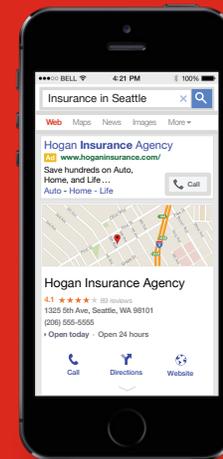


eBook

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Marketer's Guide to Call Tracking for Local Search



Introduction

Local search is booming, as search engines like Google and Bing process hundreds of billions of searches with “local intent” each year. It presents a tremendous opportunity for marketers to run PPC ad campaigns to drive conversions and revenue from local search.

But if you are thinking about investing budget in local search, keep three things in mind:

1. **Local search has gone mobile.** Thanks to the massive popularity of smartphones, Google predicts that mobile search will surpass desktop search in 2014. They also state that 50% of mobile search queries have local intent, compared to only 20% of desktop searches.
2. **Local searchers want to call you.** Because such a high volume of local searches occur on smartphones, the preferred conversion method is not visiting your web site and filling out a form – it’s calling you.
3. **Local searches often result in purchases.** In a 2014 study by comScore of 5,000 U.S. adults who had conducted a local business search in the past 12 months, nearly 80% of local searches made on mobile devices turned into purchases (61% on PCs and laptops). In other words, they are high-value leads with high-purchasing intent – exactly the kind marketers want to reach.

It’s no wonder the competition for conversions and sales from local search has become so fierce. eMarketer predicts spending on mobile search in 2014 will reach \$9.02 billion, an 82% increase from 2013. With so much at stake, tracking ad performance is critical for marketers to optimize messaging, improve bidding, cut wasted spend, and increase ROI from local search.

That, however, is exactly where many marketers struggle. They can’t tell which PPC ads, keywords, and landing pages make their phones ring, leaving a blind spot in their analytics that impairs their ability to measure and improve results. They also have little control over where calls from their campaigns get routed.

If driving revenue from local search is important to your business, this eBook can help. It explains how marketers are using a technology called call tracking to tell exactly how their PPC search campaigns drive phone calls and sales. It also details how some call tracking technologies have the added benefit of letting search marketers control how calls from each PPC campaign are routed and managed to optimize conversion rates, revenue, and ROI from search.

Finally, the eBook includes appendices with information on general best practices for improving local search results and lists of helpful resources to stay on top of what’s new and important in Google search.

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Why People Conduct Local Searches

Everyday in the U.S. alone, hundreds of thousands of people use search engines to find products or services that are located near them. The information sought after in local searches can be diverse, but the majority is focused on aiding the customer in completing an action such as making a purchase.

In a 2014 study by comScore of 5,000 U.S. adults who had conducted a local business search in the past 12 months, the top information that searchers are looking for include:

- Address/location
- Businesses offering specific products or services
- Phone number
- Product/service information
- Hours of operation
- Driving directions
- Coupons/special offers
- Read ratings and reviews



Figure 1: Local searchers want specific information to find a business and make a purchase. (Google, 2014)

Local-focused PPC ads are generating increased activity with consumers conducting local searches. A 2014 Google study on local searcher behavior found more than 60% of searchers use local information from PPC ads, including:

- 73% of smartphone users look for directions in a local ad, compared to 78% of computer and tablet users
- 77% of computer and tablet users said a company phone number is important in a locally-focused ad, compared to 70% of smartphone users
- 70% of computer and tablet users want PPC ads customized to their immediate surroundings, compared to 61% of smartphone users

Local Searches Often Lead to Purchases

Once the local searches are completed, 61% of PC users made a purchase, compared to 78% of mobile phone users and 64% of tablet users. Of the mobile searches that resulted in a purchase, 73% lead to an in-store buy, while 16% purchased on their devices and 11% bought online.

Not only do mobile searches lead to more purchases, but the conversions are completed faster. About three-fourths of purchases resulting from a mobile local search happened on the same day, and 63% were completed within a few hours. One in three searches on smartphones occur right before a customer plans to visit a store, typically within a 5-mile radius of the user's location.

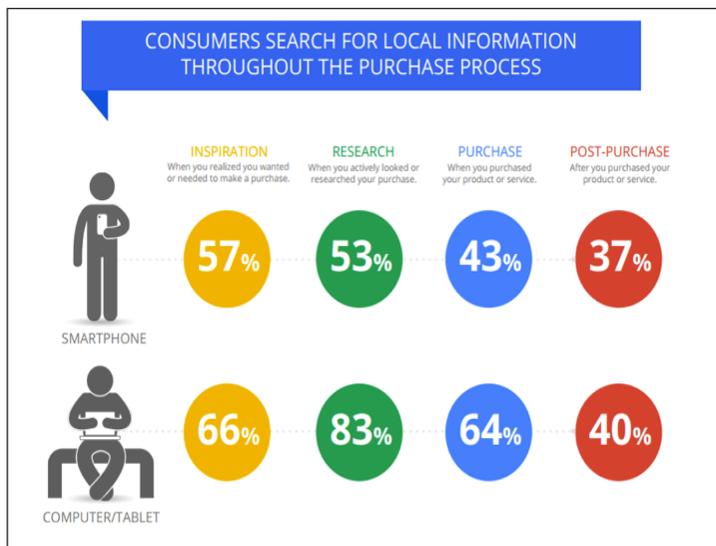


Figure 2: Local searchers seek information throughout the purchase cycle (Google, 2014).



Figure 3: Local searchers are more likely to make a purchase right after the search (Google, 2013).

Impact of Mobile on Local Search

As more consumers run local searches from mobile devices, marketers are evolving their campaigns to focus on mobile search.

According to Google, 76.4% of its search ad revenues in 2013 came from desktop. In 2014, however, the share will drop to 66.3% with a \$770 million decline in desktop search ad revenues year-over-year. Conversely, mobile search revenues will increase \$1.76 billion in 2014 to account for one-third of Google's total search revenues.

This boom in mobile search ad spending is the direct result of more consumers accessing information on smartphones. By 2017, BIA/Kelsey estimates 276 million mobile phones will be in use in the United States, 92% of them will be smartphones.

