

Information Architecture & Web Advertising

Shawn Livengood

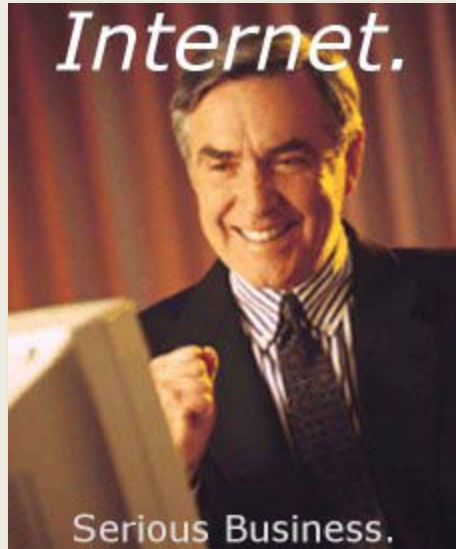
INF385E

The University of Texas at Austin

November 5, 2009

This work is licensed under a Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 United States License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/3.0/>.

Agenda



This presentation will cover:

- Types of advertising on the web
- Pay per click advertising
- Display ads on the internet
- Why Information Architecture is an important component of web advertising for both publishers and marketers

Types of Web Advertising

- Pay per click (paid placement in search engine results)
- Search Engine Optimization (non-paid placement in search engine results)
- Display ads (banner ads and other image ads)
- Other (viral marketing, videos, social media, etc.)

Types of Web Advertising

Pay Per Click Advertising

- Advertisers bid in an auction system for placement in search results and/or content pages for certain keywords
- Paid ads can either appear on search engine results pages (SERPs) or on content pages that have agreed to show ads via the Google Content network, Yahoo Publisher network, etc.
- Search results ads appear on the same pages as non-paid (organic) search results

Google laptop computers Search Advanced Search

Web Show options... Results 1 - 10 of about 46,300,000 for laptop computers. (0.16 seconds)

Laptop Computers Sponsored Links
 Walmart.com Save on the Top Laptops Brands all at Walmart's Unbeatable Prices.

Laptop Computers **PPC**
 www.apple.com/macbookpro Meet the new MacBook Pro family. High performance, now in 3 sizes.

Laptop Computers
 www.hp.com Learn About HP Laptop Computers - Compare Features & Prices Online!

Sponsored Links

Low-Cost Dell Laptops
 w/ Intel Technology. Save on Hi-Def Dell Laptops Only at Dell.com!
 www.Dell.com

Cheap Laptops For Sale
 Save up to 95% - Bids start at 1¢ on Electronics, TVs, Cameras & More
 Clearance.BidCactus.com

Laptops: Laptop Computers - Best Buy
 Find the laptop that's right for you. At BestBuy.com you can compare top-rated laptop computers, see our latest featured offers, sort laptops by brand, ...
 www.bestbuy.com/site/olspage.jsp?id=abcat0502000... - Cached - Similar

Compare Laptop Computers Prices and Reviews
 Jul 1, 2008 ... Read Reviews of Laptop Computers. We have reviewed the top 5 computers made by Apple, Dell, Sony, HP, Toshiba, and Asus for your convenience ...
 www.laptopcomputers.org/ - Cached - Similar

Sony VAIO Laptop Computers
 Free Shipping & Performance Upgrade With Intel® Centrino® 2 Technology.
 www.SonyStyle.com/Vaio

Cheap Laptops, Discount Laptops, Notebook Computers, Laptop ...
 Save on Inexpensive Laptops, Discount Laptops, Notebook Computers, Cheap Laptops, Refurbished Laptops and Accessories, Fast and Easy Shipping at Geeks.com.
 www.geeks.com/products.asp?cat=nbb - Cached - Similar

Laptop Computers
 Get The Best Shopping Deals Without Hours of Searching. Bing™ & Decide.
 Bing.com/cashback

Image results for laptop computers Report an image **SEO**

Discount Electronics
 Half Priced Computers & Laptops Open Every Day - Since 1997
 www.DiscountElectronics.com
 Google Checkout
 Austin, TX

Shopping results for laptop computers

Toshiba NB205-N210 - Atom 1.66 GHz - 10.1" - 1 GB Ram - 160 GB HDD
 ★★★★★ 128 reviews - \$309 new, \$417 used - 108 stores

HP G70-460US - Core 2 Duo 2.1 GHz - 17" - 3 GB Ram - 320 GB HDD
 ★★★★★ 16 reviews - \$600 new, \$1,133 used - 82 stores

Apple MacBook - Core 2 Duo 2 GHz - 13.3" - 2 GB Ram - 160 GB HDD
 ★★★★★ 236 reviews - \$970 new - 14 stores

Laptop Computers - Cheap
 Get Great Deals on Laptop Computers from HP, Toshiba, Lenovo and More.
 www.NexTag.com/Laptop-Computers

Dell Laptops / Notebooks: Colorful laptops, small laptops, light ...
 A laptop computer is a convenient portable computer that has gained wide popularity with people who travel a lot, study in coffee shops, and particularly ...

