

Search Marketing in 2024

May 2, 2024



Brian Ososky

Director of Marketing
Lee County VCB



Craig Paddock

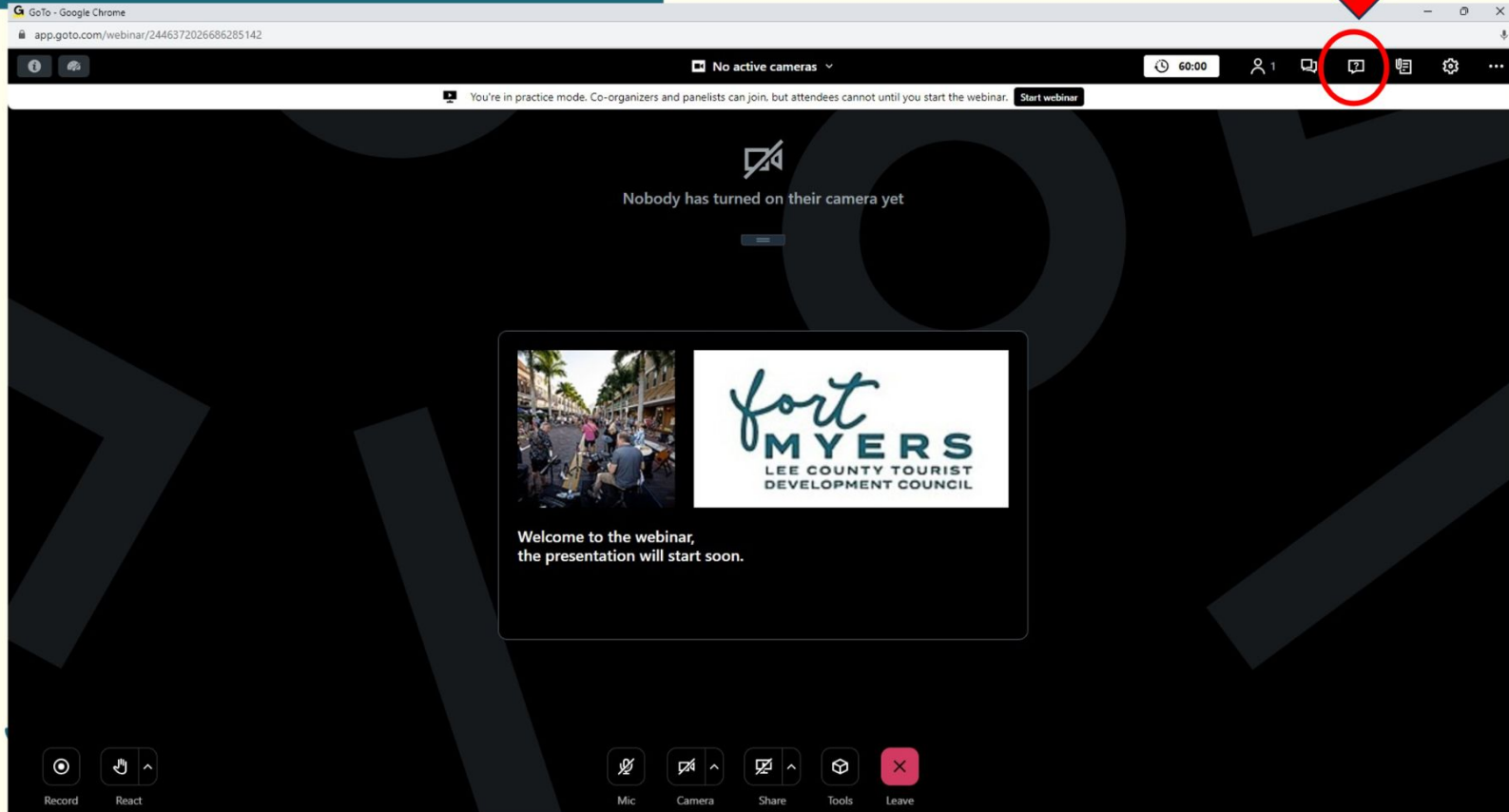
Director of Paid Search
MMGY



Brandon Paddock

Paid Search Manager
MMGY

How to ask a question during the webinar



The screenshot shows a GoTo webinar interface in a Google Chrome browser. The address bar displays the URL `app.goto.com/webinar/2446372026686285142`. The top toolbar includes icons for chat, help, and settings. A red circle highlights the chat icon, with a large red arrow pointing down to it from above. Below the toolbar, a message states: "You're in practice mode. Co-organizers and panelists can join, but attendees cannot until you start the webinar. [Start webinar](#)". The main content area displays a message: "Nobody has turned on their camera yet". Below this, there is a video player showing a street scene and a logo for "fort MYERS LEE COUNTY TOURIST DEVELOPMENT COUNCIL". A text box below the video says: "Welcome to the webinar, the presentation will start soon." At the bottom, there is a control bar with icons for Record, React, Mic, Camera, Share, Tools, and Leave.

digital transformation

disruptive

gamechanger

strategic

framework

best in class

integrated

fluid

martech stack

2.0

reset

paradigm shift

digital transformation

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martech stack

2.0

reset

paradigm shift



Quick Survey

- Anyone not using Google Analytics?
- Running paid search?
 - Anyone directly managing?
- Including Microsoft/Bing paid search?
- Access to Google My Business (GMB)?
- YouTube channel?

Search Lingo

- Organic search:
 - SEO/search engine optimization/marketing
 - free listings/nonpaid
 - editorial listings
 - SEM
- Paid search:
 - PPC/pay per click
 - paid placement
 - SEM / Search Engine Marketing
 - SEO
- Key phrase vs search query
- Google Ads (AdWords) vs Google Analytics vs Google account
- GMB = Google My Business / Google Business Profile
- SERPs = search engine results pages

Change In Traffic

The image is a screenshot of a Google search results page for the query "credit cards". The Google logo is at the top left, followed by the search bar containing "credit cards" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, there are tabs for "Web", "Books", and "News". The results section shows "Results 1 - 10 of about 123,000,000 for credit cards".

Top Credit Cards Sponsored Link
www.CreditCards.com Compare Offers Side By Side. Visa, MasterCard, AMEX & More. Apply Now!

Related searches: [credit cards no credit](#) [credit cards for fair credit](#) [compare credit cards](#) [gas credit cards](#)

Credit Cards - Compare Credit Card Offers at CreditCards.com
Compare Credit Cards & Credit Card Offers at CreditCards.com. Search credit cards and reviews about the best low interest, 0% balance transfer, reward, ...
www.creditcards.com/ - 48k - [Cached](#) - [Similar pages](#)

[Low Interest](#) [Cash Back](#)
[Balance Transfer Cards](#) [Reward Credit Cards](#)
[Bad Credit](#) [Airline Credit Cards](#)
[Instant Approval Cards](#) [Student Credit Cards](#)

[More results from creditcards.com »](#)

Best Credit Cards - Compare Offers and Apply Online ...
We provide you the tools and information to compare and choose the best credit card offer for your needs, and the credit card application is only a click ...
www.creditcardguide.com/ - 69k - [Cached](#) - [Similar pages](#)

All Credit Cards - Credit.com
Easily search all of the credit cards offered at Credit.com including rewards cards, business cards, student cards, prepaid cards, secured cards, gas cards ...

Capital One® Credit Cards Sponsored Links
0% Intro APR. Miles & Cash Rewards
Credit Cards. Visa or MasterCard.
www.CapitalOne.com

American Express® Cards
Great Card Offers from American Express. Compare and Apply Online!
www.americanexpress.com

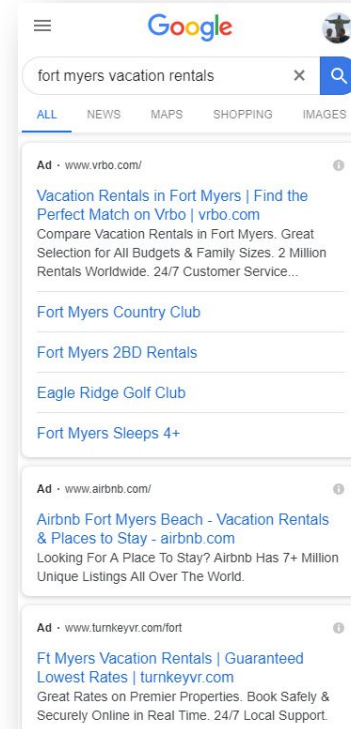
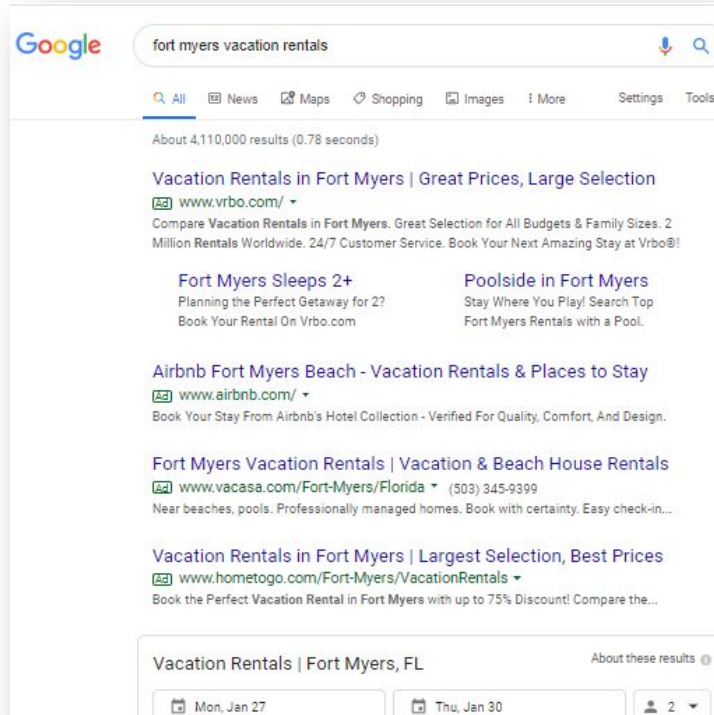
Citi® Credit Cards
Low Intro APR. Rates & Rewards.
Find The Card That's Right For You!
www.CitiCards.com

Visa® Platinum Plus® Card
Start Building Solid Credit History
Great Benefits & Value. Apply Now!
www.BankofAmerica.com

100 BestCredit Card Deals
0% for 15 Months. Instant Approval.
Free Credit Cards for Your Credit

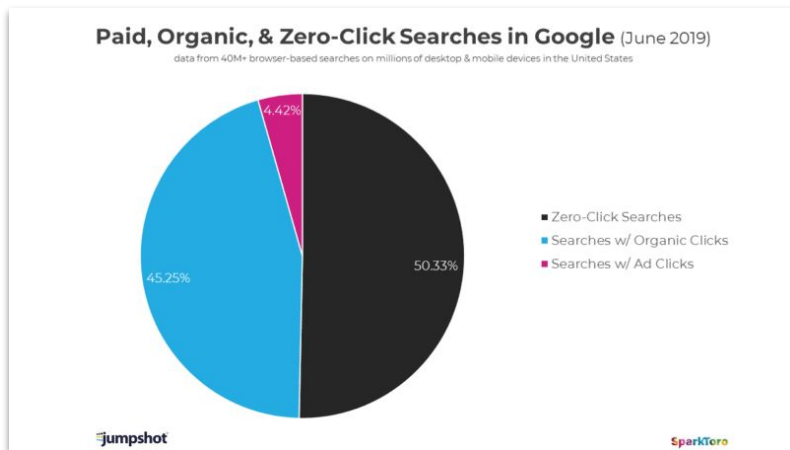
Change In Traffic

Google is now dedicating more real estate to paid ads:



Zero Click Searches

Google is also keeping more traffic to themselves:




Google

what is the best time to visit fort myers

Q All Images News Shopping Maps More Settings Tools

About 45,000,000 results (0.69 seconds)

The **best time to visit Fort Myers** is between March and May. Although the sun is up and rates are down, visitors wanting a quiet vacation should be on the lookout for spring breakers. The summer months see the most crowds, especially families, so plan to book at least three months in advance if you'll be traveling then.



