.38
Overview		% of Total: 27.84% (31,985)	% of Total: 27.15% (21,775)	% of Total: 27.85% (28,763,333.62)	Avg for View: £274.76 (0.67%)	Avg for View: 1.38 (2.25%)
1. Google PPC		41	41	£21,155.00	£519.00	1.00
2. Google PPC		39	39	£140,361.00	£3,599.00	1.00
3. Google PPC		35	35	£125,965.00	£3,599.00	1.00
4. Google PPC		21	21	£105,879.00	£5,042.00	1.00
5. Google PPC		45	45	£107,061.00	£2,379.00	1.00
6. Google PPC		35	35	£74,667.00	£2,133.34	1.00
7. Google PPC		40	40	£69,336.00	£1,733.00	1.00
8. Google PPC		9	9	£46,791.00	£5,199.00	1.00
9. Google PPC		15	15	£44,385.00	£2,959.00	1.00
10. Google PPC		28	28	£43,022.00	£1,536.50	1.00
11. Google PPC		16	16	£40,384.00	£2,524.00	1.00
12. Google PPC		27	27	£38,973.00	£1,443.44	1.00
13. Google PPC		24	24	£34,673.00	£1,444.71	1.00
14. Google PPC		26	26	£31,054.00	£1,194.38	1.00
15. Google PPC		24	24	£28,826.00	£1,201.08	1.00
16. Google PPC		14	14	£25,086.00	£1,791.86	1.00

Your products will be shown here

Paid search impression share by keyword



Google AdWords > Reports > Search Keyword + Search Impression Share + Conversions > (View Preferred Date Range, Sort by Conversions)

Search keyword	Conversions	Search Impr. share
cell	364.00	100.00%
cell	228.00	99.99%
cell	71.00	95.22%
cell	50.00	83.50%
cell	34.00	91.72%
cell	14.00	93.00%
cell	8.00	99.80%
cell	8.00	100.00%
cell	6.00	99.90%
cell	4.00	99.30%
cell	3.00	93.87%
cell	3.00	98.40%

Organic search revenue



Google Analytics > Acquisition > All Traffic > Channels > Organic Search (Compare Preferred Date Range)

Channel	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
1. Organic Search	15,511	3.30%	19,325	27.49%	22.26%	2:52	10.29%	2,740	27.74%
01-Aug-2016 - 19-Oct-2016	96,285	67.58%	65,075	36.01%	3.73	00:03:25	5.19%	4,998	£152,437.42
01-Aug-2015 - 19-Oct-2015	75,114	62.52%	46,958	25.72%	5.25	00:04:05	5.04%	3,789	£119,282.37
% Change	28.19%	8.11%	38.58%	39.98%	-28.90%	-16.39%	2.90%	31.91%	27.80%
2. Direct	36,291	68.82%	24,976	37.86%	3.46	00:03:32	4.20%	1,524	£53,785.99
01-Aug-2016 - 19-Oct-2016	36,291	68.82%	24,976	37.86%	3.46	00:03:32	4.20%	1,524	£53,785.99
01-Aug-2015 - 19-Oct-2015	33,992	71.39%	24,267	29.37%	3.75	00:02:38	2.57%	875	£29,207.67
% Change	6.76%	-3.60%	2.92%	28.54%	-7.69%	34.73%	63.14%	74.17%	84.15%
3. Email	30,223	41.33%	12,412	22.94%	3.69	00:03:21	6.53%	1,973	£59,717.75
01-Aug-2016 - 19-Oct-2016	30,223	41.33%	12,412	22.94%	3.69	00:03:21	6.53%	1,973	£59,717.75
01-Aug-2015 - 19-Oct-2015	27,310	35.25%	9,641	40.04%	4.05	00:03:14	5.01%	1,370	£42,686.94
% Change	10.50%	17.25%	29.57%	-42.71%	-9.04%	3.56%	30.32%	44.01%	39.86%
4. Referral	15,778	44.17%	6,969	48.06%	2.54	00:02:14	2.31%	364	£10,384.67
01-Aug-2016 - 19-Oct-2016	15,778	44.17%	6,969	48.06%	2.54	00:02:14	2.31%	364	£10,384.67

Organic search revenue by landing pages

Google Analytics > Behaviour > Site Content > Landing Pages (View Preferred Date Range, Filter by Organic Traffic, Sort by Revenue)

