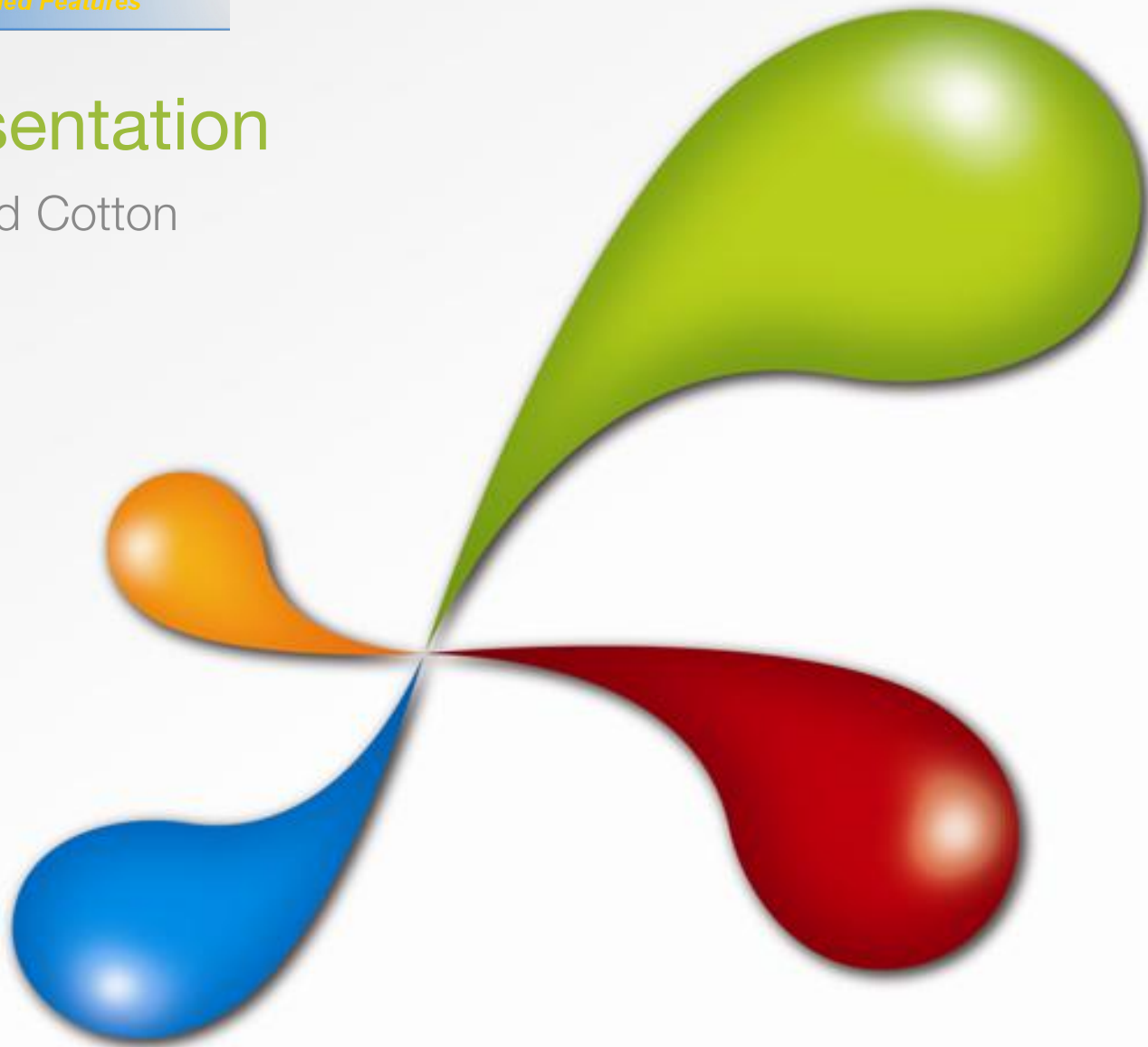








# A Presentation

By Richard Cotton



# I Always check your keyword list!

<input type="checkbox"/>	bonded title	 Active	\$0.55	▼ <a href="#">Settings</a> \$0.55 Max CPC <a href="#">[ Edit ]</a>	11	1,377	0.80%	\$0.48	\$5.31	4.3	0.00%	\$0.00	0
<input type="checkbox"/>	appeal bond	 Active	\$0.55	▼ <a href="#">Settings</a> \$0.55 Max CPC <a href="#">[ Edit ]</a>	6	1,368	0.44%	\$0.50	\$2.97	8.0	0.00%	\$0.00	0
<input type="checkbox"/>	bond dallas	 Active	\$0.55	▼ <a href="#">Settings</a> \$0.55 Max CPC <a href="#">[ Edit ]</a>	4	1,328	0.30%	\$0.36	\$1.44	4.4	0.00%	\$0.00	0
<input type="checkbox"/>	meth lab cleanup	 Active	\$1.05	▼ <a href="#">Settings</a> \$1.05 Max CPC <a href="#">[ Edit ]</a>	4	1,315	0.30%	\$0.67	\$2.66	4.3	0.00%	\$0.00	0
<input type="checkbox"/>	western surety	 Active Bid is below first page bid estimate of \$0.30	\$0.25	▼ <a href="#">Settings</a> \$0.25 Max CPC <a href="#">[ Edit ]</a>	4	1,269	0.32%	\$0.19	\$0.74	5.8	25.00%	\$0.74	1
