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(54) Titre : RECHERCHE DIRECTE DE MOTS CLES POUR ANNONCES/TEXTE
(54) Title: DIRECT TRACKING OF KEYWORDS TO ADS/TEXT

(57) Abrégé/Abstract:
The present invention overcomes the deficiencies and limitations of the prior art by providing a direct tracking module for keywords. In one embodiment, the system comprises a direct tracking module, a bid management system, a web analytics tool and a search engine. The direct tracking module interfaces with the bid management system to provide user interfaces for reviewing data about specific keyword and ads/text pairs. The direct tracking module uses unique codes to provide specific information about which combination of keyword and text generated specific Web traffic, such as traffic that generated a sale. This is particularly advantageous because the keyword/text pairs that generate a large number of sales can be reused to generate future traffic. Similarly, keyword/text pairs that do not generate Web traffic can be eliminated from the words that are purchased by the advertiser. Thus, the present invention greatly reduces the uncertainty presently provided by keyword purchasing schemes offered by present-day search engines. The present invention also includes a novel method for the direct tracking of keywords to ads/text.

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(54) Title: DIRECT TRACKING OF KEYWORDS TO ADS/TEXT

(57) Abstract: The present invention overcomes the deficiencies and limitations of the prior art by providing a direct tracking module for keywords. In one embodiment, the system comprises a direct tracking module, a bid management system, a web analytics tool and a search engine. The direct tracking module interfaces with the bid management system to provide user interfaces for reviewing data about specific keyword and ads/text pairs. The direct tracking module uses unique codes to provide specific information about which combination of keyword and text generated specific Web traffic, such as traffic that generated a sale. This is particularly advantageous because the keyword/text pairs that generate a large number of sales can be reused to generate future traffic. Similarly, keyword/text pairs that do not generate Web traffic can be eliminated from the words that are purchased by the advertiser. Thus, the present invention greatly reduces the uncertainty presently provided by keyword purchasing schemes offered by present-day search engines. The present invention also includes a novel method for the direct tracking of keywords to ads/text.

Direct Tracking of Keywords to Ads/Text

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CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] The present application claims priority, under 35 U.S.C. § 119(e), of U.S. Patent Application No. 11/554,018, filed October 28, 2006 and entitled "Direct Tracking of Keywords to Ads/Text"; and U.S. Provisional Patent Application No. 60/731,329, filed October 28, 2005 and entitled "Direct Tracking of Keywords to Ads/Text," the entireties of which are hereby incorporated by reference.

BACKGROUND OF THE INVENTION

1. Field of the Invention

[0002] The present invention relates to a system and methods interfacing with Internet search engines, bid management systems and web analytic systems. In particular, the present invention relates to systems and methods for the direct (1:1) tracking of keywords to advertisements (Ads)/text.

2. Description of the Background Art

[0003] With the development of the Internet, a number of new business models for producing sales and generating revenue have been developed. For example, it is now commonplace for search engines to allow advertisers to purchase keywords and display their associated advertising in response to searches or queries on such keywords. The pricing of such keywords can vary depending on a number of factors including the number of advertisers that want to purchase such keywords, the number of searches including such keywords and other factors. Presently, the management of such keywords is largely performed manually with human users inputting keywords. For example, keywords are currently managed using any one of a number of spreadsheet or document formats. Users typically list the keywords in a document or spreadsheet, then convert the document, so that

the keywords are listed in a format such as comma-separated values, and finally, that data is converted and uploaded into a search engine. Large advertising campaigns can have tens of thousands of keywords as part of an Internet marketing strategy.

[0004] Referring now to Figure 1, a conventional scheme used by search engines to pair keywords with text or advertisements is shown. Typically, an advertiser will purchase a number of keywords (keyword 1 to keyword n) according to prices provided by the search engines. The advertiser will also provide one or more ads/text. Then responsive to search inputs by users the search engine will choose, based on the selected keyword, one of the ads/text from a list provided by the advertiser. In the prior art, the search engine randomly pairs keywords with ads/text or selects the ad's last text on a rotating basis: first using ad 1, next using ad 2, next using ad 3, etc. until the nth ad is used and returns to ad 1.

[0005] Referring now to Figure 2, the operation of the constituent components is shown in more detail. In a first step, the keyword is selected based on the search criteria input by the user. Then in a next step, an ad/text is selected from a list of possible advertisements. The keyword-ad pair is then provided as part of the web page to the user.

[0006] However, one problem with prior art schemes is that it is very difficult to determine which keywords are associated with which ads, and in turn with customer or user traffic associated with the ads as measured by click-throughs, other Web traffic metrics and purchases. Since the ads are randomly or rotationally associated with keywords, it is very difficult to determine which ads in keywords are responsible for generating traffic to the web site that yields sales. Thus, there is a need for a system and method that is able to provide more analytical data that directly associates Web traffic with specific keyword/add pairs.

SUMMARY OF THE INVENTION

[0007] The present invention overcomes the deficiencies and limitations of the prior art by providing a direct tracking module for keywords. In one embodiment, the system comprises a direct tracking module, a bid management system, a web analytics tool and a search engine. The direct tracking module interfaces with the bid management system 304 to provide user interfaces for reviewing data about specific keyword and ads/text pairs. The direct tracking module uses unique codes to provide specific information about which combination of keyword and text generated specific Web traffic, such as traffic that generated a sale. This is particularly advantageous because the keyword/text pairs that generate a large number of sales can be reused to generate future traffic. Similarly, keyword/text pairs that do

not generate Web traffic can be eliminated from the words that are purchased by the advertiser. Thus, the present invention greatly reduces the uncertainty presently provided by keyword purchasing schemes offered by present-day search engines. The present invention also includes a novel method for the direct tracking of keywords to ad/text.

BRIEF DESCRIPTION OF THE DRAWINGS

[0008] The present invention is illustrated by way of example, and not by way of limitation in the figures of the accompanying drawings in which like reference numerals are used to refer to similar elements.

[0009] **Figure 1** is a block diagram of a conventional scheme used by search engines to pair keywords with text or advertisements.

[0010] **Figure 2** is block diagram of a conventional flow for buying keywords and creating web pages.

[0011] **Figure 3** is a block diagram of an embodiment of the system according to the present invention including a direct tracking module.

[0012] **Figure 4** is a block diagram of an embodiment of the system according to the present invention having a bid management system including a direct tracking module.

[0013] **Figure 5** is a block diagram of an embodiment of the direct tracking module in accordance with the present invention.

[0014] **Figure 6** is a flowchart of an embodiment of a method for direct tracking of keywords to text in accordance with the present invention.

[0015] **Figure 7-17** are example graphical user interfaces provided by the bid management system or the direct tracking module in accordance with an embodiment of the present invention.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0016] A direct tracking module and a method for using same are described. In the following description, for purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the invention. It will be apparent, however, to one skilled in the art that the invention can be practiced without these specific details. In other instances, structures and devices are shown in block diagram form in order to avoid

obscuring the invention. For example, the present invention is described primarily with reference to printing documents for reading.

[0017] Reference in the specification to "one embodiment" or "an embodiment" means that a particular feature, structure, or characteristic described in connection with the embodiment is included in at least one embodiment of the invention. The appearances of the phrase "in one embodiment" in various places in the specification are not necessarily all referring to the same embodiment.

[0018] The algorithms and displays presented herein are not inherently related to any particular computer or other apparatus. Various general-purpose systems may be used with programs in accordance with the teachings herein, or it may prove convenient to construct more specialized apparatus to perform the required method steps. The required structure for a variety of these systems will be apparent from the description below. In addition, the present invention is not described with reference to any particular programming language. It will be appreciated that a variety of programming languages may be used to implement the teachings of the invention as described herein.

[0019] Moreover, the present invention claimed below may operate on or work in conjunction with an information system or network. For example, the invention can operate as a server or communicate with a network with additional functionality varying depending on the configuration. Thus, the present invention is capable of operating with any information system - from those with minimal functionality to those providing all the functionality disclosed herein.

System Including the Direct Tracking Module

[0020] The present invention overcomes the shortcomings of the prior art by providing a system 300 and methods for directly tracking keywords to ads/text. Figure 3 shows a system 300 in accordance with an embodiment of the present invention. The system 300 comprises a direct tracking module 302, a bid management system 304, a web analytics tool 306 and a search engine 308. A user 310 interfaces (as delineated with the dashed lines) with the direct tracking module 302 and the web analytics tool 306. The user 310 interacts with the direct tracking module 302 to select keywords, associate the keywords with ads/text, and create advertising campaigns as will be described in detail below. The user 310 interacts with the web analytics tool 306 to track and monitor traffic over a user's web site.

[0021] In one embodiment, the direct tracking module 302 is coupled for communication with the search engine 308, the bid management system 304 and the web analytics tool 306 for directly tracking web site visitation statistics related to specific keyword and ads/text. As shown in Figure 3, the direct tracking module 302 interfaces with the bid management system 304 to provide user interfaces for reviewing data about specific keyword and ads/text pairs. The direct tracking module 302 is coupled to the web analytics tool 306 to measure performance and monitor use and traffic across a user's website with regard to the specific keyword and ads/text pairs. The direct tracking module 302 advantageously creates a unique tracking code for each specific keyword and ads/text pair. As shown in the example of Table 1 below, there is a unique code for each possible combination of a keyword with ads/text. Table 1 below corresponds to the example keywords and ads/text pairs used in the process shown in Figure 1.

Keyword	Ads/Text	Unique Code
Keyword 1	Ad/Text 1	UC1
Keyword 1	Ad/Text 2	UC2
Keyword 1	Ad/Text 3	UC3
Keyword 1	Ad/Text n	UC4
Keyword 2	Ad/Text 1	UC5
Keyword 2	Ad/Text 2	UC6
Keyword 2	Ad/Text 3	UC7
Keyword 2	Ad/Text n	UC8
Keyword 3	Ad/Text 1	UC9
Keyword 3	Ad/Text 2	UC10
Keyword 3	Ad/Text 3	UC11

Keyword 3	Ad/Text n	UC12
Keyword 4	Ad/Text 1	UC13
Keyword 4	Ad/Text 2	UC14
Keyword 4	Ad/Text 3	UC15
Keyword 4	Ad/Text n	UC16
Keyword n	Ad/Text 1	UC17
Keyword n	Ad/Text 2	UC18
Keyword n	Ad/Text 3	UC19
Keyword n	Ad/Text n	UC20

Table 1

[0022] The present invention is particularly advantageous because through the use of the unique code, it provides specific information about which combination of keyword and text generated specific Web traffic, such as traffic that generated a sale. This is particularly advantageous because the keyword/text pairs that generate a large number of sales can be reused to generate future traffic. Similarly, keyword/text pairs that do not generate Web traffic can be eliminated from the words that are purchased by the advertiser. Thus, the present invention greatly reduces the uncertainty presently provided by keyword purchasing schemes offered by present-day search engines.

[0023] The present invention also includes a user interface that can be used to view Web statistical data corresponding to a keyword/text pair. This user interface is particularly advantageous for identifying keyword/text pair combinations that either generate significant amounts of Web traffic, or generate no traffic as noted above. Such an example user interface will be described below with reference to Figure 14.

[0024] The direct tracking module 302 is adapted to communicate with the bid management system 304. For example, the bid management system 304 may be SearchCenter, manufactured by Omniture, Inc. of Orem, Utah. Portions of the bid

management system 304 will be described below with reference to Figures 7-17. The bid management system 304 is operatively connected to a search engine 308 and communicates with the search engine 308 for the placement of keywords, transfer of advertising content, and collecting keyword and traffic statistics. The bid management system 304 is also coupled to the web analytics tool 306.

[0025] The direct tracking module 302 is also adapted to communicate with the web analytics tool 306. As an example, SiteCatalyst, manufactured by Omniture, Inc. of Orem, Utah can be used as a web analytics tool 306. The web analytics tool 306 is software that measures the behavior of visitors at a website. In particular, the software measures which aspects of the website work towards the business objectives; for example, which pages encourage people to make a purchase. The web analytics tool 306 is also coupled to the search engine 308.

[0026] The web analytics tool 306 and bid management system 304 are adapted to communicate with the search engine 308. The search engine is a conventional type such as an Internet search engine like those provided by Google, Microsoft Search or Yahoo.

[0027] Figure 4 shows a system 400 in accordance with another embodiment of the present invention. The system 400 has the same functionality as described above for system 300; however, in system 400, the direct tracking module 302 is part of and integrated into the bid management system 304.

[0028] Referring now to Figure 5, an embodiment of the direct tracking module 302 is shown in more detail. The direct tracking module 302 comprises a keyword and creative repository 502, an interface module 504, a traffic estimator module 506, an ad creation module 508 and a keyword/text measurement module 510.

