



ACQUIRING CUSTOMERS WITH SEARCH ENGINE ADVERTISING (SEA)

Search engine advertising (SEA)

With search engine advertising, you pay to appear at the top of search results. This brings more visitors to your website. The 2 largest search engines in the Netherlands are Google and Bing. Other examples of search engines are Yahoo!, Amazon, DuckDuckGo, Ecosia and AOL.

For each search engine, the steps in this tutorial will differ, but the content applies to all search engines.

Google is the market leader

Google is the largest search engine worldwide. This has the **advantage** that you can have a large reach. The **disadvantage** is that many businesses want to advertise here. Therefore you have to pay more to be visible.



How does search engine advertising work?

The search engine auctions the ad spots to potential advertisers. If you win, your ad will be seen. You only pay when a visitor clicks on your ad. The auction is based on

- The **quality score** the search engine gives your website. The search engine determines your quality score by looking at whether the keywords, your ad, and the landing page on your website match well with each other.
- The **amount** you are willing to pay per click on your ad.



Preparations



What is your goal?

Think about what you want to achieve with your ad: more brand awareness, more customers, or do you want to sell a product?



How will you achieve this?

Decide how you want to achieve the goal: for example, have potential customers fill in an offer form, buy something directly from you, or register for your newsletter.



Create a landing page

You need your own website, where you clearly explain what your product or service is. Link from your ad to a landing page, as your quality score (see p. 3) will be higher.

Starting with SEA



Step 1: create an account

If you want to advertise on Google, then use Google Ads. If you prefer to advertise in Bing, then use Microsoft Advertising (formerly Bing Ads). Or check another search engine where you need an account.



Step 2: define your target audience

Decide who you want to reach with your ad. Think about:

- location
- age
- interests
- when your target audience is online

Step 3: What is your budget?

You pay per click on your ad. Whether your ad is displayed and how high it appears in the search results depends on the price you pay and the keywords you use. You can start with a small amount and keep an eye on how the ads perform. Based on statistics, you adjust the amount.

Later, you can make a better calculation:

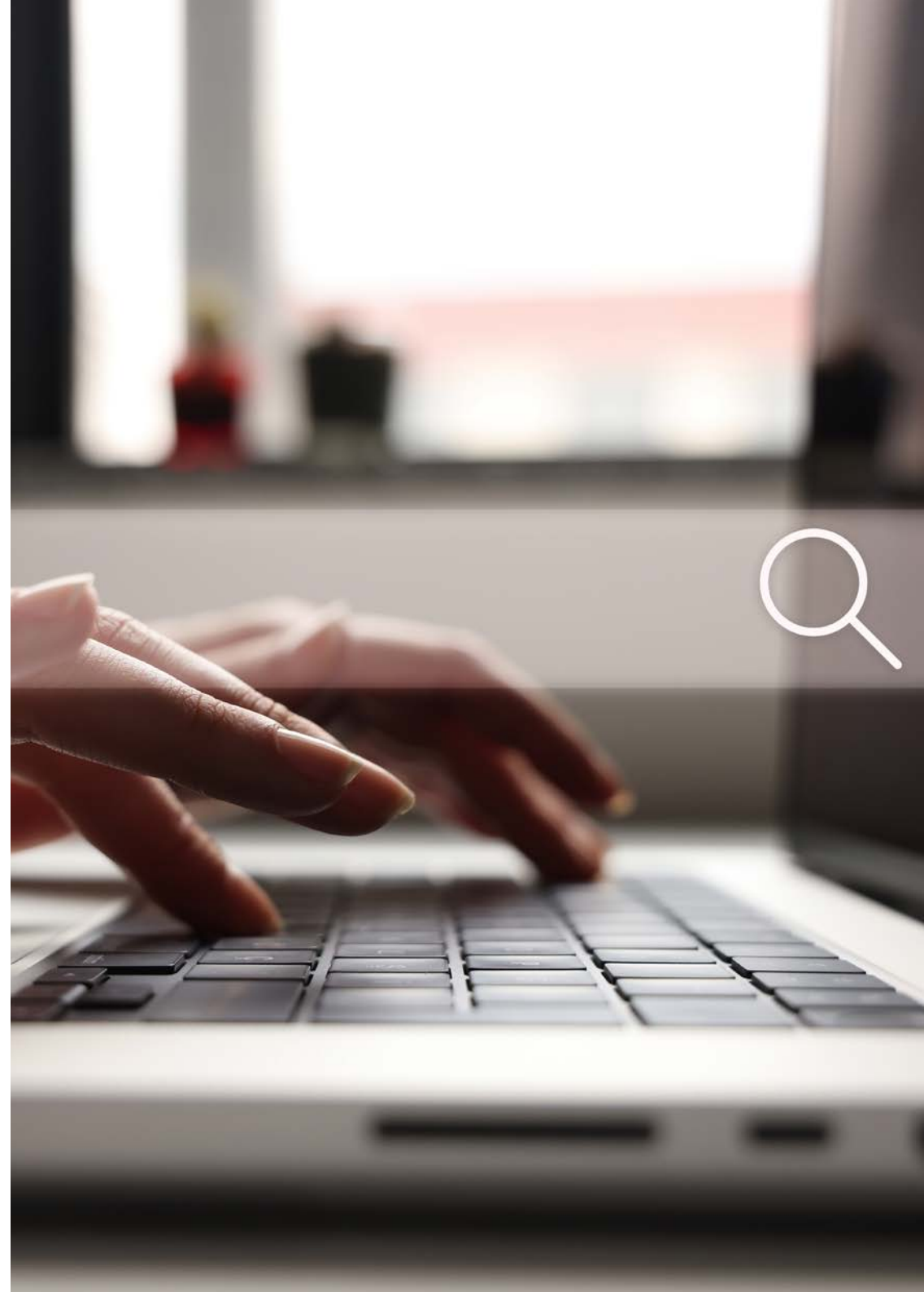
- See how many clicks on your ad generate a sale.
- See what you earn on average per customer (price minus costs incurred for your product or service).
- This will tell you how many clicks you need to stay below your earnings, so that your ad earns money.



