

Intro to PPC

Paid Search Master Class Series

February 2025



Who am I?



Sarah Slater Assistant Director, Paid Search

Archetype Persona

The Intelligent and Sympathetic Advocate

Current Role

Leads paid search strategies and supports team's growth to deliver client success

CARNEGIE

Agenda

What is PPC?
 Essentials of PPC campaigns
 Final takeaways



What is PPC?

- + Definition of PPC
- + PPC versus SEO
- + How the ad auction works

PPC ads show in search engine results

<u>PPC = Pay-per-click</u>

- Text ad shown on the search engine results page of platforms such as Google, Bing, & more
- + Charged only per **click** on your ad

Google	colleges near me	× 🌵 💿	9
	All Maps Images News Forums Shopping Videos : More		Tools
	Within 5 mi Top rated Open now Private Public Art Nursing Technical	Pharmacist	
	Results for Tampa, FL 33616 (Use precise location :		
	Sponsored		
	info.online.saintleo.edu intps://info.online.saintleo.edu		
	Saint Leo University Classes Start Soon – Find the program that's right for you with 75+ online, accredited degrees to choose from.		
~	Private university · Tampa · Open · Closes 3 PM Online Learning · Attend Education Centers · Associate's in Business · 100% Online		
	Sponsored		
	phoenix.edu https://www.phoenix.edu		
	University of Phoenix®		
~	Online Courses Online – Start Learning Today With University of Phoenix® - Flextile Courses for Your Schedule. Take Online School Courses As An Adult With University of Phoenix®. Online, but Never Alone. Online Education Programs - Admissions Requirements - Master's Degrees Online		
	Sponsored		
	Keiser University® https://degrees.keiseruniversity.edu > request-info		
	Keiser University®		
	100% Online Options Available – Achieve your goals while living your life with our one- class-at-a-time course scheduling.		
	Sponsored		

PPC and SEO fill different institutional needs

PPC:

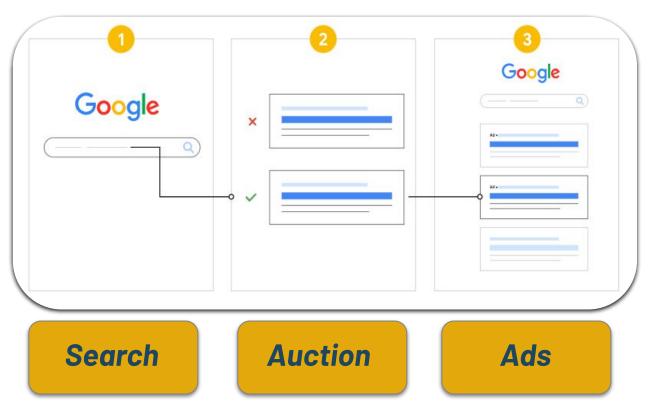
- + PPC = Pay-Per-Click
- + Drive paid traffic
- + Requires consistent investment
- + Show high on SERP
- + Controlled messaging & webpage traffic

SEO:

- + SEO = Search Engine Optimization
- + Drive organic traffic
- + Doesn't require investment
- + Less control over messaging & webpage traffic



A search shows a PPC ad because of a lightning-fast auction



PPC Campaign Essentials

- + Anatomy of an ad
- + Keywords & research tools
- + Campaign structure

PPC ads require at least 3 headlines & 2 descriptions

Ad · admissions.msu.edu/learn-more -

Learn More About MSU | Michigan State University

With 200+ Areas of Study, MSU Has a Program for Every Undergrad at Our Big Ten School. MSU, a Big Ten Campus, Opens the Door to Opportunity While Making You Feel Right at Home. 200+ Undergrad Programs. \$687M in Financial Aid. 900+ Student Clubs. Big Ten Campus. Degree

programs: Animal Science, Business, Communications, Education, Finance, Journalism,...

Academics at MSU Choose From Hundreds of Programs To Study as a Spartan.

Why MSU? Click To Read More About Our Campus, History, and Rankings. Cost at Aid at MSU Find Out More About Scholarships, Work Study, Aid, and More.

Life at MSU Check Out Our Dorms, Clubs, Athletics, and Activities. Display URL Headline Ad Description Callout Extensions Structured Snippet Extension Sitelink Extensions

