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

Agenda

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What is PPC?
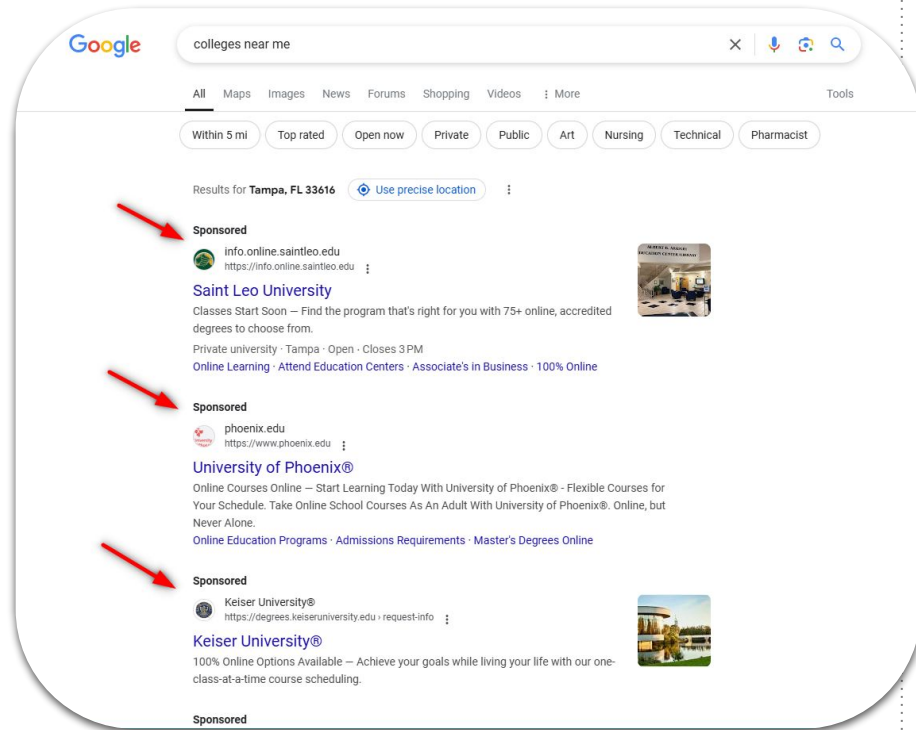
+ Definition of PPC
+ PPC versus SEO
+ How the ad auction works

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
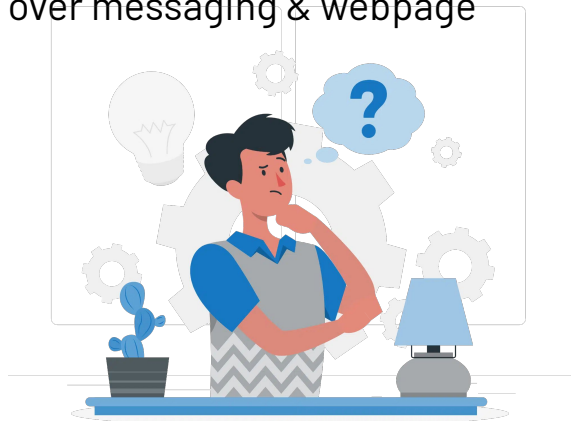
+ Charged only per **click** on your ad

