

# OPTIMIZED

**September 2021**

**Issue 01**

**BONUS REPORT**

**STRATEGY  CREATIVE**

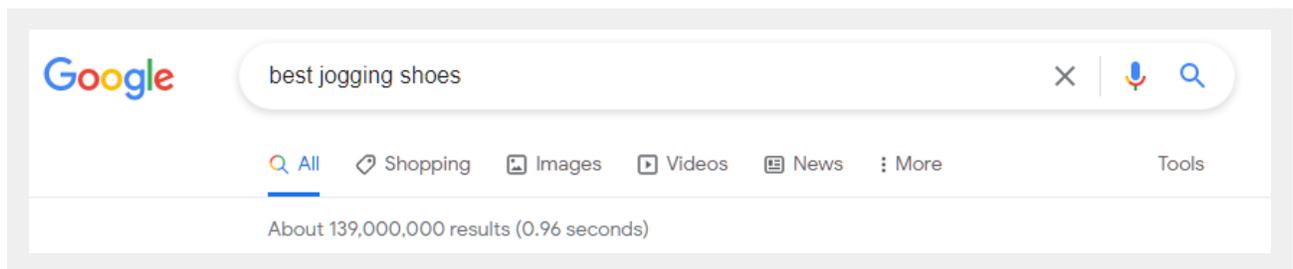
**Alie Jules**

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# ADS

In this bonus report, I examine paid advertisements found on the first page of Google search results.

## The Search Term



## Search Intent

From the organic search results report, we know what the search intent is.

The most likely scenario.

The person is looking for information so that they can – after they have gathered enough information – make the best buying decision for them.

1. You could be searching for how to find the best jogging shoes for you.
2. You could be searching for a list of the top jogging shoes right now.

best jogging shoes



All Shopping Images Videos News More Tools

About 89,000,000 results (0.92 seconds)

Ads · Shop best jogging shoes

 <p>Nike... <b>\$51.97</b> Nike ★★★★★ (4k+)</p>	 <p>Allbirds Men'... <b>\$125.00</b> Allbirds ★★★★★ (268)</p>	 <p>Hoka One On... <b>\$89.83</b> Zappos.com ★★★★★ (6k+)</p>	 <p>On Cloudflye... <b>\$159.99</b> On ★★★★★ (191)</p>	 <p>Nike... <b>\$48.75</b> Kohl's ★★★★★ (4k+)</p>
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Ad · <https://www.on-running.com/>

### On. Run on clouds. - Discover Swiss Engineering

Find your perfect On. Millions of runners already have theirs. Let us help you find yours. Elevate your run with Swiss-engineered performance **shoes**. Unmatched on feeling and fun.

Ad · <https://www.hokaoneone.com/> (866) 491-3125

### HOKA Official Site - Shoes For Runners

Run. Walk. Jump. Thrive. Escape Into The Outdoors With HOKA. Maximal Cushion...

Ad · <https://www.salomon.com/>

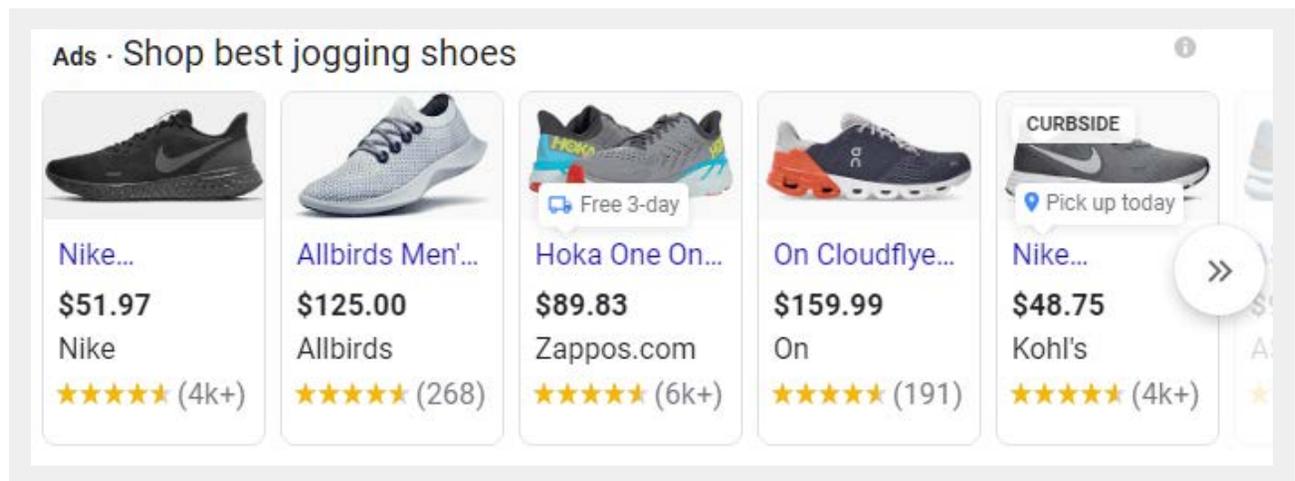
### Salomon® Official Site - Road Running Shoes

