

# Your Guide to: Search Engine Marketing

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Search Engine Marketing can be summed up fairly succinctly: purchasing space for paid ads on search engines as a way of driving traffic to your website. However, our SEM team does so much more than simply buying ads.

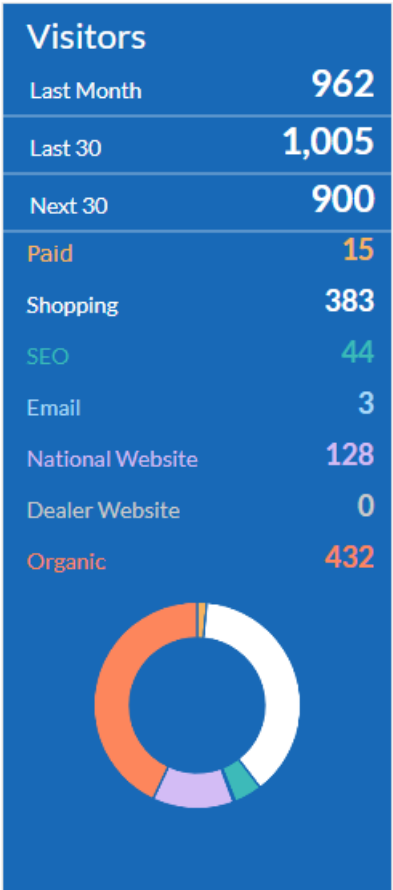
Every member of the SimplePart SEM team is Google AdWords certified, meaning they're experts in PPC (pay-per-click) advertising. They monitor every client's account on a daily basis so ad campaigns are fully-optimized and operating at the highest level of performance. Their diligence towards monitoring accounts means they can make adjustments quickly and ensure our clients are making money off of their search ads.

Each advertising budget is set by the dealership and varies depending on the package level and how much the dealership is willing to spend. Once a budget is decided on, our SEM team works to spend that amount within a 10% window—this space is used because of the variability of traffic. Our SEM experts use a detailed bidding algorithm to automatically generate bids for PPC search ads based on the product's value.

A key component of our SEM strategy is using Shopping ads on both Google and Bing. In fact, most of the sales driven to your site from SEM will be from Google Shopping. This is generally because Google Shopping uses images, which are a proven way to increase sales. Not to mention, color images let the customer know they've found the exact product they're looking to purchase.

Currently, we have over 4,300,000 products present on Google Shopping and since we submit these through a feed, our process is more efficient than trying to upload each product individually. Our feed takes the image and price of your product directly from the website and inputs it into Google and Bing Shopping, allowing the customer to see the most up-to-date information about products on your e-commerce site.

If you already have SEM as a part of your package, you can see the results of our SEM team's hard work on your Control Panel:



The Control Panel also shows your ROAS (Return on Ad Spend), this is your return on any advertising dollars spent.

**Paid Return On Ad Spend**

\$723,677.80	2,265,269	24,770	\$3,828,815.85	<b>\$5.29/\$1.00 ROAS</b>
Spend	Clicks	Orders	Sold	

\* Includes sales from Free Shipping. Statistics Based on Last 30 Days

If you have any questions about our Search Engine Marketing team and/or process, feel free to reach out to our 24/7 support team at [support@simplepart.com](mailto:support@simplepart.com) or by calling 404-520-7640.

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