



SCS 2845: COURSE PROJECT

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URL of Website: <http://www.michaelsbackdoor.com>

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EXECUTIVE SUMMARY:

Discuss, at a high level, your objectives, your strategy and how you plan on measuring success. What key metrics will you be using?

My objectives are for people searching for a restaurant online to click on my ads, and then to convert. Converting can be making a reservation, ordering take-out, going there for dinner that night, or simply keeping us in mind for the next time that they need to book a gathering at a restaurant, or get an event catered, or have a romantic dinner out. I would also hope that my pay per click ads help the website rank higher in organic search results.

My strategy is to create unique ads that promote our services by giving people enough specific information, providing a relevant value add, and a call-to-action that pushes someone to purchase. I will need to make the information that they need to follow through with the purchase, very accessible through links to a map, links to online reservation process, and a click-to-call number. I will have different ad groups to promote all of the different benefits and services that we offer, so that potential customers can be aware of and easily find all of the information that they need before making a decision to choose the restaurant.

I plan on measuring success by whether or not Michael's Back Door's ad budget is being met. I want the budget to be met because that means people are clicking on the ad. I would also like Michael's Back Door's ad quality score to go up, and that can be determined if they can pay a lower price per click to remain in the same position. Success will be based on whether or not the ads have a good click through rate of around 3% (2.9% was average for entertainment industry according to <http://blog.eloqua.com/clickthroughrates/>).

ADWORDS ACCOUNT STRUCTURE

****Utilize Excel Template for Build This Out***



Why Did You Choose the Above Ad Groups?

I chose the two campaigns (Computers and Tablets) and (Mobile Phones) because local restaurants/dining establishments are the most researched category on mobile devices and it is a good idea to separate your desktop campaigns from your mobile.

For my Computers and Tablets Campaign, I chose the Ad Groups:

Menus - People often like to look at a restaurant's menu before choosing a restaurant if they have not been before. If someone was performing a search for a restaurant and saw this ad group ad, it would peak their curiosity to check it out. Since there are several different menus, this is something that would be better viewed on a computer or tablet.

Private Dining Functions – These are quite common nowadays; people often have small work parties, birthday parties, baptisms, first communions, holiday parties, family gatherings at restaurants and if someone was planning one, they would most likely perform this search online to find out their options. This is something that would be done on a computer because it requires more in depth research to plan an event, and it is something that would be done well in advance.

Image gallery- Seeing photos of a restaurant, and its dishes is more likely to convince a customer to choose that restaurant. The option to see photos would likely convince someone to click an ad. This is something that is more conducive to viewing at home on a computer where screens are larger and you have more time to scroll through more pictures.

Catering – This is something that someone would likely search for on the Internet, so it is good for a restaurant to advertise that they offer this. This is more likely to be searched for on a computer or tablet because it is something that you plan ahead of time, and you spend more time researching your options.

Customer Reviews and Awards – If a restaurant has great customer testimonials and reviews, and has won awards, they might as well advertise it. People want to see what unbiased customers have to say because they can be more trusted than the restaurant's own words. This would entice someone to click the ad. This ad group would be better viewed on a computer or tablet because there is more reading to be done, and this is something you do when you have more time and aren't deciding at the last minute.

For my Mobile Phones Campaign, I chose the Ad Groups:

Make Reservations – This is something that can be quickly researched and done on a phone, and is often done when you are out and about, or at home when you don't want to turn on your computer. If someone sees an ad that says Make Reservations, it would make them more likely to click on it because they will enjoy the fact that they can quickly do it online from their phone. Also having a click-to-call is great because it makes it very easy for the customer to make a reservation.



Location – People often look up the location of a restaurant they are planning to visit. If it's right there in the ad, it makes it very easy for them to find. People are likely to click a link within an ad that brings them to a map to finding a restaurant. This is something that is often searched for on a mobile phone because it is done often on the way to the restaurant or right before leaving at the last minute.

Take-Out – This is a common thing for people to search, so it is ideal for a restaurant to advertise that they offer take-out, because it may be unexpected from a nice restaurant. This is likely to be searched from a mobile phone when someone is on the go and does not have a plan for dinner. If someone is already out, they will want to pick up something on their way home rather than going out again after going home to search on their computer.

Dinner Menu – This is something that someone would search for before choosing a restaurant for dinner. I have just chosen the dinner menu as a quick link instead of all of the menus because a customer will likely just want to quickly see their options for that night's dinner and will not spend a lot of time on their mobile phone. If the customer sees a couple of options that they find attractive, they will likely keep that restaurant in their top choices for the next time they want to go to a restaurant.