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

Search

Auction

Ads
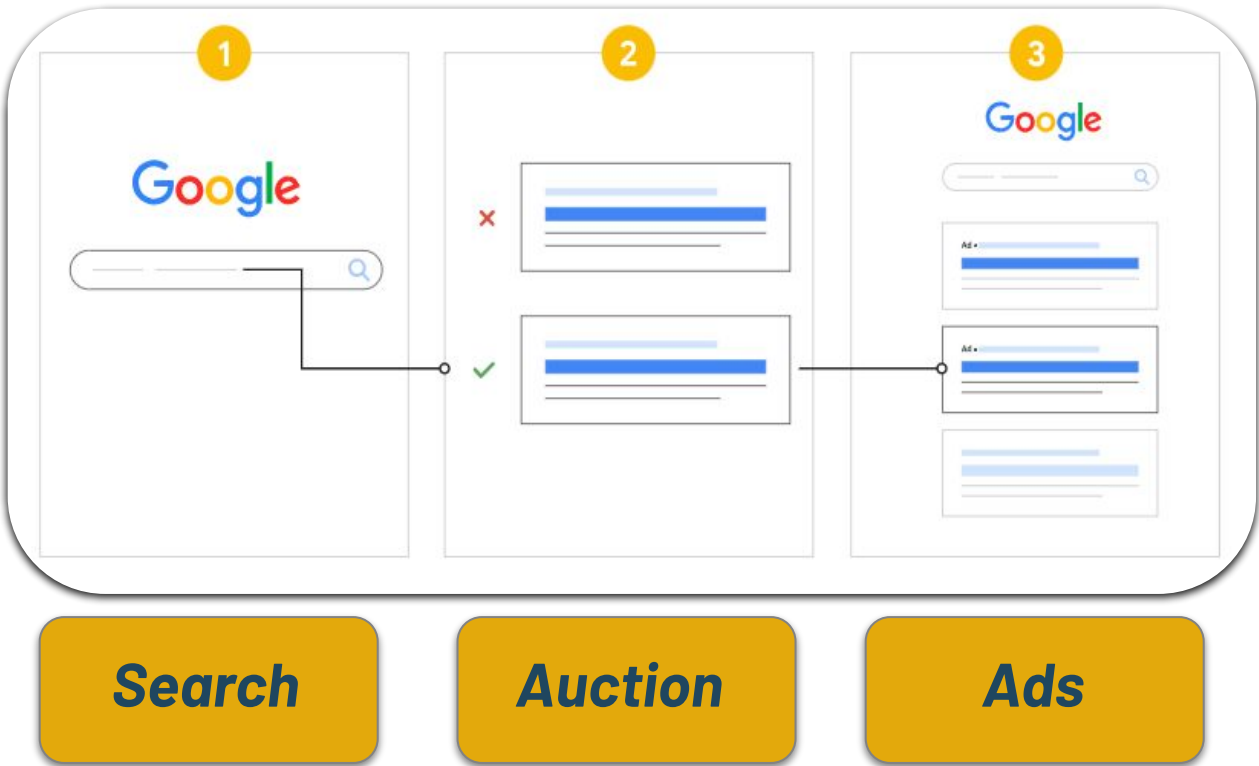
PPC Campaign Essentials

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

PPC ads require at least 3 headlines & 2 descriptions

Display URL
Headline
Ad Description
Callout Extensions
Structured Snippet Extension
Sitelink Extensions

Keywords are the backbone of paid search

Search keywords   Negative search keywords

Keyword status: Enabled   Add filter
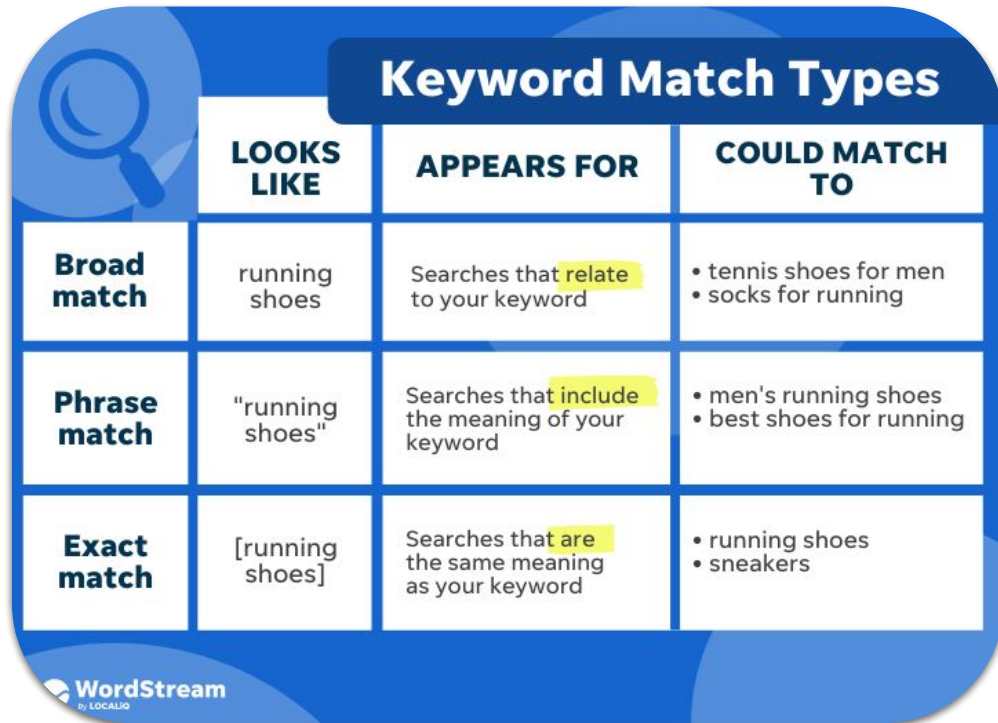
Search · Segment · Columns · Reports · Download · Expand · More

