



## Do You Know Enough About Google Paid Search?

By Welton Hong

The average ROI on a Google Ads campaign is 200 percent, and paid ads on Google average more than an 11 percent click-through rate. That all sounds positive, but how much do you really know about how paid

search works and whether those numbers are even good for your deathcare firm's bottom line?

With Google's expanded ads, you get roughly 270 characters total for an ad—and that's only in best-case scenarios where all the headlines and descriptions are displayed. Depending on what words you use, that's about 50 words per ad.

The small text real estate of Google paid search ads and the fact that you're bidding against competition for placement creates little room for error. It's important to pay attention to ad metrics and constantly improve your ads to ensure the type of performance that generates 200 percent or higher ROI. And the ability to do that starts with a basic understanding of Google paid search.

Take the following true/false quiz to find out where you stand with knowledge about paid search. Read each statement and determine whether you think it's true or false. Then review the answer key to see how you did.



Welton Hong

### True or False:

1. Paid ads are the fastest way to get search engine traffic.
2. Paid ads are simple: The more money you put in, the more results you get.
3. Paid search requires an understanding of keywords.
4. Paid search supports higher conversion rates than organic search.
5. Google AdWords shut down and is no longer in operation.
6. The only option for paid search is Google.
7. Buyer intent ads get the most clicks.
8. If no one clicks my ads, I waste a lot of money.
9. Paying for ads or clicks looks bad to consumers.

CONTINUED ON PAGE A12

Your Real Source. Anywhere. Anytime.

*Cherokee*  
Child Caskets  
*... Your Choice for when it Matters Most*  
*since 1941*

# Cloth Covered Wood

Style 8G  
Personalized  
Removable Head Option

Style 90

Style 8G

## Panel Options

Seashell

Butterfly Wishes

Bunny

www.cherokeechildcaskets.com | 800-535-8867

**KNAUER INDUSTRIES**  
*Cultured Urn Creations*  
**BUY FACTORY DIRECT**  
 19505 NE Frontage Road • Joliet, IL 60404



Vaults4u@KnauersConcrete.com  
 P (815) 725-0246 www.CulturedUrnCreations.com

**Google Paid Search**

**Answers:**

1. *True.* Search engine optimization, which drives organic traffic, is a long game. It can take months to build. Paid ads start driving traffic right away, making them ideal for new websites or advertising new product lines or promotions.
2. *False.* Yes, investing more in paid search can reap higher rewards. But that's not guaranteed. Paid ads aren't simple, and if you're not dialed into the right keywords and audience targeting or using high-

quality ad content, you could simply be throwing larger amounts of money away.

3. *True.* Paid search is based on keywords. The idea is that you pay to have your ad show up when certain types of people in certain locations search for keywords related to yours.
4. *True.* On average, traffic that comes from Google Ads converts at a rate that's 50 percent higher than traffic that comes from organic listings. One reason for

**CONTINUED ON PAGE A14**

**GUARANTEED  
1 UNIT IN STOCK  
ON THE 1<sup>ST</sup> OF EACH MONTH!**



**Urn Carrier**

Large Baby Bier/Cremation Altar as the base of the Urn Carrier, offers multi-purpose functionality.



**Provincial Large Baby Bier/Cremation Altar**

Pictured with Urn Carrier and Flag/Bible Holder



**Roberts & Downey  
Chapel Equipment, Inc.**  
**800-331-9093**

For over thirty years Rick and Elizabeth Roberts have been supplying the funeral industry with superior quality handcrafted hardwood chapel furniture, still handcrafted by Rick & his craftsmen on a custom built to order basis.



**Queen Anne Collection**



**INTRODUCING  
THE  
FORMAL ALTAR**

RD/129  
Cherry Queen Anne Formal Altar  
pictured with optional lighted Urn Riser

**Web Special!**

**15% Discount on all Furniture  
through 7/31/20**  
**robertsanddowney.com**

Are you state compliant?  
**American Mortuary**  
 COOLERS & EQUIPMENT  
 mymortuarycooler.com

**AQUA** **CUSTOM LABEL HAND SANITIZER**  
 7FL.OZ or 16.9FL.OZ  
 12 per pack  
 80% Alcohol  
 FDA Recommended Formulation  
 Made in FDA Registered Facility  
 Kills 99.99% of Germs  
 Call or Email for a Quote!  
 info@aquabottling.com  
**855-725-1119**  
 www.aquabottling.com

Full Color Custom Label with Your Logo Included

**SHOTGUN SHELL CREMATION URN**  
 By Forever Pets, Inc.  
 EMAIL: SERVICE@FOREVERPETS.COM

Aluminum Screw Top Hard Plastic

Remington  
 More Bone Than Lead  
 2007-2019

AVAILABLE IN RED, BLACK, AND GREEN. THEY ARE 10" TALL, 4" DIAMETER, AND 100 CUBIC INCHES.

