

# Minisite & Landing Page Development Guideline for Best Practice to Achieve Maximum Quality Score

- Confidential

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## **The Landing Page Code Cracked...**

Hi. My name is A.M. Khan. For the last 8 years, I've been an AdWords manager to major advertisers. Some of which have spent upwards of a million dollars a month.



This experience has then led to inside access to Google with a team of their employees to manage top client's campaigns..

As well as... an understanding of how to interpret the Google message machine that is known for its lack of clarity.

With this background mentioned....

**What you are about to read are the exact ingredients Google wants in your site... but is too timid to tell you.**

It's what they really want to say... but don't when they send you form letters explaining why your ads won't run.

Originally, I put this together for my internal team when designing sites and advising our PPC clients...

And I had no intention of sharing it.

However, recently, Google's new enforcement of quality guidelines has left much of the Internet marketing community unable to advertise on Google almost entirely.

Even previously "safe" businesses that have nothing at all to do with marketing, business, or anything you Google might have a possible reason for not liking have been caught by surprise.

Moreover, the experts the community previously looked to for

answers has been unable to decipher what Google is doing.

While previous slaps or bans, may have had a semblance of rhyme or reason... the most recent changes seem random.

This has led to many folks that I have great respect for coming to me looking for answers.

This has been both an honor and a challenge.

Needless to say... I haven't been sleeping much recently.

And while... I am currently still testing as we speak... and I don't have all the answers...

I wanted to give away this guide for free as a service to the community.

For, as you will soon see,...

### **There IS A Clear Path Google Success...**

There IS rhyme and reason behind Google's action.

Now... with this said...

Sadly... I know many folks will ignore this guide.

They've been burnt by Google... and don't want to play the game any longer.

Those feelings are understandable.

The truth is Google is no longer for "Internet marketing newbies" who don't have professional help.

BUT this is good news for YOU.

Because for those who do stick with it...

And figure-out how it works...

There's a wealth of opportunity.

Because you've got to remember...

## **Google Is The Million Pound Guerrilla Online.**

Sure, you can get traffic elsewhere.

But, at the end of the day...

Your customers are still using the Google network...

Which together reaches 80% of all of world-wide Internet traffic.

Put more bluntly...

## **Ignore It At Your Own Peril...**

If you're not on it, then your competition is.

They have a shortcut to reach the vast majority of your market.

Of course... there just hasn't been any clear directions to crack the code... until now.

So, I hope you will review this guide...

Consider implementing it...

And staying in touch as I continue to reveal my test results... and you share with me yours...

So we, as a community... can grow and adapt to change the changing landscape together.

Respectfully,

A.M. Khan

P.S. After you finish reading, let's continue this conversation over at: <http://www.adwordsbuzz.com/2010/09/the-google-landing-page-code-cracked.html>. Be sure to subscribe by RSS or email in the upper right corner to get updates.

P.P.S. This guide was originally written for my in-house team and not to be give away. So, the report is written in a short, concise, and direct format. Please let us know if you need clarification.

P.P.P.S. Do you have additional tips and tricks you've tested to boost quality scores? Let's discuss. Reach me at: [http://www.amkhan.com/contact\\_me.html](http://www.amkhan.com/contact_me.html)

## **LANDING PAGE QUALITY**

### WHAT IS IT?

It is a set of guidelines that an advertisers' landing page MUST follow in order to gain quality scores for the keywords they are bidding. Google introduced Landing Page Quality component in calculating Quality scores. Since then, for many advertisers, it has become a vague concept. Many affiliates are hit badly because of the poor landing page quality.

It is important that the advertiser have high relevant landing pages to the keyword being targeted. Higher relevant landing pages have clear and direct relationship with high quality scores. **We've noticed, for some keywords when we just change the landing pages, the quality scores jumped to 10!!**

### **HOW DOES LANDING PAGE QUALITY HELP INCREASE ROI?**

Google says when advertisers' sites (not only the landing page) reflects the Landing page Quality guidelines, it will help increase the landing page quality scores which will in turn affect your site in following ways.

- Decrease your keywords' cost-per-clicks (CPCs)
- Increase your keyword-targeted ads' position on the Content Network
- Improve the chances that your ads will win a position on your targeted placements

## **LANDING PAGE QUALITY GUIDELINES**

The simplest way to explain what Google is want and is motivating their changes... and they are ultimately after first and foremost... is just 4 words...

### RELEVANT AND ORIGINAL CONTENT

#### RELEVANCE

The content in the landing page should be based on the keyword theme and the OFFER.

For example, if you are selling European furniture, have content only based on the European furniture exclusively and guide them to a link where they can purchase the furniture rather than guiding them to description of other high-end furniture.

## ORIGINALITY:

Originality means the content in the landing pages should be unique and add value in fulfilling the visitors need. You can identify what the visitor need through the search query. Below are the lists of pointers on originality based on Google Landing Page Quality Guidelines. **You MUST follow these in order to build a landing page that will add to the quality scores.**

- The content you write for the landing pages should be unique. **It MUST NOT be copied from anywhere else.**
- It is especially important as Google shows only one Ad per Advertiser. Copying the content from original website will not guarantee that your ad will be shown on Google Adwords
- Your Landing Page should contain at least 50% unique content compared to other sections like Images, Ads etc., without the white space.
- If you are selling a product or service, make the price clearly visible in the landing page

- Prominently display the billing methods. If your service or product is recurring subscription, you MUST display the time period and the subscription fees clearly along with the product details. A MANDATORY OPT-IN BOX must be present.

