

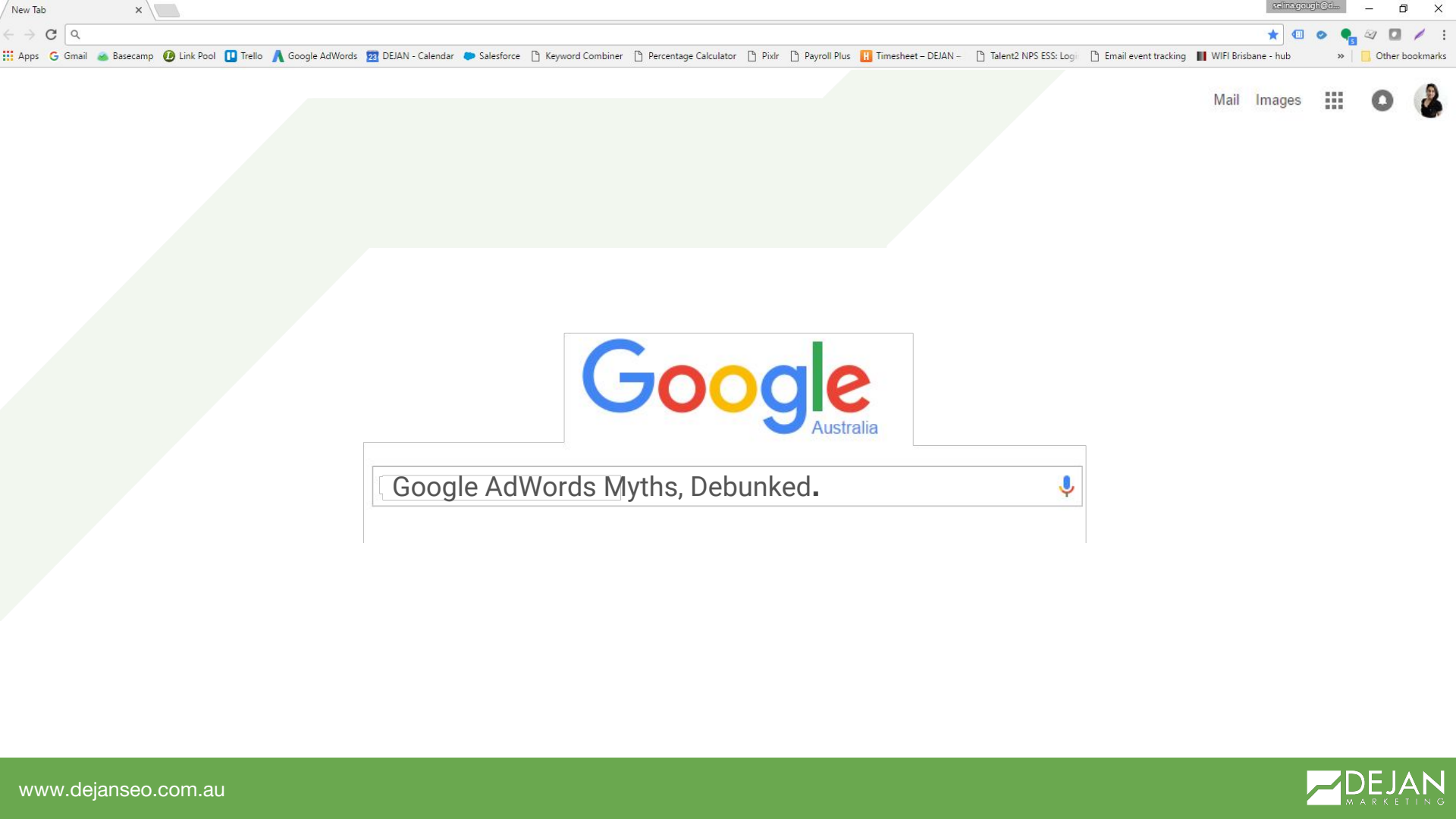


Selina Gough

DEJAN Marketing

Head Of PPC |



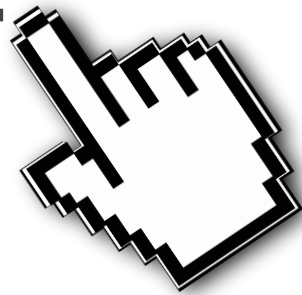


Google AdWords Myths, Debunked.





PEOPLE DON'T CLICK ON ADS ANYMORE



40,000 Search queries
every second

3,500,000,000

Search queries per day

64.6%

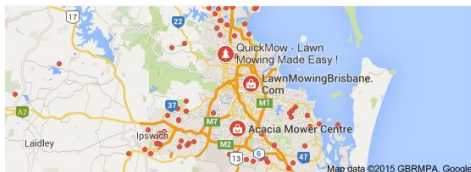


About 1,070,000 results (0.34 seconds)

Lawn Mowing Franchise - allhomeservices.com.au
www.allhomeservices.com.au/Franchise
Get Started Today From \$6900 Equipment Training and Customers

Lawn Mowing Brisbane - We Can Mow Your Lawn Today
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/
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



LawnMowingBrisbane.Com
No reviews · Lawn Care Service
Imperial Ave
Open until 5:00 pm



Acacia Mower Centre
1 review · Lawn Mower Store
Overford Pl
Open until 5:00 pm



[More lawn mowing](#)

Add

Lawn Mowing Brisbane
www.andrewsaffordablemowing.com.au/
1800 101 155
Prompt Service, Affordable Prices.
Commercial & Domestic. Call Today!

Lawn Mowing Brisbane
greencareessentials.com.au/LawnCare
Domestic & Commercial Service.
Free Estimates, No Obligation!

Lawn Mowing Brisbane
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/
Your Local V.I.P. Gardener Will
Give You the V.I.P. Treatment.

Lawn Care Service
www.superslashing.com.au/super-slashing
Reliable Lawn Maintenance Services
At Unbeatable Rates. Call Us Today!

Lawn mowing Carseldine
www.greensocks.com.au/
Super easy
Cheap prices

Lawnmowing from \$30/Hr
www.getlawnmowing.com.au/
Get Competitive Lawnmowing Prices!
Receive Quotes Today from \$30/Hr

Cheap Lawn Mowing Service
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

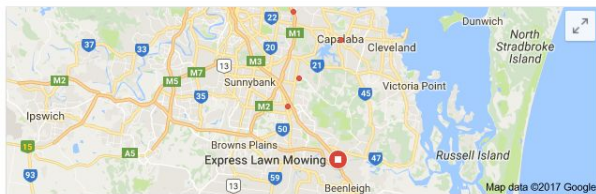
[Ad](#) [www.yardbusters-slp.com.au/Lawn_Mowing/Services](#) ▼
Professional Lawn Mowing Services At Affordable Rate. Call Our Experts Now!
Professional Service · Get A Free Quote · High Quality Lawn Care
Driveway & House Washing · Garden Tidy

