

Contents

# Introduction To Search Engines.

## Potential Of Search Engine Traffic.

- The total worldwide search market boasted more than 131 billion searches conducted by people age 15 or older from home and work locations in December 2009.
  - more than 4 billion searches per day
  - 175 million per hour
  - 29 million per minute

|                    | Dec-2008 | Dec-2009 | Percent Change |
|--------------------|----------|----------|----------------|
| Worldwide          | 89,708   | 131,354  | 46%            |
| United States      | 18,688   | 22,741   | 22%            |
| China              | 11,778   | 13,278   | 13%            |
| Japan              | 6,213    | 9,170    | 48%            |
| United Kingdom     | 4,623    | 6,245    | 35%            |
| Germany            | 4,079    | 5,609    | 38%            |
| France             | 3,362    | 5,425    | 61%            |
| South Korea        | 2,796    | 4,039    | 44%            |
| Brazil             | 2,454    | 3,763    | 53%            |
| Canada             | 2,900    | 3,710    | 28%            |
| Russian Federation | 1,735    | 3,333    | 92%            |

\*Searches based on "expanded search" definition, which includes searches at the top properties where search activity is observed, not only the core search engines.

## Top Search Properties Worldwide

- Google Sites ranked as the top search property worldwide with 87.8 billion searches in December, or 66.8 percent of the global search market. Google Sites achieved a 58-percent increase in search query volume over the past year.

## Top Search Properties Worldwide

- Microsoft Sites saw the greatest gains among the top five properties, growing 70 percent to 4.1 billion searches, on the strength of its successful introduction of new search engine Bing.

|                         | Dec-2008 | Dec-2009 | Percent Change |
|-------------------------|----------|----------|----------------|
|                         | -----    | -----    | -----          |
| Worldwide               | 89,708   | 131,354  | 46%            |
| -----                   | -----    | -----    | ---            |
| Google Sites            | 55,638   | 87,809   | 58%            |
| -----                   | -----    | -----    | ---            |
| Yahoo! Sites            | 8,389    | 9,444    | 13%            |
| -----                   | -----    | -----    | ---            |
| Baidu.com Inc.          | 7,963    | 8,534    | 7%             |
| -----                   | -----    | -----    | ---            |
| Microsoft Sites         | 2,403    | 4,094    | 70%            |
| -----                   | -----    | -----    | ---            |
| eBay                    | 1,327    | 2,102    | 58%            |
| -----                   | -----    | -----    | ---            |
| NHN Corporation         | 1,892    | 2,069    | 9%             |
| -----                   | -----    | -----    | ---            |
| Yandex                  | 992      | 1,892    | 91%            |
| -----                   | ---      | -----    | ---            |
| Facebook.com            | 1,023    | 1,572    | 54%            |
| -----                   | -----    | -----    | ---            |
| Ask Network             | 1,053    | 1,507    | 43%            |
| -----                   | -----    | -----    | ---            |
| Alibaba.com Corporation | 1,118    | 1,102    | -1%            |
| -----                   | -----    | -----    | ---            |

## UK & Ireland – 3 Major Search Engines

- Google (roughly 90% of the market)
- Yahoo (roughly 6% of the market)
- Bing (roughly 4% of the market)

## Search Engines In UK / Ireland

- Lets ignore Yahoo and Bing for the time being, and concentrate on...



