

eBook

>ifbyphone<sup>®</sup>

# Marketer's Guide to Call Tracking for Google SEO and PPC

Google

CALL TRACKING FOR SEO / PPC

Google Search

I'm Feeling Lucky

# Introduction

Google's dominance in online and mobile search remains firm. And while some experts predict its stranglehold won't last, the world still performs over 3.3 billion searches a day on Google. And April 2013 rankings by comScore showed that 67% of U.S. searches still take place using Google.<sup>1</sup>

Google's popularity has made it a dominant force in search advertising. A June 2013 report from eMarketer estimates that in the U.S. alone, Google will generate \$14.4 billion in PPC (pay-per-click) search ad revenue in 2013, with its market share expected to increase to 76% of paid search by 2015.<sup>2</sup>

For most companies, having a successful Google SEO (search engine optimization) and PPC advertising strategy is critical. There are thousands of businesses in the U.S. where it's the only marketing they do. Optimizing web pages to rank high in Google for the right keywords has become so important it has turned into its own industry. And competition over PPC ad keywords has driven prices so high in many cases that businesses can't afford to settle for mediocre conversion rates.

With so much at stake, marketers must be able to accurately track Google SEO and PPC activity to optimize performance. Most companies are able to do this well for online conversions like web form downloads, but what happens if a Googler picks up the phone and calls you?

Can you tell what keyword they used to find you, or if they clicked on an organic link or a paid ad? Can you even tell they came from Google?

This eBook explains how marketers use call tracking software to track inbound calls back to specific Google keywords, PPC ads, and web pages. It includes information on:

- The importance of tracking phone leads from Google SEO and PPC
- Including call data in Google AdWords, Google Analytics and Universal Analytics, and bid management software
- How tracking calls from Google mobile PPC differs from non-mobile PPC
- The importance of call data in A/B testing of PPC landing pages

The eBook also introduces a technology called voice-based marketing automation (VBMA) that enables you to not only track phone leads, but also control how those calls are scored, routed, and managed.

Finally, the eBook includes appendices with information on general best practices for improving Google SEO and PPC results, an introduction to Google's Universal Analytics, and lists of helpful resources to stay on top of what's new and important in Google search.

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## Why Phone Leads Matter

Not all leads are created equal. Just ask one of your sales manager which types of leads are most successful at driving revenue (see Figure 1).

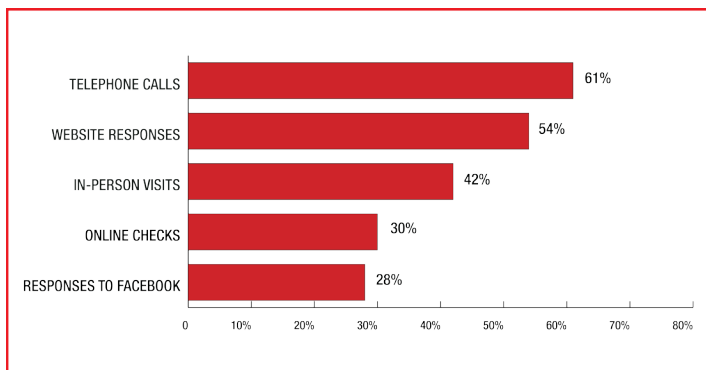


Figure 1: Larger percentage of SMBs rate telephone leads as "excellent" or "good" – more than any other lead type.<sup>3</sup>

While white papers, webinars, and other web form conversions popular on Google PPC landing pages can be excellent for generating leads, those prospects are often just beginning their research. More than likely they are only kicking the tires and aren't ready for a sales manager to engage with them.

Inbound phone leads are different. Someone who calls you is often further along the buying process. They have specific questions they need answered in order to make their decision and need to engage with a sales

rep right away. They usually won't purchase without that conversation.

If you market a complex product, phone leads are golden and often have the shortest sales cycles. But even if your product is sold primarily online and has an extremely brief sales cycle, phone leads are still highly prized. Being able to identify who those prospects are and connect them over the phone with a sales manager is often the difference between winning and losing a sale.

### Why Are Phone Calls so Important in Sales?

**77%** of online adults say they would be interested in getting help from a real person before making certain online purchases.

**82%** say there have been times when they have not been able to get help from a real person.

**58%** have a question that cannot be answered by information on the web site.

**52%** of those who have not always been able to get the help they needed from a real person say it has affected their decision to not purchase the product.

Source: IMShopping and Harris Interactive Survey, August 2009

## The Importance of Tracking Phone Leads

So while inbound phone calls are often the most valuable to sales, many marketing teams don't know how these leads are generated. They can't track calls back to specific Google keyword searches or PPC ads, and they don't know which regular web page or PPC landing pages – if any – are effective at getting leads to pick up the phone.

This can be a serious problem for direct response and lead generation companies with lead and revenue targets. But it's also an issue for any marketing team trying to decide how to drive more leads from Google. How do you make improvements when you can't even tell what's working?

### Google Analytics and Google AdWords Can't Track Phone Leads

For SEO, tools like Google Analytics can tell you what keyword searches are driving traffic to your web site. But if that traffic picks up the phone and calls you, it can't tie the call to the right search term. Marketing teams can't use that insight to help gauge if their SEO strategy is working and to make improvements.

For Google search ads, marketers can use Google AdWords to see which keywords, ads, and landing pages are generating impressions, clicks, and conversions. But the problem is that for online searches, Google AdWords only tracks web form conversions. It can't tell you if someone came to your landing page, then picked up the phone and called you.

That means your AdWords conversion data could be very misleading. A landing page might be generating few form downloads but a high number of inbound calls, which are leading to opportunities and revenue. But if you can't tie calls back to landing pages, ads, and keyword searches, how will you know? You might end up editing or even deleting a landing page with a high ROI.



## But Can't Google AdWords Track Calls from Mobile Search Ads?

Yes and no. Your Google mobile search ads can include click-to-call “Call” buttons (see Figure 2) that a smartphone user can click, triggering an immediate call to your business (more on this later). When this happens, that call will register as a conversion in your AdWords account for that ad, and you can also see data on call duration. So in that sense, it does track calls from mobile search ads.

