



PPC: Five best practices for success

1. Import Existing Campaigns

If you've had successful campaigns on Google AdWords, use **Google Import** to simply type in your credentials and import those campaigns into Bing Ads. And to increase ad impressions and conversions

you need to have the right keywords and match types. Build out keyword lists with **Bing Ads Intelligence**, and use negative keywords based on search query reports to minimise the number of times your ad shows up in unrelated searches.

2. Ad Copy

By writing compelling ads that target the right customers, you can help increase your clickthrough rate. With **Location Extensions**, you can display your business address and phone number in your ad. Displaying local information can help drive more customers to your door. Consider using **Sitelink Extensions** to add additional links in your ads serving on mainline positions. These additional links take searchers to specific pages on your website and can help you get more clicks.

3. Budget

You may choose either a Daily budget or Monthly budget option. Make sure that you're capturing your share of impressions and clicks by using the **Budget Suggestions** feature. It's important to set a budget that you're comfortable with and that will help you achieve your goals. Remember, if a campaign reaches its **budget limit** before the end of the day or month, all the ad groups in the campaign are **paused** and all the ads associated with the campaign are no longer displayed.

4. Bidding

You want your ad to have a **better position** to give you a better chance of attracting the attention of your target customers. While several factors help determine ad position — such as your ad's relevance to the keyword, past performance and click-through rate — the keyword **bid amount** is also critical. To gain ground over your competitors, try raising your default bid amounts. You can also use Bing Ads Intelligence to get bid suggestions for specific ad positions.

5. Targeting

Use **targeting** to reach a more relevant audience and help improve your chances for conversions. You can target customers by location, age and gender, device used for the search or by the time of day and day of week. Placing an **incremental bid** increases the likelihood that your ad is displayed in a better position for customers who meet your **targeting criteria**.

Resources

- Learn more: bingads.com/eu/howto
- Get started with your campaigns: bingads.com/eu/get-started



SEO: Five best practices for success

1. Crawlability

If a crawler can't access your content, the content won't be indexed by search engines, nor will it be ranked. **Enable and use XML sitemaps** with a low error rate to build trust with search engines. Make sure your website navigation is clean and strive for a **simple, search-friendly URL structure**. This means the URL is keyword rich and avoids session variables or docIDs. We suggest you use robots.txt files to instruct the crawlers on how to interact with your webpage and to find your content easier.

2. Site Structure

Provide a site structure with strong functionality, which helps encourage **link building**. Linking to both trusted outside sources and internal content shows a search engine you care about users getting the best data around their query. In addition, **HTML sitemaps** ensure a good user experience and help search engines discover all your pages and content.

3. Content Hierarchy

When you plan your website's content hierarchy, take care in aligning your content with what searchers are looking for and their intent during their journey on your URL. Basic keyword research can also help you understand how searchers are interacting with search engines, and can help craft your content strategy. Also **avoid placing links and content inside rich media applications**, such as Flash and Silverlight, which make it almost impossible for crawlers to find and read the content.

4. On-Page Factors and Content Production

Follow a few simple guidelines for the area inside the code of your webpage denoted by the **<head>** tag. Each **<title>** should be short, about 65 characters, and unique to the page. Include the keyword you're targeting for that page near the beginning of the title. The **<meta description>** tag can be longer and should also contain the keyword or phrase you're targeting. All content should be unique to every page and be based on keyword research.

5. Link Building and Social Influence

When you build links, insert targeted keywords in the anchor text to boost relevancy for the targeted search term and to increase a link's perceived value to users and search engines. Be aware that inter-linking between your own domains can look like a spam tactic. Social media plays a key role in today's SEO efforts. Present great, unique content, and provide an **easy way to share** it (i.e. social buttons). This will help boost the distribution of your content and can have a positive effect on organic rankings.

Resources

- Find more useful SEO tips at: www.bing.com/webmaster/help/webmaster-guidelines-30fba23a
- Sign up for Bing Webmaster Tools to leverage the free SEO friendly tools: www.bing.com/toolbox/webmasters