



ERICSA

2022

**Jazzin' It Up
for Children
and Families**

New Orleans

May 22 – 26, 2022

**59TH ANNUAL
TRAINING CONFERENCE
& EXPOSITION**

Think Like a Business: Using Search Engine Optimization and Digital Advertising to Promote Your Program

Kristie Arneson, J.D., Wyoming Child Support Program

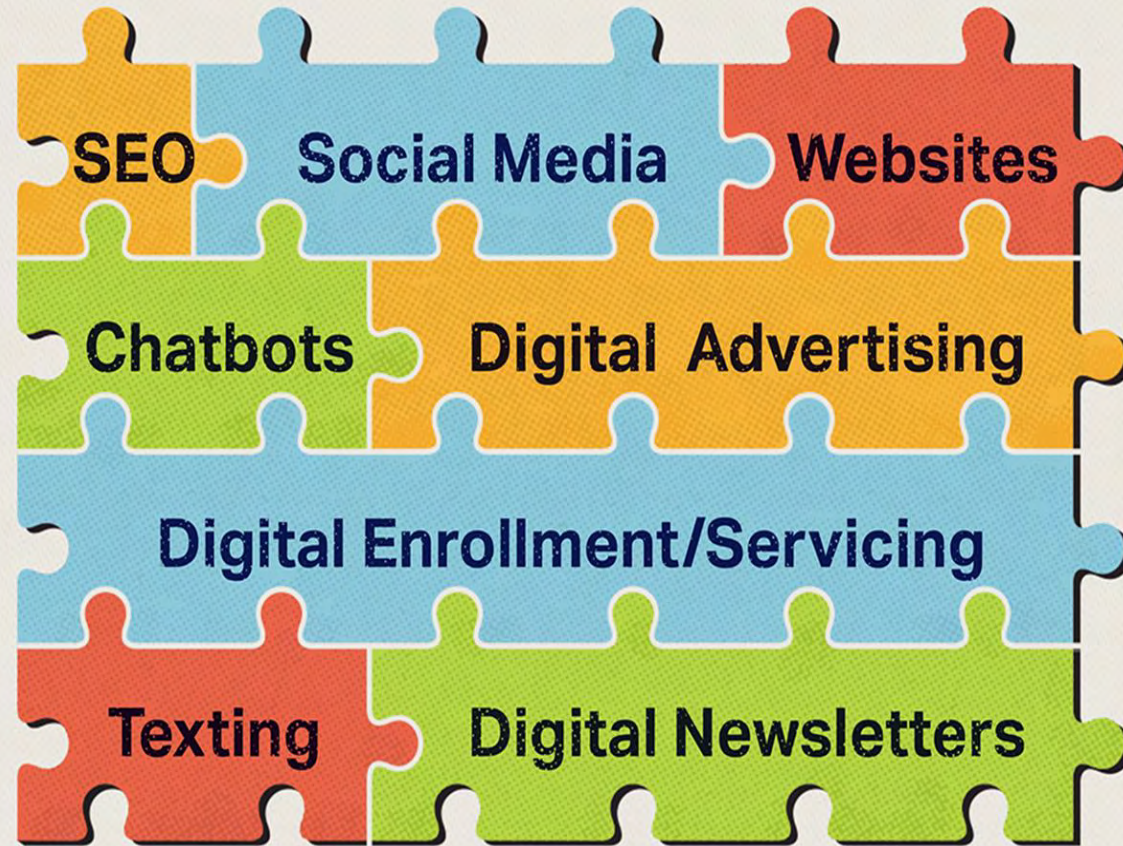
Amy J. Price, Michigan Office of Child Support

David Ramm, Grays Peak Strategies

Moderator: Melody Morales, Office of Child Support Enforcement

May 24, 2022







Search Engine Optimization (SEO)

Kristie Arneson, J.D.
Wyoming IV-D Director
Department of Family Services





childsupport.wyo.gov

Search Engine Optimization

- SEO is ever evolving
- Google changes algorithms over 500 times a year
- Staying on top of optimization keeps you relevant

