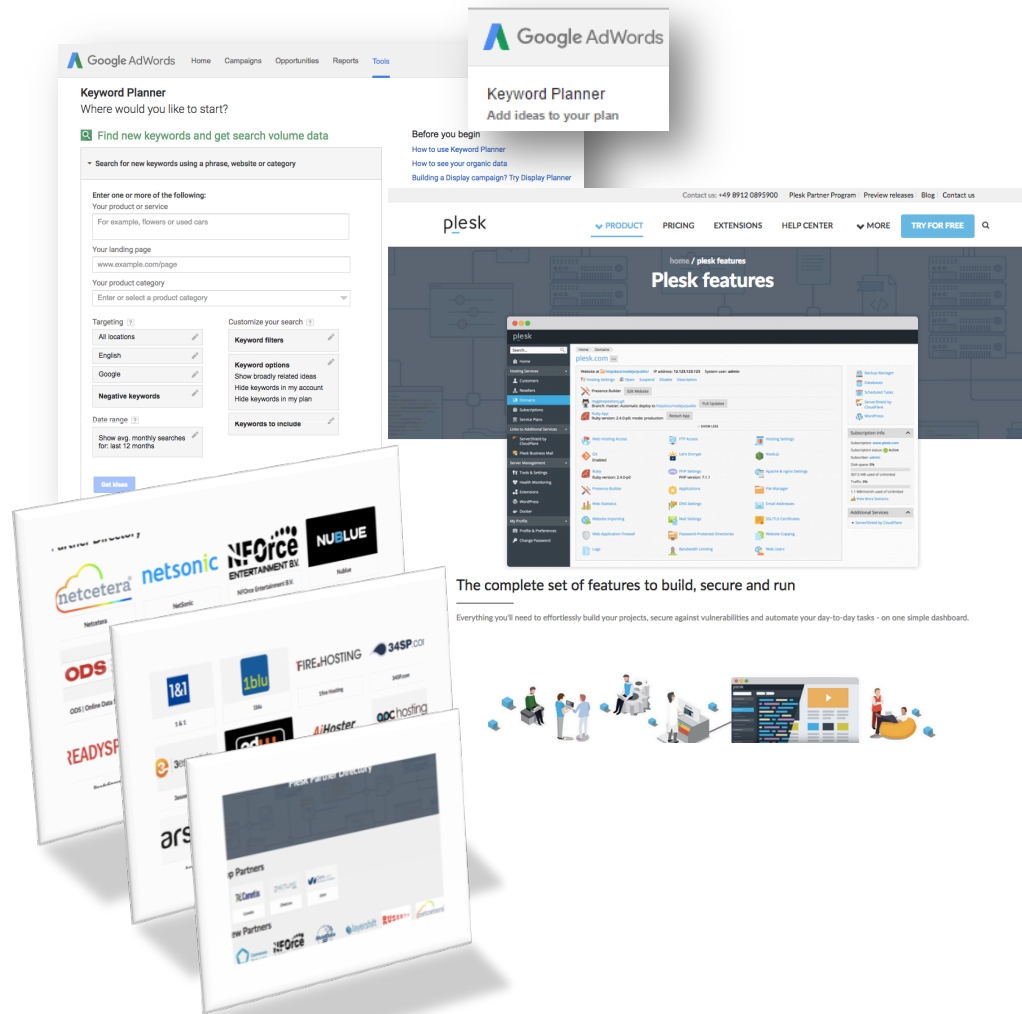




SEM Recommendations & Guidelines for Plesk Channel Partners

**How to grow your hosting
business with Plesk**

Important first steps to complete



Before you get started with your first Plesk Onyx campaign, you need to:

1. Define objectives: What are you trying to achieve?
 - a. Awareness?
 - b. Lead generation?
 - c. Sales?
2. Who is your target audience?
 - a. Specific GEO?
 - b. Specific audience target (B2B/B2C)?
3. Campaign structure: Be sure that you use all features provided by Google like sitelinks, call-to-actions, and so on. Follow the “Account set up best practices” provided by Google. Here you can find a handy [video tutorial](#).
4. Optimize your landing page to ensure lead/sales-ready, proper conversions tracking and relevancy to what you offer on search.

Once all steps listed above are completed, you can start verifying the search volume, as well as the keywords that work best for both your objectives and the available budget. The entire exercise will help you to determine which keywords to use in your campaign to ensure good results and a reasonable return on your investment.



Campaigns

- Best practice: Keep one campaign per target (like, per product/best location). Additionally, the best-performing campaigns go with separate budgets like “top countries” / “top performing”, and so on. This makes it easy to manage both budget and QS, and improve optimization.

