



Question and Answer Session

Interviewer: Okay everybody, we're going to get started with our last session of the day. I'm going to take just a quick second to make one more final call for your full experience evaluations for Hero Conf to get those turned in. We're going to be doing that drawing here right after this panel is complete, so make sure you get those done. I'm going to briefly introduce our speakers. I think everyone is probably seen them at least once today, so we'll do this very quickly. We have Brad Geddes from Certified Knowledge; Joanna Lord from SEOMOZ; Matthew Umbro from Exclusive Concepts and PPC Chat; Melissa Mackey from Gyro. Is that how you say it, Melissa? Yeah. Awesome. And Andrew Goodman from Page Zero. So we actually have some pre-prepared questions that we're going to go ahead and shoot to the panel. And then if we have time for more questions after that we'll take it to the audience.

So the first question for the panel. What are some strategies to ensure that traffic flows to your phrase and exact match if broad has already converted and is showing to the top? I think they're saying that their phrase in exact match is stealing their traffic from their converted broad match.

Joanna: Get rid of your phrase in exact match, then.

Joanna: If your broad is converting.

Matt: I think just because broad match converted doesn't make it good. It makes it having converted maybe once, it depends on how much it's converting. But what does it represent? It's not a key word, right? Broad Match represents a whole bunch of different potential searches. So, you know, as far as the bid and as far as the priority, it should be phrased in exact and broad is going to be a good thing. But it certainly is not necessarily bad that the others, I mean, I'd be surprised if the others didn't begin to do well to perform.

Melissa: I'll add. I'm not quite sure how this works. Should I set it there? I can talk loud enough. I'll just add that...

Matt: I like that tactic.

Melissa: I'll just add that sometimes when I view that there's cannibalization going on in accounts, the

first question I ask is what are your resources? Right now your resources are what are your goals for the next three months, next 30 days. And sometimes you say to yourself, "I can't create the awesome landing pages I need for exact in phrase, or I can't create all new ad copies right now, or like, who knows what's going on, right? Shut it off, use your broad. Put up a strategy of the other, so you that you can get your phrase and your exact where it needs to be. But if you have the resources, then by all means, go after the ones that are more tailored and more segmented.

Matt: So to actually..Is this on? All right. So to actually answer the question and give you two strategies, you have your option one is you bid exact the most, then phrase, then modify broad. Number two is you put broad in one ad group with your negatives of exact in phrase matches. You put exact in phrase for an ad group, and therefore by natural segmentation the broad will show one queries, and the exact and phrase the other queries.

Melissa: I feel like you have a blog post on this, right? I think I read a blog post by you on this.

Matt: Broad never converts better than exact match. Queries within the, as Andrew said, the universe of words may convert individually better. So that search query port is really important whenever broad looks like it's really good, because it's a lie. The individual queries are what actually convert, not the Broad Match.

Brad: That's true. And it could be your exact match query that just got mapped to your Broad Match. So you've got a box in and box out to quote Matt Vanwagoner. It's a good strategy to use.

Interviewer: The next question. All right, we're all good. The next question for the panel is how do you feel about Adblock Plus? Anybody?

Matt: It's a piece of software, right, that stops, adds, blah, blah, blah. If it becomes really widely used publishers will make less money, they won't make good content, so forth, so forth. Nothing is free, right? The best things aren't free. You're paying for them in some manner. So, if AdBlock Plus is stored on every single browser, then the majority of publishers will go out of business and you'd lose all your display impressions. That's how it works. It's not used enough that it matters. The people who are using it right now are those who probably aren't going to click on ads because they're privacy freaks in a way. I mean, not that it's a bad thing, so don't worry about them.

Melissa: I make it a point not to worry about those people, because there's nothing I can do about it. Just keep checking the adoption rates, just keep bringing it up at conferences until it becomes a big enough deal that we all throw in the towel. It's gonna happen at some point.

Interviewer: Everybody's done.

Melissa: Everybody's done, at some point.