[0029] The keyword repository 502 is a storage device for storing keywords, text and other information associated with an ad campaign. For example, the keyword and creative repository 502 is used to store the unique codes associated with keyword-ads/text pairs, keywords, text, campaign title, description, etc. The information in the keyword and creative repository 502 can be re-used for different campaigns or to re-run the same campaign. The keyword and creative repository 502 is adapted for communication with the other components of the direct tracking module 302. The keyword and creative repository 502 can also be accessed by the web analytics tool 306 and bid management system 304.

[0030] The interface module 504 is a software program operational on the direct tracking module 302 and enables communication with other components and the user 310. The interface module 504 generates and presents a graphical interface and accepts inputs from the user 310 as will be described below as an example embodiment. In one embodiment, the interface module 504 is adapted for communication with the web analytics tool 306 and the bid management system 304, such as using APIs. The interface module 504 interacts with the web analytics tool 306 to retrieve web analytics information related to the keyword-ads/text pairs. The interface module 504 interacts with the bid management system 304 to create ad campaigns, track the usage of the keyword-ads/text pairs, purchase keywords and interact with the search engine 308.

[0031] The traffic estimator module 506 is a software tool that estimates how particular keywords will traffic using a given search engine 308. This traffic estimator module 506 estimates different web analytics metrics such as cost-per-click (CPC), impressions (each time an advertisement loads on a user's screen), clicks, click-through rate (CTR), cost, etc. Based on historical information, the traffic estimator module 506 provides the user with an estimate of what the values for these metrics will be for given keyword-ads/text pairs. The traffic module 506 is adapted for communication with the web analytics tool 306 and the bid management system 304.

[0032] The ad creation module 508 is a software tool for creating an ad campaign including different interfaces to solicit data from the user and to interact with the bid management system 304 to identify the search engine 308 to be used, and keywords to be purchased, and ads/text to be associated with such keywords. The operation of the ad creation module 508 is described below with reference to Figures 6-17. The ad creation module 508 creates a campaign wizard that interacts with and assists the user in creating an ad campaign. The ad creation module 508 is adapted for communication with the interface module 504, the keyword repository 502 and the keyword/text measurement module 510. Using data stored in the keyword repository 502, the process of creating new ad campaigns is greatly simplified. Using the information from the keyword/text measurement module 510, the user 310 can increase the effectiveness of a new campaign by reviewing the metrics for keyword-ads/text pairs that are being selected for re-use in this campaign.

[0033] The keyword/text measurement module 510 is a software tool for measuring the success of a particular ad campaign. The keyword/text measurement module 510 is

advantageous because it is able to measure different metrics directly on a keyword-ads/text pair basis. The keyword/text measurement module 510 uses the unique codes described above to provide such measurements. The keyword/text measurement module 510 operates in a similar manner as it was described above for the traffic estimator module 506; however, the keyword/text measurement module 510 is based on the actual data from the campaign. The keyword/text measurement module 510 is adapted for communication with the web analytics tool 306 to retrieve data about keyword-ads/text pairs, and is adapted for communication with the keyword repository 502 to identify [keyword –ads/text] pairs and other information about a given ad campaign.

Method for Direct Tracking

[0034] Referring now to Figure 6, one embodiment of a method for direct tracking of keywords to ads/text will be described. The method begins by collecting 602 ad campaign information from the user 310. This information is collected using processes and graphical user interfaces that are described below with reference to Figures 7-17. Next the method stores 604 the ad campaign information such as key words and associated text in the keyword repository 502. The method next determines whether the user 310 has requested an estimate of the cost for the campaign. If the user has not requested an estimate, then the method proceeds to step 610. If the user has requested an estimate, then the method estimates 608 the web traffic and cost of the campaign, and presents such information to the user in an interface such in shown in Figure 14, then the method proceeds to step 610. Using the ad campaign information collected in step 602, the direct tracking module 302 determines 610 the keywords used in the campaign. Then the direct tracking module 302 determines 612 the ads/text used in the campaign. The direct tracking module 302 assigns a unique code for each combination of keyword and ads/text pair. This embodiment of the invention preferably creates a unique code for all possible combinations, however, in other embodiments fewer unique codes may be utilized by only providing them as subsets of keyword-ads/text pairs. As noted above, this code can then be used to provide specific performance information about a campaign's success on a keyword-ad/text pair basis. This allows the user to use combinations of keywords and ads/text that yield the best results. Once the ad campaign has been run - or even while it is being run, the direct tracking module 302 determines 616 the keyword-ads/text pair usage statistics by interfacing and retrieving the information using the web analytics tool 306. Finally, this information can be presented to the user by displaying it

in an interface such as shown in Figure 14. Those skilled in the art will recognize that this is just one embodiment and that there are a number of other embodiments, such as performing the step of determining the usage statistics and presenting them during the creation of the ad campaign using data from a previous period.

Example Embodiment and User Interfaces

[0035] Referring now to Figures 7-17, an example of one embodiment for different graphical user interfaces presented by the system 300 of the present invention is shown, and the user's interaction with the system 300 will be described. The present invention is particularly advantageous because it provides an interface in which the user can fully utilize the different characteristics of different search engines 308 while providing a simple mechanism to manage different campaigns. As noted above, the direct tracking module 302 in the ad creation module 508 provides a campaign wizard to assist the user 310 that operates as described below. As it was described above, this is in part accomplished using a keyword and creative repository 502.

[0036] The process begins by presenting the user 310 with an interface 700 as shown in Figure 7. This interface allows the user to describe their campaign, provide their campaign with a name and choose which search engines 308 to include in the campaign. This interface also provides the entire list of search engine accounts enabled by the user 301 along with other information.

[0037] Next, the user is presented with an interface 800 as shown in Figure 8 that allows the user to provide additional specificity to the campaign. For example, in one embodiment, if Google is selected as the search engine 308, then target information and a budget may also be specified for the campaign using the interface 800. This interface 800 also lets the user 310 target ad audiences by specifying a language and a region. Multiple regions and languages can be selected at once, but the defaults are English and all countries and regions. This interface 800 also lets the user 310 specify a daily budget for the campaign. This can be done consistent to the parameters of operation of the particular search engine, such as Google AdWords Management.

[0038] Next, the user begins the process of creating an ad group of keywords using the interface 900 shown in Figure 9. This interface 900 advantageously has different layout tailored to the particular search engine 308 that are differentiated by tabs 904. This interface

900 is the starting point for ad group creation in Google. Google Ad Groups are "ad centric", meaning that keywords in these groups are grouped by the ads they share in common. For ease of use, the present invention drives the user 310 to enter keywords first, and then decide on the ads to show for those keywords. Users can enter keywords manually, or click on the "view keyword repository" link 902 to repurpose keywords for the same campaign that may have been entered for the same campaign under a different search engine. Those skilled in the art will recognize that the present invention includes a different order in which text ads are done first then keywords are specified. Those skilled in the art will recognize that the interface 900 may also include additional information such as a position in a flow creation to provide the user with feedback as to which step in a particular flow they are executing. This is particularly advantageous if the order of the flow (keyword first v. text first) is different for different search engines 308. For example, the interface 900 may show all the steps along the bottom as tabs or something that lets the user 310 choose which path they would like to take through the flow, like create text ads first, or enter keywords first.

[0039] Another interface 1000 in the campaign creation process for keywords is shown in Figure 10. This interface 1000 shows all of the keywords entered for the campaign to this point. This is useful for repurposing keywords from one search engine 308 to another. In this embodiment, the list of available keywords is sorted alphabetically. When a user 310 searches, the list is scrolled down and a keyword is highlighted as the user 310 types. Using this interface 1000, multiple keywords can be selected at once, and by clicking on the controls on the right the keyword is removed from the list for the search engine being operated on at the time: the keywords are also added to the selected keywords field. In one embodiment, the keywords in the repository 502 is a running list of all the keywords used in the campaign to that point, but excludes keywords that may have already been added to the search engine in focus at the time. Those skilled in the art will recognize that different search engines 308 have different constraints on keywords. For example, in Yahoo and other engines that do not allow more than one instance of a single keyword, the repository is used to enforce this, and make adding keywords simple. The keyword can be greyed out, and noted to indicate it has already been used in a previous campaign.

[0040] Another interface 1100 in the campaign creation process for ads/text is shown in Figure 11. This interface 1100, much like the keywords screen, shows the ads/text for a campaign. This interface 1100 provides the user with the ability to define their text ads. A link 1102 to the ad repository is available to help repurpose ads that are already defined. A

set of buttons 1104 is provided for manipulation of the ads/text, as well as a preview window and fields for entering the data forming the ads/text. The Delete/Deactivate button allows a user 310 to delete when the group has not been officially saved or to deactivate when the user has trafficked the ad, but no longer wishes to use it. The Copy Down button copies the ad definition fields, preview and buttons down below the ad in focus, pre-populating the fields with what they had above. The title fields of the copied ad get the cursor focus. The Add New button copies the definition fields and blank preview down below the ad in focus. The title field of the new ad gets the cursor focus. Figure 11 also includes an alternate embodiment for the interface 1110.

[0041] Another interface 1200 in the campaign creation process for ads/text is shown in Figure 12. This interface 1200 shows ads that have been previously created. In one embodiment, the interface 1200 lists all of the ads defined previously for the same campaign. Clicking the Add button adds the definition fields and preview to the opener's list of text ads. In another embodiment, additional buttons can be added to the right of each ad such as "add title", "add description1", "add description 2", etc. The ads also include indications as to any limitation to repurposing the ad for other search engines. For example, if ads were created in Yahoo, and the user 310 is trying to repurpose those to Google, there would be problems with description lengths and so forth. The button to add such an ad can also be disabled.

[0042] Yet another interface 1300 in the campaign creation process is shown in Figure 13. This interface 1300 allows the user 310 to configure all the settings that are at the keyword level. In particular, maximum CPC and destination URL can be set with the interface 1300. The Estimate Traffic link 1302 at the bottom provides advanced functionality for helping the user 310 find his or her optimal max CPC. For example, Max CPCs in Google have a min of $0.05 and a max of $100.

[0043] As shown in Figure 14, the interface 1400 can be used to provide information on keywords with traffic. For example, the direct tracking module 302 gives the user insight into how their keywords will traffic in Google. This same interface 1400 with a modified heading label can be used to provide the actual data measure after the campaign has been run. Moreover, instead of keywords, traffic metrics on keyword-ads/text pairs can be provided with the present invention as well. Those skilled in the art will recognize how the interface 1400 of Figure 14 could be modified as such as well as be modified to provide more or less web analytic data.

[0044] Figures 15-17 provide the same functionality as was described above, but use examples for a different search engine 308 such as Yahoo. Figure 15 illustrates an interface for adding keywords in Yahoo. Figure 16 illustrates an interface for adding ads/text. Finally, Figure 17 illustrates an interface for viewing competitor bids.

[0045] The foregoing description of the embodiments of the present invention has been presented for the purposes of illustration and description. It is not intended to be exhaustive or to limit the present invention to the precise form disclosed. Many modifications and variations are possible in light of the above teaching. For example, the present invention may include additional interfaces that may be adapted for use with additional search engines. It is intended that the scope of the present invention be limited - not by this detailed description, but rather by the claims of this application. As will be understood by those familiar with the art, the present invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. Likewise, the particular naming and division of the modules, routines, features, attributes, methodologies and other aspects are not mandatory or significant, and the mechanisms that implement the present invention or its features may have different names, divisions and/or formats. Furthermore, as will be apparent to one of ordinary skill in the relevant art, the modules, routines, features, attributes, methodologies and other aspects of the present invention can be implemented as software, hardware, firmware or any combination of the three. Of course, wherever a component, (an example of which is a module,) of the present invention is implemented as software, the component can be implemented as a standalone program, as part of a larger program, as a plurality of separate programs, as a statically or dynamically linked library, as a kernel loadable module, as a device driver, and/or in every and any other way known now or in the future to those of ordinary skill in the art of computer programming. Additionally, the present invention is in no way limited to implementation in any specific programming language, or for any specific operating system or environment. Accordingly, the disclosure of the present invention is intended to be illustrative, but not limiting, of the scope of the present invention, which is set forth in the following claims.

WHAT IS CLAIMED IS:

1. A system for direct tracking of keywords to text, the system comprising:

a bid management system for managing purchase of a keyword, associating the keyword with text, and collecting keyword and traffic statistics; and

a direct tracking module adapted for communication with the bid management system, the direct tracking module adapted to receive input from a user including keywords and text, the direct tracking module directly tracking web site visitation statistics related to a specific keyword/text pair.

