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To: Jill Stanek <jill@jillstane.com>

Re: CPC RESPONDS TO DIRECT NARAL ATTACK

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First, I can't state with authority how the ad popped up there -- you'd have to ask them exactly what terms they use, and they might well decline to answer because how they derive positive results is likely proprietary, learned expensively by trial and error. We just know that the search string "abortion clinic" wasn't one of their search terms because we asked them. We have had a similar experience where we've had our national hotline ads be returned against the term "abortion" when we do not use this word in isolation.

The way I can tell you that it works generally, after 20 years in online media and marketing, is that any successful keyword ad campaign buys a whole string of keyword pairs that help describe their services. In this case, if the word abortion appeared *at all* in the center's AdWords dashboard of current terms, Google's AdWords' placement algorithm could well have been influenced to give something like "abortion alternatives" and Naperville a very high probability of success when the search string was abortion clinic and Naperville.

Remember that in keyword advertising, Google only gets paid when someone CLICKS on the ad -- that's why it's called "pay-per-click" advertising. In this context, it is in Google's interest to very carefully weigh the semantics of the text in the advertiser's ad against the keywords or keyword pairs it is buying because it's only that combination that really results in a successful "conversion." (And, by that marketers mean clicking through to the landing page for the ad, nothing spiritual or attitudinal. ;-)

Keyword advertising is an art form -- it's why there are whole agencies who do nothing but keyword advertising.

All I'm saying about NARAL's efforts is that this really hampers choice and doesn't make for a very satisfying search experience either. In most cases, the average consumer wants to see a couple of perfect matches, and maybe something they might like that is similar. Never seeing any variation in services on what you typed into a search engine would make life pretty boring. You want to leave a little bit of leeway -- both as an advertiser and as a search engine -- so that you're always accommodating search return results that may attract attention because you hadn't considered the option.

Make sense? I know it's arcane... but Google's original goal was to expose people to more knowledge, not just find them the right mechanic.