

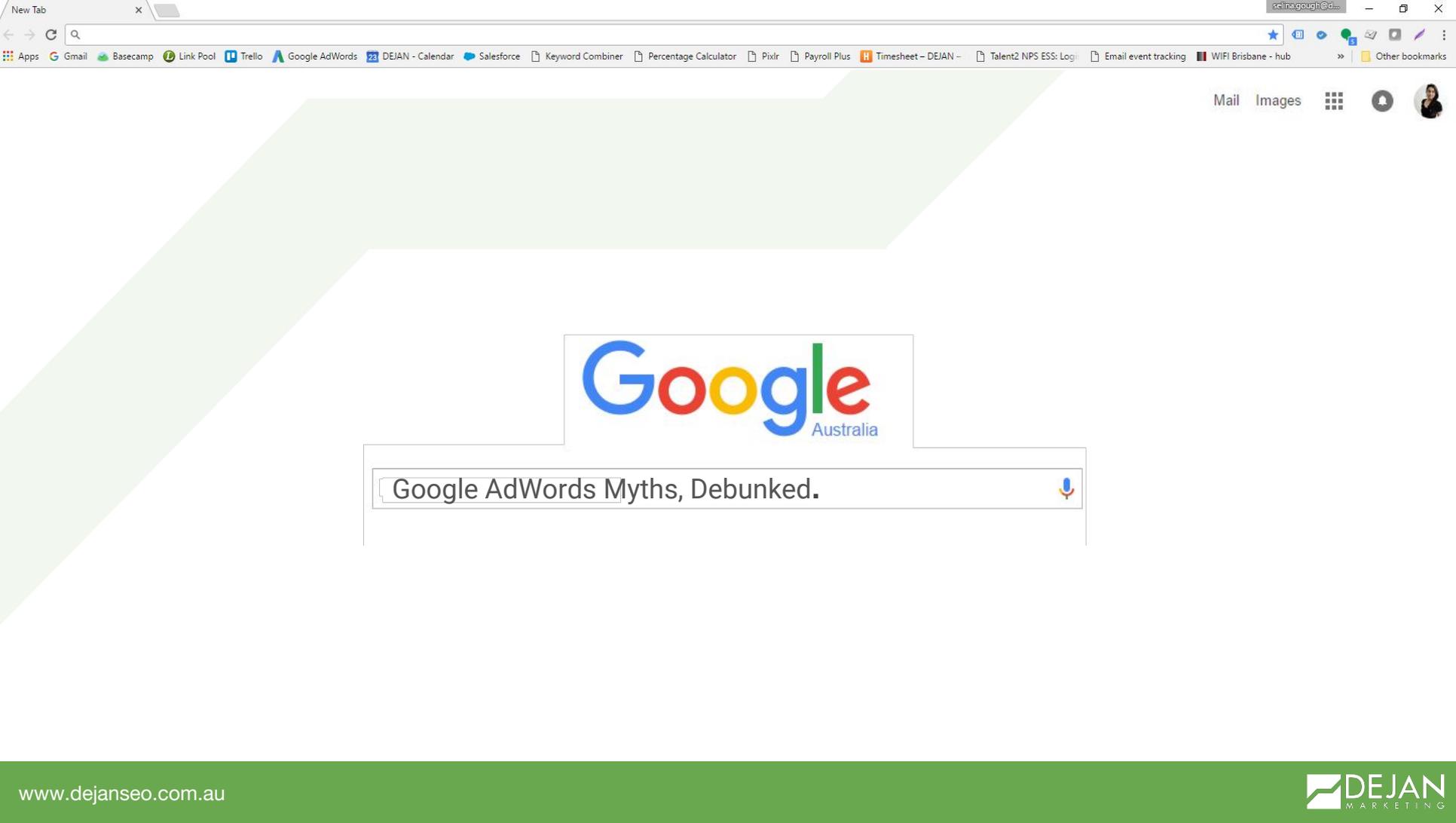


Selina Gough

DEJAN Marketing

Head Of PPC |



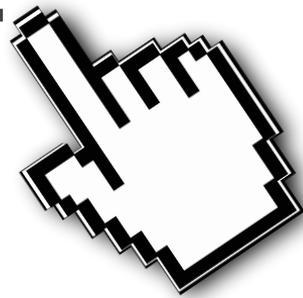


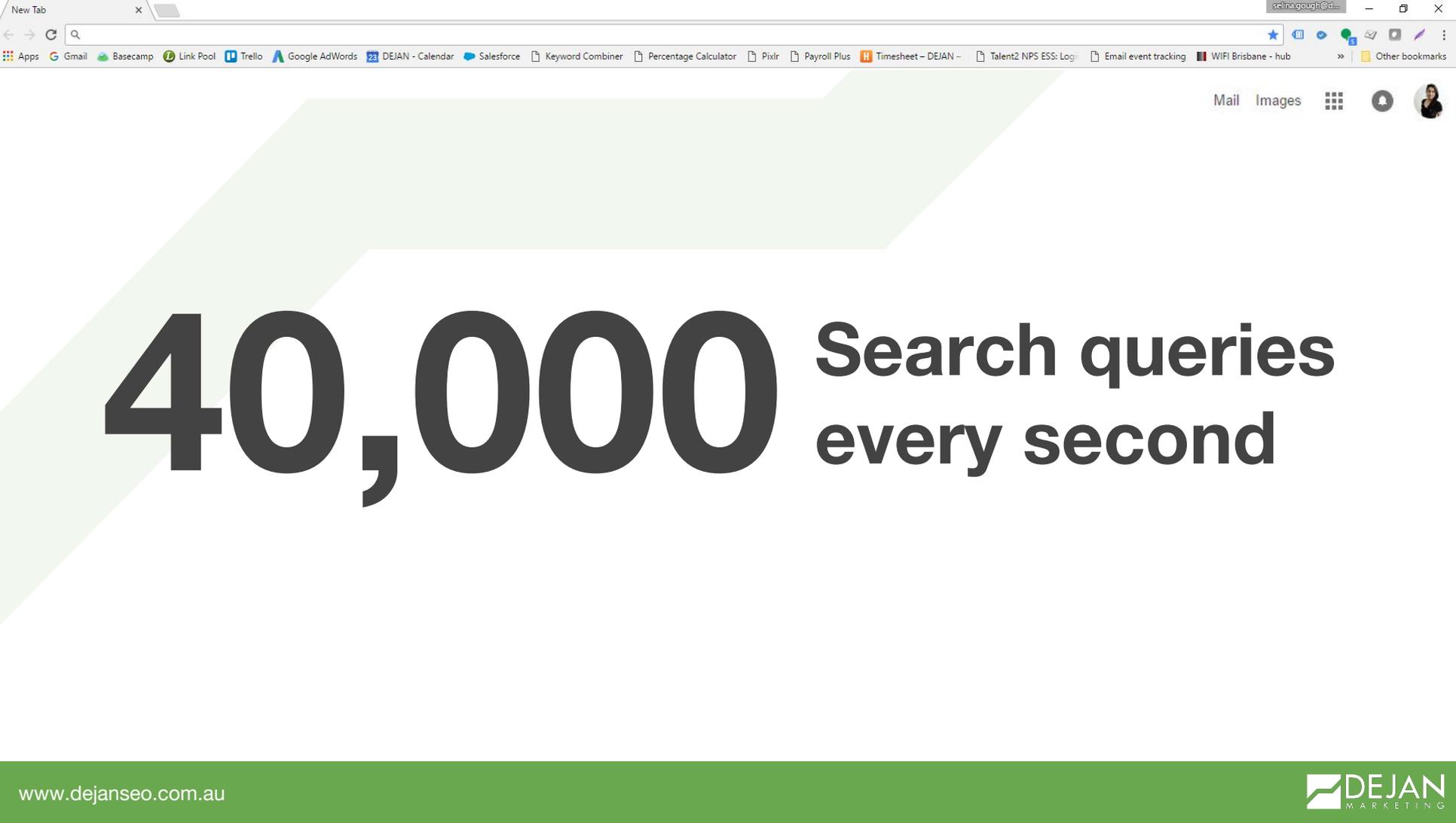
Google AdWords Myths, Debunked.