Notebook Computers
 Shop TVs, GPS Systems and Cameras Shop for Electronics at Sears.com!
 www.SEARS.com
 Show products from Sears

Laptop Computers
 Laptop Computers Online.
 Shop Target.com.



Web Images Video Local Shopping More ▾

laptop computers

Search

Options ▾

Search Pad

SearchScan - On

164,000,000 results for laptop computers:

- Show All
- Dell
- Toshiba
- Wikipedia
- Buy.com
- Amazon.com

Shopping Sites

- dell ...
- cheap ...
- acer ...
- toshiba ...
- hp ...

Lap Top Computers Sponsored Results
 Meet the new MacBook Pro family. High performance, now in 3 sizes.
www.apple.com/macbookpro

Laptop Sale at Dell
 8 Days of Amazing Laptop Deals w/ Intel Technology! Ends 10/13.
www.Dell.com/Laptops

HP Notebooks
 Learn More about the Country's Most Shipped PC at HP.com. Visit Now.
www.hp.com

Toshiba™ Computers - Official Site
 Buy Direct and Save on Toshiba Laptop Computers. Official Site.
www.ToshibaDirect.com/laptops

PPC

Laptop Computers - Shopping Results

Brand	Popular Products
HP (978)	Sony VAIO MicroPC UX280P... ★★★★★ (5)
Acer (356)	Apple MacBook Pro Laptop... ★★★★★ (164)
Dell (1868)	Samsung Q1U EL Laptop Computer ★★★★★
Toshiba (548)	Dell XPS M1330 Laptop Computer ★★★★★ (20)
More...	More...

Laptop - Wikipedia, the free encyclopedia
[History](#) | [Classification](#) | [Components](#) | [Advantages](#)
 A **laptop** (also known as a notebook) is a personal computer designed for mobile ... Laptop computers are portable and can be used in many locations. ...
en.wikipedia.org/wiki/Laptop - [View](#) - [Source](#)

Laptop Computers, Desktop Computers, Computer Hardware ...
 Laptop Computers, Desktop Computers, Computer Hardware, Notebooks, Reviews From Dell, HP, Toshiba, Acer
www.computershopper.com - 96k - [Cached](#)

Notebook Computers | HP Official Store
 Shop for Notebook computers at HP. Find notebooks with a selection of operating systems, processors, usage, brands and more. Free shipping on qualified orders over \$100.
www.shopping.hp.com/notebooks - 136k

HP Laptop Computers - Hewlett-Packard

SEO

Cheap Laptops Sponsored Results
 Great Deals at Yahoo! Low Prices On cheap laptops.
shopping.yahoo.com

Staples® - Computer and Laptop
 Computer Outdated & Slow? Staples Has A Great Selection of Computers
www.Staples.com

Refurbished Laptop Computers
 Quickly find used laptop suppliers for your business needs here.
www.business.com

Mac Laptop Computer at BestBuy.com
 Your online source for Apple notebook computers. Shop at BestBuy.com.
www.BestBuy.com

[See your message here...](#)

PPC



laptop computers

- LAPTOP COMPUTERS**
- Shopping
- Laptop Computer Brands
- Laptop Computer Buying Guide
- Top 10 Laptop Computers
- Laptop Computer Parts and Repair
- Laptop Computer Accessories
- Images
- Videos

- RELATED SEARCHES
- Cheap Laptop Computers
 - Best Laptop Computers
 - HP Laptop Computers
 - Free Laptop Computers
 - Dell Laptop Computer
 - Best Laptop Computer Rating
 - Very Cheap Laptop Computers
 - Toshiba Laptop Computers
- SEARCH HISTORY
- laptop computers
 - msn publisher network
- See all
- Clear all | Turn off

ALL RESULTS 1-20 of 49,000,000 results · Advanced

Dell Official Site - www.Dell.com Bing cashback Sponsored sites
 Save on Dell **Laptops** and Notebooks Powered By Intel Technology!

