Google Online Marketing Challenge

[STUDENT GUIDE 2010]

Google

Contents

Student Guide to the Google Online Marketing Challenge

Hello!

Thank you for being part of the 2010 Google Online Marketing Challenge. This guide has three broad parts – Information about the Challenge, Learning about Google AdWords and Managing your AdWords account.

You will need other information besides this Guide. Your professor will give you details on how to register your US$200 student AdWords account and how your team will submit its reports for judging.

Good luck!

The Google Team

PART I – INFORMATION ABOUT THE ONLINE CHALLENGE

Frequently Asked Questions

You may have questions about the Challenge. Your best place for answers is the Google Online Marketing Challenge Website at **www.google.com/onlinechallenge/faq.html**. For now, here are answers to questions you might have.

What if my class supervisor isn't a professor?
To keep things simple, the term 'professor' refers to any academic supervising student teams in the Challenge. For example, you might have a lecturer or a researcher.

What are my professor's responsibilities as supervisor?
Ideally, professors will mentor and work with you to ensure you have a solid understanding of online marketing and the Challenge, receive Challenge materials, select an appropriate business and submit your reports on time. Beyond that it's up to them. Some professors might like to run a competition among your class teams or invite the participating businesses to relevant class presentations.

What will I learn by competing in the Challenge?
Your **Learning Objectives** are:
- Given the opportunity, choose to discuss online marketing and media planning.
- Using examples, share the learning experience of group work and business consulting.
- Using examples, explain the following terms: banner advertisement, click-through-rate, conversion, landing page, optimization techniques, ROI and text advertisements.
- Using examples, contrast mass advertising and context-sensitive advertising.
- Using examples, illustrate technical and cultural factors affecting the success of online advertising campaigns.
- Using examples, illustrate the difficulties of developing a web-based marketing campaign that will stand out among the billions of web pages available.

What are the awards and recognition for the winners?
The global winners and their professor receive a trip to the Google Headquarters in Mountain View, California to meet with the team that developed AdWords. Regional winners and their professor receive a trip to a regional Google office.

There are three competition regions – The Americas, EMEA (Europe, the Middle East and Africa) and Asia Pacific. In addition to an overall global winner, there will be three additional winners - one from each region.

How do I select a business or organization?
Selecting the right business is important. To help you choose, please review the 'Selecting and Working with a Business or Organization' section in this guide.

Professors or students can decide the business - whatever works best. In some cases, the school might have preferred candidates, or student groups might have friends or family with ideal businesses for the competition.

Please note that each student group must work with a different business. Groups may not use the same business.

What obligations does the participating business have?
At a minimum, the business must receive and agree to the 'Letter to Businesses', included with this guide. Ideally, the business will take an active interest in the campaign, such as explaining its business and online marketing objectives, and providing feedback on the proposed campaign strategy, interim campaign results and campaign changes.

Please note that you are acting as online marketing consultants to provide services to the business. They are under no obligation to follow your recommendations and you should not expect them to do as you say. Understanding the complexity of acting as business consultants is a key Challenge learning objective.

What resources are available to help?
The best resource is this guide, particularly **PART II – LEARNING ABOUT GOOGLE ADWORDS** where you will find information about Google AdWords.

You can also check the 'Information for Students' section of the Challenge website at
www.google.com/onlinechallenge/students.html.

What kind of AdWords advertising should I be running?
There are various ad formats available to AdWords advertisers, however this competition only evaluates your text ads. In some cases, your business may want to use other formats such as image or video ads, but please note that these results will not count in the Challenge and will cost some of your budget. We encourage you to focus on text ads only.

What support is Google providing?
If you have questions around the Challenge or AdWords, we recommend you search this guide, the Challenge website, and talk with your professor.

You can also post your questions in our Online Challenge forum at
http://groups.google.com/group/onlinechallenge where other users and our Google Guides will help you.

If you get really stuck, you have email support to help. Please note that contacting email support should be your last resort and there will be up to a 48-hour turnaround for a response.

If you do require email support, please send your query to **onlinechallenge@google.com**.

Please note that this support is only available during the campaign window period from 28 January to 4 June, 2010.