# PEOPLE DON'T CLICK ON ADS ANYMORE





**40,000** Search queries  
every second

# 3,500,000,000

Search queries per day

# 64.6%



About 1,070,000 results (0.34 seconds)

**Lawn Mowing Franchise - allhomeservices.com.au**  
[www.allhomeservices.com.au/Franchise](http://www.allhomeservices.com.au/Franchise)  
 Get Started Today From \$6900 Equipment Training and Customers

**Lawn Mowing Brisbane - We Can Mow Your Lawn Today**  
[www.grahamsgardencare.com.au](http://www.grahamsgardencare.com.au) | 1300 134 035  
 Affordable & Reliable. Call Now!  
 Prompt & Reliable Service- QLD Owned & Operated -20+ Years Experience  
 Get A Free Quote Today - Services List - Lawn Mowing Services

**Local Mowing From \$15 - prequoted.com.au**  
[www.prequoted.com.au](http://www.prequoted.com.au)  
 General Gardening & Grass Cutting Same Day Quote & Mow - Call Now!



**QuickMow - Lawn Mowing Made Easy!**  
 4 reviews · Lawn Care Service  
 Open until 5:00 pm [Website](#)

**LawnMowingBrisbane.Com**  
 No reviews · Lawn Care Service  
 Imperial Ave  
 Open until 5:00 pm [Website](#) [Directions](#)

**Acacia Mower Centre**  
 1 review · Lawn Mower Store  
 Overford Pl  
 Open until 5:00 pm [Website](#) [Directions](#)

[More lawn mowing](#)

**Ads**

**Lawn Mowing Brisbane**  
[www.andrewsaffordablemowing.com.au](http://www.andrewsaffordablemowing.com.au)  
 1800 101 155  
 Prompt Service, Affordable Prices.  
 Commercial & Domestic. Call Today!

**Lawn Mowing Brisbane**  
[greencareessentials.com.au/LawnCare](http://greencareessentials.com.au/LawnCare)  
 Domestic & Commercial Service.  
 Free Estimates, No Obligation!

**Lawn Mowing Brisbane**  
[www.enviromowing.com.au/gardening](http://www.enviromowing.com.au/gardening)  
 Brisbane's Only Lawn Mowing Service  
 Using 100% Renewable Energy. Call  
 20 Belgrave Street, Balmoral QLD

**V.I.P. Lawn Mowing**  
[www.viphomeservices.com.au](http://www.viphomeservices.com.au)  
 Your Local V.I.P. Gardener Will  
 Give You the V.I.P. Treatment.

**Lawn Care Service**  
[www.superslashing.com.au/super-slashing](http://www.superslashing.com.au/super-slashing)  
 Reliable Lawn Maintenance Services  
 At Unbeatable Rates. Call Us Today!

**Lawn mowing Carseldine**  
[www.greensocks.com.au](http://www.greensocks.com.au)  
 Super easy  
 Cheap prices

**Lawnmowing from \$30/Hr**  
[www.getlawnmowing.com.au](http://www.getlawnmowing.com.au)  
 Get Competitive Lawnmowing Prices!  
 Receive Quotes Today from \$30/Hr

**Cheap Lawn Mowing Service**  
[www.getquote.com.au/LawnMowing](http://www.getquote.com.au/LawnMowing)  
 Get up to 3 quotes from expert  
 lawn mowing services. Free service

[See your ad here >](#)

[lawn mowing service in Brisbane Region, QLD - Gumtree](#)

About 3,890,000 results (0.53 seconds)

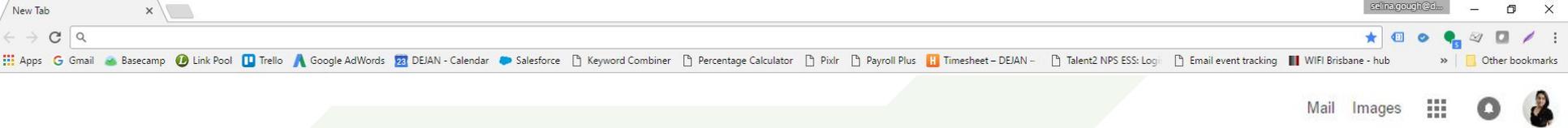
**Lawn Mowing Services - Experienced Staff - yardbusters-slp.com.au**  
[Ad](#) [www.yardbusters-slp.com.au/Lawn\\_Mowing/Services](#)  
Professional Lawn Mowing Services At Affordable Rate. Call Our Experts Now!  
Professional Service · Get A Free Quote · High Quality Lawn Care  
Driveway & House Washing · Garden Tidy

**Lawn Mowing Service \$25hr - Airtasker.com**  
[Ad](#) [www.airtasker.com/Lawn-Mowing](#)  
Low Cost Lawn Mowing Service. Get Free Competitive Quotes Today!  
Cost Effective from \$25/h · Trusted Local Workers · Free No Obligation Quotes · Insurance Covered  
Services: Gardening, Landscaping, Lawn Mowing, Hedging  
Get Quotes within Minutes · Find a Local Gardener · Local Lawn Mowing Service

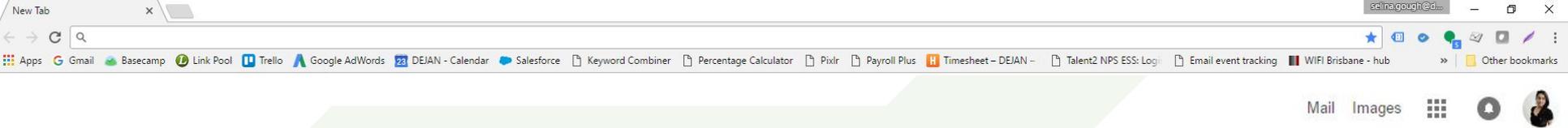
**Bunnings Lawn Mowers - Get Your D.I.Y. Projects Done**  
[Ad](#) [www.bunnings.com.au/Garden/Power\\_Tools](#)  
View Our Lawn Mowers At Bunnings. Wide Range Under The One Roof.  
Great service · Warehouse prices · D.I.Y. advice · Expert advice · Trusted brands · Over 320 stores  
Services: Kitchen design, Colour consultant, Hot water installation, BBQ assembly, Door installation, ...  
51 Kingston Rd - (07) 3422 6300 - Open today · 6:30 am - 9:00 pm



- Hours ▾
- Jim's Mowing Eight Mile Plains North**  
No reviews · Gardener  
Eight Mile Plains QLD · 13 15 46  
Open until 9:00 pm WEBSITE
- Express Lawn Mowing**  
No reviews · Lawn Care Service