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# Google™

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[Language Tools](#)

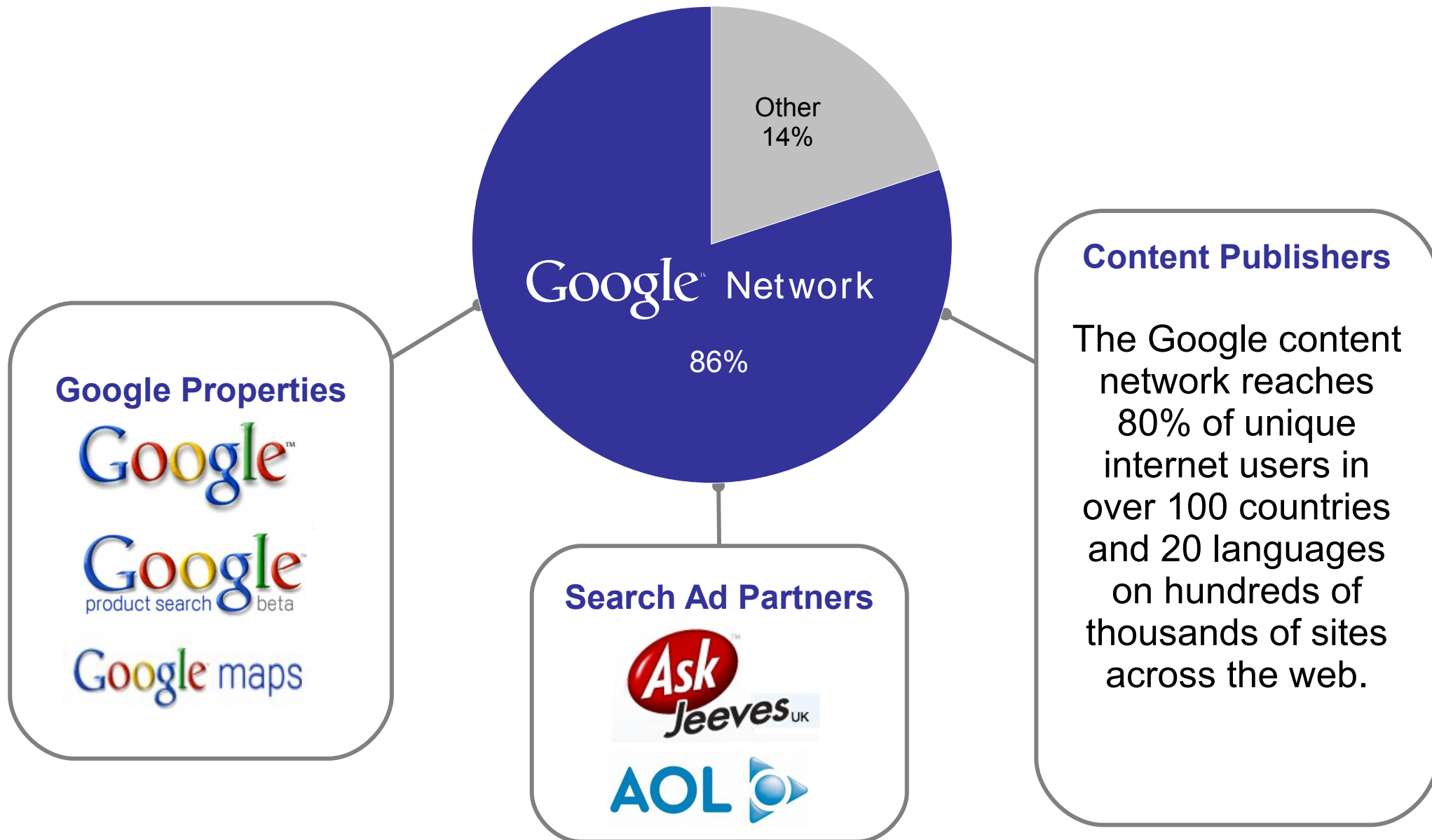
Google Search

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The Google Network reaches 86% of Internet users

And even more in the UK & Ireland!

