**Client overview**

**Client profile:**

Our client is a French web agency named “Dindonweb” created in 2004. The main activities of the firm are web sites creation, web project management Digital marketing, SEO, SEM. The company owns a free classified ads website: [www.annonceweb.fr](http://www.annonceweb.fr). It is a platform where supply and demand can meet. Indeed it offers to Internet users the opportunity to post for free their own classified ads for housing, jobs, pets and cars & motorcycles. Users can easily visit the website and the ads to find what they are looking for.

This web site was created in 2004. The website was bought in 2007 by Dindonweb. At that time the site generated traffic of 236,159 hits. The visits dropped to 65,248 visits in 2008 and 201 visits in 2009 by lack of time and investment.

The website has been rebuilt in January 2010; since then, visits have rise up to 2394. The will of Dindonweb is to develop the traffic in order to setup an affiliate strategy.

**Market analysis:**

Current and potential customers: French people between 15 and 70 years old with the need to advertise online on one of the 4 themes (housing, jobs, pets, and cars).

Competition: The three main competitors in France are Vivastreet.fr, Marche.fr and Petites-annonces.fr.

The 2009 “France Pub” barometer study in France reveals that, 11,002,000 persons over 15 years old reported having already past or responded to an ad, 71% of them having done over the last 12 months. Cars are the first reason for visiting or posting ads (34%), closely followed by housing (26%) and goods (21%).

The ads growth, in a crisis time, shows that trade between individuals is a solution to extend the product life (ecological, do not waste ...) and at the same time an economic opportunity.  
The “France Pub” barometer shows the predominance of the free press announcement (52%) compared to other media. But 36% of people are considering the Internet as an essential support. Its growth since 2003 has been nearly 87%.

The barometer demonstrates the necessity of a balance between Medias. The free press has an advantage: it meets costumers on places of consumption and lifestyle, while the Internet is still on a pull schema. Furthermore, Internet remains the easiest way to propose an ad.

We notice two elements on the market: on the one hand "free ads" websites have not captured market share to big sector's firms.

On the other hand big sector’s firms are negotiating multi-channel diffusion, limiting their distribution erosion while taking strong positions on the Internet.

There is a new equation to fit, more requests for ads but over many supports with a high level of services and functionalities.

Communication: Our website has not historical online spending. It is specialized on free ads. It has a unique selling point of the services offered: the web, with no seasonality (except for real estate: holidays and September). For this website, online advertising is the most efficient way to find what people are searching.

**Current marketing:**

Current website strengths and weaknesses:

* Strengths: inlinks of the website / design / ergonomic.

- Weaknesses: current visibility / SEO in stand-by during 3 years / technical issues and users experience (i.e. some problems to work on rapidly, as in the functions offered to customize searches; pictures posted to summarize ads are not working properly; impacting mistakes, like the lack of the file sitemaps.xml, are impacting SEO performance) / lack of content / classified ads.

Website visibility:

-Google PageRank**:** homepage 2/10 (tool: SEO Quake),

- Landing pages “immobilier”, “Emploi”, “auto/moto” and “animaux” are unranked.

- Incoming links (except from this domain): 106,303 (tool: Yahoo Explorer).

- Few keyword searchresults (tools: Rank Checker and Xiti): On French search engines, the website enjoyed a quite good visibility. Due to a one-year-period of inactivity before to be rebuilt completely in January 2010, its visibility has dropped. Currently, the best keywords search results are:

On Google.fr, for the keywords expression “**annonce**”, position **47**.

On Google.fr, for the keywords expression “**petite annonce**”, position **49**.

On Google.fr, for the keywords expression “**annonce auto**”, position **61**.

On Google.fr, for the keywords expression “**petites annonces**”, position **63**.

On Google.fr, for the keywords expression “**annonces auto**”, position **64**.

On Google.fr, for the keywords expression “**annonce immobilier**”, position **81**.

Summary information from Xiti for the first quarter 2010 summary (week 1 to week 13):

* Visits: 2,110 - Page views: 5,476
* Time spent /visits: 04:09 - Time spent /pages: 00:51
* Bounce rate: 58.9 % - Bounces: 1,242
* Principal traffic sources: search engines (34.6 %), direct access (35.4 %), external links (29.9 %)

Communication

No advertising (offline or online) neither email campaign have been done for the website. The website traffic is natural and comes from referring websites which have linked to http://www.annonceweb.fr since 2004 (since the first website version before it was bought by DindonWeb).

**Proposed AdWords Strategy**

The website is not on a niche market; therefore we decided to focus on the search campaign more than the Google content campaign. According to the budget, we choose to limit the promoted to two landing pages.   
Three campaigns will be set up; two to promote the landing pages and one the Google content network.

The first landing page is "animals" (http://www.annonceweb.fr/animaux/). The second one is "auto / motorcycle" (http://www.annonceweb.fr/auto/).

The keywords have been selected according to the monthly search volume, CPC, competition and the estimated number of clicks per month.

We will put at least 2 ads in rotation per adgroups to define which is the best. We will write our ad text as a call-to-action, on the third line (just before the URL) to encourage users to click. We will wait 100 impressions of each ad and then select the ad that works best.

**Landing page keywords sample:**

« Animaux » category: vendre « Don d’animaux » ; « don animaux » ; « annonces don animaux » ; « don adoption animaux », « donner animaux » ; petites annonces animaux » ; [petites annonces animaux]

« Auto/Moto» category: [vendre une moto d occasion], [vendre un véhicule d occasion], [déposer une annonce voiture], [déposer une annonce voiture gratuite], [moto annonce gratuit], [voiture annonce gratuit], [déposer une annonce moto]

**Text example for two Ad Groups:**

* **Vendre un animal** Vendez vos chiots

Annonce gratuite en ligne

[AnnonceWeb.fr/annonces-chiots](http://www.annonceweb.fr/emploi/)

* **Vendre sa voiture** Vendez votre voiture

Annonce gratuite en ligne

[AnnonceWeb.fr/annonces-auto](http://www.annonceweb.fr/auto/)

**Daily and weekly plans for spending the campaign budget:**

* For each search campaign: 75$ ;
* For the Google content network campaign: 50$.
* Weekly plans:
  + - 25$ per week for each search campaign
    - 16.5$ for the Google content campaign.

**Target audience settings:** The target of the website can differ in many ways. As we know that the aim of this campaign is to get interesting advertisement, the target may be different for each ad group. For example, we attend that individuals post offers on animals or car.

**Ad serving options:** Optimize

**Keyword Bidding:** 0.15$

**Geotargeting:** The whole website has been created to work for French people. So the geotargeting of the campaign will be “France”.

**Goals for impressions, clicks, CPC and CTR:**

*Search*

Impression: 13,000 CPC: 0.20 Clicks: 1,300 CTR: 1%

*Content*

Impression: 13,000 CPC: 0.10 Clicks: 1,300 CTR: 1%

**Networks and devices:** Google search partners and Content network

**Proposed success metrics:** The website goals are, first, to get interesting content in order to attract visitors. So, our KPI will be first the number of new announcements posted and then the number of unique visitors.