Ad Groups

- Ad Group should be narrowed down around the theme. Those themes are relevant to the campaign which you set up. Keep in mind that having too many groups with close variant themes don't help to deliver a results and lead to poor performance. Focus on having less than 10 ad groups under one campaign.

Keywords

- Best practice : Less than 10-20 keywords per Ad Group. Avoid having too many non-performing keywords as they can impact quality scores. Selection of match type of your keywords should be balanced. Focus on “phrase and exact matches”. Use broad ones very wisely, as those will most likely cause overspending.



Negative Keywords

- Negative keywords are an essential piece of any AdWords campaign to help get the right type of traffic, based on the goals of a campaign. They should be carefully set up and revised on a daily basis to avoid overspending on the wrong traffic.

Ad extensions

- Remember to set up sitelinks and Call outs under ad extensions settings. Try not to duplicate information here. Differentiate callouts from sitelinks to use the available space and present more info about your service.

Remarketing

- Include remarketing in your campaign planning, focusing on bidding on users that left the page without converting.



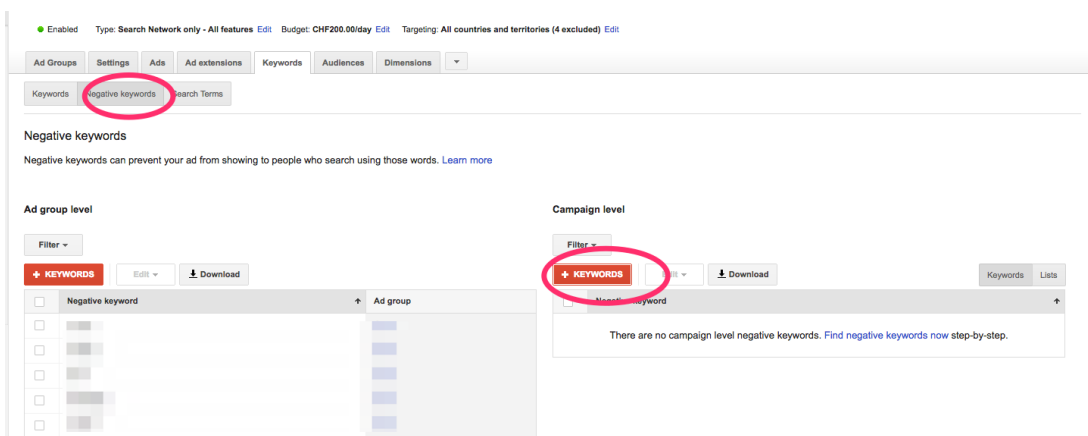
Branding guidelines

Dos and don'ts

plesk

Please DO...

Always use the Plesk logo together with your own on banners for display ads!



- If you automate your PPC campaigns, exclude our trademarked terms from your program by adding our trademarked terms as negative keywords to your PPC campaigns.

- Please inform us upfront when you create, publish, distribute, or print any written materials that reference Plesk. If you intend to promote our program via email campaigns, you must adhere to the following:
 - Abide by the CAN-SPAM Act of 2003 (Public Law No. 108-187)
 - Emails must be sent on your behalf only and must not imply that they are being sent on behalf of Plesk.

Please DO...

- Use “Plesk” keyword in the ad copy. It will emphasize the added value that Plesk brings to your product.

mediatemple.net - (mt) Media Temple™ - Official Site

Ad www.mediatemple.net/

Lightning Fast SSD VPS + Plesk, Fulfill All Your WebOps Needs. Check Out More!

30 Day Money Back · 24/7 U.S. Based Support

An A+ Rating – The Better Business Bureau

Compare Hosting Plans

Shared, Managed, or VPS Hosting.

Pick a Plan That Fits Your Project.

Free Performance Analysis

Speed Is Critical to Your Success.

Get Your Domain Tested Today.

Powered by Plesk

The Only Tool You'll Ever Need
To Design Or Develop Cloud-
Based Web Apps.

New Shared Hosting

Faster, Stronger, Easier to Use.