Save Now on Laptops - www.TigerDirect.com Bing cashback
 Amazing Deals on All **Laptops**. Buy Now & Get 5% Cashback!

Laptop Computers - www.eBay.com Bing cashback
 Buy **Laptop Computers**. You may get 8% off with PayPal if eligible.

Laptop Computer Sales - www.circuitcity.com Bing cashback
 Exclusive Deals on Brand Names, Shop Online-Get 5% Cashback!

Shop for laptop computers

Top brands - Hewlett Packard - Apple Computer - Acer - Dell - Toshiba - More...
Price - below \$100 - \$100-\$800 - above \$800

Guides - Howstuffworks.com - Cnet.com - Overstock.com

Compare Laptop Computers Prices and Reviews
 Read Reviews of **Laptop Computers**. We have reviewed the top 5 **computers** made by Apple, Dell, Sony, HP, Toshiba, and Asus for your convenience. We also have listed our top picks from ...
www.laptopcomputers.org - [Cached page](#)

Toshiba Direct | Laptop Computers, Laptops, Projectors & Accessories
 Shop for Toshiba's innovative, quality **laptop computers**, accessories, projectors and electronics. Find the best deal for your home or business today.
www.toshibadirect.com/td/b2c/homepage.jsp - [Cached page](#)

Cheap Laptops, Discount Laptops, Notebook Computers, Laptop Computers

...

Save on Inexpensive **Laptops**, Discount **Laptops**, Notebook **Computers**, Cheap **Laptops**, Refurbished **Laptops** and Accessories, Fast and Easy Shipping at Geeks.com...
www.geeks.com/products.asp?cat=NBB - [Cached page](#)

Laptop Computers: HP, Apple, Sony & other Laptops - Yahoo! Shopping
 Yahoo! Shopping **Laptop Computers**: HP, Apple, Sony & other **Laptop Computers**. Compare prices, find coupons, read **laptop computer** reviews & buy from online **computer** stores.
shopping.yahoo.com/b:Laptops:20148417 - [Cached page](#)

Laptop - Wikipedia, the free encyclopedia

Sponsored sites

Laptop Computers - Cheap
 Get Great Deals on **Laptop Computers** from HP, Toshiba, Lenovo and More.
www.NexTag.com/Laptop-Computers

laptop computers
 Rent-A-Center® Lets You Rent To Own **Laptops** With No Credit Check!
www.RentACenter.com

computers laptop
 Shop Fujitsu & Buy No Interest for 6 Months on order of 700 or more!
www.shop.fujitsu.com

HP Computers
 HP Energy-Efficient **Computers** - View Features & Compare Prices Now.
www.hp.com

laptop computers
laptop computers Online. Shop Target.com.
www.Target.com

[See your message here](#)

PPC

PPC

SEO

Types of Web Advertising

Paid Search Ads on Content Pages

[Pay Per Click Mastery](#)

9 Tips to Optimize Pay Per Click.
Download This Free PPC Guide Now.



[Google Analytics - Free](#)

Gain traffic and optimize your site with
Google Analytics. Free!

Ads by Google

[Google for Advertisers](#)

See all of our marketing tools in one place.

www.google.com/advertisers

[Pay Per Click Mastery](#)

9 Tips to Optimize Pay Per Click. Download This
Free PPC Guide Now.

Lyris.com/Pay_Per_Click

[Contextual Publisher](#)

Maximize Your Revenue With eZanga Relevant
Text Ads - Sign Up Now!

contextual.ezanga.com

[Internet Marketing Degree](#)

Become a Pay Per Click Expert! Get Your Degree
Online with Full Sail.

www.FullSail.edu



Ads by Google

Types of Web Advertising

Pay Per Click Advertising Advantages/Disadvantages

Advantages:

- Highly targeted to user interests
- Costs can be managed according to keyword and ad distribution selections
- Pure text ads are unobtrusive, and don't annoy users.

Disadvantages:

- PPC management can be very complex, large accounts can be unwieldy and time-consuming to manage.
- PPC costs can be very high if not properly managed.
- Intense competition for limited amount of 1st-page SERP results.