2. The system of claim 1, further comprising a search engine wherein the search engine is adapted for communication with the bid management system and the direct tracking module, the search engine providing a web page in response to a query, the web page including the keyword and text from the bid management system.

3. The system of claim 1, further comprising a web analytics tool for measuring the behavior of visitors to a website, the web analytics tool coupled to the bid management system and the direct tracking module.

4. The system of claim 1, wherein the direct tracking module is adapted to generate a unique tracking code for a plurality of keyword/text pairs in an advertising campaign.

5. The system of claim 1, wherein the direct tracking module is adapted to generate a unique tracking code for each possible combination of a keyword with text in the advertising campaign, and the direct tracking module measures performance and monitors traffic across a user's website with regard to a specific keyword/text pair using the unique tracking code.

6. The system of claim 1, wherein the direct tracking module includes a keyword repository for storing a keyword, text and other information associated with an ad campaign.

7. The system of claim 1, wherein the direct tracking module includes an interface module enabling communication with the user.

8. The system of claim 1, wherein the direct tracking module includes a traffic estimator module for estimating a web analytics metric for a particular keyword, the traffic estimator module adapted for communication with a web analytics tool.

9. The system of claim 1, wherein the direct tracking module includes an ad creation module for creating an ad campaign including at least one interface to solicit data from the user and an interface to the bid management system to identify a search engine to be used, a keyword to be purchased, and text to be associated with the keyword.

10. The system of claim 1, wherein the direct tracking module includes a keyword/text measurement module for measuring metrics for an ad campaign on a keyword-text pair basis.

11. The system of claim 1, wherein metrics for a given keyword/text pair include one from the group of cost-per-click (CPC), impressions, clicks, click-through rate (CTR), page hits, and cost.

12. A method for direct tracking of keywords, the method comprising:

receiving from a user ad information including at least one keyword and at least one text string;

storing the ad information in a repository;

determining the keywords in the ad information;

determining the text string in the ad information;

assigning a unique code to a keyword/text string pair; and

determining a web traffic metric for the keyword/text string pair using the unique code.

13. The method of claim 12, further comprising estimating a cost for an ad campaign including the ad information.

14. The method of claim 12, wherein the ad information includes a plurality of keywords and a plurality of text strings.

15. The method of claim 12, wherein the web traffic metric is one from the group of cost-per-click (CPC), impressions, clicks, click-through rate (CTR), page hits, and cost.

16. The method of claim 12, wherein for the step of assigning, a unique code is provided for every keyword/text string pair in the ad information.

17. The method of claim 12, further comprising presenting the web traffic metric to the user.

18. A computer-readable medium having instructions stored therein and that are executable by a processor, the instructions comprising instructions to:

receiving from a user ad information including at least one keyword and at least one text string;

storing the ad information in a repository;

determining the keywords in the ad information;

determining the text string in the ad information;

assigning a unique code to a keyword/text string pair; and

determining a web traffic metric for the keyword/text string pair using the unique code

19. The computer-readable medium of claim 18 further comprising instructions to estimate a cost for an ad campaign including the ad information.

20. The computer-readable medium of claim 18 wherein the ad information includes a plurality of keywords and a plurality of text strings.

21. The computer-readable medium of claim 18 wherein the web traffic metric is one from the group of cost-per-click (CPC), impressions, clicks, click-through rate (CTR), page hits, and cost.

22. The computer-readable medium of claim 18 wherein for assigning, a unique code is provided for every keyword/text string pair in the ad information.

23. The computer-readable medium of claim 18 further comprising presenting the web traffic metric to the user.

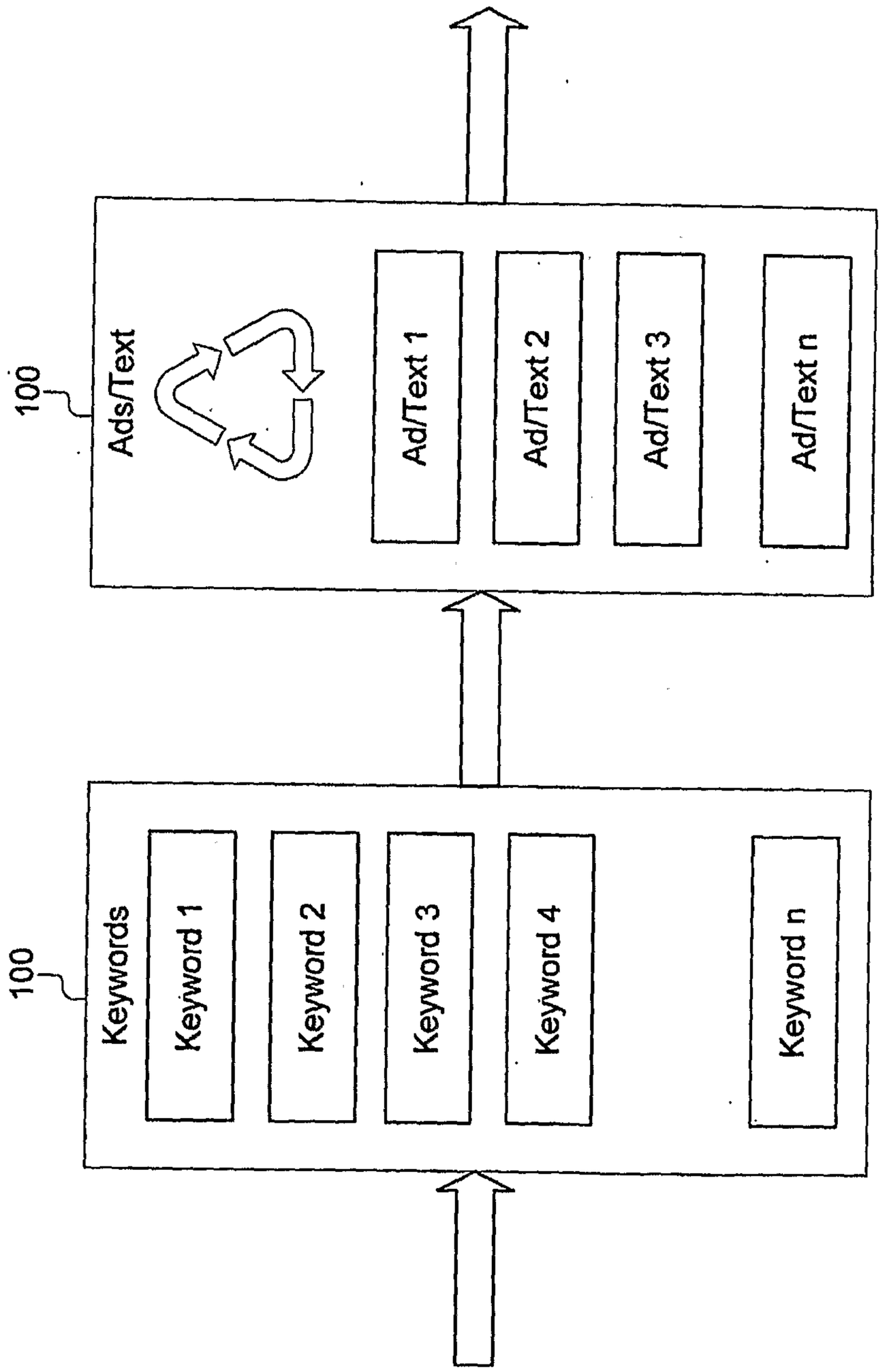

Figure 1
(Prior Art)

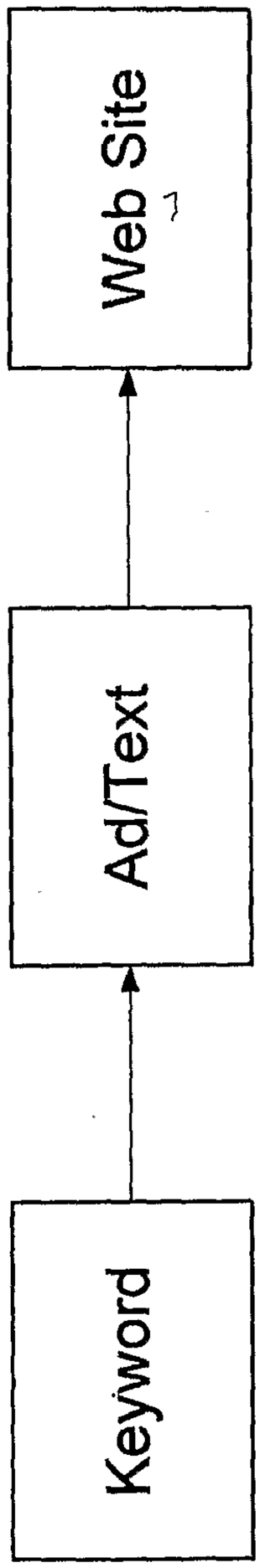

Figure 2
(Prior Art)

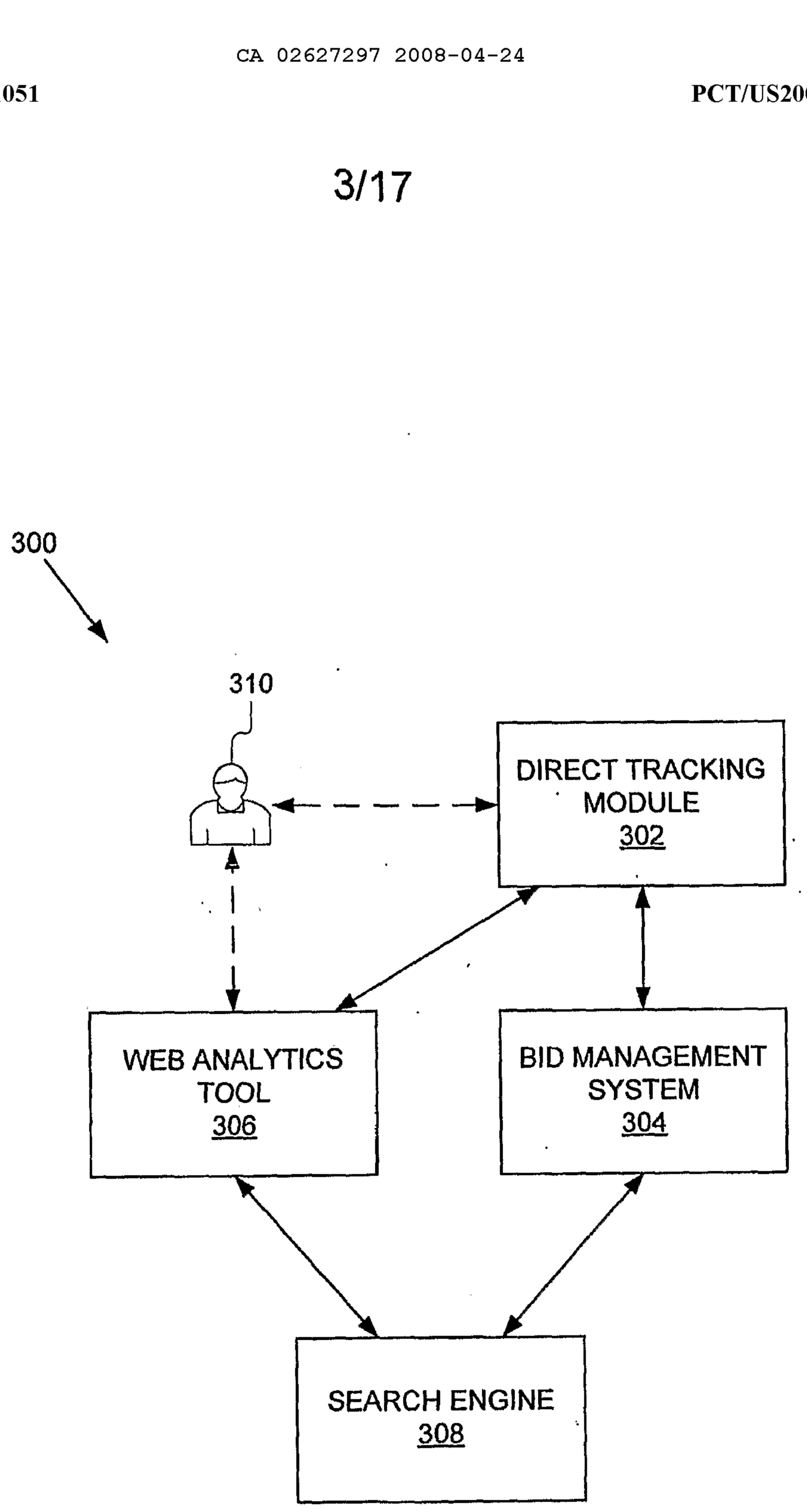
300
310
DIRECT TRACKING MODULE
302
WEB ANALYTICS TOOL
306
BID MANAGEMENT SYSTEM
304
SEARCH ENGINE
308