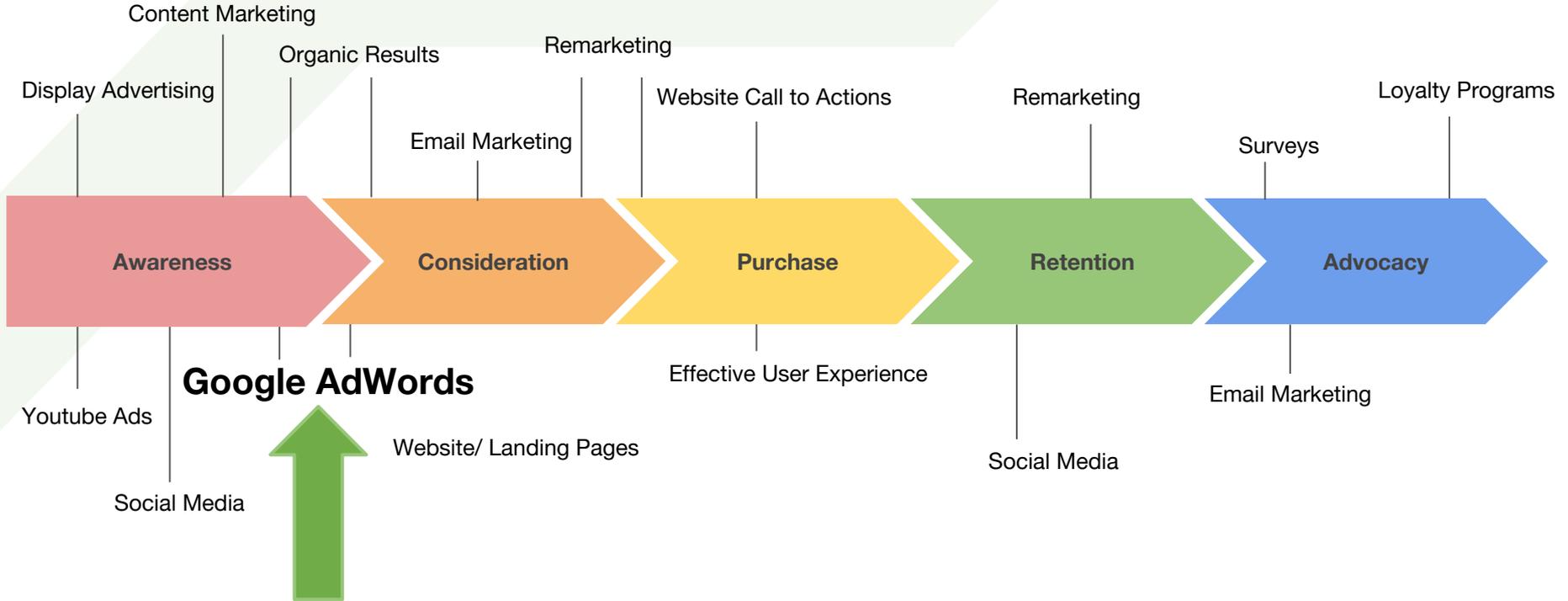


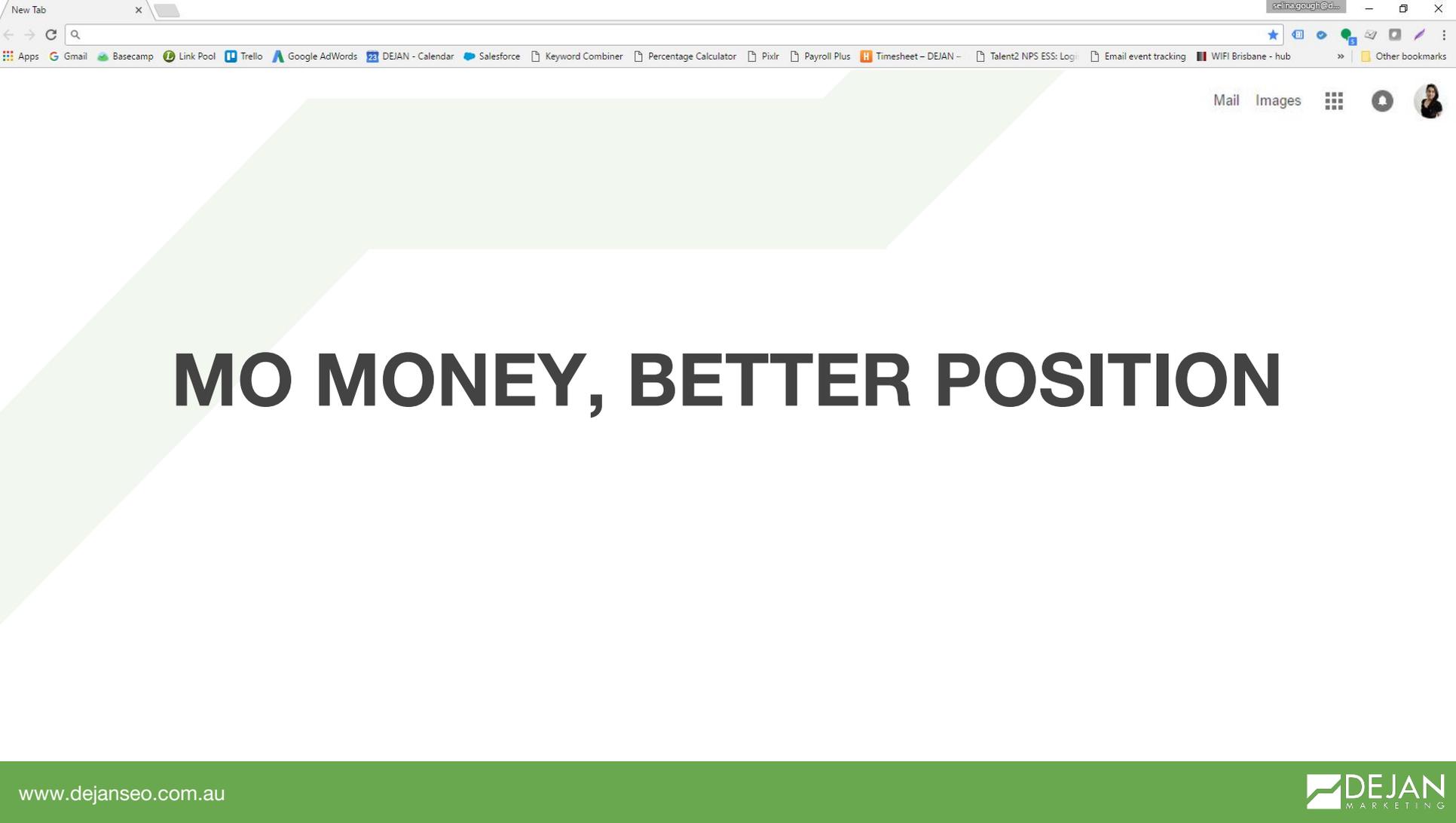
# 7.3% increase in CTR from the removal of right hand column ads



# 20% increase in CTR with ETA Ads

# Customer Journey





# MO MONEY, BETTER POSITION



# IT'S ALL ABOUT RELEVANCE

# AVG. POS = QS X MAX CPC BID

A Rank which determines in which order ads appear for a search term.

=

Score given based on the relevance between Keyword, Ad Copy and Landing Page.