Of these smartphone users, comScore found 80% prefer – and act on – ads that are customized to their city, zip code, or immediate surroundings. About 61% of mobile searchers use the local address or phone number displayed in the local ads, while 68% click for directions or click-to-call the business.

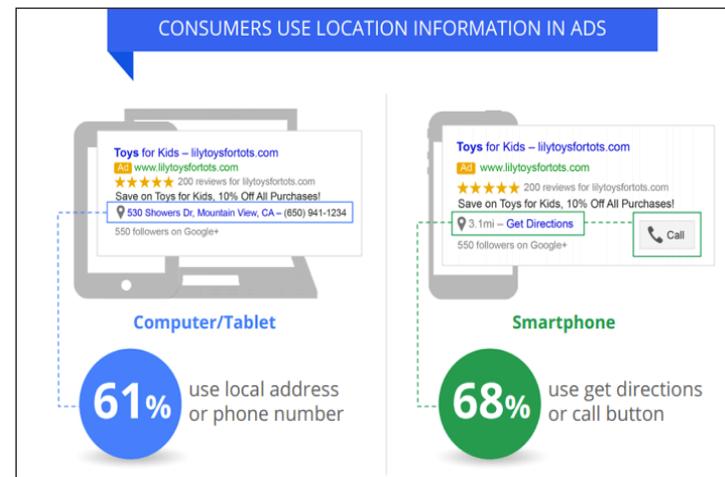


Figure 4: Mobile search ads are more valuable with a click-to-call button (Google, 2014).

Why Phone Calls Matter

It is easier to close a sale or upsell a customer when you are engaged in a conversation with them. That is why the majority of businesses consider phone leads to be the #1 preferred opportunity. The real trick is knowing how best to make your business' phones ring.

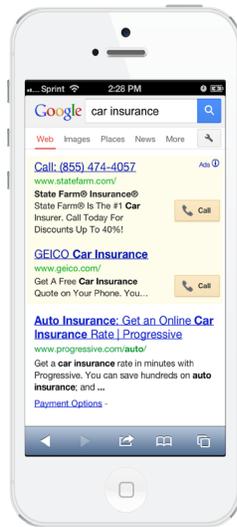


Figure 5: Roughly 50% of local searches are made on mobile devices.

Mobile local search ads are a good place to start. Google reports an average of 40 million phone calls are driven to businesses from Google search ads each month. The vast majority of those phone calls are the result of mobile searches. About half of all mobile searches have local intent.

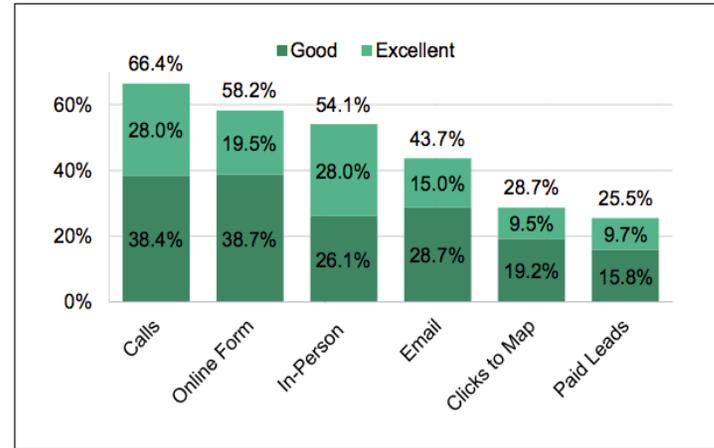


Figure 6: Businesses value phone calls above other lead types (BIA/Kelsey 2013).

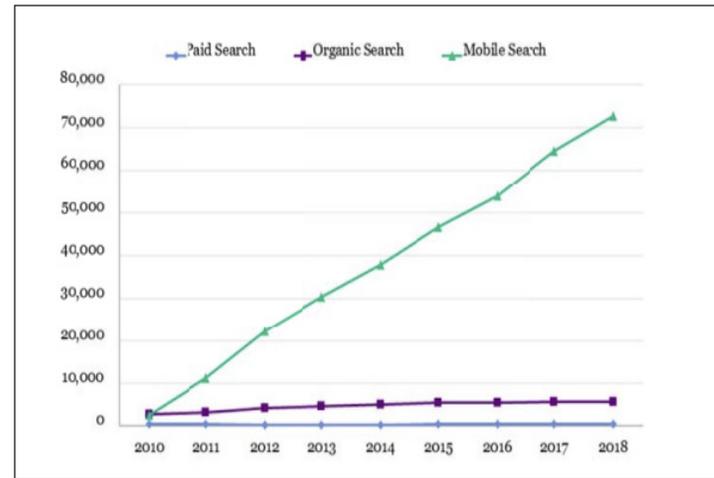


Figure 7: Calls generated from mobile search are on the rise. (BIA/Kelsey, 2013)

Ifbyphone Study: PPC Phone Leads 3 Times More Likely to Become Accounts

Ifbyphone's marketing team uses our own call tracking technology to monitor the source of all our phone leads, including Google PPC. We used that data to compare conversion rates of PPC web form downloads to phone calls:

PPC Lead Type	Conversion Rate
Web Form Download	3.17%
Phone Call	5.28%
Total:	8.45%

We learned that our PPC landing pages drive nearly twice as many phone leads as web downloads. This is important because phone leads for Ifbyphone are more valuable, turning into accounts 3x more often than web form downloads.

Also, if we only measured web form downloads, we might see the 3.17% conversion rate and panic. We might spend time and resources testing new messaging, calls to action, and landing variations to improve it. But when you include phone calls, you get a conversion rate of 8.45%, which is far better and proof the page is working.

According to Google, about 70% of mobile searchers have used the call button directly from Google ads to call businesses. In fact, 61% of mobile searches result in a phone call. More than half of mobile callers are researching a product or service, or want to complete a purchase when they call a business directly. This makes them high-quality leads.