Figure 3

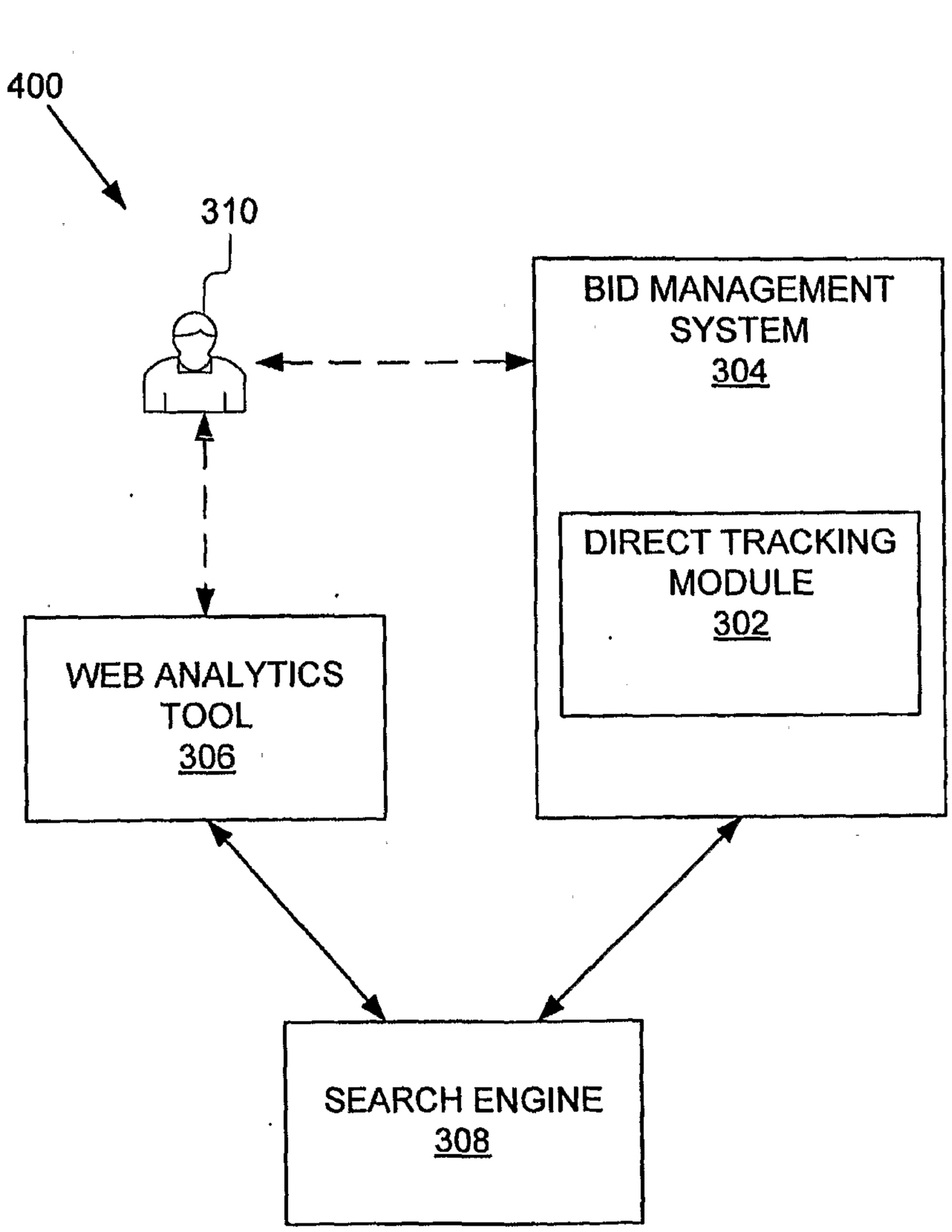
400
310
BID MANAGEMENT SYSTEM
304
DIRECT TRACKING MODULE
302
WEB ANALYTICS TOOL
306
SEARCH ENGINE
308

Figure 4

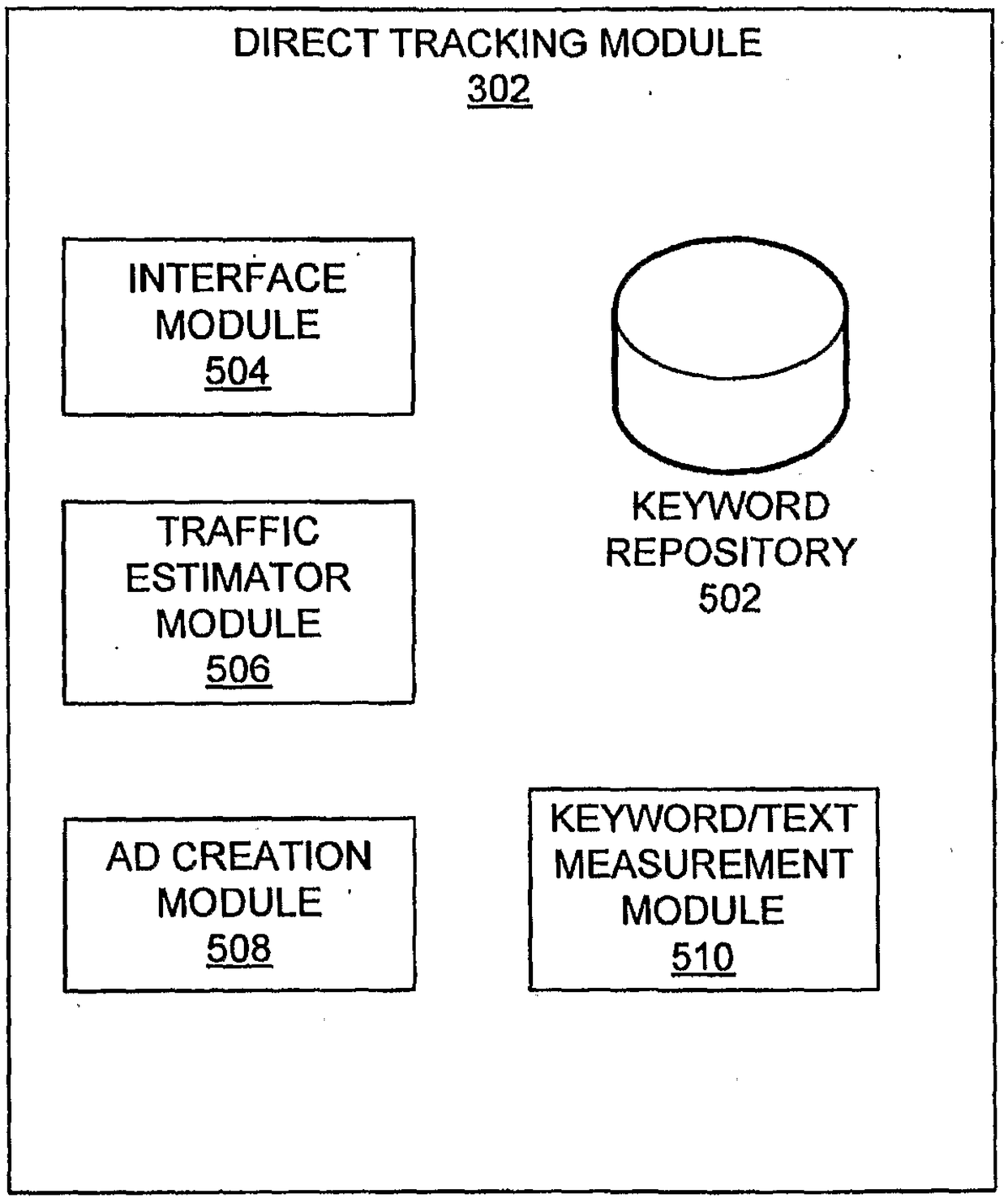
DIRECT TRACKING MODULE
302
INTERFACE MODULE
504
TRAFFIC ESTIMATOR MODULE
506
AD CREATION MODULE
508
KEYWORD REPOSITORY
502
KEYWORD/TEXT MEASUREMENT MODULE
510

Figure 5

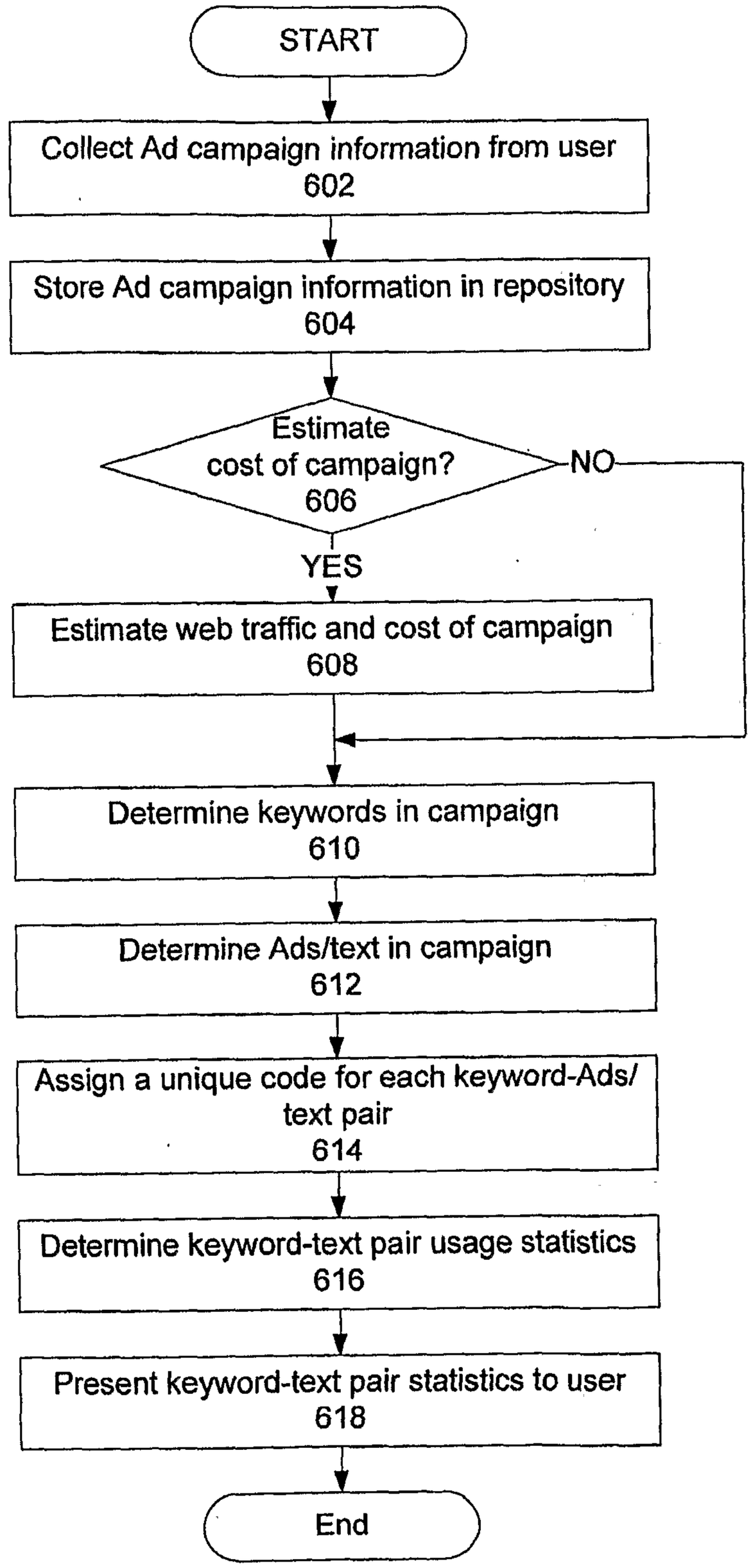
START
Collect Ad campaign information from user
602
Store Ad campaign information in repository
604
Estimate
cost of campaign?
606
NO
YES
Estimate web traffic and cost of campaign
608
Determine keywords in campaign
610
Determine Ads/text in campaign
612
Assign a unique code for each keyword-Ads/
text pair
614
Determine keyword-text pair usage statistics
616
Present keyword-text pair statistics to user
618
End