Interviewer: Fair enough. Any other thoughts? No? Okay. Next question. Is there a way to use Google Merchant reviews and site links at the same time? Here goes Matthew.

Matt: I can start with this one. Yes, absolutely. Google, I think you need 30 plus reviews with four stars or plus, to get the seller ratings extension going, but that will show up automatically. Especially with the top ads, your site links and seller extension will show at the same time.

Interviewer: Final word? We're done? I'm going to go ahead and call that one done. Final Answer.

Brad: Yeah, that was good.

Interviewer: Awesome. The next question is, do you recommend using misspelled keywords, despite Broad Match capturing their traffic and Google correcting spelling and their low qualities scores?

Melissa: Jump in on this. Brad, do you remember this, ? We disagreed on this like a year and a half ago. I believe that's when I was called an ignorant slut. That was fun.

Brad: That was not me.

Melissa: That was not you, it was not him, in fact. Tim Ash, oh yay. I am a big fan; I always like to run campaigns for misspelled words. I have even gone as far as to build out landing pages for them. I've had a lot of experience. My background's in geo. So, a lot of people spell of geo things wrong, and that's just the way that they've learned it. So I don't know, I believe in them. I can understand though the way things have evolved that might not be the best case anymore, right? It's our job to correct it when they land it. There's still the lineage there; it's still successful. So, I'm kind of up in the air. I don't want to get called names, so I'm going with I don't know.

Matt: No, I don't think you can capture everything you need with just Broad Match. So when you find the good ones, absolutely add them, because you're competing, with expanded Broad Match, you're competing with all different manner of expansions, many of which are poor. So these are much better. You want to sort of highlight these and use them. But not an endless list; don't get in there A Priori, and start adding thousands of misspellings. I just like to, the aftermath of search query reports is obviously pretty good, and the obvious ones, you know, within reason.

Brad: I would just add that, there are certain terms that are going to be misspelled, naturally. I was just working with a client who spelled crew, they sold crew clothing and the E was spelled with a 3. The crew, obviously, KREW, and then CREW, if you want to go with that.

Brad: CRUE.

Matt: Yep, there you go. So some of those obvious misspellings that may not necessarily be misspellings but are different ways people are going to say the brand, and so I would definitely add those. But I agree with Andrew. I don't think you need to add hundreds and hundreds of misspelled words.

Joanna: Unless you're a medical jargon. Then you really do need to.

Melissa: I've seen this, too. We work with Children's Seattle Sun's Hospital, and we've seen this a great deal, right? It's like what you're saying. It's not a practice, it's a strategy. You don't try to build out, but you definitely search out that search query report, and if you need to make substantial changes that build out does you well. And they do a lot, especially medical phrasing. Lord knows how to spell that stuff.

Interviewer: All right, the next question. Do you agree with Google's recent tip on letting older campaigns run in tandem with newly restructured campaigns?

Joanna: Yes.

Interviewer: And that's all?

Melissa: Next question.

Matt: A number of times when we've taken over a poorly constructed campaign, something that needs a lot of work, pausing everything, there are parts of it that are working and the quality score is history, it's a matter of I'd say client or boss. It's a matter of faith in you and when you start something brand new and it's going to take a few weeks to establish history, people lose faith. So you fold it in. We tend to try to introduce the new stuff, one campaign at a time, or something like that, and just transition smoothly over.

Matt: It's not really a Google tip, right? It's things like people like on this panel have been writing about for six and seven years now, and Google finally decided maybe it should be a best practice.

Melissa: It's always a hard conversation to have. Funny enough, and SEOMOZ forums, which all that SEO questions, the only PPC question ever asked is, what should I do if . . . ? This is bad, and I want to try to start again. It still is such a big question mark, you don't want to screw yourself, and so thank God they did it.

Interviewer: Well, that was actually the last of our pre-prepared questions, so Stephanie is going to go about doing more cartwheels around the room and we're going to take some questions from the audience. Somebody? Somebody?

Matt: Then I'll ask a question of the panel. All right, here we go.

Interviewer: I like it.