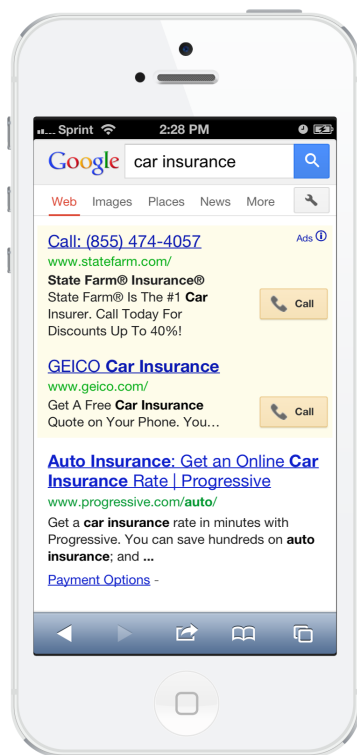


Figure 2: Google mobile search ads have clickable buttons that trigger calls.

## Ifbyphone Study: PPC Phone Leads 3 Times More Likely to Become Accounts

Ifbyphone's marketing team uses our own call tracking technology to monitor the source of all our phone leads, including Google PPC. We used that data to compare conversion rates of PPC web form downloads to phone calls:

PPC Lead Type	Conversion Rate
Web Form Download	3.17%
Phone Call	5.28%
Total:	8.45%

We learned that our PPC landing pages drive nearly twice as many phone leads as web downloads. This is important because phone leads for Ifbyphone are more valuable, turning into accounts 3x more often than web form downloads.

Also, if we only measured web form downloads, we might see the 3.17% conversion rate and panic. We might spend time and resources testing new messaging, calls to action, and landing variations to improve it. But when you include phone calls, you get a conversion rate of 8.45%, which is far better and proof the page is working.

But that is the only scenario where call data will be captured in AdWords. If a lead bypasses the “Call” button in your ad, clicks on the link to your landing page instead, and then calls you, AdWords can’t attribute that call to the ad that generated it.

Also, even for the calls AdWords can track, it can’t tell you who each caller was and whether they went on to become an opportunity or a paying customer. In other words, they can’t track the quality of the call. So a mobile search ad and landing page could be generating dozens, even hundreds of calls, but no opportunities. While another ad could be only generating a handful of calls a month, but most of them convert into opportunities and revenue. Since AdWords can’t tell you the quality of those phone conversions, it doesn’t help you make informed, intelligent decisions about your mobile ad campaigns.

## PPC Tip: Try Dynamic Remarketing Using Google RLSA

Google has a tool called RLSA (Remarketing Lists for Search Ads) that enables you to modify your PPC bids, keywords, and search ads based on a person’s past interaction with your web site. If you haven’t tested it yet, here are some ideas to try:

1. Increase bids for people who have already visited your site. Google will show your ads at a higher position for this group, ultimately sending them to your site at a higher rate than new visitors. See if more familiarity leads to higher conversion rates.
2. Try expanding your reach by broadening your keyword list for repeat visitors. Your ads will show up more often for those already familiar with you. See if this leads to more repeat business.
3. Try a new set of keywords targeting leads stuck in your lead funnel. See if it helps accelerate the sales cycle.
4. Try an ad campaign targeting people who visited your site in the past 24 hours. See if a special offer or unique messaging can get this group to convert.

While some studies suggest RLSA may be best suited for products with a longer, more complex sales cycle, online retailers and other businesses have also reported some positive results. Test it for yourself and see.

# Close the Loop on Your Google Reporting with Call Tracking

So how then can marketers successfully track inbound calls back to the Google SEO or PPC source that originated them? The answer is through call tracking. Call tracking technology enables you to track inbound calls back to any marketing source: online, mobile, or offline. You can attribute phone leads (and the pipeline and revenue they generate) to specific ads, campaigns, keyword searches, referring web sites, or any other marketing source, including Google SEO and PPC.

This means that by using call tracking you can prove conclusively to your execs or clients exactly how your work is impacting their business. Plus you can use call tracking data to pinpoint which activities are working – and which aren't – and make improvements.

## How Does Call Tracking Work in General?

Call tracking software lets you insert unique trackable phone numbers (local, toll-free, or vanity) in your marketing material. When someone calls that number, the technology knows exactly what source they're calling from and captures that source information with the lead information. If that

lead goes on to become an opportunity or a customer, you can tie those events back to the original source, so you can understand and prove how your marketing is impacting lead generation and sales.

## How Does Call Tracking Work for Google SEO and PPC?

For offline ads, it's a fairly basic concept. You simply insert a unique number in each of your print ads, direct mail campaigns, TV or radio spots, billboards, or trade show handouts, attribute those numbers in the call tracking software to their respective source, and you're off.

But how does it work for Google searches that send leads to a web page before calling? How can you tell what keyword search or PPC ad was responsible for the visit and phone call? The answer is a call tracking technique called dynamic number insertion (DNI).



DNI automatically displays a unique call tracking phone number on your web pages based on the referral source. When a visitor calls the number, you can attribute the call back to the original Google keyword search, PPC ad, landing page, and campaign.

Here's a simple summary of how it works:

1. First, you should include your phone number prominently on your web pages with a "call us now" call to action.
2. You then replace that phone number with a small snippet of call tracking JavaScript code.
3. The code then automatically displays a unique phone number on your web site and PPC landing pages for each visitor based on their particular Google search.
4. When the visitor calls the number, the phone lead is attributed to the relevant Google referral data. That data is then available to your sales agents before they answer the call.
5. Finally, marketing teams can generate reports on how Google SEO and PPC activity is generating calls. You can also pass the data to your Google AdWords, Google Analytics and Universal Analytics, and CRM system (more on this later).

## Beacon Technologies Sees Over 400% Higher ROI with Call Tracking

Beacon Technologies is a web technology and marketing agency. Beacon uses Ifbyphone as the critical link between online marketing spend and offline phone call conversions.

For one client, Beacon used unique phone numbers from Ifbyphone to track call activity from sites like Lawyers.com, FindLaw.com, Google Local, and social media outlets. They now understood which channels were working and adjusted spending accordingly. The end result was a significant increase in ROI.

"A lot of companies don't just get leads that take place on the web. Consumers often pick up the phone and call," said Brad Henry, Director of Web Marketing at Beacon. "It's important to know where that lead originated, particularly if the web is involved, in order to optimize marketing initiatives moving forward."



## Tracking Phone Calls from Google Mobile Paid Search Ads

Smartphone adoption around the world is exploding. There were over a billion smartphone users in 2012, and that number is expected to double in the next three years.<sup>4</sup> In the U.S. alone, over 135 million people have smartphones, and that figure is expected to grow 40% to reach 192 million by 2016.<sup>5</sup>

For most marketers, this means that formulating a successful mobile strategy has become a priority. But advertising on mobile devices can require a bit of a different mindset than PC advertising. A key difference is that when people are searching for products and services on their smartphones, they often prefer to call a business directly rather than fill out a web form. It's just easier and more natural.

