

CARNEGIE

# Intro to PPC

Paid Search Master Class Series

February 2025



## Who am I?



### **Sarah Slater**

Assistant Director, Paid Search

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### **Archetype Persona**

The Intelligent and Sympathetic Advocate

### **Current Role**

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

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# Agenda

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- 1      **What is PPC?**  
.....
- 2      **Essentials of PPC  
campaigns**  
.....
- 3      **Final takeaways**  
.....



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# What is PPC?

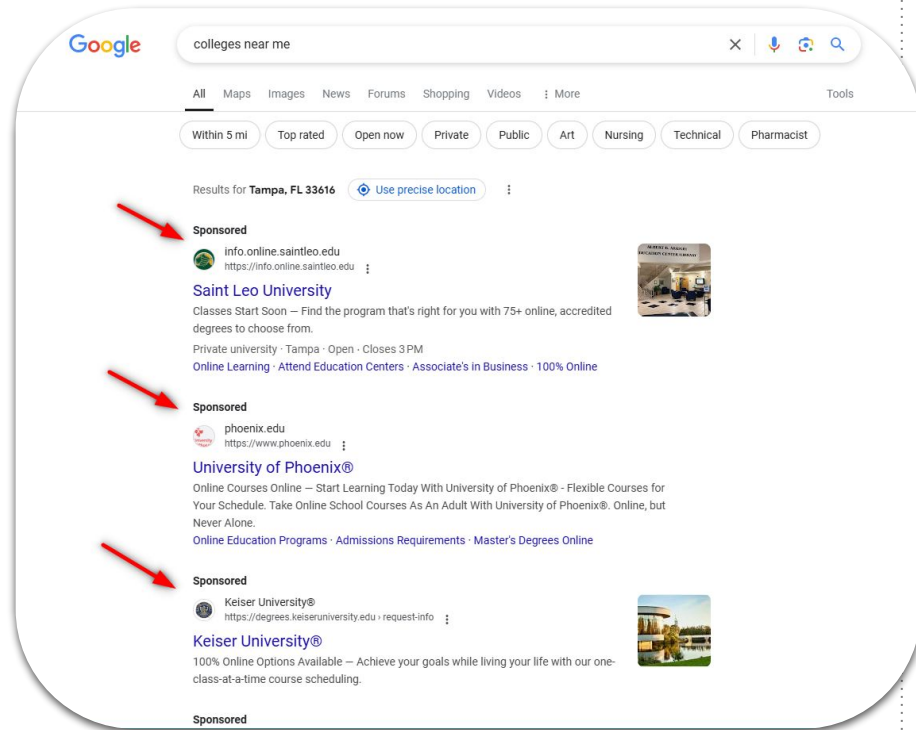
- + Definition of PPC
- + PPC versus SEO
- + How the ad auction works



# PPC ads show in search engine results

## PPC = Pay-per-click

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



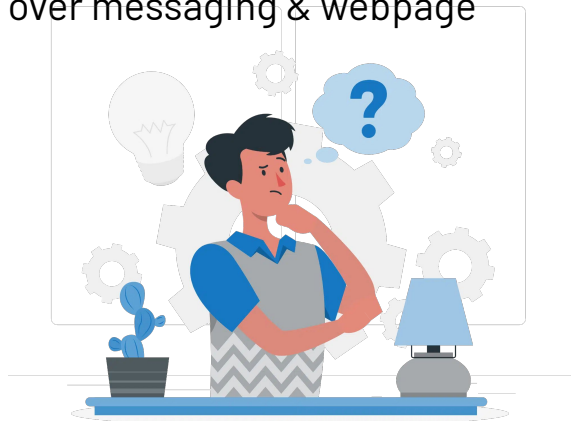
## PPC and SEO fill different institutional needs