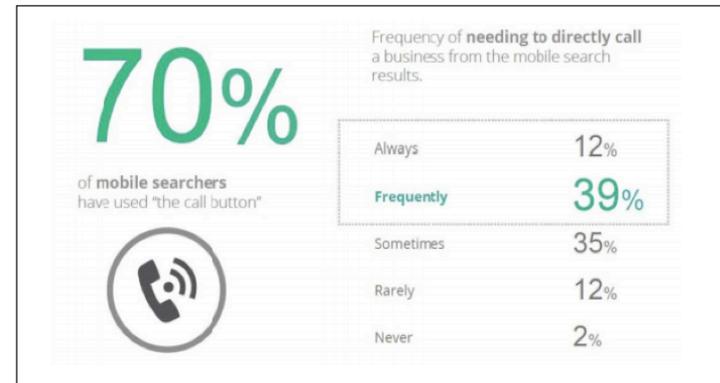


Figure 8: Searchers want to call companies directly on mobile devices (Google, 2013).

Two-Fold Blind Spot

Because phone leads are highly sought after and generate more conversions, they are the leads local search marketers most need to measure and control. Which brings us to a critical two-fold problem:

First, marketers often struggle to know what marketing programs - including local search PPC - are making their phones ring, and they can't attribute sales opportunities and revenue from those calls to the right sources. Without this data, marketing teams can't optimize PPC campaigns, keyword bids, ad and landing page content, and marketing ROI to generate more of the phone leads that sales managers value most.

Second, marketing and sales teams can't control how inbound calls are routed and managed. You may spend resources and budget trying to generate high-value calls from search, but then you are forced to cross your fingers and hope calls get routed to the right person or location smoothly and efficiently.

Beacon Technologies Sees Over 400% Higher ROI with Call Tracking

Beacon Technologies is a web technology and marketing agency. Beacon uses Ifbyphone as the critical link between online marketing spend and offline phone call conversions.

For one client, Beacon used unique phone numbers from Ifbyphone to track call activity from sites like Google Local and social media outlets. They now understood which channels were working and adjusted spending accordingly. The end result was a significant increase in ROI.

"A lot of companies don't just get leads that take place on the web. Consumers often pick up the phone and call," said Brad Henry, Director of Web Marketing at Beacon. "It's important to know where that lead originated, particularly if the web is involved, in order to optimize marketing initiatives moving forward."

Call Tracking Is the Answer

The solution to this critical blind spot is a technology called call tracking that enables marketing teams to measure, optimize, and control inbound calls.

Calculate ROI and Other KPIs

Using call tracking, you will be able to identify which campaigns are driving sales calls and attribute conversion metrics to the appropriate local ads or other initiatives. You get a complete, detailed understanding of which campaigns are generating calls and how these leads are transforming into revenue throughout the sales pipeline.

Tracking Inbound Calls Is Important, Especially in Mobile Search

70% of mobile searchers call a business directly from search results.

61% of mobile searchers say it's important that businesses give them a phone number to call.

33% of mobile searchers said they would be less likely to refer a brand to others or use the brand if it didn't offer an option to call.

Source: Google and Ipsos Research Study, September 2013

Optimize What Works

You can also use call tracking data to pinpoint which activities are working, and which are in need of some improvements. After refocusing resources and budgets on the high-performing campaigns, local ads, keywords, and content, you should see leads and revenue improve while cost per lead decreases.

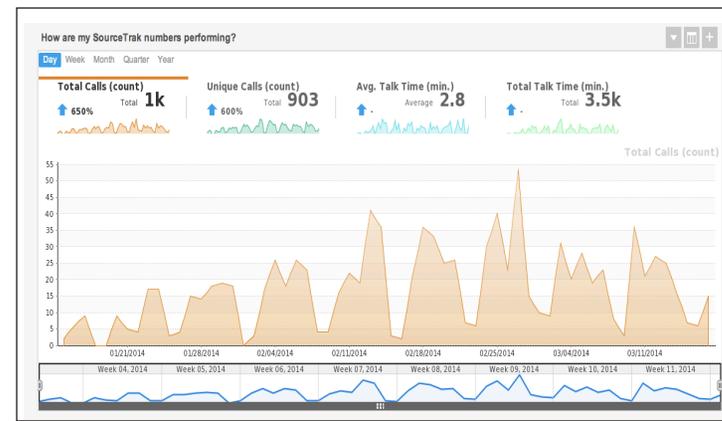


Figure 9: Track phone call patterns in line with campaigns.

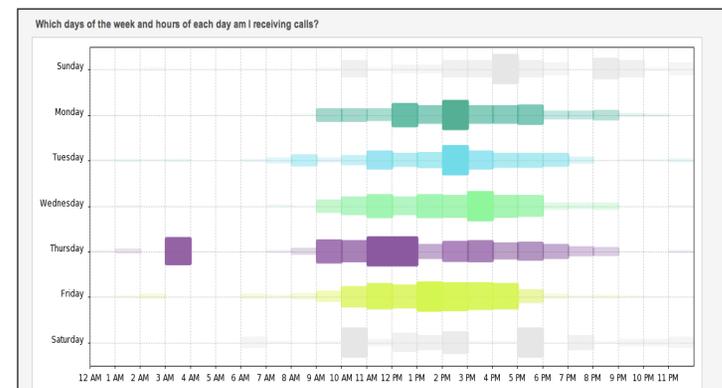


Figure 10: Monitor call logs by day and time.

What Is Call Tracking?

Call tracking is a form of lead attribution and marketing analytics technology. Marketers use it to track inbound phone calls back to the specific marketing source that originated them and then follow those leads through the sales cycle to revenue.

Call tracking enables marketers to understand what marketing sources – including offline, online, and mobile ads; campaigns; keyword searches; web pages; pieces of content; direct mail or email blasts; and social media sites – generate phone leads and revenue – and which don't. They can then use this data to make more intelligent decisions on everything from where and how to advertise, what content to create, what messaging resonates, and what SEO terms to target. Plus the data enables marketers to more accurately prove to their executives (or to their clients, for agency marketers) how their work is driving leads and revenue.