Who judges the competition and how?
The competition evaluation has two components. The first component is the Campaign Statistics algorithm developed by Google. This algorithm examines over 30 factors within an AdWords account including impressions, cost-per-click, click-through-rates, keyword choices, ad creatives and budgeting to determine effective AdWords campaigns. The second judging component is two written reports developed by the academic community.

At the end of the competition, Google will compare all Campaign Statistics across the population of student teams in the competition. Results from the Campaign Statistics determine the top five teams in each region. The Global Academic Panel then chooses regional and global winners, based solely on each team's written reports – a four-page Pre-Campaign Strategy and an eight-page Post-Campaign Summary.

Please see the 'Challenge Criteria and Grading' section in this guide for more details on the Pre- Campaign Strategy and Post-Campaign Summary.

Should I work towards, clicks, CTR or Impressions, etc?

Clicks and impressions are important elements of your campaign but there is no single, perfect AdWords account. The aim of the Challenge is to help you learn about developing sound online marketing strategies, so you should structure your AdWords account to related to the goals you agreed upon with your selected business. The amount of clicks you receive and the click-through rate (CTR) can be good indications of how interesting and useful users find your AdWords ads. However, in some cases a placement targeted campaign with a focus on accruing impressions on the right sites with the right audience can be equally important. As you see, it depends on what your selected business wants to achieve.

The competition is not about any one particular AdWords statistic, rather how you set goals in the Pre-Campaign Strategy, how you interpret and react to the results during the campaign, and finally, how you discuss your results in the Post-Campaign Summary. Think about how your results align with the goals of your selected business and changes you recommend.

What languages can the reports be submitted in?

The main support materials are in English, however you can run advertising in your local language. But you should submit the reports in one of these 14 languages: English, Spanish, French, Italian, German, Chinese, Russian, Portuguese, Japanese, Polish, Hungarian, Turkish, Czech and Hindi.

When will we know the winners?

Given the global nature of the contest and the need to accommodate different class schedules, regional and global winners will be announced in July 2010.

What other information do I need?

Your professor should provide you with the 'Student Guide to the Google Online Marketing Challenge' (this document!).

You will need more information besides this Guide. Your professor will also provide you with details on how to register for your US$200 AdWords credit and how your team will submit their reports for judging.

What did past participants say about the Challenge?

"The Challenge energized me and my students. The ability to work with a real-life client and spend "real money" on Google AdWords was unique and exciting."

"This experience has been one of the absolute highlights of my college experience; I wish more opportunities were available like this."

"Sharp minds, energetic marketers and a free AdWords budget. I would strongly recommend participating in the Challenge to any business."

"Students have first hand experience with real clients and real budgets to get real results. Is there a better way to gain experience with the real world?"

Suggested Timeline

Competition Timeline

- You can run your campaign over any three consecutive weeks between the **28th of January** and **4th of June, 2010**.
- Teams must submit their final report before **June 11, 2010**.
- Global and regional winners are announced **July 2010**.

Your professor will decide your class schedule, but your team should follow this rough timeline.

- **Nominate a team captain.** Your professor will receive instructions from Google and let you know the next steps, but you'll need a team captain as part of this process. Your team captain will need to have a Google Account. For setting up a Google Account, please see **www.google.com/accounts/NewAccount**.

- **Select a business.** Your team must agree with your professor on who you will work with. You must present the business with a copy of the 'Letter to Businesses' (included with this guide) and have them verbally agree to work with you.

- **Meet with your business and write your Pre-Campaign Strategy.** To be successful in the Challenge, you will need to understand what the business does and what it hopes to achieve from online marketing. Allocate time to meet with them, write your Pre-Campaign Strategy and submit it to your professor and Google before you start your campaign. (Your professor will provide instructions on how to submit your reports to Google).

- **Set up your AdWords account and begin your campaign.** Once you receive your US$200 account access, you should review the section in this guide titled 'Making the Most of Your Campaigns' for details on how to structure your account. Your campaign must run for three consecutive weeks between January 28 and June 4, 2010. Over these three weeks your team will check the results, run reports and optimize your campaign.

- **Write your Post-Campaign Summary.** Within no more than three weeks after your campaign ends and no later than June 11, 2010. Your team must write and submit the Summary to your professor and Google to be considered for regional and global judging. (Instructions on how to submit your reports to Google will be provided to your professor). Remember: Google MUST receive both your Pre-Campaign Strategy and Post-Campaign Summary on time!

