

# Google's Untapped Network:

Fundamental Tips for Using the Google Content Network

# Google's Untapped Network

## Fundamental Tips for Using the Google Content Network

### What is the Google Content Network?

Google's Content Network is a contextual marketing program that allows advertisers to place text, video or image ads on other websites within an affiliated network—websites which are relevant to the advertiser's business. Google's crawlers scan website content to determine themes—ads are then included on websites with a corresponding theme.

Each major engine has a contextual marketing platform that varies slightly from the others. Currently, MSN only has a small network of sites utilizing content. Yahoo!'s program is similar to Google's in that it relies on themes; however, few search marketers (and even fewer search novices) have been able to decipher the muddled program. Google's Content Network is the most comprehensive and functional contextual marketing system available at this time and that is why it warranted a paper all its own! And although the Content Network uses other forms of ads, such as banners or videos, this paper focuses solely on the text portion. Text campaigns make up the bulk of the network and we've found them to be more cost-effective.

The Google Content Network is a strong complement to existing search marketing campaigns because the audience is well-matched for your product or service. It's also a vast and relatively untapped market, providing a huge source of additional leads. But it won't stay that way for long—you can stay a few steps ahead of the rest by getting started on your campaign today!

### How does the Content Network work?

A website owner must first register as a publisher before ads are displayed on their site. Ads are then obtained from Google's vast base of AdWords advertisers that are optimized for content network campaigns. To receive the widest distribution and get the most from your Content Network campaign, there are a number of best practices you should follow.

### What is the difference between contextual marketing and placement targeting?

Placement targeting also uses the Google Content Network to display ads. Advertisers can select specific sites on which to place their ads. While this advanced targeting may seem beneficial, it limits your distribution and forces you to pay a premium for ad space, typically making it less than cost effective.

It is possible, and even effective, to add placement targeting *within* your content campaign. But it must be structured so that the two campaigns complement and build off each other. That strategy is the subject for another white paper, and will not be addressed here. Instead, we show you how to structure and optimize your content campaign without necessitating the use of placement targeting.

### Top 5 Keyword Tips

Don't take the easy way out and simply duplicate your AdWords campaign; you may save yourself time but in the long run this lackadaisical strategy won't prove advantageous and may even be detrimental to your campaign's success. Contextual marketing functions much differently than traditional search on both keyword- and ad copy-levels. To master the Content Network platform, follow these tips for developing your keyword list.



## 1. Create specific themes and stick to them.

Content Network ads are displayed on websites that are related to your product or service; however, the searchers are not, most likely, looking to make a purchase. Consider the following scenario: An individual is looking for information on diabetes because they were recently diagnosed with the condition. You are a company that distributes a new and easy-to-use meter for reading blood-glucose levels. The searcher finds a well-written and informative site covering all aspects of diabetes and your ad is included right next to this helpful information. Although they were not looking to make a purchase, the searcher is more apt to click on your ad and order the diabetes meter because the theme is similar and your product pertains to their condition.

For this specific campaign you would choose a diabetes meter theme. Ad groups, keywords and ad copy should all revolve around this theme. If you stray too far from your chosen theme, your ads may display on irrelevant sites resulting in little to no chance of conversion. The Google crawlers are easily confused and may misinterpret your intentions if you veer even slightly from the topic. Remember, these crawlers are not human—they do not possess the ability to reason or logically determine intentions. The crawlers simply scan website content and Content Network campaigns for similar words. To increase odds of someone clicking on your ads and becoming a conversion, you must choose a focused theme for your keywords (let's call them "themewords") and stick to it.

**FREE DIABETES SUPPLY**  
DIABETIC TESTING SUPPLIES.


**Diabetic Testing Supplies**  
Get diabetic testing supplies for less. Search our online catalog. [diabeticsupplytesting.com](#)

**Diabetic Online Store**  
Compare Major Brand Names and More. Visit Us Today & Save 30-60%!  
[www.AmericanDiabetesWholesale.com](#)

**Diabetes testing**  
Find Out About Diabetes testing. See Information About Diabetes. [Understanding-Diabetes.com](#)

**Free Diabetes Supplies**  
Medicare Diabetics - Your supplies Could be 100% covered. Learn more.  
[LibertyMedical.com/800-228-8021](#)

Ads by Google



Do you have Diabetes?