Landing Page		Acquisition		Behaviour			Conversions		E-commerce	
		Sessions	% New Sessions	New Users	Source Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
Organic Traffic		167,786	65.65%	110,155	32.13%	3.88	00:03:36	10,161	£323,251.27	6.07%
		% of Total: 49.13% (340,845)	Avg for View: 62.17% (9.71%)	% of Total: 51.90% (212,128)	Avg for View: 30.91% (3.94%)	Avg for View: 3.64 (9.59%)	Avg for View: 03:03:26 (7.79%)	% of Total: 52.22% (19,133)	% of Total: 52.42% (291,833.84)	Avg for View: 5.40% (9.33%)
1.	/	72,292 (43.10%)	70.03%	50,622 (45.96%)	16.10%	5.59	00:05:06	6,452 (63.27%)	£205,583.92 (63.60%)	8.93%
2.	/	3,144 (1.87%)	75.38%	2,370 (2.19%)	7.12%	5.84	00:07:00	655 (6.47%)	£95,551.47 (29.57%)	20.83%
3.	/	1,165 (0.69%)	0.52%	6 (0.01%)	14.59%	4.21	00:05:52	358 (3.52%)	£11,396.54 (3.52%)	30.73%
4.	/	361 (0.21%)	2.22%	8 (0.01%)	3.11%	1.59	00:02:27	362 (3.58%)	£11,244.02 (3.48%)	100.28%
5.	/	3,180 (1.90%)	38.65%	1,229 (1.12%)	11.07%	4.13	00:04:17	257 (2.52%)	£8,255.42 (2.55%)	8.06%
6.	/	398 (0.24%)	0.25%	1 (0.00%)	0.50%	2.45	00:03:46	117 (1.15%)	£3,928.70 (1.22%)	29.40%
7.	/	945 (0.56%)	64.66%	615 (0.56%)	0.53%	4.75	00:05:38	87 (0.85%)	£2,985.15 (0.92%)	9.21%
8.	/	3,257 (1.94%)	72.09%	2,348 (2.15%)	25.54%	4.29	00:03:45	70 (0.69%)	£2,591.28 (0.80%)	2.15%
9.	/	727 (0.43%)	33.56%	244 (0.22%)	0.83%	3.84	00:03:19	84 (0.82%)	£2,166.16 (0.67%)	11.55%
10.	/	442 (0.26%)	79.69%	312 (0.28%)	27.15%	5.26	00:05:49	71 (0.70%)	£2,110.34 (0.65%)	16.06%
11.	/	1,563 (0.93%)	80.55%	1,259 (1.14%)	35.51%	3.73	00:03:11	65 (0.64%)	£2,056.45 (0.64%)	4.16%
12.	/	37 (0.02%)	0.00%	0 (0.00%)	0.00%	2.73	00:03:03	55 (0.54%)	£1,955.27 (0.60%)	148.65%
13.	/	650 (0.39%)	55.85%	363 (0.33%)	0.92%	4.51	00:04:50	64 (0.63%)	£1,877.79 (0.58%)	9.85%
14.	/	154 (0.09%)	1.30%	2 (0.00%)	18.18%	7.21	00:06:47	46 (0.45%)	£1,699.86 (0.52%)	29.87%

Your SEO landing page sales will be shown here

Organic revenue by products

Google Analytics > Conversions > E-commerce > Product Performance (View Preferred Date Range, Filter by Organic Traffic Segment, Sort by Revenue)

Product	Quantity	Unique Purchases	Product Revenue	Average Price	Average CTR
Organic Traffic	5,839	5,575	£130,230.71	£22.30	1.05
	% of Total: 49.21% (11,868)	% of Total: 49.80% (11,241)	% of Total: 47.70% (327,029.24)	Avg for View: 22.81 (3.05%)	Avg for View: 1.26 (0.77%)
1.	183 (3.14%)	165 (2.96%)	£7,228.50 (5.55%)	£39.50	1.11
2.	228 (3.91%)	227 (4.07%)	£6,840.00 (5.25%)	£30.00	1.00
3.	151 (2.59%)	151 (2.71%)	£6,879.50 (5.27%)	£45.26	1.00
4.	143 (2.45%)	138 (2.48%)	£4,492.50 (3.45%)	£32.81	1.04
5.	112 (1.92%)	112 (2.01%)	£4,534.00 (3.48%)	£40.48	1.00
6.	131 (2.24%)	131 (2.35%)	£3,930.00 (3.02%)	£30.00	1.00
7.	91 (1.56%)	90 (1.61%)	£3,649.50 (2.80%)	£40.10	1.01
8.	112 (1.92%)	111 (1.99%)	£3,360.00 (2.58%)	£30.00	1.01
9.	83 (1.42%)	82 (1.47%)	£3,298.50 (2.53%)	£39.74	1.01
10.	133 (2.28%)	133 (2.39%)	£2,992.50 (2.29%)	£22.50	1.00
11.	65 (1.11%)	64 (1.15%)	£2,925.00 (2.25%)	£45.00	1.02
12.	236 (4.04%)	236 (4.23%)	£2,714.00 (2.08%)	£11.50	1.00
13.	65 (1.11%)	65 (1.17%)	£2,632.50 (2.02%)	£40.50	1.00
14.	59 (1.01%)	58 (1.04%)	£2,365.50 (1.82%)	£40.09	1.02
15.	55 (0.94%)	55 (0.99%)	£2,172.50 (1.67%)	£39.50	1.00
16.	52 (0.89%)	52 (0.93%)	£2,119.00 (1.62%)	£40.75	1.00