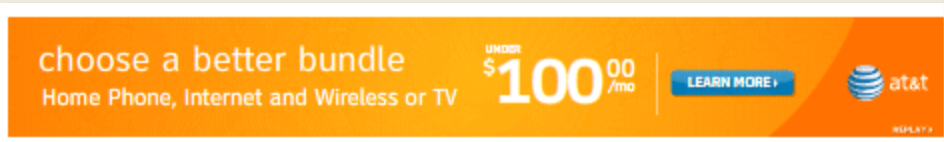
Types of Web Advertising

Display Advertising

- Image ads promoting products or services
- Advertisers bid in an auction system for placement, or pay a site or ad network on a per-month or per-impression basis.
- Image ads come in many formats, including banner ads, skyscrapers (vertical banners), squares, rectangles, interstitials (ad pages that appear between page loads), etc.

Types of Web Advertising

Display Ads/Banner Ads



choose a better bundle
Home Phone, Internet and Wireless or TV

UNDER \$100.00/mo

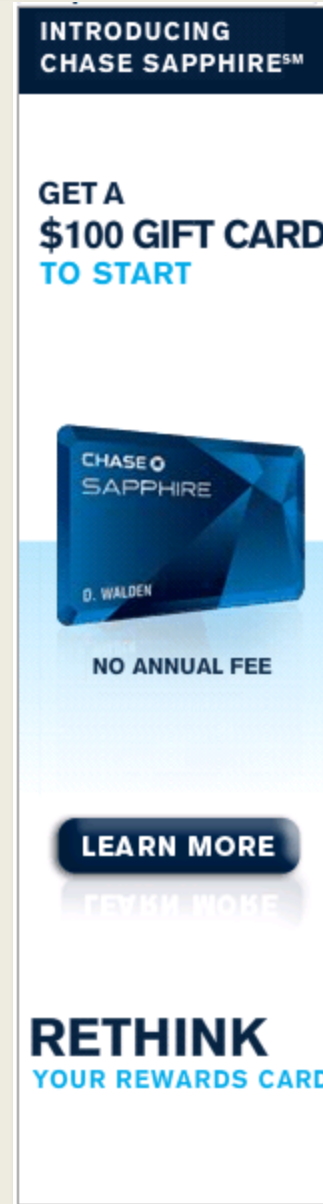
LEARN MORE

at&t




Amazon.com

 <p>The Lost Symbol Dan Brown New \$16.17 Best \$12.99 46% off</p>	 <p>The Help Kathryn Stockett New \$13.72 Best \$12.39 45% off</p>
 <p>A Touch of Dead Charlaiane Harris New \$13.47 Best \$10.65 44% off</p>	 <p>Publication Manual of the American Psychological Association American Psychological Association New \$15.97 Best \$14.99 45% off</p>



INTRODUCING CHASE SAPPHIRESM

GET A \$100 GIFT CARD TO START



CHASE
SAPPHIRE
D. WALDEN

NO ANNUAL FEE

LEARN MORE

RETHINK YOUR REWARDS CARD

Types of Web Advertising

Display Ad Advantages/Disadvantages

Advantages:

- Image ads stand out more on page.
- Can be effective without users clicking through – act like print ads or billboards.
- Usually less-expensive per click than PPC text ads.

Disadvantages:

- Are annoying to some users (proof is in the prevalence and popularity of ad-blocking browser plug-ins)
- Lower click-through rates than highly-targeted text ads.

Types of Web Advertising

Other Types

- Video (YouTube, Hulu ads)
- Social media (company profiles on Facebook, Twitter, etc.)
- Viral marketing – videos or ads that spread from user to user to promote a product or service (i.e. Burger King's “Whopper Sacrifice”)

Web Advertising and IA

How IA relates to advertising differs depending on whether you are a content publisher or a product marketer.

Content Publishers:

- Use web advertising as a revenue stream
- Need to balance a need for as much ad revenue as possible without annoying site users and driving them away

Product Marketers:

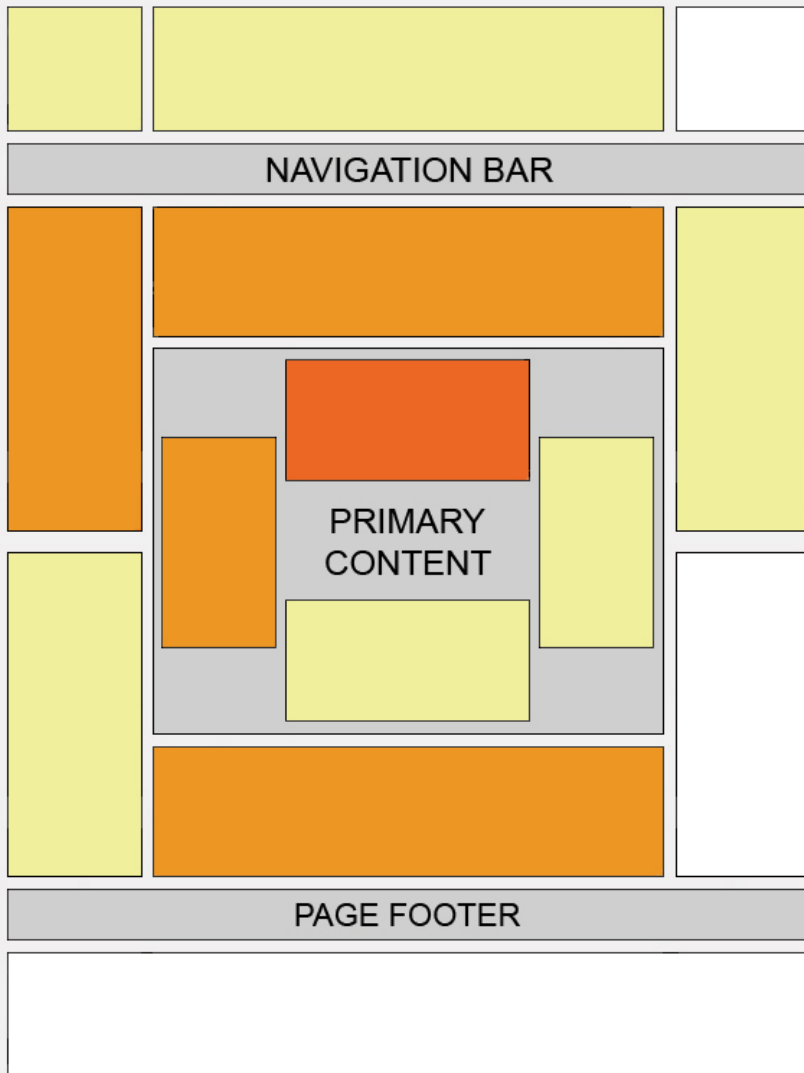
- Use web advertising to sell products and services
- Need to balance advertising cost with revenue generated from advertising (ROI/ROAS)

Web Advertising and IA

Advertising IA For Publishers

- When site visitors click on ads, publishers receive a percentage of the click cost paid to the ad provider
- This gives content publishers an incentive to place ads in positions where they will get a high click-through rate (CTR)

Web Advertising and IA



Darker color = higher CTR

Text ads interspersed with page content tend to have higher click-through rate, and drive more revenue to publishers.

Ads near the top left of content (in “F” shape) also drive a high CTR.

Web Advertising and IA

Advertising IA For Publishers

However, there is a danger of putting *too many* ads on your site.

Example: www.johnchow.com

With too many ads:

- Pop-ups or expanding banner ads block content that users are trying to read
- More images/animations = slower load times for slow connections

There are no set rules for what percentage of your site should be ads, but remember that your users are there to read your *content*, not your ads!

Web Advertising and IA

Advertising IA For Marketers

The primary goal of web advertising for businesses is to entice a user to click on an ad, go to the business' site, and complete a “conversion.”

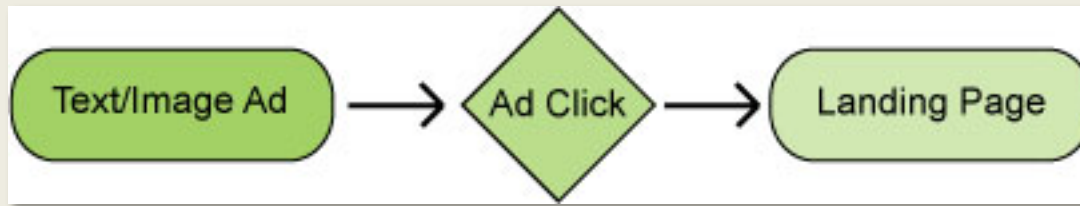
A conversion is any customer action that provides a benefit to the business (i.e. e-commerce sale, lead form completion, mailing list sign-up, etc.)

Secondary goal is to limit advertising costs so that only “qualified” clicks (clicks likely to result in a conversion) happen.

Web advertising is *very good* at targeting users, so return on ad spend (ROAS) can be significantly better than offline efforts.