• \$30 UNENGRAVED, \$60 ENGRAVED, PLUS SHIPPING.  
 • UP TO 3 LINES OF ENGRAVING AND 35 CHARACTERS PER LINE.

## Shiva.com™ and eCondolence.com™ Introduce Funeral Home Arrangement Center

MIAMI, FL— eCondolence.com and shiva.com, the creators of Viewneral™ and the leading companies modernizing the death industry, has announced the launch of the The Funeral Home Arrangement Center, a comprehensive online resource that provides families with an easy and streamlined way to research and schedule funeral arrangements directly with funeral homes from the comfort of their homes. For many funeral homes, this new service is a much needed technological advancement given the pandemic.

"In early March, we were inundated with funeral homes and consumers needing an array of end-of-life services, but they didn't know how to maneuver given the anti-gathering rules and the lack of technology in the death industry," says Michael Schimmel, CEO of shiva.com and eCondolence.com. "Within five days we launched Viewneral™ and expedited a host of other services that typically occur in person, but now can happen virtually. The result is the The Funeral Home Arrangement Center."

In addition to scheduling meetings, funerals and Viewnerals™, The Funeral Home Arrangement Center also provides funeral homes with an increased digital footprint and customer relationship management tools.

eCondolence.com and Shiva.com's Viewneral™ is the first interactive and collaborative virtual wake, funeral, Shiva and memorial service that allows families and friends to memorialize, eulogize, and celebrate loved ones in real time from the comfort of their own home. It also provides funeral directors the ability to remotely arrange funerals and aftercare services with families and caregivers.

Schimmel says, "If we look at the wedding industry, all planning, purchasing, coordinating, gifting and even the wedding itself can be conducted online, so can the end of life industry. The pandemic forced many more people to become comfortable with online shopping and purchasing and they will now demand it now from every industry."

For more information, visit [www.eCondolence.com](http://www.eCondolence.com) [www.shiva.com](http://www.shiva.com) and [www.sympathybrands.com](http://www.sympathybrands.com).

## Google Paid Search

Continued from Page A12

this is the motivation of the searcher. When someone type's funeral home services into Google and clicks a sponsored link advertising those services, there's a good chance they're ready to make a buying decision.

5. *Trick question.* Google changed the name of some of its advertising and marketing products in 2018 to bring them all under a single umbrella and make it easier for businesses to manage cross-channel efforts. "Google AdWords" became "Google Ads."
6. *False.* Bing and other search engines also offer opportunities for paid search. They can be lucrative for businesses that know some of their target audience members prefer these platforms, and the competition for keyword bidding might not be as steep. But deathcare firms can't afford to forgo Google altogether, as the internet giant owns more than 70 percent of the search market.
7. *True.* Ads that include keywords with commercial intent get around 65 percent of paid search clicks. Buyer intent keywords are those that someone would be most likely to use when actively searching for preplanning services or in an at-need situation. Some words that can signal buyer intent include purchase, cost, price, and buy, but deathcare firms should conduct keyword research to find phrases that are currently performing in their niche.
8. *False.* You can opt for pay-per-click ad structures, only paying when someone clicks your ad.
9. *False.* As long as you're honest in your ads and back them up with appropriate landing pages and offers on your site (that are relevant to the ads), consumers don't fault you for paying to show up in SERPs. Many consumers don't even understand the difference between ads and organic search results, and those that do are equally likely to click an ad if it looks like the link fulfills their search intent.

### How'd You Do?

If you got eight or nine answers correct, you're probably seeing success with paid search. If you answered four to seven correctly, it might pay to brush up a bit more on paid search knowledge before you run any more campaigns. And if you answered less than four correctly, you could be missing big opportunities in paid search, so consider reaching out for some professional assistance to boost the performance of your campaigns.

**Welton Hong** is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of *Making Your Phone Ring with Internet Marketing for Funeral Homes*. For more information, visit [www.FuneralHomeProfits.com](http://www.FuneralHomeProfits.com).