Keywords are the backbone of paid search

Search ke	eywords Negative search keywords											
+ 7	Keyword status: Enabled Add filter					Q Search	E Segment	Columns	II. Reports D		pand More	~
•	Keyword	Match type	Status 🛧	Conversion	Cost / conv.	Cost	Avg. CPC	Clicks	Conv. rate	Search impr. share	CTR	Impr.
•	"colleges for"	Phrase match	Eligible	0.00	\$0.00	\$230.09	\$6.22	37	0.00%	< 10%	4.30%	860
•	"apply for college"	Phrase match	Eligible	3.00	\$72.27	\$216.80	\$8.34	26	11.54%	< 10%	3.18%	817
•	"bachelor program"	Phrase match	Eligible	1.00	\$134.99	\$134.99	\$7.94	17	5.88%	< 1 0%	4.89%	348
•	"where should i go to college"	Phrase match	Eligible	0.00	\$0.00	\$0.00		0	0.00%	< 10%	- 1	0
•	"colleges with"	Phrase match	Eligible	1.00	\$170.07	\$170.07	\$4.86	35	2.86%	< 10%	6.85%	511
•	"where to go to college"	Phrase match	Eligible	0.00	\$0.00	\$27.64	\$4.61	6	0.00%	< 10%	5.13%	117
•	"affordable 4 year colleges"	Phrase match	Eligible	0.00	\$0.00	\$0.00	-	0	0.00%	< 10%	-	0
	"bachelor's degree for"	Phrase match	Eligible	0.00	\$0.00	\$167.53	\$10.47	16	0.00%	< 10%	2.97%	538
•	"undergraduate school for"	Phrase match	Eligible	0.00	\$0.00	\$0.00		0	0.00%	< <mark>1</mark> 0%		0
•	"what major is best for"	Phrase match	Eligible	0.00	\$0.00	\$0.00	, .	0	0.00%	 8	-	0

Paid Search Master Class Series: Intro to PPC

There are three keyword types, ranging from narrow to broad in reach

0		Keyword Ma	atch Types
Q.	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
Broad match	running shoes	Searches that <mark>relate</mark> to your keyword	• tennis shoes for men • socks for running
Phrase match	"running shoes"	Searches tha <mark>t include</mark> the meaning of your keyword	• men's running shoes • best shoes for running
Exact match	[running shoes]	Searches tha <mark>t are</mark> the same meaning as your keyword	• running shoes • sneakers
	am		

11

🛃 Download keyword ideas

Keyword view *

Account status

n Plan: Save

ш

(high range)

\$4.21 In Plan: Saved

\$8.24

\$6.84

\$3.13 In Plan: Save

1 - 10 of 104

Refine keywords

< >

There are many tools to discover keywords on

^	Google Ads	Q Search	I for a page or campaign	
	Planning	~	Kerword Planner >	
te	Keyword Planner		Keyword Planner Estimates	
	Performance Planner		Q colleges in the northeast, best colleges in the northeast	⊗ United States 🕺 A Engli
gns	Reach Planner			
	App advertising hub		Broaden your search: (+ colleges) (+ best colleges) (+	+ universities) (+ education
	Shared library	~	Exclude adult ideas X Add filter 104	keyword ideas available
۰.	Content suitability		Keyword (by relevance)	Avg. monthly searches
	Data manager		Dest conleges in the northeast	000
	Troubleshooting	~	Keyword ideas	
	0		affordable liberal arts colleges northeast	20 //
	Bulk actions	~	small colleges in the northeast	20
	Budgets and bidding	~		~~~~
	Business data		 best psychology colleges in northeast 	10 WV
			 best science colleges in northeast 	10 10

Google Ads Keyword Planner

Ad impression Top of page bid Top of page bid

\$2.24

\$2.32

\$1.93

\$2.13

\$1.13

\$2.71 Show rows: 10 -

share (low range)

CEMDuch /	"no quinco no ono	horohim
SEMRUSHI	requires mem	
· · · · · · · · · · · · · · · · · · ·		,

0 000										C User manual	Send feedt
SEO Dashboard COMPETITIVE RESEARCH Domain Overview Traffic Analytics	🔳 US 3		166	hered.com @ Device: @ Desktop ~ s Competitors Page			2				₫ Export to P
Organic Research	(an an and	ons Organic SERP F									
Keyword Gap	All POSIS	ons organic Stiller H	satures								
Backlink Gap	Filter by I	keyword Q	Position	s 🕶 🛛 Volume 🕶 🕅 KD	v (intent v	SERP Features 👻	Advanced filters 👻				
KEYWORD RESEARCH											
Keyword Overview	Keywor			Traffic		Traffic Cost					
Keyword Magic Tool	3K -	0.88%		3.6K 7.24%		\$11.5K -0.85%					
Seyword Strategy Builder											
Position Tracking	Organic	: Search Positions: 3.00	5						+ Add to keyword	Bat B Manage columns 10/1	5 1 Expor
Organic Traffic Insights				Position SER			Traffic % 🗐				
UNKOULDING		Keyword	intent	Position SEH	Pealures	Traffic	Traffic % m	Volume	KD %	UNL	Updat
Backlink Analytics		carnegie higher	н	⊙1 (R	⊙ ★ 🖸 ±6	312	8.77	390	45 😐	www.carnegiehighered.	Dec 28, 20
Backlink Audit		education 🖽								conv	
Link Building Tool		carnegie dartiet ⊟	н	@1 (E	⊙ ★ ⊠ ±5	312	8.77	390	31 😐	www.carnegietrighered. E	Dec 20, 20
Bulk Analysis										com/	
ON PAGE & TECH SED	>0	market	00	1 (3		218	6.13	880	9 🔴	www.carnegiehighered. @*	Jan
Site Audit		opportunity								com/services/integrated -research/market-ana	
Listing Management		carnegie moi 🖽									
Map Rank Tracker	1.0	carnegie higher			⊙ ★ ⊠ +5	168	4.72			www.carnegiehighered. g*	
SEO Content Template	20	ed E	N	⊙ 1 [3]	⊙ # ⊡ +5	168	4.72	210	50 🗕	cou/ maarcamedeuidueseo. R.	3 da
Page SEO Checker											
		() underscore	00		(D) [2] (0) +3	165	4.64	33.16		www.camegiehighered.	