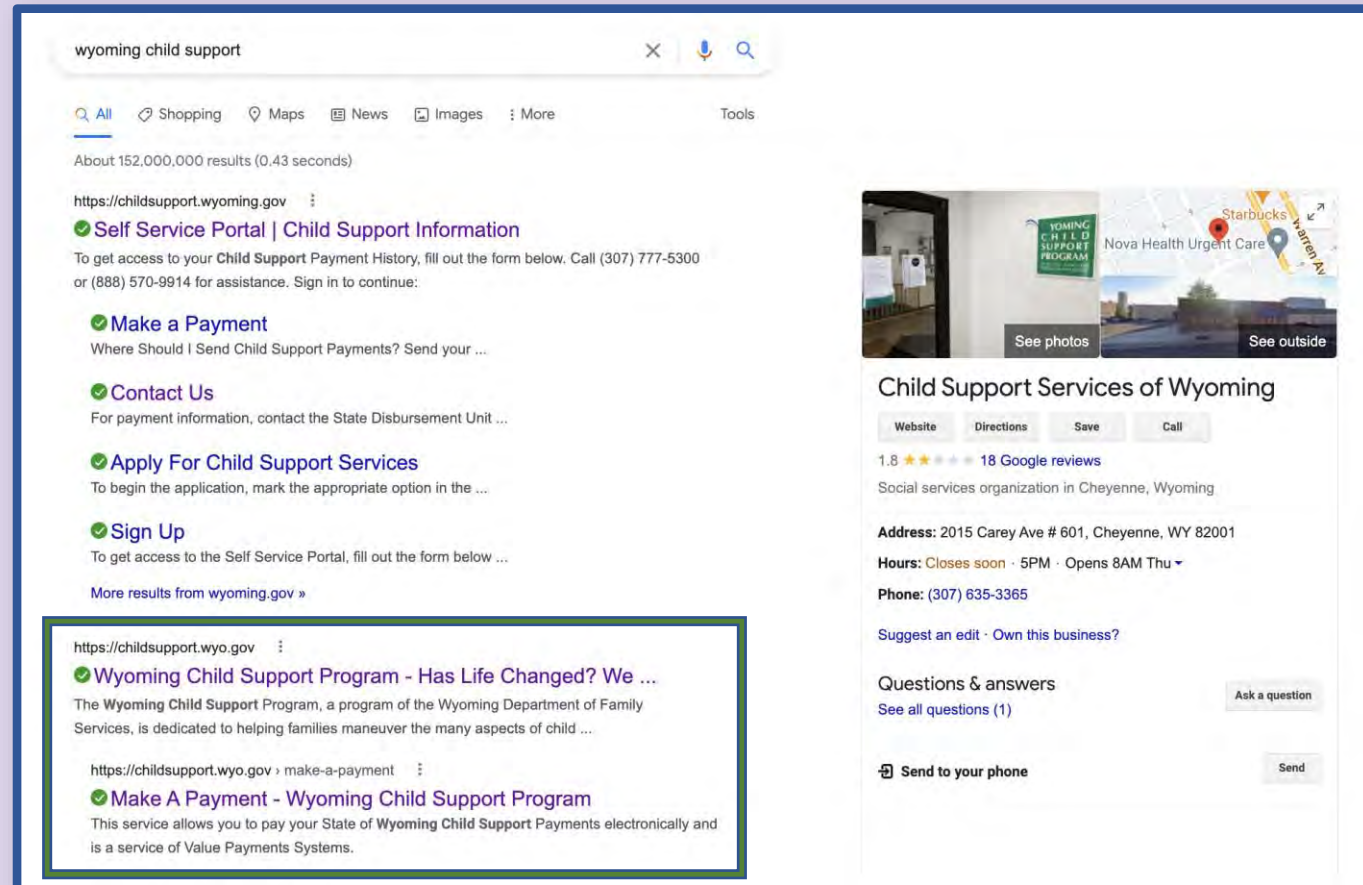


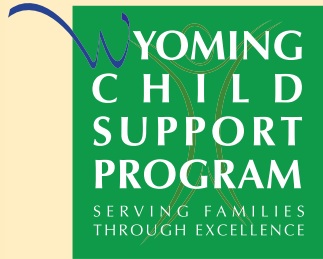


childsupport.wyo.gov

Search Engine Optimization

We are ranked either
one or two for
“Wyoming Child
Support”
(second only to the Wyoming child
support portal)





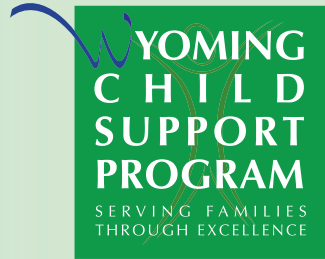
childsupport.wyo.gov

Search Engine Optimization

SEO Tasks During the Grant

- Create easy URL – childsupport.wyo.gov
- Include popular and relevant keywords and phrases in the body of the text and headers
- Make the sight lightweight for quick loading
- Metadata that speaks to the text
- Adding outbound links to other pages and relevant sites
- Backlinking – have other relevant sites link to ours.
- Set up Google Business for all locations





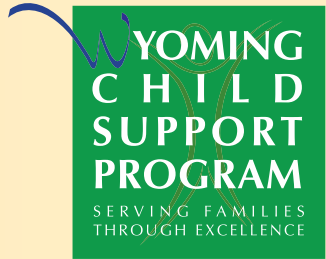
childsupport.wyo.gov

Search Engine Optimization

Digital Marketing Grant – The Numbers

METRIC	Intervention 1 Mar 22, 2019 – July 31, 2019		Intervention 2 Aug 1, 2019 – Feb 14, 2020		Intervention 3 Feb 15, 2020 – May 15, 2020
	<i>3 months</i> <i>Mar 22 – June 22</i>	<i>~5 months</i>	<i>3 months</i> <i>Aug 1 – Oct 31</i>	<i>~6.5 months</i>	<i>3 months</i>
Unique Page Views	3,543	~6,020	12,223	~25,000 (33,887)	~25,000 (36,804)
Bounce Rate	22%	27%	37.76%	~37%	~45%
Apply for Services (Redirected to State Portal System)	154	219	304	725	551
“Contact Us” Submissions	17	35 (~7/Month)	53	118 (~18/Month)	133 (~44/Month)
Landing Page Visits	N/A	N/A	328	328	146
Landing Page Videos (YouTube Analytics)	N/A	N/A	48 (lower than actual due to system glitch)	78 (lower than actual due to system glitch)	32





childsupport.wyo.gov

Search Engine Optimization

Continued SEO Efforts

Utilize Google Ads for relevant keywords

Wyoming Child Support, Paternity, Paternity Test, Custody, etc.

