

A Systematic Approach to Development of Sponsored Search Strategies

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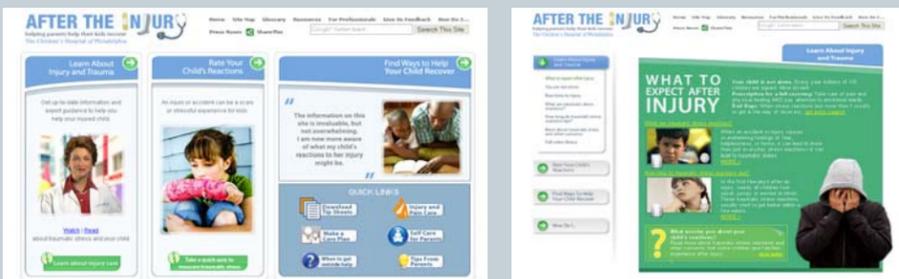


Background:

The existence of high-quality, evidence-based online child health resources can help empower parents as partners in their child's health care, but does not ensure that parents find the specific resources they need when they need them.

Contemporary methods of delivering sponsored content allow site developers to reach targeted Internet users. We are investigating sponsored search as part of a larger project to develop methods of connecting more parents with optimal online resources.

Sponsored search builds on initial steps of a) creating a high-quality site, and b) optimizing organic search.



AfterTheInjury.org is a website for parents of injured children – helping parents help their child with emotional and physical recovery post-injury.

Objective: To evaluate a systematic process of developing sponsored search strategies to increase visits to, and use of, a website for parents of injured children.

Approach:

Implemented sponsored search strategies

Obtained a **GoogleGrant** (in-kind AdWords budget)

Initiated ~25 active campaigns

- Generated sets of keywords & corresponding ad message content for each campaign

Choices / decision points for each campaign:

- Keywords (ideal = 100's to 1000's)
- Bid amount (cost per click)
- Keyword match strategy (broad, phrase, exact)
- Text for ad(s)
- Destination URL (i.e., page within site)

Metrics for monitoring campaign performance :

- How many see the ads? 333,276 impressions in 1st 4 months
- How many click ad? 0.11% click-through rate
- Visits to site 360 visits
- Use of site: Bounce rate / time on site / # pages viewed

Campaign examples

Keywords
crutches, how to use crutches, using crutches, child crutches, teen crutches (381 keywords for this campaign)

Destination URL

Ad content (3 versions)
How To Use Crutches
Tips from Top Docs and Parents Help Your Child Recover from Injury
aftertheinjury.org

Results page

Keywords
PTSD self test, PTSD in children, anxiety in children, children worry, how to help someone with PTSD, (1000+ keywords for this campaign)

Destination URL

Ad content (4 versions)
Does My Child have PTSD?
Take A Quick Quiz and Learn Tips to Help your Child Recover
aftertheinjury.org

Results page

Early results

Compare Oct-Nov 2010 to Jan-Feb 2011

- Increase: overall site visits & unique visitors
- Steady: bounce rate and average # page views
- Decrease: average time on site

Conclusions

Use of sponsored search is a promising approach for dissemination of high-quality evidence-based web resources directly to consumers.

- Can be cost-effective for academic / non-profit website developers with in-kind grant for Google Adwords.
- Requires substantial attention and a steep learning curve.
- Exploratory period with active campaigns to determine effective combinations of keywords, keyword match strategies, ad content, and destination URLs.

Further theoretically-grounded development and evaluation of these methods is needed.