- **Submit your recommendations to your selected business.** Oonce your campaign is over and your reports are complete. If you and the business believe Google AdWords is right for them, they should email **onlinechallengebusiness@google.com** and request to begin their AdWords campaign in line with your recommendations.

- **Providing feedback.** After the Challenge has ended, Google may contact you to complete an optional post-participation survey. Your feedback is critical to help us keep improving the Challenge.

Selecting and Working with a Business or Organization

A major aim of the Challenge is to give students practical, real-life experience in their studies. With this in mind, the best way to work with businesses is to think of yourselves as consultants, and the business as the client. You should aim to apply the same level of professionalism that a real-life consulting firm would.

Selecting the right business or organization is important. The right choice can range from one person focusing on a local region to a multi-office business servicing a few countries. A good idea is businesses between 1-100 employees.

Try to work with businesses relevant to the types of search queries that Google users conduct. Good examples would be a traditional retail business, such as a home wares store, a vintage fashion store or a niche beauty store. You might want to try a few keyword searches for goods and services relevant to your potential business before making your final selection.

You should be aware that Google has content guidelines and will **NOT** run AdWords for sites promoting inappropriate items such as academic aids, some alcohol, bulk marketing, counterfeit designer goods or cigarettes. (Details at **https://adwords.google.com/select/contentpolicy.html**)

Please note that the business or organization should not currently use AdWords in any capacity, had no active account within the last 6 months and not have participated in the 2009 Challenge.

Tips on Businesses to Avoid
When searching for likely candidates, remember that you may compete against many companies that spend large advertising budgets on the same keywords you want to use. With this in mind, you might want to avoid businesses such as:

• Web Hosting
• Web Design Agencies
• Insurance Companies
• Mortgage Agencies
• Debt Consolidation Companies
• Multi-level Marketers – **http://en.wikipedia.org/wiki/Multi-level_marketing**
• Distributors
• Affiliate Companies – **http://en.wikipedia.org/wiki/Affiliate_marketing**

Also, please bear in mind that many big players in travel and finance have advertised and optimized their campaigns for years. It might be tough for you to compete against them.

Please note: AdWords is appropriate for these businesses – but you have a limited budget and timeframe so you might find it difficult to compete effectively using them as clients.

Finally, please note that the 'landing page quality score' of the website can affect your account performance. When selecting your business, ensure its website is suitable by reading the landing page/website guidelines at **http://adwords.google.com/support/bin/answer.py?answer=46675&topic=9356**.
For further information on websites that typically have poor landing page quality, please see **http://adwords.google.com/support/bin/answer.py?answer=66238**.

Judging Criteria – How will your team be judged?

The contest has two components, Campaign Statistics that Google will assess and two written reports that academics will assess.

To select finalists, Google first compares Campaign Statistics across all competing student teams. Google's proprietary Campaign Statistics algorithm considers over 30 factors within an AdWords account to determine its online marketing effectiveness. The Campaign Statistics algorithm determines the top 50 accounts in each region. Google AdWords experts will then apply an extra level of rigor to select the top five in each region.

Finally, the independent Global Academic Panel reviews the Pre-Campaign Strategy and Post-Campaign Summary reports of the top five teams in each region to select the regional and global winners. It takes great Campaign Statistics to make the regional top five, and then great written reports to win. Over a dozen academics from all over the world helped develop the following written report grading criteria.

I. Campaign Statistics

Important: Although there are many ad formats available to AdWords advertisers, this competition will only evaluate text ads.

A key competition goal is to work towards a suitable campaign for your business. For your best chance in the Challenge, you should work towards what suits your business and not towards an algorithm. There is no 'ideal' account or campaign. Different businesses have different goals and goods/services, which your account should reflect. What works for one group may not work for another.

To succeed in the Campaign Statistics your team should do well across the following five areas.

A) Account Structure
B) Optimization Techniques
C) Account Activity and Reporting
D) Performance and Budget
E) Relevance

A) Account structure

Structuring your account is crucial to effective advertising. A poor account structure harms your Campaign Statistics. Characteristics of a poor, good and excellent account structure follow.