YOUTUBE VIDEO ADS



GOOGLE SEARCH ADS

Has life changed? We can help. | Wyoming Child Support Program

[Ad childsupport.wyo.gov](#)

Divorced? Recently received custody? Support payment issues or questions? We can help.

Time & money-saving services | Wyoming Child Support Program | We can help

[Ad childsupport.wyo.gov](#)

Receive & make support payments, establish paternity, support calculator & order reviews. We can help with this and more.

Continued work to improve SEO

- Make sure content is up-to-date and fresh
- Optimize images using easier to load formats like WebP or AVIF
- Continue to request backlinking from relevant sites.



For More Information:

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Amy J. Price

Communications Representative

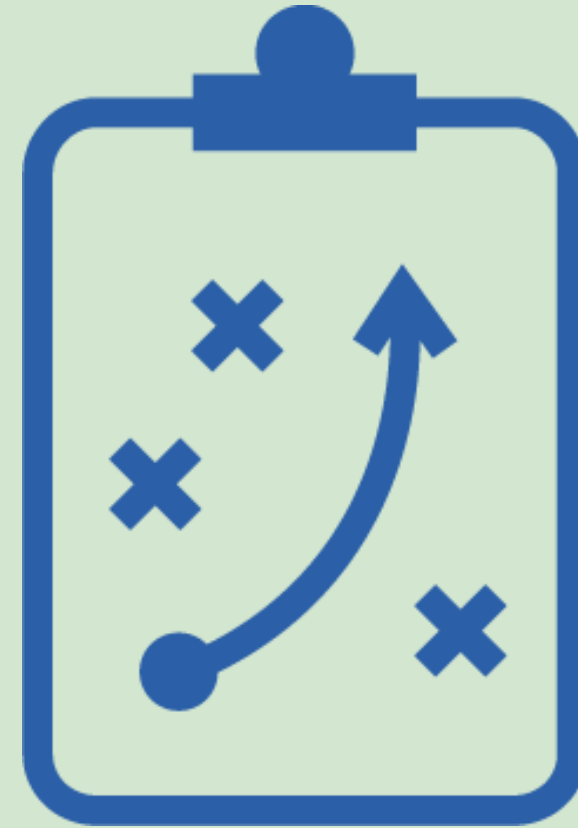
Office of Child Support

Michigan Department of Health and Human Services



Our Grant Objectives

- Increase online child support applications
- Test three messaging strategies for effectiveness
- Test the ROI of three mobile channels



Our Approach

- Marketing vendor Brogan & Partners
- Four rounds of targeted digital marketing interventions
- Focused on mobile
 - Mobile app and browser ads
 - Facebook ads
 - Google ads (paid search)
- Final round testing highest performing ads “head-to-head”





Target Audience

- Low-income, unmarried women ages 18-44 with children
- Geographic target (rounds one through three): Berrien, Calhoun, Chippewa, Genesee, Kent, and Saginaw Counties
- Combination of rural and urban counties



What is a Messaging Strategy?

- A plan for what you're going to say and how you're going to say it (through words and images)
- The “why” of what you're selling.
- How you're convincing your target audience to take the action you want them to take



Our Three Messaging Strategies:

Happy Families

Helpful Services

Value & Services



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Happy Families

Focus is on why child support services are important.

- Every child needs financial and emotional support.
- Every child has the right to support from both parents.
- Even when parents do not live together, it is important they work together to support their child.
- With the involvement of both parents, children get the chance they need and deserve to reach their full potential.
- Child support is the “right thing to do.”



Helpful Services

Focus is on the benefits of OCS:

- Helps parents and guardians get the support they need to care for their children
- Helps you navigate the complexities of the system
- Provides professional, non-judgmental services
- Provides a “middle ground” for parents/guardians



Value & Services

Focus is on the practical value child support brings to everyday life, and how OCS can help you.

- Having child support means more money for the expenses of raising a child: groceries, healthcare, clothes, sports equipment or even college savings.
- Applying for child support can seem like entering a maze. Need help? Michigan's Child Support Program can guide you through.