### TRANSPARENCY - GAINING TRUST

Being transparent about what the business is all about and its products, prices and policies are a MUST for a good Google Landing Page Quality score.

#### Explain the Nature of business:

- About Us Page explaining what the business does, who they are, and its products and services etc.

#### Contact Information of your business:

- Contact us page with physical and telephone contact information

#### Visitor's Personal Information & Privacy Policy

- Unless it is required for the product / service, DO NOT Ask for personal information
- Limit the use of personal information and always give the

visitors an option to OPT-OUT such as if they want to opt out of your mailing list.

- Try giving them access to the content without having them register. If you have to have them registered, please have a preview of what they going to get. Provide a preview.
- When the user takes an action on a page, such as filling-out an opt-in form, Google “prefers” that the user STAYS on your website, as opposed to being sent to another domain. This is to rule out the page being interrupted as a “bridge page” designed to promote another site. This means Google IS considering pages behind your opt-in forms.
- Have a Privacy Policy page explaining how your website interacts with their computer and what you do with the visitor information of you collect personal identifiable information. You should clearly explain all these details in the Privacy Policy Page.

Below you can find an example of a landing page where the landing page satisfies all the above conditions.

For example, you can find a random Google landing page taken from Google below. You can find links to its products, about the company and contact information.



## NAVIGABILITY

It means that specific links **HAVE** to be present in the landing page. It should specifically contain links to. Links to know more information about the product or related products can increase the quality scores. Below is the summary.

- Provide **SHORT** and **EASY** way to reach the **OFFER**. For example, if you are selling furniture, you must have a link directing them to purchase the furniture within the **LANDING PAGE ITSELF**.

- Provide Links to other relevant pages
- All pages should have footer links to include Contact us, About Us, Terms & Privacy Policy

## SOME SPECIFIC GUIDELINES AND OTHER RELEVANT FACTORS

While optimizing the landing pages, you should do the basic On Page SEO

- The URL STRUCTURE should follow Silo-Structure. The directory structure should be based on the keyword themes.
- Put the main keyword theme in the title.
- Put relevant targeted keywords in the Meta Description and Meta Tags
- Highly targeted keywords in the Header Tags
- Image Optimization
- Internal Page Linking
- Relevant keywords in the anchor Texts

- Build a HTML Site map and an XML site map and submit to Search engines and Google SiteMap.
- Have links to important pages like Contact Us, About Us, Terms, Privacy Policy etc.,
- E-COMMERCE SITES:
  - o Develop a Google Base Feed and Submit to Google Base
  - o Integrating the Google Checkout for e-commerce websites
- FLASH
  - o The websites should not be built in complete Flash Only sites.
  - o If the website contains part of the portion in Flash, The content of the flash needs to be optimized for search engines.

## OPTIMIZING WEBSITE LOAD TIME: HOW FAST CAN THEY LOAD?

Website load time is an important factor in quality score and reducing the bounce rate of the landing pages. Google has placed high priority on this factor. Optimization for website load time can include optimizing HTML, CSS, JavaScript and Website Images.

### WHAT YOU CAN DO FOR YOUR SITE

You can do the following tasks to improve the website load time.

- Gzip your HTML, CSS and JAVASCRIPT files
- Minify HTML and CSS

### EXAMPLE OF INDUSTRIES & TYPES OF SITES THAT RECEIVE LOW LANDING PAGE QS

Google specifically mentions that these industries and types of sites will receive low quality scores by default and advertisers should desist from promoting them. They include

- Data collection sites that offer free items, etc., in order to

collect private information. Also known as information harvesting.

- Arbitrage sites that are designed for the sole purpose of showing ads
- "Get-rich quick" sites.
- Poor comparison shopping or aggregating sites whose primary purpose is to send users to other comparison sites, rather than to provide useful content or additional search functionality.
- Sites that are double-serving ads

### **Summary of this report:**

Google now has human editors that will review your landing pages (and your entire website). This means you don't just need the approval of the computer algorithms, but human editors who may not have any understanding of popular Internet marketing techniques. This means the human editors should be able to check off the ingredients above and quickly be able to understand

the purpose of your website.

Put simply, AdWords now requires your site to be optimized for use on Google. It now has many of the same requirements needed to capture free organic listings. Now... when I tell folks this... a common objection is why should I pay for SEO?

Well... it's important to note that Google does NOT dislike selling. They STILL want your site to convert and for you to make money. However, they are requiring changes that may not always enhance the selling process. So... as with all marketing... at the end of the day... you have to crunch your numbers. Chances are, for most businesses, it IS worth it to go through the trouble of dealing with AdWords. It's that large... profitable... and... most importantly... it's constantly inventing new, cutting-edge ways to reach your customers BEFORE the competition.

The bottom-line is... nobody blames you for not wanting to play AdWords when you don't know how. However, when you do "crack the code"... there's an amazing opportunity. While other can't make it work, you're raking-it in. How's that for cool?

## **WHERE TO GO NEXT?**

Here are more articles I've published on this topic on my AdWordsBuzz.com blog:

[The Quickest, Cheapest, and Easiest Way To Get A "Google Happy" Website](#)

[\*\*The 3 Ingredients Your Site Must Have\*\*](#)

[\*\*Sure-Fire Pointers For a "Can't-Miss" PPC Landing Page?\*\*](#)