Organic rankings by keyword



Google Analytics > Acquisition > Search Console (Must Be linked to Your Analytics) > Queries (View Preferred Date Range, Sort by Clicks)

Search Query	Clicks	Impressions	CTR	Average Position
	13,166 % of Total: 100.00% (13,166)	206,366 % of Total: 100.00% (206,366)	6.38% Avg for View: 6.38% (6.38%)	16 Avg for View: 16 (16.00%)
1. [blurred]	4,832 (36.18%)	58,099 (28.15%)	7.97%	8.4
2. [blurred]	4,361 (33.12%)	8,855 (4.29%)	49.25%	1.2
3. [blurred]	813 (6.18%)	1,524 (0.74%)	7.41%	4.6
4. [blurred]	79 (0.60%)	494 (0.24%)	15.99%	4.0
5. [blurred]	79 (0.60%)	262 (0.13%)	30.15%	1.2
6. [blurred]	77 (0.58%)	200 (0.10%)	38.50%	1.2
7. [blurred]	75 (0.57%)	169 (0.08%)	44.38%	1.1
8. [blurred]	65 (0.49%)	393 (0.19%)	16.52%	1.3
9. [blurred]	61 (0.46%)	221 (0.11%)	27.60%	1.2
10. [blurred]	58 (0.44%)	365 (0.18%)	15.89%	4.6
11. [blurred]	49 (0.37%)	137 (0.07%)	35.77%	1.1
12. [blurred]	48 (0.36%)	128 (0.06%)	37.50%	1.2
13. [blurred]	48 (0.36%)	263 (0.13%)	18.25%	4.4
14. [blurred]	45 (0.34%)	1,032 (0.50%)	4.36%	7.1
15. [blurred]	42 (0.32%)	88 (0.04%)	47.73%	1.1
16. [blurred]	42 (0.32%)	54 (0.03%)	77.78%	1.0

Your SEO keywords will be shown here

Performance Analysis

- Which paid campaigns have driven the highest volume of sales?
- Which paid keywords have driven the highest volume of sales?
- Which product sales from paid search have driven the highest volumes of sales?
- Which keywords have an impression share of <100% and have also sent paid revenue?
- Which keywords have an impression share of <100% and have the highest conversion rates?
- Which keywords have an impression share of <100% and have the highest average order values?
- Which product sales from organic search have driven the highest volumes of sales?

SEO and PPC were the top revenue driving channels accounting for a staggering 43% of eCommerce sales between them

- Which landing pages from organic search have driven the highest volume of sales?
- Which page 1 keyword rankings correlate with the top organic revenue driving pages and products?
- Which keywords appear to be driving product/page revenue that relate to SEO campaign work?

Performance Insights

PPC Insights

- Top PPC campaigns driving revenue
- Top PPC revenue driving keywords
- Top PPC products driving revenue
- Best PPC revenue gap keywords (not appearing at the top of Google 100% of the time)
- Best PPC conversion rate gap keywords (not appearing at the top of Google 100% of the time)
- Best PPC average order gap keywords (not appearing at the top of Google 100% of the time)
- Best short term PPC revenue keyword opportunities from all best conversion sources including PPC and SEO (not appearing at the top of Google and with the biggest opportunity to increase revenue if the cost per click were to be maintained)

PPC drives 20% of eCommerce sales

SEO Insights

- Top SEO products driving revenue
- Top SEO pages driving revenue

- Best SEO revenue opportunities from PPC top performing keywords (not at top of page 1)
- Best SEO revenue opportunities from PPC top performing products (not at top of page 1)
- Best SEO revenue opportunities from SEO top performing pages (not at top of page 1)
- Best SEO revenue opportunities from SEO top performing products (not at top of page 1)
- Best short term SEO revenue keyword opportunities from all data sources including SEO and PPC (not at page 1 AND where the annual revenue generated is worth multiple times more than the campaign investment required AND where the domain authority score of the competitor pages ranking on page 1 is less than a gap of 15 domain authority score points)

SEO drives 23% of eCommerce sales

Phase 2: Content Strategy

The Content Strategy phase draws upon the performance insights gained in the first phase to create paid media, onsite content and offsite content marketing strategies using both SEO and PPC data.