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 ▼

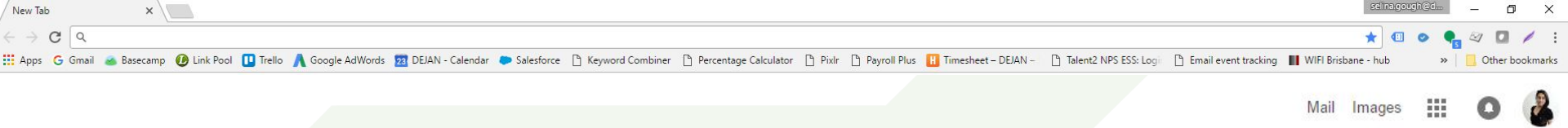
Jim's Mowing Eight Mile Plains North

No reviews · Gardener
Eight Mile Plains QLD · 13 15 46
Open until 9:00 pm

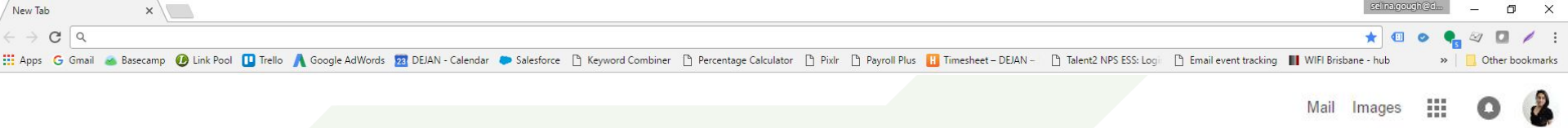
[WEBSITE](#)