CLICK HERE

» FREE Meter

Get a FREE glucose meter from Access Diabetic Supply!

**How to Request Free Diabetes Testing Supplies**

Diabetes is a kind of disease that is characterized by high levels of blood sugar in the body. Diabetes has three types or stages. And each type corresponds to a certain stage of pancreatic failure. Diabetes can accelerate and is considered to be a metabolic disease. It is known to be a silent killer, that's why monitoring and treatment should be undertaken regularly.

Medicare is a nationwide healthcare provider that provides diabetes support; most especially to people that needed it the most. They cover diabetic supplies and diabetes services as an aid to several qualified people under the program.

Part B of the Medicare plan covers to provide beneficiaries of diabetes self-testing equipments and supplies. It includes glucose or blood sugar monitors, lancets, and test strips. It can also contain glucose controlling solutions and lancet

PREVIOUS POST

GET A NEW BLOOD GLUCOSE METER AT NO COST...CLICK HERE

*After conducting a search for "diabetes testing meters," a number of websites relating to this topic were presented. This website—Free Diabetes Supply—was one of the top search results and just so happened to be a Content Network publisher.*

*The content on this website is informative and advisory—the perfect setting for your advertisements. Searchers learn about the disease then learn about your superlative testing meter.*

**eSSORTMENT**  
Information and advice you want to know

Home health: how a diabetes test kit works

Learn how diabetes test kits work to measure the amount of glucose in the blood or urine. It's fast, accurate, and convenient.

**Blood Glucose Test Strips**  
Manage Your Diabetes with Ease. Contact Us for a Free Meter.  
[www.DiabeticTesting.us](#)

**Free Blood Sugar Meter**  
Liberty will handle Medicare forms and provide you with rapid delivery!  
[LibertyMedical.com/800-228-8021](#)

Ads by Google

**Diabetes test kits** are used to measure the amount of **glucose** in the blood or urine. These kits can help determine if an individual is **diabetic**. They can also be used to monitor glucose levels for those that have been already diagnosed as being diabetic.

There are many kinds of diabetes test kits. One kind measures glucose by immersing specially treated strips in a urine sample. A reaction occurs, resulting in a color change on the wet strip. The colors range from blue-green or green to brown. The colors on the wet strip are then compared to a chart that is included with the kit and the results are read within a few minutes.

Another kind of diabetes test kit is the finger-stick mail-in kit. The kit includes vials, plastic capillary tubes, **lancets**, and instructional information. These kits usually require the user to do a finger prick with a lancet and withdraw the blood sample into a capillary tube. The amount of blood required is usually specified in the instructions. The blood from the capillary tube is then deposited into a vial, marked with an identification label and mailed to the specified laboratory. After the kit is mailed, results are usually obtained within a few days. This kind of kit is convenient for those who want an economical and confidential way to test their **blood sugar**.

The more advanced and popular diabetes test kits utilize technology to give quick results. These are the digital **blood glucose meters**. These test kits are usually compact, easy to read, and simple to operate. To use the meter test kit, simply turn on the monitor, use a lancet to prick your finger, and apply a small blood sample to an absorbent **test strip**. Insert the test strip into the designated slot, (usually found at the base of the meter) and wait for the reading. Results are usually displayed within seconds on the screen.

Some meter test kits provide special test strips with a color spot on the back. When the spot is totally colored, the user can be assured that they have applied the correct amount of blood to the strip. Others are equipped with indicators that check the quantity of the blood sample to ensure accurate results. Some meters beep to confirm the blood sample amount or to indicate that the reading is ready for viewing. Many **diabetes meter** monitor kits are quite small and fit easily into handbags or briefcases. Some have programmable alarms to remind the user throughout the day about testing times. Others allow testing to be done from multiple sites on the body, i.e., forearm, upper

**Ads by Google**

[Diabetes Testing Meter](#)

[Test Strips](#)

[Free Blood Sugar Meter](#)

[Diabetes Testing Kit](#)

*Here is another example of Content Network ads, this time resulting from the keyword "glucose testing meter." Again, this website is educational and therefore an ideal spot for your ads.*

## 2. Use “branded” terms.

Make sure to use “branded” terms in ad groups, but not everywhere throughout your Content Network campaign. The reasons for including brand names and/or trademark terms in the keyword list seems obvious enough; however, there are two advantages that may not be quite so apparent—address bar traffic and sites that mention your name.