Step 4: Choose your keywords

Even if your competitors pay more per click, you can rank higher thanks to your keywords.

- You usually start with your brand name (e.g. 'Plumber Jansen'). For the remaining keywords, do keyword research. Think about what your target audience is searching for.
- Choose the most relevant keywords for your ad. For example, if you are a plumber, 'plumber wanted' is more relevant than 'toilets'.



Step 5: Write your ad

- Write a catchy title. Use a maximum of 30 punctuation marks and use your chosen keyword in it.
- Write your ad text about your product or service. Use a maximum of 90 characters. Emphasise what makes your business unique. End with a call-to-action, such as 'Order now', 'Book now', or 'Request a price quotation'.
- Write down the URL of your landing page.

Step 6: Launch your campaign

Each search engine works slightly differently. If you have specific questions, check the search engine's own instructions. Before submitting your ad, check everything again. If everything is correct, you can start the campaign.



Step 7: Check and improve



Your budget

Keep an eye on your budget so you do not spend more than you want.



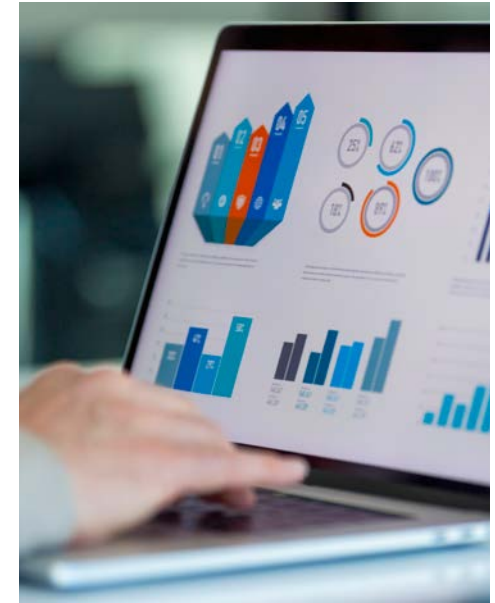
Reach

Check how often your ads are viewed. If that number is very low, reconsider increasing your budget and research your keywords.



Number of clicks

See how often people click on your ad. If there are only a few, find out how you can improve your ad.



Conversion rate

In other words, how many clicks contributed to your goal, such as a sale, or a quote request. If that number is low, improve your landing page.

If you have a specific question about finding customers, please contact the [KVK Advice Team](#), or check out the information on our [marketing page](#).