From Your First Few Miles to a Marathon, Our **Running Shoes** Offer You the Full Support.

Sign up - Join Our Email List

For this search term “best jogging shoes,” there are two sets of ads on the first page: shopping and text ads. This is not always the case. For some search terms, you may see no ads. This search term is competitive. The more competitive the search term, the more ads you are likely to see.

## SHOPPING ADS



The image shows a screenshot of a search results page for "best jogging shoes". The top section is titled "Ads · Shop best jogging shoes". Below this, there are five product cards, each featuring a different pair of shoes. The first card shows a black Nike shoe for \$51.97 from Nike, with a 5-star rating and 4k+ reviews. The second card shows a white Allbirds Men's shoe for \$125.00 from Allbirds, with a 5-star rating and 268 reviews. The third card shows a grey and blue Hoka One One shoe for \$89.83 from Zappos.com, with a 5-star rating and 6k+ reviews, and a "Free 3-day" shipping badge. The fourth card shows a blue and orange On Cloudflye shoe for \$159.99 from On, with a 5-star rating and 191 reviews. The fifth card shows a black Nike shoe for \$48.75 from Kohl's, with a 5-star rating and 4k+ reviews, and a "CURBSIDE Pick up today" badge. A right arrow button is visible on the right side of the cards.

Product	Price	Retailer	Rating	Reviews	Special Offer
Nike...	\$51.97	Nike	★★★★★	(4k+)	
Allbirds Men'...	\$125.00	Allbirds	★★★★★	(268)	
Hoka One On...	\$89.83	Zappos.com	★★★★★	(6k+)	Free 3-day
On Cloudflye...	\$159.99	On	★★★★★	(191)	
Nike...	\$48.75	Kohl's	★★★★★	(4k+)	CURBSIDE Pick up today

For this analysis, we are going to skip right past the shopping ads. The shopping ads are for somebody ready to buy. We are not.

## TEXT ADS

Companies spend a TON of money on ads. It doesn't mean they are always done right, are effective, or produce results.

There were THREE text ads on top of the 1st page for this search query at a time.

Below you see TWO screenshots of the text ads. The ads rotate every time you refresh the search. You see Rotation 1 - the first set of ads and Rotation 2 - the second set after I reloaded the page.

## ROTATION 1

Ad · <https://www.on-running.com/> ▼

### On. Run on clouds. - Discover Swiss Engineering

Find your perfect On. Millions of runners already have theirs. Let us help you find yours. Elevate your run with Swiss-engineered performance **shoes**. Unmatched on feeling and fun.

Ad · <https://www.hokaoneone.com/> ▼ (866) 491-3125

### HOKA Official Site - Shoes For Runners

Run. Walk. Jump. Thrive. Escape Into The Outdoors With HOKA. Maximal Cushion...

Ad · <https://www.salomon.com/> ▼

### Salomon® Official Site - Road Running Shoes

From Your First Few Miles to a Marathon, Our **Running Shoes** Offer You the Full Support.

 Sign up - Join Our Email List

## ROTATION 2

Ad · <https://www.brooksrunning.com/> ▾

### Brooks® Running Shoes - Built For Runners, By Runners

Run Happy Promise. If You're Not Happy, We're Not Happy. Take It For A 90-Day Trial Run. Get Ahead With Our New **Best** Selling **Shoes** This Season & Show Off Your New **Running**...