Figure 6

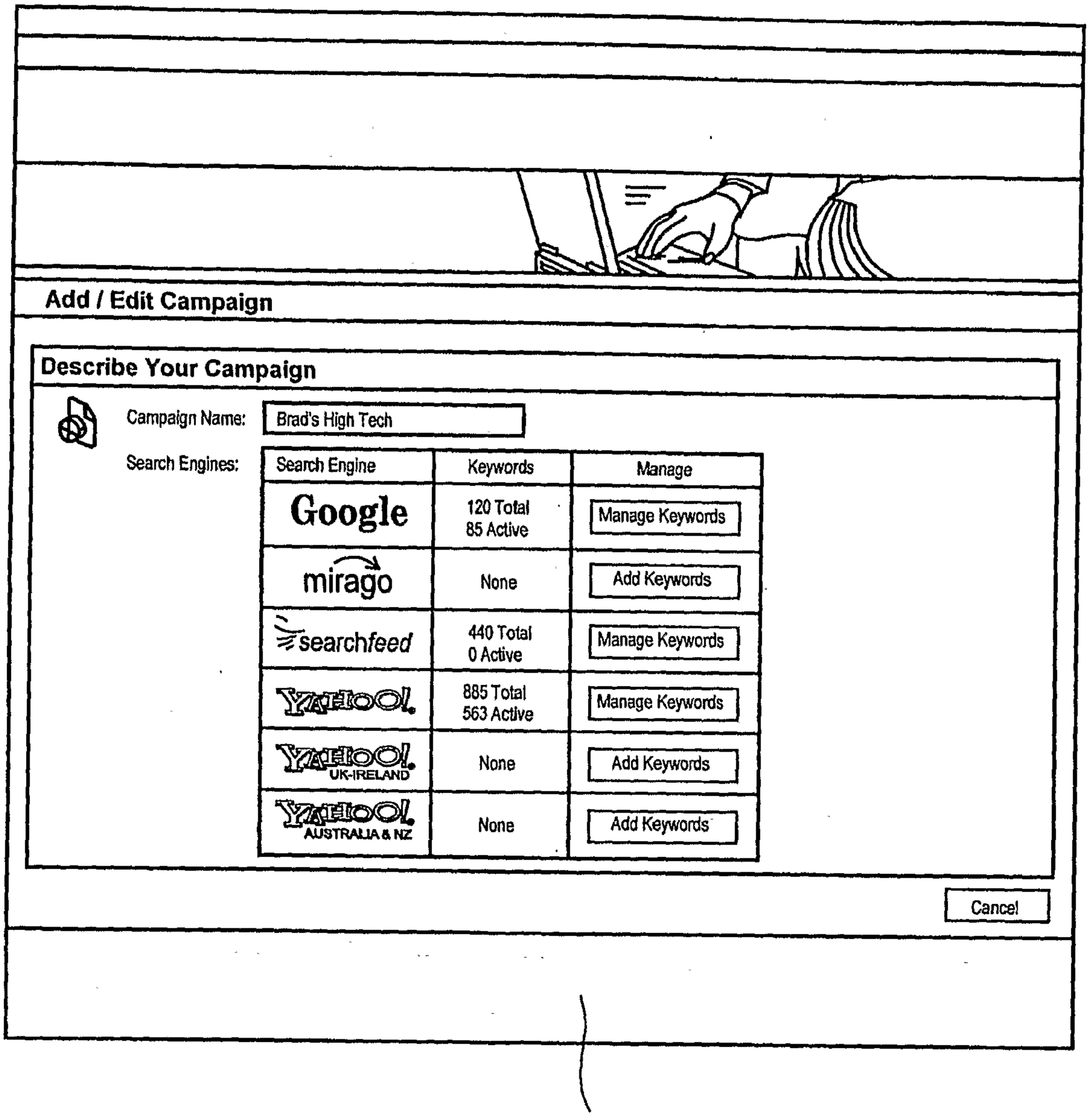
Add / Edit Campaign
Describe Your Campaign
Campaign Name:
Brad's High Tech
Search Engines:
Search Engine
Keywords
Manage
Google
120 Total
85 Active
Manage Keywords
mirago
None
Add Keywords
searchfeed
440 Total
0 Active
Manage Keywords
YAHOO!
885 Total
563 Active
Manage Keywords
YAHOO! UK-IRELAND
None
Add Keywords
YAHOO! AUSTRALIA & NZ
None
Add Keywords
Cancel
700

Figure 7

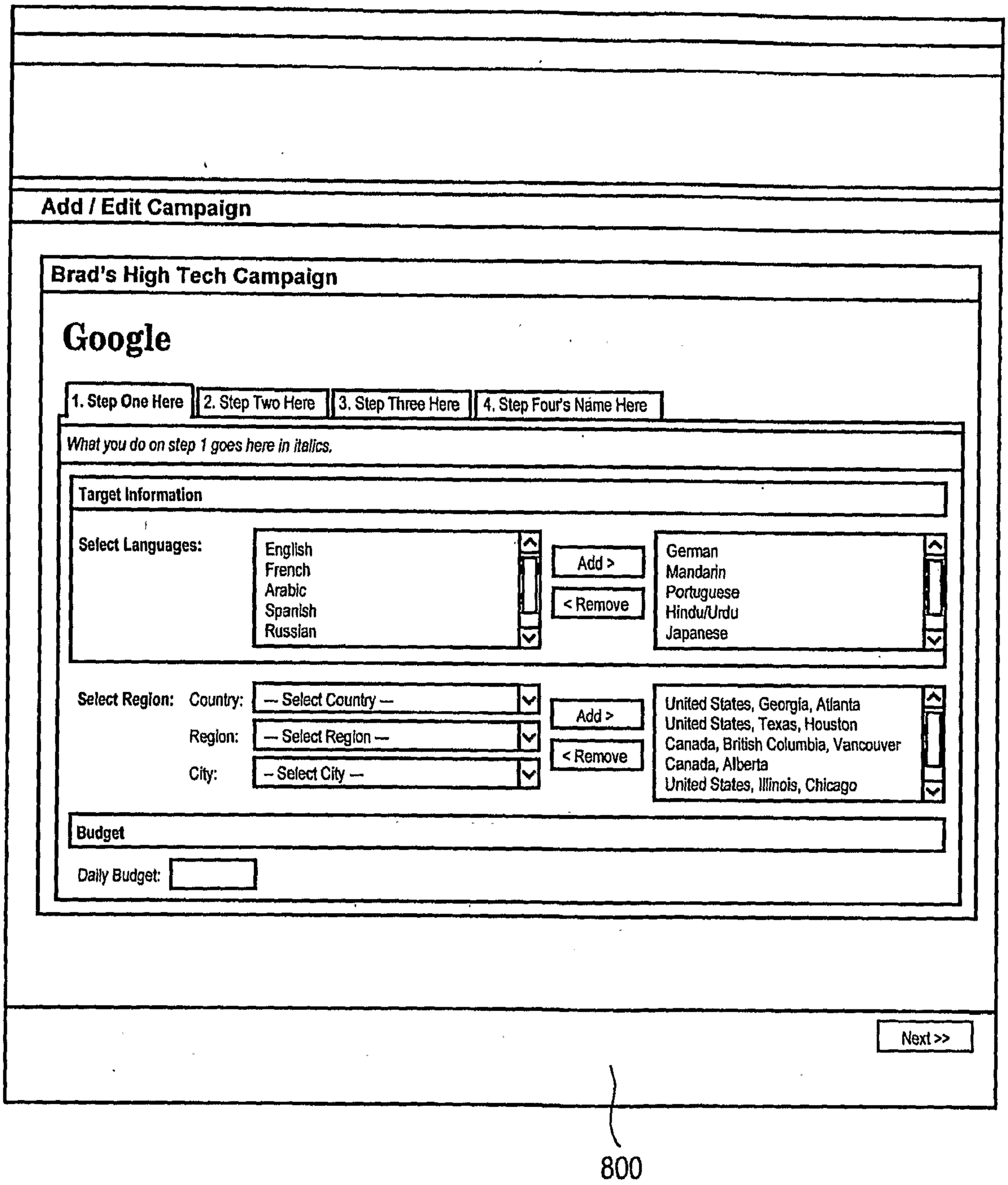
Add / Edit Campaign
Brad's High Tech Campaign
Google
1. Step One Here
2. Step Two Here
3. Step Three Here
4. Step Four's Name Here
What you do on step 1 goes here in italics.
Target Information
Select Languages:
English
French
Arabic
Spanish
Russian
Add >
< Remove
German
Mandarin
Portuguese
Hindu/Urdu
Japanese
Select Region:
Country:
— Select Country —
Region:
— Select Region —
City:
– Select City —
Add >
< Remove
United States, Georgia, Atlanta
United States, Texas, Houston
Canada, British Columbia, Vancouver
Canada, Alberta
United States, Illinois, Chicago
Budget
Daily Budget:
Next >>
800

Figure 8

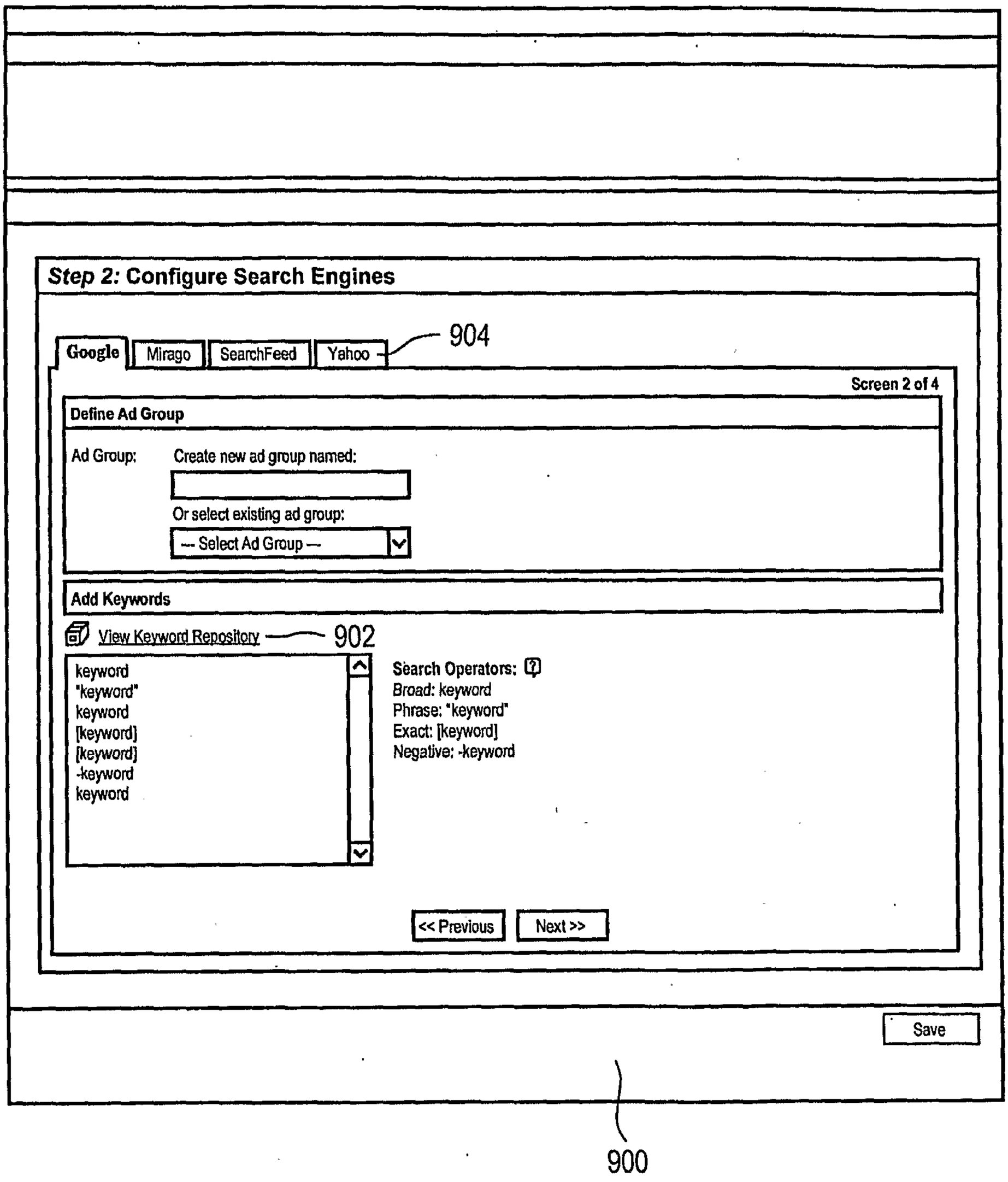
Step 2: Configure Search Engines
Google
Mirago
SearchFeed
Yahoo
904
Screen 2 of 4
Define Ad Group
Ad Group:
Create new ad group named:
Or select existing ad group:
--- Select Ad Group ---
Add Keywords
View Keyword Repository
902
keyword
"keyword"
keyword
[keyword]
[keyword]
-keyword
keyword
Search Operators:
Broad: keyword
Phrase: "keyword"
Exact: [keyword]
Negative: -keyword
<< Previous
Next >>
Save
900