		Keyword	Match type	Status ↑	Conversions	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%	< 10%	4.89%	348
☐	●	"where should i go to college"	Phrase match	Eligible	0.00	$0.00	$0.00	—	0	0.00%	< 10%	—	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%	< 10%	—	0
☐	●	"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
Broad match	running shoes	Searches that relate to your keyword	• tennis shoes for men • socks for running
Phrase match	"running shoes"	Searches that include the meaning of your keyword	• men's running shoes • best shoes for running
Exact match	[running shoes]	Searches that are the same meaning as your keyword	• running shoes • sneakers

WordStream
by LOCALiQ

There are many tools to discover keywords on

Google Ads Keyword Planner
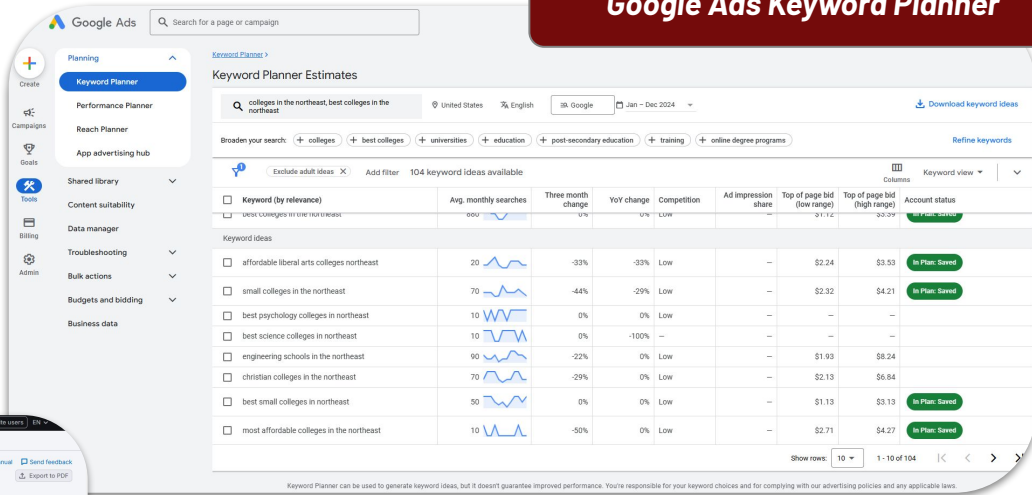
SEMRush (requires membership)
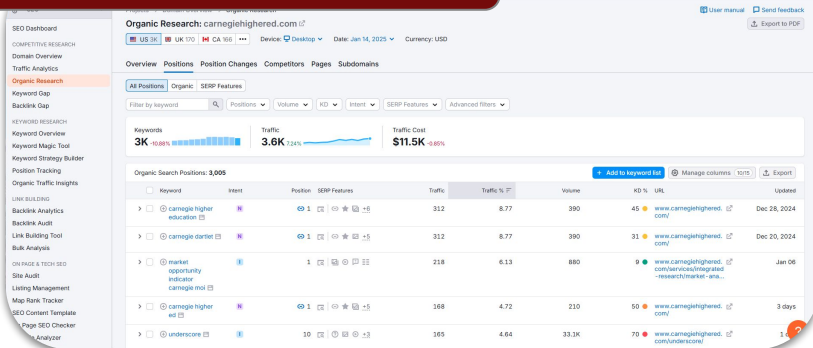
There are many tools to discover keywords on