Ad · <https://www.on-running.com/> ▾

### On. Run on clouds. | Lightweight Running Shoes

Find your perfect On. Millions of **runners** already have theirs. Let us help you find yours.

Ad · <https://www.runnersworld.com/> ▾

### 10 Best Running Shoes 2021 - Runner's World

Most Comfortable **Running Shoes** based on fit and cushioning feedback. See our **Top** Picks!

## The Advertisers:

- 1) On Running (2x)
- 2) Hoka
- 3) Salomon
- 4) Brooks Running
- 5) Runners World

## The Summary of Key Findings

1. None of the ads mention anything about jogging shoes
2. Only one ad matches the search intent
3. Only one ad goes to a relevant landing page (LP)
4. Ad copy on four of the ads does not match search intent
5. Four ads used the words our or we in their ad copy

Ad	Search Intent	Ad Copy Title	Ad Copy Text	Landing Page	LP Copy
1	✗	✗	✗	✗	✗
2	✗	✗	✗	—	✗
3	✗	✗	—	—	✗
4	✗	✗	—	✗	✗
5	✓	✓	—	✓	✓

## Ratings

Ad 1	Ad 2	Ad 3	Ad 4	Ad 5
On Running	Hoka	Salomon	Brooks	Runner's World
0/5	1/5	2/5	1/5	4/5

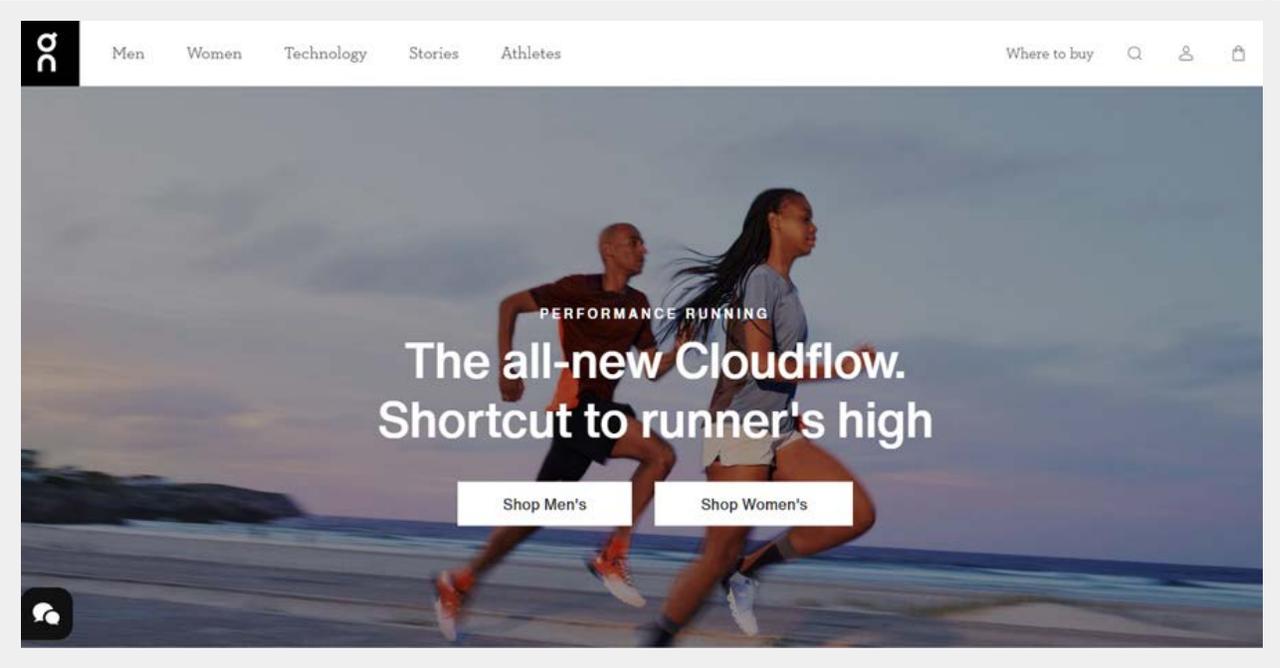
Keep in mind that the advertisers often test and rotate their ads. So you may see different ad copy from one ad to the next.