[Best Times to Visit Fort Myers | U.S. News Travel](https://travel.usnews.com/Fort_Myers_FL/When_To_Visit)
https://travel.usnews.com/Fort_Myers_FL/When_To_Visit

Current SERPS

Paid Listings
0–4 listings
Real-time auction

Local Listings
0 or 4 listings
proximity-based/address-verified
(currently unpaid)

Organic Listings
10 listings

The screenshot displays Google search results for the query "fort myers hotels". At the top, the Google logo and search bar are visible. Below the search bar, the results are categorized into three main sections:

- Paid Listings (Top):** This section includes sponsored results from Hotels.com, Airbnb, Expedia, and Kayak. Each listing features a brief description, a price range, and a "Book" button. For example, Hotels.com lists "Hotels in Fort Myers, FL | Up to Half-Price on Hotels | hotels.com" with a "Book your Hotel in Fort Myers, FL. Fast, Secure & Price Guarantee!" offer.
- Local Listings (Middle):** This section shows a map of Fort Myers, FL, with several hotel locations marked. Below the map, a list of hotels is provided, including "Rock Lake Resort Fort Myers Florida", "Hampton Inn & Suites Fort Myers-Colonial...", "Courtyard by Marriott Fort Myers Cape Coral", and "Hotel Indigo Ft Myers Downtown District". Each listing includes a star rating, a price per night, and a "Book" button.
- Organic Listings (Bottom):** This section displays a list of "THE 10 BEST Hotels in Fort Myers, FL for 2020" from TripAdvisor. The list includes the name of the hotel, its rating, and a brief description. For example, "The #1 Best Value of 81 places to stay in Fort Myers. Free Wifi. Free parking. Special offer: Hotel website. Days Inn & Suites by Wyndham Fort Myers Near..."

Red arrows point from the text descriptions on the left to the corresponding sections in the search results on the right.

Approach for Fort Myers - Islands, Beaches and Neighborhoods

Not outbidding industry partners

Focus On noncompeting incremental terms

The screenshot shows a Google search for "fort myers vacation rentals". The search bar is at the top with the Google logo on the left and a microphone icon on the right. Below the search bar, there are tabs for "All", "News", "Maps", "Shopping", "Images", "More", and "Settings". The "All" tab is selected. Below the tabs, it says "About 6,310,000 results (0.44 seconds)". The first result is "Vacation Rentals in Fort Myers | Great Prices, Large Selection" from vrb.com. Below this, there are two ads: "Pets Welcome: Fort Myers" and "Fort Myers 2BD Rentals". Below these, there is another ad for "Airbnb Fort Myers Beach - Vacation Rentals & Places to Stay". Below that, there is an ad for "Fort Myers Vacation Rentals | Vacation & Beach House Rentals" from vacasa.com. At the bottom, there is an ad for "Ft Myers Vacation Rentals | Guaranteed Lowest Rates" from turnkeyvr.com.

Google fort myers vacation rentals

Q All News Maps Shopping Images More Settings

About 6,310,000 results (0.44 seconds)

Vacation Rentals in Fort Myers | Great Prices, Large Selection
www.vrbo.com/

Compare **Vacation Rentals in Fort Myers**. Great Selection for All Budgets & Family Sizes. 2 Million **Rentals** Worldwide. 24/7 Customer Service. Book Your Next Amazing Stay at Vrbo®!

Pets Welcome: Fort Myers
Need Space for your Furry Friend?
Search and Book Pet Friendly Homes!

Fort Myers 2BD Rentals
Spacious Rentals in Fort Myers
with Room for the Whole Family!

Airbnb Fort Myers Beach - Vacation Rentals & Places to Stay
www.airbnb.com/

Book Your Stay From Airbnb's Hotel Collection - Verified For Quality, Comfort, And Design.

Fort Myers Vacation Rentals | Vacation & Beach House Rentals
www.vacasa.com/Fort-Myers/Florida (503) 345-9399

Near beaches, pools. Professionally managed homes. Book with certainty. Easy check-in...

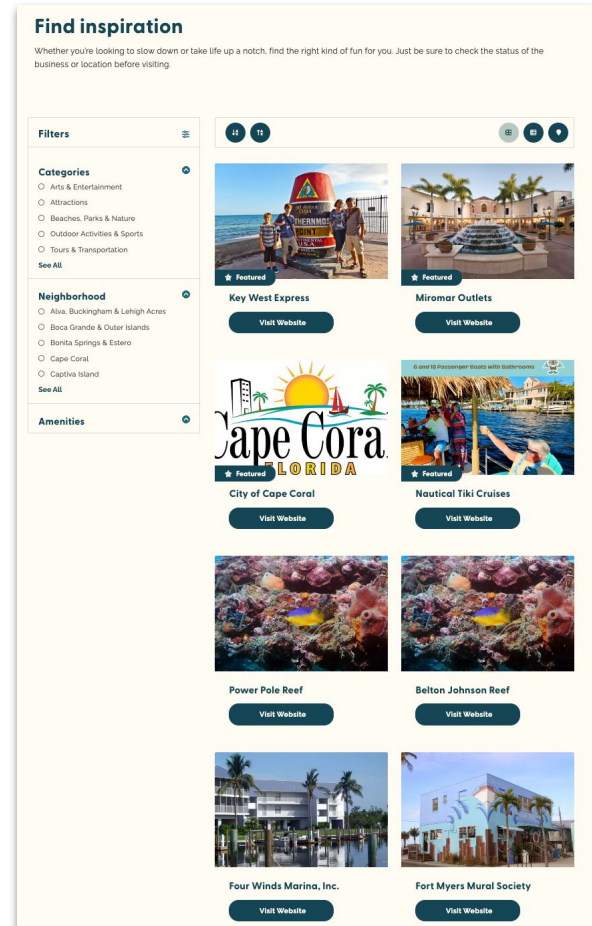
Ft Myers Vacation Rentals | Guaranteed Lowest Rates
www.turnkeyvr.com/fort

Great Rates on Premier Properties. Book Safely & Securely Online in Real Time.

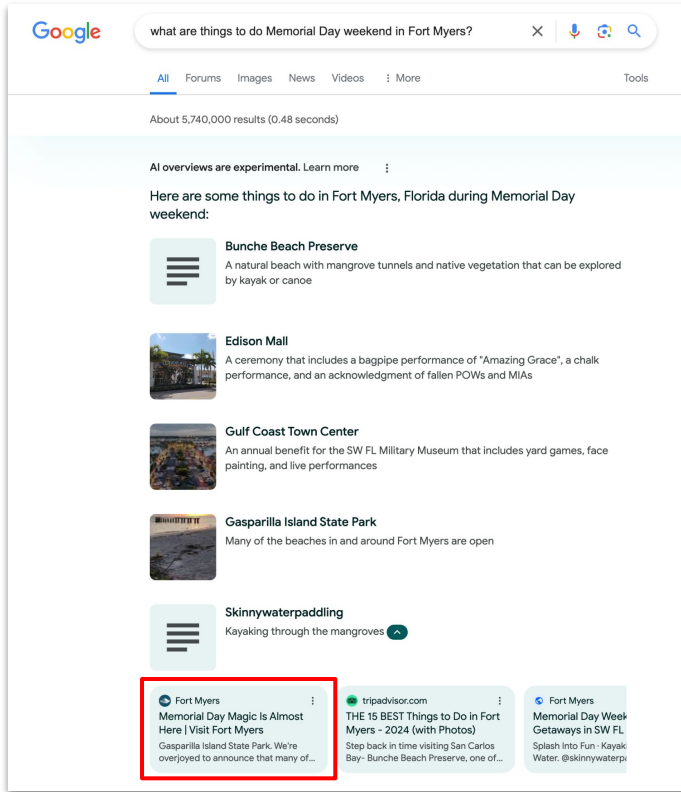
Keyword	Clicks	CPC
	525,767 % of Total: 74.05% (710,051)	\$0.52 Avg for View: \$0.49 (4.98%)
1. best beaches in florida	6,998 (1.33%)	\$0.78
2. florida beaches	6,539 (1.24%)	\$0.73
3. monthly rental in florida	6,084 (1.16%)	\$0.58
4. florida snowbird rentals	9,183 (1.75%)	\$0.34
5. +florida travel guide	3,146 (0.60%)	\$0.84
6. +florida +winter +rentals	4,950 (0.94%)	\$0.52
7. florida rentals	4,142 (0.79%)	\$0.59
8. places to go to in florida	2,547 (0.48%)	\$0.87
9. +monthly +rentals +florida	5,125 (0.97%)	\$0.43
10. winter rentals in florida	3,862 (0.73%)	\$0.56
11. +fl +winter +rentals	4,122 (0.78%)	\$0.50
12. snowbird rentals in florida	3,722 (0.71%)	\$0.52
13. +furnished +florida +monthly +rentals	2,815 (0.54%)	\$0.69
14. +monthly +rentals +fl	4,511 (0.86%)	\$0.43
15. +florida +places +to +go	1,946 (0.37%)	\$0.92
16. florida winter rentals	2,770 (0.53%)	\$0.62

Approach for Fort Myers - Islands, Beaches and Neighborhoods

- 95% of budget spent on “incremental” tactics
 - Only 5% spent on “Fort Myers” keywords
- 4,800+ active keywords
- 1,700+ partner brand terms excluded
- National & drive market targeting
- Promote all partners on the site
 - lodging, attractions, dining, events, etc.



AI Google



- Google's Gemini can assist in planning a Florida vacation
- Conversational search lets you explain your needs
- Different than Google's traditional "file cabinet" approach
- Gemini references VisitFortMyers.com
- Ensure partner data is current with DMO/CVBs, OTAs and your own Google Business profile
- We audit VisitFortMyers.com for broken partner links but not outdated information

AI Uses

- Generate keyword lists
- Create entire campaigns
- Ad copy ideation
- Discover audiences
- Identify competitors
- Website content
- Script development

 **You**

I own a beach resort in Lee County, FL and have a Google Ads paid search campaign. What keyword categories should I bid on that have limited competition with OTAs?

 **ChatGPT**

For your beach resort in Lee County, Florida, focusing on keywords that have limited competition with Online Travel Agencies (OTAs) like Expedia and Booking.com can help you attract direct bookings more cost-effectively. Here are some keyword categories you might consider:

1. Local Attractions and Experiences:

- Keywords that tie in local attractions or unique experiences offered only at your resort. For example, "beach yoga in Lee County", "Sanibel Island shell collecting tours", or "Fort Myers wildlife tours". These specific activities can draw attention from people looking for unique local experiences.

2. Niche Market Keywords:

- Cater to specific audiences such as "family-friendly resorts in Lee County", "romantic beach getaways in Florida", or "eco-friendly resorts in Sanibel Island". These are less likely to be dominated by OTAs.

3. Event-Based Keywords:

- If your resort hosts events, or if there are major events in your area, keywords like "Fort Myers festival accommodations" or "beach wedding venues in Lee County" can be beneficial.

4. Long-Tail Keywords:

- These are longer and more specific phrases that are less competitive but can be highly relevant. Examples include "quiet beachfront hotels in Fort Myers" or "luxury beach resort with private balconies in Lee County".

A tropical waterfront scene featuring a white boat with a black stripe and the text 'FL 1564 CM' on its side. The boat is docked at a wooden pier with white-painted wooden posts. In the background, there is a lush green lawn, several tall palm trees, and a row of white houses with balconies. The sky is blue with scattered white clouds. The entire image is overlaid with a semi-transparent dark grey rectangle, and the title text is centered within this rectangle.

PAID SEARCH TRENDS AND OPPORTUNITIES

Everyone should have a paid search campaign!