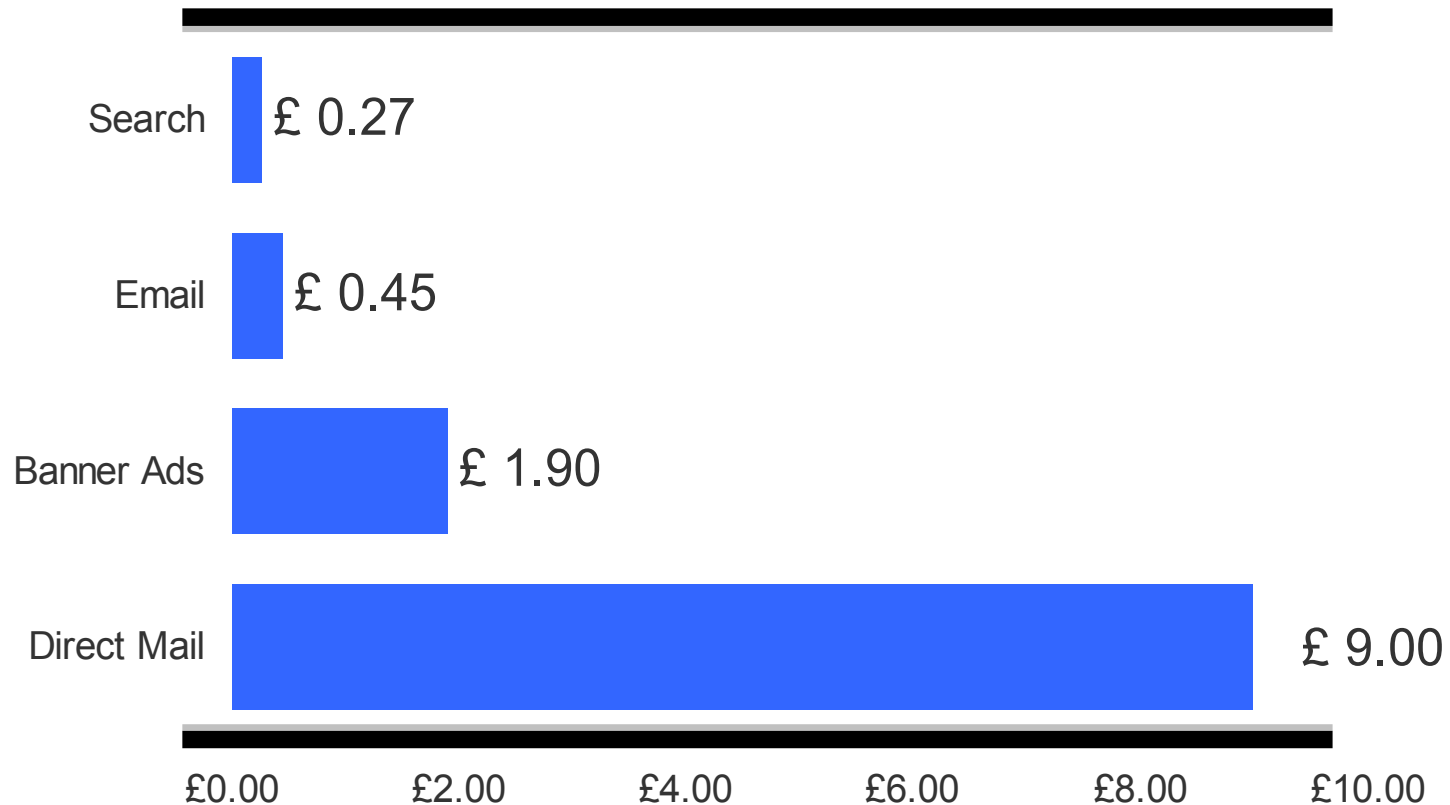


Pay Per Click Advertising On Google :

GOOGLE  
AdWords

## Advantages of Google AdWords

- No minimum spend
- Set a daily budget you are comfortable with
- Choose how much you want to spend per click for every keyword
- Pay Google for users who click on your ad
- More **cost-effective** than Yellow Pages, Banner Ads & Direct Mail.