X

The **highest** amount that you're willing to pay for a click on your ad.



plumber brisbane



# KEYWORD

All Maps News Images Shopping More Settings Tools

About 1,070,000 results (0.57 seconds)

### Brisbane Plumbing & Gas - Plumbing - Hot Water - Burst Pipes

[Ad](#) [www.brisbaneplumbinggas.com.au/](http://www.brisbaneplumbinggas.com.au/)  
On Time Guarantee, Call Us Now!  
Workmanship Guarantee - Book Online - Fast & Reliable - Fully Insured & Licensed  
Gas Fitting Tap Repairs  
Insinkerator Repairs Contact Us

### Plumber Brisbane: All Suburbs - No Call Out Fee. Hyper Local

[Ad](#) [www.theplumberguy.com.au/PlumberBrisbane](http://www.theplumberguy.com.au/PlumberBrisbane)  
Got a Blocked Drain, Leaking Tap or a Clogged Toilet? Call Now for a Quote  
Services: Blocked Drains, Taps, Clogged Toilets, Burst Pipes  
Burst Pipes - Leaking Taps

### #1 Brisbane Plumber - No Call Out Fee + \$55 Off - acplumbing.com.au

[Ad](#) [plumber.acplumbing.com.au/plumbers](http://plumber.acplumbing.com.au/plumbers)  
Fully Licensed & Qualified Master Plumbers. Over 30 Years In Business. Call Us  
\$55 Off Today - Lifetime Work Guarantee - Residential & Commercial - Fully Licensed & Insured  
Services: Blocked Drains, Burst Pipes, Leaking Toilets, Hot Water System Repair, Fix Dripping Taps

### Plumber Brisbane - No Call Out Fee. Hyper Local.

[Ad](#) [www.cumminsplumbing.info/plumberbrisbane](http://www.cumminsplumbing.info/plumberbrisbane)  
Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?



Rating Hours

About 1,070,000 results (0.57 seconds)

**Brisbane Plumbing & Gas - Plumbing - Hot Water - Burst Pipes**  
[Ad](#) [www.brisbaneplumbinggas.com.au/](http://www.brisbaneplumbinggas.com.au/)  
On Time Guarantee, Call Us Now!  
Workmanship Guarantee - Book Online - Fast & Reliable - Fully Insured & Licensed  
Gas Fitting Tap Repairs  
Insinkerator Repairs Contact Us

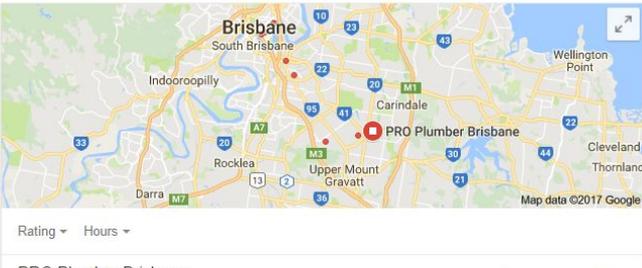


# AD COPY

**Plumber Brisbane: All Suburbs - No Call Out Fee. Hyper Local**  
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[Ad](#) [plumber.acplumbing.com.au/plumbers](http://plumber.acplumbing.com.au/plumbers)  
Fully Licensed & Qualified Master Plumbers. Over 30 Years In Business. Call Us  
\$55 Off Today - Lifetime Work Guarantee - Residential & Commercial - Fully Licensed & Insured  
Services: Blocked Drains, Burst Pipes, Leaking Toilets, Hot Water System Repair, Fix Dripping Taps

**Plumber Brisbane - No Call Out Fee. Hyper Local.**  
[Ad](#) [www.cumminsplumbing.info/plumberbrisbane](http://www.cumminsplumbing.info/plumberbrisbane)  
Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?



# The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

SELF SERVE

Traffic Stats

THIS WEEK	999	9/10
LAST WEEK	999	9/10
DAILY RECORD	1.4058	

>>>>> You've found  The World's Worst Website Ever! 

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. [Click here](#) for an incomplete list of errors found on this site.

**WATCH OUT! This site is under construction! =>**

[-- send us email!](#)

OHHH BOY!

v. 2.0

of TWWWE coming SHORTIY!

Rediscover travel.

[Book on Airbnb](#)

	\$66 Melbourne		\$109 Melbourne
---	-------------------	---	--------------------

**MAIN MENU**  
(and other best links)  
smile!

-  **NEW TO THE SITE**
-  [YAHOO NEWS](#)
-  [WEATHER](#)
- [GOOGLE MAPS](#)
- [GREAT WEB DESIGN](#)
- [ABOUT TWWWE](#)
- [VISIT KENTUCKY LAKE!](#)
- [SHOCKING PICTURES!](#)
- [AMAZING COLOURS](#)
- [SMOKY MOUNTAINS!](#)

**BREAKING NEWS:** 3 out of 4 people say this is a terrible web

## WHAT'S NEW

Welcome to our new world's Worst Website EVER! we're stoked to be able to bring u da best in REALLY BAD WEBSITE DESIGN! Our goal is to break every single rule in website deign!!! As an educational tool, the aim of this sight is to pinpoint and hi-light the very worst things I could do in desingating a website. You can see a list of all the errors on this sight by [clicking hear!](#)    We now have added a traffic marquee! Isn't it kewl??? LOL!

# The World's Worst Website Ever!

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send us email!

OHHH BOY!

Coming SHORTIY!

Rediscover travel.

Book on Airbnb

\$66 Melbourne

**MAIN MENU**  
(and other level links) smile!

- [NEW TO THE WORLD'S WORST WEBSITE EVER!](#)
- [YAHOO NEWS](#)
- [WEATHER](#)
- [GOOGLE MAPS](#)
- [GREAT WEB DESIGN](#)
- [ABOUT THE WORLD'S WORST WEBSITE EVER!](#)
- [KENTUCKY LAKE!](#)
- [SHOCKING PICTURES!](#)
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plumber brisbane



# KEYWORD

All Maps News Images Shopping More Settings Tools

About 1,070,000 results (0.57 seconds)

### Brisbane Plumbing & Gas - Plumbing - Hot Water - Burst Pipes

[Ad](#) [www.brisbaneplumbinggas.com.au/](http://www.brisbaneplumbinggas.com.au/)  
On Time Guarantee, Call Us Now!  
Workmanship Guarantee - Book Online - Fast & Reliable - Fully Insured & Licensed  
Gas Fitting Tap Repairs  
Insinkerator Repairs Contact Us

### Plumber Brisbane: All Suburbs - No Call Out Fee. Hyper Local

[Ad](#) [www.theplumberguy.com.au/PlumberBrisbane](http://www.theplumberguy.com.au/PlumberBrisbane)  
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[Ad](#) [plumber.acplumbing.com.au/plumbers](http://plumber.acplumbing.com.au/plumbers)  
Fully Licensed & Qualified Master Plumbers. Over 30 Years In Business. Call Us  
\$55 Off Today - Lifetime Work Guarantee - Residential & Commercial - Fully Licensed & Insured  
Services: Blocked Drains, Burst Pipes, Leaking Toilets, Hot Water System Repair, Fix Dripping Taps

### Plumber Brisbane - No Call Out Fee. Hyper Local.

[Ad](#) [www.cumminsplumbing.info/plumberbrisbane](http://www.cumminsplumbing.info/plumberbrisbane)  
Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?