### Google Mobile PPC Ads with Mobile Click-to-Call Buttons

Google recognized this difference when they made mobile click-to-call buttons (also known as call extensions) an option in Google mobile PPC search ads. Click-to-call buttons (see Figure 3) are web objects that when clicked trigger an immediate call from the user's smartphone.

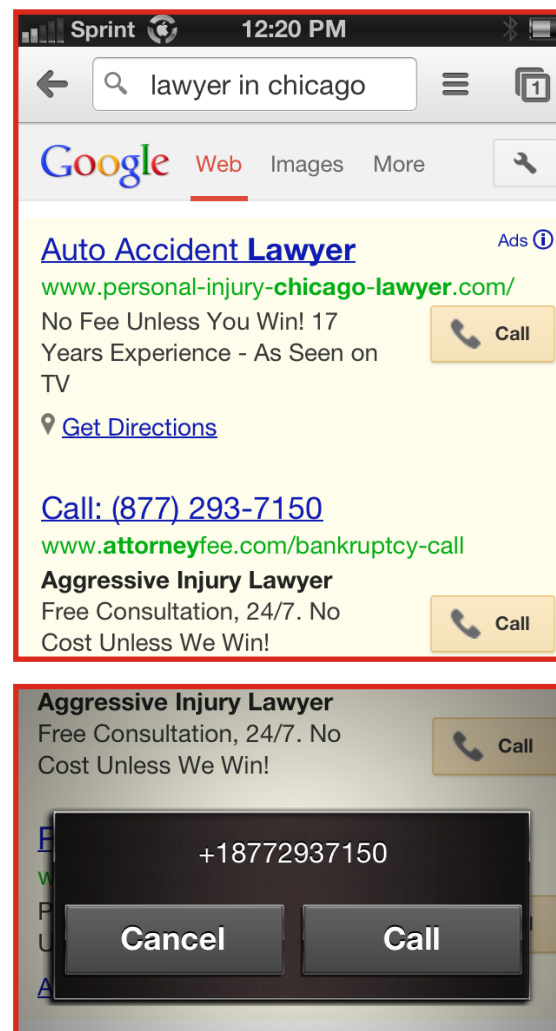


Figure 3: Click-to-call "Call" buttons for Google mobile search ads trigger immediate calls.

Advertisers can include any ten-digit phone number in mobile click-to-call buttons in their Google paid search ads. Advertisers are charged for clicks on “Call” buttons the same way they are charged for traditional clicks that go to a web page.

Google reports that mobile users are 6% to 8% more likely to click on PPC search ads that contain phone numbers. And even when prospects click on the PPC link to the mobile landing page instead of the phone number, research found that 52% of those people still go on to call the advertiser.<sup>6</sup> That's why to maximize conversions from Google PPC search ads, you should include clickable phone numbers prominently on your mobile PPC landing pages (see Figure 4).

Remember, many smartphone users would rather call you than fill out a web form. If you aren't giving them that option by displaying a prominent clickable phone number on your Google mobile PPC landing pages, you risk losing out on valuable conversions.

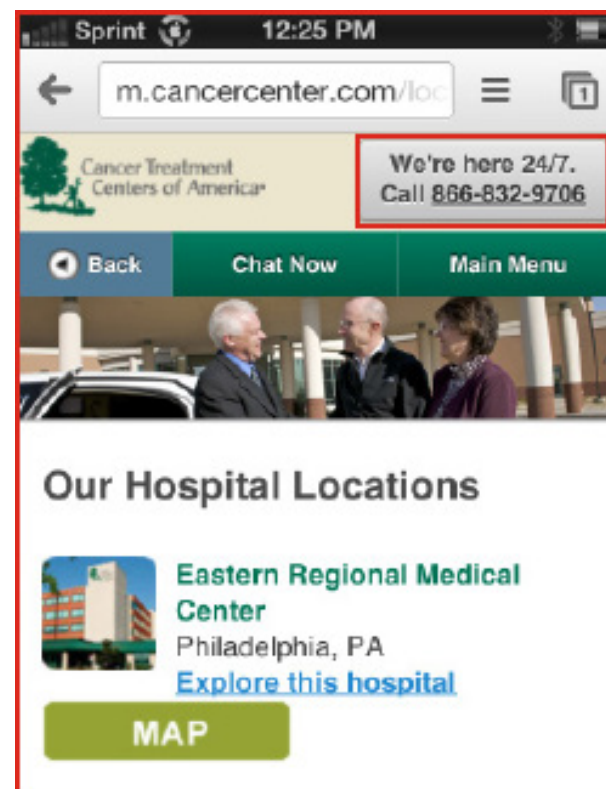


Figure 4. Mobile web sites should have prominent clickable phone numbers.

## Call Tracking for Google Mobile PPC Search Ads and Landing Pages

Call tracking technology makes it easy to trace incoming calls back to the specific Google mobile PPC ad that drove them. Simply replace the regular number you use as the Google call extension in your ads with a trackable phone number from your call tracking vendor. That's it. All the calls still come to you, and the caller won't know the difference. But you will know exactly where they came from.

For PPC landing pages, you create a click-to-call phone number link using HTML, but replace the number with a snippet of JavaScript code (just like we previously discussed) to enable DNI. For example, assuming your office number is 888-555-1212, here's the HTML code to create a mobile click-to-call link on your landing page:

**<a href="tel:8885551212">**

To make this trackable, simply switch the number with the piece of code you get from your call tracking vendor. Then when a smartphone user clicks on your ad and visits your PPC landing page before clicking on the number and calling you, you'll be able to properly attribute it to the right source.

## Blue Tent Marketing Uses Call Tracking to Prove 340% ROI to Client

Blue Tent Marketing used Ifbyphone's call tracking to prove how their online marketing initiatives (email, Google PPC, banner ads) for client TellurideLodging.com were generating calls and sales.

Thanks to call tracking, Blue Tent showed that in one month their marketing generated 686 phone leads, which converted to business at an impressive 33% (web downloads were only converting at 0.4%). Without call tracking, those inbound calls would have been incorrectly tagged as direct bookings instead of originating from Blue Tent's work. Tracking phone calls enabled Blue Tent to show how their work generated a 340% ROI.