An Excellent account structure mirrors your client's website structure where possible. Your campaign(s) should be grouped according to product lines/themes or geography, and contain multiple Ad Groups specific to relevant subcategories. For example, a campaign for 'accessories' could have separate Ad Groups for 'bags' and 'jewelry'. Each Ad Group would then contain ad texts/variations specific to these subsections, and a targeted and specific keyword list.

A Good/Fair account structure also groups campaigns according to product lines and themes and contains Ad Groups with relevant ad texts/variations and keywords. The key difference between good and excellent structure is how granular you structure your campaigns. The more specific and granular, the more relevant and specific your advertising becomes.

A Poor account structure has a very general campaign or single Ad Group containing many different themes, not structured according to product range or geography. Poor campaigns usually contain a long list of unorganized and mismatched keywords. For example, to advertise a clothing store we would not recommend just one campaign and Ad Group containing only one list of keywords such as 'ladies slacks', 'men's bags' and 'jewelry'. These separate product ranges would work better in their own Ad Groups, e.g. a slacks Ad Group and accessories Ad Group.

B) Optimization techniques
We will monitor how well you implement the suggested optimization techniques and best practices. In particular, we will monitor which of these techniques you implemented (e.g. keyword matching options) and how you optimized the Google network to your advantage, e.g. how effectively you used the content network.

C) Account activity and reporting
Online advertising is dynamic. You should review and change your approach over time to maximize your campaigns. We will monitor what changes, if any, you make throughout the three-week competition. This includes whether you used the Report Center and actions you took as a result. The Report Center gives you useful information on your account performance and helps you make informed changes to your campaign. You can find more about the Report Center at
http://adwords.google.com/support/bin/answer.py?hl=bn&answer=29713.
This is explained in detail later in this document.

D) Performance and budget
We will monitor how effectively you use your budget across your keywords throughout the competition. In order to maximize your budget, please be aware that you may need to edit the cost-per-click of individual keywords.

E) Relevance
Achieving a strong click-through rate is a key measure of how relevant your ads are and we will consider your click-through-rate when judging your account. To create relevant and effective advertising often means revisiting your campaigns and tweaking where necessary.

II. Written Reports

Both reports should use the following formatting: 12-point Times font, 2.54cm page margins, A4 paper, left-justification, 1.5 line spacing. A4 paper is a standard paper size, in the 'Page Layout' section of most word processing programs. Reports that exceed the page limit or ignore the formatting guidelines are ineligible for judging. Do not include cover pages, Title Pages, or Table of Contents with your reports. Similarly, do not include information that shows your team members' names or institutional affiliation (e.g., college, university).

Pre-Campaign Strategy (30 points total, maximum four pages, submitted in one of these 14 languages: English, Spanish, French, Italian, German, Chinese, Russian, Portuguese, Japanese, Polish, Hungarian, Turkish, Czech and Hindi.)

In addition to Communication and Readability (5 points), the Pre-Campaign Strategy has two components. A Client Overview (12 points) that describes your client business and Proposed AdWords Strategy (13 points) that helps your team craft and defend your draft AdWords Strategy. Combined, both components should be a maximum of four pages. Ideally, you would gather input from your clients in developing the Pre-Campaign Strategy. All groups must submit the Pre-Campaign Strategy to their professor and to Google.

Client Overview (12 points, about two pages)
As a foundation for the proposed AdWords Strategy, this section provides a brief overview of the client and its marketing,

- Client profile (2 points, a few sentences including some of the following. Please note that clients may not want to share some information. You may note this in the report if this is the case)

  - Name, location
  - Sales and number of employees
  - Goods and services offered
  - Key online marketing personnel
  - Age of the company
  - url, website age, website management
  - Company presence and sales via online and offline channels
  - Other relevant information

- Market analysis (4 points, a couple of paragraphs including some of the following)

  - Current and potential customers
  - Current and potential competitors
  - Overview of the industry (key characteristics, competitive/saturated/mature)
  - Projected and historical online spend for the industry
  - Market position/specialties
  - Unique selling points of the goods/services offered
  - Seasonality of their goods/services or seasonality that the company has identified
  - Other relevant market information

- Current marketing (4 points, a couple of paragraphs including some of the following)