Rating Hours

About 1,070,000 results (0.57 seconds)

**Brisbane Plumbing & Gas - Plumbing - Hot Water - Burst Pipes**  
[Ad](#) [www.brisbaneplumbinggas.com.au/](http://www.brisbaneplumbinggas.com.au/)  
On Time Guarantee, Call Us Now!  
Workmanship Guarantee - Book Online - Fast & Reliable - Fully Insured & Licensed  
Gas Fitting Tap Repairs  
Insinkerator Repairs Contact Us

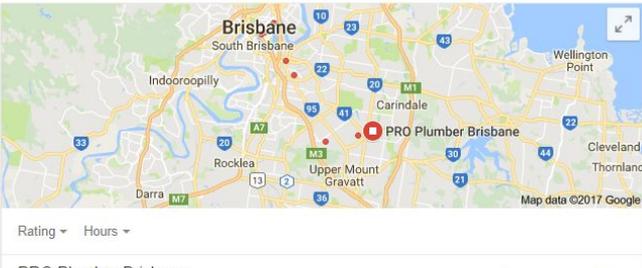


# AD COPY

**Plumber Brisbane: All Suburbs - No Call Out Fee. Hyper Local**  
[Ad](#) [www.theplumberguy.com.au/PlumberBrisbane](http://www.theplumberguy.com.au/PlumberBrisbane)  
Got a Blocked Drain, Leaking Tap or a Clogged Toilet? Call Now for a Quote  
Services: Blocked Drains, Taps, Clogged Toilets, Burst Pipes  
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**#1 Brisbane Plumber - No Call Out Fee + \$55 Off - acplumbing.com.au**  
[Ad](#) [plumber.acplumbing.com.au/plumbers](http://plumber.acplumbing.com.au/plumbers)  
Fully Licensed & Qualified Master Plumbers. Over 30 Years In Business. Call Us  
\$55 Off Today - Lifetime Work Guarantee - Residential & Commercial - Fully Licensed & Insured  
Services: Blocked Drains, Burst Pipes, Leaking Toilets, Hot Water System Repair, Fix Dripping Taps

**Plumber Brisbane - No Call Out Fee. Hyper Local.**  
[Ad](#) [www.cumminsplumbing.info/plumberbrisbane](http://www.cumminsplumbing.info/plumberbrisbane)  
Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?

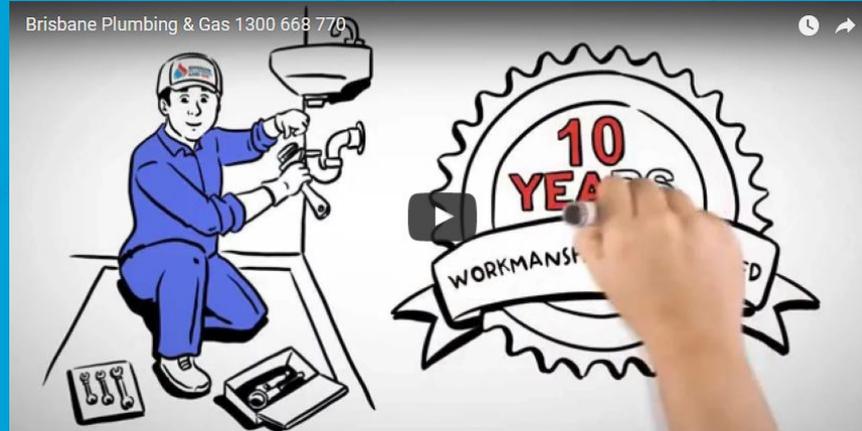




P: 1300 668 770 M: 0400 053 263 E: [Click Here](#)  
Brisbane's Fastest and Most Reliable Plumbing, Hot Water and Gas fitting Service

*Guaranteed*

[Home](#) [About Us](#) [Plumbing & Drainage](#) [Electric Hot Water](#) [Solar Hot Water](#) [Gas Continual / Instantaneous Hot Water](#) [Gas Storage Hot Water](#)  
[Heat Pump Hot Water](#) [Gas Fitting](#) [Drainage](#) [Food Waste Disposal Units](#) [Pre-Purchase Inspections](#) [Handy Links](#) [Contact](#)



**On time or we're Free\***

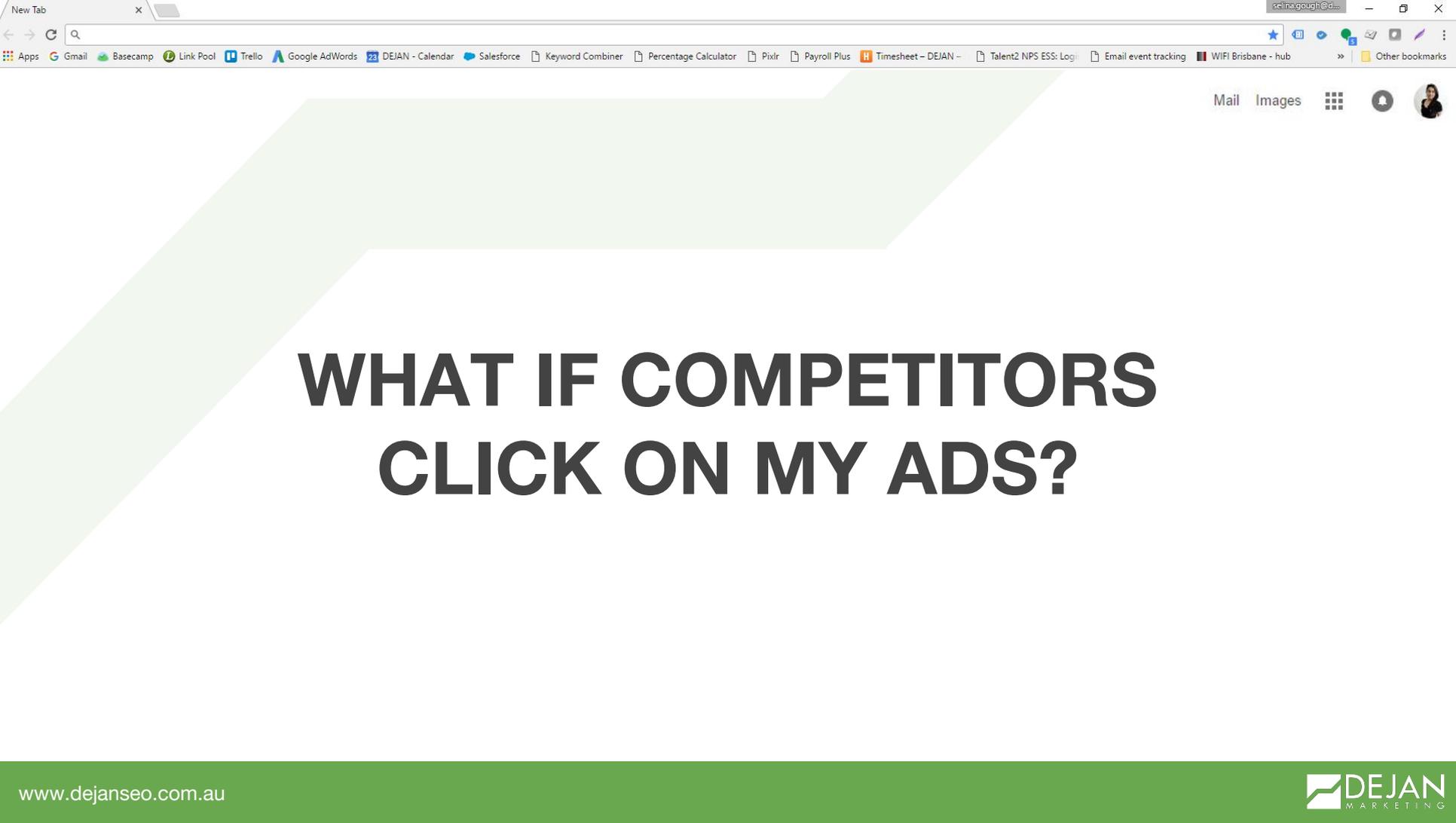
*\* see our terms and conditions*



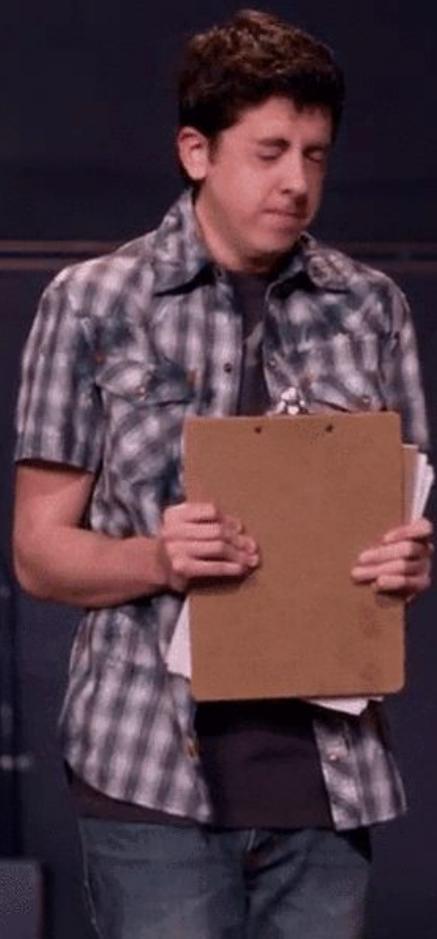
**On Time Guarantee**  
**10 year Workmanship Guarantee**  
**Ezi Pay is available - No Interest Ever**