"Call tracking allows us to understand what Internet marketing initiatives are working best for our clients and how to better optimize them," said Josh Lewis,



VP of Marketing at Blue Tent. "Ifbyphone offers a cost-effective way to implement call tracking, and we've been very pleased with the results."

## Does Call Tracking Negatively Impact Your Google Local Search Rankings?

No, it doesn't. But first a bit of background: Google includes a business's NAP (name, address, phone number) consistency as part of their ranking algorithm for local search. Because of this, some businesses are concerned that displaying different phone numbers throughout their web site could negatively impact their rankings and potentially cost them visibility to searchers (and ultimately revenue). Some have even suggested that if Google local search rankings are important to your business, you should forgo all forms of call tracking.

The truth is that if properly implemented, call tracking does not negatively impact a business's Google search rankings. You can display different phone numbers on a web page for different traffic sources and derive all the benefits of call tracking while still maintaining NAP consistency. How? By using dynamic number insertion (DNI).

### DNI Ensures Call Tracking Will Not Hurt Your Local SEO Ranking

As previously discussed, DNI works by automatically displaying a unique phone number on your site based on each visitor's Google search. It does this using a snippet of

JavaScript code in place of your phone number. And since Google indexing doesn't spider JavaScript, you can use DNI to display trackable numbers on your site that Google can't see. The end result is that with DNI, you get the full benefits of tracking calls back to Google SEO and PPC ads, and your Google local search rankings aren't impacted. It's a win-win.

### Use Your Regular Business Number in Your Footer

Marketers still wishing for more assurance can take this a step further by also always having your official business phone number and address in the fine print of the footer your site. So while a trackable (but not Google-indexable) DNI number can be prominently displayed at the top and in the body of your site for visitors to call, a consistent and indexable regular business number can live in the footer of every page, helping you establish a uniform NAP signal to avoid confusion.

## Using Call Tracking Data in A/B Tests to Optimize Google PPC Landing Pages

Test everything. This is the modern marketer's credo. This is especially true with Google PPC landings where so much of your ROI rests on your pages' ability to generate conversions. To optimize performance, marketers should be A/B testing messaging, page layout, graphics, and calls to action to see what resonates best with your target audience.

But if you only measure web form conversions without including phone call conversion data, you could be picking winners that aren't driving the most leads, opportunities, and revenue. This is especially true for mobile paid search ads where phone calls are often the preferred method for leads to contact you. Using call tracking to see what landing page variations are driving phone calls can be a real eye-opener.



### PPC Tip: Use Bid Adjustments to Maximize ROI

Google's AdWords now enables advertisers to adjust their PPC bids for ad impressions depending on the searcher's device, geographic location, and time of day all in a single campaign interface.

So if you own a chain of Italian restaurants, for example, you can use bid adjustments to pay 60% more to run PPC ads targeting smartphone users searching for 'Italian food' near your locations because you deem those clicks more valuable.

You can also bid higher for people searching within a mile of your premises and lower for searches in the morning or late at night when you aren't open.

These bid adjustments can apply to all ads and all keywords in one single campaign interface. In the past, this required separate AdWords campaigns to target users in the different scenarios.

Here's an example of how to run a simple A/B test for your landing pages and incorporate call tracking data in the results:

1. Build your two landing pages with the different messaging, page layouts, and/or graphics you wish to test.
2. Get two trackable phone numbers from your call tracking vendor (one number for each page) and place them in the same area on each page. They should use the same font and should have the same call to action associated with them (such as "Call us today to learn more!").
3. Set up your test in Google AdWords to ensure an even split of visitors to both page variations.
4. Determine how long your test will run. It should be long enough to collect a meaningful sample size of visitors.
5. After the test period ends, view your web form and phone call conversion rates in Google AdWords. If you have a CRM system or other way of tracking leads through the sales cycle, it's also helpful to view which page variation drove the most opportunities and accounts.
6. Pick a winner based on your data.

## Call Tracking Helps WiderFunnel Show a 42% Increase in Phone Calls for Client

WiderFunnel, a marketing optimization agency, was engaged by Saint Jude Retreats to increase phone leads from their web site, since phone inquiries were more likely to convert into sales.

To do it, WiderFunnel designed several web landing page variations optimized for phone call inquiries and used Ifbyphone to track calls from each page. The result: WiderFunnel measured a 42% increase in phone calls from their landing pages, demonstrating a significant boost in business for Saint Jude Retreats.

"Ifbyphone's call tracking tools and customer support is second to none. Ifbyphone played an integral part in measuring the success of our landing page optimization efforts, and we couldn't be any happier with the results," said Daniel G. Hidalgo, Marketing Director of Saint Jude Retreats.





## Include Call Tracking Data in Google Analytics, Universal Analytics, and Google AdWords

For years businesses have been using Google Analytics to better understand activity on their web site. In 2013 Google took their analytics platform to the next level with the release of Universal Analytics, which gives businesses the ability to view not just web activity, but also data on offline interactions, mobile app traffic, and other sources – all in the same interface.

By integrating your call tracking data with Google Analytics and Universal Analytics, you can add the critical phone data piece to Google's marketing analytics puzzle. Google Analytics users can view and analyze call data alongside web traffic data to better understand how web visitors and callers find your business and better measure campaign ROI.

Universal Analytics users can view rich, context-specific call tracking data alongside your other online and offline marketing analytics, so you can:

- See which ads, search keywords, or social media platforms are driving web visits and phone calls to your business
- Compare web visits and phone calls from organic vs. paid search on one screen
- See which of your web pages or videos a person viewed before and after calling you
- See which of your content they downloaded or items they purchased before and after calling you
- Access a color-coded heat map to see where people are calling you from (see Figure 5) – it's great for retail, franchises, and other multi-location businesses

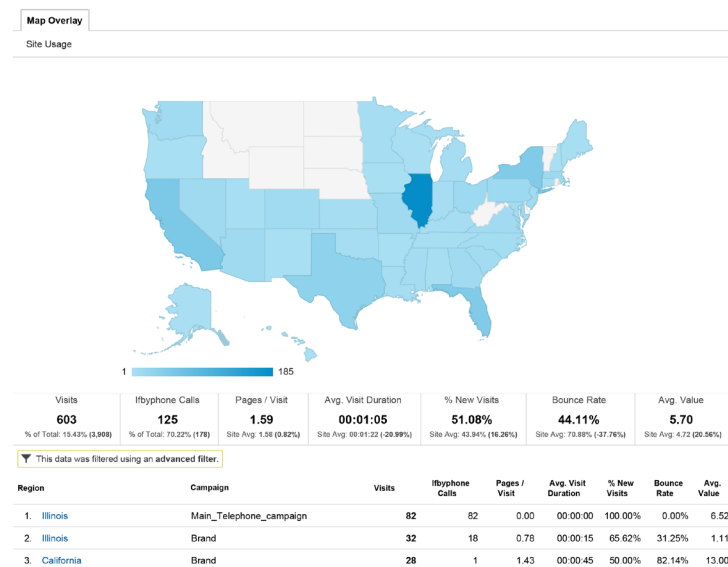


Figure 5. Integrate call data with Universal Analytics to see where visitors are calling from geographically.