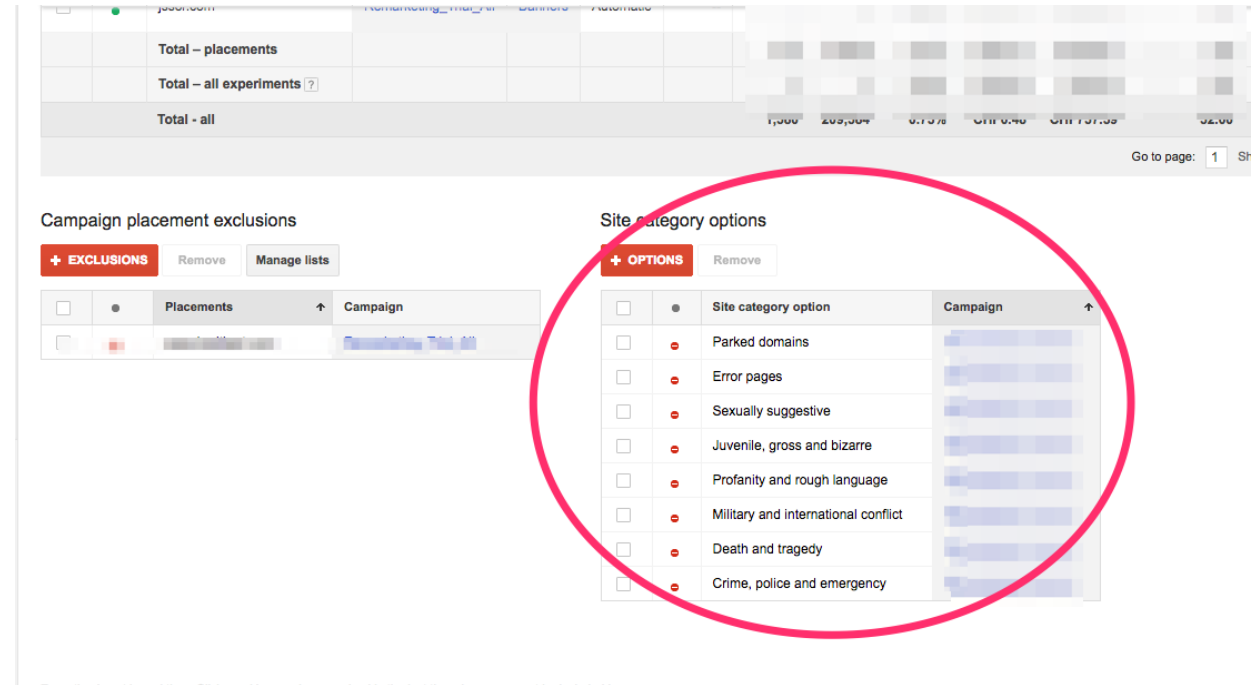
SSD Storage, Instant Backups & More

- You might want to consider to link the Plesk information section of your website in the sitelink (in AdWords) which is used within the ads (example below). This will help you gaining trust on the fact that you work with a solid partner.

Please DON'T...

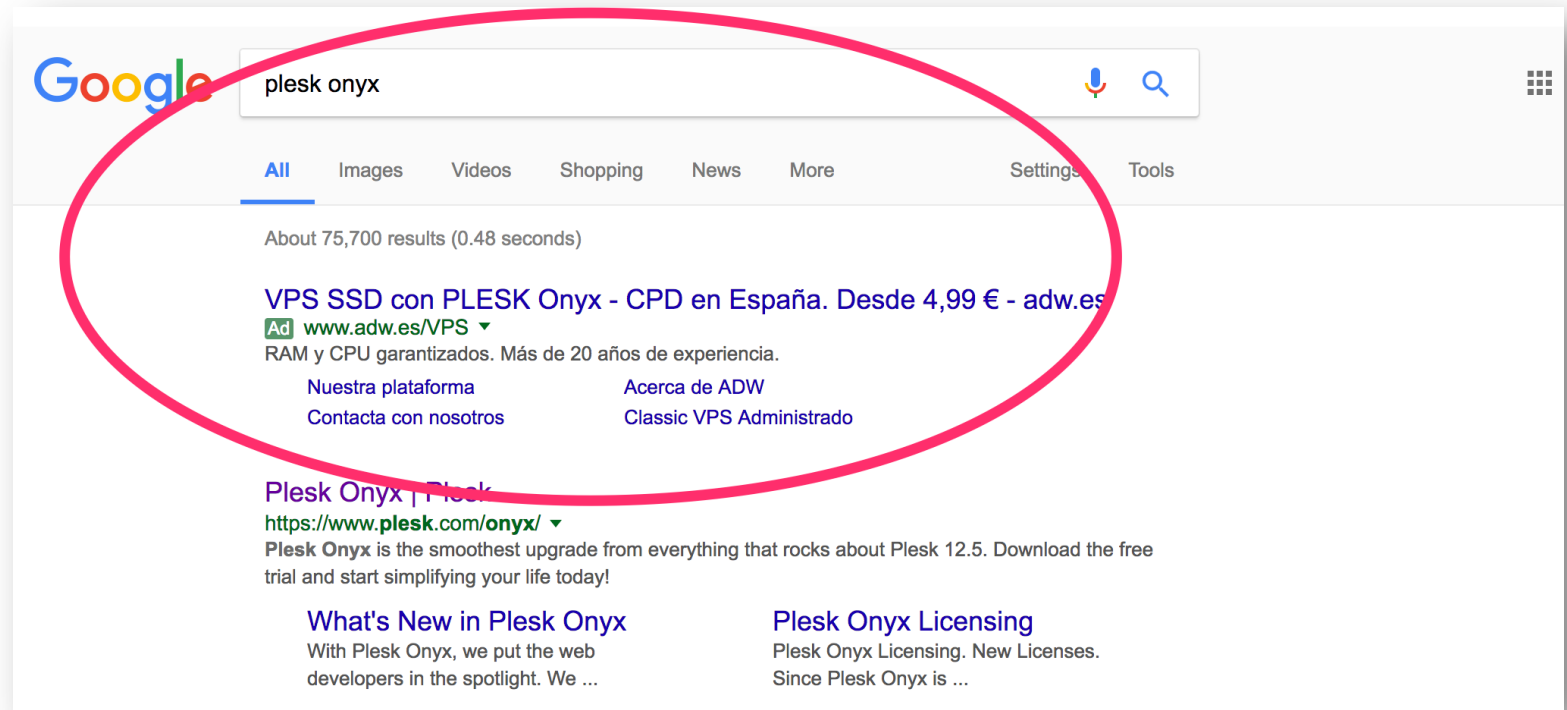
- Don't use a stand-alone Plesk logo on display ad banners, ALWAYS combine a Plesk logo with your own company logo.
- Never use the Plesk brand on banners/ads which refer to
 - a) Hatred, offensive, violent or pornographic content
 - b) Religious or political content
 - c) Military and any other kind of international conflicts
 - d) Aesthetically unpleasant content such as death and tragedy
 - e) Abusive or irresponsible promotion of alcohol, tobacco or drugs