Web Advertising and IA

Advertising Click Path



Web Advertising and IA

Landing Pages

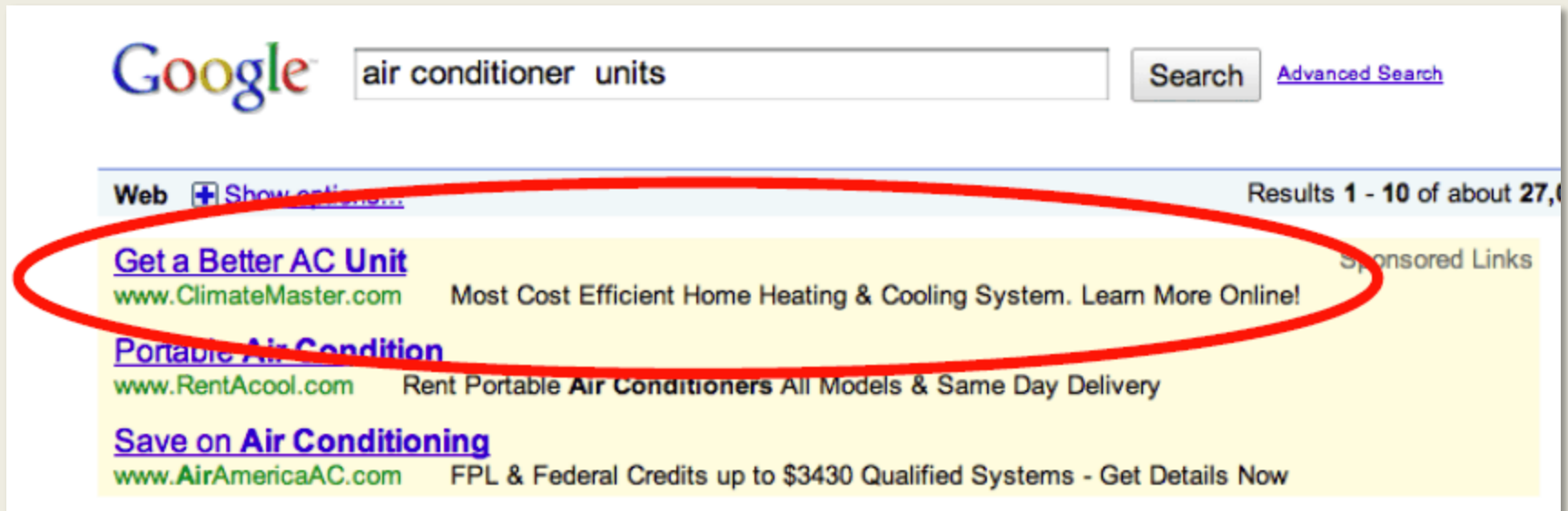
Landing page – a specially-designed web page that users arrive on after they click on one of your web ads.

Should be tailored to be highly relevant to offerings in the ad in order to maximize effectiveness.

Good IA is *very* important in landing page optimization (LPO)!
If users are confused about the purpose of the landing page, or can't find what they are looking for, your landing page will not convert.

Web Advertising and IA

Now, an example of a bad landing page...



The image shows a screenshot of a Google search results page for the query "air conditioner units". The search bar contains the text "air conditioner units" and the "Search" button is visible. The results show "Results 1 - 10 of about 27,000". The first result is a sponsored link titled "Get a Better AC Unit" from "www.ClimateMaster.com". The text of the ad reads "Most Cost Efficient Home Heating & Cooling System. Learn More Online!". This ad is circled in red. Below it are two organic search results: "Portable Air Condition" from "www.RentAcool.com" and "Save on Air Conditioning" from "www.AirAmericaAC.com".

Source: Ion Interactive

Here's a text ad that appeared under the search term "air conditioner units."

Web Advertising and IA

...and here's the page that appears after the click.

The image shows a screenshot of a web browser displaying the ClimateMaster website. The browser's address bar shows the URL <http://residential.climatemaster.com/>. The page features the ClimateMaster logo, a navigation menu, a search bar, and a main content area with a large image of a woman sitting on a couch. Below the image, there are three columns of text and a calculator icon.

Home Page : ClimateMaster
http://residential.climatemaster.com/ homework help

admins ▾ Ion Interacti... Login Page Apple .Mac Openwith = Yahoo! Google Maps YouTube Wikipedia News (676) ▾ Popular ▾ Add To Twine

Home Page : ClimateMaster Ion Interactive - Calendar Campaign Management

CLIMATEMASTER
Geothermal Heat Pump Systems
An LSB Industries, Inc. Company (NYSE: LDU)

Find a Dealer

HOME | HOW IT WORKS | SAVINGS CALCULATOR | BENEFITS | PRODUCTS | FAQ | INCENTIVES | OWNERS AREA | ABOUT US | CONTACT US | SEARCH

Affordable. Sustainable. Comfortable.