## View Phone Call Conversion Data in Google AdWords

As previously mentioned, Google call extensions (click-to-call buttons) enable phone call conversion data to appear in Google AdWords if and only if:

- The search takes place on a smartphone
- The searcher clicks on the “Call” button in your Google mobile PPC ad

All other search scenarios – including Google searches on PCs and tablets or any search where the lead visits your landing page before calling – will not capture call conversion data without the help of call tracking technology.

But by using call tracking, all incoming phone calls from any type of Google paid search ad will be properly captured and attributed as conversions in Google AdWords. You can get a complete understanding of what's working and what isn't to more intelligently manage your campaigns.

## Include Phone Call Conversion Data in Bid Management Software

Bid management software is used by marketers to manage PPC campaigns across multiple search engines. It enables you to set up rules to automatically alter your PPC bids from Google, Bing, and any other paid search provider you use in order to achieve certain goals (lower CPC, higher conversions, etc.). By including PPC call tracking conversion data in your bid management data, you enable the software to make more intelligent and accurate bid adjustments and better maximize your ROI.

# Voice-Based Marketing Automation for Google SEO and PPC Call Tracking and Beyond

If after reading about the benefits of call tracking you decide to explore its use to optimize your Google SEO and PPC campaigns, you may wish to investigate a technology called voice-based marketing automation (VBMA).

VBMA is cloud-based software built specifically for marketers. You don't need any IT help to get it up and running or to use it each day. With VBMA, marketers can easily implement call tracking for all their online, mobile, and offline campaigns—not just Google SEO and PPC – and integrate that data with Google Analytics, Universal Analytics, and Google AdWords as we've previously discussed.

What's more, call tracking is just one piece of VBMA. It also includes phone lead reporting, scoring, routing, and management technology marketers use to fully understand and control their phone leads the same way they do for their web leads.

## Generate Detailed Web-Based Reports to Analyze Call Sources

Voice-based marketing automation tools enable you to

configure, schedule, and generate your own real-time and historical web-based reports on phone leads (see Figure 6).

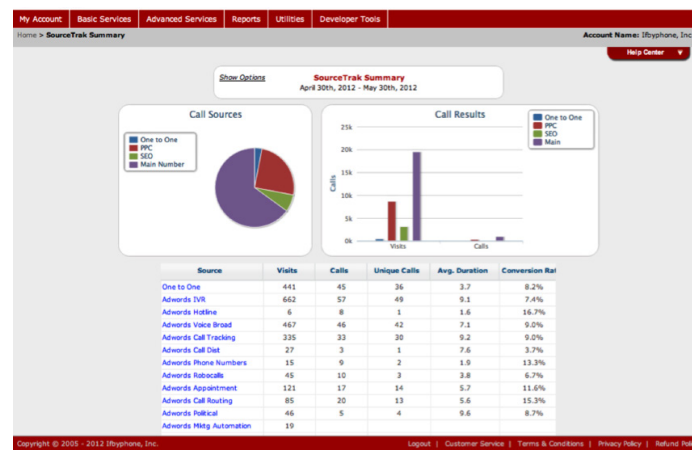


Figure 6. Generate reports that track phone leads to their source.

You can configure the data any way you want to create meaningful reports on which ads, campaigns, social media sites, and search keywords are driving inbound calls. You can also access rich data on each call's duration and time of day, the caller's geography, how long they spent on hold, the call activity of your sales agents, and much more. Plus you can listen to the actual recorded calls and see a rep's notes to help you gauge phone lead quality.

## Track Revenue from Phone Leads and Improve Sales Productivity with Salesforce.com and CRM Integration

Voice-based marketing automation is designed to be a standalone platform. But it also integrates easily with CRM systems like Salesforce.com, giving businesses additional value. CRM integration enables you to:

- **Track which activities generate phone leads and revenue:** All call tracking data is passed to your CRM, so you can generate reports detailing how each marketing source is driving phone leads, opportunities, and revenue.
- **Have customer information at sales' fingertips before every call:** When a call comes in from an existing lead or customer, VBMA instantly triggers a screen-pop on your agent's computer with information on the lead, contact, and organization. No time is wasted searching for the correct CRM record.
- **Boost agent productivity and reduce input errors:** When a new lead calls your business, VBMA creates a lead record in your CRM and auto-populates the contact number, lead source, and other information. This keeps your agents productive and improves the quality of your data.

- **Never miss a phone lead:** If a call goes unanswered, VBMA creates a new CRM lead record for you with an open case to ensure proper follow up. If the number is associated with an existing CRM contact, a new case is automatically added to the record.



Figure 7: Include phone call data in your Salesforce.com dashboards and reports.

## Qualify and Filter Inbound Calls with an IVR

Chances are that not every inbound call you generate will be ready to engage with a sales rep. Many might not be. And you don't want to waste your sales reps' time by having them field incoming calls from leads that aren't sales-ready.

Voice-based marketing automation makes it easy to filter your inbound calls from any source automatically using an IVR. IVR stands for interactive voice response; it's an automated phone menu that callers can interact with, and it's ideal for scoring phone leads. The IVR can answer calls and ask callers the questions you determine work best to qualify them for your particular campaigns. For example, if you are using the BANT (budget, authority, need, timeline) model to qualify web leads, you can pose those questions to learn if callers are really ready to go to sales.

Leads that score high enough are passed automatically from the IVR directly to sales for an immediate conversation. Others can hear a custom marketing message and be given the option of leaving a voicemail for sales, or even be passed to a second IVR. Marketers can set up IVRs for

different campaigns in minutes, monitor real-time reports on their results, and make changes on the fly when needed – all without involving IT.