  - Website uses, e.g. sales, customer service
  - Website strengths and weaknesses
  - Website visibility, such as Google PageRank, incoming links, a few keyword search results, online advertising, and offline promotion of the url.
  - If available, summary information from Google Analytics or other third party web tracking software
  - Email campaigns
  - Offline advertising
  - Other online or offline marketing

- Conclusion on how the AdWords campaign should align with the client's business
  (2 points, a few sentences)

Proposed AdWords Strategy (13 points, about two pages including sample AdWords and keywords)
Based on an analysis of the client, their website and their marketing, teams should craft an appropriate AdWords Strategy and metrics for their campaign. The Proposed AdWords Strategy should include:

- Number of Ad Groups and the focus for each Ad Group.
- Keywords and negative keywords
- Text for at least two AdWords versions for some Ad Groups
- Daily and weekly plans for spending their campaign budget
- Network(s) for their AdWords ads
- Target audience settings
- Ad Serving options
- Keyword Bidding
- Geotargeting
- Goals for impressions, clicks, CPC and CTR
- Proposed success metrics
- Other relevant information

Communication and readability (5 points)
The Pre-Campaign Strategy should have a logical flow, be easy to follow, and avoid grammatical mistakes.

Post-Campaign Summary (70 points total, maximum eight pages, submitted in any of the 14 accepted languages)
The Post-Campaign Summary has five components: an Executive Summary (8 points), Industry Component (28 points) and Learning Component (14 points), Communication and Readability (10 points), and relevant use of Tables, Figures and Charts (10 points).

Executive Summary (8 points, one page)
This stand-alone document provides your client with a project snapshot and highlights four key factors:

1. *Campaign Overview* – a basic review of the project by introducing the campaign goals and operational details.
2. *Key results* – discuss the overall campaign performance as well as each ad group's performance. You should reference each group as well as the overall campaign. This section should provide a brief overview of the key metrics.
3. *Conclusion* – a clear synthesis of the report content and key items. This is your chance to tie together the entire package and focus the client's attention on important project aspects.
4. *Future Online Marketing Recommendations* – simple, actionable and well-justified advice on what your client's future online marketing, particularly in relation to AdWords and the website.

Develop the Executive Summary **after** you generate all other content, as it summarizes and will overlap with your Industry Component content.

Industry Component (28 points, maximum five pages)
This is the team's chance to share the results with their client and expand upon the Executive Summary. The ideal approach is to write the Industry Component first and then summarize this content for the Executive Summary. As a rule, you would include most if not all of your Charts, Tables and Figures in your Industry Component and cover the following areas:

1. *Campaign overview:*

   • Review the major campaign goals (strategic goals as well as metrics: CTR, CPC, and Impressions, etc.) set prior to the project and discuss your general strategies for approaching each goal.
   • Operational details (campaign dates, money spent, ad groups used). Review the basic schedule and cost structure you followed, your methods for monitoring the account, etc.

2. *Evolution of Your Campaign Strategy:*

   • What were the major changes you made during the campaign and what led to these changes?
   • How did these changes affect your campaign?

3. *Key Results* – Summarize your results based on three weeks of data, such as:

   • Overall performance of the campaign and individual ad groups.
   • Performance of the initial campaign and changes in performance following your optimization efforts.
   • Keyword combinations that were effective and ineffective.
   • Your success stories and quick, but clear references to failures you experienced.
   • When discussing performance, refer to metrics such as:
     - Impressions
     - Clicks
     - Click Through Rate
     - Average Cost per Keyword
     - Total Cost of Campaign
     - Other metrics provided by the client, such as conversions

4. *Conclusions* – Synthesize the Industry Component, tie together the entire package and focus your client's attention on the key project aspects. Take this opportunity to repackage information from the data section to display your practical lessons learned with the client. The goal is to develop a great transition that summarizes the critical results and starts to link these results to the future recommendations in the next section.

5. *Future Recommendations* – Provide simple actionable and well-justified advice on your client's future online marketing, particularly in relation to AdWords and the website.

