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SEARCH KEYWORD CHOICE IN DRIVING PPC TRAFFIC TO WEBSITES: GENERIC OR BRANDED?

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The primary objective of this research project was:

- ❖ To investigate and determine the most important characteristics of a Pay-Per-Click (PPC) system
- ❖ To determine the characteristics that influence the traffic to a website
- ❖ To determine the effect of bids on the other variables



A literature survey has indicated that:

- ❖ Bidding on a PPC campaign does attract traffic to the target website
- ❖ Branded and generic keywords both have advantages
- ❖ Still controversial which type of keyword should receive the highest expenditure in terms of bidding.
- ❖ Looking at both branded and generic in terms of advantages; at a given time which one to focus on

The methodology consisted of:

- ❖ Collecting information on user's preferences of the two types of keywords using surveys
- ❖ Analysing the surveys to determine which preference is dominant when using a specific type of online business
- ❖ Investigating components of the PPC campaign that set optimum preferences
- ❖ Evaluating them toward maximisation of traffic and conversion for online businesses

In summary:

- ❖ A quasi-experimental quantitative research approach will be followed
- ❖ Surveys are to be conducted to collect information
- ❖ A real-life experiment will be done using the two types of keywords in a bidding campaign
- ❖ Graphical and analytical presentations will be used in order to convey only essential information

The proposed model will assist to:

- ❖ Increase traffic and therefore conversion
- ❖ Understand the dynamism of the PPC campaign
- ❖ Help advisers in focusing on the correct attributes at the right time

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