Figure 9

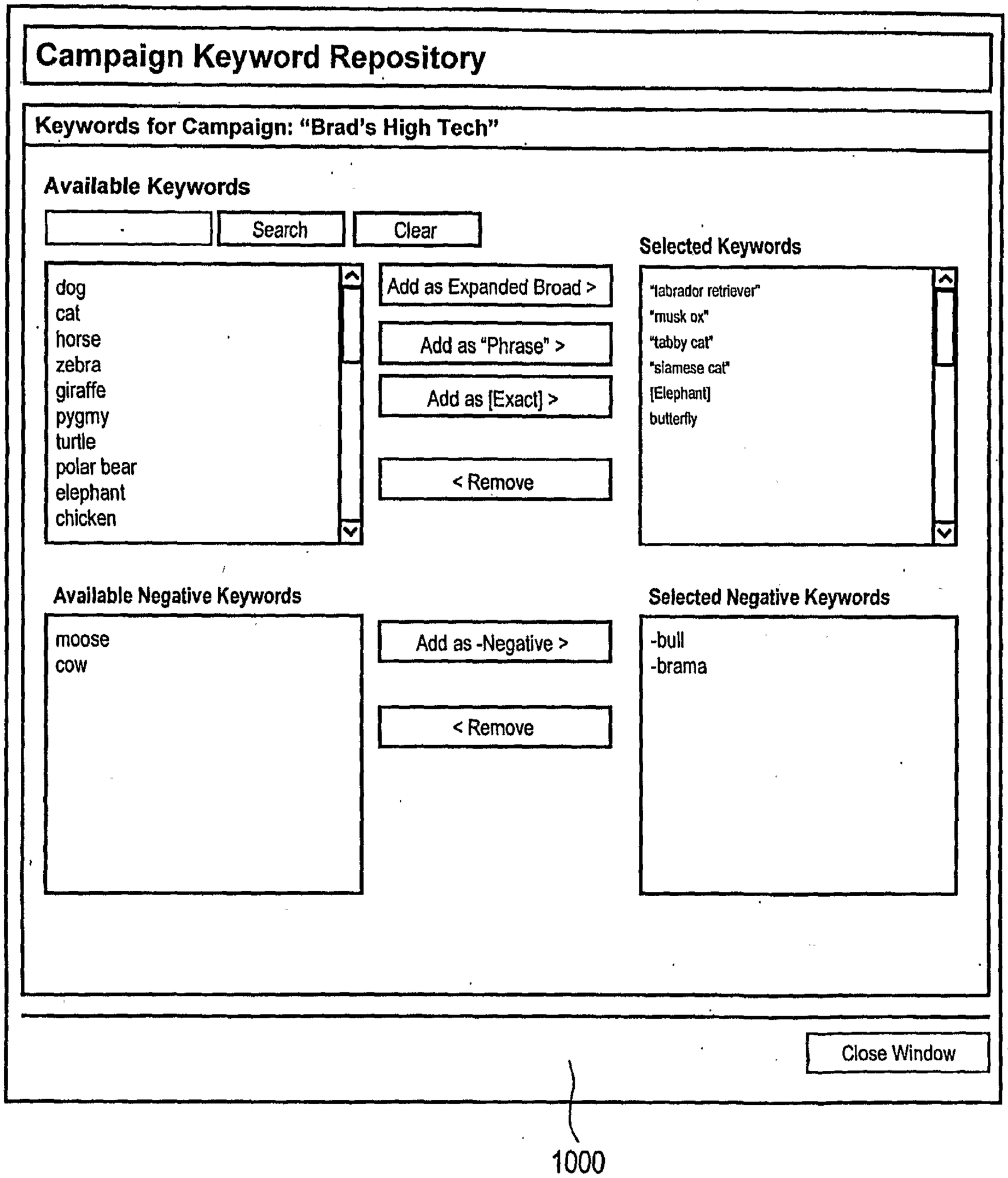
Campaign Keyword Repository
Keywords for Campaign: "Brad's High Tech"
Available Keywords
Search
Clear
dog
cat
horse
zebra
giraffe
pygmy
turtle
polar bear
elephant
chicken
Add as Expanded Broad >
Add as "Phrase" >
Add as [Exact] >
< Remove
Selected Keywords
"labrador retriever"
"musk ox"
"tabby cat"
"siamese cat"
[Elephant]
butterfly
Available Negative Keywords
moose
cow
Add as -Negative >
< Remove
Selected Negative Keywords
-bull
-brama
Close Window
1000

Figure 10

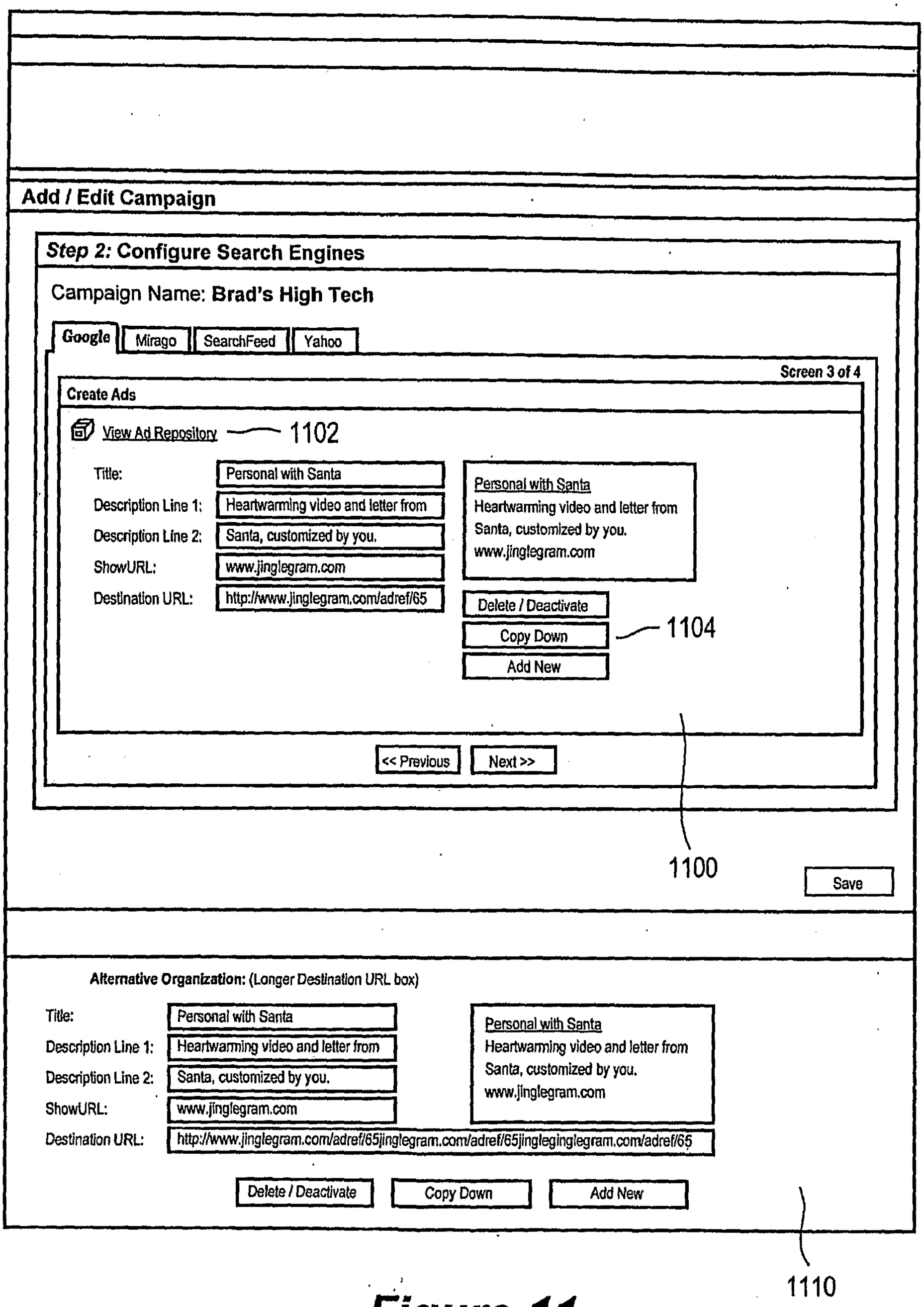
Add / Edit Campaign
Step 2: Configure Search Engines
Campaign Name: Brad's High Tech
Google
Mirago
SearchFeed
Yahoo
Screen 3 of 4
Create Ads
View Ad Repository
1102
Title:
Personal with Santa
Description Line 1:
Heartwarming video and letter from
Description Line 2:
Santa, customized by you.
ShowURL:
www.jinglegram.com
Destination URL:
http://www.jinglegram.com/adref/65
Personal with Santa
Heartwarming video and letter from
Santa, customized by you.
www.jinglegram.com
Delete / Deactivate
Copy Down
Add New
1104
<< Previous
Next >>
1100
Save
Alternative Organization: (Longer Destination URL box)
Title:
Personal with Santa
Description Line 1:
Heartwarming video and letter from
Description Line 2:
Santa, customized by you.
ShowURL:
www.jinglegram.com
Destination URL:
http://www.jinglegram.com/adref/65jinglegram.com/adref/65jingleginglegram.com/adref/65
Personal with Santa
Heartwarming video and letter from
Santa, customized by you.
www.jinglegram.com
Delete / Deactivate
Copy Down
Add New
1110

Figure 11

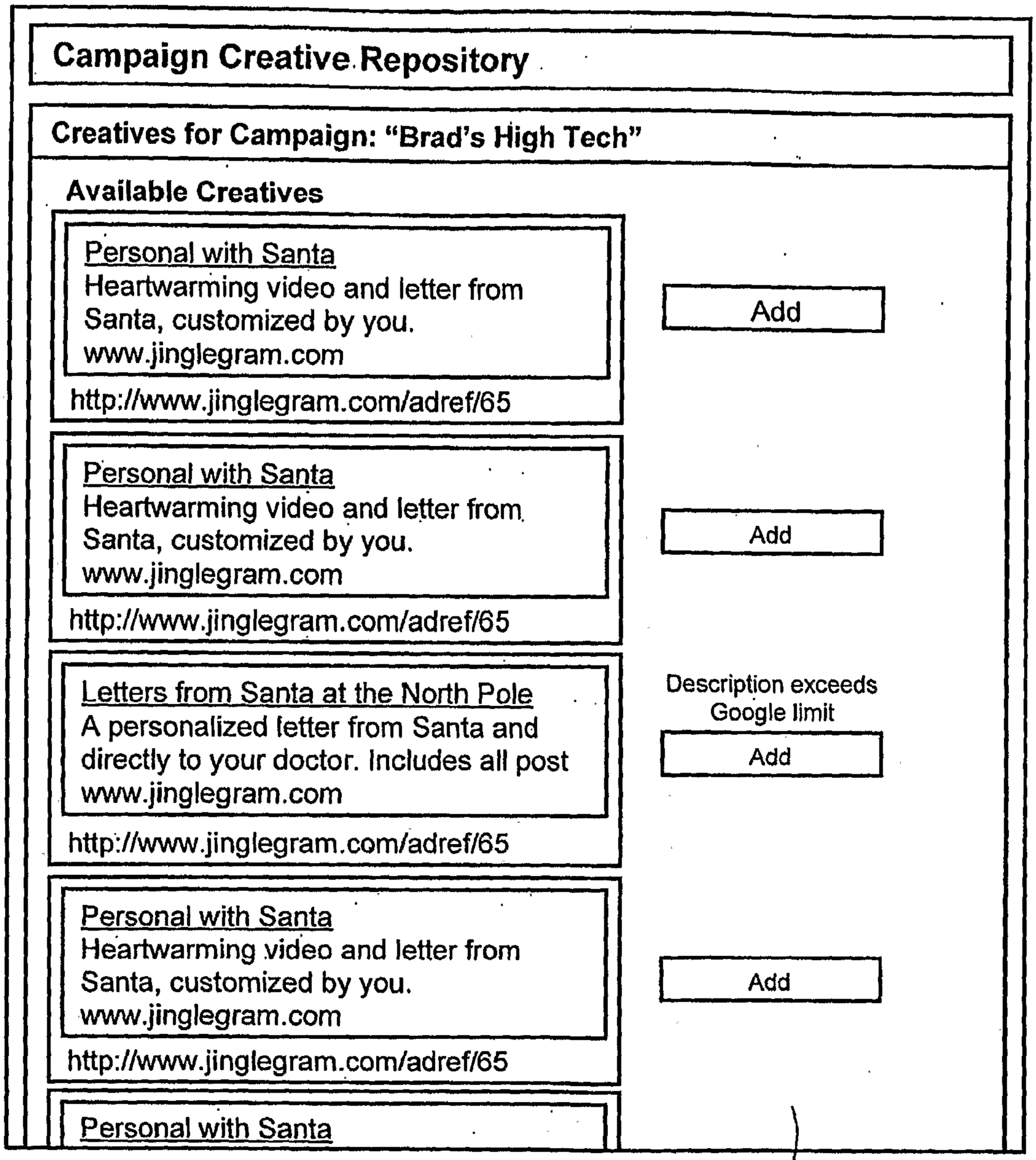
Campaign Creative Repository
Creatives for Campaign: "Brad's High Tech"
Available Creatives
Personal with Santa
Heartwarming video and letter from Santa, customized by you.
www.jinglegram.com
http://www.jinglegram.com/adref/65
Add
Personal with Santa
Heartwarming video and letter from Santa, customized by you.
www.jinglegram.com
http://www.jinglegram.com/adref/65
Add
Letters from Santa at the North Pole
A personalized letter from Santa and directly to your doctor. Includes all post
www.jinglegram.com
http://www.jinglegram.com/adref/65
Description exceeds Google limit
Add
Personal with Santa
Heartwarming video and letter from Santa, customized by you.
www.jinglegram.com
http://www.jinglegram.com/adref/65
Add
Personal with Santa
1200

