



SEEK increased traffic 200 percent from the Google Content network by leveraging site targeting

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Leigh Hanney
Search Marketing Executive



ABOUT GOOGLE ADWORDS

Google AdWords is currently used by thousands of businesses worldwide to gain new customers in a cost-effective way. AdWords use keywords to precisely target ad delivery to web users seeking information about a particular product or service. The program is based on cost-per-click (CPC) pricing, so advertisers only pay when an ad is clicked on. Advertisers can take advantage of an extremely broad distribution network, and choose the level of support and spending appropriate for their business.

For more information on launching your own campaign or getting expert help, visit <http://adwords.google.com.au>.

Business

SEEK Limited is a leader in online employment and training in Australia and New Zealand. Job seekers use both seek.com.au and seek.co.nz to search for jobs more efficiently than by traditional means such as newspapers. For recruiters, SEEK provides access to a large audience of job candidates at significant cost savings relative to print media. SEEK also operates an online training and development business. In the year ending June 2006, the company generated revenues of \$106 million AUD. seek.com.au enjoys a formidable lead over its nearest competitor in terms of both job ad and job seeker numbers. Based on the October 2006 Nielsen//NetRatings report, SEEK draws over twice the number of visitors to its site than its nearest competitor, attracting on average of more than 2 million Unique Browsers to the site each month.

Approach

Since 2004, SEEK has used Google AdWords™ search-based advertising campaigns to drive job seekers to the SEEK site to fill out applications or register to receive job alert emails. “AdWords has been pivotal to our ability to recruit the quantity and quality of job applicants we need to fuel our business,” says Leigh Hanney, Search Marketing Executive at SEEK.

Hanney and his team have traditionally combined search-based advertising on Google with banner and display advertising on other popular sites. Although this strategy has paid off, Hanney was looking for ways to reach additional qualified job seekers. Along with casting a wider net, SEEK wanted to maintain tight control over messaging. “We have strong brand awareness and need to ensure that we maintain consistency with our audiences, regardless of where our ads appear,” notes Hanney.

And Hanney had other goals in mind as well. He wanted to be able to target messages more precisely to specific audiences and optimise ad campaigns for the most receptive segments. Finally, he wanted to streamline media buys by working through a centralised source.

“Our traffic volume really skyrocketed once we placed site-targeted ads on YouTube. We noticed that clicks from the Google Content Network increased by more than 200 percent. At the same time, the quality of leads remained consistent.”

The Google team recommended setting up site-targeted AdWords campaigns to extend SEEK’s reach across sites in the Google content network. This strategy meant Hanney could place ads on sites applicable to certain job types and titles, bringing the SEEK message to highly targeted groups of users. Google worked with Hanney to set up site targeting campaigns around high-traffic sites as well as sites targeting the youth segment on the popular video site YouTube. Using Google’s IP filtering technology, SEEK leveraged the reach of popular websites while specifically targeting prospects located in Australia. Google also set up additional campaigns that targeted sites by interests such as the extensive business networking site LinkedIn.

Google worked with Seek to develop unique, brand-consistent messaging for each segment and also set up tracking so that campaigns could be optimised to focus on those sites generating the highest volume of qualified leads. SEEK used a combination of both text and Flash ads on the Google content network, gauging the effectiveness of each format.

Results

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The most important benefits, says Hanney, have been increased traffic volumes and the ability to tailor campaigns at a moment’s notice. “Google site targeting has allowed us to reach a variety of new audiences and segments quickly while also maintaining the flexibility to target our messages and optimise them for those segments that are most receptive,” he says. “By assessing the quality of our audience in real time, we have more control over our ad spend.”

In terms of costs and conversion, SEEK is also pleased with the outcome. As Hanney, notes, “When compared to other banner buys, the CPM is lower on Google. Combined with the quality of leads, as well as greater reach and flexibility, site-targeted AdWords campaigns really make sense for us.”