How Ads Were Placed: Mobile

- Ads were delivered in mobile web browsers and in apps.
- Our vendor used predictive targeting to design an appropriate ad pool that fit our target demographics.
- Top apps that our ads were delivered on were:
 - Merriam-webster.com and Definition.org
 - Games like Sonic Dash, Wordscapes and Blockscapes, Word Mocha, Jigsaw Puzzle Collection HD
 - Photo Editor Pro



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How Ads Were Placed: Facebook

- Ads were posted through the Michigan Department of Health and Human Services Facebook page.
- Promoted posts were delivered to users who fit our targeted demographics.



How Ads Were Placed: Google

Ads are delivered using keywords. For example, in round one the top five keyword phrases were:

- Child support (1,202 clicks)
- Getting child support (451 clicks)
- Child support payments (445 clicks)
- How do I get child support (131 clicks)
- What is child support (107 clicks)



Child Support | Apply Now | Learn More +5 more
michigan.gov/child-support/apply
Children Whose Parents Are Involved In Their Lives Are Happier, Healthier & Successful. W...
[View assets details](#)

Child Support | Apply Now | Learn More
michigan.gov/child-support/apply
Children Whose Parents Are Involved In Their Lives Are Happier, Healthier & Successful. We Offer Impartial, Non-Judgmental Services To Those Raising Children. Learn More & Apply.

Need Help With Child Support? | See Resources & Facts | Submit An Online...
michigan.gov/child-support/apply
If You Don't Have A Child Support Case And You Want Help, You May Begin One Online. Learn More About Our Non-Judgemental Child Support Services And Apply For Child Support.



When the Rounds Happened

- Round One - April thru May 2019
- Round Two - Oct. thru Nov. 2019
- Round Three - Oct. thru Nov. 2020
- Round Four - May thru June 2021



How We Tracked It

- We created a dedicated landing page for all our grant advertising.
- We set up a Google Analytics goal which allowed us to track where users who clicked our “apply for child support” button on the page came from.



Results: Mobile

Round	Impressions	Clicks	CTR
1	9,273,804	52,734	0.57%
2	9,397,623	65,343	0.70%
3	8,972,076	42,460	0.47%
4	24,112,673	102,985	0.43%



Results: Facebook

Round	Impressions	Clicks	CTR
1	297,625	1,331	0.44%
2	306,817	1,337	0.44%
3	426,566	2,226	0.50%
4	1,524,798	7,078	0.46%



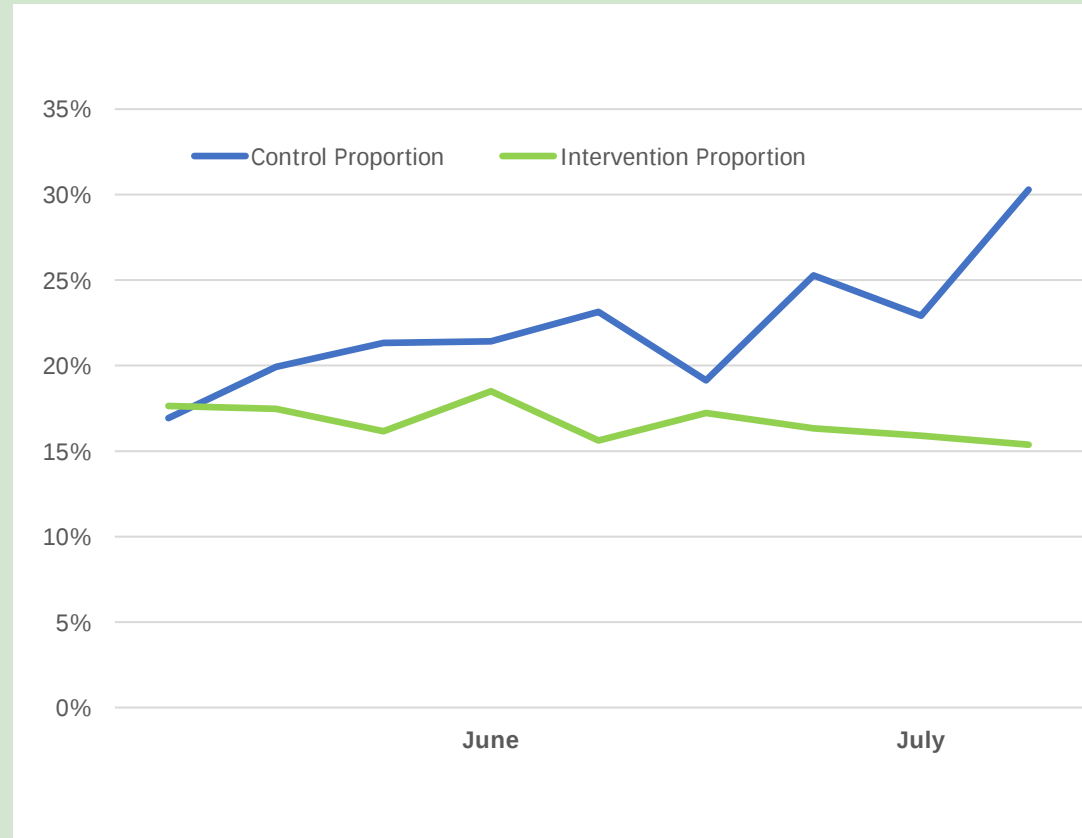
Results: Google

Round	Impressions	Clicks	CTR
1	42,380	2,754	6.50%
2	32,268	2,845	8.82%
3	27,621	3,744	13.55%
4	71,803	14,979	20.86%