### PPC:

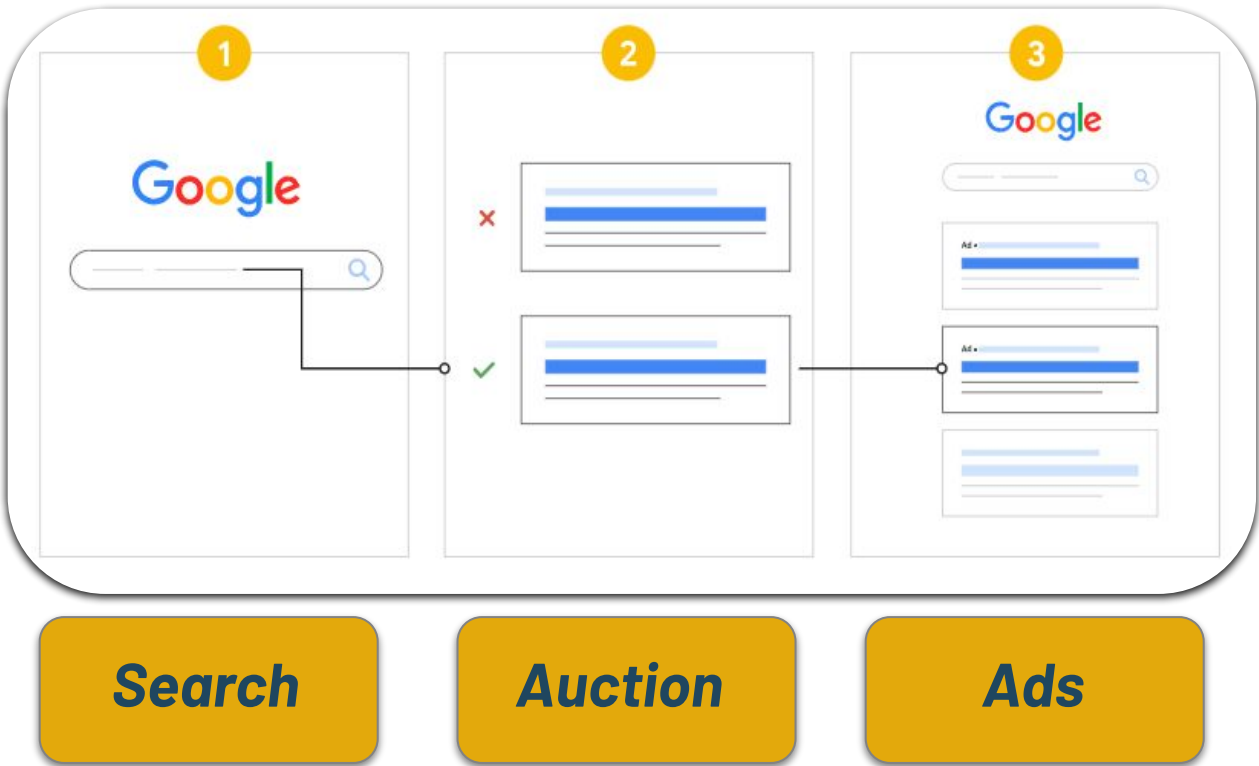
- + PPC = Pay-Per-Click
- + Drive paid traffic
- + Requires consistent investment
- + Show high on SERP
- + Controlled messaging & webpage traffic

### 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



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# 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](https://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 keywords Negative search keywords

