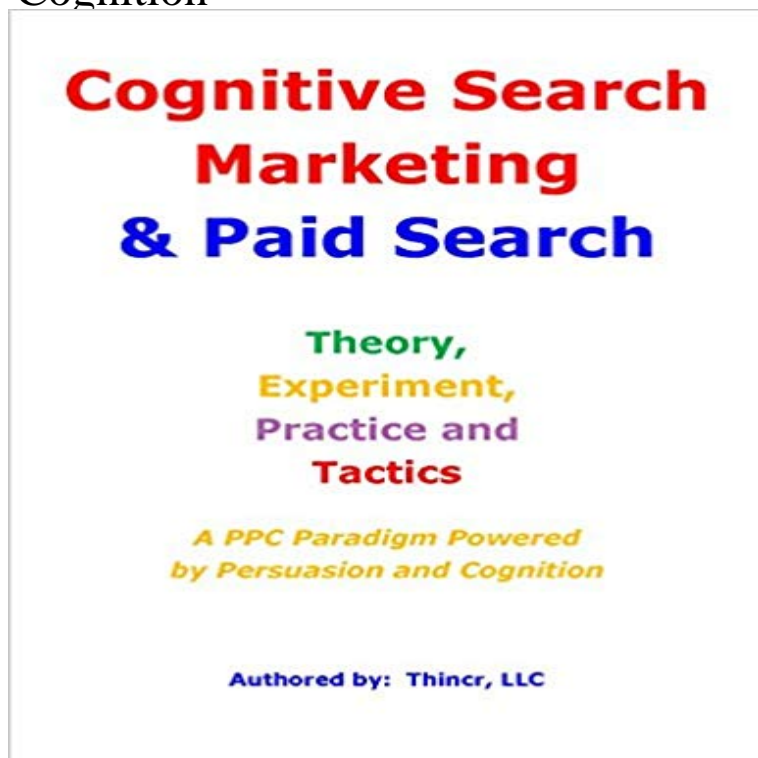


Cognitive Search Marketing & Paid Search: Theory, Experiment, Practice and Tactics: A PPC Paradigm Powered by Persuasion and Cognition



No Fancy Book Cover But Superior PPC Tips Because We Dedicate All Our effort to Book Content! A PPC / AdWords campaign driven by persuasion and cognitive science is found highly effective in the attitude change toward a defined conversion while a well-implemented PPC campaign and an effective experiment design in tandem is able to increase the overall marketing ROAS dramatically. Based on cognitive persuasion theories, this book provides businesses the solutions to achieve their corporate goals by optimizing the technical elements of their pay per click campaigns while facilitating a positive attitude change for their intended conversions. Key strategies for promotion and product positioning are demonstrated while the tactics to boost sales revenue by leveraging customers APV (Average Purchase per Visit) and NCV (Number of Converted Visit) are revealed. Critical techniques are emphasized on the topics as follows: persuasive ad copywriting (based on various communication models of persuasion, appeals, and Maslows hierarchy of needs) with examples and illustration, I-Cant-Wait ad copywriting technique, MRI placement-targeting, 20 top tactics for strategic bidding, strategic organic and paid listing arbitration to reduce campaign cost, and the illustration of portfolio and rule-based bidding paradigm, strategic campaign structuring, tactical keyword generation by buying and product life cycle, cognitively transferred terms, root phrases, misspellings, brand and intent variations, meta tags of competitors and niche high-profiled sites, long tail keywords, negative keywords, search query report data mining, niche keywords, etc., campaign management tips in response to Google Instant, top tips to leverage the Quality Score, implementation of Web Optimizer, technical approaches, paradigms, and techniques of landing page optimization with examples according to

site natures, landing page real estate planning and element allocation, strategic setup of a landing page test on crucial page elements and its evaluation, conversion tracking techniques, goal and funnel analysis, implementation of Google Analytics and campaign metric interpretation, strategic application of ad extensions, deployment of product listing and comparison ads, adoption and practice of conversion attribution model, contextual and behavioral targeting, niche channel targeting and geo-targeting, and a comprehensive ad creative brief demonstration with case study, and so many more. The evaluation of marketing campaign performance based on the cross-exam from both macro-level and micro-level perspectives through an effective experiment design is investigated while the tactics about generating AdSense revenue through strategic ad unit placement and content development are presented. Furthermore, the studies in this book are going to reveal the secrets about how to extend the practice of strategic PPC in an online job search process to help job seekers land their dream jobs. Don't hesitate! Grab these top proven tactics and be successful on your paid search campaign today!

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