... contact partners@plesk.com if you're not 100% sure if your planned activities are branding compliant



Please DON'T

Don't purchase any Plesk brand-related keywords (such as Plesk, Plesk Onyx – please see appendix). The risk is that you will compete against Plesk and we'll all be losing money.



Please DON'T

- Don't bid or appear on misspells or variations of brand searches (e.g. Pleks, Plisk Onyx etc.)
- In order to avoid any broad matching issues, please add all Plesk brand terms listed in the appendix as negative keywords in all paid search activities
- As one of our valued Channel partners you should not use any Plesk related domains (such as buyplesk.com) as either the destination URL or the display URL (e.g. www.plesk.ie)
- Partners should not perform direct linking PPC activity to plesk.com, this also applies for using plesk.com as a display URL

plesk **Plesk** Sponsored · 🌐 Like Page

Plesk Onyx is Microsoft Azure Certified On Linux and Windows

plesk ONYX

Dan
Web Developer

John
IT Admin

Lightweight WebOps Core,
Mighty Expandable Platform

Discover Now

Save Your Time With Plesk

Download your Plesk Onyx FREE TRIAL NOW! Spend less time on tedious server tasks and focus on developing, designing or growing your business.

Download

WWW.ANY-TEXT.COM



Thank you



[Facebook.com/Plesk](https://www.facebook.com/Plesk)



[Twitter.com/Plesk](https://twitter.com/Plesk)



[Linkedin.com/company/Plesk](https://www.linkedin.com/company/Plesk)



APPENDIX

NEGATIVE keywords and misspelled keywords – please EXCLUDE

Negative (brand) keywords

[buy plesk]
[plesk]
[plesk free trial]
[plesk onyx 17.8.]
[plesk trial]
[plesk trial license]
[plesk control panel]
[plesk cpanel]
[plesk demo]
[plesk onyx]
[plesk license]
[onyx]
[plesk panel]
[plesk server]
[plesk web server]

Misspelled keywords

[lesk onyx]	[pkesk onyx]	[plesk omyx]	[plresk onyx]	[plesk ionyx]	[plesk onhyx]
[pesk onyx]	[poesk onyx]	[plesk ontx]	[plersk onyx]	[plesk oinyx]	[plesk onyhx]
[plsk onyx]	[ppesk onyx]	[plesk on6x]	[plfesk onyx]	[plesk 9onyx]	[plesk ongyx]
[plek onyx]	[plwsk onyx]	[plesk on7x]	[plefsk onyx]	[plesk o9nyx]	[plesk onygx]
[ples onyx]	[pl3sk onyx]	[plesk onux]	[pldesk onyx]	[plesk 0onyx]	[plesk onyzz]
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[olesk onyx]	[plesk obyx]	[ple3sk onyx]	[pleskl onyx]	[plesk onyux]	
[0lesk onyx]	[plesk ohyx]	[pl4esk onyx]	[plesmk onyx]	[plesk onjyx]	
[llesk onyx]	[plesk ojyx]	[ple4sk onyx]	[pleskm onyx]	[plesk onyix]	