



Heatworld.com makes a major impact online using Google Analytics

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Heat magazine is one of the major publishing successes of recent times. Quick to capitalise on the world’s growing appetite for celebrity news and gossip, the Bauer Consumer Media title stands out among the celebrity magazines now available.

With the magazine well established, Bauer wanted to apply the Heat formula online with **Heatworld.com**. Nicole Cummings, Digital Brand Manager, Heatworld.com says: “With more and more people searching for celebrity news online, the Heat blend of entertainment and gossip had great potential as a website.”

300,000 unique users required

Because site content was free, advertising revenue was crucial. So long before the first colour photos of the hottest celebrities were splashed across the Heatworld.com homepage, Cummings thought carefully over making the business model work. “We needed lots of people visiting the site to attract advertisers,” explains Cummings. “Our plan was to drive around 300,000 unique users to Heatworld.com, creating around 6 million page impressions in those early months.”

Success also depended on attracting the right quality of traffic. The point was that thriving media websites brought new audiences to the brand. “We wanted as many of the unique users as possible to be first-time readers,” she says.

Google AdWords delivers new brand advocates

“I knew that search marketing using Google AdWords can attract large numbers of new brand advocates,” says Cummings. At that time, many of her colleagues were new to the potential of AdWords. But they saw the benefits once a Google account manager had visited Heat to explain how the AdWords programme works.

In May 2007, within weeks of the site launch, Heatworld.com joined AdWords, and advertisements for Heatworld.com appeared on the Google search page. “Google account managers helped select the keywords using their expertise and visitors began arriving immediately,” comments Cummings.

Google Analytics sees beyond the click

Two months later, Heatworld.com began using Google Analytics. A key strength of Google Analytics is the fact that it integrates seamlessly with AdWords. It provides a clear view of AdWords spend so advertisers can see the exact cost per unique user. They can also experiment more freely with cost-per-click (CPC) rates and the effectiveness of keywords.

Google has designed the solution so it’s easy to access through a simple Web interface. “I began using Google Analytics straightaway without the need for any training,” says Cummings. “Immediately, I began to build a clear picture of where our site visitors were coming from.”

ABOUT GOOGLE ANALYTICS

Google's web analytics service enables advertisers and publishers to make their marketing campaigns more efficient and their websites more effective. Advertisers can increase their return on investment by optimising online marketing campaigns, tracking referral sources, improving web design and content, and identifying visitor preferences.

For more information visit
google.co.uk/analytics

User numbers surge around Big Brother

“Google Analytics helped Heatworld.com optimise its keywords fast so it could take advantage of the interest around Big Brother in August 2007,” remembers Cummings. “Based on our insights, we switched from tactical activity around Big Brother to more generic keywords around celebrity gossip,” remembers Cummings.

“Suddenly the campaign started delivering a lot of traffic to the site. At the time, we increased spend on Google AdWords, knowing that Google Analytics would show us the cost per user.”

Reaching 300,000 unique users

Today, more than 300,000 unique users have visited the site and Heatworld.com attracts the advertisers needed to make its business model work. Since Big Brother, search advertising has become the cornerstone of Heatworld.com's online marketing strategy. At any one time, the site is running a number of keyword campaigns using Google AdWords.

Says Cummings: “It's simple really. Google AdWords and Google Analytics help me achieve my monthly user acquisition targets and maximise ad revenue.”