Learning Component (14 points, maximum two pages)
The teams' reflection on what they learned should cover four points:

1. *Learning objectives and outcomes* – what did the team hope to learn? How well did the team meet their learning expectations and the Challenge learning objectives? What else did they learn? What key outcome as will the team remember? What were the expected and unexpected outcomes from participating in the Challenge?
2. *Group dynamics* – what problems did the team encounter and more importantly, how did they overcome these problems? What were some expected and unexpected outcomes from working as a group?
3. *Client dynamics* – what problems did they encounter and as importantly, how did they overcome these problems? What were some expected and unexpected outcomes from working with the client?
4. *Future recommendations* – what would they do differently in the future to improve their campaign strategy, learning experience, group dynamics and client dynamics?

Communication and readability (10 points)
The Post-Campaign Summary should have a logical flow, be easy to follow and avoid grammatical mistakes.

Charts, Tables and Figures (10 points)
Teams should intersperse relevant charts, tables, figures to illustrate their results. In addition, teams should label and refer to the charts, tables and figures in the body of the report. Appendices are not permitted. Charts, Tables and Figures count towards the total number of pages.

Letter to Businesses

Teams must deliver the 'Letter to Businesses' to prospective clients. This important part of the process makes the business aware of the nature of the Challenge and what it can expect by participating. All the business must do is verbally agree that you may promote their site using Google AdWords. If the business contact does not speak English, you must communicate the content of the letter effectively enough for the business contact to understand.

Remember: think of yourselves as consultants, and the business as the client. That is, you work for the business and not the other way around. Make sure the business understands everything that will happen and how you will follow up with them once the campaign ends.

Google™

Hello!

You are receiving this letter because a student team has selected you to participate in the Google Online Marketing Challenge, a global student competition developed by professors from across the globe in collaboration with Google. The students who gave you this letter would like to help your business by developing a free online marketing campaign, using Google AdWords and online marketing principles, to improve and drive traffic to your website.

What is in it for your business?
This is an excellent opportunity for you to receive US$200 of Google AdWords online advertising free, while hard-working students analyze your business from an online marketing perspective.

How does it work?
There is no cost to you. The students will receive US$200 of free Google AdWords advertising and then work with you to devise an effective online marketing campaign. They will evaluate your current online marketing, outline a strategy, run a three week advertising campaign, assess the results and then provide you with recommendations to further develop your online marketing.

Although they might suggest ways to enhance your website, students will not control or alter your website in any way. Your student team will, however, use Google AdWords to drive traffic to your website.

What do you need to do?
First, you will need to agree with the students that you want to participate. Then, at a convenient time, meet with your student team to explain what your business does and what you want to achieve from online marketing. Ideally, you will take an active interest in the campaign, such as providing feedback on the proposed campaign strategy, interim campaign results and campaign changes. The students do all the work but the more you help them, the more you have to gain through a successful campaign.

To find out more about Google AdWords simply talk to your student team or visit
www.google.com/adwords.

What happens after the campaign ends?
Once the campaign is over you are under no obligation whatsoever to continue with AdWords. However, if you believe Google AdWords is right for your business, make sure to send an email to onlinechallengebusiness@google.com. Google will provide you with a voucher for US$50 free online advertising and help you continue your AdWords campaign in line with the student's recommendations.

For more information on the Google Online Marketing Challenge, please visit
www.google.com/onlinechallenge.

Regards,

The Google Team

PART II – LEARNING ABOUT GOOGLE ADWORDS

AdWords is Google's sponsored link programme. Customers use AdWords to display ads on the pages of search engine results. These ads are published next to the organic search results, and, if required by the customer, on websites on the search network and sites associated with Google.

The advertiser only pays each time the user clicks on the ad, and accesses the advertised web page. Advertisers have full control over the targeting of their campaigns (by geography and language), the budget, the keywords that trigger the publication of their ads and the ad text. All these adjustments can be made easily and in real time. This section briefs you on what AdWords is, and how to set up and optimize your account.