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Keyword status: Enabled

Add filter

Search

Segment

Columns

Reports

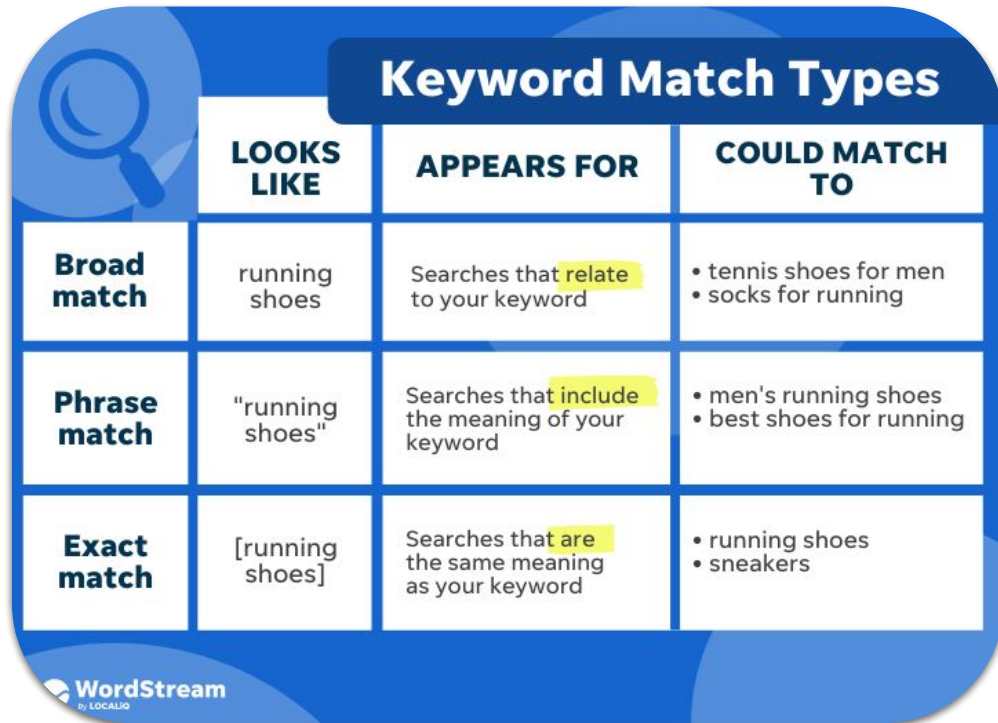
Download

Expand


More

<input type="checkbox"/>	<input checked="" type="radio"/>	Keyword	Match type	Status <span>↑</span>	Conversion:	Cost / conv.	Cost	Avg. CPC	Clicks	Conv. rate	Search impr. share	CTR	Impr.
<input type="checkbox"/>	<input checked="" type="radio"/>	"colleges for"	Phrase match	Eligible	0.00	\$0.00	\$230.09	\$6.22	37	0.00%	< 10%	4.30%	860
<input type="checkbox"/>	<input checked="" type="radio"/>	"apply for college"	Phrase match	Eligible	3.00	\$72.27	\$216.80	\$8.34	26	11.54%	< 10%	3.18%	817
<input type="checkbox"/>	<input checked="" type="radio"/>	"bachelor program"	Phrase match	Eligible	1.00	\$134.99	\$134.99	\$7.94	17	5.88%	< 10%	4.89%	348
<input type="checkbox"/>	<input checked="" type="radio"/>	"where should i go to college"	Phrase match	Eligible	0.00	\$0.00	\$0.00	—	0	0.00%	< 10%	—	0
<input type="checkbox"/>	<input checked="" type="radio"/>	"colleges with"	Phrase match	Eligible	1.00	\$170.07	\$170.07	\$4.86	35	2.86%	< 10%	6.85%	511
<input type="checkbox"/>	<input checked="" type="radio"/>	"where to go to college"	Phrase match	Eligible	0.00	\$0.00	\$27.64	\$4.61	6	0.00%	< 10%	5.13%	117
<input type="checkbox"/>	<input checked="" type="radio"/>	"affordable 4 year colleges"	Phrase match	Eligible	0.00	\$0.00	\$0.00	—	0	0.00%	< 10%	—	0
<input type="checkbox"/>	<input checked="" type="radio"/>	"bachelor's degree for"	Phrase match	Eligible	0.00	\$0.00	\$167.53	\$10.47	16	0.00%	< 10%	2.97%	538
<input type="checkbox"/>	<input checked="" type="radio"/>	"undergraduate school for"	Phrase match	Eligible	0.00	\$0.00	\$0.00	—	0	0.00%	< 10%	—	0
<input type="checkbox"/>	<input checked="" type="radio"/>	"what major is best for"	Phrase match	Eligible	0.00	\$0.00	\$0.00	—	0	0.00%	—	—	0