Blue Tent Marketing Uses Call Tracking to Prove 340% ROI to Client

Blue Tent Marketing used Ifbyphone's call tracking to prove how their online marketing initiatives (email, Google PPC, banner ads) for client TellurideLodging.com were generating calls and sales.

Thanks to call tracking, Blue Tent showed that in one month their marketing generated 686 phone leads, which converted to business at an impressive 33% (web downloads were only converting at 0.4%). Without call tracking, those inbound calls would have been incorrectly tagged as direct bookings instead of originating from Blue Tent's work. Tracking phone calls enabled Blue Tent to show how their work generated a 340% ROI.

"Call tracking allows us to understand what Internet marketing initiatives are working best for our clients and how to better optimize them," said Josh Lewis, VP of Marketing at Blue Tent. "Ifbyphone offers a cost-effective way to implement call tracking, and we've been very pleased with the results."

How Call Tracking Works

Call tracking technology works by giving you clean trackable phone numbers (local, toll-free, or vanity) that you insert in your marketing material. When someone calls one of those numbers, the software knows exactly what source they're calling from and pins that source data with the lead information. If that lead goes on to become an opportunity or a customer, you can tie those events and revenue back to the original source, so you can understand and prove how your marketing is impacting lead generation and sales.

For tracking SEO and PPC ads from local searches, call tracking works in two ways. First, for tracking calls directly from the click-to-call button in your mobile search ad, you can assign a unique trackable number for each campaign or ad just like what was described above.

But for desktop and mobile searches where the prospect visits your landing page or web site first before calling, call tracking uses a technique called dynamic number insertion (DNI) to track that call. DNI works by using a piece of Javascript code to automatically display a unique call tracking phone number (taken from a pool of numbers exclusive to your business on your web pages based on the visitor's specific referral source (ad, keyword search, etc.). The visitor sees this special phone number the entire time they're on your site, and when they call you, the call tracking software will tie that call to the proper referring source, including the specific keyword search, PPC ad, and landing page that drove the call.

PPC Tip: Use Bid Adjustments to Maximize ROI

Google's AdWords now enables advertisers to adjust their PPC bids for ad impressions depending on the searcher's device, geographic location, and time of day all in a single campaign interface.

So if you own a chain of Italian restaurants, for example, you can use bid adjustments to pay 60% more to run PPC ads targeting smartphone users searching for 'Italian food' near your locations because you deem those clicks more valuable.

You can also bid higher for people searching within a mile of your premises and lower for searches in the morning or late at night when you aren't open.

These bid adjustments can apply to all ads and all keywords in one single campaign interface. In the past, this required separate AdWords campaigns to target users in the different scenarios.

Call Tracking Does Not Negatively Impact Google Local Search Ranking

It's a question you might have heard before in regards to call tracking and Google: "Does call tracking negatively impact my Google Local Search rankings?" The answer is no - using call tracking will not hurt your rankings or reduce visibility to searchers.

But first a bit of background: Google includes a business's NAP (name, address, phone number) consistency as part of their ranking algorithm for local search. Because of this, some businesses are concerned that displaying different phone numbers throughout their web site could negatively impact their rankings and potentially cost them visibility to searchers (and ultimately revenue). Some have even suggested that if Google local search rankings are important to your business, you should forgo all forms of call tracking.

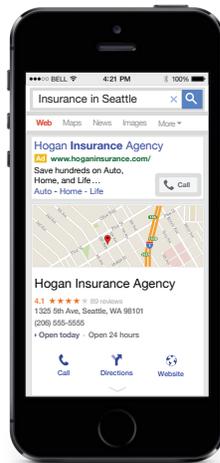


Figure 11: Click-to-call extensions are a must-have for local search campaigns.

DNI Ensures Call Tracking Will Not Hurt Your Local SEO Ranking

As a matter of fact, call tracking, when properly implemented, does not prevent a company from maintaining consistency in NAP – name, address, phone number – business information online. Because you would be using dynamic number insertion that calls for a snippet of JavaScript – which Google does not index – the search engine cannot see the trackable numbers on the website. In fact, you can enjoy the benefits of call tracking while having zero impact on your local search rankings – it's a win-win.

If you want to make sure that all your traditional business information is displayed consistently throughout the website, you can always place your official business phone number and address in the footer of all pages. You can display a trackable dynamic insertion number prominently at the top of the pages and in the body, with the regular ten-digit number in the footer. This phone number will continue to be indexed by Google and support a high local search ranking.

Integrate Call Data with Google Analytics, Bid Management, and CRM Solutions

Your call tracking data should be gathered and analyzed the same way you report on website activity and clicks. Some call tracking tools have a series of integrations that allow you to combine all call information with other data sources for a more complete picture of campaign performance, conversions, and ROI.

Universal Analytics

Google Universal Analytics enables companies to view data on online activity, offline interactions, mobile app traffic and other sources from a single interface. When you integrate call tracking data with Universal Analytics, you can add the phone data component to Google's marketing analytics puzzle. You can then view and analyze call data alongside web traffic data to better understand how web visitors find and interact with your business, and how best to measure campaign ROI. Universal Analytics helps users:

- See which ads, local search keywords, or social media platforms are driving web visits and phone calls to a business
- Compare web visits and phone calls from organic vs. paid search on one screen

- Identify which of your web pages or videos a person viewed before and after calling you
- Identify the content being downloaded or items purchased before and after leads call you
- Access a color-coded heat map to see where people are calling you from (see Figure) – this is great for retail, franchises, and other multi-location businesses

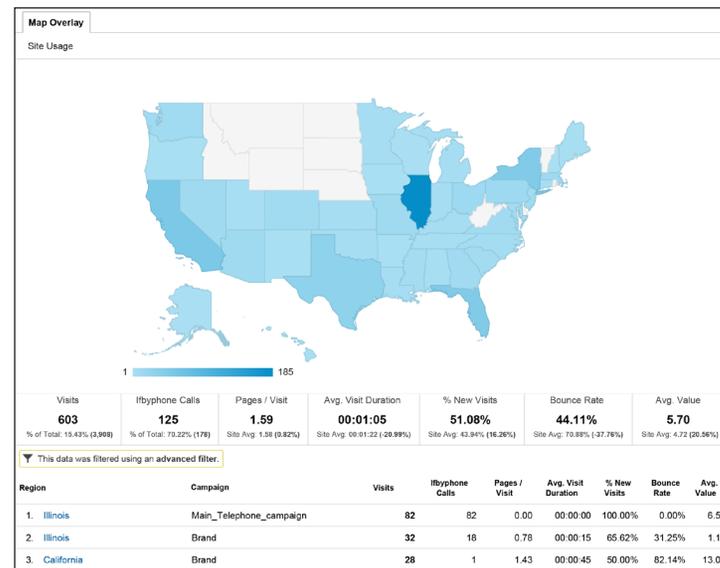


Figure 12: Integrate call data with Universal Analytics to see where visitors are calling from geographically.

