



## FAQ Search Engine Marketing

### **1. My business does not have a professional website. Can I still make use of SEM?**

SEM is more effective if you have a professionally designed and created website. We always advise you to put effort into preparing your web presence. The website should be SEM friendly so users can be led directly to the relevant landing page. If you do not want to have an entire website for your SEM campaign, a simple one-page website containing your contact details and other essential information would do.

### **2. How long does the setup of a PPC campaign take?**

We will set up your campaign within five working days and it will go online instantly.

### **3. On what are you basing your budget recommendations?**

We will recommend the appropriate media budget depending on your business area and its online competitiveness. Google and Yahoo!7 work with bidding systems and consequently keywords are often more expensive in highly competitive markets.

### **4. Can I still change the text ads, keywords or the budget once the campaign is set up?**

Yes, Google as well as Yahoo!7 allow you to change all components of any campaign.

### **5. Is my ad going to be online 24/7?**

If you want your ad to be online 24/7, it can be. However, we advise you to only spend your budget during certain times of the week depending on the field you are operating in.

### **6. Can't I simply use Search Engine Optimisation to rank my website?**

Of course you can rank your website using SEO. However, setting up a proper and successful SEO campaign can take a very long time. It will take several months until you actually see results. The detailed data about the traffic generated through your SEM campaign will also be helpful for a targeted SEO campaign at a later date.



### **7. Does Trendhaus also offer Search Engine Optimisation?**

Yes, Trendhaus also offers Search Engine Optimisation. Please contact us for further information on this topic.

### **8. Do you also offer a one-off campaign setup and then teach me how to manage it?**

Unfortunately we cannot provide you with this service.

### **9. I don't click on the sponsored links, why should I assume that other people do so?**

Relevancy is one of the most important factors that influence the users' experience. Google and Yahoo!7 work with quality score systems which determine the relevancy of your text ad for each individual search query. The higher your quality score is the higher your ad will rank and therefore deliver relevant results.

The majority of users nowadays appreciate this relevancy and they use sponsored links just like organic links.

### **10. Can I measure the return on investment (ROI)?**

We will offer you the opportunity to install certain tools that help you to assess the effectiveness of your campaign more precisely. We are able to track the amount of users who clicked on your text ad and as a result filled in your contact form. On top of this our phone call tracking system allows us to determine how many of your phone enquiries were directed to you through your text ads.