Express Lawn Mowing

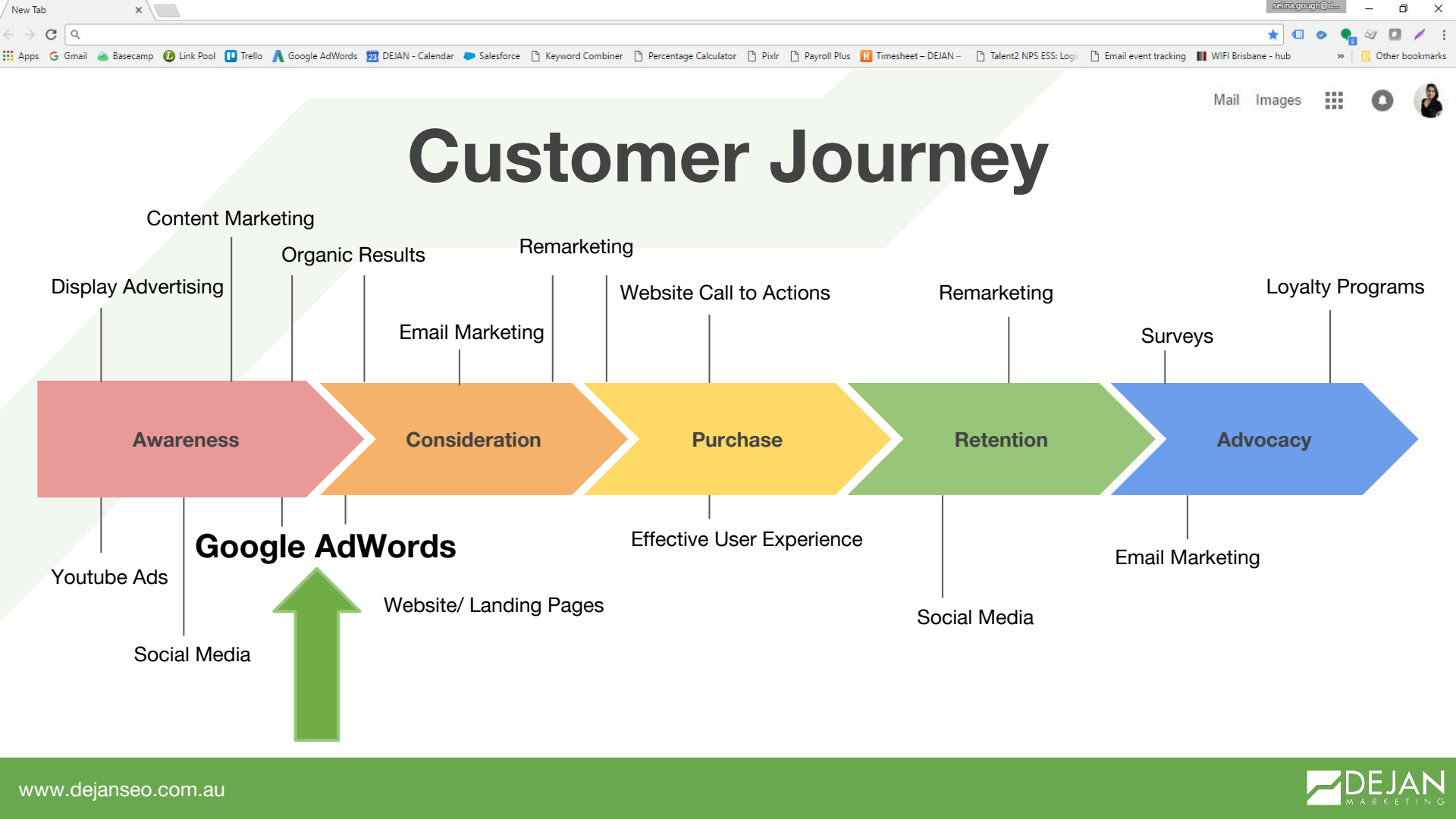
No reviews · Lawn Care Service

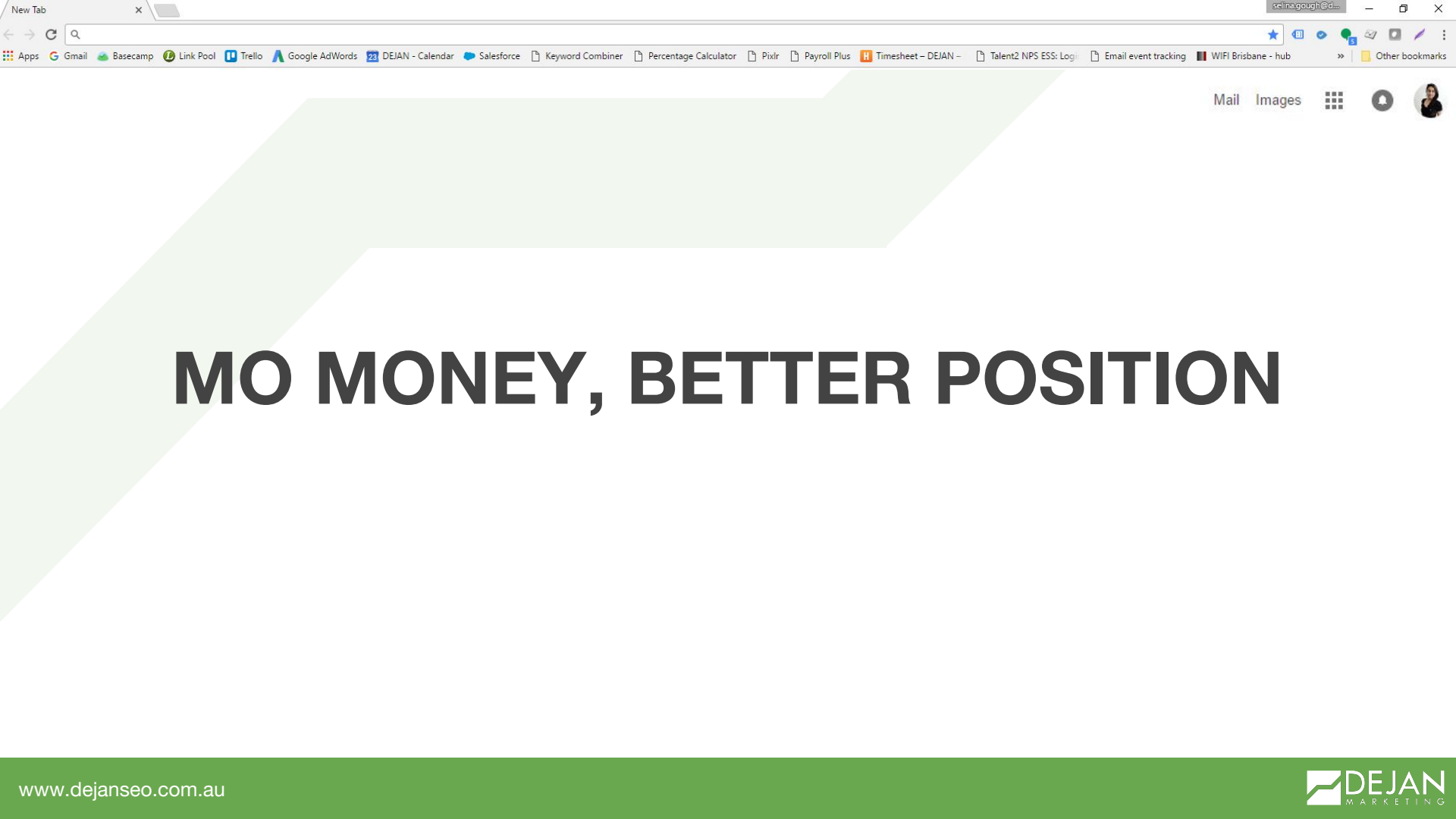


**7.3% increase in CTR from the
removal of right hand column ads**



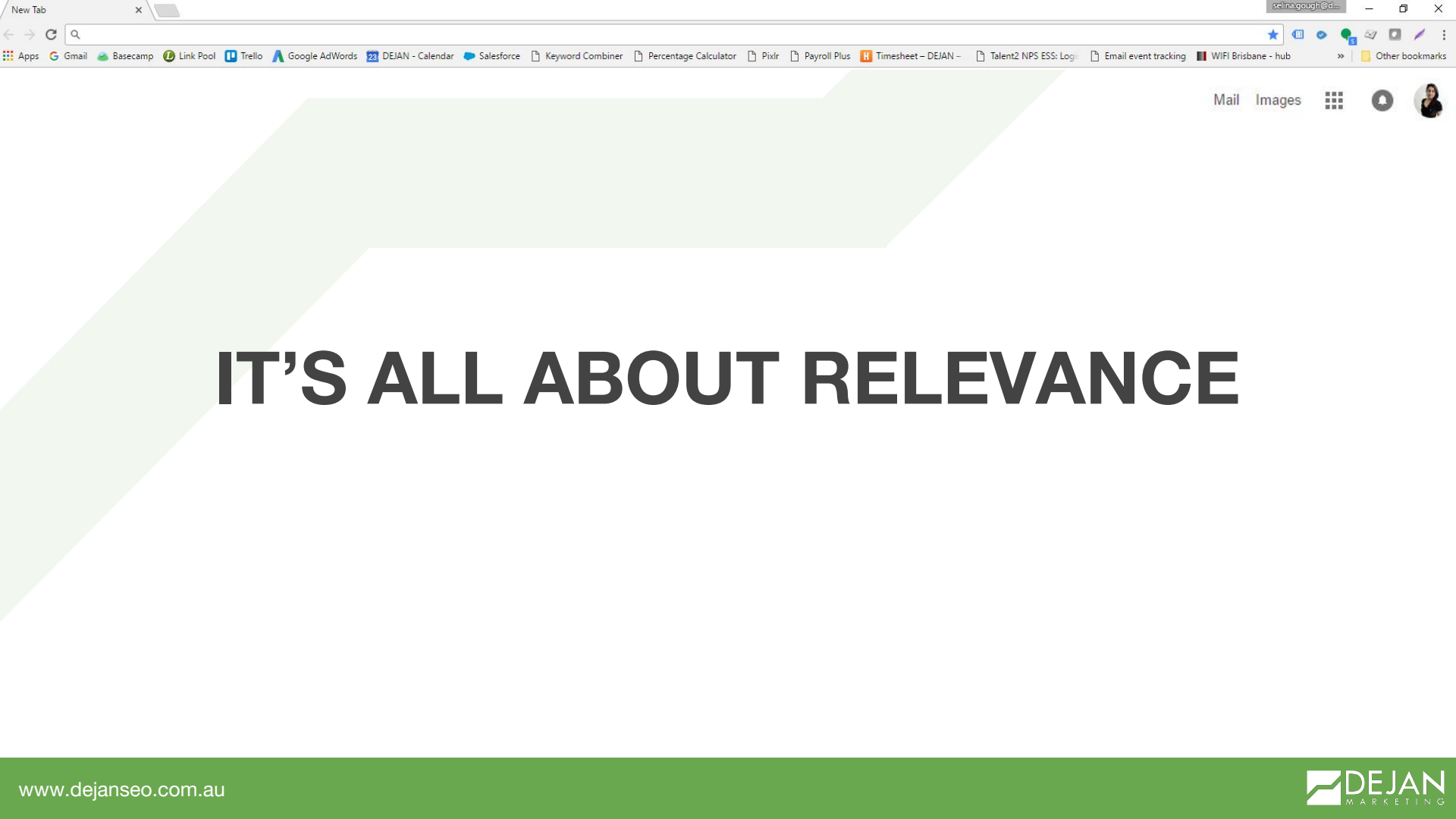
20% increase in CTR with ETA Ads





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.

New Tab x

Apps Gmail Basecamp Link Pool Trello Google AdWords DEJAN - Calendar Salesforce Keyword Combiner Percentage Calculator Pixlr Payroll Plus Timesheet - DEJAN - Talent2 NPS ESS: Logi Email event tracking WIFI Brisbane - hub Other bookmarks

Google plumber brisbane

All Maps News Images Shopping More Settings Tools

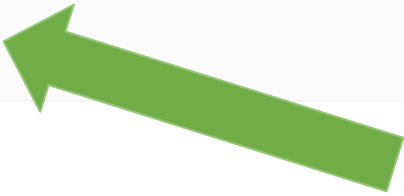
About 1,070,000 results (0.57 seconds)

Brisbane Plumbing & Gas - Plumbing - Hot Water - Burst Pipes
[Ad](#) [www.brisbaneplumbinggas.com.au/](#)
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](#)
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](#)
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](#)
Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?



