**Spoke with Akash Dhani, Google Online Strategist**

**1-866-2GOOGLE (1-866-246-6453) for United States** or +16502155111

extension **0810019**

[akash.d@google.com](mailto:akash.d@google.com)

**We have made the following changes to the Adwords account:**

* **Callout Extension** : Use Callout extensions draw attention to important product details and benefits and highlight what makes your business different from competitors before potential customers click on your ad. Please refer to <https://support.google.com/adwords/answer/6079510?hl=en> Callout extensions is expected to generate addtional clicks for the campaign, and since you have 2 search campaigns with an average ad position of 1.59.
* **Sitelinks Extensions** : Increase CTRs by providing information users want through sitelinks. Sitelinks direct customers to specific landing pages within your site from your ad, giving users a direct path to the info they want. By Adopting Sitelinks, the predicted Increase in Clicks is > 5 (in 14 days). Please refer to <https://support.google.com/adwords/answer/2375416?hl=en>
* **Structured Snippets Extensions** : Use Structured Snippet extensions to highlight specific aspects of your products and services and provide context on the nature and variety of your products and services before visitors click through to your site. Please refer to <https://support.google.com/adwords/answer/6280012?hl=en> You have at least 1 active search campaign & at least >10k impressions/week in promoted positions.
* **Implement and Grow ETA :** Expanded Text Ads (ETAs) are designed to maximize your presence on search results with nearly 50% more space for ad copy. Don't forget to have at least 3 ETAs per ad group. Having at least 3 ETAs per ad groups is expected to drive better performance. <https://support.google.com/adwords/answer/7048854?hl=en>
* **Website Conversion Tracking :** Better understand what happens after a user clicks on an ad through Conversion Tracking. This free tool helps measure which clicks most often lead to sales or leads, so you can optimize your campaigns for a better return. Looking at your account gives us an idea that you do not have Conversion Tracking Enabled, have at least 250 clicks in last 28 days & Google Analytics is NOT linked.
* **ANALYTICS linking :** Linking Google Analytics to AdWords pulls website behavior data into AdWords and allows strategist to see it at the account-, campaign-, ad group- and even keyword-levels, allowing you to optimize for behaviors that result in conversions. <https://support.google.com/adwords/answer/6181127?hl=en>

**Website Performance Test**  
Also, to test the performance of our website, we went to the following website and tested the performance. We have low performance on the website for mobile users, a recommended load time for website is 0-3 seconds where as our website loads in 8s which leads to 28% estimated visitor loss. We have a large population of users visiting our site with mobiles.

<https://developers.google.com/speed/pagespeed/insights/?url=isat.siu.edu>

These following recommendations for improving website speed:

* Reduce page weight
  + Compress images
  + Compress resource with GZIP
  + Minify resources
* Reduce number of requests
  + Leverage browser caching
  + Eliminate render-blocking JavaScript and CSS in above-the-fold content
  + Avoid landing page redirects
* Make a quick first impression
  + Load visible content before CSS and JS files
  + Reduce server response time
  + Make your page lightning fast with [AMP](https://www.google.com/appserve/mkt/p/f5XLZFYBCqXdm-Wdi1lC37VE1ubE8YA48mH1n3LFtuWfXWGO-rC0K6cCJrEFd9C3AUgbuKA3tOGoU0nxQ1zBz1FFySiFv5fD4enVcLhHGArWxir0N6hn_TE=)

**Google Adwords Conversion Tracking**

Below is the Google AdWords Conversion Tracking code for conversion action   
Website Tracking. To start tracking this conversion you need to copy and   
paste the code into the source of the page you would like to track.  
  
For tips see <https://support.google.com/adwords/answer/6331314?&hl=en_US>.  
  
  
<!-- Google Code for Website Tracking Conversion Page -->  
<script type="text/javascript">  
/\* <![CDATA[ \*/  
var google\_conversion\_id = 923954064;  
var google\_conversion\_language = "en";  
var google\_conversion\_format = "3";  
var google\_conversion\_color = "ffffff";  
var google\_conversion\_label = "EB6ZCI237nIQkNfJuAM";  
var google\_remarketing\_only = false;  
/\* ]]> \*/  
</script>  
<script type="text/javascript"   
src="//www.googleadservices.com/pagead/conversion.js">  
</script>  
<noscript>  
<div style="display:inline;">  
<img height="1" width="1" style="border-style:none;" alt=""   
src="//www.googleadservices.com/pagead/conversion/923954064/?label=EB6ZCI237nIQkNfJuAM&amp;guid=ON&amp;script=0"/>  
</div>  
</noscript>

I will be setting up Google Business.