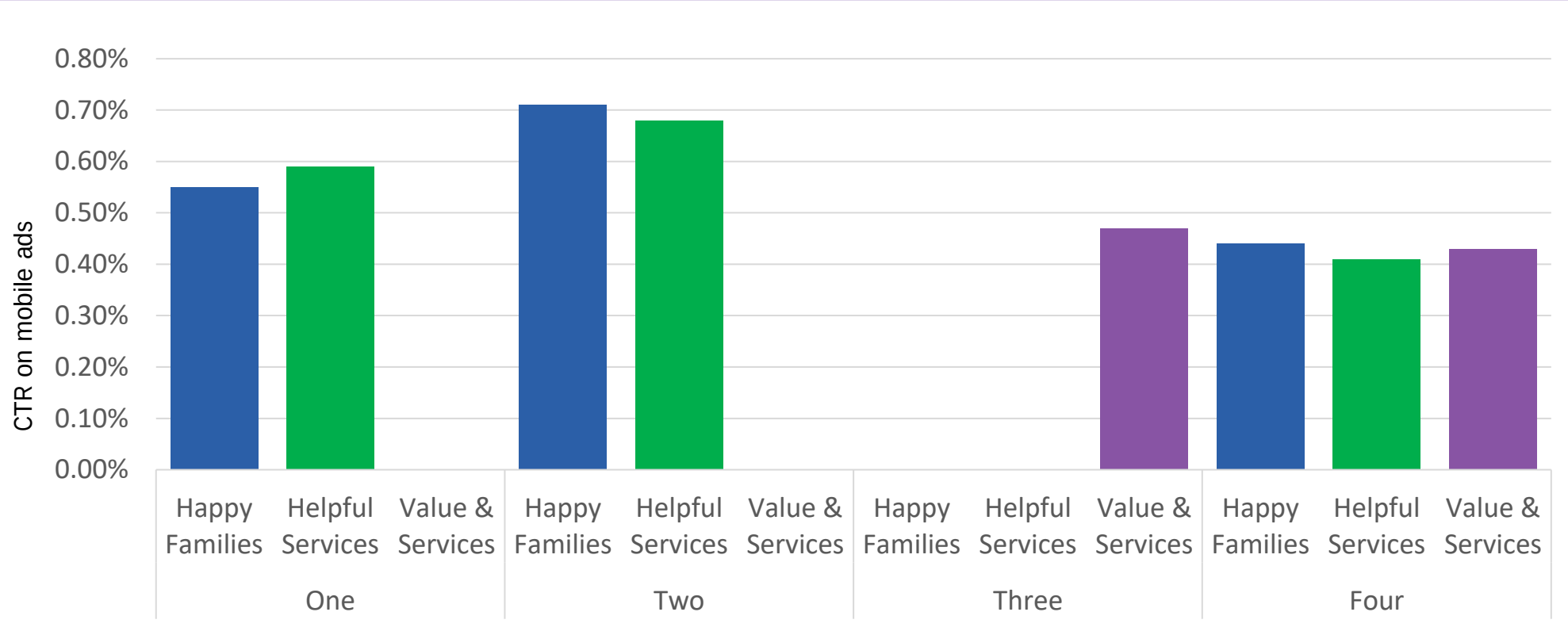
Key Takeaways

Did not see an increase in application proportion.



Key Takeaways

No clear winner on messaging strategy.



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Key Takeaways

Mobile

- Highest impressions
- Less likely to click thru to the portal or download information than other two channels
- Messaging strategy didn't matter much.

Facebook

- Fewer impressions than mobile, but more clicked ads
- More likely to click thru to portal or download information
- Users preferred newer content.

Google

- Lowest impressions but highest CTR
- “Bottom of funnel”
- Highest percentage of users who continue to complete our GA goal



Key Takeaways: ROI



Key Takeaways: ROI

Referral Source	User Sessions	Session Duration	Bounce Rate	Conversion Rate	Goal Completions
Helpful Services (Mobile)	28,350	0:00:28	91.60%	0.06%	17
Happy Families (Mobile)	26,444	0:00:18	93.87%	0.05%	12
Value & Service (Mobile)	24,547	0:00:22	93.09%	0.06%	14
Google Search	13,160	0:01:16	55.49%	24.29%	3,197
Facebook	4,414	0:00:15	86.97%	3.08%	136
	96,915				3,376



For More Information:

Amy J. Price

OCS Communications Representative

Michigan Office of Child Support

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Digital Advertising and Other Spandrels of SEO

David Ramm
Senior Consultant
Grays Peak Strategies

(On behalf of Virginia Division of Child Support Enforcement)



What We'll Be Discussing Today

1. The Spandrels of SEO
2. Search Advertising and SEO
3. Display, Social Media, and Video Ads



Spandrels in St. Mark's Basilica in Venice

Arch

Spandrels



“Spandrels do not exist to house the evangelists.”