You can choose your cost/level of aggressiveness

Paid Search = Always Profitable

- If traffic is worth \$2.00 per click, don't bid more than \$2.00!
- If traffic is only worth \$.50 per click, don't bid more than \$.50!
- Volume vs. ROI

CPC of position #1

averages 2x

CPC of position #3



Fort Myers Accommodation | Book Homes From Local Hosts.
 www.airbnb.com/ ▼
Find Unique Rentals in Fort Myers. Book Your Stay Now on Airbnb™. Instant Confirmation. 5 Star Hosts. 81,000 Cities. Best Prices. Types: Entire Home, Private Room, Shared Room.

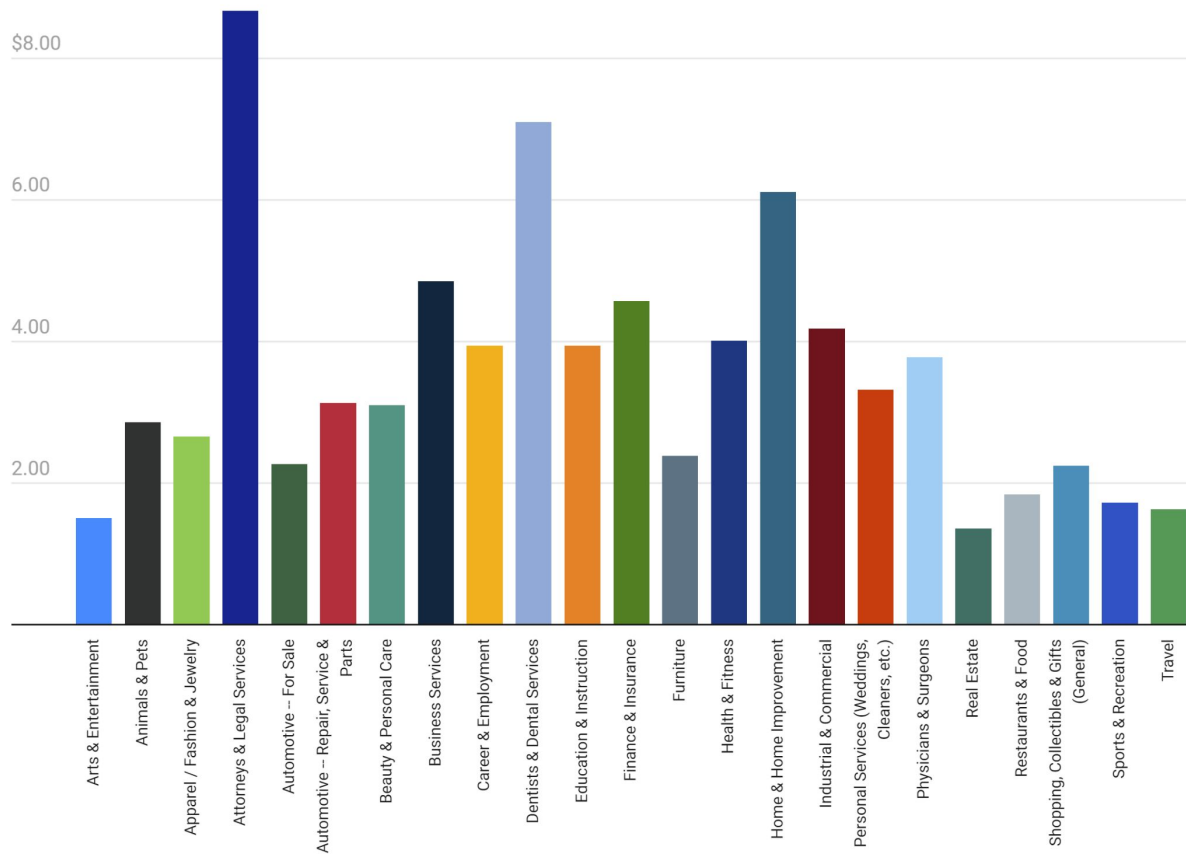
What Is Airbnb™?
The Worldwide Alternative to Hotels
Unique Accommodations, Worldwide.

Learn How Airbnb Works
Simple, Seamless Bookings for
Reservations in a snap. Easy.

Accommodations in Fort Myers | Find the Perfect Match on Vrbo
 www.vrbo.com/ ▼
Looking for Accommodations in Fort Myers? Explore our Great Selection on Vrbo® and Save!

Lodging in Fort Myers FL | Great Prices, Book Now | hotels.com
 www.hotels.com/Fort-Myers/Lodging ▼
Book Your Lodging in Fort Myers FL. Fast, Secure, Price Guarantee. Browse Reviews. Our...

\$1.63 Travel Industry Average CPC



source: Wordstream

Paid Search = Always Profitable

Default Channel Grouping	Users ? ↓	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	2,224,786 % of Total: 100.00% (2,224,786)	4,636,877 % of Total: 100.00% (4,636,877)	\$9,390,669.87 % of Total: 100.00% (\$9,390,669.87)	92,614 % of Total: 100.00% (92,614)	\$101.40 Avg for View: \$101.40 (0.00%)	2.00% Avg for View: 2.00% (0.00%)	\$2.03 Avg for View: \$2.03 (0.00%)
1. Paid Search	935,222 (37.06%)	1,715,451 (37.00%)	\$3,603,231.87 (38.37%)	37,103 (40.06%)	\$97.11	2.16%	\$2.10
2. Organic Search	778,809 (30.86%)	1,243,057 (26.81%)	\$2,091,562.69 (22.27%)	19,624 (21.19%)	\$106.58	1.58%	\$1.68
3. Direct	435,135 (17.24%)	736,075 (15.87%)	\$1,500,048.93 (15.97%)	14,092 (15.22%)	\$106.45	1.91%	\$2.04
4. Email	240,720 (9.54%)	677,454 (14.61%)	\$1,631,610.75 (17.37%)	17,232 (18.61%)	\$94.68	2.54%	\$2.41
5. Display	53,589 (2.12%)	133,096 (2.87%)	\$91,227.19 (0.97%)	1,012 (1.09%)	\$90.15	0.76%	\$0.69
6. Social	46,816 (1.86%)	62,774 (1.35%)	\$62,924.32 (0.67%)	689 (0.74%)	\$91.33	1.10%	\$1.00

- Paid search should at least match site averages

A photograph of a street scene in front of the Arcade Theatre. The theatre has a green facade with yellow awnings and large, illuminated signs that read "ARCADE THEATRE" and "ARCADE". The ground floor is brick and features large windows. Several palm trees are planted along the sidewalk, which is made of red bricks. A black SUV is parked on the street to the right. A group of people is sitting at a small table on the sidewalk in the foreground. The text "Don't take bid or budget advice from Google!" is overlaid in large white letters across the center of the image.

Don't take bid or budget
advice from Google!

Google Ads “Recommendations”

Search Engine Land

Search Engine Land » PPC » Are you being manipulated by Google Ads?

Are you being manipulated by Google Ads?

Dive into the covert persuasion tactics Google Ads uses to ensure the house always wins and discover strategies to outsmart the house.

Amy Haddon on September 19, 2023 at 10:00 am | Reading time: 11 minutes

[f](#) [x](#) [e](#) [in](#) [r](#)

Do you know when you're being manipulated?



Most of us get the ick around used car salesmen and high-pressure tactics, but subtler persuasion techniques can be far more powerful.

Get the newsletter that keeps search marketers ahead of the curve
Sign up for our free newsletter and get the latest search marketing news delivered straight to your inbox. [Subscribe for free.](#)

Consider the unassuming Google Ads interface. Though it seems like a benign management tool, its crafty design subtly shapes user behavior, contributing to \$224 billion for the tech giant last year alone.


Dive into the covert persuasion tactics Google Ads uses to ensure “the house always wins” and discover strategies to outsmart the house.

Check in from your google account strategist

 @google.com> Apr 14, 2022, 3:16 PM ☆ ↶ ⋮

I just left you a voicemail but wanted to follow up with an email.

I wanted to reach out again as I have been assigned as your Google Ads Account Strategist for:





I am reaching out because I can see that there is a rise in Cost/conversion, account wise during the last 30 days. What this means is that at any given point of time your account is not able to perform to its potential, due to which there is a drop in numbers.







It would be great if we can connect this week and discuss this further. Below are my available time slots this week, can you please select a time that works for you?

Select a meeting time by clicking the time below:

[Schedule a time](#)

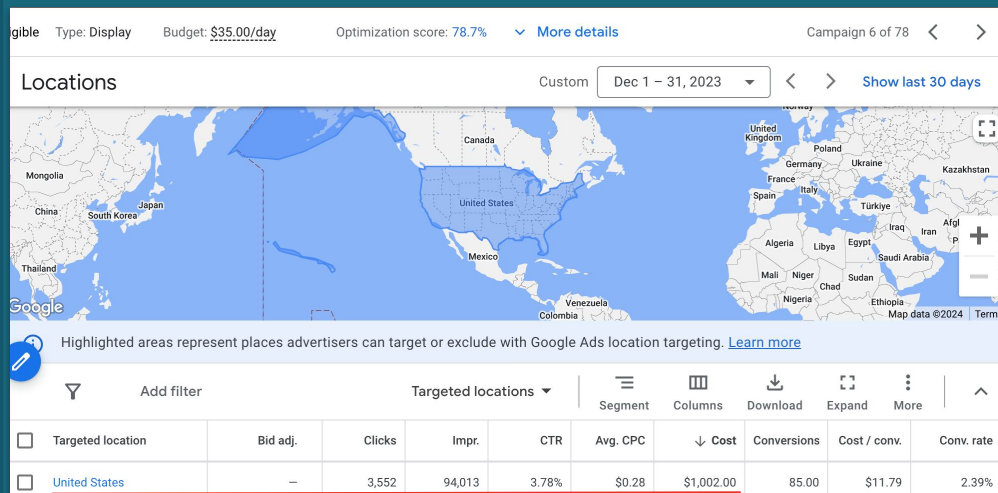




  Agency Digital Account Strategist
 @google.com
 

Google Ads Settings Matter

- Location targeting can waste budget if not properly configured



Custom Dec 1 – 31, 2023 Filter

Country/Territory (User location)	Campaign	Cost
United States		\$3,378.70
United States		\$2,604.62
United States		\$2,018.86
United States		\$1,833.84
United States		\$1,542.06
United States		\$1,250.23
United States		\$857.61
Nigeria		\$825.66
United States		\$809.35
United States		\$745.53
United States		\$601.09
United States		\$434.93
United States		\$150.20
United States		\$111.40
Finland		\$25.46
Canada		\$22.25
Canada		\$13.93
Canada		\$12.73
Mexico		\$10.53
Mexico		\$8.50
Philippines		\$8.21
Australia		\$7.52
Canada		\$7.49
Canada		\$7.39

Paid Search

Google Ads (formerly Google AdWords)
~90% of ad spend



Microsoft Advertising (formerly Bing Ads)
~10% of ad spend



Campaign Types

SEARCH

Fort Myers hotels queries at Google.com

DEMAND GEN

Audience-based campaign targeting users on Google Discovery feeds

DYNAMIC

Automatic keyword campaign based on site content

GDN/REMARKETING

Targeting previous site visitors with favorable site engagement and who are on your current email list