# 1. On Running

Ad · <https://www.on-running.com/> ▾

## On. Run on clouds. - Discover Swiss Engineering

Find your perfect On. Millions of runners already have theirs. Let us help you find yours. Elevate your run with Swiss-engineered performance **shoes**. Unmatched on feeling and fun.



<https://www.on-running.com/en-us/>

Search Intent	Ad Copy Title	Ad Copy Text	Landing Page	LP Copy
✗	✗	✗	✗	✗

## The Findings

1. Landing Page = the home page. In this case, the home page is not relevant to the search term. **You want to make sure that the ad clicks land on a page that is highly relevant.**

2. Ad copy mentions performance shoes, Swiss engineering, and the landing page says runners high.

**The wording doesn't match the thoughts I have when I think about jogging.**

3. Ad copy borderlines clever – not clear. Always choose clear over clever.

“Find your perfect On. Millions of runners already have theirs. Let us help you find yours.”

What are we talking about here?

Would you know if you were unfamiliar with the brand?

## The Rating

0/5



**Always choose clear over clever.**

## 2. Hoka

Ad · <https://www.hokaoneone.com/> ▾ (866) 491-3125

### HOKA Official Site - Shoes For Runners

Run. Walk. Jump. Thrive. Escape Into The Outdoors With HOKA. Maximal Cushion...

[https://www.hokaoneone.com/search/?q=running+shoes&lang=en\\_US](https://www.hokaoneone.com/search/?q=running+shoes&lang=en_US)

Search Intent	Ad Copy Title	Ad Copy Text	Landing Page	LP Copy
✗	✗	✗	—	✗

## The Findings

1. The ad title + copy are just meh. Boring. Would you click on this ad if you were searching for the **best jogging shoes**? Me neither.
2. Ad copy says, “Run. Walk. Jump. Thrive.” Anything about jogging? No.
3. See the phone number on the ad? Who am I going to call? And why? It does not make any sense.
4. A designated landing page is “better” than sending people to the homepage, but who is this page for? For somebody that is looking to BUY.
5. The landing page is an order page for running shoes. We are not ready to order any shoes. It doesn’t give us what we are searching for, and therefore it’s not relevant.