## Route Qualified Phone Leads In Various Ways

Voice-based marketing automation enables you to control not only which callers get passed to sales, but also where and to whom they get passed. Because VBMA can tell which ad, search keyword, web page, marketing campaign, or other source a person is calling from, you can route calls differently for different sources.

Choose from a wide variety of call routing options, including:

- To agents in a specific order that you configure
- To several agents simultaneously on a first-answer basis
- To agents based on their territories, job titles, product specialty, or skillset
- To an individual agent's work phone, cell phone, landline, Skype, etc. simultaneously or in any order
- To specific agents or office locations based on the call's time of day

## Arm Sales with Valuable Caller Data Using Agent Panels

The more information sales agents have upfront about inbound callers, the more successful the call will be. So voice-based marketing automation provides a web-based agent panel that displays on each rep's computer screen (see Figure 8).

The screenshot shows a web-based agent panel. At the top, there's a red 'CLOSED' button. Below it, a central column of buttons includes 'OPEN', 'CLOSED', 'LUNCH', 'BREAK', 'BUSY (AWAY)', and 'BUSY (WORK)'. To the left of these buttons are numbers 1, 4, and 7. To the right are numbers 3, 5, and 9. Below the central buttons are 'CLR', '0', and a back arrow button. The panel also displays caller information: Domain: www.google.com, AdGroup: (blank), Keywords: (blank). A 'Custom Lookup' section shows 'No match found' with a 'Create Lead' link. At the bottom, it shows 'Account Development - Incoming Call: 02-28-2013 14:23:17', 'Call from: (925) 639-9367', 'Dialed Number: (866) 461-9156 - Google PPC Branded', and 'SourceTrak Info' with the same domain, adgroup 'ibpmain', and keyword 'if by phone'.

Figure 8: Agent panels arm sales reps with valuable data on incoming callers.

Before taking a call, the sales rep can see who is calling and what Google search term, Google PPC adgroup, or other source led them to call. If the caller has a record in your CRM system, the panel provides one-click access to that record. If not, that same click can create a new record with pre-populated data.

## Record Sales Calls to Improve Your Marketing

VBMA can also record every sales call. Call recordings can provide a wealth of information from your leads and prospects for you to mine.

- What terminology do prospects use?
- How do they describe their pain points?
- Are there particular benefits about your products that close deals faster?
- What are the sticking points sales have to overcome?

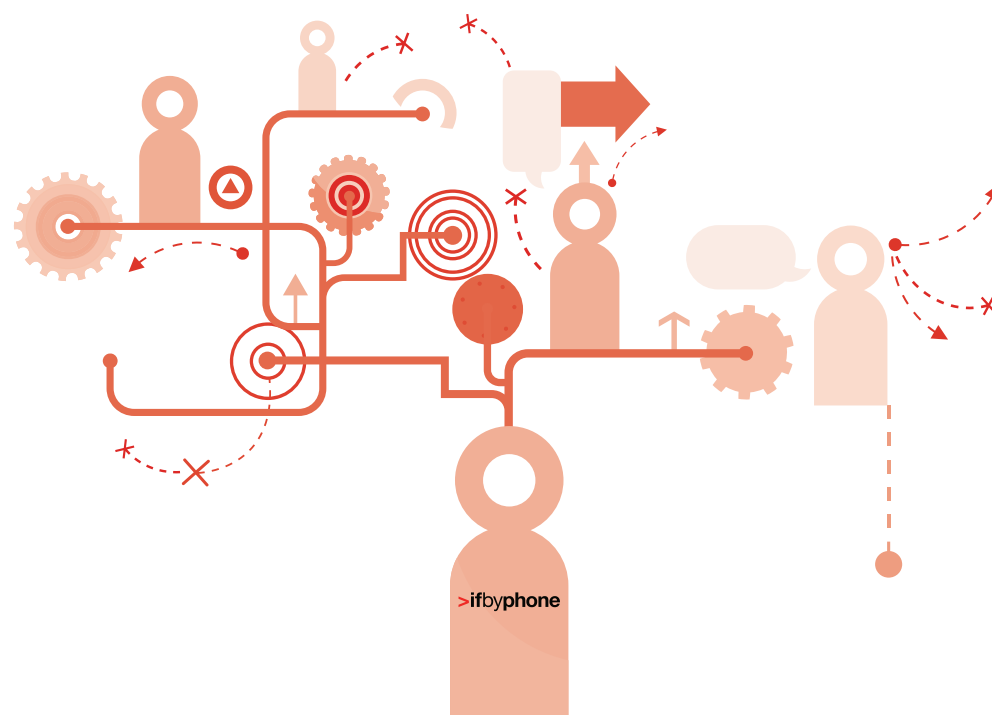
Call recordings enable you to find out and use that data to build more effective marketing campaigns.

## Convert Google PPC Web Form Leads into Instant Sales Calls

Businesses that invest in Google PPC search ad campaigns have a lot riding on their success. That means you not only do everything you can to maximize conversions, but also making sure each of those leads is followed up properly. This last part can be problematic, particularly for web form downloads.

Ask yourself: When a Google PPC lead fills out one of your web forms, how long will it take for a sales rep to respond and get the lead on the phone? Research shows that a sale is 22 times more likely to happen when you make contact within the first five minutes. Waiting even ten minutes dramatically decreases your chances of converting that lead to a sale.

VBMA has tools that make it easy for web leads to talk to the right sales rep right away. Using VBMA, you can generate immediate connections from any online form, including the forms on any of your Google PPC landing pages.



## Conclusion

For most companies, having a successful Google SEO and PPC advertising strategy is critical. With so much at stake, marketers must be able to accurately track Google SEO and PPC activity to optimize performance, and that includes tracking how they are generating phone leads, opportunities, and revenue. Marketers today are using call tracking software to track inbound calls back to specific Google keywords, PPC ads, and web pages. That functionality is one part of a technology called voice-based marketing automation (VBMA) that enables you to not only track phone leads, but also control how those calls are scored, routed, and managed.

### Sources:

1. comScore U.S. Search Engine Rankings, April 2013
2. eMarketer, June 2013
3. BIA/Kelsey report on Call-Based Ads, May 29, 2012
4. Frank N. Magid Associates report, 2012
5. eMarketer report, May 2012
6. xAd report, Q4 2011

### Next Steps

Call Ifbyphone today at (855) 444-7564 to learn how to track phone leads from your campaigns. You can also learn how successful marketers are using voice-based marketing automation to generate revenue and cut costs at [www.ifbyphone.com](http://www.ifbyphone.com).