YOUTUBE

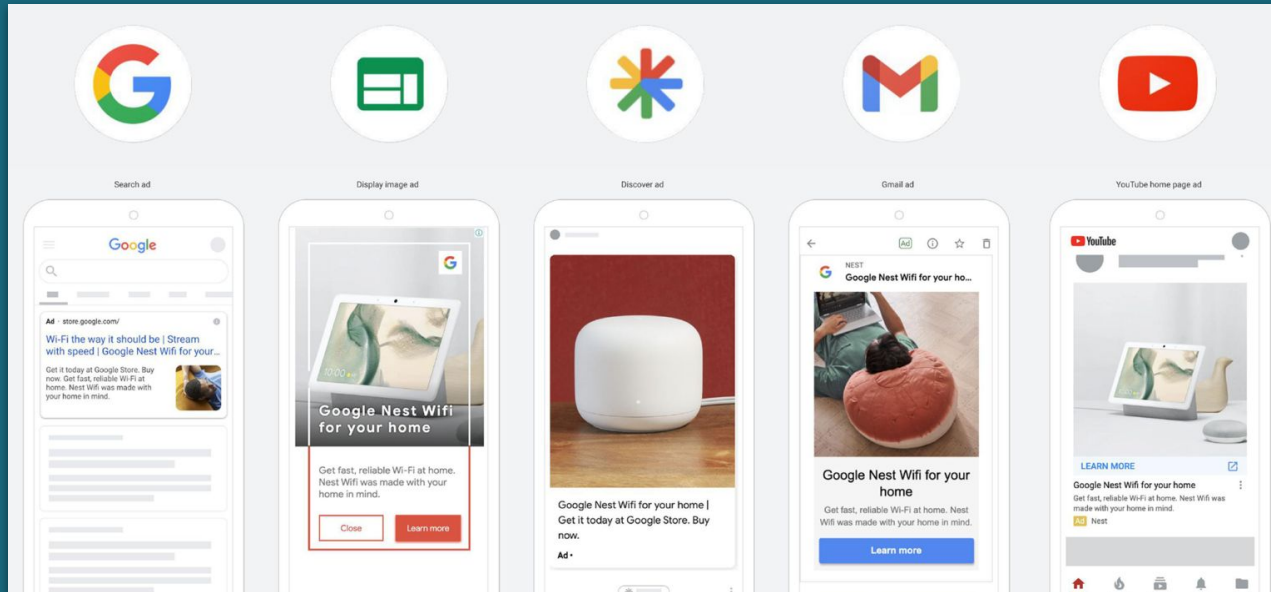
Targeting based on last seven days of searches on Google

PMAX

Single campaign with access to all Google placements (be careful with brand cannibalization)

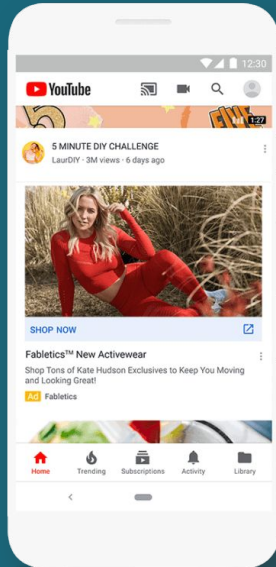
Google Ads Performance Max

- “PMAX” gets you access to inventory on all of Google's placements
- Google reps are aggressively promoting this campaign type
- Lacks brand spend transparency
- Exclude brand terms from targeting



Gallery / Demand Gen

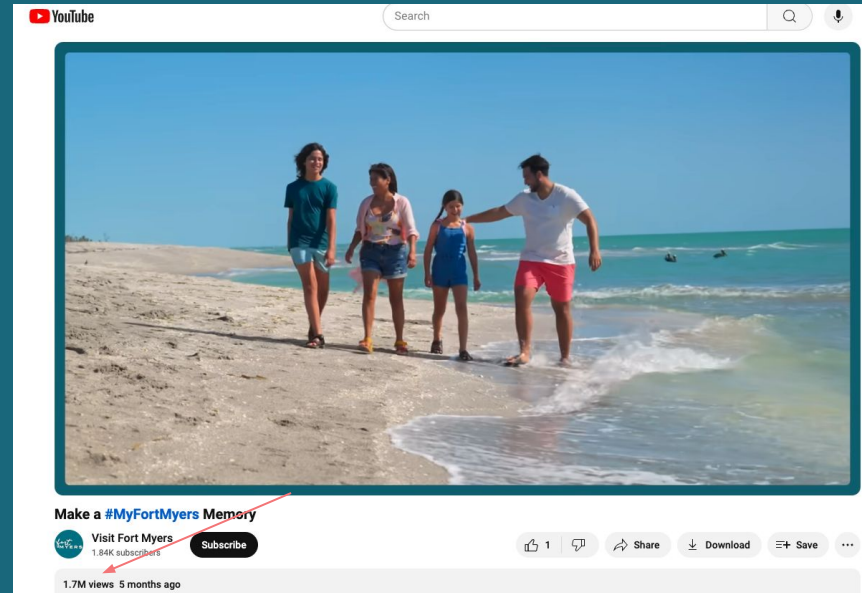
Google Demand Gen:
Audience-Based
(Affinity/In-Market/Remarketing)



Lower conversion rate but offset by
lower cost per click

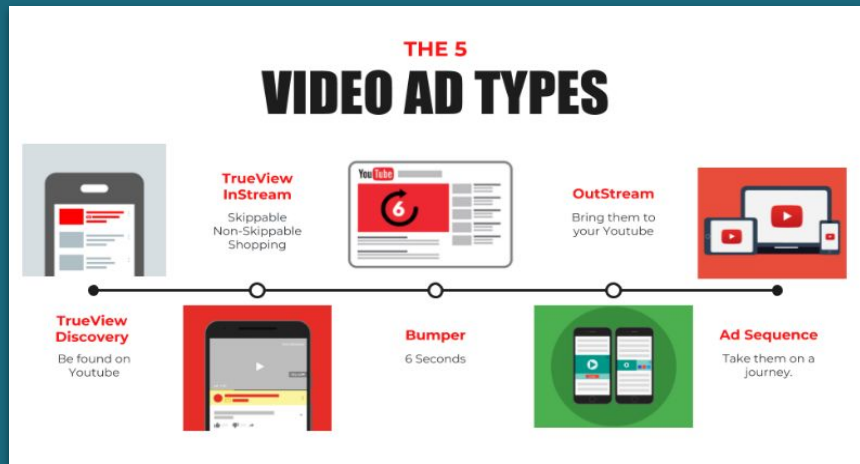
YouTube

- Your YouTube videos served to users as ads
- Views ads counts toward view counts
 - Audience Layering
 - Contextual
 - ***User's Google Searches***
 - Demographics
 - User Interests
- :06, :15 and :30 are the most popular
- 1:00+ is acceptable
- Horizontal and *Vertical*



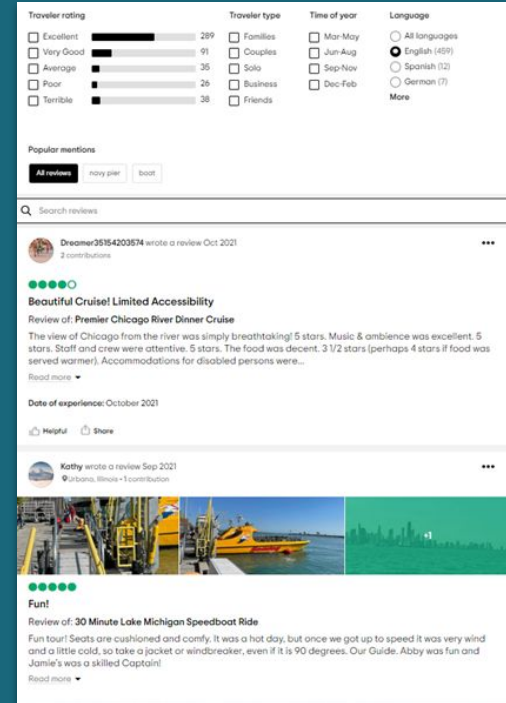
YouTube

- Inexpensive awareness campaigns:
 - \$0.01–\$0.06 cost per view
- Traffic can be sent to any page on your site
- Can include a call to action to
- Drive conversions
 - (From video? Sweet!)
- Sequence Ads:
 - Users shown a series of ads
 - Don't badger users with the same video
 - Expose them to more content

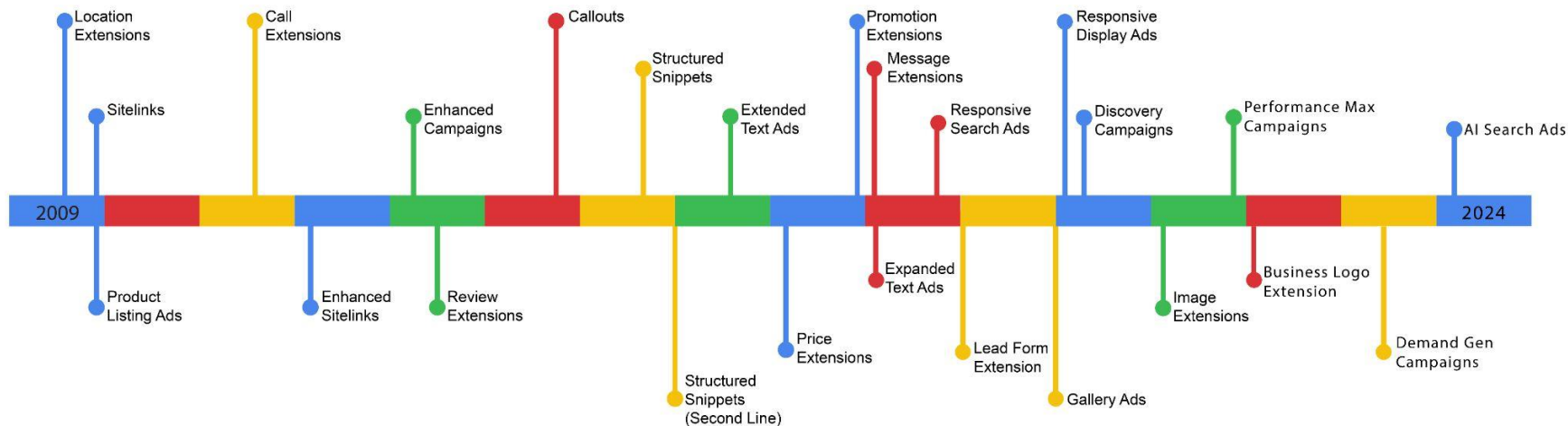


Ad Copy Best Practices

- Optimize click-through rate via split-testing ad copy
 - Headline
 - Ad Copy
 - *Display URL***
 - Landing Page
- Ogilvy said “Use their language” – inspiration from satisfied TripAdvisor/Yelp reviews



Ad Extensions = Free Money



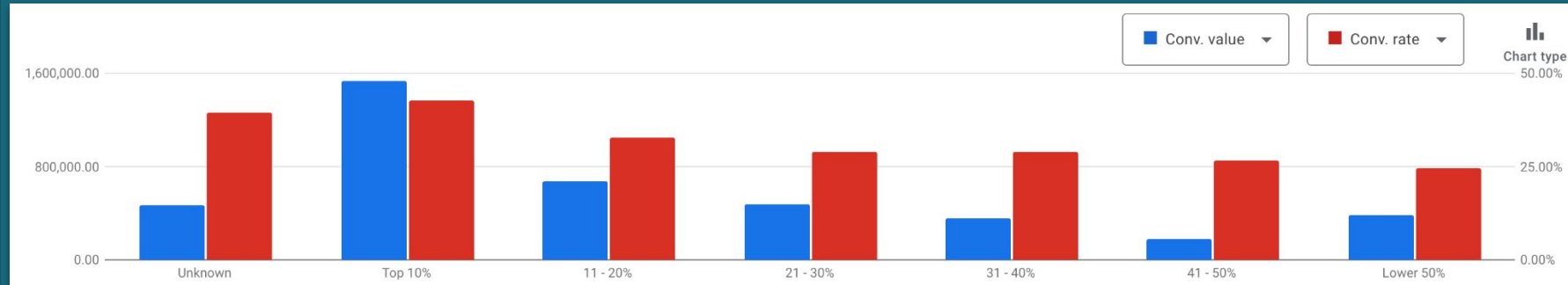
Device Performance

Device Category ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	1,512,427 % of Total: 100.00% (1,512,427)	2,184,354 % of Total: 100.00% (2,184,354)	\$28,600,404.73 % of Total: 100.00% (\$28,600,404.73)	32,712 % of Total: 100.00% (32,712)	\$874.31 Avg for View: \$874.31 (0.00%)	1.50% Avg for View: 1.50% (0.00%)	\$13.09 Avg for View: \$13.09 (0.00%)
1. mobile	745,265 (49.40%)	1,120,329 (51.29%)	\$5,599,815.97 (19.58%)	8,164 (24.96%)	\$685.92	0.73%	\$5.00
2. desktop	658,021 (43.62%)	914,247 (41.85%)	\$20,975,931.85 (73.34%)	22,653 (69.25%)	\$925.97	2.48%	\$22.94
3. tablet	105,252 (6.98%)	149,778 (6.86%)	\$2,024,656.91 (7.08%)	1,895 (5.79%)	\$1,068.42	1.27%	\$13.52