Oftentimes searchers will type a domain name directly into the address bar. This is not news. The unique aspect of this scenario is that searchers are often wrong. Your company may be officially named one thing while your actual website URL is something slightly different. Take one well-known diabetes testing meter company, Liberty Medical, for example: their URL is [www.libertymedical.com](http://www.libertymedical.com). It is very likely, however, that a searcher might type in [www.libertymed.com](http://www.libertymed.com) or [www.libertymedical.com](http://www.libertymedical.com) into the address bar, neither of which are owned by Liberty. Instead, they are parked domains with various links related to the words “liberty” and “medical.” Most parked domains are part of the Content Network. It only makes sense to have your ad on these parked domains seeing as though the searcher was assumably looking for your site.

Two examples of parked domains.

The other advantage to including branded terms in your themeword list is that, somewhere out there in the vast online realm, there is a good chance someone has written an article about your company or used your brand name in their site copy, especially if you have a well-known name. Reasonably, you want your ad (with a message of your choosing) right next to that content. The searcher may have only been looking for information, not attempting to make a purchase or take an action; however, that information was about your brand and they are more apt to become a conversion or lead.

### 3. Use between 10 and 20 themewords.

First and foremost, never simply “opt in” your search campaign to the Content Network. Instead, create a separate campaign allowing you to have better control of keywords and all other campaign elements. And along the same vein, do not simply replicate your paid search keyword list.

To successfully stick to your chosen theme you should *never* use too many themewords within each ad group (although you may include as many ad groups as necessary). When you include a themeword that only slightly relates to the subject matter you run the risk of confusing the Google crawlers.

Back to our diabetes example—if you simply use “meter” as one of your themewords you may end up on a site with information on standard units of measurement or someone’s personal page with the surname Meter. Meter could relate to any number of things—poetry, music, measurement, Lovely Rita. Google would simply scan your campaign and include your ads on a site referencing meters of any sort. Understandably, you won’t get many people buying diabetes testing meters from a site revealing Beatles lyrics.



Between 10 and 20 themewords is a happy medium. However, you must ensure that these are, in fact, themewords and that they closely relate to your topic. The further you stray from the website’s subject matter the further you get from conversions. Don’t sacrifice potential customers for increased traffic.

*This website was generated from the keyword “meter.” It has something to do with eruptive mortgage lending businesses—a topic completely unrelated to diabetes and not a prime location for your ads.*

**Countrywide® Home Loans**  
No Closing Cost+ Refinance Loan. Fast Approvals. Low Payments\*\*.  
www.Countrywide.com
**Silver Hill Financial**  
Mortgages from \$100K-\$1.5M For Brokers and Correspondents Only  
www.SilverHillFinancial.com
**Bank of America® Mortgage**  
Skip the Fees with No Fee Mortgage PLUS. Requalify Online Today!  
www.BankofAmerica.com

Ads by Google

## THE MORTGAGE LENDER

# Implode--Meter

Tracking the housing finance breakdown: a saga of corruption, stupidity, and government complicity.

Lists - News - Forum - About - Tips - Search - SUE!D

**American Financing Corp.**  
Free Appraisal 2 Hour Pre-Approval 1 Week Closing. Now That's Service.  
www.americanfinancing.net

**True Correspondent Pricing**  
Perfect Mortgage Partners No Fees. Get Started Today!  
www.PatrickStoropkaPartners.com

**Since late 2006**

# 160

**major U.S. lending operations have "imploded"**

**IMPORTANT, as we head toward litigation: please consider **donating to our legal fund** (especially if you've used this site professionally. Even a little bit helps).**

**Latest Imploded:**  
Last addition: September 24, 2007.  
Nationstar Mortgage  
Bedkinn One (HSHG)  
Impact Lending Group (Wholesale)  
E-Trade Wholesale Lending  
Lung Beach (Wholesale Warehouse/Correspondent)

**Top Non-Imploded:**  
Assurity Financial Services (Retail); A-  
Assurity Financial Services (Wholesale); A-  
Key Financial Corporation; B+  
Mogostar Financial Corporation; A-  
(Provide your company name or click for more information. About this section.)

