

Totally Outrageous Tips & Tricks That Allow You To Quickly Fail at PPC



July 16, 2008

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SEMPO

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Not doing enough keyword research

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Using keywords that are too broad

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Not using enough negative keywords

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Not using the right match types

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Not including keywords in your ad copy/URLs

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Not targeting the right geographic regions



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Not using the right ad distribution/syndication channels

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Not showing your ads at the best times/days

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Not doing A/B testing

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Not having a call to action in your ads

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Not having a value proposition in your ads

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Not managing your keyword spend to a ROAS/CPC goal



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Starting new keyword buys with not enough funds/visibility

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Letting ego get in the way of profitability

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Not sending visits from ads to specific landing pages

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Not tailoring a
landing page's content
to the ad messaging you're using

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Not having a call to action on the landing page

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Not having a value proposition on the landing page

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Not having landing pages that load quickly

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Thank You

Tonight's presentation will be uploaded
to the DFW SEM web site