# Appendix 1: Best Practices for Improving Organic Search Rankings on Google

Having your web pages rank high in Google's organic search listings for important keywords can be incredibly valuable. And while Google is constantly tweaking their search engine algorithm to determine page ranking, here are some fundamental best practices to get you started on improving your Google SEO ranking.

1. **Define a keyword list:** It's unreasonable to assume that you will pull top rank in Google for every keyword relating to your industry. Your goal should be to pull top rank on the most desired keywords. This is an exercise that will take the effort of both marketing and management. Think about how people would search for your products and services, make a list of these keywords, and check the traffic for each term with a tool like Google's Keyword Planner. Naturally you will want to rank for the keywords with the most traffic, so whittle your list down to the highest-trafficked, most relevant terms.
2. **Good content will win out:** Before you dig into some of the more technical ways to improve SEO ranking, always remember that writing compelling, high-quality content that attracts interest and compels visitors to share it and link back to it is vital. Good content has the best chance of being viral content, and Google rewards content virality heavily in its rankings algorithm.

3. **Create cornerstone pages:** If you have 10 pages relating to the same set of keywords, Google will have a hard time determining which page is relevant. Instead, merge your content into a single cornerstone page. With one authoritative cornerstone page on a specific topic, there is no SEO confusion, and you should rank higher.

4. **Use keyword repetition and variation in page content:** While there are several HTML tagging techniques that improve a page's Google SEO results, creating relevant page content is still the best way to rank high. A big part of content creation is your use of targeted keywords. You should include important keywords in your first 50 words, since early placement can be a signal of relevance. And while you should never repeat keywords too often at the expense of good writing, you should repeat keywords in your content two or three times for short pages and four to six times for longer pages. Also, you may wish to use some keyword variation in your content – such as splitting keywords up – as this could potentially improve your ranking.



5. **Optimize your page titles:** The <title> HTML tag defines a web page's title and is meant to be a concise description of that page's content. It is the first line of hyperlinked text Google displays in their organic search results, and it is what appears in the top frame of most web browsers for that page and in tabs. Google considers this to be the second-most important on-page SEO element (overall page content is still the first). When you write your page titles, keep them less than 70 characters, since any text beyond that will be cut off when listed in Google's organic results. You should include your important keywords in the title, preferably in the beginning. It is also a good idea to include your company name as well towards the end.

6. **Write compelling meta descriptions:** The <meta name="description" content=""> HTML tag is meant to be a concise explanation of a web page's content. Google displays your meta description beneath the page title in their organic results. While meta descriptions aren't as important as page titles in your Google ranking, they do play a big role in getting clicks from users. People read descriptions as a preview of your page and use it to determine if your content is worth visiting. You should keep your meta descriptions to under 150 characters since Google won't display text beyond that. You should also include target keywords in your text, since any words matching a user's search query will be displayed in bold.

7. **Use keyword variations as anchor text for internal linking:** Anchor text is the visible words and characters

that hyperlinks display when linking to another page. Using descriptive, relevant anchor text helps Google determine what the page being linked to is about. When you use internal links (links on web pages that point to other pages on the same web site), you should use anchor text that is a close variation of your target keywords for that page, instead of phrases like "click here" or "download here". But at the same time, avoid overuse of exact match keywords. Using close variations will help you rank better for more keywords.

8. **Don't forget about ALT tags:** ALT tags are HTML elements used to specify alternative text to display when the element they are applied to (such as images) can't be rendered. ALT tags can have a strong correlation with Google SEO rankings, so when you have images and other elements on your web pages, be sure to always use a descriptive ALT tag with targeted keywords for that page.

9. **Your URL names matter:** Shorter URLs seem to perform better in Google search rankings than longer ones, so keep that in mind when you architect your site. Keep the slashing to a minimum. You should also include keywords in your URL names, and try to place them closer to your domain name. When you have multiple keywords in your URLs, separate them with hyphens.



## Appendix 2: 10 Commandments of Successful Google PPC Search Ads

The market for Google PPC search ads has become extremely competitive. As more and more businesses bid on keywords and costs rise, marketers need to do everything they can to generate conversions at the lowest cost.

Consider these 10 commandments for getting the most return out of your Google AdWords budget:

1. **Create multiple ad group buckets:** Chances are, you're marketing more than one product or marketing to more than one target audience. Instead of using one large bucket of keywords, create ad groups for each product your company offers and for each segment of your customer base. Each bucket should include keywords and ad copy that is specifically tailored for its audience.
2. **Plan your budget:** Google's keyword tool is a great way to estimate how much certain keywords will cost, helping you to plan out keyword groups and budget before actually creating each ad. Be sure to consider your overall strategy when budgeting: some keywords are highly competitive and can be more expensive. Use scheduled bid adjustments to maintain your impressions' share for these big money terms while giving long-tail or niche terms the chance to display ads as well.
3. **Structure ad text for success:** Fundamentally Google ads are comprised of a headline, two description lines, and a URL address. Use a captivating and specific headline to draw initial attention to your ad. Try to include as many keywords as possible, as well, so they get bolded and draw the searcher's eye. Then, use the first description line to tell the reader more about your product or service. The third line can focus on the unique benefits of the product or feature another call to action to encourage the reader to click through. The URL can include some of the keywords you are targeting after the "/" as well (for example: [www.yoursite.com/keyword](http://www.yoursite.com/keyword)). Experiment with punctuation, capitalizing keywords, and making small changes to sentence structure to find the sweet spot for your target audience.
4. **Set yourself apart:** Set yourself apart by including information in your ads about promotional pricing, asking a question, or making superlative claims about your business. Take note that readers must be able to find support for any superlative claims or promotional information within two clicks of the landing page, per Google's guidelines.
5. **Set expectations with a call to action:** Define what you expect the reader to get out of clicking on the ad with a call to action. Are they going to be watching a video? Downloading a white paper? Calling a salesperson? Make it clear.
6. **Don't reuse the same welcome mat:** If you market multiple products or target different audience types, don't use the same landing page for every ad. Instead, create unique landing pages with information specific to that product and relevant to that market segment.

