



Some Strategies for Sponsored Search Advertisements (Ads) Top Position at Search Engines

D.K. Gangeshwer¹ and Sunil Kushwaha^{2*}

¹Department of Mathematics, Bhilai Institute of Technology, Durg, Pin 491001, India

²Department of Management, Bhilai Institute of Technology, Durg, Pin 491001, India

Available online at: www.isca.in, www.isca.me

Received 24th February 2016, revised 13th May 2016, accepted 27th May 2016

Abstract

The present article brings out Some Strategies for Sponsored Search Advertisements (Ads) Top Position at Search Engines. The idea of present paper came to existence due to Raju and Subbaro where as they have mentioned that despite of enormous commercial important of online ads, there has been little work done to clarify the basis for ranking and displaying them. Also, there are numerous papers on search engine marketing related concepts, but most of the papers show that the statistical or mathematical models (or techniques) such as Bayesian modeling, Markov Chain, Monte Carlo methods etc. These models are somewhat difficult to understand by advertisers, businessmen, retailers, and practitioners. Therefore, the present paper shows the simple and easy way to understand about the dynamic behavior of Sponsored Search Ads Top Position system at Search Engines.

Keywords: Search engine, Advertisements, Adwords, quality rating.

Introduction

Search engine selling or on-line selling is that the presently the foremost common kind or platform of advertising. Agrawal et al. outlined that electronic commerce, normally referred to as e-commerce consists of the shopping for and marketing of product or services through electronic system¹. Baichun et al. ascertained that net advertising or on-line selling has fully grown quickly over the last decade². Among numerous kinds of net advertising as an example banner, rich media, etc. sponsored search advertising is one amongst the quickest growing sources of revenue. In sponsored search advertising advertisers bid ad links concerning a keyword from search engines. They developed a evaluation model for sponsored search advertising in a very dynamic framework.

Search Engine selling (SEM) may be a kind of internet advertising that corporations use to push their explicit product and services on program Results Pages (SERPs). SEM is targeted on the effective use of program advertisements like sponsored results, or sponsored links that seem on the SERP. SEM that permits corporations to focus on shoppers by inserting ads on search engines and alternative social media that has established to be an efficient audience acquisition strategy. not like ancient on-line advertising, advertisers pay oncelonlylonly if} users truly click on an advert when with success enforced, SEM will generate steady traffic levels and tremendous come on investment. Benjamin and Michael found that Search engines have respectable flexibility and measurable in planning systems to portion their sponsored links³. Trendy info systems create it simple to receive info from advertisers regarding their desired ad placements and alternative goals, in addition on give

feedback regarding outcomes. Anindya and Sha studied that the development or setting of sponsored search advertising whereby advertisers pay a fee to net search engines to be displayed aboard organic (no sponsored) internet search results⁴. Kinshuk Jerath et al. studied the bidding ways of vertically differentiated corporations or company that bid for sponsored search promotional material ad text positions for a keyword(s) at a look engine⁵.

Animesh et al. explained that though potency and enhancing options of on-line markets are well studied⁶. They any examined competition among corporations in on-line sponsored search markets that is one amongst the quickest growing and best of on-line markets. They developed and tested a model that predicts the press Through Rate (CTR) of a seller's listing in a much sponsored search setting. During this paper, we are going to develop some ways for Sponsored Search Advertisements (Ads) high Position at Search Engines. There are a unit varied papers on program selling connected ideas, however most of the papers show that the applied math or mathematical models (or techniques) like theorem modeling, Mark off chain, town strategies etc. These models area unit some what troublesome to know by advertisers, businessmen, retailers, and practitioners. Therefore, this paper can show the straightforward and simple thanks to perceive regarding the dynamic behavior of Sponsored Search Ads high Position system at Search Engines.

A Brief Review of Ad Rank and Quality Score

Ad Rank: In the particulars of computer program advertising, the position or spot is that the outcome of Associate in Nursing auction or bid conducted by the

computer program (s). Within the typical auction, as an example that of Google, the advertisers area unit graded on a score referred to as AdRank, that may be a perform of the advertisers' bids and a live given by the computer program that's termed Quality Score⁷. Ad Rank may be a numerical price that is wont to confirm advertiser's ad position and whether or not ads can show in the slightest degree to be impactful. Ad Rank is calculated mistreatment the bid quantity, the parts of Quality Score (click through rate (CTR), ad connexion, and quality and navigation landing page), and therefore the expected impact of extensions and different ad formats. According to AdWords facilitate center (2015) Ad position is that the order during which publicizer ad shows au fait a page. as an example, a billboard position of initial implies that advertiser's ad is that the initial ad on a page. it's smart to own ads seem higher on a sponsored page as a result of it's possible that a lot of customers or user can see the advertiser's ads. Ads will seem on the highest position of a groundwork results page, on the facet of the page, or on the lowest of the page [support.google (2015)].