KEYWORD

New Tab x

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Google plumber brisbane

About 1,070,000 results (0.57 seconds)

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

[Ad] 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 ▼

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 ▼

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 ▼

Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?



Rating Hours

PRO Plumber Brisbane



AD COPY

The World's Worst Website Ever!

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

Traffic Stats SELF SERVE

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 looking buttons)

 **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 1 could do in desinging 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!

COMING SOON: An even worse site. It will be up sometime later, eventually! we PROMISE!

Traffic Stats

SELF SERVE

THIS WEEK
999 9/10

LAST WEEK
999 9/10

DAILY RECORD
1.4058

>>>>> You've found

World's Worst Website Ever!

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WATCH OUT! This site is under construction! =)

send us email!

Rediscover travel.

Book on Airbnb

\$66 Melbourne

MAIN MENU

(and other best looking buttons)

NEW TO THE

ABOUT THE

YAHOO NEWS

WEATHER

GOOGLE MAPS

GREAT WEB DESIGN

AMAZING COLOURS

SMOKY MOUNTAINS!

WHAT'S NEW

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Google plumber brisbane


All Maps News Images Shopping More Settings Tools


About 1,070,000 results (0.57 seconds)

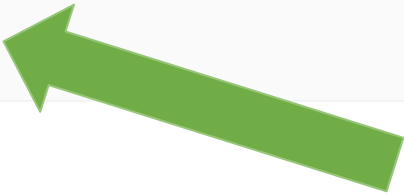
Brisbane Plumbing & Gas - Plumbing - Hot Water - Burst Pipes
[Ad](#) [www.brisbaneplumbinggas.com.au/](#) 
On Time Guarantee, Call Us Now!
Workmanship Guarantee - Book Online - Fast & Reliable - Fully Insured & Licensed
Gas Fitting Tap Repairs
Insinkerator Repairs Contact Us

Plumber Brisbane: All Suburbs - No Call Out Fee. Hyper Local
[Ad](#) [www.theplumberguy.com.au/PlumberBrisbane](#) 
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](#) 
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](#) 
Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?


Rating Hours
PRO Plumber Brisbane



KEYWORD

New Tab x

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Google plumber brisbane

About 1,070,000 results (0.57 seconds)

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

[Ad] 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 ▼

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 ▼

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 ▼

Need a Plumber on the Southside to fix that Blocked Drain, Toilet or Leaky Tap?