Matt: No, it's easy. I'll throw a softball, right. So, if Google approaches you with some new beta, do you automatically say yes, no, evaluate it? I mean, they are rolling out a new beta I swear, every week right now. So how many resources do you really put behind their betas?

Brad: I have an answer.

Matt: All right.

Brad: Well, from the tone of your question, I could tell that we all have a similar, "we're busy" Google is less busy than us, and they want us to drop everything and try everything and get on calls and go to events and we'd never be here if we did that. So, to stop rambling, a lot of this is going to depend on the clients' interests or appropriateness to the client's goals. One of the things that I've done is ask, well, on this really scary new beta that you've got, can we introduce it in a single campaign first? And a couple of times they said, "You're all in. You have to go all in." It's like, we'll just kind of automate everything in this whole new way that we've never done before, but you're all in. And we don't really have any clients that want to try that.

Melissa: Are you sure, that's not sign me up?

Interviewer: Weird.

Melissa: Yeah. Weird.

Joanna: Yeah, we used to go for every beta they had, because it was cool stuff, but that was five, six years ago. Now it's like, fewer and fewer, just because you don't want to put things at risk and you are busy, and you don't want to put it all in their hands. I think you just have to evaluate them case by case.

Matt: I'm actually very excited by the new betas that come out by Google. In fact, we spoke with some Google members of the Cambridge Office this week, and they talked to us about some different betas that were out there. And we ask to be white listed for some of them. Obviously we're not going to put the whole account in, but we'll try it in certain areas. New betas like dynamic search ads, the communication extension, they told us of a product that will essentially make your site mobile, that's free for a year. I mean, obviously, you go in with questions, but we're willing to try these betas. If they work, great. If not, then we'll pause them.

Melissa: I don't have too much to add to that, but I will say this. When I was in more competitive verticals, like Online supplements, or travel, I might have been more willing to jump into the betas fast, because if I didn't it looked like I wasn't doing my job. But I think what my job has turned into more now, especially when I have side clients, it's just being the communicator of the options. And I think that we're the ones, hopefully, that are deciding whether or not we are going to go all in. But it's absolutely our job to give the options and say, "this is up for consideration. I thought you should know. I don't think we're going to do it right now, because XYZ, but it's available." So that when they see that their competitor has it, it doesn't come back and it's like, "you're not on top of things." That's the only thing I would add; that the communication piece is definitely a yes, on all betas.

Interviewer: I actually have a piggy-back question. Over the last twelve months, what would everybody on the panel say is your favorite beta that's been released?

Matt: I've heard of clients who have put almost \$200 million through it, and it's been incredible.

Interviewer: Awesome. Nobody has a favorite, marinating?

Melissa: Well, it's out now, but I love what's going on with zipcodes in ads, like I'm stoked. So many people have been doing that so manually for so long. It's about time, you know. I'm not actually sure in open end beta. I don't know how long it's been (betad) to people, because I don't have many people in that vertical anymore. But I definitely pass it on to every past client, like do this now.

Matt: I don't know if the offer extension is technically still on beta, but I've been really impressed with that. That extension works like a lot of the other ad extensions, where it doesn't necessarily improve the click through rate of those particular extensions, but it helps to improve the overall headline click through rate. Speaking of networking, I was telling Crystal Anderson of SEER Interactive this week; is she still here? I don't know. It was a blog post that I read from her company that inspired me to try the offer extension. So I emailed Google and said, can we get wait listed for it, and now we have a few accounts in it. It's just something that helps them stand out from their competitor. Again, it's not really changing the world either way, but it's something that I think overall helps improve that headline click through rate.

Brad: One thing that probably doesn't occur to most people here is if you were in any other country in the U.S. 90% of these betas are not available for one to two years.

Brad: And, we're in Canada and there's a large Google offices there now, and they bring us in for seminars and they go down the list of things that we can do, and stuff that we can't. So, we have U.S. clients, so we could certainly go ahead and do that but some of our reps are pulling us into a Canadian direction and that relationship, but then they tell us what we can do. So the offer was an exciting one, but it's going to be another year before it gets into Canada, so, there you go.