**Services**  
Implode-0-Premium Defaulted? Get Help.

**Partners**  
Lledge Fund Implode  
Radio Free Wall Street  
Emergency Default

Do you have Inside Info?

**Top Mortgage Banking Bust News and Commentary:**

- 2007-09-27: **August New Home Sales** - "This is another very weak report for New Home sales. This is the first report after the start of the credit turmoil, and, as a result..."

### Super handy tip for researching keywords.

Most people know to use the keyword tool in AdWords to look up their own URLs and competitor’s sites to find relevant terms and phrases. Another clever way to use this tool is to search search results. Here’s what you do: enter a top keyword that you know to be relevant to your business. Copy the URL of the search results and paste into the website content section of the keyword tool. (See following page for a screenshot with visual directions.)

The results returned give you some insight into what Google classifies as related keywords. It helps you somewhat decipher Google’s logic of delivering search results (without actually learning a thing about their mysterious algorithm, of course). This method may reveal keywords you didn’t think to include in your contextual marketing campaign.

Tools > Keyword Tool

### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

**new** Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)

Website content  
(e.g. [www.example.com/product?id=74893](http://www.example.com/product?id=74893))

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

► [Or, enter your own text in the box below. \(optional\)](#)

► [Filter my results](#)

Calculate estimates using a different maximum CPC bid:  
 US Dollars (USD \$)   [?](#)

Choose columns to display: [?](#)  
 [v](#)

Group keywords by common terms

Showing keywords grouped by these terms:

[blood glucose meter](#) (10), [diabetes test supplies](#) (7), [blood glucose monitor](#) (7), [blood glucose test](#) (5), [glucose meter](#) (17), [diabetes supply](#) (17), [glucose monitor](#) (10), [diabetes test](#) (7), [blood sugar](#) (10), [diabetic meter](#) (7), [accu check](#) (6), [ascensia breeze](#) (5), [diabetic](#) (27), [glucose](#) (14), [blood](#) (6), [ascensia](#) (12), [glucometer](#) (20), [Miscellaneous keywords](#) (13)

#### 4. Do not use negative-match keywords.

One measly instance of your negative-match keyword, and you can be knocked out of an entire website, even if that site—aside from the one instance—is a great fit for your offering. It is not worth it. But don't worry about wasting money, if your themes are accurate and well organized, you can rest easy knowing that your ads won't display on unrelated sites.

#### 5. Use geo-modified themewords, if applicable.

Geo-modified themewords include a city, county, state or region that pertains to your business. If your business only operates within a certain area of the country, you can avoid superfluous ad placement and wasted ad spend if you include the name of that area in your themewords. This tactic is carried out in the same manner as traditional search marketing.

## Top 3 Ad Copy Tips

### 1. Never use {Keyword Insert}.

The keyword insert function has no place in Content Network. Although these ads may sometimes convert on search engines, they do not work in contextual marketing. Here's why: the keyword insert function incorporates the exact term or phrase being used by the searcher directly into the ad copy. But with the Content Network, there are no keywords. The user didn't necessarily arrive at the website via a search. They may have navigated to



the domain directly or landed there from a link on another site. With no actual keyword to insert, Google randomly selects a term from your list—a keyword which may end up being inconsistent with the rest of your ad copy. Take the safe route and avoid keyword insert for all your Content Network campaigns.

## 2. Utilize themewords throughout your ad copy and keep theme constant.

The more relevant your ad is the higher the chance of conversion. Including themewords in your ad copy lets both searchers and Google know that your product or service is directly related to the topic being researched. This makes everyone happy—the searcher sees ads that they are interested in, Google performs its job better by delivering more relevant ads and you see increased conversions because the searchers who see your ads are actually qualified customers.