Rating Hours

PRO Plumber Brisbane



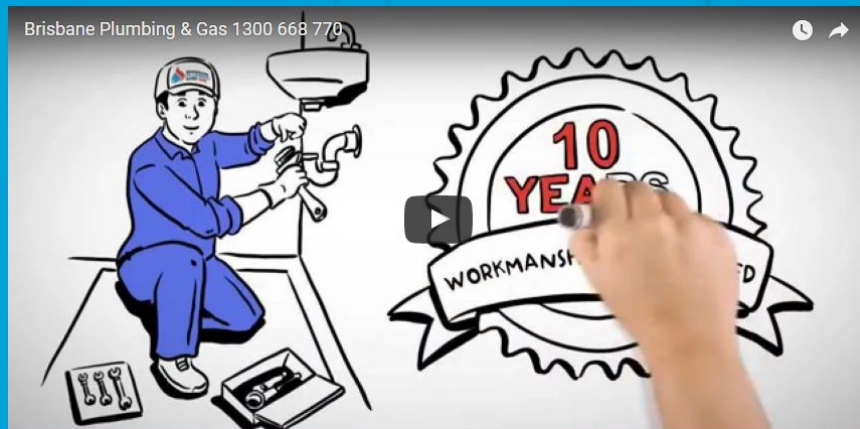
AD COPY



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

** see our terms
and conditions*

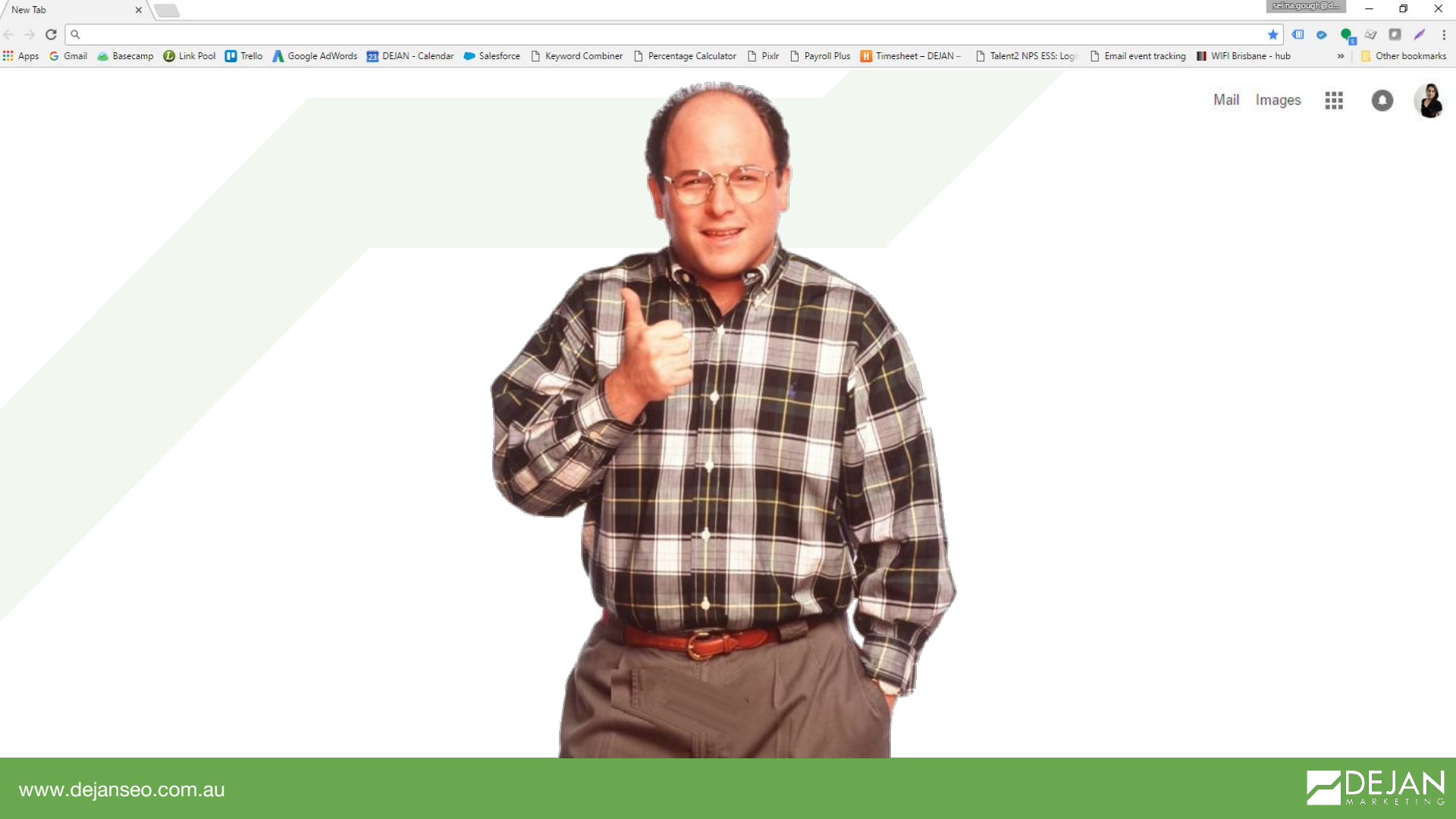


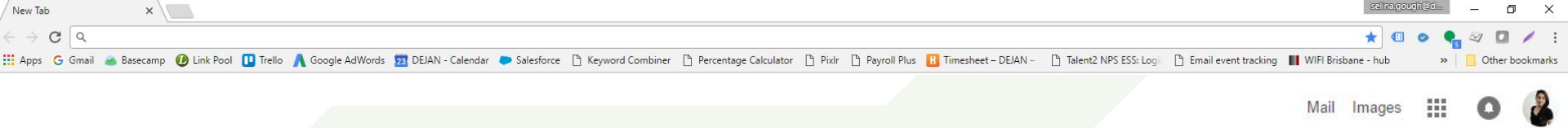
On Time Guarantee
10 year Workmanship Guarantee
Ezi Pay is available - No Interest Ever

Apricus
AUSTRALIA



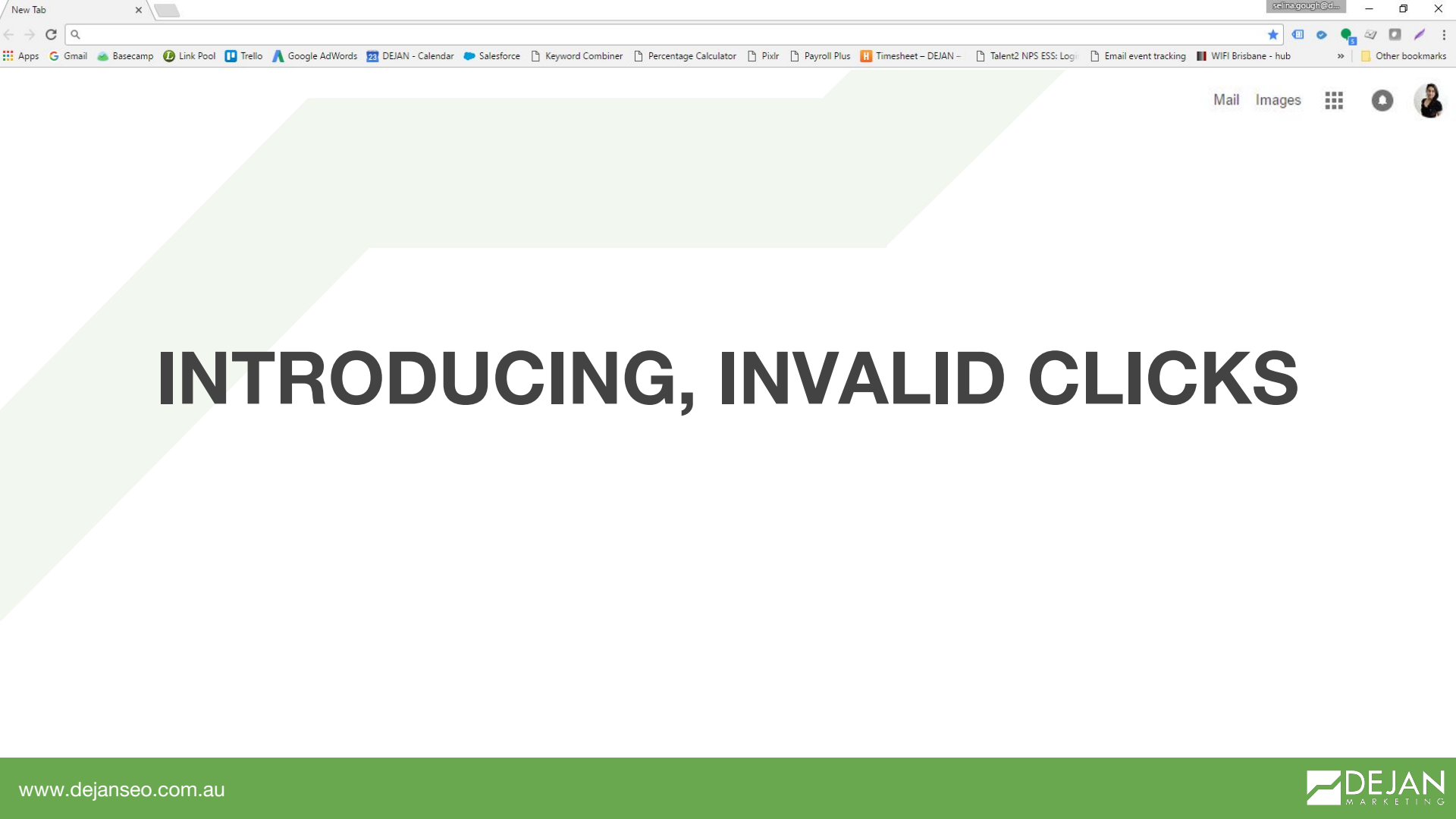
certegy
ezi-pay
NO INTEREST EVER! PAYMENT PLAN
AVAILABLE IN STORE NOW!





WHAT IF COMPETITORS CLICK ON MY ADS?