Using the constant temperature of the earth, a ClimateMaster® Geothermal Heat Pump System will keep your home comfortable year-round for less. ClimateMaster is the leader in developing products that save you money – cutting your energy bills up to 80% over traditional HVAC systems.

How it works
Geothermal systems use the earth's warmth to save you money.
[More Information](#)

Savings calculator
You can save up to 80% off your monthly energy bills using geothermal technology.
[Find out how much you can save](#)

Take Advantage of 30% Federal Tax Credit and Other Incentives.
[Find out more](#)

© 2009 ClimateMaster Privacy Policy Terms & Conditions Site Map

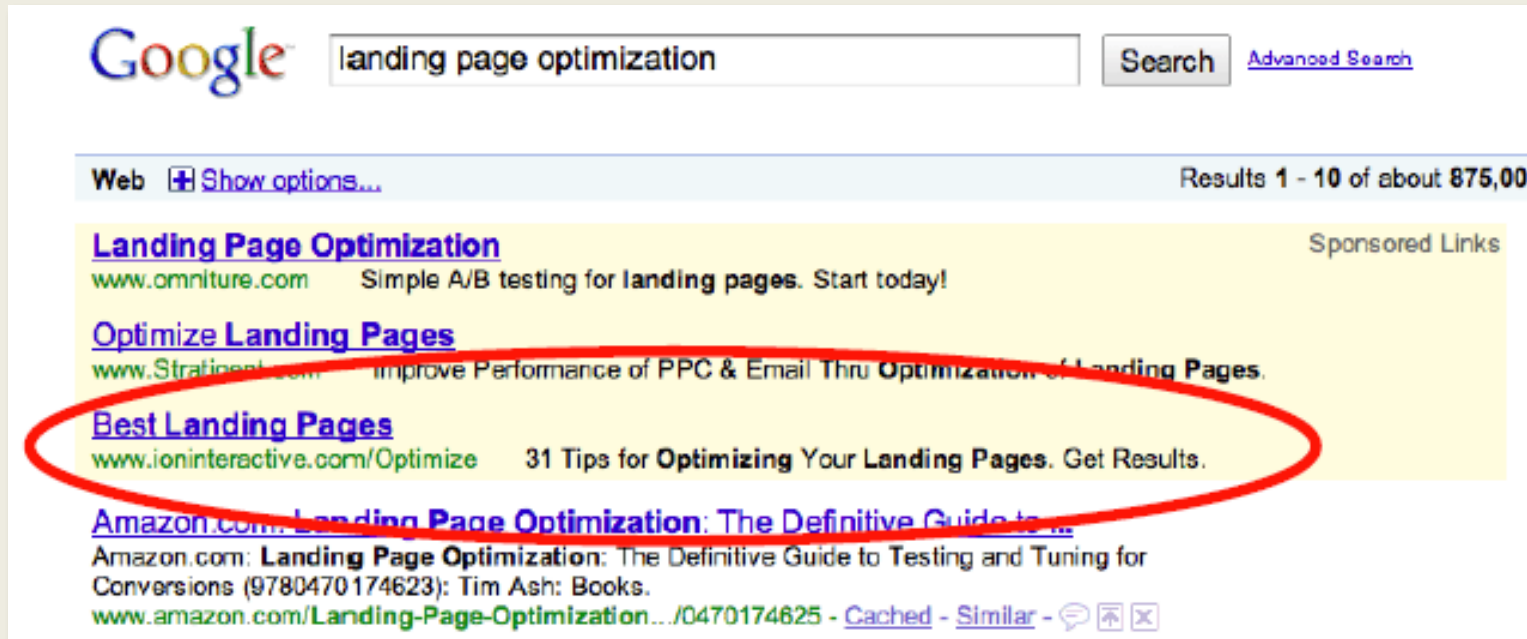
Web Advertising and IA

This page sucks because:

- I wanted info on an air conditioning unit, yet this search term appears nowhere on the page I was sent to.
- In fact, this page is promoting another type of product entirely (a geothermal heat pump system)
- There are too many paths for me to take when I get to the landing page – three buttons are encouraging me to learn more, and a full navigation menu appears at the top of the page. Good landing pages have a singular purpose, and direct users to complete a conversion based on the intent suggested in their search term.