Raise desktop bids in relation to mobile bids

Demographic Performance

- Household income
- Age
- Gender
- Parental status



Microsoft Ads Campaign

Source / Medium ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
	914,377 % of Total: 40.94% (2,233,368)	1,687,044 % of Total: 36.35% (4,640,526)	\$3,396,841.54 % of Total: 36.17% (\$9,391,364.74)	35,295 % of Total: 38.13% (92,567)	\$96.24 Avg for View: \$101.45 (-5.14%)	2.09% Avg for View: 1.99% (4.88%)	\$2.01 Avg for View: \$2.02 (-0.51%)
1. google / cpc	825,852 (89.45%)	1,552,322 (92.01%)	\$3,026,051.17 (89.08%)	32,094 (90.93%)	\$94.29	2.07%	\$1.95
2. bing / cpc	97,401 (10.55%)	134,721 (7.99%)	\$370,790.37 (10.92%)	3,201 (9.07%)	\$115.84	2.38%	\$2.75

Source / Medium ?	Device Category ?	Users ?	Sessions ?	Revenue ?	Transactions ?	Avg. Order Value ?	Ecommerce Conversion Rate ?	Per Session Value ?
		909,682 % of Total: 40.73% (2,233,368)	1,701,197 % of Total: 36.66% (4,640,526)	\$3,405,773.52 % of Total: 36.26% (\$9,391,364.74)	35,976 % of Total: 38.86% (92,567)	\$94.67 Avg for View: \$101.45 (-6.69%)	2.11% Avg for View: 1.99% (6.02%)	\$2.00 Avg for View: \$2.02 (-1.08%)
1. google / cpc	desktop	210,061 (22.90%)	374,061 (21.99%)	\$1,435,078.32 (42.14%)	14,005 (38.93%)	\$102.47	3.74%	\$3.84
2. google / cpc	mobile	567,715 (61.90%)	1,114,227 (65.50%)	\$1,390,831.80 (40.84%)	17,063 (47.43%)	\$81.51	1.53%	\$1.25
3. google / cpc	tablet	43,849 (4.78%)	78,933 (4.64%)	\$137,730.22 (4.04%)	1,443 (4.01%)	\$95.45	1.83%	\$1.74
4. bing / cpc	desktop	63,561 (6.93%)	90,270 (5.31%)	\$384,655.46 (11.29%)	3,048 (8.47%)	\$126.20	3.38%	\$4.26
5. bing / cpc	mobile	22,323 (2.43%)	29,976 (1.76%)	\$25,549.16 (0.75%)	180 (0.50%)	\$141.94	0.60%	\$0.85
6. bing / cpc	tablet	9,638 (1.05%)	13,730 (0.81%)	\$31,928.57 (0.94%)	237 (0.66%)	\$134.72	1.73%	\$2.33

Match Type is Expanding

Exact Match - Fort Myers hotel = *hotels in Fort Myers*

Phrase Match - Fort Myers hotel = *Fort Myers hotel discounts*

Broad Match - Fort Myers hotel = *all inclusive beach vacation*

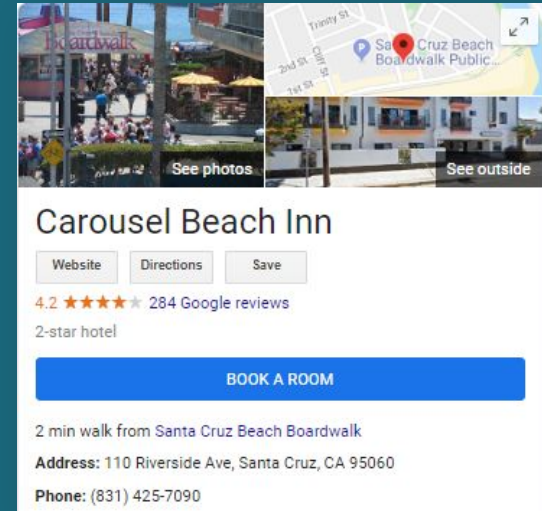
Broad Match
is

Broad

Negative Keyphrases

Monitor your search queries vs. keyphrases


- *Jobs/Careers*
- *Free/Cheap*
- *Bed bugs*
- In the news – *red tide*
- Meetings – *AA meetings*
- Similar competing names
- *Arctic vs Antarctica* – 8,600 miles



Competitive Intel

Google Transparency Tool for competitive ad copy

Sponsored

 **hilton.com**
https://www.hilton.com > official_site > hilton

Hotels in Fort Myers Beach | The World Is Right Here

✓ Business identity verified — Save on Your Relaxing **Fort Myers** Beach, FL Stay. Book a Room or Suite at a Hilton® Hotel!

Directly bid on competitors


Indirectly via Demand Gen and YouTube

Google Ads Transparency Center

All topics ▾ Any time ▾ Shown in the United States ▾ All formats ▾

~30K ads Sorting by most recent

Sponsored


 **hilton.com**
www.hilton.com/

Hilton® Toledo

Book Your Room at a Hilton® Hotel by Downtown Toledo. Get Our Lowest Prices, Book Direct!

Hilton Domestic Operating Company Inc.

Sponsored


 **hilton.com**
www.hilton.com/

Hilton Hotels in Huntsville - Lowest Price Guaranteed

Book Your Room at a Hilton® Hotel at Huntsville. Get Our Lowest Prices Today, Book Direct! Save on Your...

Hilton Domestic Operating Company Inc.

Sponsored


 **hilton.com**
www.hilton.com/

Hilton Hotels in Long Beach - Lowest Price Guaranteed

Enjoy Your Relaxing Vacation in Long Beach. Reserve Your Room at a Hilton® Hotel! Elevate Your Travel by Earning Points Towards Free Nights with Hilton Honors! Lowest Rates Online.

Hilton Domestic Operating Company Inc.

Sponsored

 **hilton.com**
www.hilton.com/

Hilton Hotels in Catoosa - A Beacon Of Hospitality

Save on Your Relaxing Stay in Catoosa. OK. Book a Room or Suite at a Hilton® Hotel! A Magnetic Hub That Inspires And...

[Specials & Packages](#) [Make a Reservation](#) [Hilton. I](#)

ORGANIC SEARCH TRENDS AND OPPORTUNITIES





Content
(themed pages)

+

Link Equity

+

Engagement

Organic Search In 2024

1 – Content

SearchPad

AltaVista Connections [AltaVista.com](#) [My AltaVista](#)

Ask AltaVista™ a question. Or enter a few words in

Search For: ☒ Web Pages ☐ Images ☐ Video ☐ Audio

Related Searches:

- [Genetic Engineering News](#)
- [Human genetic engineering](#)
- [uses of genetic engineering](#)
- [Plant Genetic Engineering](#)
- [Genetic Engineering Network](#)
- [genetic engineering](#)
- [Ethics of Genetic Engineering](#)
- [What is genetic engineering](#)

Featured Sites

Shop at Amazon.com

- [Books: genetic ...](#)
- [CD, Video, Auctions](#)

About.com

- [Find: genetic ...](#)
- [Send a card!](#)

Shopping.com

- [Search: genetic ...](#)

AltaVista Shopping

- [Visit our online shopping guide](#)

[Click Here!](#)

► **AltaVista found 52839 Web pages.**

GENETIC

The RealNames link takes you directly to **GENETIC**.

Mark 1. What is genetic engineering?

What is genetic engineering? Genetic engineering is the term used techniques in molecular biology that have literally...

URL: [www.aba.asn.au/leaf2.html](#)

Last modified 18-Jun-96 - page size 10K - in English [[Translate](#)]

Mark 2. Genetic Engineering and Its Dangers

For an updated version of this page, click here. Please change your Engineering and Its Dangers. Compiled by Dr Ron Epstein. Philoso

URL: [userwww.sfsu.edu/~rone/Genetic%20Engineering.htm](#)

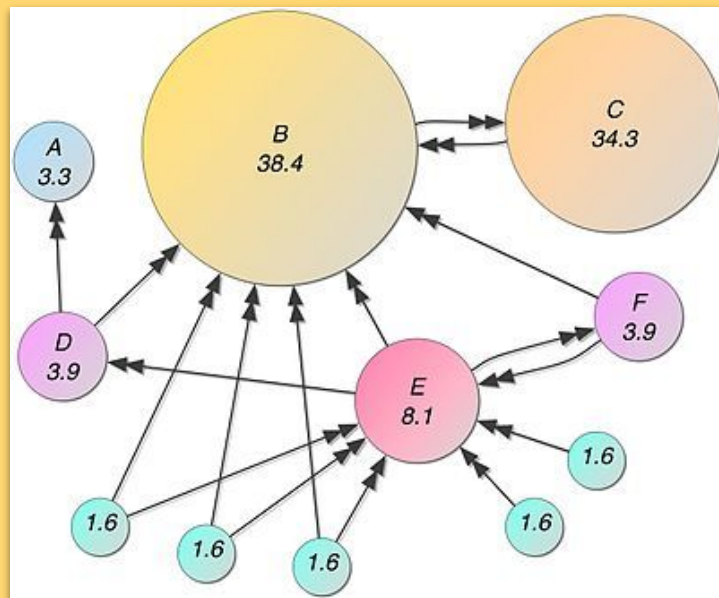
Last modified 21-Mar-97 - page size 7K - in English [[Translate](#)]

Organic Search In 2024

2 – Link Popularity (Google Pagerank)

$$R'(u) = c \sum_{v \in B_u} \frac{R'(v)}{N_v} + cE(u)$$

An equation from an early PageRank paper.



The background is a solid green color with faint, stylized palm leaf patterns in a slightly darker shade of green, located in the top-left and bottom-right corners.

**The highest quality links are often
acquired via good PR.**

Organic Search In 2024

3 – Click Data

“...Google is now integrating machine learning into that process. So then training models on when someone clicks on a page and stays on that page, when they go back and trying to figure out exactly that relationship.”