Adwords facilitate center motioned that Associate in Nursing ad's position on the page relies on Ad Rank. To be eligible for a prime spot or position, merchant's Ad Rank must meet a minimum threshold. The minimum or optimum Ad Rank needed to look on top of search results is usually larger than or over the minimum Ad Rank to look beside search results. Consequently, the cost-per-click (CPC) once ads seem on top of search results may well be over the CPC if ads seem beside search results, though no different advertisers area unit forthwith below advertiser's ad. Although, publicizer could pay a lot of per click, prime ads sometimes have higher click-through rates and provides access to bound ad extensions. As always, advertiser's ne'er charged over that given goop CPC bid. Ads at the highest of a page usually have the subsequent qualities:

High relevance: The ad text and content of landing page ought to be relevant to an individual or customer's keywords.

Good performance over time: The ad ought to generate systematically generates clicks.

Competitive bids: The ad's bid is perfect competitive with different advertisers.

The basic parts of Ad Rank area unit most bids and therefore the quality of web site and ads. Support.google (2015) additional showed the importance of expected impact from ad extensions and different ad formats once computing Ad Rank. Once estimating the expected impact of extensions and ad formats, Google ad words take into account such factors like the connexion, click through rates, and therefore the importance of the extensions or formats on the search results page. Therefore though contestant has higher bids, publicizer will still win a better or prime position at a cheaper price by

mistreatment extremely relevant keywords, ads, and extensions. Ad Rank has been recalculated whenever once ad is eligible to look Associate in Nursing competes in an auction, so ad position will fluctuate whenever relying upon competition at that moment. A higher place to begin is gazing the search terms for specific keywords. So, publicizer can typically realize search terms or keywords that would be used as effective keywords. An extra advantage of together with relevant keywords from specific product search terms is that Google sometimes rewards advertisers with a better Quality Score and average positioning compared to the regular keywords. Hence, together with new keywords with top quality Scores from search terms can facilitate the advertisers campaign's overall Quality Score and eventually increase ads position and ultimately lower average CPC.

Quality Score: Fine rating is a fluctuating parameter used by engines like google that may influence each the rank and CPC of advertisements [according to AdWords Help 2009, and Yahoo advertising solution help 2013, and Bing Ads 2013]. The one to ten excellent rating mentioned for each keyword in AdWords systems or account is an estimate of the satisfactory of ads and touchdown pages prompted with the aid of that key phrase. High nice score signifies that AdWords systems recollect that advertiser ad and contents of touchdown page are imperative and useful to consumer or finish consumer watching at ads. Each key phrase will get a separate quality ranking on a scale from 1 to 10, where 1 is the lowest rating and 10 is the absolute best rating.

Exceptional rating is meant to offer a basic experience of the best and affect of advertiser's advertisements, but it surely would not take into account any public sale-time causes, equivalent to anyone's specific search terms, variety of platform, language selection, place, or the time of day. In a similar fashion, the accessories of first-class ranking that advertiser can see in the account such that the expected click through rate (CTR), ad relevance, and contents of the touchdown web page expertise. AdWords calculates actual-time measurements of anticipated CTR, ad relevance, and touchdown web page expertise that, in conjunction with advertiser bid and different causes, which produce a rating known as ad Rank. So as to discover, order in which commercials are listed, each and every ad has the following formulation run towards it: $\text{advert Rank} = \text{Bid} \times \text{first-rate ranking}$. Commercials are then listed in descending order centered on the outcome of that equation. The specific particular weight of pleasant ranking versus bid has now not been published through any of the fundamental engines like google, and each organization has mentioned that they reserve the proper to continuously adjust their ranking methodologies.

As per the Google AdWords help, the next are probably the most recent update of factors that go into advertiser's exceptional score on Google. The biggest trade on account

that the previous update has to do with how well advertiser's can goal the exclusive forms of gadgets that can be utilized for doing the quest. i. Past click by means of expense (CTR) for specified key phrases, ii. A show URL's past CTR, iii. Account historical past, iv. The great of a touchdown page, v. Keyword / ad relevance, vi. Keyword / search relevance, vii. Geographic performance, viii. An advert's efficiency on a web page

each time any individual does a search that triggers an ad that competes in an auction, AdWords calculate an ad Rank. This calculation accommodates advertiser's bid, expected CTR, advert relevance, content material of touchdown page expertise, and other explanations. To investigate the auction-time or bid time first-class components, AdWords seem at a number of unique factors. Advert's anticipated CTR, show URL's past CTR, the fine of landing web page, advert/search relevance, Geographic performance, and Advertiser distinct contraptions, these factor can aid give a boost to the high-quality accessories of Advertiser advert Rank [AdWords Help 2454010].

Sponsored Search Advertisements (Ads) Top Position at Search Engines: Advert position is the order wherein advert seems on a page in relation to its relevancy. An ad function of "one" signifies that advert is the primary ad on a search engine outcomes page. Advert function will depend on advertiser's ad Rank in the bid auction. Ad Rank is a score that's situated on advertiser's bid and first-class score, and the anticipated impact of extensions and different ad formats. If advertiser is utilizing the cost-per-click (CPC) bidding choice, bid is how much one is inclined to pay for a single click on advertiser's advertisements. The fine add-ons of ad Rank are a size of the best of advertiser ad textual content and touchdown. The side and backside of a search results web page is recorded as and might show up to eight to eleven ads. Additionally, ads that haven't previously appeared in the facet or backside placements are eligible to show up within the part or bottom.