—Stephen Jay Gould and Richard Lewontin

“The Spandrels of San Marco and the Panglossian Paradigm: A Critique of the Adaptationist Programme.” *Proceedings of the Royal Society of London. Series B, Biological Sciences*, vol. 205, no. 1161, 1979, pp. 581–98, <http://www.jstor.org/stable/77447>. Accessed 20 Apr. 2022.



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SEO Opens up Space for Digital Marketing

SEO

Digital Marketing



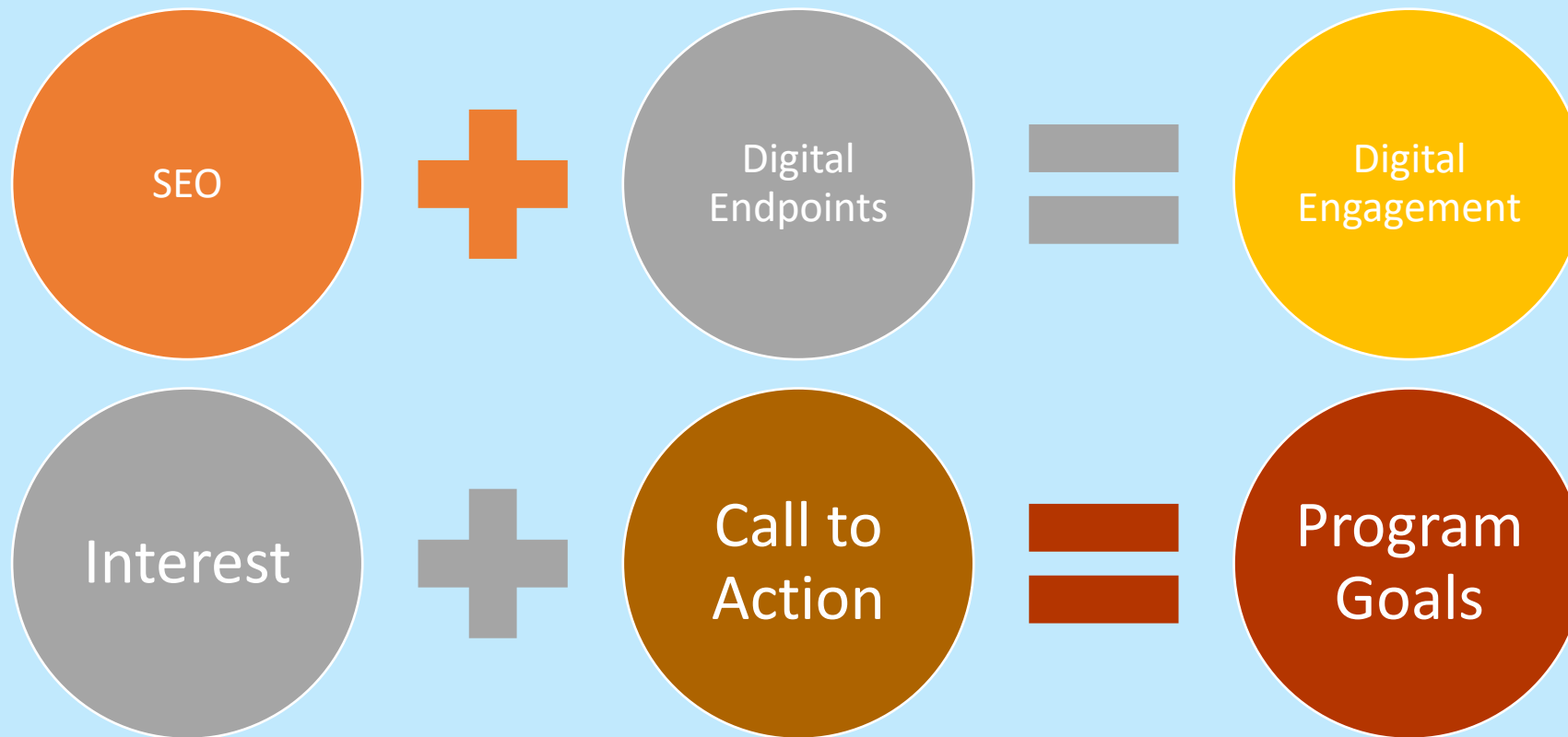
SEO is an end in itself. But it also creates a canvas for digital marketing.