Google, September 2017

Organic Search In 2024

FACTORS

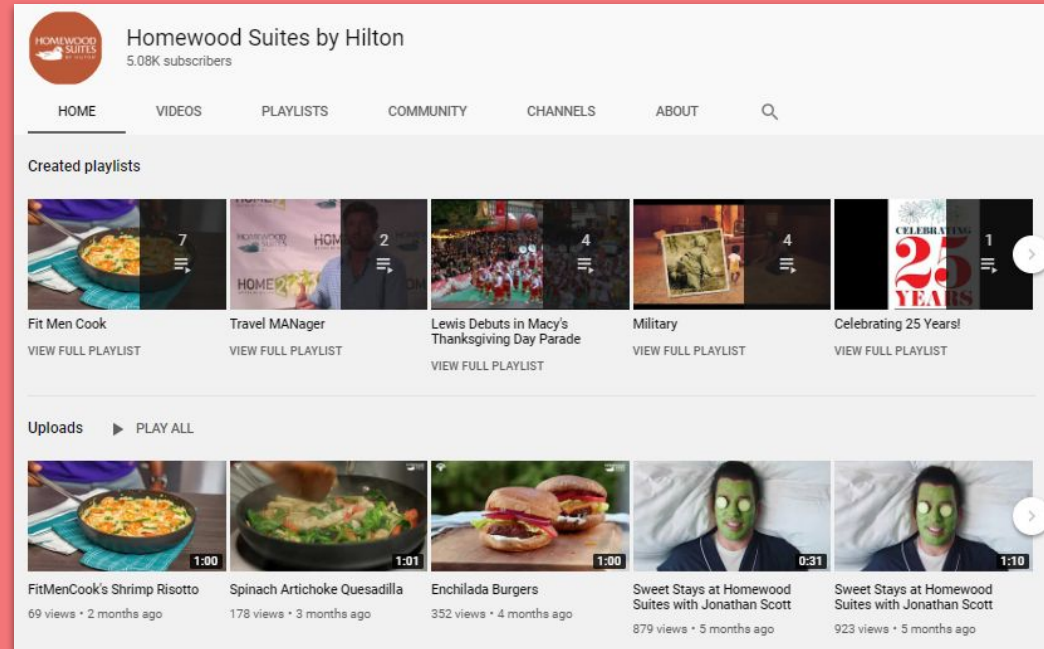
Content, link popularity and click data are all “factors.”

Factor = a number or quantity that when multiplied with another produces a given number or expression.

$$999 \times 999 \times 0 = 0$$

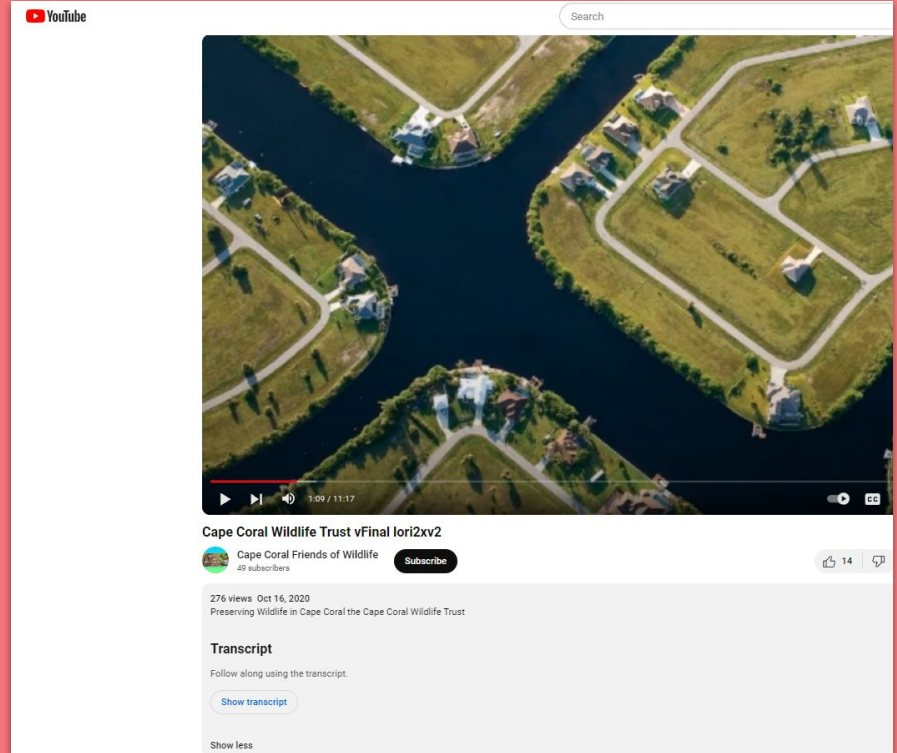
Beyond Primary Website

- Promote all assets:
 - Third-party positive content
 - Videos
 - Images



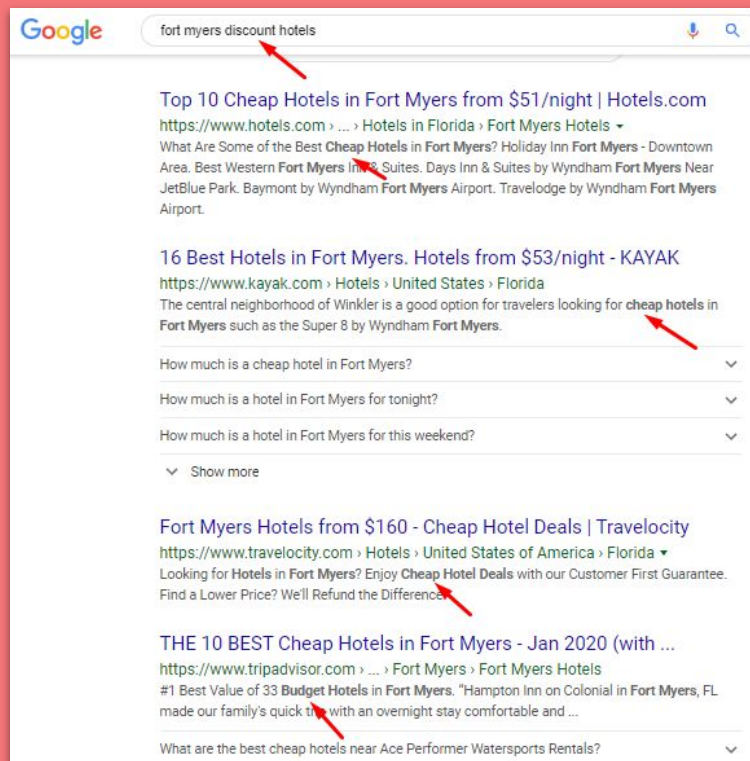
Beyond Primary Website

- Same principles
 - Title (Title tag)
 - Description
 - User Engagement
 - Strong CTA



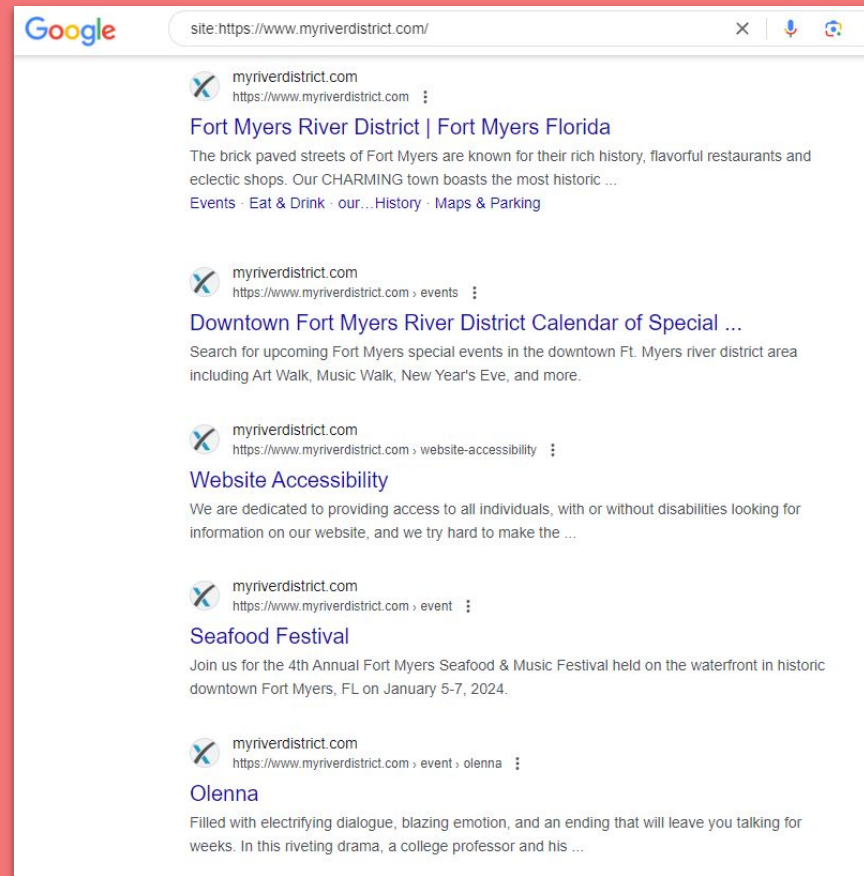
Content vs. Keyphrases

- Google uses synonyms:
- “deals” = “discounts” = “cheap”
- Literal phrasing is not required
- So we now target content vs. individual keyphrases



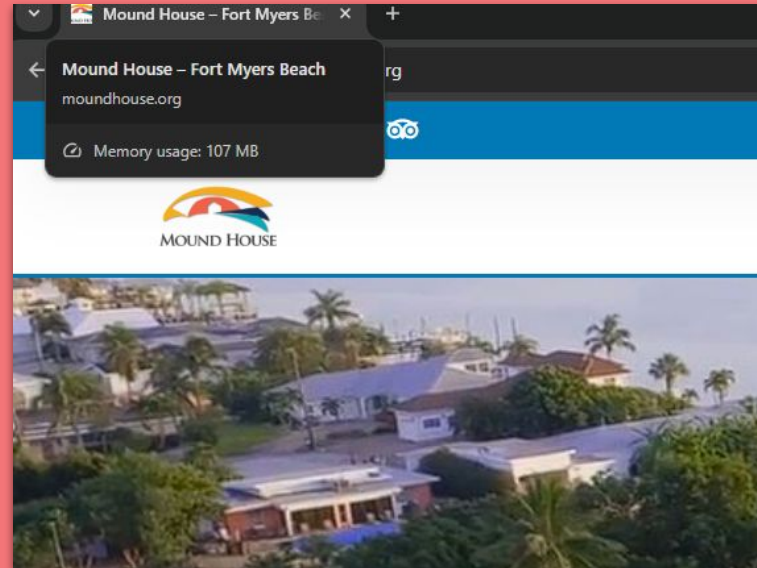
Google Commands

- `site:yourdomain.com`
- `cache:yourdomain.com/url`
- `site:yourdomain.com`
 - with specific term
- Check your title tags

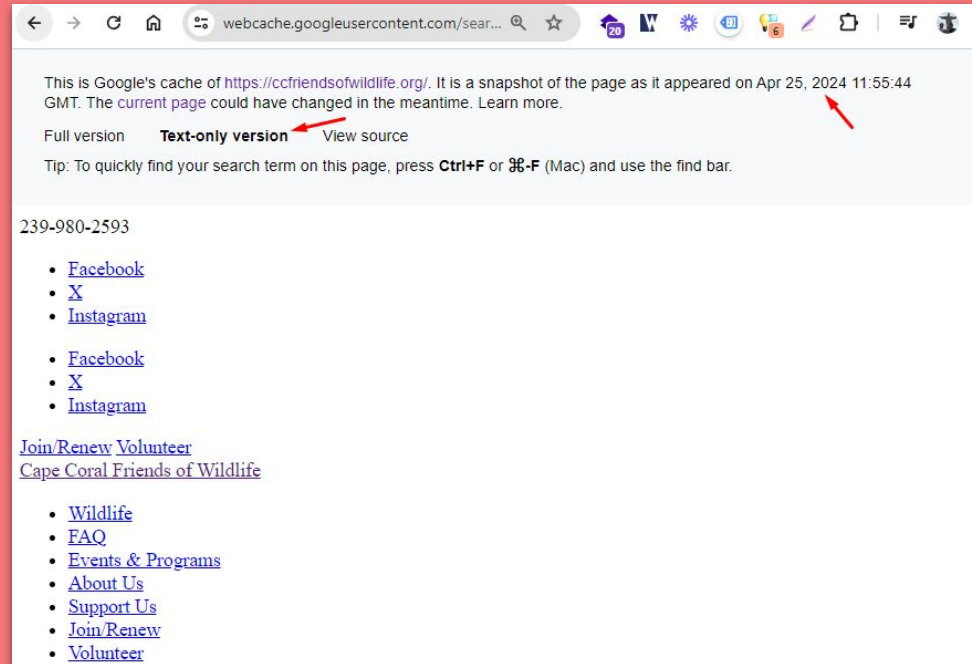


Title Tag

- Directly impacts ranking
- Include brand and primary key phrase
- 55–60 characters (with spaces)