According to Adwords aid 1722122: In AdWords platform, advertiser can with ease find what advertiser's common advert prime function is. i. Login to AdWords account. ii. Click the Campaigns tab at the top in the account. iii. Seem for the usual function column within the statistics table. If sdvertiser's don't see this column in desk, they are able to add this column by clicking the Columns button within the toolbar above the information table.

Some techniques for backed Search advertisements (commercials) top position: In step with AdWords aid the next are the some recommendations on how you can get ads eligible for the highest spots or positions: i. Focus on relevance: The key terms, commercials, and touchdown pages are valuable to what shoppers or persons are looking for. ii. Preserve the key phrase record up-thus far: maintain

key words up-thus far and relevant. iii. Bid aggressive: are attempting preserving bid highest quality. iv. Examine AdWords account traditionally: determine AdWords account by and large and make some necessary most suitable alterations.

Kinshuk et al. mentioned that, searches of much less weight age keywords are related to extra clicks per search (CPS) and a bigger fraction of backed clicks⁸. This shows that, in comparison with extra crucial key words, patrons or finish person or folks who search for less widespread keyword phrases develop extra effort of their seek for knowledge and are in the direction of a purchase, which makes them extra targetable for backed search promoting. Carlos observed that ad relevance is a different component taken into consideration via search engines like google when calculating satisfactory score⁹. On this case, if advertiser's commercials have above-traditional ad relevancy, then this might broaden advertiser's overall satisfactory ranking and improve their advert rank positioning. There are a lot of established tactics to reinforce upon the advert relevancy. The components for ad Rank = fine score x Bid amount, which decides advert function of ad texts role. Hence, advertisers should have examined that good high-quality score and finest bid may get the top potion(s). Anindya and Sha make it clear that (i) engines like google take into concerns the present period's max cpc as good as prior CTR earlier than identifying the final rank of a commercial in the present interval. (ii) an develop in the overall best of landing web page, develop in conversion rates and a shrink in advertiser's CPC (iii) top ad positions on the search engine outcome web page it is discovered that better click on-by means of-rate (CTR), advertiser will not be the nice profitable ones; earnings are by and large higher on the middle positions than on the top or the bottom positions. Their findings as a result corroborate claims about institutional follow in this industry and shed new light on conventional knowledge about profitability associated with ad function.

Jansen and Mullen defined that the sponsored search makes it possible for advertisers to be incorporated within the subsidized outcome of a search for chosen key terms and Search commercials are traditionally bought via real-time bid, the place advertisers generally bids on keywords¹⁰. Moreover to environment a maximum fee per key phrase, bids could incorporate time, language and geographical constraints. Carlos says, if advertiser's has so many keyword phrases with low satisfactory scores and excessive CPCs, merchant or advertisers should bear in mind pausing or deleting them and exchanging them with similar kind of keywords with larger fine scores. The principal components of Advertiser ad Rank are advertiser's bids and the fine of advertisements and internet site, click on through premiums (CTR), and the prominence of extensions or codecs on search influence pages. So despite the fact that advertiser's

competitors has higher bids than competitors, advertiser can nonetheless win a greater function at a diminish fee with the aid of making use of incredibly principal keyword phrases, ads, and extensions. Advertiser's ad Rank is recalculated whenever advertiser's advert is eligible to appear and competes in a public sale or bid, so ad function can fluctuate whenever depending on competition at that second or time.

Conclusion

In keeping with Thompson the progress of internet technological know-how has massive talents because it reduces the total rate of products and repair supply and extends geographical boundaries in bringing consumers and sellers collectively¹¹. Later on, Bernad and Tracy prompt that the success of sponsored search has radically affected how businessman or consumer interacts with the contents, information, web pages, and services on the internet¹². Sponsored searches furnish the indispensable sales streams to net serps and are primary to the effective progress of many on-line organizations. Nonetheless, there was constrained tutorial value of subsidized search, aside from on-line auctions. The fine add-ons of ad Rank are a size of the best of advertiser ad textual content and touchdown. The side and backside of a search results web page is recorded as and might show up to eight to eleven ads. Additionally, ads that haven't previously appeared in the facet or backside placements are eligible to show up within the part or bottom.

Recommendations: In this paper, some procedures for backed Search advertisements (commercials) prime position at search engines like google and yahoo had been suggested. The present paper confirmed the simple and easy approach to understand in regards to the dynamic habits of subsidized Search advertisements top position approach at search engines like google. We've additionally provided the brief overview of ad ranks and quality rating. In future scope researchers may match on inter-advert similarity, affect of promoting, budget limitation, top providers recommendations, influence of off-line promoting on online advertising etc. Ultimately, the advertisers and practitioners entirely will have to realize the tactics and practices to get the top function within the sponsored links. So as to generate the extra conversion with less cpc, advertisers must appreciate the optimization systems with admire to campaigns, adgropus, keyword phrases, advert text, and touchdown web page.

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