SEO Does More Than Drive Website Hits

- Simplifies the digital advertising process
- Can significantly lower the associated costs
- Optimizing websites for search gives you information about what people want to know
 - Use that information to build a digital advertising program



Digital Endpoints Are Essential for Marketing



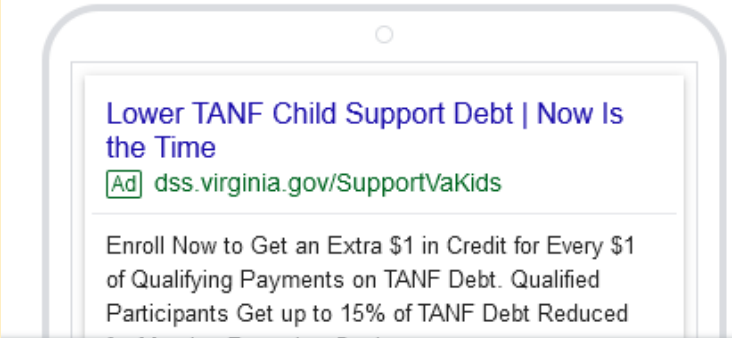
What Are Digital Endpoints?

- Actions people can take on your site
 - Complete an **online child support application**
 - Contact you through a **contact form**
 - Sign up for an informational **webinar**
- Directly connect potential actions to calls-to-action
 - Apply Now
 - Reach out to Us Today
 - Register
- Designed for mobile
 - Your users are on mobile devices.
 - Any mobile unfriendly digital endpoint won't work.
 - You only have this one chance; don't miss it!



SEO and Search Advertising

- Highly relevant ads cost less and are more likely to be shown.
- On Google, the default search advertising approach builds text ads based on website content to ensure relevance.
- Keywords highlight the direct connection between ad language and SEO-optimized web text.



Lower TANF Child Support Debt | Now Is the Time
[Ad] dss.virginia.gov/SupportVaKids

Enroll Now to Get an Extra \$1 in Credit for Every \$1 of Qualifying Payments on TANF Debt. Qualified Participants Get up to 15% of TANF Debt Reduced

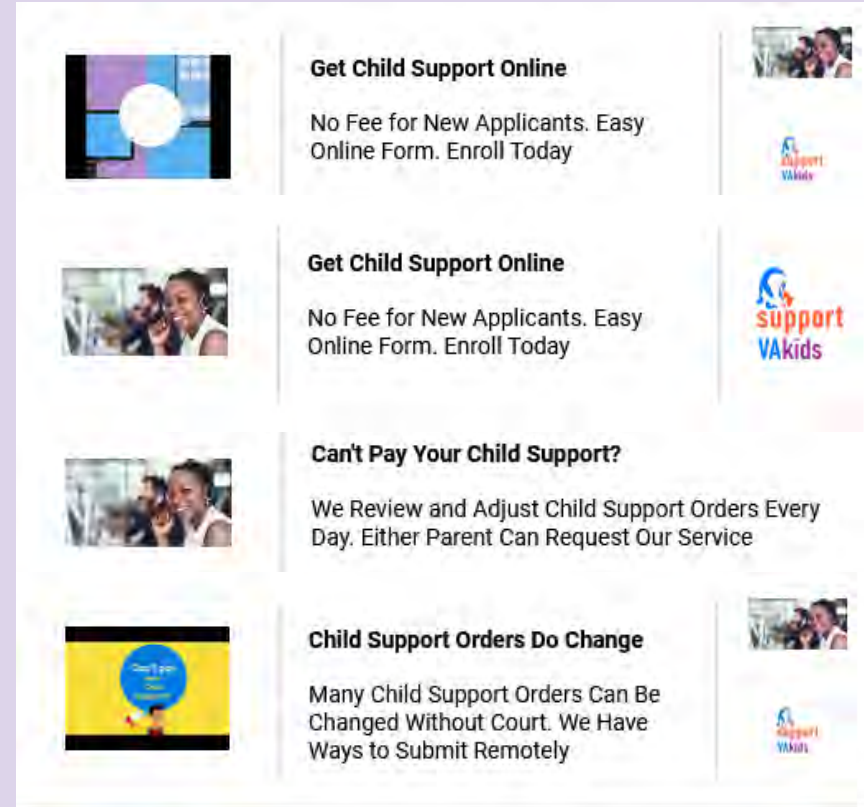
Ad	Impressions	Clicks	CTR
● Enabled	2,452	241	9.83%

Keywords				+ ADD KEYWORD	
	Cost	Clicks	Conversions		
● tanf	\$740.77	476	39.00		
● temporary assistance for needy families	\$462.44	266	32.00		
● cash assistance	\$225.63	120	15.00		
● child support assistance	\$79.25	58	4.00		
● child support modification	\$19.24	10	1.00		



SEO and Display Advertising

- Display ads do not *necessarily* require good SEO, but responsible ones do.
- Display advertising methods that create ads based on the landing page language benefit from SEO.
- Display is best for remarketing.



The image shows a grid of four display advertisements for 'support VAkids'. Each ad features a small image on the left, a headline, a sub-headline, and the 'support VAkids' logo on the right.

- Ad 1:** Image of a person on a screen. Headline: **Get Child Support Online**. Sub-headline: No Fee for New Applicants. Easy Online Form. Enroll Today.
- Ad 2:** Image of a woman smiling. Headline: **Get Child Support Online**. Sub-headline: No Fee for New Applicants. Easy Online Form. Enroll Today.
- Ad 3:** Image of a woman smiling. Headline: **Can't Pay Your Child Support?**. Sub-headline: We Review and Adjust Child Support Orders Every Day. Either Parent Can Request Our Service.
- Ad 4:** Image of a person on a screen. Headline: **Child Support Orders Do Change**. Sub-headline: Many Child Support Orders Can Be Changed Without Court. We Have Ways to Submit Remotely.