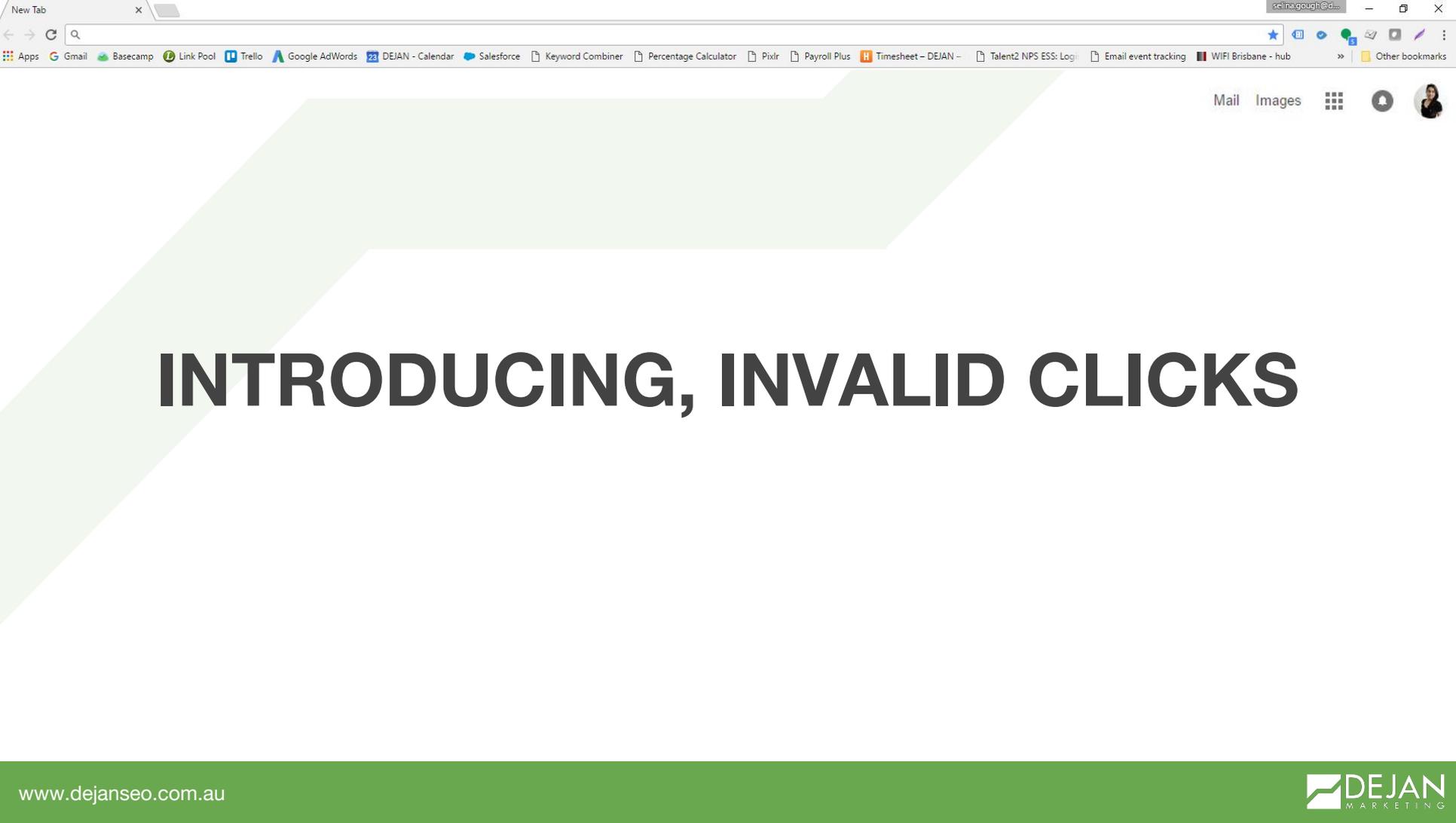






# WHAT IF COMPETITORS CLICK ON MY ADS?





# INTRODUCING, INVALID CLICKS

1

MANUAL CLICKS

**CLICKS THAT ARE INTENDED TO INCREASE  
ADVERTISING COSTS**

**ROBOTS OR**

**2**

**DECEPTIVE SOFTWARE**

**AUTOMATED  
CLICKS**

**SECOND CLICK OF A DOUBLE CLICK**

**3**

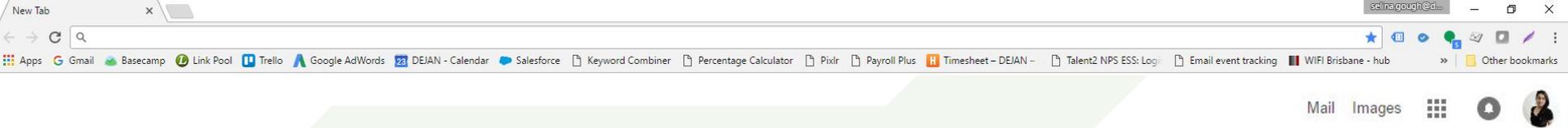
**NO VALUE  
CLICKS**



IMPRESSIONS	CLICKS	AVG. CPC	INVALID CLICKS	INVALID CLICK CTR	% OF INVALID CLICKS
3,841,645	19,000	\$8.29	1,991	0.05%	10.47%

**\$16,505.39**

**in estimated accumulated  
invalid click spend**



# WHY RUN A BRANDED CAMPAIGN?

**shine.com.au - Shine Lawyers<sup>SM</sup> - We Help You Get Back to You**  
www.shine.com.au/ 1800 266 143  
No-win-no-fee expert legal advice to help you get back to you. Contact us today.  
We Can Come To You - Know Your Rights - Shine Keeps Things Simple - Obligation-Free Advice  
Services: Compensation Claims, Super & TPD Claims, Professional Negligence, No Win No Fee Serv...

<b>Shine Branch Locations</b> We Have Over 40 Offices Located Around Australia. Find Your Closest	<b>Shine Legal Services</b> We Are Compensation Law Experts Who Are Here To Help. Learn More
<b>Shine Contact Details</b> You Can Contact Us via Phone, Live Chat or Make An Enquiry Online.	<b>About Shine Lawyers</b> At Shine Lawyers We Put You First Find Out How We Can Help You.

**QLD Law Group - Personal Injury Lawyers - qldlawgroup.com.au**  
www.qldlawgroup.com.au/Personal-Injury/Legal-Advice  
Motor Vehicle, Workplace Or Personal Injury Lawyers. Call 1300 QLD LAW Today.  
Practical Legal Advice - Personalized Consultation - 24 Hours A Day  
Types: Motor Vehicle Accidents, Workplace Accidents, Traveling To Or From Work...