Wine List – A restaurant should advertise if they have a good selection of wines because this is very important to many people when they go out for dinner. This is something that someone would research from a mobile phone because it can be done fairly quickly and would help a decision of where to go to eat that night, when someone is already out.

Discuss Why or How Your Ad Copy Stand Out From the Competition.

My ad copy stands out from the competition because it describes exactly what type of restaurant Michael's Back Door is and each ad provides details of a specific offering. Where space allows, I have included some value add statements which describe to the customer what we can do for them and how their experience will be improved. I have included some call-to-actions like "make reservations online" or "take home our meals today" which will push the customer to follow-through with those actions. I have included links that allow the customer to quickly and easily take a step towards visiting the restaurant such as making reservations online, a click-to-call phone number and a link to a map. I have made each ad group's URL different and easy to read with each category after the backslash, so the customer knows what the link will lead them too.

Provide Analysis on 2-3 competitors who are currently bidding on similar keywords. Include the keywords they're bidding on, estimated budget and assessment of their ads.

IL Tartufo Ristorante <http://www.iltartufo.ca> are bidding on: Restaurants Mississauga.

IL Tartufo Ristorante
www.iltartufo.ca/Italian_Restaurant
1 (905) 672 2190
Culinary Delights Italy's Favorite



Dishes: Call Us Or Reserve Online
7033 Telford Way, Mississauga, ON

In IL Tartufo Ristorante's pay per click ad, I like how they have their phone number, and in mobile search they have a click-to-call number which likely increases their click through rate. It is good that they included 'Italian Restaurant' after the backslash of their URL, in an easy-to-read format near the top of their ad. Their description "Culinary Delights Italy's Favorite Dishes" is alright. I like their choice of words because it makes the food sound enticing, but it is a poor sentence and needs a comma in between "Culinary Delights", and "Italy's Favorite Dishes". They should have started the sentence with "Serving" or "Experts in preparing", and also provided a value-add such as "to make your dinner out unforgettable". It's great that they've inserted a call-to-action with "Call Us Or Reserve Online", and a clickable address that brings you to a map.

Culinaria Restaurant <http://www.culinaria.ca> are bidding on Mississauga fine dining, Mississauga caterers, Mississauga venues, steak house Mississauga, meeting rooms Mississauga, buffet restaurants Mississauga.

Culinaria Restaurant – culinaria.ca

www.culinaria.ca/

Fine Dining & Culinary Experience at the historic Elliott House

Culinaria Restaurant's ad should have included a keyword or short description or category of what they have to offer after the backslash in their URL. Their description "Fine Dining & Culinary Experience at the historic Elliott House" is okay. I like that they've included that they are a fine dining restaurant and it will be a culinary experience. It's great that they've promoted their historic establishment because that sets them apart from other restaurants. They should have included a value add, and a call to action such as "reserve your table now" or "book your event now"; however I realize this is difficult with the word limit and they've already almost maxed it out.

Pomodoro Italian Kitchen <http://www.pomodoro.ca> are bidding on Mississauga catering, catering Mississauga, Italian restaurant Mississauga, Mississauga Italian restaurant, catering in Mississauga, caterers Mississauga.

Italian Restaurant – Real Italian Gourmet Pizza,Pasta – Pomodoro.ca

www.pomodoro.ca/ 1 (905) 502 1100

Order Online Dine In Out Delivery

49 Matheson Boulevard East, Mississauga, ON

Pomodoro's ad is pretty good. It has a great title tag that describes what it is, and the food they serve. It is good that they provide their phone number in the ad as well as a clickable address that brings you to Google Maps. They've provided a call to action "Order Online Dine In Out Delivery" which also describes all of the ways you can order and enjoy their food. I think they should have included their restaurant name in the description, other than just in the website



URL. They also should have included a value add in their description, to allow a customer to picture themselves enjoying that real Italian gourmet pizza in their restaurant.

Resources:

Michael's Back Door website, many pages

<http://www.michaelsbackdoor.com>

Keyword Spy

<http://www.keywordspy.ca>

Google AdWords Keyword Planner

https://adwords.google.com/ko/KeywordPlanner/Home?_c=1061004251&_u=5249927891&_o=cues

Google – I used Google to research which competitors were bidding on my keywords. When I simply tried inputting the competitors' names that came to the top of my mind in Keyword Spy, none of them were using pay per click ads.

www.google.ca

Oracle Eloqua

Average Click Through Rates By Industry (2012 data)

<http://blog.eloqua.com/clickthroughrates/>