## The Rating

1/5



**Send users to a designated landing page that matches search intent and is highly relevant.**

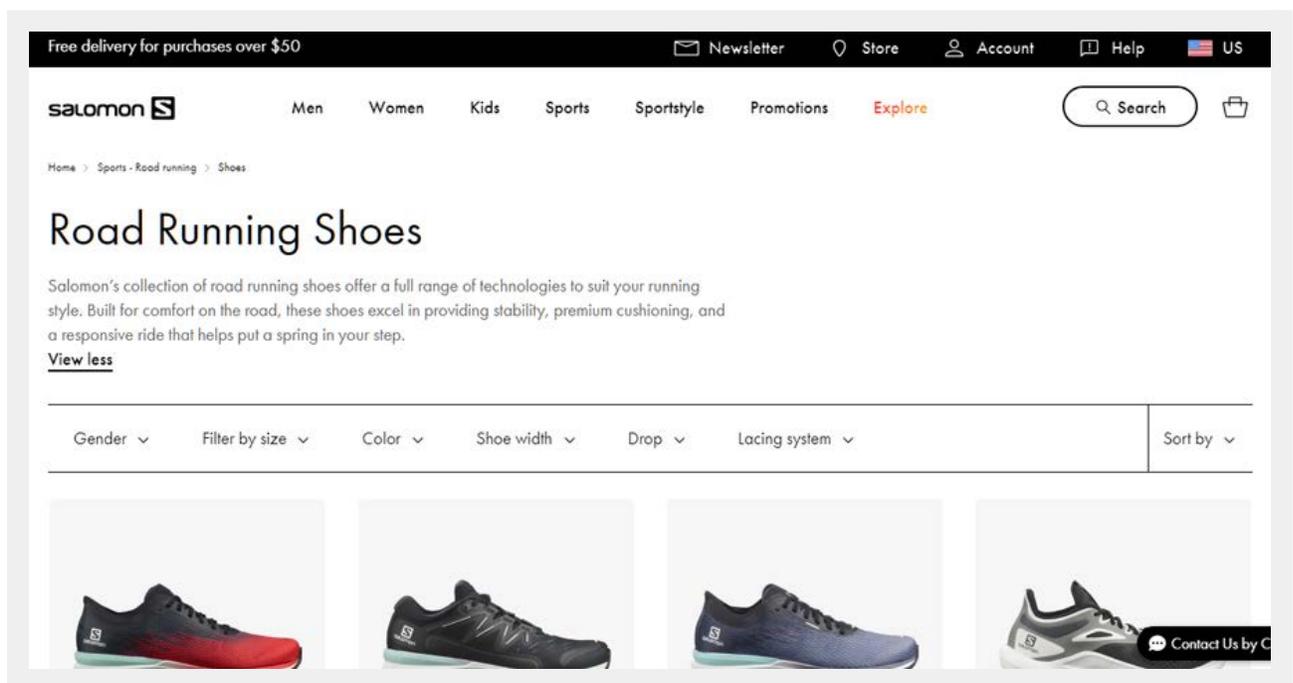
### 3. Salomon

Ad · <https://www.salomon.com/> ▾

#### Salomon® Official Site - Road Running Shoes

From Your First Few Miles to a Marathon, Our **Running Shoes** Offer You the Full Support.

 Sign up - Join Our Email List



The screenshot shows the Salomon website's 'Road Running Shoes' landing page. At the top, there is a navigation bar with links for Newsletter, Store, Account, Help, and US. Below this is the Salomon logo and a menu with categories: Men, Women, Kids, Sports, Sportstyle, Promotions, and Explore. A search bar and a shopping cart icon are also present. The main heading is 'Road Running Shoes', followed by a descriptive paragraph about the collection's technologies. Below the text are filter options for Gender, Filter by size, Color, Shoe width, Drop, Lacing system, and Sort by. Four shoe images are displayed in a row, with a 'Contact Us by C' button on the right.

<https://www.salomon.com/en-us/shop/sports/road-running/shoes.html>

Search Intent	Ad Copy Title	Ad Copy Text	Landing Page	LP Copy
×	×	—	—	×

## The Findings

1. Ad copy says, “From your first few miles to a marathon.” Personally, I like it. It also includes the magic word > you.
2. Although the ad copy is ok, it would not make me click on it after they have gathered enough informationto because it doesn’t match my search intent.
3. Do you see the Call-To-Action (CTA) below the ad? Sign up - Join OUR email list. Would you?
4. The landing page is “better” than sending people to the homepage. But, it’s for somebody that is looking to BUY road running shoes.

PSA

I really, really like Salomon gear, like love them, which makes me sad for this ad. It could be so much better. Having said that, I’m trying to stay objective and not let my l o v e for Salomon skew the analysis.

## The Rating

2/5



**The ad copy can make it or break it. Skip or Click.**

## 4. Brooks Running

Ad · <https://www.brooksrunning.com/> ▾

### Brooks® Running Shoes - Built For Runners, By Runners

Run Happy Promise. If You're Not Happy, We're Not Happy. Take It For A 90-Day Trial Run. Get Ahead With Our New **Best Selling Shoes** This Season & Show Off Your New **Running...**

The screenshot shows the Brooks Running website's landing page for the Ghost 14 shoe. The top navigation bar includes links for Store Locator, Customer Care, Ask a Guru, the Brooks logo, a search bar, and icons for a user profile and shopping cart. Below the navigation bar are menu items: Shoes, Apparel, Featured, Run USA, Run Happy Blog, and All About Brooks. The main content area features a large image of a male runner in a blue shirt and black shorts running against a brick wall. The text on the page reads: "INTRODUCING The Ghost 14: Your smoothest run". Below this, it says: "Get in the zone and focus on your run. The new Ghost 14 delivers 100% DNA LOFT cushioning for a smoother, softer run with fewer distractions." There are two buttons: "Shop men" and "Shop women". A "Help" button is located in the bottom right corner.

[https://www.brooksrunning.com/en\\_us](https://www.brooksrunning.com/en_us)

Search Intent	Ad Copy Title	Ad Copy Text	Landing Page	LP Copy
×	×	—	×	×

## The Findings

1. The ad copy starts a bit confusing, but this sentence hits the target:

“Take it for a 90-day trial run.”