**Maurice Blackburn Lawyers - We Fight For Fair.**  
www.mauriceblackburn.com.au/  
Fighting For The Rights of Everyday Australians. Contact us Today.  
Enquire Now - Local Offices - No Win No Fee

**Shine Lawyers - Compensation Lawyers, No Win No Fee**  
https://www.shine.com.au/  
Shine Lawyers' team of expert injury and compensation lawyers can get the best possible outcome from your claim - on a no win no fee basis. Find out more.

<b>Brisbane</b> *At Shine Lawyers Brisbane, we'll help you to make life simple ...	<b>Our Locations</b> To find out where your closest Shine Lawyers representative ...
<b>Contact Us</b> Please choose from one of the options below to get in touch ...	<b>Meet the Team</b> Get to know our team at Shine Lawyers. Our people are real ...

More results from shine.com.au >

**Shine Lawyers** Legal services company

shine.com.au

Shine Lawyers is an Australian law firm specialising in personal injury compensation law, operating on a no win no fee basis. Wikipedia

Stock price: SHJ (ASX) \$0.50 0.00 (0.00%)  
23 Jun., 4:10 pm AEST - Disclaimer  
CEO: Courtney Petersen (23 Apr. 2015-)  
Headquarters: Brisbane  
Founded: 1976  
Founders: Kerry Shine, Simon Morrison, Stephen Roche  
Subsidiaries: Workforce Legal, SB Law Pty Ltd, more

Profiles

Facebook Twitter LinkedIn YouTube Google+

People also search for View 1+ more

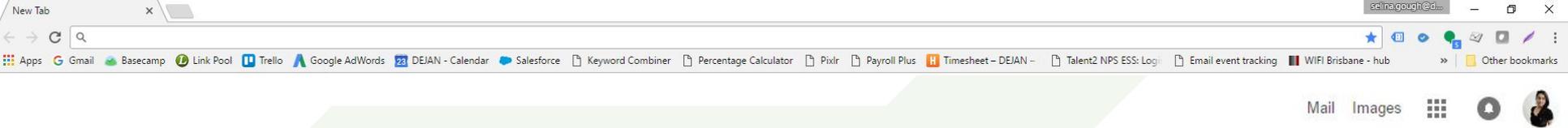
Slater Gordon	Maurice Blackburn Lawyers	MinterEllison	ASX	Westpac
Slater and Gordon Lawyers	Maurice Blackburn	MinterEllis...	Australian Securities Exchange	

Disclaimer Feedback



# Paid & Organic Report

Query	Ad stats					Organic stats					Combined ad and organic stats		
	Clicks <sup>?</sup> ↓	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Avg. Pos <sup>?</sup>	Clicks <sup>?</sup>	Queries <sup>?</sup>	Clicks/query <sup>?</sup>	Listings/query <sup>?</sup>	Avg. Pos <sup>?</sup>	Clicks <sup>?</sup>	Queries <sup>?</sup>	Clicks/query <sup>?</sup>
dejan seo	199	1,052	18.92%	\$3.61	1.1	1,200	2,612	0.5	7.3	1.6	1,399	2,635	0.5
Ad shown only	0	23	0.00%	\$0.00	2.6	0	0	0.0	0.0	0.0	0	23	0.0
Organic shown only	0	0	0.00%	\$0.00	0.0	740	1,584	0.5	6.9	1.5	740	1,584	0.5
Both shown	199	1,029	19.34%	\$3.61	1.0	460	1,028	0.4	7.9	1.8	659	1,028	0.6



# WHAT IF COMPETITORS BID ON MY BRAND?

About 4,830,000 results (0.69 seconds)

**DEJAN Digital Marketing**  
[www.dejanseo.com.au/](http://www.dejanseo.com.au/) 1300 123 736  
Advanced SEO, PPC, CRO & Content. Call Now For a Free Consultation!  
Worldwide Recognised · Conversion Focused · White Hat Tactics  
1 Clunies Ross Court, Eight Mile Plains QLD · Open today · 8:30 am – 5:00 pm

**Our Research**  
Read some of the advanced research topics that we have covered.

**Our Director**  
Dan Petrovic is world renowned for his research and innovation in SEO.

**PPC Management**  
Expand your reach online with PPC on AdWords, Facebook, Bing & more.

**Testimonials**  
Hear what some of our happy clients have to say about us.

**SEO - Free Website SEO Audit** - [getanseoaudit.com.au](http://getanseoaudit.com.au)  
Let our experts audit your website to see how you are doing. We'll provide you with a free report on your website's SEO performance, including recommendations for how to improve it. No contract, no obligation.  
Free Website Health Check · No Contract SEO  
Level 4, 12-14 Watson Parade, Southport · Open today · 8:00 am – 5:00 pm

**DEJAN SEO | Australian Flagship Company**  
<https://dejanseo.com.au/>  
Internationally acclaimed SEO company offering safe long-term results. Let your business grow with us.

**DEJAN SEO Brisbane**  
The most reputable SEO company in Brisbane, offering safe and ...

**Contact Us**  
Call us on 1300 123 736, email enquiries@dejanseo.com.au, or ...

**Blog**  
Trust Signals on the Web: URL, HTTPS, Ads, Design, Brand ...

[More results from dejanseo.com.au »](#)

**Dejan SEO in Eight Mile Plains, Brisbane, QLD, Marketing - TrueLocal**  
<https://www.truelocal.com.au> > ... > QLD > Brisbane Greater Metro > Eight Mile Plains > ★★★★★ 4 reviews  
Dejan SEO in Eight Mile Plains, QLD, 4113. Business contact details for Dejan SEO including phone number, reviews & map location - TrueLocal.

**DEJAN**  
Digital marketing company

**Headquarters:** Eight Mile Plains, Brisbane  
**Founded:** 2008, Brisbane

[Feedback](#)



**DEJAN** ★  
4.8 ★★★★★ 17 Google reviews  
Internet marketing service in Eight Mile Plains, Queensland

**Address:** 1 Clunies Ross Ct, Eight Mile Plains QLD 4113  
**Hours:** Open today · 8:30am–5pm  
**Phone:** (07) 3188 9200