Organic Results vs Sponsored Links

There are two kinds of Google search results: natural results (also known as organic) and AdWords results, classified as sponsored links. Sponsored links appear in the right-hand column, and sometimes at the top of the page.
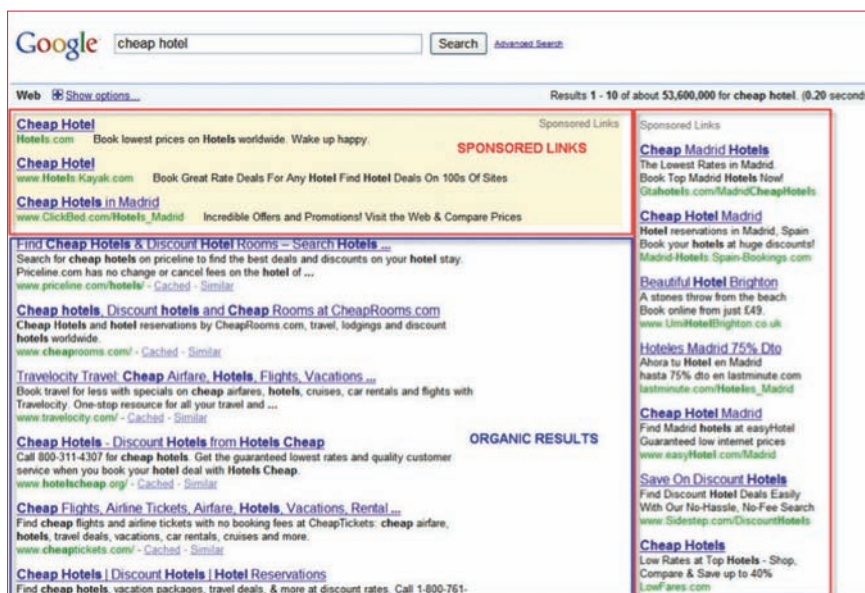
Google AdWords Advantages

Budget control

With Google AdWords, advertisers control their campaign costs. From their account, they can monitor and modify their budget at any time. Advertisers can invest any amount that they feel is appropriate, depending on the budget and objectives, and extend that budget over any time period.

Targeting

It is also possible to direct campaigns at geographic segments and languages. For example, an advertiser who offers home repair services in Seville can display ads only for users located in Seville and who carry out Google searches in Spanish related to home repair services. The more targeted the geographical and language settings, and keywords lists, the more chance of a profitable campaign.

Relevance

Google AdWords campaigns offer advertisers the possibility of displaying their ads for a user's search term in a highly relevant manner. The ads are shown to an audience carrying out an active search, whose receptiveness at that time is very high.

Concise ads and the selection of keyword lists relevant to the business increase the chances of users clicking the ads.

Monitoring

Thanks to Google AdWords reporting systems, the advertiser can monitor campaign performance at all times. Advertisers can make campaign decisions and modify settings whenever necessary. There are many types of online reports, and accounts can be configured to receive reports by email. The reports offer statistics such as the number of clicks, ad impressions, and costs over a certain period.

Cost

The AdWords campaign cost depends upon two main variables: cost per click (CPC) and daily budget.

Costs (Cost Per Click/Budget)

- The CPC is the maximum an advertiser will pay for a click on an ad. In choosing a maximum CPC for an ad group or a keyword, advertisers ensures that they will never pay more than this defined amount each time the ad registers a click. CPC is also a key value that affects ad position.
- The daily budget is the amount that the advertiser pays daily for a given campaign. For example, if an advertiser has two campaigns in an account, one with a daily budget of €10.00 and the other €20.00, the total daily budget is €30.00. The monthly cost of the whole campaign is €900.00.

According to this model, if this advertiser established a maximum CPC of €0.20 per keyword, and the entire monthly budget of €900.00 was used, the advertised web pages would have received at least 4,500 visits from users who carried out searches related to the advertiser's business.

Keyword Bidding

The Google AdWords system uses dynamic bidding. There are no pre-established keyword prices; rather, the advertisers decide on the maximum price they will pay for their ads to appear on the search results page (from €0.01). This price is a key factor that determines ad position in relation to the competition. Just as with the daily budget, the maximum CPC bid can be modified frequently and with no cost to the advertiser.

Ad Rank

The position in which the ad appears on the Google search results page, Ad Rank, depends on two main factors: maximum CPC bid and the quality of the ad and keywords.

The Google AdWords system compares the performance and relevance of the keywords and the ad text with the searches carried out to establish a Quality Score. This score, combined with the ad's maximum CPC bid, determines the ad position.

Calculating the CPC and Quality Score

Ad Ranking = CPC x Quality Score

This equation rewards advertisers with an organised and relevant campaign. Thus, an advertiser with a maximum CPC lower than that of competitors can publish ads in higher positions if the ads are a higher quality.