Google AdWords

The click-to-call buttons you place in your mobile local search ads enable phone call conversion data to appear in Google AdWords if the search was conducted on a smartphone and the searcher clicks the call button.

All other search scenarios – including Google searches on PCs and tablets or any search where the lead visits your landing page before calling – will not capture all conversion data without the help of call tracking technology.

After deploying call tracking technology, incoming calls from any type of local paid search ad will be properly captured and attributed as conversions in Google AdWords. This will aid in providing you a complete understanding of what's working and what isn't to more intelligently manage your campaigns.

Bid Management Software

Bid management solutions like Marin, Acquisio, and Kenshoo are used by marketers and agencies to manage PPC campaigns across multiple search engines. They enable you to set up rules to automatically alter your PPC bids from Google, Bing, and any other paid search provider you use in order to achieve certain goals (lower CPC, higher conversions, etc.). Call tracking software

comes with pre-built integrations for several of the major bid management providers, and has an open API to enable integration with the rest. By including call tracking conversion data in your bid management data, you enable the software to make more intelligent and accurate bid adjustments and better maximize your ROI.

BitCadet Uses Ifbyphone to Help Client Increase Leads by 208% and Sales by 89%

VersaTube, a producer of DIY building kits, came to online monitoring firm BitCadet to drive more revenue through online marketing. BitCadet used a staged approach that included a website redesign, email and Google PPC ad campaigns, and implementing Ifbyphone's call tracking and call routing technology.

"Ifbyphone's call tracking technology enabled BitCadet to prove to our client how our online marketing programs increased leads by 208% and sales by 89% year-over-year. Ifbyphone's integration with Google Analytics gave us truly closed-loop reporting data we could use to update marketing campaigns for optimal performance. We were able to share this data with our clients in weekly meetings to demonstrate ROI and guide important decisions," said Dusty Dean, CEO of BitCadet.

Salesforce and CRM

You can deploy call tracking as a standalone platform. But it is just as easy to integrate it with CRM systems such as Salesforce. When the solutions work together, marketers are able to:

- **Track which activities generate phone leads and revenue.** All call tracking data is passed to your CRM, so you can generate reports detailing how each marketing source is driving phone leads, opportunities, and revenue.
- **Have customer information at sales' fingertips before every call.** When a call comes in from an existing lead or customer, call tracking instantly triggers a screen-pop on your agent's computer with information on the lead, contact, and organization. No time is wasted searching for the correct CRM record.
- **Boost agent productivity and reduce input errors.** When a new lead calls your business, call tracking creates a lead record in your CRM and auto-populates the contact number, lead source, and other information. This keeps your agents productive and improves the quality of your data.
- **Never miss a phone lead.** If a call goes unanswered, call tracking creates a new CRM lead record for you with an open case to ensure proper follow up. If the number is associated with an existing CRM contact, a new case is automatically added to the record.

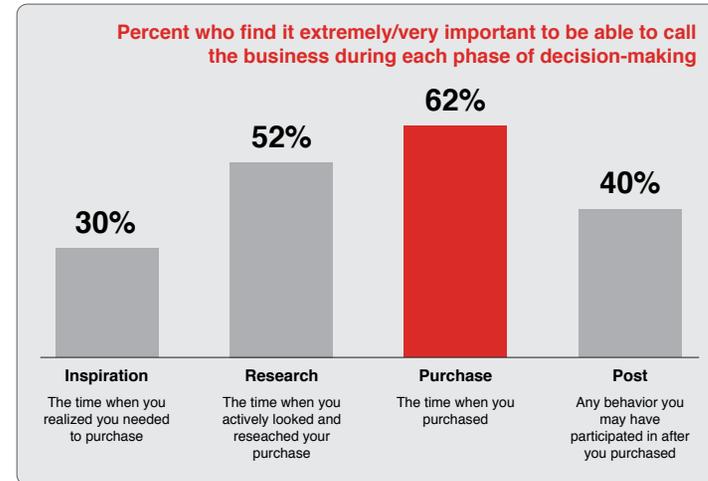


Figure 13: Callers looking to buy are also looking to call (Google, 2013).



Figure 14: Include phone call data in your Salesforce dashboards and reports.

Call Routing and Management

So we know that inbound phone leads are highly-sought after because they offer greater potential for conversion. But how many phone leads actually transform into sales and repeat customers depends on more than just getting the phone to ring. Each call must be handled efficiently from start to finish to keep customer satisfaction high and accelerate the sales cycle. It's why marketers should route, qualify, and manage inbound calls from search the same way they do web leads.

Qualify and Filter Inbound Calls with an IVR

Some inbound calls will not quite be ready to complete a purchase, and would benefit more from asking questions or sharing concerns with a customer service representative or other source. In fact, BIA/Kelsey reports only 19% of inbound calls are ready for sales. Many others are asking for things like business hours, directions, or HR matters.

Some call tracking technologies include interactive voice response (IVR) capabilities to filter inbound calls from any source automatically. The IVR can answer calls and ask the callers questions to determine their wants, needs, and preferences. You can customize the questions presented to callers based on the information you feel is most important when qualifying leads for particular campaigns.