<input type="checkbox"/>	what does bonded mean	 Active	\$0.55	▼ <a href="#">Settings</a> \$0.55 Max CPC <a href="#">[ Edit ]</a>	2	1,263	0.16%	\$0.50	\$1.00	2.1	0.00%	\$0.00	0
<input type="checkbox"/>	pornoanal	 Active	\$0.55	▼ <a href="#">Settings</a> \$0.55 Max CPC <a href="#">[ Edit ]</a>	23	1,223	1.88%	\$0.41	\$9.43	1.6	0.00%	\$0.00	0
<input type="checkbox"/>	supplybond	 Active	\$0.55	▼ <a href="#">Settings</a> \$0.55 Max CPC <a href="#">[ Edit ]</a>	3	1,211	0.25%	\$0.46	\$1.38	5.0	0.00%	\$0.00	0

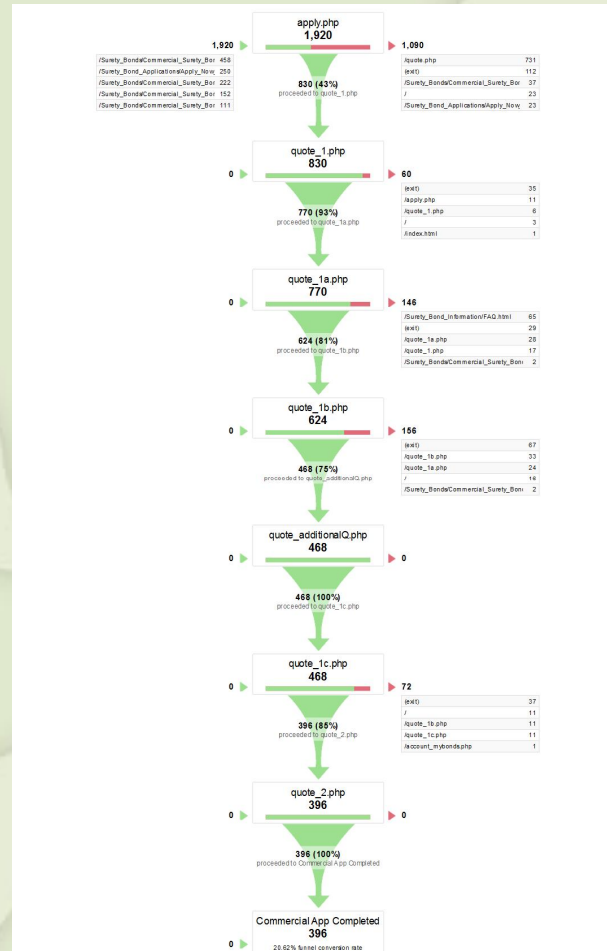
# Broad match can help you with competitor brand bidding

**Brand name:**  
**Deville**

**Generic term:**  
**Fur coats**

**Broad match keyword:**  
**Deville fur coats**

# Funnel stages as intermediate metrics



## Tips to help with tricky Paid Search issues

- “ Use the advanced match nature of broad match to your advantage
- “ Use intermediate metrics when conversions/goals are not giving sufficient data
- “ High bounce rate is not always a bad thing
- “ Use exact match terms as negatives
- “ Always check search partners
- “ Use the Paid Search community for support