But then the sentence gets lost with the rest of the copy, which dilutes the whole message and focuses more on we - the company vs. you, the potential buyer.

2. The landing page is the homepage and does not match my search intent, nor is it relevant—a missed opportunity.

### The Rating

1/5



**More YOU and YOUR. Less our or we.**

## 5. Runners World

Ad · <https://www.runnersworld.com/> ▾

### 10 Best Running Shoes 2021 - Runner's World

Most Comfortable **Running Shoes** based on fit and cushioning feedback. See our **Top Picks!**

The screenshot shows the top portion of a webpage. At the top left is the Runner's World logo with a hamburger menu icon. To the right are 'SUBSCRIBE' and 'SIGN IN' buttons. Below the navigation is a disclaimer: 'Gear-obsessed editors choose every product we review. We may earn commission if you buy from a link. [How we test gear.](#)' The main headline is 'These 10 Shoes May Be the Most Comfortable You'll Ever Run In' in a large, bold, black font. Below the headline is a sub-headline: 'Your feet will find a happy home in one of these.' This is followed by a byline: 'BY THE RUNNER'S WORLD EDITORS, FEB 26, 2021' with a small circular logo containing the letters 'RW'. The main body of text begins with 'Comfort is king. In fact, some [research](#) even shows that when you choose a shoe *simply* because it's comfortable, you may be less likely to get injured. So to guide you on your sole searching, we've highlighted the models that offer a "made-for-me" sensation. Each shoe on this list was ranked on overall performance and also earned especially high scores from our testers in three specific categories: fit, cushioning, and—of course—comfort.' Below this is a paragraph of italicized text: 'Take a look below at quick info on five of the most comfortable shoes from our testing. Then scroll down for some buying advice plus in-depth reviews of these

<https://www.runnersworld.com/gear/a20865742/most-comfortable-running-shoes/>

Search Intent	Ad Copy Title	Ad Copy Text	Landing Page	LP Copy
✓	✓	—	✓	✓

## The Findings

1. A good ad copy in the title. “10 Best Running Shoes 2021.” Relevant. Check.
2. The text ad copy could be better, but it does address what all the other ads are not = **search intent**. Check.
3. The landing page is on point. It’s a blog post from Feb 26, 2021. It matches what the ad says you will get when you click on it and delivers. Plus, it matches our search intent. Check and check.

And yes, I’m glossing over that it doesn’t mention **jogging**. This landing page is the closest to what I’d expect to find with my search intent.

4. Now, could the landing page, aka blog post, be better organized, optimized, and offer a better User Experience? YES!

## The Rating

4/5

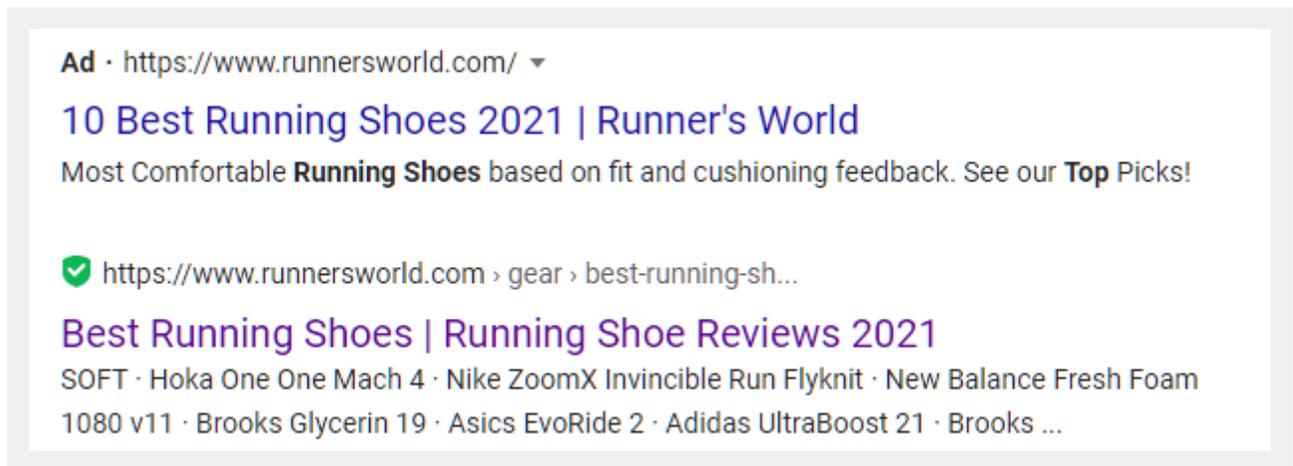
**Of all the text ads, this is the best one and the only one that matches search intent.**

Would you click on any of these ads?