## Advantages of Google AdWords

- Conversion tracking = real-time return-on-investment data

|    | Source/Medium <span>None ▾</span> | Visits ↓ | Revenue      | Transactions | Average Value | Ecommerce Conversion Rate | Per Visit Value |
|----|-----------------------------------|----------|--------------|--------------|---------------|---------------------------|-----------------|
| 1. | google / organic                  | 23,112   | UK£37,799.40 | 385          | UK£98.18      | 1.67%                     | UK£1.64         |
| 2. | google / cpc                      | 20,841   | UK£36,955.39 | 140          | UK£263.97     | 0.67%                     | UK£1.77         |
| 3. | (direct) / (none)                 | 3,889    | UK£11,942.59 | 63           | UK£189.56     | 1.62%                     | UK£3.07         |
| 4. | yahoo / organic                   | 736      | UK£2,033.70  | 13           | UK£156.44     | 1.77%                     | UK£2.76         |
| 5. | bing / organic                    | 498      | UK£438.64    | 7            | UK£62.66      | 1.41%                     | UK£0.88         |
| 6. | images.google.co.uk / referral    | 293      | UK£0.00      | 0            | UK£0.00       | 0.00%                     | UK£0.00         |
| 7. | images.google.com / referral      | 233      | UK£0.00      | 0            | UK£0.00       | 0.00%                     | UK£0.00         |
| 8. | aol / organic                     | 120      | UK£187.49    | 2            | UK£93.74      | 1.67%                     | UK£1.56         |
| 9. | ask / organic                     | 120      | UK£127.40    | 2            | UK£63.70      | 1.67%                     | UK£1.06         |

Your customers see your ad when they search

The screenshot shows a Google search interface with the query 'pay per click belfast'. The search results are divided into organic listings and sponsored links. A red arrow points from the text 'One Of My Web Sites (Natural Listings)' to the first organic result: 'Internet Advertising Northern Ireland - Google Adwords / Pay Per ...'. Another red arrow points from the text 'My Google AdWords Advert' to the first sponsored link: 'Pay-Per-Click Advertising'. The sponsored link includes a '#2 in Google Search' badge and five stars.

Web [Show options...](#) Results 1 - 10 of about 70,300 for pay per click belfast. (0.19 seconds)

[Internet Advertising Northern Ireland - Google Adwords / Pay Per ...](#) ← One Of My Web Sites (Natural Listings)  
JMCWD Internet Advertising, Google Adwords, Pay Per Click Marketing, N.Ireland. ... If you would like more, in dept information on Pay Per Click consulting ...  
[www.jmcwd.com/internet-advertising.html](#) - [Cached](#)

[Pay per click Services Belfast | PPC Campaign Management | PPC ...](#)  
Pay per click campaign management and services provided by PPC agency Biznet IIS, based in Belfast, Northern Ireland. We provide PPC management of Adwords ...  
[www.biznetiis.com](#) > [Marketing, Analysis & Strategy](#) - [Cached](#) - [Similar](#)

[Google Adwords Pay Per Click Management Belfast, Northern Ireland ...](#)  
Pay Per Click Management and Google Adwords Campaign Management Services.  
[www.codefixersoftware.com/seo/pay-per-click.aspx](#) - [Cached](#)

[Junior/Intermediate Pay Per Click Executive - nijobfinder](#)  
Junior/Intermediate Pay Per Click Executive. Van Rath Information Technology Negotiable. Belfast. REF PS 00509. Save Job; Send to a friend; Print Job ...  
[www.nijobfinder.co.uk/Junior...Pay-Per-Click...Belfast/job-73303](#) - [Cached](#)

Sponsored Links

[Pay-Per-Click Advertising](#)  
Find Customers With Google AdWords  
Get Your Ad Online In Just 15 Mins!  
[www.Google.co.uk/AdWords](#)  
#2 in Google Search < ★★★★★

[Pay Per Click](#)  
Get £50 Of Free Advertising With Qualified Experts In Belfast Area  
[www.PPCNI.com](#)  
Belfast  
[See your ad here »](#)

