Article Search   [Search]

AdWords finally clicks for one computer repair firm

How LaptopMD+ found the right keywords and campaigns to cut costs by nearly 20% and attract more clients.

[Print](#) [Email](#) [Reprints](#) [Comment](#)

By Emily Sachar
January 25, 2012 10:14 a.m.

[Share] **6**

Tweet ‹ 6

Recommend   Send

iStock [+] Enlarge
Businesses pay only when users click, but composing and formatting the ads is a challenge.

Also See

- [How to hire overseas contractors](#)
- [Could startups crowdsource equity investments?](#)
- [Square slices credit-card processing fees](#)
- [Zaarly builds digital marketplace around buyers](#)
- [Google snaps up licensing firm RightsFlow](#)
- [Genbook software frees up aesthetician's time](#)

How many keywords should you cram into a Google ad to drive business? As many as possible, reasoned the leadership of LaptopMD+ of Midtown Manhattan.

Wrong.

Eight months ago, seeing its ad campaigns on Google founder, the firm, which fixes electronics that range from cracked iPhone screens to bad keyboards and hard drives, hired a new chief marketing officer to change the approach.

The company's click-through rate for its main ad campaign shot from 1.09% to 5.3%, and the price for the campaign dropped from an average of $2.57 per keyword click to $2.17.

"Success. It was the coolest thing to watch," said Alexandre Mouravskiy, the 20-employee firm's chief marketing officer.

Google introduced AdWords in October 2000 with this announcement on its main page: "Have a credit card and 5 minutes? Get your ad on Google today."

Since that debut, the model for AdWords has changed many times. The gist now is that companies—from multibillion-dollar conglomerates to small firms like LaptopMD+—enter 24/7 online auctions for keywords they think are likely to hit the sweet spot of consumer searches for the products and services they sell. Prices for keywords range from a few cents to more than $20, and companies often run campaigns, which consist of groups of keywords and advertisements.

If the Google algorithm catches a match to the terms or essence of what a consumer is seeking, Google will post the company's ad in the listings it shows consumers.

"Google AdWords, when used properly, can be the silver bullet that companies in this economy have been praying for," said Sergio Alvarez, the founder of Ai Media Group, an online advertising company based in Manhattan. "Unlike most media, it can deliver true insights as to who the buyers are, where they live, how often they return to your website and

what exact language they use before they purchase."

Companies pay for what they get; if an ad drives a click-through, or an impression to the company's Web site or landing page, that generates revenue for Google based on the bid the company has entered for the keywords—and ideally, the company gets a new lead. Unless a consumer clicks through, no revenue is generated for Google, and the company doesn't have to pay.

Here, Mr. Mouravskiy answers some questions on how his firm is using AdWords.

What was the main problem LaptopMd+ was trying to solve when you arrived on the scene eight months ago?

We had been using AdWords for a variety of campaigns, but we were not seeing good click-through or conversion. That meant we were spending money without driving revenue to the business. We had to fix that.

Can you give an example?

Yep, here's a good one. From March 2008 through November 2010, we ran a rather generic campaign to drive business. This was the ad:
Laptop MD NYC—Manhattan
Data Recovery, Virus Removal, TuneUP
Free Consultation 877-FIX-LAPT/OP
www.LapToPmd.com

There were so many things wrong with this ad and the keywords behind it. We were loading up the ad with dozens of unrelated keywords, like "data recovery" and "tune-up," which aren't really related. The Website URL was impossible to read. And the use of capital letters was hard to read, too. It looked a little scammy to consumers and to me. Click-through was 1.09%, and our ad was in position 4.9 on average, which is not great.

What's a better example of something that works?

We're currently running an ad for "HP Screen Repair," a very specific service and one you might not think would drive new business. But it does, because if you have an HP screen that needs repair, you want to find a company that does exactly that.

What exactly is the ad for that campaign?

It says:
LaptopMD—HP LCD Repair
HP Laptop Screen Replacement
Free Estimates—Same Day Service 24/7
LaptopMD.com/(212)920-4833

If you're not thinking about AdWords all day long, like I am, this may not look that different from the ad of a few years back. But the specificity of the service we're advertising, the fact that the ad looks legitimate, and the way our URL shows up all point to a more legitimate ad—and Google gives it higher rankings as a result. And it's generated more business.

Can you target demographics, such as particular consumer ages or cities?

Absolutely. And that's one area where we're seeing a lot of improvement in the way AdWords works. Google

recognizes where you are from the IP address of the computer you're using. It may also have a profile on consumers who've created them within Google. That's great information for Google, and it helps the consumer, too, because it will show ads that are more relevant to the consumer's age and interests.

It sounds like you're constantly testing out new ideas and pivoting based on the information that comes in.

Exactly. In the old days of our company, we had one campaign that ran for over a year. Now we change our campaigns monthly. Computer repair is not necessarily a seasonal thing, but we try to put out fresh campaigns to see how they do. If they work, we'll hone the campaign based on the analytics we're seeing.

How do you see those analytics?

Go to adwords.google.com. You get log-in information the minute you join the program, and you can follow detailed analytics for every campaign you run—like the click-through rate and the price you've ended up paying for each click.

How much are you spending each year on AdWords?

A little over $100,000, and we're seeing that money come back three or four times over in the form of new business— even more for some campaigns.