## 3. Engage your audience.

Engaging your audience is a must, even more so than with pay per click. Search engine marketing is a form of “pull” advertising because searchers only see your ad after they have actively looked for a product or service that you offer. Conversely, the Content Network is considered to be “push” advertising—searchers have not necessarily requested information or products that you offer and are usually not in the shopping mode. Essentially, your ads are being pushed on the searcher, instead of the searcher pulling the ad through a related search; therefore, your ads must entice the searcher and draw their attention away from the original website content.



This can be done in a number of ways. The first and most beneficial way to engage your audience is by using a strong call-to-action. Tactful messages that encourage searchers to complete an immediate action generally have higher conversion rates than messages that simply explain an offering. Compare the following ads:

[Location3 Media](#)  
Technology-Driven Direct Marketing  
Company is a Full-Service Solution  
[www.Location3.com](http://www.Location3.com)

[Location3 Media](#)  
Learn How You Can Drive Traffic And  
Maximize ROI. Get More Info Today.  
[www.Location3.com](http://www.Location3.com)

Which ad would you be more apt to click on? Most people would choose the second ad because it seems to speak directly to them. Asking questions is another simple way to engage your audience and create a direct link. Keep in mind that your average Content Network audience member is not a normal patronly searcher; they are generally looking for additional information on a particular subject and not necessarily in the buying, or even browsing, mindset. Using words or messages that reflect this perspective will ultimately work to your advantage. Notice the difference between the phrases below and consider using those found in the left-hand column.

### Research Phrases

Learn More  
Discover  
Find Out  
More Info  
Guidance  
Advice  
Tips  
Support

### Consumer Phrases

Buy Now  
Purchase Today  
Free  
Only \$XX.XX  
Shop  
Order Now  
Save Big  
On Sale

| Exclude   | Impr. | Clicks | CTR   | Cost    | Avg. CPC | Avg. CPM | Conversions | Conv. Rate | Cost/Conv. |
|---|-------|--------|-------|---------|----------|----------|-------------|------------|------------|
| <b>Conflict &amp; tragedy</b>   |       |        |       |         |          |          |             |            |            |
| <input type="checkbox"/> Crime, police & emergency                    | 2,606 | 4      | 0.15% | \$14.14 | \$3.54   | \$5.43   | 1           | 25.00%     | \$14.14    |
| <input type="checkbox"/> Death & tragedy                              | 121   | 1      | 0.83% | \$2.90  | \$2.90   | \$23.97  | 0           | 0.00%      | \$0.00     |
| <input type="checkbox"/> Military & international conflict            | 230   | 1      | 0.43% | \$3.57  | \$3.57   | \$15.52  | 0           | 0.00%      | \$0.00     |
| <b>Edgy content</b>   |       |        |       |         |          |          |             |            |            |
| <input checked="" type="checkbox"/> Juvenile, gross & bizarre content | 0     | 0      | 0.00% | \$0.00  | \$0.00   | \$0.00   | 0           | 0.00%      | \$0.00     |
| <input checked="" type="checkbox"/> Profanity & rough language        | 0     | 0      | 0.00% | \$0.00  | \$0.00   | \$0.00   | 0           | 0.00%      | \$0.00     |
| <input checked="" type="checkbox"/> Sexually suggestive content       | 0     | 0      | 0.00% | \$0.00  | \$0.00   | \$0.00   | 0           | 0.00%      | \$0.00     |

Using an active voice, not a passive one, helps to not only create strength in your message but also cuts down on unnecessary characters—a hot commodity in text ads. “Location3 Media maximized ROI” is an example of active voice; “ROI was maximized by Location3 Media” is an example of passive voice—what not to do.

With all forms of marketing, creativity and cleverness are advantageous; however, vagueness is not permitted. Searchers aren’t like other types of consumers; they want an immediate and exact solution to fulfill their need. Vague or cryptic messages do not fulfill this requirement and therefore do not convert well.