David: We were trying to get the product postbox extensions in the U.K. and were screaming at them for two years, to give us these things. They were all general release over here, we couldn't get them in the U.K.

Brad: And that's the U.K., yet alone Italy, or..

Multiple Speakers: Yeah.

Brad: At the end of it you find out, years later, it was not a technological thing that stood in the way, it was a jurisdictional security that gets in the way. It was something about the territories, I don't know, but it was not a technical thing that was stopping them.

Joanna: Crazy.

Interviewer: Yes! An audience question. Well done.

Questioner: With all of these like betas that they are launching, all the proliferation of extensions, do you feel that there's a danger where you could actually start hogging so much real estate with so many different messages, I mean your top ads start showing, you have your seller reviews, you have your site links, and then you actually have your main ad. Could you actually start diluting your own message, distracting users from what you know is there intent, which is behind the keyword, and you're showing them all these shiny objects, even though it does help hog real estate?

Matt: I think this is a brilliant question. Think about the ethos that's governed Apple. Let's design something beautiful. And Larry Page quotes that when they talk about Google Plus. But that's not what Google does. Google is a data driven company that's throwing a lot at the wall, and so the proliferation of extensions, of ideas in the SERPs, all the different layouts. How is that really affect, I mean, surely they can study; they are data driven. They see how people react. I get that. They test everything. But somehow there's a lack of cohesion or maybe it just feels like it's a mess. And so, from an advertiser's standpoint, people who are thinking about a cohesive message and being beautiful, I don't have the solution, but I know it does feel like an odd company to deal with sometimes.

David: Level extensions would fix a lot of it.

Joanna: And there are so many people doing it wrong, that I think that those of us who want to do it right, and if you're doing it correctly it's great to take up, to hog the space, if you're doing it well. But there are so many people doing it poorly, that then I think the users come to expect that this is going to be a bad experience, and then that's ultimately a bad thing for everybody. So, yes, I think there's a tipping point, and I don't know if we're there yet, but I think we're getting pretty close.

Matt: And add to that Google is moving toward their own content, Places is everywhere, and Search Plus your world, right?

Melissa: This is a little bit of an extension of that, because I think this is something that we think about a lot, or all the time, actually. It's this concept of coupons, promos, re-targeting, discounts. When Google Plus finally, they're going to do something around the concept of the search retargeting. We know that's coming. There's going to be a new way to give a promo or coupon, and one is, it's saturated, and you've completely made it pointless, right, so that why would anyone come to my actual funnel, sort of thing? I think we talk about it all the time, and maybe it's just a broken record in me, but the more connection you have with other teams about what your strategy is and what your margins are and what you're willing to do, I think that can back out to what maybe you are more conservative in all the options we have. We're pretty conservative on some of the options and different site links and options that we have. We hold back on some of those. Yes, we have a great organic listing, and yes we can do that with a brand, but I think that you've got to look at those sides.

Interviewer: So, what's the next big thing in PPC?

Brad: Global

Matt: I know they've been around for awhile, but we've really seen a lot of great success recently with product listing ads and we can see great return on those. The cost per click tends to be a lot less, and the segmentation options are so good. Again, it's been around for awhile, but we've seen great results from it, and I think a lot more people are going to start using merchant center in their ads, well, it's connected to their Adwords account.

B: Where is Google Plus finally getting demographic data? Because Google does not have the demographic data of other places, and be able to do search base and display marketing with demographic and interest targeting on top of each other? As much as Google needs a social network just to compete, they need demographic data, and that's something they are finally getting. And there's some demographic targeting options, even for just display in Google that didn't exist, that some large advertisers have access to. I think that's where we're going--to more personalized results.

Melissa: Absolutely. I had a talk with someone who worked on the team that launched Google Plus, and there will be some really big personalization and some really big Google Plus integrations coming, in the next six months.