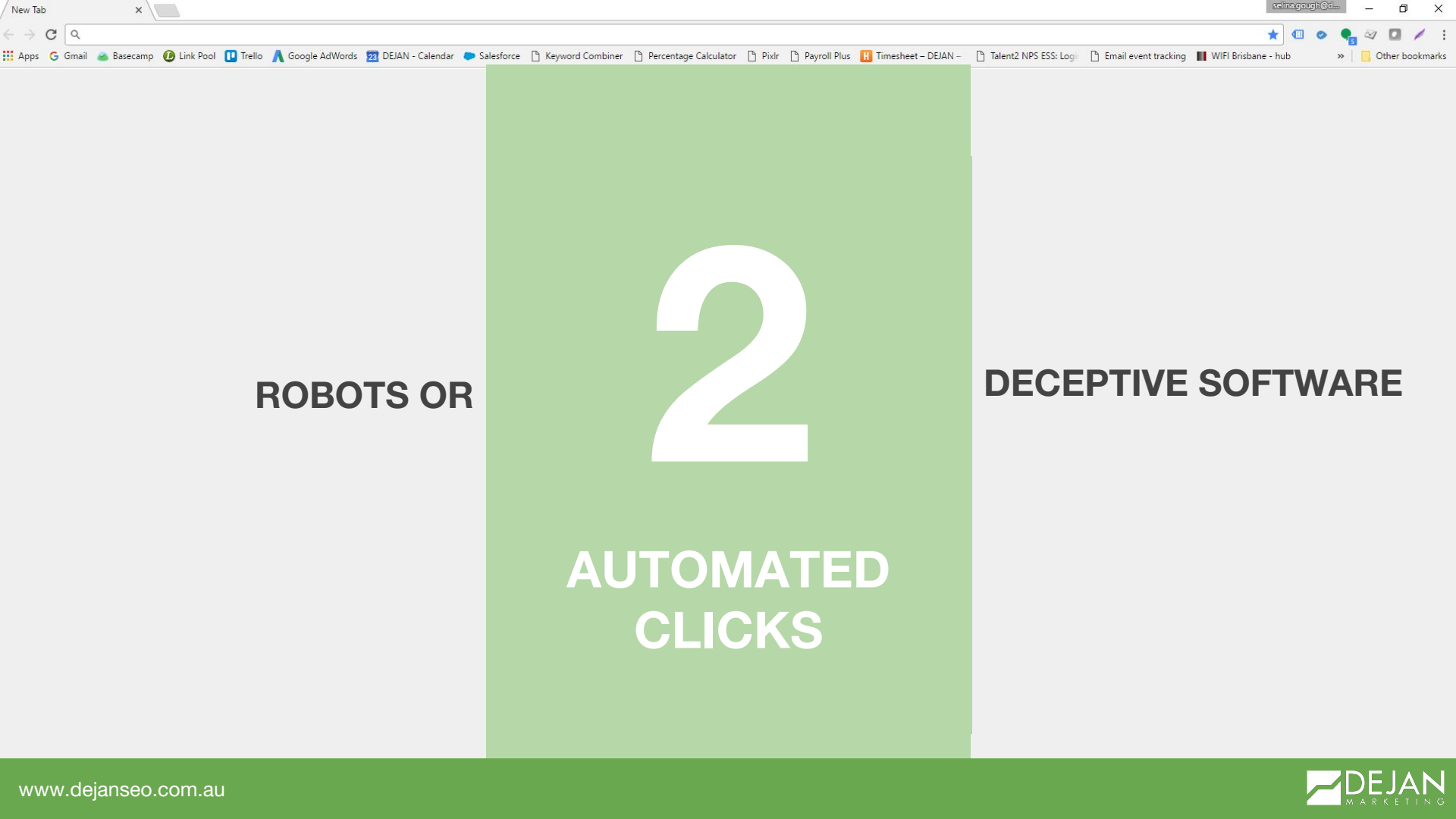
INTRODUCING, INVALID CLICKS



1

MANUAL CLICKS

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

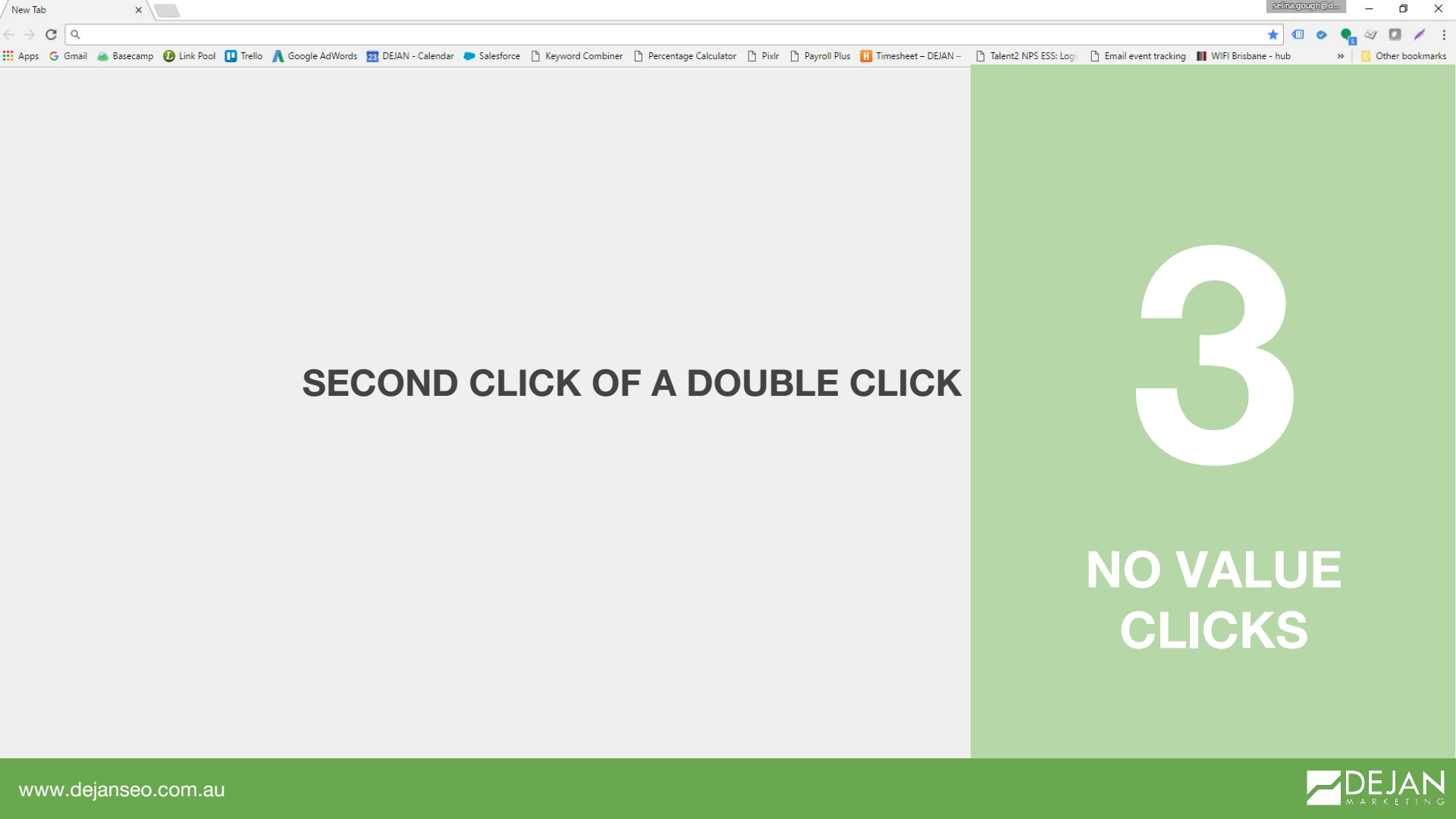


ROBOTS OR

2

DECEPTIVE SOFTWARE

**AUTOMATED
CLICKS**



SECOND CLICK OF A DOUBLE CLICK

3

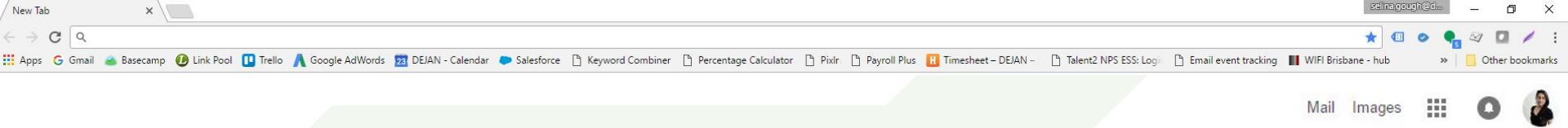
**NO VALUE
CLICKS**



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?