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

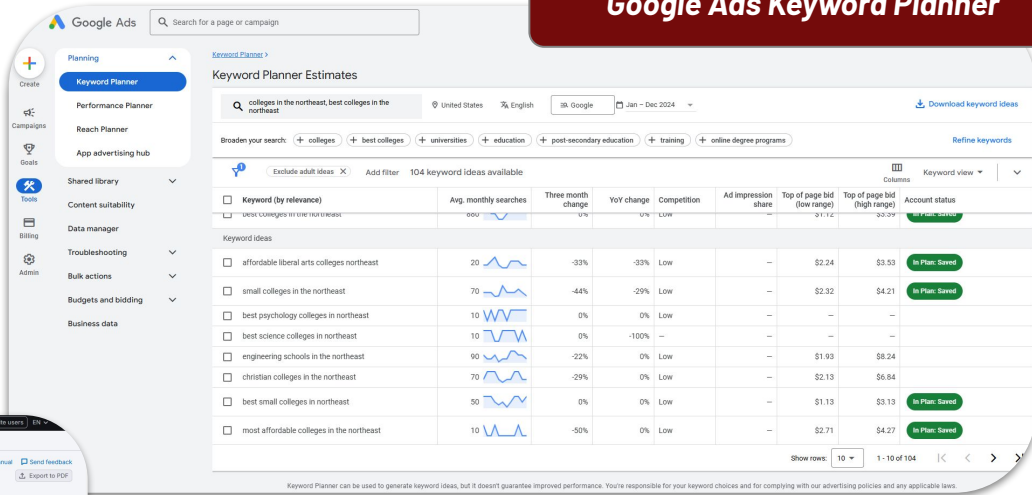


Keyword Match Types			
	LOOKS LIKE	APPEARS FOR	COULD MATCH TO
<b>Broad match</b>	running shoes	Searches that <b>relate</b> to your keyword	<ul style="list-style-type: none"><li>• tennis shoes for men</li><li>• socks for running</li></ul>
<b>Phrase match</b>	"running shoes"	Searches that <b>include</b> the meaning of your keyword	<ul style="list-style-type: none"><li>• men's running shoes</li><li>• best shoes for running</li></ul>
<b>Exact match</b>	[running shoes]	Searches that <b>are</b> the same meaning as your keyword	<ul style="list-style-type: none"><li>• running shoes</li><li>• sneakers</li></ul>

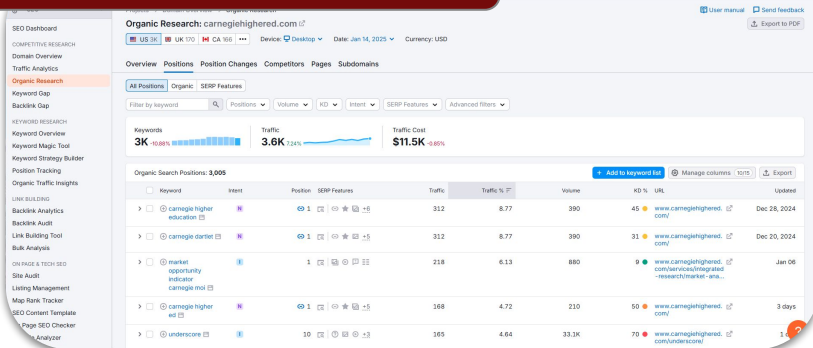
 **WordStream**  
by LOCALIQ

# There are many tools to discover keywords on

## Google Ads Keyword Planner



## SEMRush (requires membership)



# There are many tools to discover keywords on

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.