Joanna: That's what's been missing from the Facebook and the LinkedIn, is you don't have the intent piece. You have all the data about the people, you know. In Facebook you can target right down. Mary's presentation was a great example of all of the different things that you could target, the crazy shit that everybody tells Facebook about themselves. People outside of our space, like I tell my family members this, that you can target all the mom's who like to smoke weed or whatever, and they're like, 'Oh, my God. Who puts that on Facebook?' I'm like, well you know, there are 80,000 people in the segment, or whatever. But there's no intent. So just because they say that that's something that they like doesn't mean that that's what they want to do right that minute when you're serving your ad. That's where I think this search, getting that demographic element into it, so that you can really hone in on those people, that's what is missing from the social. I think that's going to be huge.

Matt: I just think, great minds think alike. That's exactly what I was going to say, what said. Maybe I'm wrong, but I feel like, and Google maybe feels like, we've kinda covered search. I mean, as far as how you monetize it, how you strategize around it. We've been waiting at our end to get better at display, and to be able to be better at targeting in other ways. And we have been just sitting back and

waiting, because that behavioral piece and that demographic piece was just something we didn't have access to. Now it won't be just the largest companies, the most sophisticated advertisers, that will be something that more and more companies can access. So the only missing piece really will be to come up with good strategies and good creativity. So it's exciting. And it violates people's privacy. That's the disturbing part.

Interviewer: I think we still have time for a couple more questions. Oh, here we go.

Questioner: Okay, well, you're welcome. So, Google's been running through and going, kind of releasing a lot more data in different areas, sort of the attribution modeling in Google analytics. With the display network tab, now we can see stuff by keywords, impression share mentor at the ad group level. Is there like one specific area that you really wish that they would just hone in and give you like really detailed data on, instead of like putting it across different areas, and in thin layers?

Matt: I said this earlier, relative quality score. That's really the main thing I want. I hate absolute quality score. It doesn't mean anything.

Brad: Segmentation by search partners.

Matt: We definitely need that.

Joanna: Separate bidding.

Matt: Exactly.

Joanna: And I want data by site link. So, I want to know how many clicks each site link got, not the whole lot of them.

Melissa: I'm going to go in a totally different direction. I'm a really big fan. If you come to me and ask me I want to give some sort of industry standards, and I just feel like what they've offered us in different industry standards and what my benchmark mean is the categories is such c**p. People that have opted in to give this, you know, and then they give me some relative size. It's just tell me. Is this statistically relevant or not? And so I can at least be honest when I say, "I have no clue if this is an accurate benchmark"; or, "this is something we should go off while we strategize and come up with goals, but, I mean, all the stuff they said was great. I like their stuff, too.

Brad: Your stuff was good as well.

Matt: What confuses me a little bit, is why we never talk about click fraud or so-called invalid clicks anymore. I was against talking about it when the problem felt solved and our ROI was good and they were proactive about it. But you know, the stats are there. The percentage of invalid clicks as reported is there in every row of your report, and it's high. And we don't know anything about it. So, that's not data so much as we're still faced with a world of criminals essentially. So that's a tough one, but some of us are facing it worse than others. I think sometimes it's quite willful. And we sort of sit back and say, "well, you know, we have 4%, 6%, and 8%, and 4% and 4% and 4%. Those are pretty high percentages, and we no longer ask why. We no longer seem to care. It's passé.

Joanna: I'm going to call sessions on click fraud. Now, nobody talks about it.

Melissa: I wonder, I mean, Google does take such huge moves in the last couple of months on the organic side to offer more visibility into the algorithm tweaks, maybe monthly, and to what they're trying to combat into the size of the issue. I wonder if we'll see that trickle over. They tend to like this because we give them the moneies, so maybe. Maybe it's because we don't demand it anymore. There isn't sessions to it--we're not freaking out as publicly.

Brad: At the bottom of the search query reports is a big number usually with a little question mark by it.

Joanna: Other queries and the queries, and you haven't got a clue where these thousands of tens of thousands of other search queries come from or what they actually are. And you would really like to be able to block them out, but because they didn't get a click, or you got such a low quantity of clicks, you don't know what the hell these things are. That would be very useful.