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Google shine lawyers

About 773,000 results (0.64 seconds)

shine.com.au - Shine LawyersSM - 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...

Shine Branch Locations
We Have Over 40 Offices Located Around Australia. Find Your Closest

Shine Contact Details
You Can Contact Us via Phone, Live Chat or Make An Enquiry Online.

Shine Legal Services
We Are Compensation Law Experts Who Are Here To Help. Learn More

About Shine Lawyers
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.

Brisbane
"At Shine Lawyers Brisbane, we'll help you to make life simple ...

Contact Us
Please choose from one of the options below to get in touch ...

Our Locations
To find out where your closest Shine Lawyers representative ...

Meet the Team
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

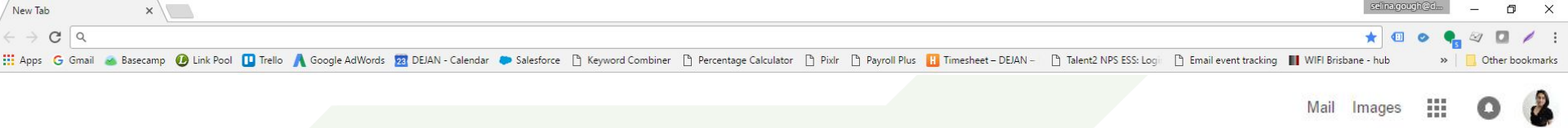
Slater Gordon Maurice Blackburn MinterEllison ASX Westpac

Disclaimer Feedback

Brisbane North Stradbroke Island

Paid & Organic Report

Query	Ad stats					Organic stats					Combined ad and organic stats		
	Clicks ? ↓	Impr. ?	CTR ?	Avg. CPC ?	Avg. Pos ?	Clicks ?	Queries ?	Clicks/query ?	Listings/query ?	Avg. Pos ?	Clicks ?	Queries ?	Clicks/query ?
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/ 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 - info@dejanseo.com.au
We are a team of experts who will find out what you need to grow your business online. We will provide you with a free website audit and a report on how to improve your website. We will also provide you with a free website SEO audit and a report on how to improve your website. We will also provide you with a free website SEO audit and a report on how to improve your website.

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 ...

About Us

About Us. DEJAN team is a group of highly talented online ...

[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

[Suggest an edit](#)

Reviews from the web

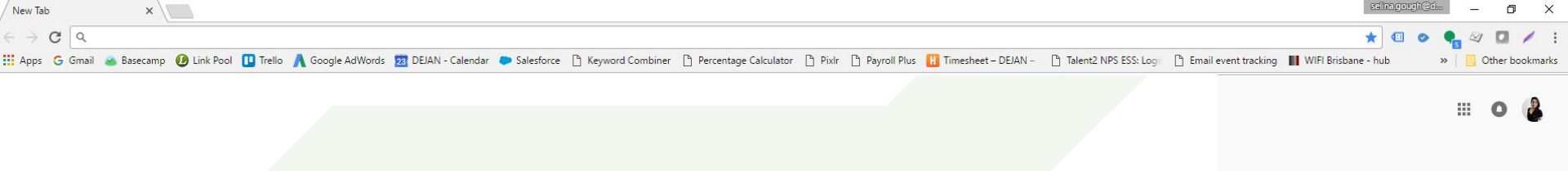
3.5/5 True Local · 4 reviews

Reviews

17 Google reviews

[Send to your phone](#)

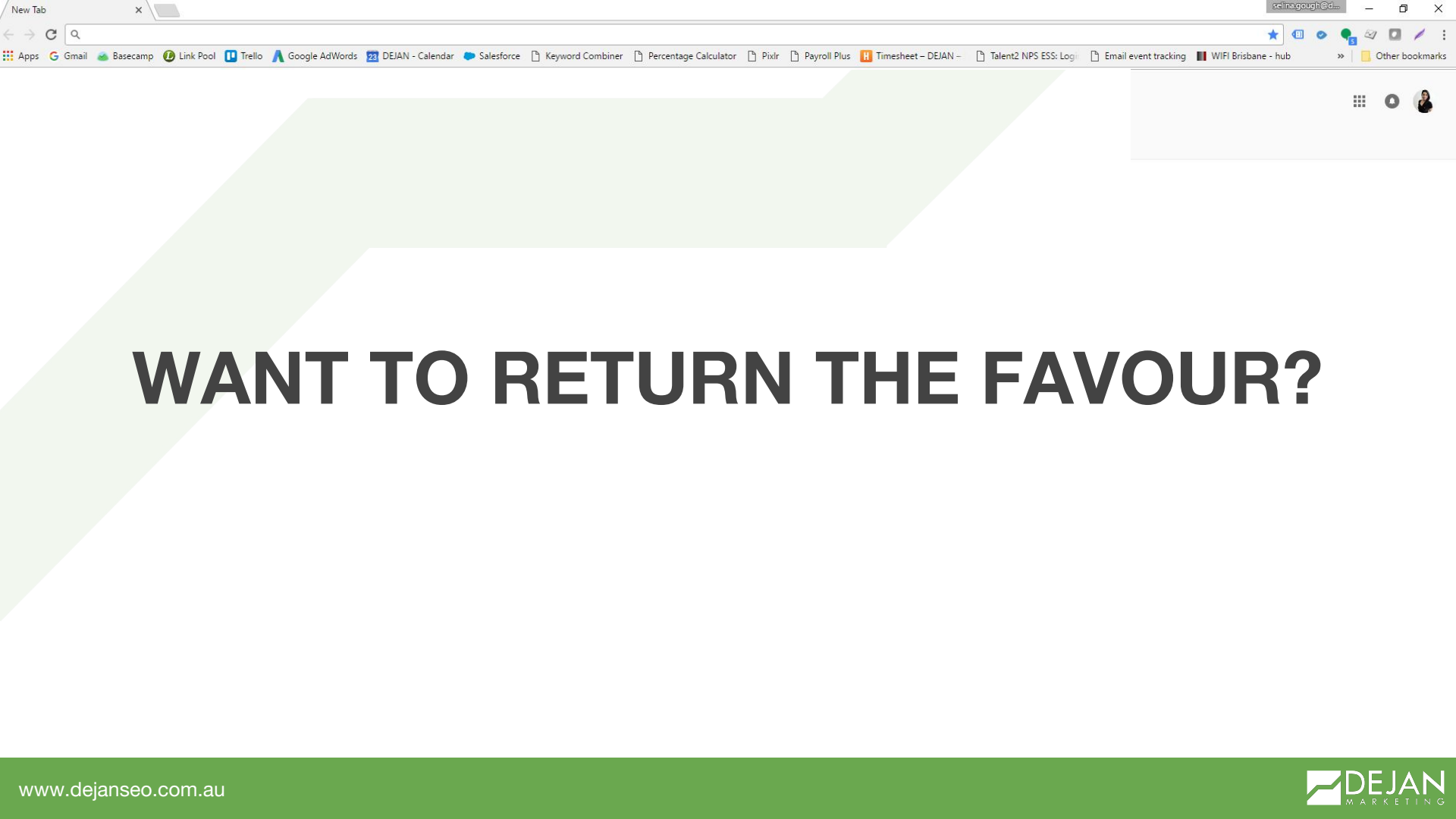
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Trademarks as keywords

Google won't investigate or restrict the selection of trademarks as keywords, even if we receive a trademark complaint.