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.
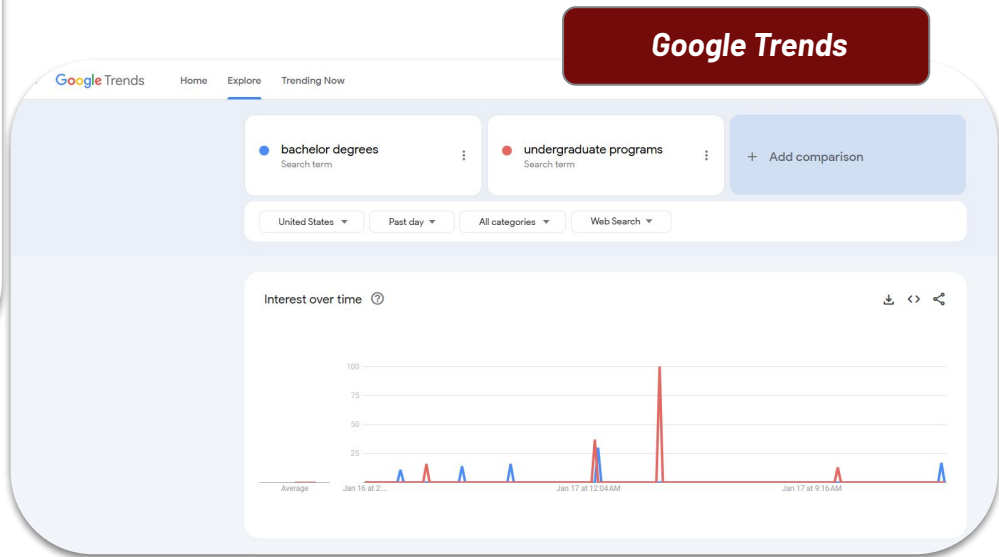
Memory updated

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"
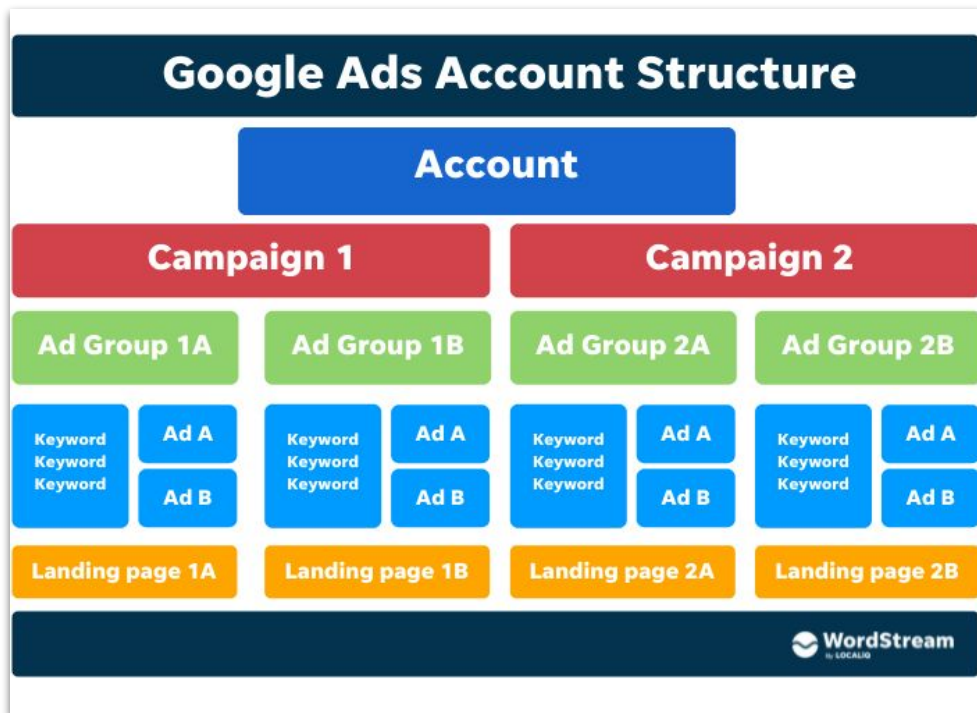- "private colleges in New England"

AI Chat Bots

Google Trends

Google Trends   Home   Explore   Trending Now

- bachelor degrees
  Search term
- undergraduate programs
  Search term
- + Add comparison

United States ▾   Past day ▾   All categories ▾   Web Search ▾

Interest over time ⓘ

100
75
50
25

Average   Jan 16 at 2...   Jan 17 at 12:04 AM   Jan 17 at 9:16 AM

...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

3

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

AWARENESS

INTEREST

DECISION

ACTION

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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)

Explore Carnegie

Partner with Us

Search Engine Marketing Services

Thank You!

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