- 7. Tie it all together:** Google uses a quality score to reward strategic marketers with lower cost-per-click rates. Ad copy for each group should include search keywords from that group. Not only will this help cue readers into the fact that your ad is relevant to them, but it will also give you a better quality score. Make sure to include these same keywords and concepts on each ad's landing page.
- 8. Test your landing pages:** Do your customers prefer watching a video or downloading a white paper? Which of your products are best sold on the phone? Landing page content should be a work in progress. So that means test, test, test. Apply A/B testing to each of your landing pages to determine the type of content that works best for each ad group. This testing can also apply to your call to action: experiment with different locations and styles and see which formula drives the most leads.
- 9. Watch things closely:** Keep a close eye on campaigns that have just launched. Ads typically start with a Google quality score around 7 and go up or down based on factors like click-through rate. If a new ad with a low number of clicks gets a low quality score, you won't have accurate data on how well your ad, landing page, or campaign is doing. In this case, boost the budget to accrue more clicks and improve your quality score. If your ad has a low quality score and a high number of clicks, it's time to reexamine your ad copy, call to action, or landing page.

**10. Get the whole picture:** Google AdWords gives you reports on which keywords, ads, and landing pages generate web leads. Combining call tracking data with Google AdWords reports gives you the ability to also measure phone conversions and do truly accurate closed-loop reporting on what's working.

And remember, Google encourages marketers to custom-tailor content in order to keep ad content relevant and click-through rates high. Following these 10 commandments should get you started on understanding, writing, and testing successful Google ad campaigns.



## Appendix 3: What You Need to Know About Google Universal Analytics

Google's Universal Analytics is an exciting new tool that's more robust in its capabilities than Google Analytics. Earlier in this eBook we talked about integrating call tracking data with Universal Analytics, but if you aren't familiar yet with the tool itself, here are some Universal Analytics basics you should know.

### Online and Offline Tracking

Google Universal Analytics enables businesses to track online and offline interactions. No longer are you limited to visualizing data from only your online sources in Google Analytics. Using Universal Analytics, you can send your offline data into the Analytics interface and analyze the data in contrast with your online data using custom reporting. You can even add your business's offline data directly into the standard analytics reporting you use daily: it's as easy as a few clicks of your mouse.

This can mean almost endless possibilities for users of Universal Analytics, depending on the business. Different businesses amass and analyze different kinds of data extracted from different sources. For example, a retail store is likely interested in their in-store customers and may

want to visualize in-store walk-ins and whether an online banner ad motivated those visits. With Universal Analytics, they could send the in-store traffic count data they have collected and view trends based on the promotion schedule or different variations of the banner ad. The same could be said for a point-of-sale system. Visualizing in-store sales right next to e-commerce sales in the same interface is very powerful data to have.

### A Broader Scope of Data

Google Universal Analytics also brings us a new way to track online visitors, using the analytics.js tracking script. This new script is different than your existing Google Analytics tracking code. The coolest part of this new analytics.js script is the way it tracks each individual visitor, and for how long. Basically, visitors to your site are now given an identifier, and this identifier is unique to their session. So every page they visit, every action they complete on your site, is tracked back to their ID.

While you don't see these ID's in Universal Analytics, you are still able to attribute actions, events, and visits that take place on your site to the visitor's original source. Did we mention that this ID stays with the user for up to 2 years? That is a huge amount of insight into a visitor's interaction on your website.

Universal Analytics also opens up tracking opportunities for other platforms, like mobile and web applications. You can now gain the same insight you get about your website visitors from your businesses applications. Keep in mind you are tracking the users of your applications, no matter the type of device, in the same manner described above. You can now better understand which screens of your businesses applications people seem to get stuck on the most, or where in the signup process users abandon most often.



# GOOGLE UNIVERSAL ANALYTICS



## Appendix 4: Additional Resources

### Online Resources and Guides

- Beginners Guide to SEO – <http://moz.com/beginners-guide-to-seo>
- Writing Cornerstone Content – <http://yoast.com/cornerstone-content-rank>
- Google AdWords Learning Center – <https://support.google.com/adwords/certification>
- Small Business SEO Checklist – <http://moz.com/blog/the-beginners-checklist-for-small-business-seo>
- Google SEO Starter Guide – [http://static.googleusercontent.com/external\\_content/untrusted\\_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf](http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf)
- Setting Up an AdWords Account – <http://www.ppchero.com/the-beginners-guide-to-setting-up-an-adwords-account>
- Landing Page Optimization Cheat Sheet – <http://www.marketo.com/cheat-sheets/landing-page-optimization>
- Blog on Universal Analytics – <http://public.ifbyphone.com/blog/what-you-need-to-know-about-universal-analytics>

- Webinar on Universal Analytics and Call Tracking – <http://public.ifbyphone.com/webinar-ifbyphone-universal-analytics-integration>

### Web Sites and Blogs to Read

- The Moz Blog – <http://moz.com/blog>
- The YouMoz Blog – <http://moz.com/ugc>
- Search Engine Land – <http://searchengineland.com>
- Search Engine Journal – <http://www.searchenginejournal.com>
- Occam's Razor – <http://www.kaushik.net/avinash>
- SEO Book – <http://www.seobook.com>
- Matt Cutt's Blog – <http://www.mattcutts.com/blog>
- Search Engine Watch – <http://searchenginewatch.com>
- Search Engine Roundtable – <http://www.seroundtable.com>
- Top Rank Blog – <http://www.toprankblog.com>
- Marketing Pilgrim – <http://www.marketingpilgrim.com>

## Twitter Accounts to Follow

[@randfish](#) – Rnad Fishkin, CEO of Moz

[@moz](#) – Moz's official account

[@mattcutts](#) – Matt Cutts, head of webspam at Google

[@sengineland](#) – Search Engine Land

[@DuaneForrester](#) – Duane Forrester, manages Bing Webmaster Tools

[@sejournal](#) – Search Engine Journal

[@pointblankseo](#) – John Cooper, author of pointblankseo.com

[@sewatch](#) – Search Engine Watch

[@seroundtable](#) – SE Roundtable





## About Ifbyphone

Ifbyphone, the leader in voice-based marketing automation (VBMA), manages, measures, and automates voice conversations for businesses and organizations. Ifbyphone's VBMA solutions capture and manage phone leads and information that often slip through the cracks of traditional marketing automation and CRM software solutions.

The Ifbyphone product suite is a set of software-as-a-service applications including ad tracking, lead distribution, hosted IVR (interactive voice response), and voice broadcasting. Organizations of all sizes and across multiple industries use Ifbyphone, including direct response, health care, real estate, home services, and lead generation. For more information, visit [www.ifbyphone.com](http://www.ifbyphone.com).



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

Twitter: <http://twitter.com/ifbyphone>

Facebook: <http://facebook.com/ifbyphone>

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