Your ad reaches users at the moment they demonstrate interest

Targeted advertising

Better advertiser ROI than untargeted ads

[Advanced Search](#)

Search:  the web  pages from the UK

Web [+ Show options...](#)

Results 1 - 10 of about 7,960 for **google adwords expert northern ireland**. (0.25 second)

## [The Adwords Expert](#)

[www.TheAdWordsExperts.co.uk](http://www.TheAdWordsExperts.co.uk)

Qualified **Adwords**, Analytics **Expert** Free Review, Fixed Price, No Tie-in

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## [Qualified Adwords Expert](#)

[www.PayPerClickConsultant.co.uk](http://www.PayPerClickConsultant.co.uk)

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## [Google Adwords Experts](#)

[www.BT.com/SearchSmart](http://www.BT.com/SearchSmart)

BT SearchSmart: Official Reseller For **Google Adwords**, Bing and Yahoo

## [Google adwords Expert is available for your internet marketing ...](#)

Do you need to employ a 'Google PPC expert' with proven experience. From spending £400 per month on **google adwords** I achieved sales of £300000 in 6 months ? ...

[www.gumtree.com/london/28/53062328.html](http://www.gumtree.com/london/28/53062328.html) - [Cached](#)

## [PPC-Payperclick-SEO-web promotion-search engine optimisation](#)

An On Page One **Google Adwords Professional** will be able to determine the best ... More importantly a professional **Adwords expert** can dramatically increase your return on ... Scotland, Wales and **Northern Ireland**) and from across Europe. ...

[www.onpageone.co.uk/seo-ppc-pay-per-click-adwords.html](http://www.onpageone.co.uk/seo-ppc-pay-per-click-adwords.html) - [Cached](#)

## [Google Advertising Fundamentals Exam :: Google Adwords Northern ...](#)

Internet Marketing For **N.Ireland** ... iPassExam.com – it is a bit embarrassing to fail the exam, if your meant to be the **expert** >-| ... **AdWords Vouchers** For Qualified **Google Advertising Professionals** In 2010 Continued... ...

[www.ppcni.com/?p=355](http://www.ppcni.com/?p=355) - [Cached](#)

## [PPC Blog :: Google Adwords Northern Ireland – Pay Per Click ...](#)

If you are spending more than a few quid a day on **Google Adwords**, and are not a seasoned **Adwords expert**, then this book will pay for itself very very ...

[www.ppcni.com/?page\\_id=34&paged=6](http://www.ppcni.com/?page_id=34&paged=6) - [Cached](#)

[+ Show more results from www.ppcni.com](#)

Sponsored Links

## [Google.adwords](#)

Reach your online advertising goals with cost-per-click advertising.

[www.Google.co.uk/AdWords](http://www.Google.co.uk/AdWords)

## [AdWords Northern Ireland](#)

Get £50 Of Free Advertising With Qualified Experts In **N.Ireland**

[www.PPCNI.com](http://www.PPCNI.com)

Northern Ireland

## [Adwords & Overture Expert](#)

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Full Time At 700\$ Per Month

[www.expertsearchenginemarketing.com](http://www.expertsearchenginemarketing.com)

## [Adword Management Company](#)

**Adwords**, Yahoo Search PPC

Internet Marketing Company

[BVMInternetMarketing.com](http://BVMInternetMarketing.com)

## [Expert Adwords Consultant](#)

**Expert** consultant can help you make your **Adwords** campaigns profitable.

[www.rypmarketing.com](http://www.rypmarketing.com)

## [DBD Media: Search Experts](#)

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[www.dbdmedia.co.uk/google\\_adwords](http://www.dbdmedia.co.uk/google_adwords)

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Sky / Cloud



Sun



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Belfast Wheel 3



Belfast Wheel



Belfast Wheel 2



Google Custom Search  Search

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Match™ Dating, Singles & Personals. Thousands Of Singles In Belfast.  
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[www.terrybradley.com](http://www.terrybradley.com)