High-scoring leads can be passed through the IVR automatically to sales for conversation. Other leads may be asked further questions, sent to another IVR, or directed to a voicemail system to leave a message.

Route Qualified Leads to the Best Channel

After call tracking software tracks the source of your calls and scores them automatically, the next part is to optimize how the callers get routed. Call tracking can tell which local ad, search keyword, web page, or other marketing source generated the phone call. There are a variety of ways to route the leads such as:

- To agents in a specific order that you configure
- To several agents simultaneously on a first-answer basis
- To agents based on their territories, job titles, product specialty, or skillset
- To an individual agent's work phone, cell phone, landline, Skype, etc. simultaneously or in any order
- To specific agents or office locations based on the call's time of day

Direct Calls Automatically to the Store Closest to the Caller

We already found out that local searchers are often looking for business information from their smartphone. These on-the-go leads are often looking to call the store or office closest to them.

Some call tracking solutions use geo-location technology to route mobile callers based on their precise location to the nearest store, office, or agent. Geo-location technology can determine a caller's exact latitude and longitude using cell phone triangulation. The call is then automatically routed to the closest or most appropriate business location.

Callers no longer have to key in their zip code or area code to find the most convenient destination. The geo-location technology can find the caller automatically and locate the best endpoint. This is ideal for callers who may be traveling through an unfamiliar area but want to find your closest business.

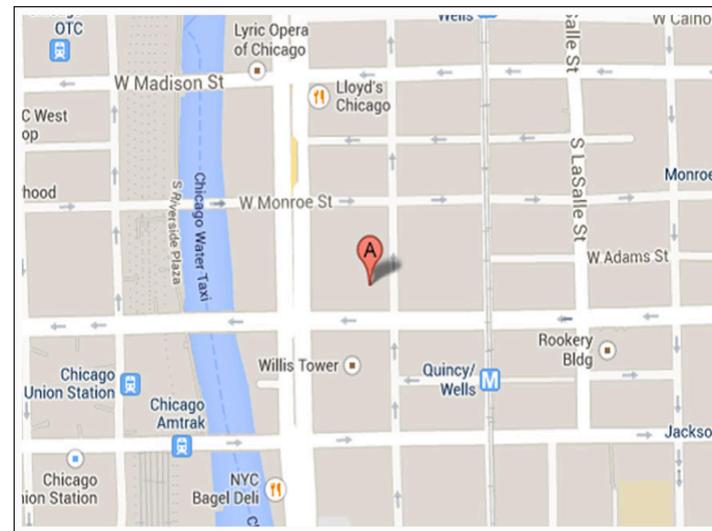


Figure 15: Make it easier for mobile searchers to call the store closest to them.

Arm Sales with Valuable Caller Data Before Taking the Call

The more information sales agents have upfront about inbound callers, the more successful the call will likely be. So some call tracking technologies provide a web-based agent panel that displays on each rep's computer screen.

Before taking a call, the sales rep can see who is calling and what local search term, local PPC adgroup, or other source led them to call. If the caller has a record in your CRM system already, the panel provides one-click access to that record. If not, that same click can create a new record with prepopulated data.

Record Sales Calls to Improve Your Marketing

Call tracking can also record every sales call. Call recordings can provide a wealth of information from your leads and prospects for you to mine.

- What terminology do prospects use?
- How do they describe their pain points?
- Are there particular benefits about your products that close deals faster?
- What are the sticking points sales have to overcome?

Call recordings enable you to find out and use that data to build more effective marketing campaigns.

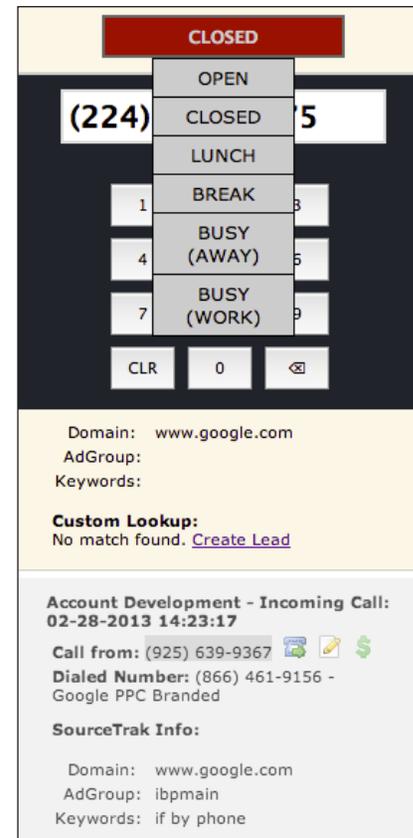


Figure 16: Agent panels arm sales reps with valuable data on incoming callers.

Convert PPC Web Form Leads into Instant Sales Calls

If you do lead gen campaigns where leads need to be contacted fast, call tracking can help. It has web form triggering functionality that can help generate a phone conversation between a sales rep and a web lead seconds after they fill out a web form. Here's how it works:

1. Whenever a lead completes a web page form and clicks submit, call tracking immediately calls your sales rep and "whispers" the lead's information in their ear. This can include the name of the form that was downloaded, the lead's name, and their phone number.
2. If the rep decides to accept the call, the software will automatically call the lead and connect both parties over the phone.

Web form triggering can work for any type of web form, including Request a Demo forms, Contact Us forms, or the forms on any of your Google PPC landing pages. It can be a very effective strategy for improving the number of Google PPC leads and other web form leads that convert to opportunities and revenue.

Not All Call Tracking Providers Are Created Equal

Not every call tracking provider has the technology to properly track every type of marketing source. And many also lack the technology to route and manage inbound calls.