Web Advertising and IA

Let's take a look at a good landing page...



The image shows a screenshot of a Google search results page for the query "landing page optimization". The search bar at the top contains the text "landing page optimization" and a "Search" button. Below the search bar, the results are displayed. The first result is a sponsored link from "www.omniture.com" titled "Landing Page Optimization" with the description "Simple A/B testing for landing pages. Start today!". The second result is from "www.Stratigent.com" titled "Optimize Landing Pages" with the description "Improve Performance of PPC & Email Thru Optimization of Landing Pages.". The third result is from "www.ioninteractive.com/Optimize" titled "Best Landing Pages" with the description "31 Tips for Optimizing Your Landing Pages. Get Results.". This third result is circled in red. Below it is a result from Amazon.com titled "Amazon.com: Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions (9780470174623): Tim Ash: Books." with the URL "www.amazon.com/Landing-Page-Optimization.../0470174625 - Cached - Similar".

Source: Ion Interactive

This text ad appeared under the search term “landing page optimization.”

Web Advertising and IA

...and here's the page that appears after the click.

The screenshot shows a web browser window with the following details:

- Address bar: <http://paths.ioninteractive.com/Producer.aspx?pgi=4616&pgk=UKQPMV8P>
- Search bar: Google
- Navigation links: admins, ion interacti..., Login Page, Apple, .Mac, Openwith=, Yahoo!, Google Maps, YouTube, Wikipedia, News (687), Popular, Add To Twine
- LiveBail path preview: Primary tags: (none) Converted: No
- Buttons: view collected data, + restart

The main content area features the Ion Interactive logo and the headline "The best landing pages start here." Below this is the main title "31 Ways to Improve Your Landing Pages" and the sub-headline "Free Landing Page Quick Reference". The text describes 31 tips for improving landing pages, available in a single page with links to details. Two orange call-to-action boxes are present:

- 31 Ways for Clients**: If you're driving an internal landing page program, this is for you.
- 31 Ways for Agencies**: If you're an agency creating landing pages for your clients, this is for you.

The background of the main content area shows a preview of the "31 Ways to Improve Your Landing Pages" document. At the bottom, there is a row of partner logos: AMERICAN GREETINGS, Blue Mountain, Bronto, eMUSIC, FRONTPOINT REALTY SERVICES, Amazon, and iRobot.

Web Advertising and IA

This page doesn't suck because:

- There are 31 tips for landing page optimization on the page, just like it said in the ad.
- The landing page lets me further refine my site experience by offering tracks for “Clients” and “Agencies.”
- There's really only one path to completing the conversion. There are two big buttons tied to the conversion event (a whitepaper download), and the only difference between the two is the target audience. I can't really do anything else on the page except complete a conversion, which is good.

Web Advertising and IA

Finally, a few tips on landing page IA:

- Keep the purpose of the landing page focused. Each landing page should only have one purpose. If you have multiple business goals, make separate landing pages for each goal.
- Make sure your landing page matches up to the keywords associated with each page. Feature these keywords prominently on the landing page.
- Use an A/B testing tool to determine whether one landing page performs better than another. A tool like Google Website Optimizer will send equal amounts of traffic to two or more landing pages, then tell you which one has a statistically significant higher performance metric (CTR, conversion rate, etc.).

Conclusion

Questions?

References and Resources

"Maximizing PPC Conversions: Advanced Landing Page Strategies." *Ion Interactive*. Web. 1 Nov 2009.

McCarthy, Caroline. "Delete 10 Facebook friends, get a free Whopper." *CNet*. 01 Jan 2009. CNet, Web. 25 Oct 2009. <<http://news.cnet.com/delete-10-facebook-friends-get-a-free-whopper/>>.

"Where should I place Google ads on my pages?." *Google AdSense Help*. Google, Web. 25 Oct 2009. <<https://www.google.com/adsense/support/bin/answer.py?answer=17954>>.

PPC Without Pity (my search marketing blog) – <http://www.ppcwithoutpity.com>

Google AdWords – <http://www.google.com/adwords>

Google AdSense – <http://www.google.com/adsense>

Google Website Optimizer – <http://www.google.com/websiteoptimizer>

MSN AdCenter - <https://adcenter.microsoft.com/>

Yahoo Search Marketing - <http://sem.smallbusiness.yahoo.com/searchenginemarketing/>