Ads by Google

Belfast Wheel At Night



Belfast Wheel At Night 2



Belfast Wheel At Night 3



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Google Translate

Select Language

Gadgets powered by Google

What Sort Of Camera Do You Have

- Digital SLR
- Digital Compact
- Other Digital
- Film Camera
- None

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VOTE

Irish Photo Blog



Ireland Photos





SHARE

PHOTOS



Land



Moon / Night



Sky / Cloud



Sun



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Digger



Digger 2




Digger 3



Google™ Custom Search Search Google™ Custom Search

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SHARE

Google Translate

Select Language

Gadgets powered by Google

What Sort Of Camera Do You Have

- Digital SLR
- Digital Compact
- Other Digital
- Film Camera
- None

View Results  
PollDaddy.com

VOTE

Irish Photo Blog



Ireland Photos



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# How Much Traffic Could I Get From AdWords (English Speaking World)




## Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: €10.00 (at a maximum CPC of €30.46)  
 Estimated clicks per day: 83,910 - 105,082 (at a daily budget of €179,400.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

| Maximum CPC:                | <input type="text"/>  | Daily budget:             | <input type="text"/>          | <input type="button" value="Get New Estimates"/> |                              |
|-----------------------------|---|---------------------------|-------------------------------|--|------------------------------|
| <u>Keywords</u> ▼           | <u>Search Volume</u>  | <u>Estimated Avg. CPC</u> | <u>Estimated Ad Positions</u> | <u>Estimated Clicks / Day</u>                    | <u>Estimated Cost / Day</u>  |
| insurance                   |  | €8.36 - €11.48            | 1 - 3                         | 52,840 - 66,130                                  | €441,990 - €759,320          |
| loan                        |  | €5.62 - €7.51             | 1 - 3                         | 9,707 - 12,143                                   | €54,540 - €91,190            |
| mortgage                    |  | €7.94 - €11.91            | 1 - 3                         | 21,364 - 26,808                                  | €169,630 - €319,290          |
| <b>Search Network Total</b> |   | <b>€8.00 - €11.30</b>     | <b>1 - 3</b>                  | <b>83,910 - 105,082</b>                          | <b>€666,150 - €1,169,780</b> |

# How Much Traffic Could I Get From AdWords (UK)

## Traffic Estimator

[« Revise settings](#) | [Download as .csv](#)

All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group. [Learn more](#)

Average CPC: €10.37 (at a maximum CPC of €30.46)

Estimated clicks per day: 9,418 - 11,773 (at a daily budget of €137,440.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

| Maximum CPC:                | <input type="text"/>          | Daily budget:                      | <input type="text"/>                   | <input type="button" value="Get New Estimates"/> |                                      |
|-----------------------------|-------------------------------|------------------------------------|--|--|--------------------------------------|
| <a href="#">Keywords</a> ▼  | <a href="#">Search Volume</a> | <a href="#">Estimated Avg. CPC</a> | <a href="#">Estimated Ad Positions</a> | <a href="#">Estimated Clicks / Day</a>           | <a href="#">Estimated Cost / Day</a> |
| insurance                   |                               | €8.59 - €12.03                     | 1 - 3                                  | 5,650 - 7,074                                    | €48,520 - €85,100                    |
| loan                        |                               | €6.07 - €8.00                      | 1 - 3                                  | 1,224 - 1,510                                    | €7,440 - €12,080                     |
| mortgage                    |                               | €8.42 - €12.63                     | 1 - 3                                  | 2,543 - 3,188                                    | €21,410 - €40,260                    |
| <b>Search Network Total</b> |                               | <b>€8.30 - €11.86</b>              | <b>1 - 3</b>                           | <b>9,418 - 11,773</b>                            | <b>€77,360 - €137,440</b>            |

# How Much Traffic Could I Get From AdWords

## (Rep. Ireland)

### Traffic Estimator




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All estimates are provided as a guideline, and are based on system-wide averages; your actual costs and ad positions may vary. To view estimates based on your keywords' performance history, use the Traffic Estimator within the appropriate ad group.