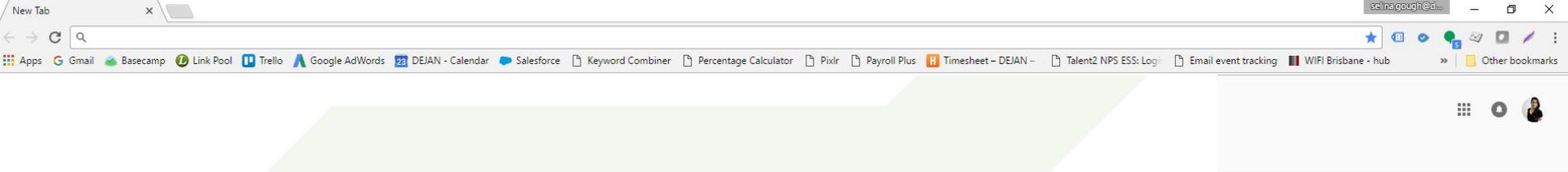
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**Reviews from the web**  
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**Reviews**  
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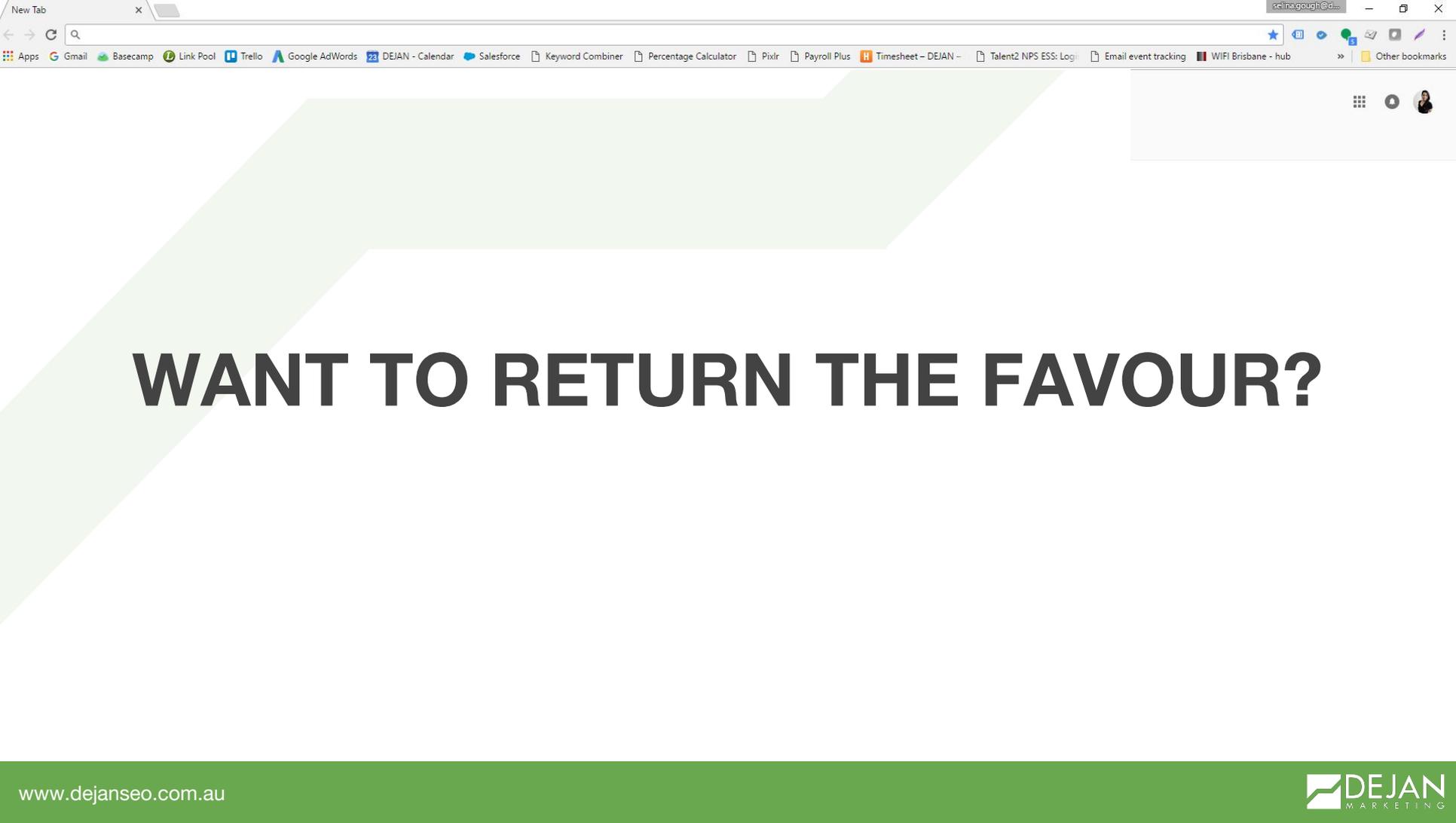
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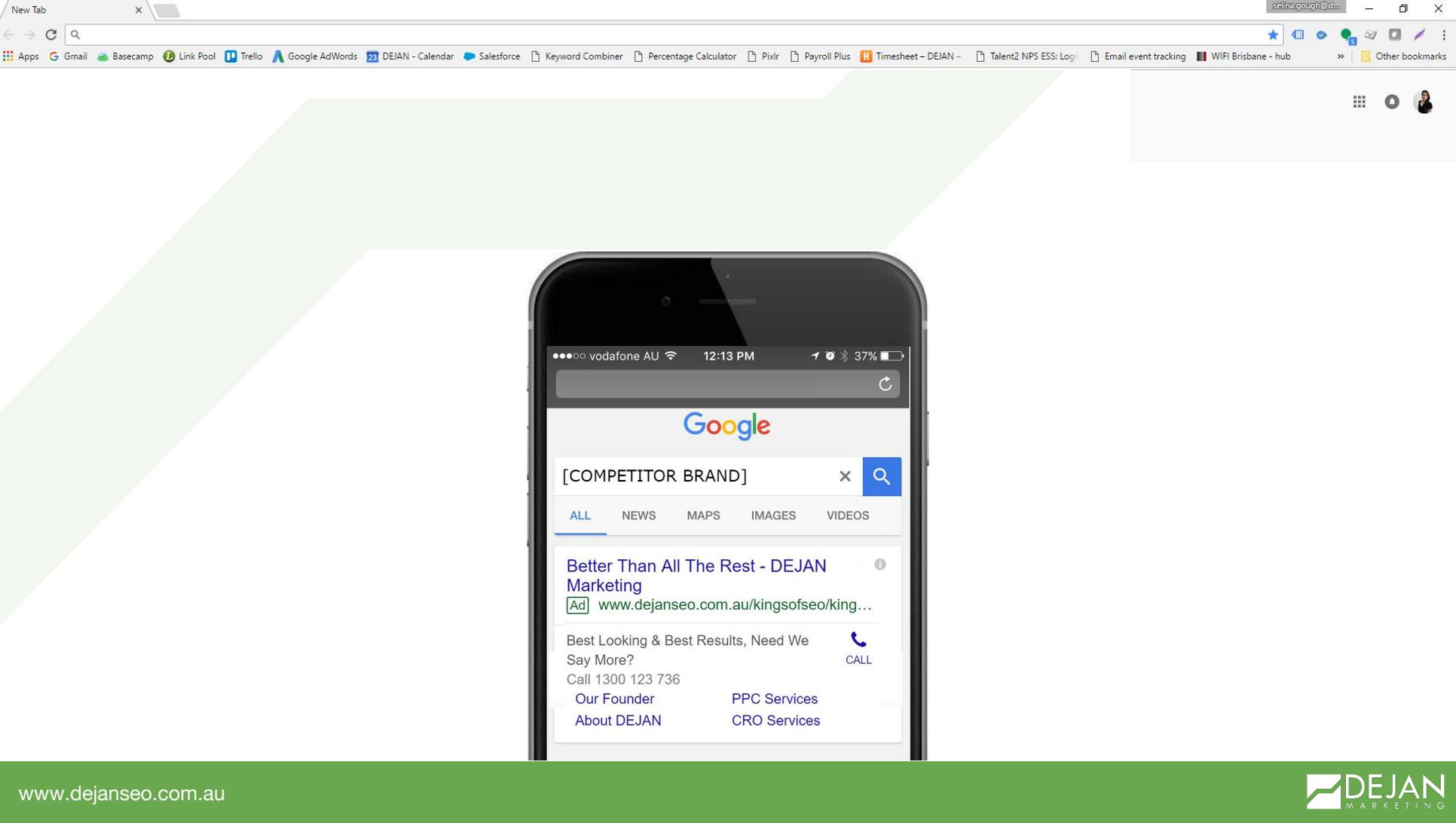




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Display URL domain ?	Position above rate ?	Top of page rate ?	Outranking share ?
You	--	47.17%	--
searchengine rankings.com.au	6.02%	28.75%	52.57%
getmoretraffic.com.au	3.82%	20.76%	52.70%
bevebtohowroom.com.au	2.21%	18.99%	52.72%
advisible.com.au	10.90%	47.75%	52.01%
sponsoredlink.com.au	23.38%	49.61%	51.49%



vodafone AU 12:13 PM 37%



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