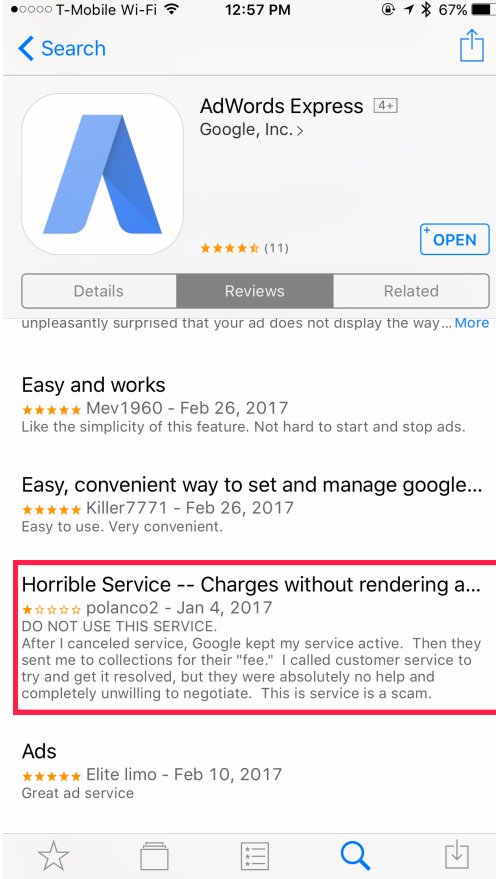
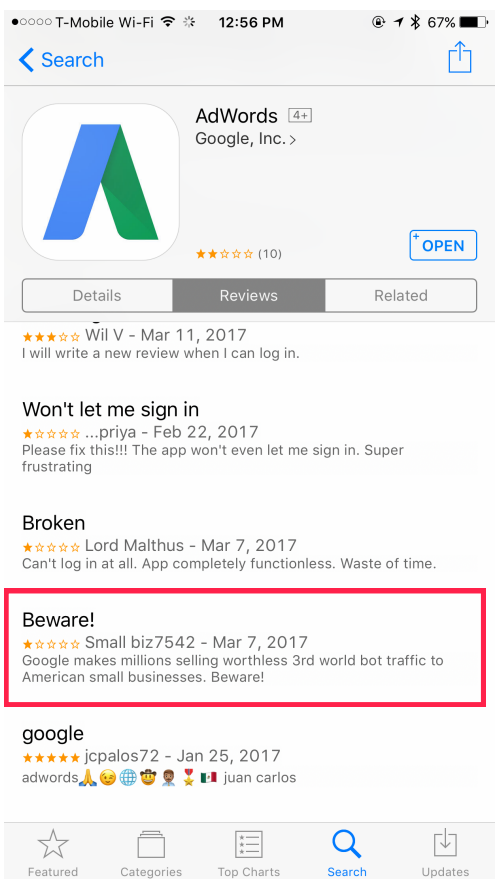
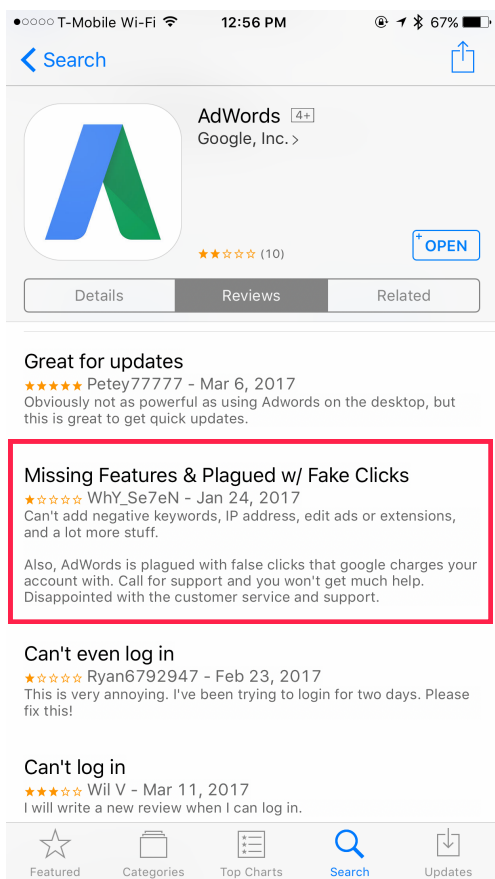


Problem



Re: Why is adwords so confusing



Stu D February 2015

Visitor ★★★
11

Thanks for all the replies so far. I still can't see why placing an Adwords ad is more complicated than placing a classified ad in a newspaper. In a newspaper you can specify how long it will run, where it will appear, what it will look like and even in what circulation area. All this is done by an order-taker on the phone or a simple set of dialog boxes on the newspaper's website.

In Canada we have an outfit called Kijiji, similar to Craigslist, which allows advertisers to target their ads and choose how long it will run and how much it will cost.

Except for keywords and the bidding system I can't see why it has to be so much more complicated with Google.

Simple interface design would go a long way. There are menus all over the place. They are not intuitive. Why do I have to have an ad group, a separate page for merchant ads, whatever they are, and dozens of other features that make no sense at all.

Even Google reps don't understand their own system. After

Problem Insights



Problem

Some AdWords users are concerned with the **quality of the traffic**. This is likely due to a lack of clear understanding on how the system works, **how different variables can affect the performance** of the ad network, how the attribution of traffic occurs, etc.

How can Google Adwords become more effective in communicating its value and underlying functioning to advertisers?