Finally, using “you” and “your” instead of “we” and “our” places focus on the searcher. Again, searchers are looking for instant gratification that directly addresses their issue or need. You *could* think of them as being the most selfish of all consumers; however, a better way to look at it is that they are the most qualified of all consumers. This can play to your advantage if you know how to work it right.

Composing creative, engaging ad copy is advisable for any type of online marketing; however, it is especially important for Content Network ads. Again, due to the push aspect of contextual marketing, searchers may be visiting a site with a similar theme, but that does not mean they are in buying mode. Your ad copy must grab their attention and incite action.

## Optimize Campaign and Measure Results

In addition to using an advanced tracking and reporting system (we use [Media Agent](#) for all of our clients), you should also take advantage of the free tools offered by Google. The [Placement Performance Report](#) is a great resource; it shows which sites your ads displayed on and provides performance statistics on specific domains and URLs.

You should also take advantage of Google’s Site Exclusion feature. Site Exclusion allows you to select topics/categories, media types and page types that you do not wish to advertise on. Topics include adult themes, crime, death, profanity and more. Page types include error pages, parked domains or social networking sites. You may also enter specific sites that you wish to exclude; simply type in the URLs to ensure that your ads don’t display on these websites.

If you know of specific site that won’t convert or topics that aren’t in line with your brand/products, you can exclude them prior to launching the campaign. We also advise that you continually monitor the performance of all sites to determine which ones are not successful. Because you can change the settings at any time, you are able to go back and block those sites that you found to be converting poorly. To use Site Exclusion, however, you must be using Google’s conversion tracker.

Additionally, Google's Conversion Optimizer is an excellent tool for content campaigns. Based on each site's performance, Conversion Optimizer automatically adjusts your campaign to reach a desired CPA with the same granularity as paid search. With paid search, we can adjust bids on every single keyword, providing thousands of opportunities to tweak performance and make it work better. Content campaigns don't allow for manual optimization at that level; you are unable to modify bids by site and you only have a handful of themes to work with. Conversion optimizer does the manual labor for you! It observes your campaign, predicts the best time to show ads and continually adjusts bids based on site and theme. It saves you tons of time and effort, and it works exceptionally well. According to Google, the Conversion Optimizer increases conversions 21% on average and decreases CPA by 14%. You must meet certain criteria to use this tool as well:

- 15 conversions, 30 days – your Content Network campaign must receive at least 15 conversions over a 30-day time period; without this number of conversions, Google cannot determine significant data and accurately optimize your campaign
- Conversion tracker

## Summary

Google's Content Network program is similar to AdWords only in regards to the utilized components—ad groups, keywords and ad copy. Content Network campaigns are different on every other level and require unique strategies as such. Never simply flick the on switch for content network within an existing AdWords campaign—your efforts will be unsuccessful at best, extremely wasteful at worst. To design a Content Network campaign that performs well, utilize the following tips and best practices:

### *Fundamental Keyword Tips*

1. Choose specific themes and do not stray from to them.
2. Use trademarked or brand name terms.
3. Use between 10 and 20 themewords.
4. Do not use negative-match keywords.
5. Include geo-modified themewords, if applicable.

### *Fundamental Ad Copy Tips*

1. Never use the {Keyword Insert} function.
2. Consistently use themewords throughout.
3. Engage your audience with direct call-to-action language.

Ultimately, the success of Content Network campaigns are dependent upon two things: organization and theme. At this time, Google's crawlers have a tendency to get confused. Occasionally ads are placed on websites that do not correlate at all. While these mix ups are unavoidable at first (once you discover these irrelevant sites, you do have the option of using Google's Site Exclude function to avoid them in the future), maintaining themes from ad group to keyword to ad copy helps to prevent the majority of crawler confusion.

After launching your thoroughly-organized, specifically-themed Content Network campaign the next step is to look at performance results. Here again, contextual marketing is different than traditional search; you are not permitted to use a separate URL for each themeword so that you may monitor campaign success. You can—and are strongly advised to—utilize a different tracking URL for each version of ad copy. Google Conversion Tracker will reveal performance data for each tracking link or you can take advantage of advanced tracking technologies offered by experienced agencies.

