

Case Study: Custom Pay-Per-Click Landing Pages



Situation

Atlanta School of Massage has been an international leader in massage therapy education for more than 25 years. In 2003, Prominent Placement optimized the client's website and began running an ongoing and successful pay-per-click campaign. In 2006, Prominent Placement re-optimized the website and their results in the search engine results pages continued to steadily improve. In an effort to increase conversions from the pay-per-click campaign, Prominent Placement developed a customized landing page program for the client's pay-per-click campaign.

Strategy

Challenge: Enhance the pay-per-click campaign to increase the number of pay-per-click conversions. Since the campaign was already quite robust, the best way to increase leads/students from the pay-per-click campaign was to encourage more of this traffic to convert.

Strategic objective: Increase conversions by paid searchers, decrease the cost of a pay-per-click-generated lead, increase number of new student enrollments at the school for Q107 versus Q106.

Creative Strategy: Prominent Placement developed a custom landing page program so the searchers would be brought to the point of conversion without having to navigate through the site.

- ◆ The search terms were organized into 12 themes so the content of each landing page would closely relate to the search terms used to reach that page. The landing pages were designed with the same look and feel of the website so there would be consistency if the searcher clicked to the regular website.
- ◆ The only required fields are first name, last name, email and phone number.
- ◆ The entire form is above the fold so no scrolling is necessary.

Results

Pay-Per-Click Conversions

| Prev Monthly Average | Dec 06 Conversions | Result Increase % |
|----------------------|--------------------|-------------------|
| 32 | 107 | +234% |

Cost Per Pay-Per-Click Lead

| Prev Monthly Average | Dec 06 Cost Per Pd Lead | Result Decrease % |
|----------------------|-------------------------|-------------------|
| \$91 | \$27 | -70% |

Year-Over-Year Comparison

| Jan 2006 Enrollment | Jan 2007 Enrollment | Result Increase % |
|---------------------|---------------------|-------------------|
| 77 | 122 | +58% |

Cost-Per-Click

| Prev Monthly Average | Dec 06 Average | Result Decrease % |
|----------------------|----------------|-------------------|
| \$2.02 | \$1.10 | -46% |