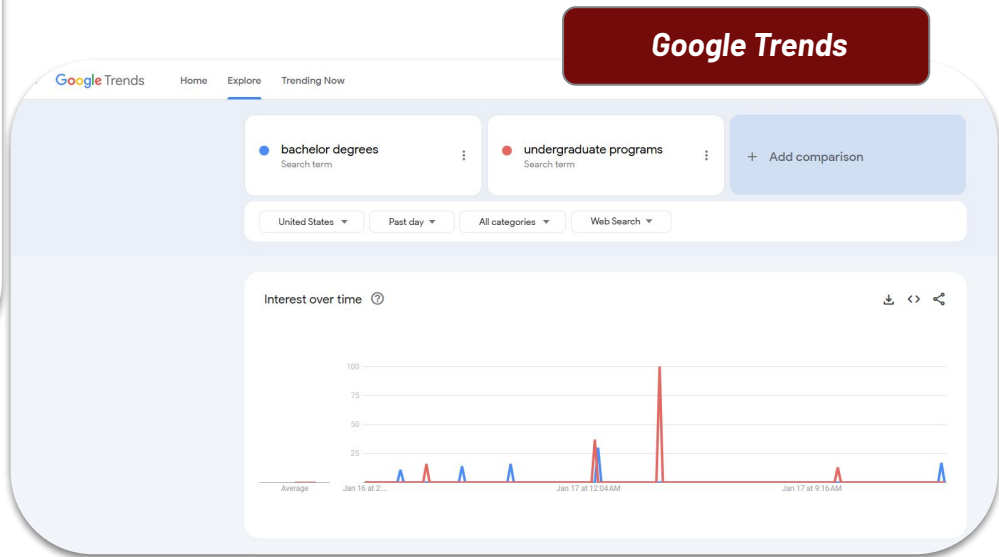
Memory updated

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"

**AI Chat Bots**

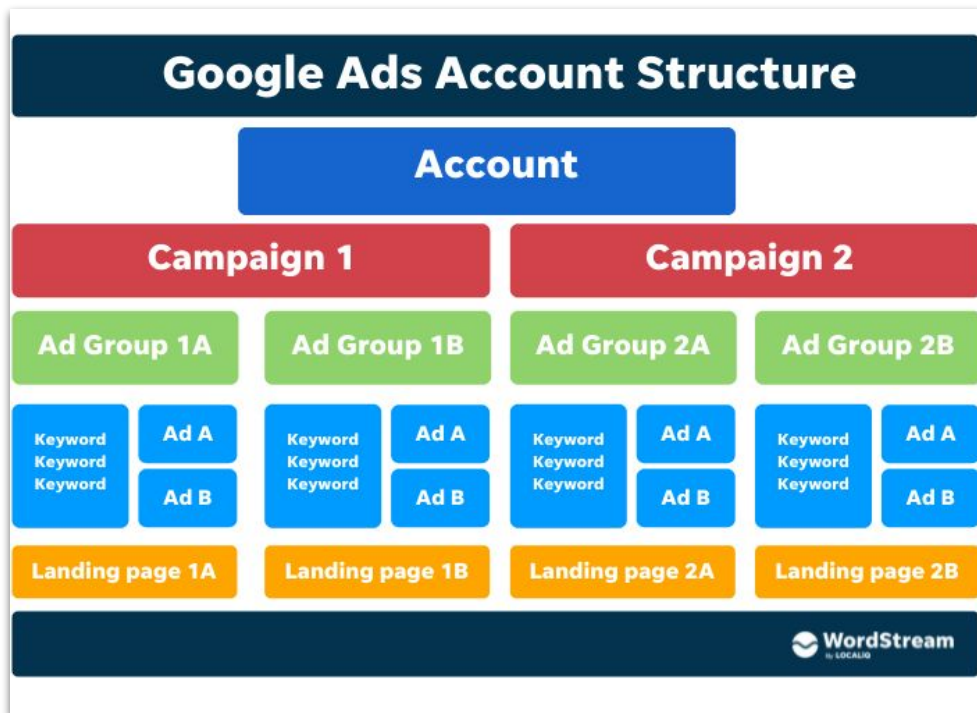


**...and more!**

## 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



# 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 Duquesne University's Pharm.D. program. Complete the form below to receive additional information and get connected to an Admissions Coordinator.

\* denotes required field

First Name\*

Last Name\*

Email Address\*

Mobile Phone Number\*

We occasionally send information about deadlines and other admissions related information via text message. Please select "Yes" if you would like to opt in to receive text messages from Duquesne University. You may opt out at any time.\*

☐ Yes  
☐ No

I am interested in:

Preferred Entry Term\*

### 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.



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# 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.

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# Resources

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## Learn More

[The Power of Search Engine Marketing: Maximize Your Marketing Results with SEO and PPC](#)

[The Anatomy of a Higher Education Landing Page \(That Converts\)](#)

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## Explore Carnegie

[Partner with Us](#)

[Search Engine Marketing Services](#)



# Thank You!

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