Keyword Planner can be used to generate keyword ideas, but it doesn't guarantee improved performance. You're responsible for your keyword choices and for complying with our advertising policies and any applicable laws

S United States 🕉 English

70 _____

90 ~~~

70

50 ~~~~

10 ____

engineering schools in the northeast

christian colleges in the northeast

best small colleges in northeast

most affordable colleges in the northeast

B. Google 🗂 Jan - Dec 2024 👻

YoY change Competition

-33% Low

-29% Low

0% Low

0% Low

0% Low

0% Low

0% Low

-100% -

128 1120

(+ universities) (+ education) (+ post-secondary education) (+ training) (+ online degree programs

Three month

change

-33%

-44%

0%

0%

-22%

-29%

0%

-50%

Paid Search Master Class Series: Intro to PPC

There are many tools to discover keywords on

Al Chat Bots

What keywords do people search on Google when looking for small liberal arts colleges in the Northeast? I'm building a PPC campaign that aims to promote a small liberal arts college in the Northeast.

Memory updated

B

Here are some potential keywords people may search for when looking for small liberal arts colleges in the Northeast:

General Keywords

- "small liberal arts colleges in the Northeast"
- "best liberal arts colleges in New England"
- · "top small colleges in the Northeast"
- "liberal arts colleges near me" (geo-targeted searches)
- · "affordable liberal arts colleges in the Northeast"
- "private colleges in New England"

 Google Trends
 Nome
 Explore
 Tranding Now

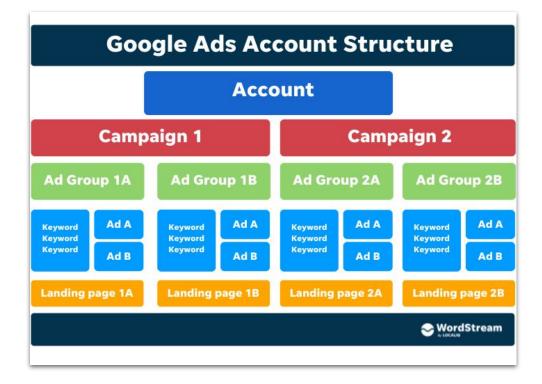
 • bachelor degrees
 • search term
 • bachelor degrees
 • ender a degrees
 • endegrees
 • endegrees
 • ender a degrees
 • e

...and more!

Negative keywords function similarly to keywords, except they block ads from showing

Negative Broad Match	Negative Phrase Match	Negative Exact Match
Ad won't show if the search contains all your negative keyword terms, even if the terms are in a different order	Ad won't show if the search contains the same negative keyword terms in the same order	Ad won't show if the search is the same as the negative keyword terms, in the same order, without extra words

PPC campaigns are sectioned by ad groups to organize themes



15

Dedicated landing pages are essential to conversion success

Shape Your Future in Pharmacy with Duquesne University's Online Pharm.D. Program



Thank you for your Interest in Doquesne University's Pharm D, program. Complete the form below to receive additional hitomation and get connected to an Admissions Coordinator.

laces salert "Yes" if you would like to ont in to receive tay

First Name

any tin

NO

submit

Why Choose Duquesne's Online Pharm.D. Program?

A Flexible, Career-Focused Education

Online classes meet once a week on Thursdays from 10 a.m. to 5 p.m., saving weekends and summers for clinical work.



Final Takeaways

- + Why include PPC?
- + Resources

PPC is essential to a full-funnel digital marketing strategy

Why Include PPC:

- + Direct users to a page optimized for your goals
- + Maintain consistent messaging across paid media
- + Control what searches you show for
- + Stand out against competition
- + Reach brand unaware prospects



Exclusive Offer for Paid Search Master Class Series Subscribers!

Subscribers to the series receive 25% off a PPC audit—plus automatic entry into our drawing for a chance to win a **free PPC audit**!

Don't miss this opportunity to optimize your strategy and maximize your ROI. Please submit the form on the webinar page to learn more.



Resources

Learn More <u>The Power of Search Engine Marketing: Maximize Your</u> <u>Marketing Results with SEO and PPC</u>

<u>The Anatomy of a Higher Education Landing Page (That</u> <u>Converts)</u>

Explore Carnegie
Partner with Us

Search Engine Marketing Services

Thank You!

Sarah Slater sslater@carnegiehighered.com

CARNEGIE

210 Littleton Road, Suite 100 Westford, MA 01886 978-692-5092 | info@carnegiehighered.com

carnegiehighered.com

Copyright ©2024 Carnegie