[Learn more](#)

Average CPC: €10.00 (at a maximum CPC of €30.46)  
 Estimated clicks per day: 286 - 361 (at a daily budget of €4,030.00)

Estimates are based on your bid amount and geographical targeting selections. Because the Traffic Estimator does not consider your daily budget, your ad may receive fewer clicks than estimated.

| Maximum CPC:                | <input type="text"/>  | Daily budget:         | <input type="text"/>   | <input type="button" value="Get New Estimates"/> |                        |
|-----------------------------|---|-----------------------|------------------------|--|------------------------|
| Keywords ▼                  | Search Volume   | Estimated Avg. CPC    | Estimated Ad Positions | Estimated Clicks / Day                           | Estimated Cost / Day   |
| insurance                   |  | €8.37 - €11.49        | 1 - 3                  | 180 - 227  | €1,510 - €2,610        |
| loan                        |  | €5.63 - €7.52         | 1 - 3                  | 33 - 42  | €190 - €320            |
| mortgage                    |  | €7.94 - €11.91        | 1 - 3                  | 73 - 92  | €590 - €1,100          |
| <b>Search Network Total</b> |   | <b>€8.00 - €11.30</b> | <b>1 - 3</b>           | <b>286 - 361</b>                                 | <b>€2,270 - €4,030</b> |

Locations and languages [?](#)

Location: [Edit](#)  
Belfast, NIR, GB


- All Languages
- English**
- Japanese
- German
- Portuguese

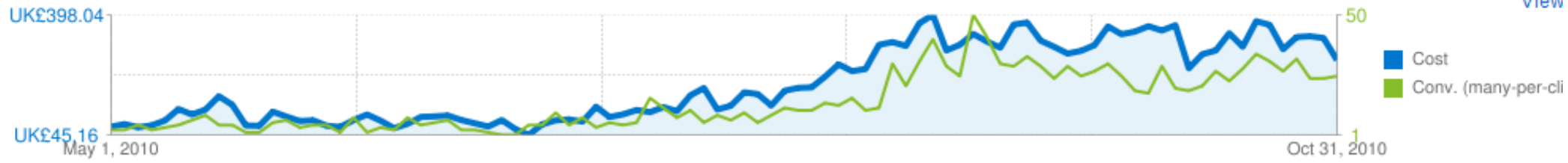
Estimate

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Sorted by Relevance ▾ Columns

| Keyword  | Global Monthly Searches | Local Monthly Searches | Estimated Avg. CPC | Estimated Ad Position | Estimated Daily Clicks | Estimated Daily Cost |
|--|-------------------------|------------------------|--------------------|-----------------------|------------------------|----------------------|
| <a href="#">☆ dog food</a>  | 1,220,000               | -                      | £0.61              | 1                     | 0                      | £0.05                |


[+ New campaign](#)
[Change status...](#)

| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Campaign                                  | Budget               | Status <a href="#">?</a> | Clicks         | Impr.            | CTR <a href="#">?</a> | Avg. CPC <a href="#">?</a> | Cost                | Avg. Pos.  | Conv. (many-per-click) <a href="#">?</a> | Cost / conv. (many-per-click) <a href="#">?</a> | Conv. rate (many-per-click) <a href="#">?</a> | Impr. share <a href="#">?</a> | Lost IS (budget) <a href="#">?</a> | Lost IS (rank) <a href="#">?</a> | Total conv. value |
|--------------------------|-------------------------------------|---|----------------------|--------------------------|----------------|------------------|-----------------------|----------------------------|---------------------|------------|--|---|---|-------------------------------|------------------------------------|----------------------------------|-------------------|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |   | UK£10.00/day         | Eligible                 | 2,225          | 162,586          | 1.37%                 | UK£0.22                    | UK£482.66           | 5.3        | 0  | UK£0.00   | 0.00%   | 17.25%                        | 8.44%                              | 74.31%                           | 0                 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |   | UK£40.00/day         | Eligible                 | 23,752         | 2,110,190        | 1.13%                 | UK£0.12                    | UK£2,933.66         | 3          | 189                                      | UK£15.52  | 0.80%   | 38.01%                        | 12.35%                             | 49.65%                           | 30,345            |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |   | UK£25.00/day         | Eligible                 | 5,076          | 107,073          | 4.74%                 | UK£0.21                    | UK£1,063.92         | 2.5        | 80                                       | UK£13.30  | 1.58%   | 48.73%                        | 0.00%                              | 51.27%                           | 13,691            |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |   | UK£8.00/day          | Eligible                 | 2,863          | 226,066          | 1.27%                 | UK£0.22                    | UK£620.46           | 4.9        | 0  | UK£0.00   | 0.00%   | 20.81%                        | 2.89%                              | 76.30%                           | 0                 |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |   | UK£300.00/day        | Eligible                 | 46,377         | 1,482,173        | 3.13%                 | UK£0.20                    | UK£9,465.96         | 4.1        | 803                                      | UK£11.79  | 1.73%   | 23.10%                        | 0.00%                              | 76.90%                           | 117,503           |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> |   | UK£90.00/day         | Eligible                 | 36,751         | 5,034,554        | 0.73%                 | UK£0.09                    | UK£3,394.75         | 9.8        | 260                                      | UK£13.06  | 0.71%   | < 10%                         | 1.08%                              | > 90%                            | 30,978            |
|                          |                                     | Total - all enabled campaigns             |                      |                          | 117,044        | 9,122,642        | 1.28%                 | UK£0.15                    | UK£17,961.41        | 7          | 1,332                                    | UK£13.48  | 1.14%   | < 10%                         | 1.47%                              | > 90%                            | 192,519           |
|                          |                                     | Total - Search <a href="#">?</a>          |                      |                          | 122,465        | 9,661,978        | 1.27%                 | UK£0.15                    | UK£18,502.46        | 6.8        | 1,342                                    | UK£13.79  | 1.10%   | < 10%                         | 1.46%                              | > 90%                            | 195,299           |
|                          |                                     | Total - Display Network <a href="#">?</a> |                      |                          | 101            | 83,313           | 0.12%                 | UK£0.13                    | UK£13.19            | 6.9        | 0  | UK£0.00   | 0.00%   | --                            | --                                 | --                               | 0                 |
|                          |                                     | <b>Total - all campaigns</b>              | <b>UK£473.00/day</b> |                          | <b>122,566</b> | <b>9,745,291</b> | <b>1.26%</b>          | <b>UK£0.15</b>             | <b>UK£18,515.65</b> | <b>6.8</b> | <b>1,342</b>                             | <b>UK£13.80</b>                                 | <b>1.10%</b>                                  | <b>&lt; 10%</b>               | <b>1.46%</b>                       | <b>&gt; 90%</b>                  | <b>195,299</b>    |

## Case Study 2



In the example above for *Retailer 'W'*. Estimated savings per annum are in the region £10,000 + an increase in sales.

## Case Study 3

*Industrial Supplier 'Y'.*

This Google AdWords campaign was set up with the intention securing new clients across the UK and Ireland.

With a total spend of less than £1000, within 6 months more than £1m of new business had been secured.



## Case Study 4

*Professional Services Company 'Z'.*

This Google AdWords campaign was set up with the intention of securing new clients in Northern Ireland only.

A significant number of new clients were secured at a cost of around £50 per client.

<http://www.ppcni.com/bizcamp.pdf>

@PPCNI