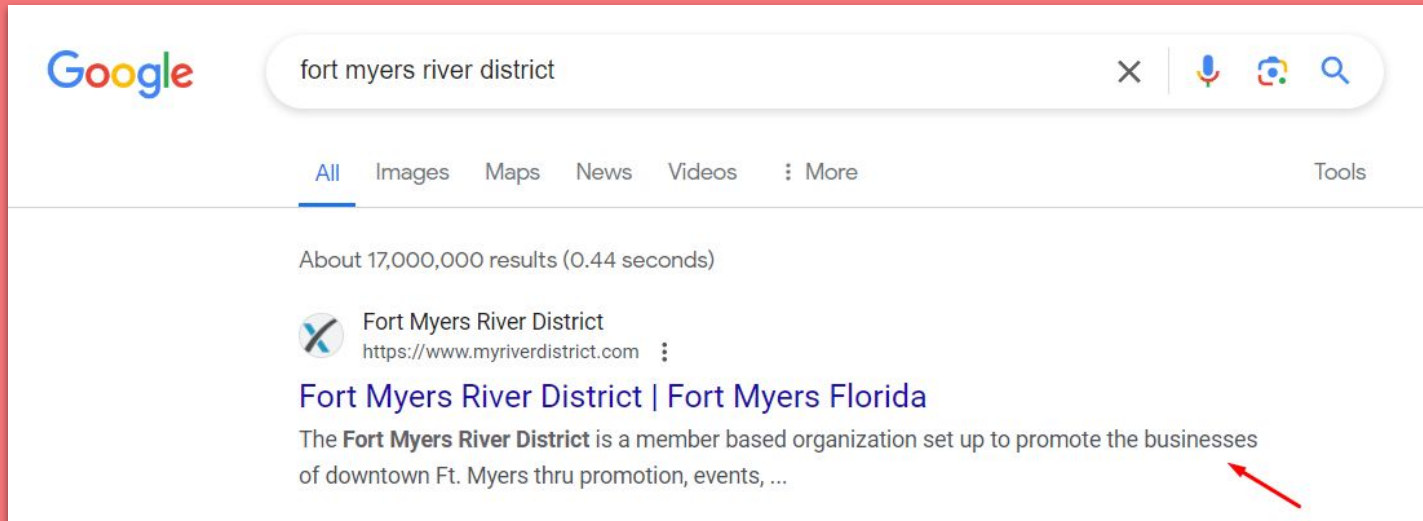


- Is your page indexed by Google?
- When was it last crawled?
- What text is indexed?



Meta Description

- Not directly used for ranking
- Enticing – increased click-thru rate
- 115 characters (with spaces) so description isn't cut off



What still matters to Google?

Say what you do! don't be a "solutions provider"!
Homepage vs About Us

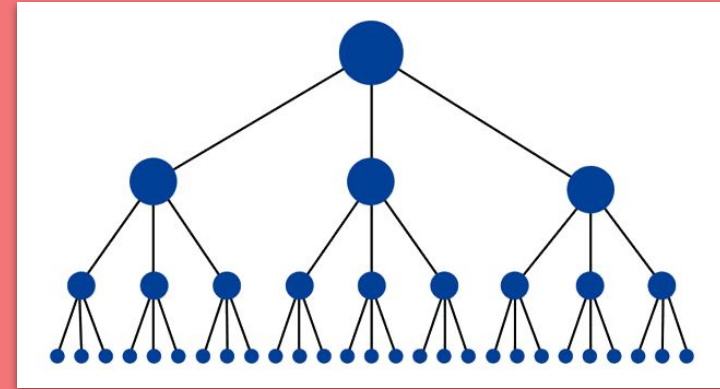
Don't assume everyone knows who you are or
what you do

Links - PR links are high quality
PR investment impacts organic presence

Internal links - how YOU link to your pages
matters

Title tags - do they reinforce the page content?

Improve high-bounce pages



Google is a DRAMA QUEEN!



Google Search Console

Coverage issues detected on [hannugids.com](#)

To the owner of [hannugids.com](#)

Search Console has identified that your site is affected by 1 Coverage issues:

Top Errors

Errors can prevent your page or feature from appearing in Search results. The following errors were found on your site:

Submitted URL marked 'noindex'

We recommend that you fix these issues when possible to enable the best experience and coverage in Google Search.

[Fix Coverage issues](#)

GMB Easy Wins

- Add your own description
- Encourage reviews!
Photo increase review weight
- Answer questions
- Google Posts
- Add your own Q&As

(Limitations for hotels)

The screenshot shows a Google My Business profile for 'Mound House'. At the top, there are three images: a sunset over water, a map showing the location, and an exterior view of the building. Below the images, the business name 'Mound House' is displayed with a 4.7-star rating from 320 Google reviews. The address is 451 Connecticut St, Fort Myers Beach, FL 33931. The hours are listed as Open - Closes 4 PM. The phone number is (239) 765-0865. There are buttons for Website, Directions, Save, and Call. A description follows: 'Restored house museum atop an ancient Calusa Indian shell mound, with artifacts & cultural programs.' Below this, the address, hours, and phone number are repeated. There is a link to 'Suggest an edit' and 'Own this business?'. The 'Events' section shows an event for 'Sat, Apr 27' at '1:00 PM' titled 'Florida's First Flowers Spring Tea 1:00 PM'. The 'Reviews' section shows a 4.8/5 rating from 65 votes on Facebook. There are three Google reviews visible, all 5-star ratings. The 'Questions & Answers' section is at the bottom, with a red arrow pointing to it. It shows a question about the museum's damage in a hurricane and a link to 'Ask a question'.

Mound House
4.7 ★★★★★ 320 Google reviews
Museum in Fort Myers Beach, Florida

[Website](#) [Directions](#) [Save](#) [Call](#)

Restored house museum atop an ancient Calusa Indian shell mound, with artifacts & cultural programs.

Address: 451 Connecticut St, Fort Myers Beach, FL 33931
Hours: Open · Closes 4 PM
Phone: (239) 765-0865

[Suggest an edit](#) · [Own this business?](#)

Events

Sat, Apr 27
1:00 PM
Florida's First Flowers Spring Tea 1:00 PM

More events

Reviews
Reviews from the web

4.8/5 Facebook · 65 votes

Google reviews [Write a review](#) [Add a photo](#)

"Friendly staff and well maintained facility."
★★★★★

"Really cool place to learn some history about our area."
★★★★★

"Great experience Small group, not a gang."
★★★★★

[View all Google reviews](#)

Questions & Answers

Q: Was the museum badly damaged in the hurricane? How high was the water in the main house? I'm guessing the...
(No answers)

[Ask a question](#)

PROPER CAMPAIGN ANALYSIS



All Traffic Sources

REPORTS		Acquisition			Behavior			Conversions		
								eCommerce		
		Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue ?
<div> <div>Realtime</div> <div>Audience</div> <div>Acquisition</div> <div>Overview</div> <div>All Traffic</div> <div>Channels</div> <div>Treemaps</div> <div>Source/Medium</div> <div>Referrals</div> <div>Google Ads</div> <div>Search Console</div> <div>Social</div> <div>Campaigns</div> </div>		2,369,160 % of Total: 100.00% (2,369,160)	2,341,025 % of Total: 100.17% (2,336,996)	4,642,935 % of Total: 100.00% (4,642,935)	53.71% Avg for View: 53.71% (0.00%)	3.65 Avg for View: 3.65 (0.00%)	00:03:23 Avg for View: 00:03:23 (0.00%)	2.06% Avg for View: 2.06% (0.00%)	95,581 % of Total: 100.00% (95,581)	\$9,489,110.51 % of Total: 100.00% (9,489,110.51)
<input type="checkbox"/>	Source / Medium ?									
<input type="checkbox"/>	1. google / cpc	943,016 (36.09%)	855,852 (36.56%)	1,867,389 (40.22%)	57.54%	3.38	00:02:57	2.11%	39,454 (41.28%)	\$3,679,044.50 (38.77%)
<input type="checkbox"/>	2. google / organic	732,250 (28.02%)	640,913 (27.38%)	1,147,039 (24.71%)	51.71%	3.76	00:03:38	1.38%	15,858 (16.59%)	\$1,534,410.34 (16.17%)
<input type="checkbox"/>	3. (direct) / (none)	500,038 (19.14%)	493,901 (21.10%)	735,512 (15.84%)	56.22%	3.64	00:03:22	2.29%	16,877 (17.66%)	\$1,688,487.90 (17.79%)
<input type="checkbox"/>	4. et / email	193,722 (7.41%)	147,192 (6.29%)	520,646 (11.21%)	45.39%	4.11	00:04:00	2.41%	12,568 (13.15%)	\$1,202,021.70 (12.67%)
<input type="checkbox"/>	5. bing / cpc	91,772 (3.51%)	84,600 (3.61%)	137,120 (2.95%)	47.63%	4.08	00:04:03	2.72%	3,735 (3.91%)	\$434,529.99 (4.58%)
<input type="checkbox"/>	6. facebook / paid social	27,274 (1.04%)	25,123 (1.07%)	38,810 (0.84%)	47.39%	3.15	00:02:48	1.06%	410 (0.43%)	\$24,344.09 (0.26%)
<input type="checkbox"/>	7. bing / organic	18,170 (0.70%)	15,135 (0.65%)	25,882 (0.56%)	51.11%	4.09	00:04:04	1.95%	505 (0.53%)	\$56,624.91 (0.60%)
<input type="checkbox"/>	8. m.facebook.com / referral	17,799 (0.68%)	15,220 (0.65%)	25,488 (0.55%)	55.34%	2.84	00:02:28	1.65%	420 (0.44%)	\$31,499.82 (0.33%)
<input type="checkbox"/>	9. yahoo / organic	10,616 (0.41%)	8,418 (0.36%)	15,842 (0.34%)	48.95%	4.00	00:03:48	1.57%	249 (0.26%)	\$26,697.04 (0.28%)
<input type="checkbox"/>	10. youtube.com / referral	9,152 (0.35%)	7,745 (0.33%)	13,489 (0.29%)	59.40%	2.96	00:02:35	0.44%	60 (0.06%)	\$7,519.76 (0.08%)

**Configure GA4 alerts so problems
are known immediately!**



Challenges With Analytics Analysis

- Is tracking 100% accurate?
 - It's never 100% and usually can be improved.
- Attribution – Is revenue incremental?
- Limited data/sample size
- Lifetime value vs short-term ROI