Paid Media Campaign Strategy

- Shift paid media budget to top revenue driving Google Shopping Campaigns
- Shift paid media budget to top revenue driving Google AdWords Campaigns
- Optimise existing and create new ad groups for the best PPC revenue driving

keywords using budget saved from lowest performing PPC campaigns

- Optimise existing and create new ad groups for the best SEO revenue keyword opportunities using budget saved from lowest performing PPC campaigns
- Create 2 versions of ad copy for all ad groups to A/B test using previous best performing ad copy
- Optimise the existing shopping feed or set up a shopping feed for all available products, adding negative keywords to the best sales driving products

Onsite Content Strategy

- Review top landing pages and product pages driving revenue to identify if there are content gap opportunities to apply keyword variations (relevant to each particular page) from the top revenue driving PPC keywords to any of the following whilst maintaining the current positions of all organic ranking keywords across:
 - title tags
 - meta descriptions
 - body content
 - internal links
- Ensure that no organic keywords currently ranking on page 1 and likely to be sending revenue due to the correlating top SEO landing pages and product pages have been moved further to the right or down the page as this will potentially reduce those rankings and subsequent revenue.
- Benchmark Google AdWords Quality Score for campaigns where the organic landing pages optimised match destination URLs used in paid media campaigns

Best practice SEO and PPC integration continuously delivers record-breaking revenue

Offsite Content Marketing Strategy

- Create an offsite content marketing strategy for the target list of best short term SEO revenue driving keywords including a mix of different domain authority development tactics to grow the page authority scores, ranking positions, SEO traffic and SEO revenue of the associated pages including:
 - Product or category coverage on 3rd party blogs where the theme of the blog relates to the brand's product portfolio or helps the audience within the customer buying journey (such as a "How to choose the best curtains for bay windows")
 - Brand mentions and/or links to the target landing pages from the creation of digital PR opportunities via digital magazines, forums, discussion boards and social networking
 - Product reviews on 3rd party review platforms such as Feefo or Trust Pilot (where the 5 star ratings are approved for use in PPC campaigns)
 - Social bookmarking of product images and blog editorial images
 - Directory listings in shopping guides for relevant audiences and group purchasing audiences such as personal assistants shopping for corporate gifts or events
 - Promotion of any discount codes or special offers on money saving sites and blogs

Phase 3: Test Campaigns

The Test Campaigns phase puts the previous Content Strategy phase into practice to implement paid and organic media campaign tests on an agile basis.

Paid Media Campaign Tests

Increase bids on best PPC short term revenue keyword opportunities to increase positions and win the click

- Monitor performance impacts of new PPC bid adjustments to see if the increased keyword position achieve:
 - Increased search impression share
 - click through rates
 - Increased PPC revenue
 - Increased PPC conversion rates
 - Increased QualityScore
 - Lowered Cost Per Click
 - Lowered Cost Per Acquisition Costs
 - Increased PPC Return on Ad Spend
- Continuously identify lowest-performing PPC campaigns, pausing ad groups, keywords and ads that are proven to not convert as well as other variations, shifting budget into the campaigns that do generate the very best sources of revenue (as identified by returning to the Audience Insight phase and repeating the cycle)

Integrating SEO and PPC creates stratospheric leaps in eCommerce sales

Organic Media Campaign Tests

Implement onsite content recommendations to increase the volume of keyword variations each page ranks organically for

- Roll out offsite content marketing strategies to increase the SEO ranking positions, SEO traffic, SEO revenue and SEO conversion rates of the short-term target keyword list
- Monitor performance impacts of SEO traffic, SEO revenue and SEO conversion rates to optimised landing pages relating to the onsite optimisation and short term target keywords
- Monitor performance impacts of PPC Quality Score, PPC traffic, PPC revenue and PPC conversion rates to organically optimised landing pages
- Continuously identify the best-performing SEO campaigns, shifting more resources into the campaigns that generate the very best sources of revenue until the number 1 position is achieved (#1 can get a click through rate of 100% and #10 might only get 1%) and once in maintenance mode, shift SEO resources to test new keywords with proven revenue potential from PPC (as identified by returning to the Audience Insight phase and repeating the cycle).

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