When talking to a call tracking vendor, be sure to ask if they offer the following functionality:

- Full attribution down to the keyword level
- The ability to track SEO as well as PPC
- Customizable session times
- Negative keyword matching
- Real-time reporting
- Customizable phone routing options once the call comes in
- Geo-location technology
- Dynamic whisper messaging
- Integrations with web analytics, CRM, and bid management technologies
- Support from Google-certified experts

Summary

With the boom in smartphone use, it is imperative for businesses to develop a mobile-friendly local search strategy that focuses on searches with local intent. As more consumers opt to search for, and interact with, businesses on mobile devices, marketing teams must be able to accurately track search ad activity to optimize performance. You need to know how local search ads are generating phone leads, opportunities, and revenue. And to optimize sales and revenue from your local search marketing investment, you should route calls optimally to the closest store or best resource to handle them. Call tracking software can help with both. It empowers marketing to track phone leads, control call scoring, oversee the routing of calls, and ensure they are managed swiftly and efficiently throughout the sales cycle.

Next Steps

Call Ifbyphone today at (877) 343-2460 to learn how to track phone leads from your local search campaigns. You can also learn how successful marketers are using Ifbyphone to generate revenue and cut costs at www.ifbyphone.com.

Appendix 1:

12 Tips for Local Business to Drive More Sales From Google AdWords

Google PPC campaigns are different for local businesses than they are for large national or international brands. Local businesses should customize their PPC ads for specific audiences to optimize ROI and drive revenue.

Set Your Location Targeting to Your Area

Companies have the opportunity to be very precise with what locations their PPC ads should target and where exclusions should occur. Consider what areas you want to tap into to grab new customers, and what locales could be left out of targeting strategies.

This can mean more than just adding a radius around a specific location but also include specific zip codes to hit very precise targets. You can also take a zip code or radius around a location and place it in the exclusions column.

However, make sure not to make your location targeting too narrow. You never know when or where you will reach a new customer.

Enable Keyword-Level Call Tracking

If you only track website conversions, your data is misleading. You need to make sure you are collecting data on all types of leads generated from PPC ads. Phone leads are typically more qualified than other lead types, making them a high-quality source of conversions. Thus, phone leads from PPC ads should be tracked and analyzed.

Call tracking technology makes it possible for marketers to trace back each phone lead to a specific keyword search term used by the caller. When you understand where the caller originally came from, it is easier to identify top-performing ads and campaigns. It can also provide sales and customer service teams with valuable caller information to improve conversions.

The keyword-level call tracking report provides marketers with a plethora of data points to break down lead information from which actionable insights can be extracted. You can see search terms, the number of unique calls, average call duration, conversion rates, and other key statistics. You can also integrate the call tracking data into Google Analytics to compare phone data to other digital metrics for a complete picture of campaign ROI.

Set Up a Process to Import Offline Conversions

If you import offline conversions into your Google AdWords account, you can take your call tracking data a step further. You can figure out how much keywords cost and the amount of revenue being driven to your business for each campaign.

When offline conversions are left out of Google AdWords activity, marketers will be making costly decisions on PPC campaigns that may miss the mark in generating multichannel leads. A more complete conversion data set helps you tweak your AdWords campaign for optimal returns

Use Local Keywords With Cities, States, Zips

To start, local businesses should focus on local keywords such as cities, states, zip codes, landmarks, intersections, etc. Consider the terms searchers would use when navigating the local community and try to optimize them. These keywords are often more expensive, yet they typically offer high conversions for local businesses.

Use Broad Match Modifier and Exact Match Keywords

It is not enough to just use a keyword in an ad campaign. You must also have a certain match type: broad match, broad match modifier, phrase match, or exact match. Broad match offers the most volume, while exact match provides the most control. Finding the match type will help your ads show up for appropriate searches, while remain left out of less relevant searches.

Refrain From Using Single-Worded Keywords

Another common mistake is using single-word keywords in AdWord campaigns. These tend to be very broad search terms and it is difficult to identify the intent behind the search. Your PPC ad should be specific so it reaches the most appropriate audience. This ensures the money spent on the ad is allocated to engaging searchers with a higher potential for conversion.

When multi-word keywords are utilized, PPC ads can be more detailed or specific to differentiate from other ads that fall under the general single-word keyword campaigns.

Include “Your” Location in Your AdWords Ads

Within your ad, you should also include location information. Customers are searching for local businesses, and prefer to see specific location information about a company in the ads. This helps them decide which company to research based on where they are located as well as other key information. The location used in the ad should be one of the keywords in your AdWords campaign to further strengthen conversion rates and accuracy of targeting.

Mobile Is Crucial for Local Search Companies

When creating a mobile PPC ad, consider specific traits of the target audience. Most mobile searchers who are looking for information on a service provider want to take immediate action once a selection has been made. Searchers are in need of a service, and will likely contact the brand shortly after conducting the search.

The high conversion rates of mobile searchers have increased competition for PPC ads on mobile-friendly searches. It may cost more to launch a PPC ad on mobile searches, but the conversion rates are significantly higher making the campaigns well worth the cost.

The strongest mobile campaigns offer searchers with specific information as well as a click-to-call functionality. If the searchers are on their mobile devices, the ability to call a company directly is a top priority. In fact:

- 70% of mobile searchers call a business directly from search results
- 61% of mobile searchers say it's important that businesses give them a phone number to call
- 33% of mobile searchers said they would be less likely to refer a brand to others if it didn't offer an option to call *(Google and Ipsos Research Study, September 2013)*

Furthermore, less ads are on mobile search results, so it is imperative your ad reaches the #1 or #2 spot to be seen and drive leads.

Close or Restrain Ads When You Can't Get Calls

Google AdWords offers a feature called ad scheduling which allows users to select specific time periods during the day when ads should be displayed to searchers. This prevents ads from engaging customers outside of business hours so opportunities are not missed.

Do not eliminate times of day based only on low conversion rates. Even if certain hours of the day report limited conversions, target audiences may see your ad and retain that information for later decisions. Make sure the ad scheduling is not limiting your reach to new customers, but rather ensuring ads are displayed when brand representatives are available to service potential customers.

Turn Web Conversions Into Fast Phone Calls

When a searcher follows a PPC ad to a landing page or web form, there is an opportunity to generate a phone call and increase conversions. The searcher can submit information in the web form, which will trigger an automatic phone call from your company to the lead. The faster you contact the lead, the more likely you are to acquire new business before he or she has time to research a competitor. In fact, a lead is 22 times more likely to convert if contacted within five minutes of filling out a web form.