The two major metrics revealed through unique tracking links are click through rates (CTRs) and conversion rates (CRs). If your ad copy utilizes the above-imparted tips and has a general, widely-appealing message you will most-likely see a high CTR but a low CR. When your ad copy is highly targeted and geared directly

to a specific audience, you will witness an inverse result—clicks will be low but conversion rates will soar. This is because your ad copy spoke directly to each searcher who saw it, pre-qualifying them to complete an action on your site. When ad copy appeals to the masses, numerous searchers will click just because they are curious, not because they are ready to convert.

Continue to monitor campaign effectiveness and test different ad copy variations until you find ones that work. Once you have discovered the best performing ads you are able to take the campaign to another level and get aggressive with themeword bids.

Now that you have a basic understanding of contextual marketing and the Content Network program, it's time for you to design your own campaign. Refer back to this guide often during the design and implementation process. Good luck and keep the *theme* alive!

For more advanced contextual marketing and Google Content Network strategies, please contact Location3 Media – [info@location3.com](mailto:info@location3.com) or 1.877.462.9764.

## About the Authors



### **Jared Schroder, Strategic Optimization Specialist**

As a strategic optimization specialist, Jared Schroder is immersed in the creation, execution and management of multiple client accounts across 17 different verticals. Yet he does not simply “manage” pay per click accounts—Jared’s recipe for success calls for pounds of experience-cured tactic and heaps of full-bodied business knowledge, spiced just right with a dash of unconventional strategy. The campaigns Jared serves up delight his clients’ palates, satiating all goals and expectations.

Jared is a Certified Google AdWords Professional, Certified ClickTracks Professional and has become an expert in all major and most minor search engines. He hails from Thornton, Colorado where he graduated as valedictorian of his high school. But the achievements did not stop there; Jared went on to attend the University of Northern Colorado earning a bachelor of science degree in business administration with a marketing emphasis and ranking near the top of his class. His intelligence and search marketing knowledge are surmounted only by his boisterous personality. In his free time, Jared enjoys playing Texas hold ‘em and attending open mic nights in preparation for the next big karaoke competition, where he defends his title as 3<sup>rd</sup> Place Colorado Karaoke Champion.



### **Samantha Bedford, Vice President**

As vice president, Samantha Bedford plays an active role in keeping the company’s technology and services on the leading edge. She maintains client satisfaction by working with developers to design and test client-driven system modifications—analyzing competitive offerings to recommend system enhancements and maintaining an open line of communication with clients. Utilizing her fine-tuned leadership skills and natural aptitude for organization, Samantha also maintains the highest quality of campaign performance by overseeing the campaign management department. She also spearheads the

web analytics department, seeking out new techniques and technologies, building the analytics service model, developing and organizing each client program and training employees on best practices and principles.

Samantha is a certified Ambassador for Yahoo!, a recognized Google AdWords Professional, MSN adExcellence member, Certified ClickTracks Analytics Professional, an active member of the Web Analytics Association (WAA) Standards Council and she received a WAA Award of Achievement. She graduated from the AAA School of Advertising in Cape Town, South Africa with a bachelor of arts degree in marketing communications and a bachelor of arts degree in media management.

Prior to joining Location3 Media, Inc. in 2002, Samantha worked with high-profile retail brands such as Shoprite, Checkers and OK, focusing on traditional offline marketing. Following a stint at Hunt Lascaris - Tequila Cape where she was the account manager for the Tiger Brands Group, Samantha went to work for ForwardSLASH, Inc. While performing as a senior media marketer, she worked with a diverse range of interactive publishers and clients, and brings to Location3 Media a wealth of knowledge on the interactive media front.

---

## ***About Location3 Media***

Location3 Media is an interactive direct marketing company with emphases on search marketing, social media and creative services. For over a decade, we've been helping companies create efficient and effective online marketing campaigns that fit our clients' needs and get results.

Our knowledgeable, experienced staff don't just work for the weekends—we truly geek out on this stuff. We're passionate about search, social and creative marketing and it shows in the innovative strategies we use and the results we get for our clients.