Figure 12

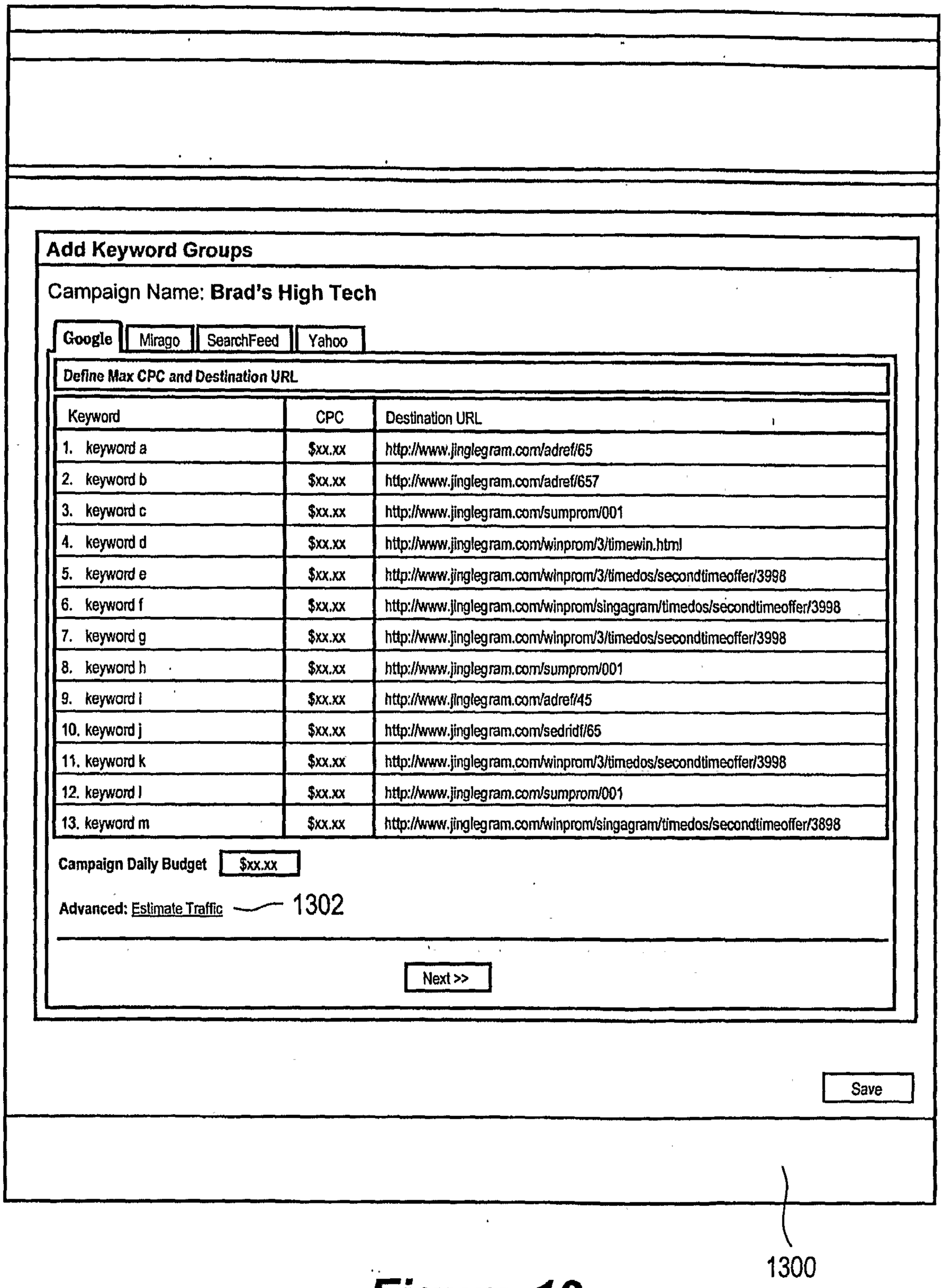
Add Keyword Groups
Campaign Name: Brad's High Tech
Google
Mirago
SearchFeed
Yahoo
Define Max CPC and Destination URL
Keyword
CPC
Destination URL
1. keyword a
$xx.xx
http://www.jinglegram.com/adref/65
2. keyword b
$xx.xx
http://www.jinglegram.com/adref/657
3. keyword c
$xx.xx
http://www.jinglegram.com/sumprom/001
4. keyword d
$xx.xx
http://www.jinglegram.com/winprom/3/timewin.html
5. keyword e
$xx.xx
http://www.jinglegram.com/winprom/3/timedos/secondtimeoffer/3998
6. keyword f
$xx.xx
http://www.jinglegram.com/winprom/singagram/timedos/secondtimeoffer/3998
7. keyword g
$xx.xx
http://www.jinglegram.com/winprom/3/timedos/secondtimeoffer/3998
8. keyword h
$xx.xx
http://www.jinglegram.com/sumprom/001
9. keyword i
$xx.xx
http://www.jinglegram.com/adref/45
10. keyword j
$xx.xx
http://www.jinglegram.com/sedridf/65
11. keyword k
$xx.xx
http://www.jinglegram.com/winprom/3/timedos/secondtimeoffer/3998
12. keyword l
$xx.xx
http://www.jinglegram.com/sumprom/001
13. keyword m
$xx.xx
http://www.jinglegram.com/winprom/singagram/timedos/secondtimeoffer/3898
Campaign Daily Budget
$xx.xx
Advanced: Estimate Traffic
1302
Next >>
Save
1300

Figure 13

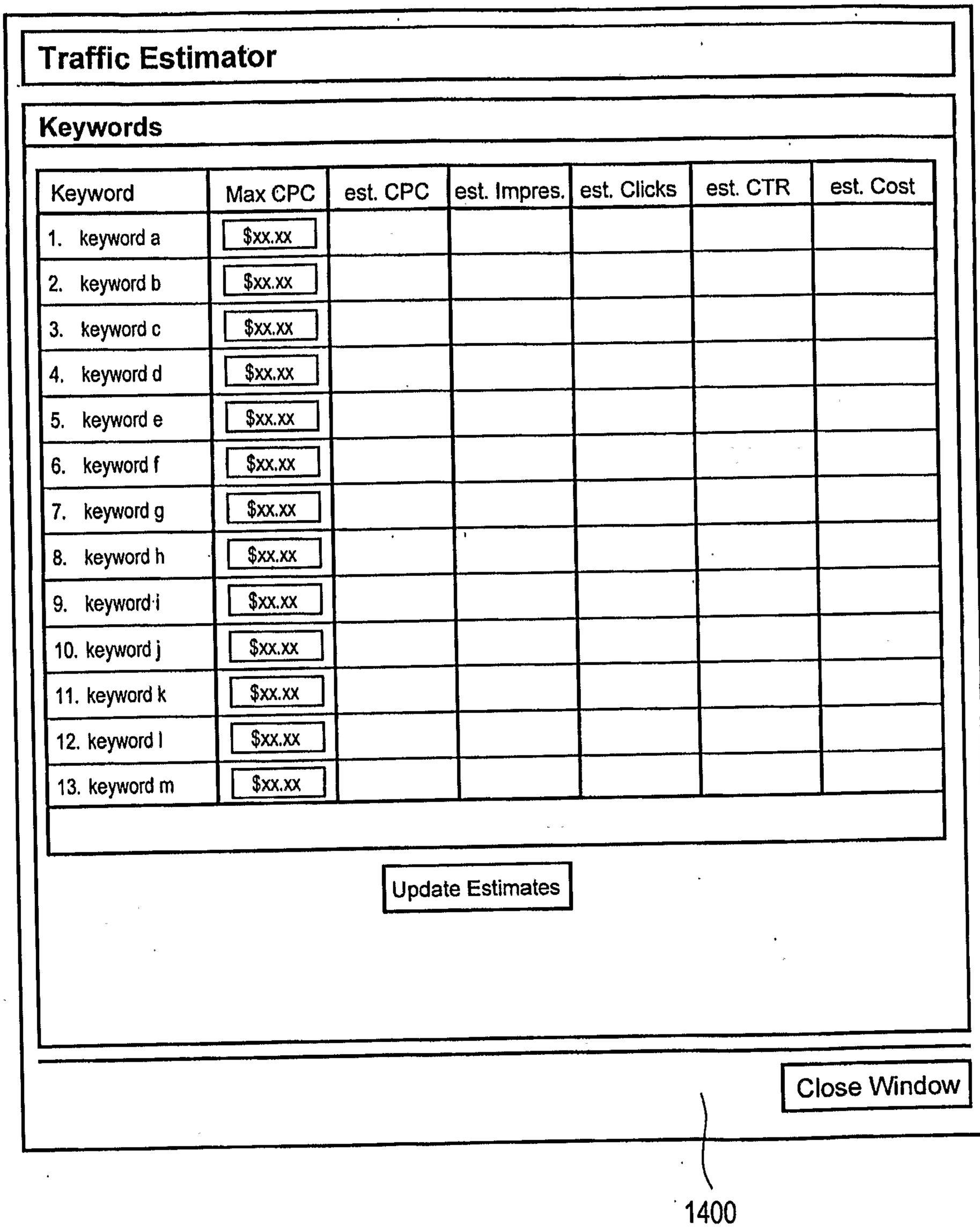
Traffic Estimator
Keywords
Keyword
Max CPC
est. CPC
est. Impres.
est. Clicks
est. CTR
est. Cost
1. keyword a
$xx.xx
2. keyword b
$xx.xx
3. keyword c
$xx.xx
4. keyword d
$xx.xx
5. keyword e
$xx.xx
6. keyword f
$xx.xx
7. keyword g
$xx.xx
8. keyword h
$xx.xx
9. keyword i
$xx.xx
10. keyword j
$xx.xx
11. keyword k
$xx.xx
12. keyword l
$xx.xx
13. keyword m
$xx.xx
Update Estimates
Close Window
1400