Route Calls From Google Intelligently to Close More Business

You can also set up a call routing system to ensure each lead generated from a PPC ad is directed to the most appropriate endpoint such as sales, customer service, or other channels. Calls can be routed:

- To any phone: home, office, cell, softphone, Skype
- To agents simultaneously or sequentially
- To top-performing agents first
- Based on business hours
- By PPC ad campaign

You can specify call routing requirements to optimize resources and improve customer satisfaction without installing expensive hardware.

A/B Test Your Landing Pages

You can also test your PPC landing pages to see which variation generates the most web or phone leads or the revenue from conversions. If you are hoping to increase the number of phone calls coming in from PPC ads, the number of phone leads generated from each landing page should be tested and tracked to select the top-performing design.

Content taken from the [“9 Tips for Local Businesses to Drive More Sales From Google AdWords”](#) webinar.

Appendix 2:

10 Commandments of Successful Google PPC Search Ads

The market for Google PPC search ads has become extremely competitive. As more and more businesses bid on keywords and costs rise, marketers need to do everything they can to generate conversions at the lowest cost. Consider these 10 commandments for getting the most return out of your Google AdWords budget:

- 1. Create multiple ad group buckets:** Chances are, you're marketing more than one product or marketing to more than one target audience. Instead of using one large bucket of keywords, create ad groups for each product your company offers and for each segment of your customer base. Each bucket should include keywords and ad copy that is specifically tailored for its audience.
- 2. Plan your budget:** Google's keyword tool is a great way to estimate how much certain keywords will cost, helping you to plan out keyword groups and budget before actually creating each ad. Be sure to consider your overall strategy when budgeting: some keywords are highly competitive and can be more expensive. Use scheduled bid adjustments to maintain your impressions' share for these big money terms while giving long-tail or niche terms the chance to display ads as well.
- 3. Structure ad text for success:** Fundamentally Google ads are comprised of a headline, two description lines, and a URL address. Use a captivating and specific headline to draw initial attention to your ad. Try to include as many keywords as possible, as well, so they get bolded and draw the searcher's eye. Then, use the first description line to tell the reader more about your product or service. The third line can focus on the unique benefits of the product or feature another call to action to encourage the reader to click through. The URL can include some of the keywords you are targeting after the "/" as well (for example: www.yoursite.com/keyword). Experiment with punctuation, capitalizing keywords, and making small changes to sentence structure to find the sweet spot for your target audience.
- 4. Set yourself apart:** Set yourself apart by including information in your ads about promotional pricing, asking a question, or making superlative claims about your business. Take note that readers must be able to find support for any superlative claims or promotional information within two clicks of the landing page, per Google's guidelines.
- 5. Set expectations with a call to action:** Define what you expect the reader to get out of clicking on the ad with a call to action. Are they going to be watching a video? Downloading a white paper? Calling a salesperson? Make it clear.
- 6. Don't reuse the same welcome mat:** If you market multiple products or target different audience types, don't use the same landing page for every ad. Instead, create unique landing pages with information specific to that product and relevant to that market segment.

Appendix 3: Additional Resources

Online Resources and Guides

- Beginners Guide to SEO – <http://moz.com/beginners-guide-to-seo>
- Writing Cornerstone Content – <http://yoast.com/cornerstone-content-rank>
- Google AdWords Learning Center – <https://support.google.com/adwords/certification>
- Small Business SEO Checklist – <http://moz.com/blog/the-beginners-checklist-for-small-business-seo>
- Google SEO Starter Guide – http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf
- Setting Up an AdWords Account – <http://www.ppchero.com/the-beginners-guide-to-setting-up-an-adwords-account>
- Landing Page Optimization Cheat Sheet – <http://www.marketo.com/cheat-sheets/landing-page-optimization>
- Blog on Universal Analytics – <http://public.ifbyphone.com/blog/what-you-need-to-know-about-universal-analytics>
- Webinar on Universal Analytics and Call Tracking – <http://public.ifbyphone.com/webinar-ifbyphone-universal-analytics-integration>

Web Sites and Blogs to Read

- The Moz Blog – <http://moz.com/blog>
- The YouMoz Blog – <http://moz.com/ugc>
- Search Engine Land – <http://searchengineland.com>
- Search Engine Journal – <http://www.searchenginejournal.com>
- Occam's Razor – <http://www.kaushik.net/avinash>
- SEO Book – <http://www.seobook.com>
- Matt Cutt's Blog – <http://www.mattcutts.com/blog>
- Search Engine Watch – <http://searchenginewatch.com>
- Search Engine Roundtable – <http://www.seroundtable.com>
- Top Rank Blog – <http://www.toprankblog.com>
- Marketing Pilgrim – <http://www.marketingpilgrim.com>

Twitter Accounts to Follow

[@randfish](#) – Rnad Fishkin, CEO of Moz

[@moz](#) – Moz's official account

[@mattcutts](#) – Matt Cutts, head of webspam at Google

[@sengineland](#) – Search Engine Land

[@DuaneForrester](#) – Duane Forrester, manages Bing Webmaster Tools

[@sejournal](#) – Search Engine Journal

[@pointblankseo](#) – John Cooper, author of pointblankseo.com

[@sewatch](#) – Search Engine Watch

[@seroundtable](#) – SE Roundtable



About Ifbyphone

Ifbyphone manages, measures, and automates voice conversations with your customers and prospects. These conversations cannot be managed using marketing automation or CRM software alone. Without Ifbyphone's voice-based marketing automation platform, catching these interactions is like fishing with a hole in the bottom of your net – leads and information fall out.

The Ifbyphone suite is a set of software-as-a-service applications including ad tracking, lead distribution, hosted IVR, and voice broadcasting. Companies of all sizes and across all industries use Ifbyphone, including direct response, health care, real estate, home services, and lead generation. Learn more at www.ifbyphone.com.

www.ifbyphone.com

Twitter: <http://twitter.com/ifbyphone>

Facebook: <http://facebook.com/ifbyphone>

(877) 343-2460

300 West Adams Street, 9th Floor

Chicago, IL 60606