## About The Runner's World Ad

Several times when I refreshed or reran this search, the Runner's World ad was positioned at the bottom of the ads and right ABOVE the Runner's World ORGANIC, the NUMBER 1 search result.

Like this.



The screenshot shows a search results page with two entries. The top entry is an advertisement for Runner's World, titled "10 Best Running Shoes 2021 | Runner's World". Below the title is the text "Most Comfortable **Running Shoes** based on fit and cushioning feedback. See our **Top Picks!**". The bottom entry is an organic search result, titled "Best Running Shoes | Running Shoe Reviews 2021". Below the title is the text "SOFT · Hoka One One Mach 4 · Nike ZoomX Invincible Run Flyknit · New Balance Fresh Foam 1080 v11 · Brooks Glycerin 19 · Asics EvoRide 2 · Adidas UltraBoost 21 · Brooks ...".

Ad · <https://www.runnersworld.com/> ▾

**10 Best Running Shoes 2021 | Runner's World**

Most Comfortable **Running Shoes** based on fit and cushioning feedback. See our **Top Picks!**

✓ <https://www.runnersworld.com/gear/best-running-sh...>

**Best Running Shoes | Running Shoe Reviews 2021**

SOFT · Hoka One One Mach 4 · Nike ZoomX Invincible Run Flyknit · New Balance Fresh Foam 1080 v11 · Brooks Glycerin 19 · Asics EvoRide 2 · Adidas UltraBoost 21 · Brooks ...

So you may ask: **Why are they spending money on ads for this search term when they are number one on search results?**

There may be a few reasons why.

- 1) They don't know their organic results are ranking number 1 for the term because the ad team might not be talking with the SEO team.
- 2) They are doubling down. You never know if the organic ranking is going to hold, so they are feeding the beast.
- 3) They are targeting so many search terms that naturally, some search terms miss the mark.

4) There are just too many keywords, landing pages, and moving parts. You do the best you can and put something out there that produces (hopefully) some results to justify the ad spend.

## **About Ads in General**

What is the purpose of an ad?

First, it's for people to click or tap on it. And then, second, to take some desired action.

So of all the ads we just looked at, how likely were they accomplishing the first action (tap or click)?

### **Why, then, if the ads are not working, should you run ads?**

There can be several reasons to run ads, not all good ones.

1) Because this is a chance to build your brand.

The thought is that the users will remember the brand name on the scroll, even if they don't click on the ad. Maybe?

Do you remember the companies behind the ads that you see on search results?

Other than the ones that annoy you because they are constantly in your face. Do you even remember what ads you see because you automatically scroll past?

2) Because we need to keep the numbers for the marketing budget.

I have heard this reason!

3) Because our competitors are doing ads.

4) Because we are doing testing and refining our SEO strategy. YES!

Run ads for testing, when they work,  
and when they produce POSITIVE results.

**Some companies keep running ads even when they produce no or negative results!**

Don't automatically think that well-known, established, large companies know what they are doing and can't be beaten. Not always true.

**The Best Practices for Results**

1. Make sure your ad matches the search intent – both with ad copy and landing page.
2. Put in the work on your ad copy. What is in it for them?
3. In your ad copy, use more you and your and less we and our.
4. Test your ads. Run multiple variations of a single ad to see which variation works the best. If none work, throw them away 😊.
5. Not all keywords are worth going after. Learn which ones are and which ones are not. You may not even need to run ads 😬.
6. Stop running ads if they are not working. Most companies are literally throwing buckets full of money on ads, even when they are not working.  
**You don't have to do this.**

In a future issue, I will go over step by step how to optimize ads. What to look for and how to write the actual ad copy.

The End.