Melissa: I just wipe that out.

Joanna: Anonymous dot Google dot com as your display refer. That's ridiculous.

Matt: And just to add on to the search query report, I've been talking with people about it all day. I find that to be one of the most fascinating reports and actionable..

Brad: Well, it's a basis for new keywords that give you new keywords for new landing pages. It's extremely valuable. Exactly.

Interviewer: I think we have time for one last question, so go ahead.

Questioner: Working off the comment about the click fraud. What are some other things that you feel are huge issues that should be addressed, but nobody seems to talk about?

Melissa: Good question.

Interviewer: Stumped 'em. Congratulations!

Matt: A lack of consistency in data between Adwords and analytics. Google owns them both, right? Shouldn't the numbers be the same?

Melissa: Now that's just crazy talk. Whatever. I'm an idealist. I just want someone to be the Matt Cutts of paid. I want them to tell me what's coming. I want them to tell me what they're freaking out about. I give them my money. I give them my career. They should give me some answers.

Joanna: We used to have Adwords rep on the forms back when the forums were a big thing, and now that nobody is using the forums. We've kind of lost that. We don't have it. Nobody steps in there. There isn't an Adwords on Twitter. They never ever respond to anything. It's just a one-way communication. What happened to that? That's something that I would like to see return and have, because Ad Center actually does respond. Now, sometimes it's just kind of, no offense to the Ad Center people here, it's full pandering and a little bit, but they do try. Yeah.

Melissa: The data matching would be nice.

Brad: It felt like, to me Nick Fox was kind of at the forefront back then. Now he sort of stepped back, and I don't know a lot of other names of people.

Matt: Fred left Google, and he was another one who did a lot of outreach programs.

Joanna: He was in all the conferences and stuff.

Brad: Part of it is Larry Page has had a bigger effect in politics, in how support is done than a lot of people realize. It's hard for Matt Cutts to exist in other worlds.

Joanna: Yeah. That's true.

Interviewer: Awesome. Well, that's all the time we have for the Q and A. Of course, if you guys have continuing questions you can Twitter at anybody on the panel, and also email them your questions, as well. So, I'll dismiss you guys. You can go back and get comfortable and we'll wrap things up. All right, so we're just going to wrap things up here quickly with a couple of extra announcements. First of all, on behalf of the Hanapin [SP] and the entire Hanapin team I want to say thank you to all of our speakers and attendees for our first annual conference. We are really excited about this and it went really well today, so thank you everybody for coming.

I just want to give a final shout out to some of our sponsors. They obviously helped make today possible, and so they are incredibly important to us. For starters, the event was managed today by the Professional Development Group PDG. Those are our red shirts that have been floating around all day. We have sponsors from Top SEOs, Visibility Magazine, Search Marketing Standard, Query Miner, Ad Marketplace, MonkeyWords.com, Certified Knowledge, and Marin Software. And then of course, our platinum sponsor for this event this week was Acquisio. So, thank you again to our sponsors.

All right, so now comes the part where I get to make a sweet little announcement about all of our international attendees and how much we love them for coming so far. We have about a handful, so we'll go through them really quickly, and then we have a gift for this traveler. We have Stephen, who is here from Vancouver with Pay-Per-Click, who obviously traveled from Vancouver. Stephen where are you? Hi Stephen. We also have John Paul and Asaid from Bill Direct.com, also from Vancouver. David is here from the U.K. Thank you, David. We have (Wynon Anyon)who traveled all the way from Amsterdam in the Netherlands. Thank you very much for coming. And then our final international attendee and the farthest travel is Ron John. Are you still here? We have a gift for you, if you would come up please for one second, all the way from India, yes? What was your travel time?

Ron John: 30 hours.

Interviewer: 30 hours. Thank you so much for coming. We'll give them another round of applause. Thank you all for coming, and from so far. The next announcement we want to make is that we have determined that we're going to be holding Hero Conf 2013 in Austin, Texas. So, we are really excited. We look forward to seeing all of your faces again next year, and you're going to bring your friends.