How does AdWords fit into your overall marketing strategy?

There are two main ways we leverage AdWords in our overall marketing. First, it's a great research tool. It tells us exactly the kinds of phrases, words and services customers are searching for and which ones they prefer for making purchasing decisions. If we have new ideas and we want to see how well they work, we can have them up and running in minutes, with good data coming in right away. Second, it's just great for branding. Even consumers that don't click on our ads see our name in front of them potentially hundreds of times a month, so when they're ready to make a purchase, we've already made a connection.

Share   **6**

Tweet ‹ 6

Recommend   Send

Print Email

Filed Under :

Owner Tested, Technology

Top Headlines

- Digital agency's edgy vibe lures big-company accounts
- Brooklyn Cablevision technicians vote union
- Dow approaches highest level since 2008
- Lawmakers gerrymander their new districts
- Occupy protestors invade Brooklyn courtroom
- BofA to cap cash bonuses at $150K
- 2011 busiest year ever for NYC's TV production
- Signature Theatre gets $25M for new complex

Small Business Headlines

- [Digital agency's edgy vibe lures big-company accounts](#)
- [State of the Union address disappoints entrepreneurs](#)
- [AdWords finally clicks for one computer repair firm](#)

Comment

[What do you think about the article? Get your opinion heard! Comment now ›](#)

Poll

[Should bubble-era home-loan profiteers go to jail? Vote now»](#)

Business Lists

[NY Area's Largest Executive Recruiters Research now ›](#)

Reader's Comments

You must be logged in to post a comment. Please login below or register for free.

E-mail
Password

Log In

[Forgot your password?](#)

Join now for FREE

- Sign up for daily and industry-specific e-mail alerts
- Receive anytime access to late breaking business news
- Exclusive membership benefits

Register Now

Small Business Alert

An essential alert for small businesses in New York that helps them learn what they need to succeed.

| Enter your e-mail address | Sign Up |

View Sample | Newsletters

Post a Job Job Board

Director of Economic Development & Special Projects
New York, NY - Union Square Partnership

Sales Superstar Wanted $100K To $300K+
New York, NY

Project Manager, Mobile
New York, NY - Everyday Health

Chief Operating and Marketing Officer
Brooklyn, NY - Downtown Brooklyn Partnership

Chief Technology Officer (CTO) / Co-Founder - Start Up
New York, NY - Sound Advice Consulting Services

See All Jobs

Post a job for $199

Jobs by **SimplyHired**

- Most Read
- Most Recent

1. [Hamptons home prices skid, but not to worry](#)
2. [State of the Union address disappoints entrepreneurs](#)
3. [Another Bklyn condo project goes rental](#)
4. [UES trash barge (finally) comes in](#)
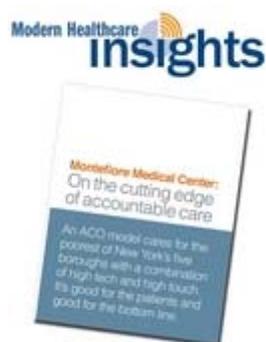5. [Occupy protestors invade Brooklyn courtroom](#)

[View All](#)White paper

[Montefiore Medical Center: On the cutting edge of accountable care](#)

An ACO model cares for the poorest of New York's five boroughs with a combination of high tech and high touch. It's good for ... [More Details](#)

[Blog](#)Executive Inbox

[A rule-breaker's guide to empire building](#)

A Liz Claiborne founder reveals how a small team created a worldwide fashion brand.[Full Post](#)

News

- [This Week's Issue](#)
- [Top Stories](#)
- [Advertising & Marketing](#)
- [Banking](#)
- [Economy](#)
- [Education](#)
- [Health Care](#)
- [Hospitality & Tourism](#)
- [Human Resources](#)
- [Media & Entertainment](#)

- [Politics](#)
- [Real Estate](#)
- [Restaurants](#)
- [Retail & Apparel](#)
- [Small Business](#)
- [Insider](#)
- [Health Pulse](#)
- [Corrections](#)
- [Search Archives](#)
- [More Industries »](#)

Resources

- [Business Lists](#)
- [Classifieds](#)
- [Executive Moves](#)
- [Government Contracts](#)
- [Job Board](#)
- [Meeting Planner](#)
- [Real Estate Deals](#)
- [Restaurant Reviews](#)
- [White Papers](#)

Events Calendar

- [Crain Events](#)

- [Featured Events](#)
- [Post your Event](#)

[Video](#)

[Features](#)

- [40 Under 40](#)
- [50 Most Powerful Women](#)
- [Best Places to Work](#)
- [City Facts](#)
- [Top Entrepreneurs](#)

[Blogs / Polls](#)

- [Polls](#)
- [Executive Inbox](#)
- [Greg David on New York](#)
- [In the Markets](#)

[Crain's New York](#)

- [Site Map](#)
- [Subscriptions](#)
- [Twitter](#)
- [Facebook](#)
- [Linkedin](#)

- [About Us](#) |
- [Staff](#) |
- [Editorial Calendar](#) |
- [Media Kit](#) |
- [Reprints](#) |
- [Site Map](#) |
- [RSS Feeds](#) |
- [Subscription Offers](#) |
- [Privacy](#) |
- [Contact Us](#)