



195% Improvement in Google Adwords Conversions - Topsource Global

Our Awards and Certifications



Overview

Topsource Global provide a truly comprehensive range of payroll, accounting and HR related services. These include: leave management, attendance tracking, HR Data tracking, PEO/ Staffing services, investment and income-tax calculations – and much more.

Challenge

Prior to contracting West Coast Infotech, Topsource was managing its PPC campaigns in-house, and incurring huge losses. 31.46% of Topsource website traffic was from PPC advertising and the conversion rate was less than 0.5%, yielding a negative return on investment. Topsource realized that in order to have a sustainable online business, it needed to drastically improve the performance of its PPC campaigns.

Topsource wanted West Coast Infotech to make its PPC campaigns profitable with long-term sustainable revenues.

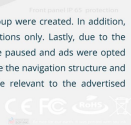
Solution

The PPC campaigns were carefully audited and major issues were identified, including:

- Keywords had low Quality Score and high Cost per Click.
- Broad match keywords brought in too much unwanted traffic.
- Very few negative keywords.
- Keywords grouped into irrelevant ad groups.
- Only less relevant and generic keywords were being advertised.
- Didn't have separate campaigns for content network, resulting in extremely high CPA.
- Landing pages were less relevant than desired.
- Ads were set to show in the wrong target markets.

The existing keyword lists were expanded using PPC campaign keyword data, analytics data and third party tools. The keywords were then grouped based on product category and relevancy. The match types for each keyword were carefully determined to ensure only qualified traffic was sent to the website.

Specific ad copies relevant to the keywords within each ad group were created. In addition, location targeting was set to properly target the desired locations only. Lastly, due to the limited advertising budget, all underperforming keywords were paused and ads were opted out of content network. We also provided suggestions to change the navigation structure and the content of the website to make the landing pages more relevant to the advertised keywords.



Results

We used the number of conversions (sales) and Cost per Acquisition as the key performance indicators (KPIs) to measure the campaign's success.

Topsource Global have seen increase in sales and decreased cost per acquisition of the account over a 4-week period. West Coast Infotech started optimizing the campaigns and Within one months of West Coast Infotech managing the campaign Topsource increased the number of sales from PPC campaigns and have seen 410% increase in conversions, and Cost Per Acquisition was reduced by 48%. In addition, overall Quality Score of keywords across the campaigns improved, while keyword Cost Per Click decreased, primarily due to ad group restructuring and optimization.

Topsource Global is very satisfied with the optimization results. West Coast Infotech is currently working with Topsource for its entire search marketing requirements.