Figure 14

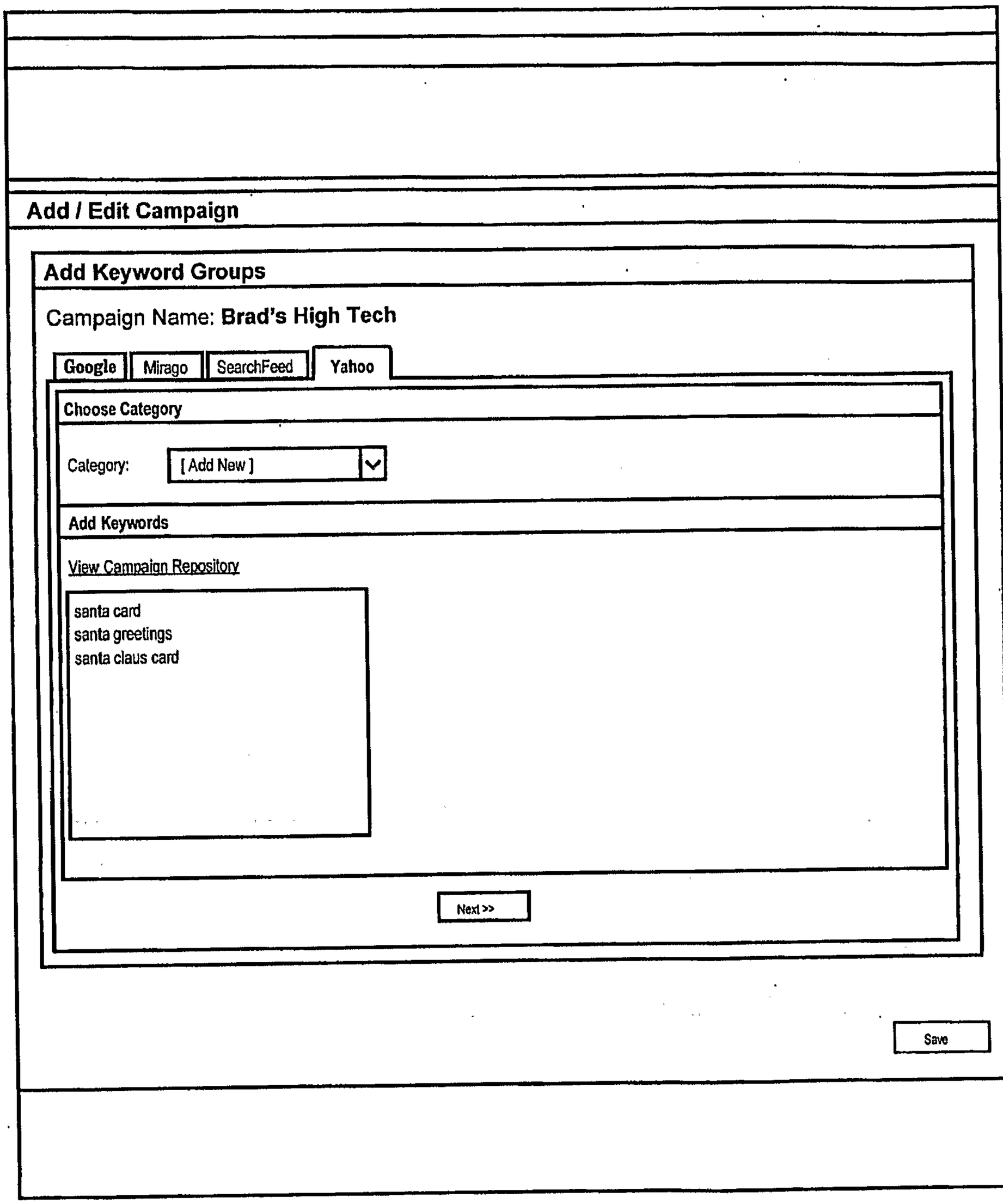
Add / Edit Campaign
Add Keyword Groups
Campaign Name: Brad's High Tech
Google
Mirago
SearchFeed
Yahoo
Choose Category
Category:
[Add New]
Add Keywords
View Campaign Repository
santa card
santa greetings
santa claus card
Next >>
Save

Figure 15

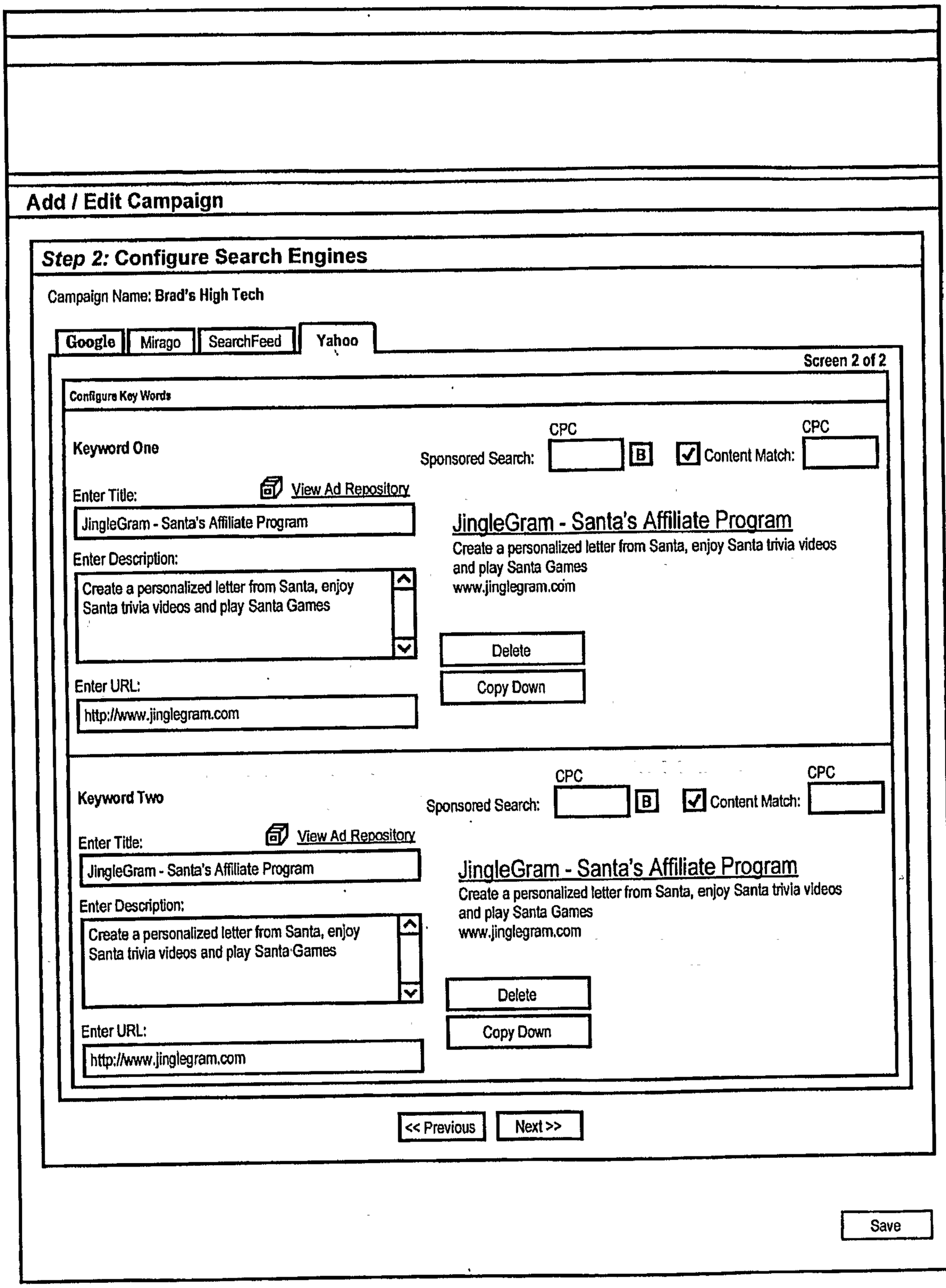
Add / Edit Campaign
Step 2: Configure Search Engines
Campaign Name: Brad's High Tech
Google
Mirago
SearchFeed
Yahoo
Screen 2 of 2
Configure Key Words
Keyword One
CPC
Sponsored Search:
B
Content Match:
CPC
Enter Title:
View Ad Repository
JingleGram - Santa's Affiliate Program
Enter Description:
Create a personalized letter from Santa, enjoy Santa trivia videos and play Santa Games
JingleGram - Santa's Affiliate Program
Create a personalized letter from Santa, enjoy Santa trivia videos and play Santa Games
www.jinglegram.com
Delete
Copy Down
Enter URL:
http://www.jinglegram.com
Keyword Two
CPC
Sponsored Search:
B
Content Match:
CPC
Enter Title:
View Ad Repository
JingleGram - Santa's Affiliate Program
Enter Description:
Create a personalized letter from Santa, enjoy Santa trivia videos and play Santa Games
JingleGram - Santa's Affiliate Program
Create a personalized letter from Santa, enjoy Santa trivia videos and play Santa Games
www.jinglegram.com
Delete
Copy Down
Enter URL:
http://www.jinglegram.com
<< Previous
Next >>
Save

Figure 16

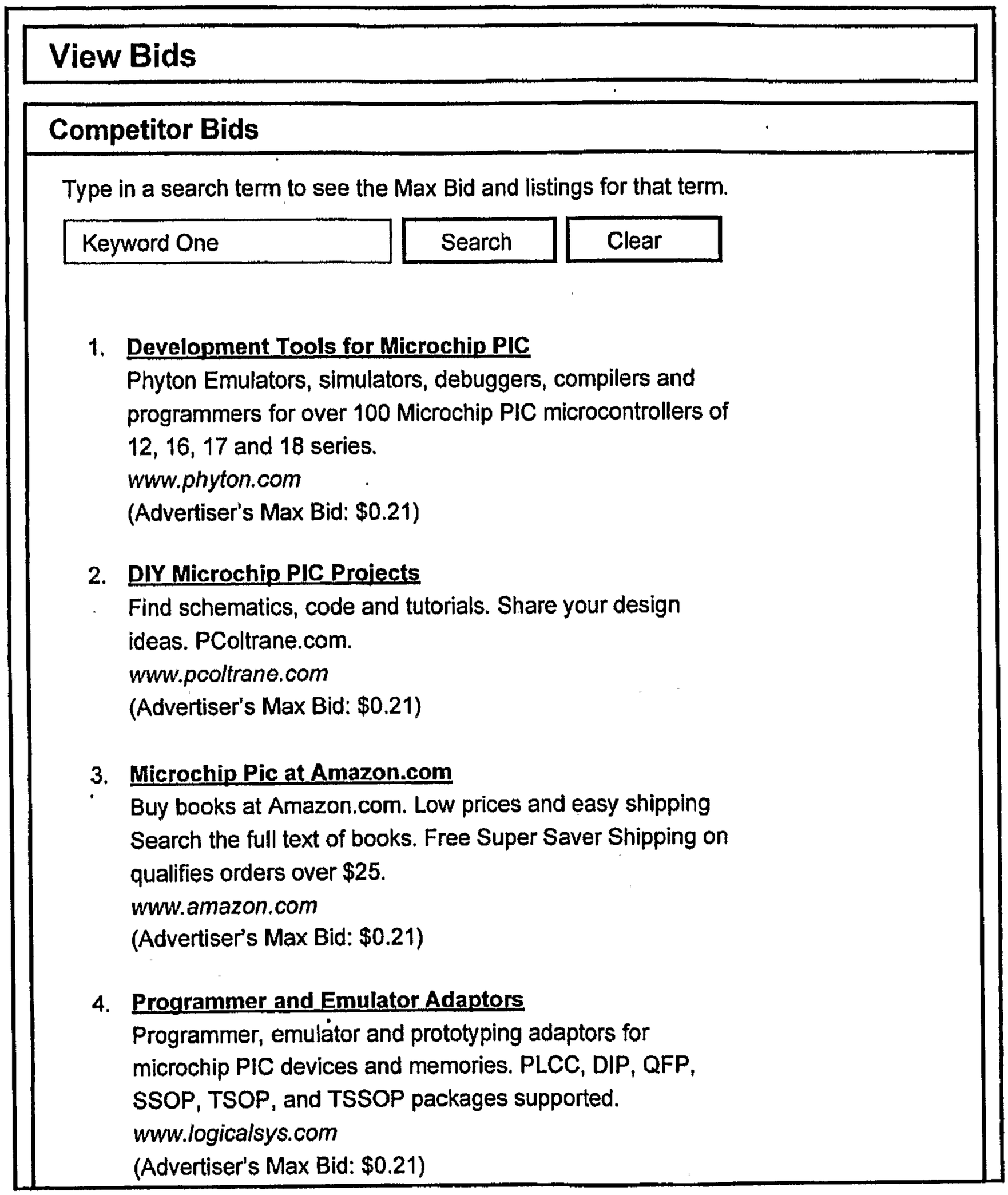
View Bids
Competitor Bids
Type in a search term to see the Max Bid and listings for that term.
Keyword One
Search
Clear
1. Development Tools for Microchip PIC
Phyton Emulators, simulators, debuggers, compilers and programmers for over 100 Microchip PIC microcontrollers of 12, 16, 17 and 18 series.
www.phyton.com
(Advertiser's Max Bid: $0.21)
2. DIY Microchip PIC Projects
Find schematics, code and tutorials. Share your design ideas. PColtrane.com.
www.pcoltrane.com
(Advertiser's Max Bid: $0.21)
3. Microchip Pic at Amazon.com
Buy books at Amazon.com. Low prices and easy shipping Search the full text of books. Free Super Saver Shipping on qualifies orders over $25.
www.amazon.com
(Advertiser's Max Bid: $0.21)
4. Programmer and Emulator Adaptors
Programmer, emulator and prototyping adaptors for microchip PIC devices and memories. PLCC, DIP, QFP, SSOP, TSOP, and TSSOP packages supported.
www.logicalsys.com
(Advertiser's Max Bid: $0.21)

Figure 17