Challenges With Analytics Analysis



Segment brand key phrase from generic key phrases



Lost cookie = direct/additional phone value



Monitor “assisted” value – 2:1 vs last-click attribution



Lifetime value analysis

Exclude Brand Terms From Analysis

Keyword ?	Users ?	Sessions ?	Impressions ?	Clicks ?	Cost ?	CTR ?	CPC ?	RPC ?
	341,703 % of Total: 17.76% (1,923,632)	660,873 % of Total: 17.43% (3,792,002)	11,564,738 % of Total: 10.25% (112,778,517)	496,856 % of Total: 36.15% (1,374,279)	\$178,828.73 % of Total: 32.65% (\$547,689.06)	4.30% Avg for View: 1.22% (252.57%)	\$0.36 Avg for View: \$0.40 (-9.60%)	\$3.52 Avg for View: \$5.40 (-34.74%)
1.	92,171 (23.58%)	182,503 (27.62%)	481,939 (4.17%)	133,400 (26.85%)	\$33,149.77 (18.54%)	27.68%	\$0.25	\$5.17
2.	41,451 (10.60%)	59,373 (8.98%)	1,092,293 (9.45%)	45,921 (9.24%)	\$15,431.61 (8.63%)	4.20%	\$0.34	\$1.92
3.	28,647 (7.33%)	56,438 (8.54%)	87,114 (0.75%)	37,934 (7.63%)	\$5,463.22 (3.06%)	43.55%	\$0.14	\$5.22
4.	22,517 (5.76%)	42,262 (6.39%)	77,237 (0.67%)	28,036 (5.64%)	\$5,371.80 (3.00%)	36.30%	\$0.19	\$4.49
5.	15,159 (3.88%)	31,678 (4.79%)	132,551 (1.15%)	22,471 (4.52%)	\$4,052.10 (2.27%)	16.95%	\$0.18	\$3.71
6.	3,694 (0.95%)	4,926 (0.75%)	57,227 (0.49%)	4,215 (0.85%)	\$3,489.86 (1.95%)	7.37%	\$0.83	\$0.86
7.	5,807 (1.49%)	8,763 (1.33%)	114,399 (0.99%)	6,467 (1.30%)	\$2,834.23 (1.58%)	5.65%	\$0.44	\$2.16
8.	4,398 (1.13%)	6,500 (0.98%)	212,131 (1.83%)	4,920 (0.99%)	\$2,397.16 (1.34%)	2.32%	\$0.49	\$1.85
9.	12,665 (3.24%)	23,050 (3.49%)	56,710 (0.49%)	16,383 (3.30%)	\$2,253.68 (1.26%)	28.89%	\$0.14	\$4.08
10.	1,317 (0.34%)	1,800 (0.27%)	126,648 (1.10%)	1,607 (0.32%)	\$2,065.93 (1.16%)	1.27%	\$1.29	\$2.69
11.	403 (0.10%)	542 (0.08%)	3,887 (0.03%)	504 (0.10%)	\$1,893.78 (1.06%)	12.97%	\$3.76	\$3.92

Exclude Brand Terms From Analysis

Performance is more realistic with branded terms are excluded.

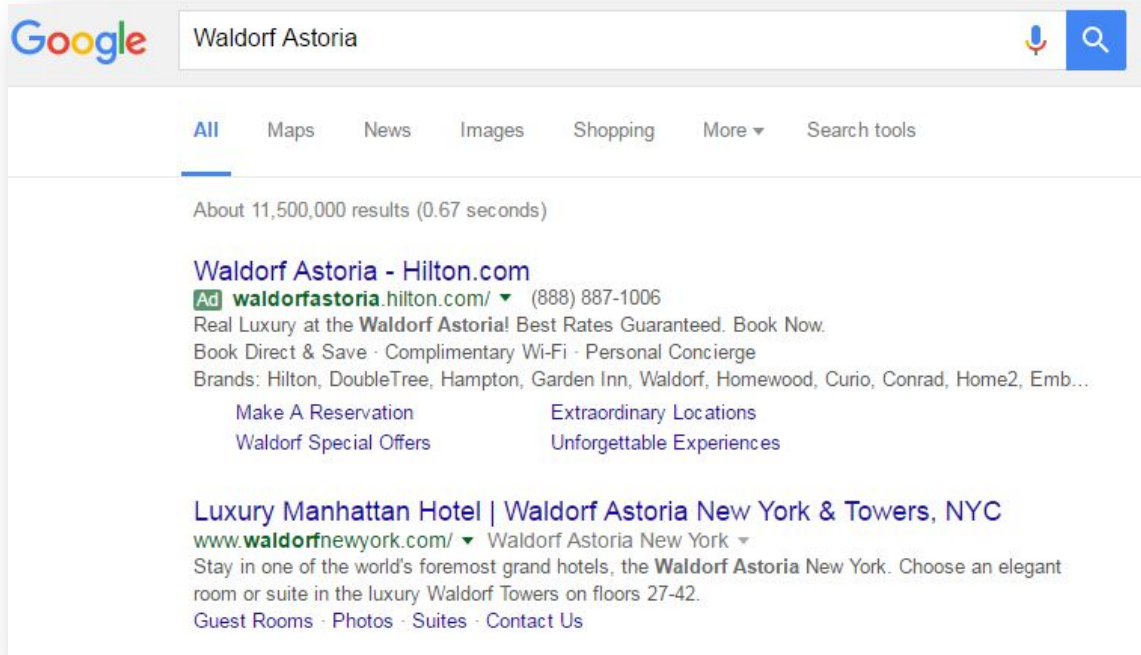
Keyword ?	Users ?	Sessions ?	Impressions ?	Clicks ?	Cost ? ↓	CTR ?	CPC ?	RPC ?
	158,799 % of Total: 8.26% (1,923,632)	239,755 % of Total: 6.32% (3,792,002)	10,205,996 % of Total: 9.05% (112,778,515)	194,826 % of Total: 14.18% (1,374,279)	\$108,613.46 % of Total: 19.83% (\$547,689.06)	1.91% Avg for View: 1.22% (56.65%)	\$0.56 Avg for View: \$0.40 (39.89%)	\$1.60 Avg for View: \$5.40 (-70.33%)
1. [REDACTED]	41,451 (24.20%)	59,373 (24.76%)	1,092,293 (10.70%)	45,921 (23.57%)	\$15,431.61 (14.21%)	4.20%	\$0.34	\$1.92
2. [REDACTED]	3,694 (2.16%)	4,926 (2.05%)	57,227 (0.56%)	4,215 (2.16%)	\$3,489.86 (3.21%)	7.37%	\$0.83	\$0.86
3. [REDACTED]	5,807 (3.39%)	8,763 (3.65%)	114,399 (1.12%)	6,467 (3.32%)	\$2,834.23 (2.61%)	5.65%	\$0.44	\$2.16
4. [REDACTED]	4,398 (2.57%)	6,500 (2.71%)	212,131 (2.08%)	4,920 (2.53%)	\$2,397.16 (2.21%)	2.32%	\$0.49	\$1.85
5. [REDACTED]	1,317 (0.77%)	1,800 (0.75%)	126,648 (1.24%)	1,607 (0.82%)	\$2,065.93 (1.90%)	1.27%	\$1.29	\$2.69
6. [REDACTED]	403 (0.24%)	542 (0.23%)	3,887 (0.04%)	504 (0.26%)	\$1,893.78 (1.74%)	12.97%	\$3.76	\$3.92
7. [REDACTED]	1,346 (0.79%)	1,760 (0.73%)	42,193 (0.41%)	1,559 (0.80%)	\$1,842.91 (1.70%)	3.69%	\$1.18	\$0.21
8. [REDACTED]	3,001 (1.75%)	4,903 (2.05%)	33,124 (0.32%)	3,514 (1.80%)	\$1,769.54 (1.63%)	10.61%	\$0.50	\$2.67
9. [REDACTED]	1,513 (0.88%)	1,978 (0.83%)	12,591 (0.12%)	1,622 (0.83%)	\$1,601.75 (1.47%)	12.88%	\$0.99	\$1.16
10. [REDACTED]	316 (0.18%)	442 (0.18%)	3,141 (0.03%)	406 (0.21%)	\$1,567.70 (1.44%)	12.93%	\$3.86	\$0.98
11. [REDACTED]	2,325 (1.36%)	2,959 (1.23%)	14,454 (0.14%)	2,628 (1.35%)	\$1,462.63 (1.35%)	18.18%	\$0.56	\$0.32

“Incremental” Revenue

- Branded paid search queries = “navigational queries”
- Brand ad above organic listing isn’t 100% incremental
- Segment brand and remarketing from acquisition in analysis
- Nonbrand paid search campaign should be positive without aid of brand revenue
- Compare paid search CPC to other channels

“Incremental” Revenue

Your agency shouldn't take credit for revenue from your brand key phrases.



>10:1 ROAS is usually inflated.



Attribution Numbers Will Never Match

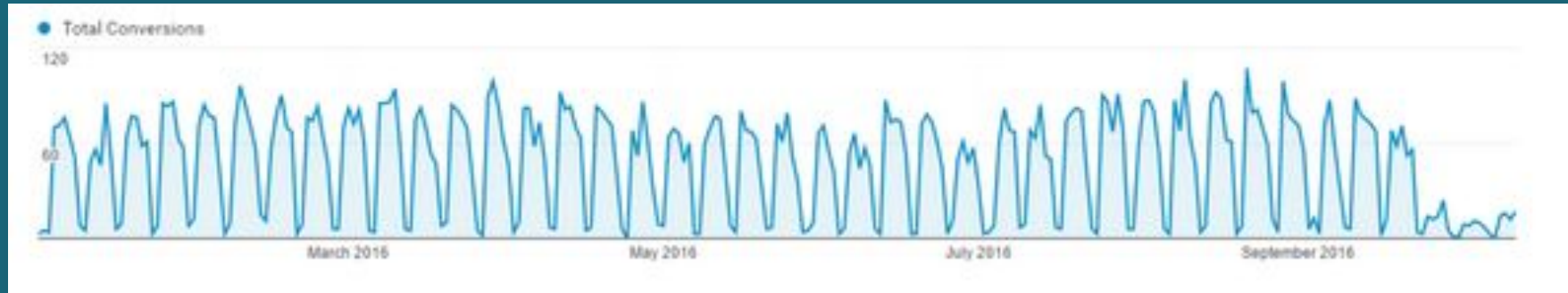


Attribution Numbers Will Never Match



Touch Points = Conversion

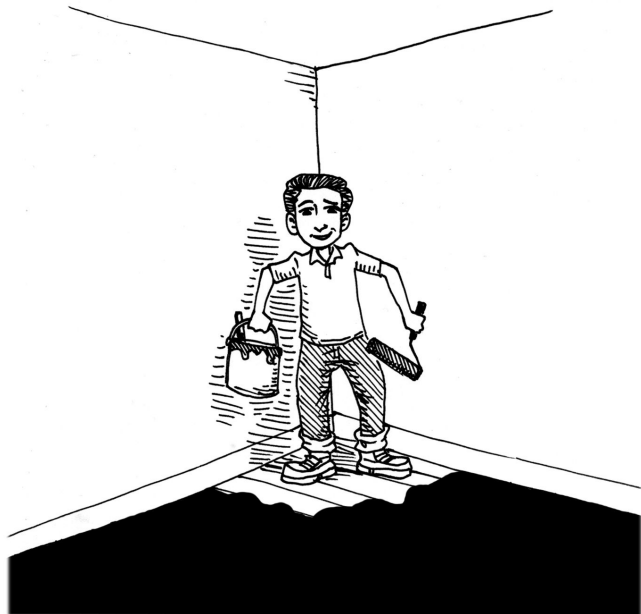
Before You Panic



**When performance changes drastically,
it's usually a tracking issue!**



Short-Term ROI \neq Lifetime Value



Search Marketing Tools



Search Industry Resources

- Search Engine Land
- Search Engine Watch
- Moz Blog
- Backlinko – Brian Dean
- WordStream
- PPC Hero

Words of Wisdom



R/GA ✓
@RGA



Give a man a fish, you feed him for a day. Teach a man to fish, you can target him with fishing-equipment ads for a lifetime.

10:53 AM · 10/12/21 · [Twitter Web App](#)

250 Retweets **24** Quote Tweets **1,391** Likes

Summary

Are your campaigns profitable with only incremental revenue?

Easy wins with paid search bid adjustments:

- raise desktop
- Bing
- demographics

Consider running a YouTube campaign.

GMB Opportunities:

- Add a description
- Google Posts
- Post common FAQs
- Answer questions!

A wide-angle photograph of a harbor at sunset. The sky is filled with dramatic, dark clouds that are illuminated from below by the setting sun, creating a vibrant orange and yellow glow. The sun is a bright, circular orb positioned slightly to the left of the center horizon. The water in the harbor is calm, reflecting the intense colors of the sky. Numerous sailboats are anchored in the water, their masts and sails visible as dark silhouettes against the glowing background. The shoreline in the distance is dark, with some buildings and structures visible under the twilight sky. The overall mood is peaceful and majestic.

THANK YOU