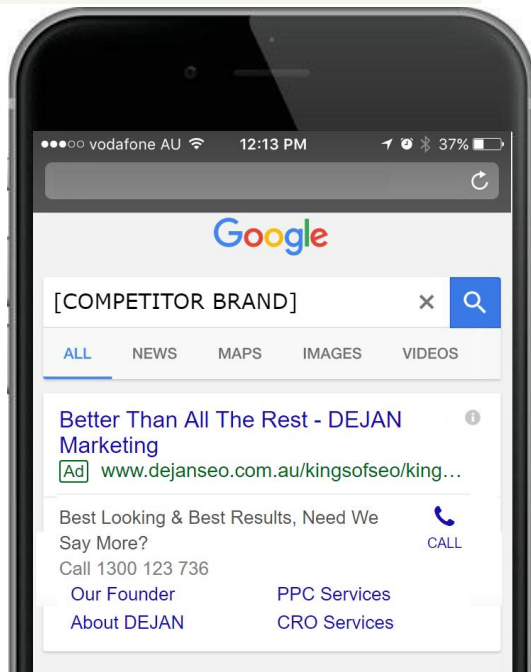
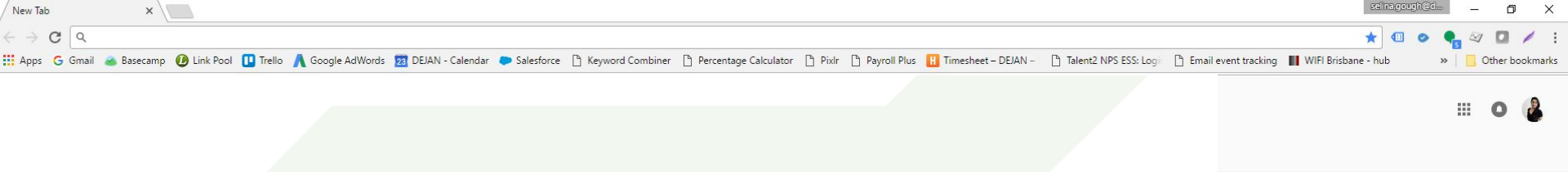


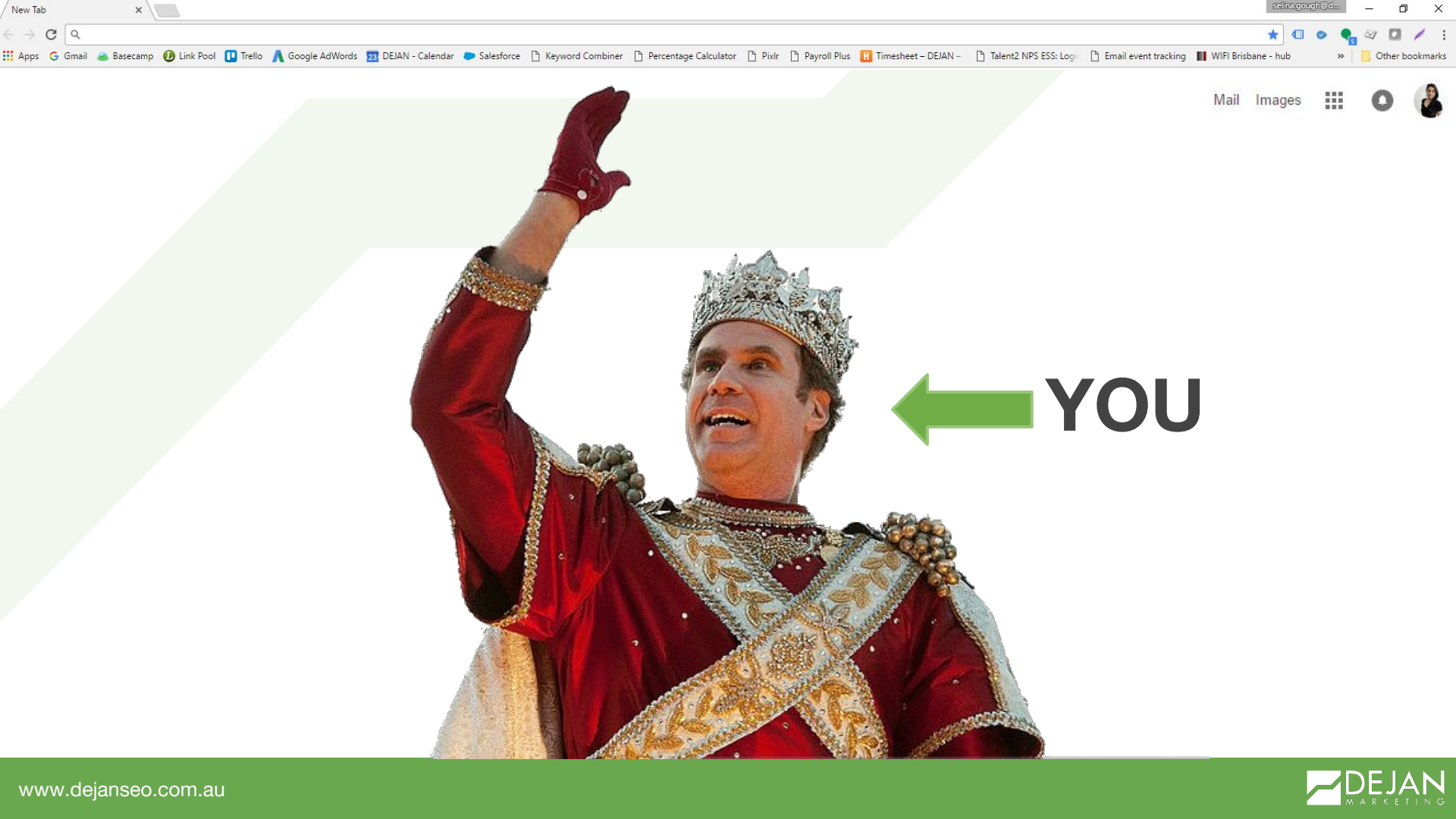


WANT TO RETURN THE FAVOUR?

Branded Campaign Auction Insights

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%
thevetohowroom.com.au	2.21%	18.99%	52.72%
advisable.com.au	10.90%	47.75%	52.01%
sponsoredlinx.com.au	23.38%	49.61%	51.49%





**If there's one thing you need to
take away from today....**