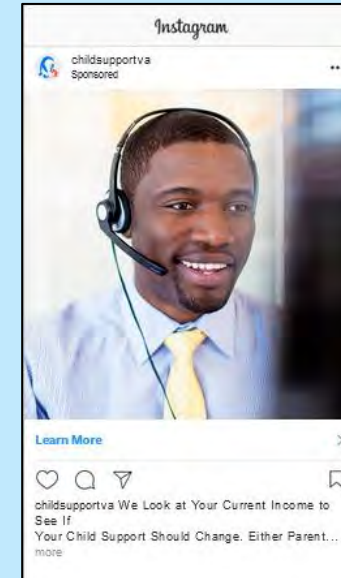
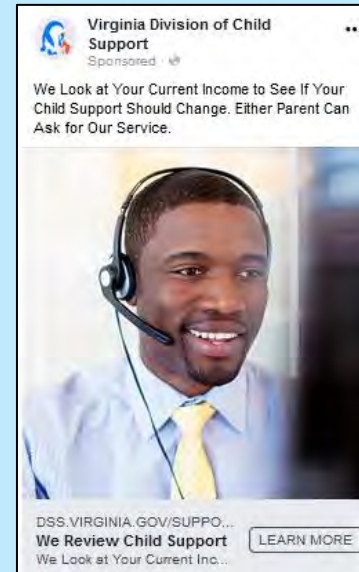
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SEO and Social Media Advertising

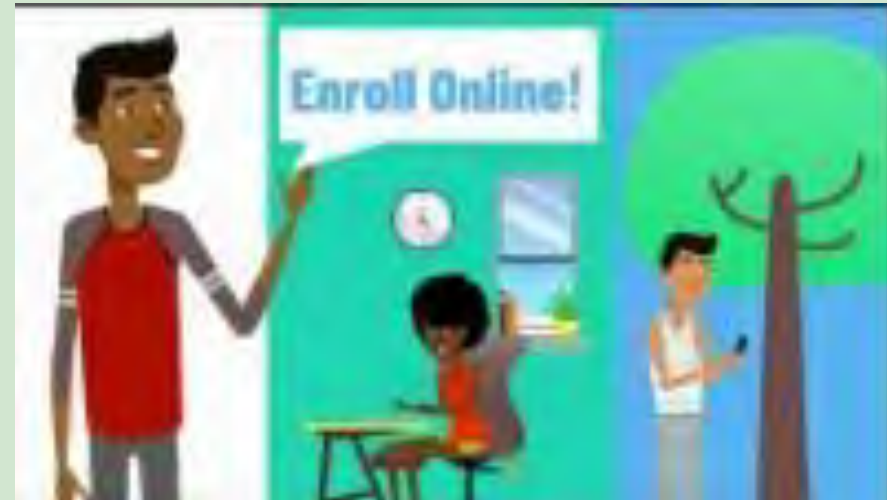
- The connection between your ad content and your site content matters a great deal.
 - Without a strong connection:
 - Your ads may simply not appear
 - You will pay more
- More cumbersome advertising process but tremendous reach
- Again, best for remarketing



SEO and Video Advertising

- YouTube has its own world of SEO (and we should be doing a lot more work on that!).
- There are multiple types of video ads on YouTube and elsewhere and their connections to SEO vary by type.
- Experience suggest YouTube is best for building a brand, not conversions.

YouTube and Snapchat: 6-second Non-skippable Ad



<https://youtu.be/jUJCOvXW9AE>



Outcomes from the Virginia Digital Marketing Grant

Demographic Results for Google Platforms (Search, Display, and YouTube)

	Sum of Impressions	% of All Impressions	Cost per 1,000 Impressions	Conversions	% of All Conversions
Female	4,494,090	37	\$4.44	413	56
Male	3,355,004	29	\$4.20	183	25
Undetermined	4,141,944	35	\$2.44	139	19
Total	11,991,038	100	\$3.68	735	100

Demographic Results for Facebook Platforms (Facebook, Instagram, etc.)

	Sum of Impressions	% of All Impressions	Cost per 1,000 Impressions	People Reached	% of All People Reached
Female	1,357,951	63	\$10.21	330,751	61
Male	775,666	36	\$7.75	207,744	38
Undetermined	8,781	0	\$10.42	2,304	0
Total	2,142,398	100	\$9.32	540,799	100

Google results combine Cycles 1 and 3. Facebook results combine Cycles 2 and 3.



For More Information:

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Grays Peak Strategies

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Digital Marketing Resources

<https://www.acf.hhs.gov/css/grants/current-grants/digitalmarketing>

<https://www.acf.hhs.gov/css/grant-funding/digital-marketing-project-summaries>