The Quality Score awarded to ads depends mainly on the percentage of clicks, also called click-through rate or CTR. The higher the percentage of clicks (CTR) that an ad receives, the higher the Quality Score. Therefore, advertisers should ensure they have very well targeted keywords lists and attractive ad texts, in order to achieve good CTR scores. The CTR formula follows:

CTR = Clicks / Impressions x 100

Other Quality Score factors include the relevance of the ad and its keywords in relation to the searches carried out, the account history (overall CTR of all ads and keywords) and other indicators such as landing page quality. The following example demonstrates how advertiser A, with a lower maximum CPC bid, displays ads higher than advertiser B.

Read more about Quality Score at
http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=10215

Advertiser	max. CPC
Business A	€0.25
Business B	€0.40

Quality	Result
2%	50
1.2%	48

Ranking
1
2

Google AdWords Account Structure

The following diagram shows the different levels of an AdWords account. This sample account has two campaigns, each with two ad groups. Each campaign has a specific daily budget, start and end dates, Google Network preferences (depending on whether the advertiser wants its ads published exclusively on the search engine and on other sites in the Google Network) as well as location and language targeting.

Each ad group contains one or more ad texts associated with a keyword list and the CPC.
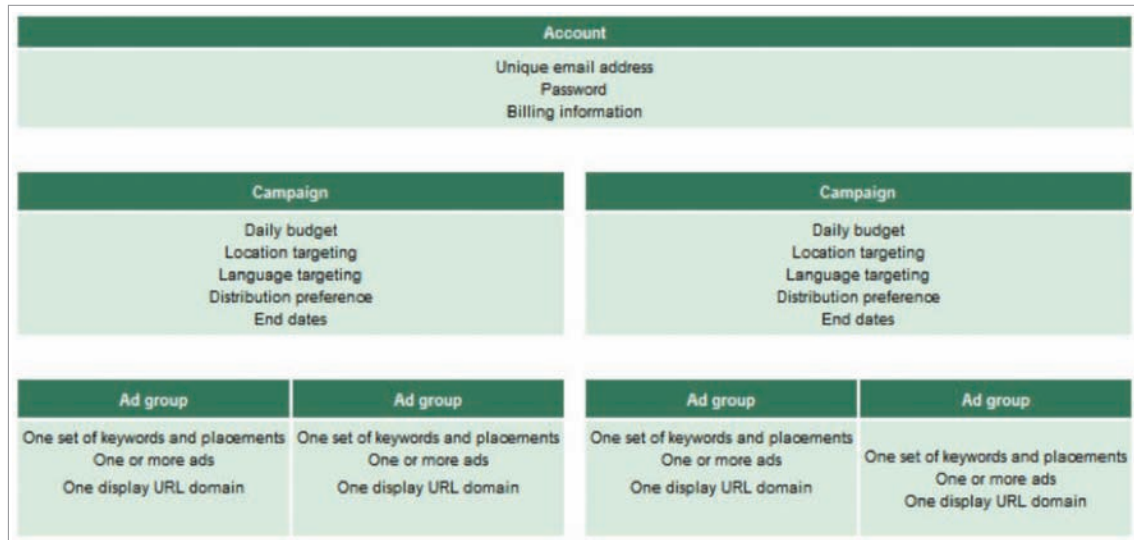
Therefore, a single account might have various country and language-targeted campaigns with different budgets, ads, and keyword lists.

Dos and Don'ts for account structure and campaign management

Do...

- create multiple Ad Groups per campaign

- group Campaigns by theme, geography or product line

- make it easy to maintain

- continue refining your keywords and ad text

Don't...

- create just one Ad Group and a big list of keywords

- mismatch keywords in one Ad Group

- run dozens and dozens of keywords with a low CPC

- stop checking your campaign statistics

Keywords

In order to achieve favourable Google AdWords campaign results, the selection of appropriate keywords is critical.

Choosing Keywords

To select keywords that will deliver an ad, put yourself in the place of users who are going to search. Which terms would they use? The best solution is to make a short list of keywords that are neither too general nor too specific. Then expand on this list, including possible variations of these words (such as both singular and plural terms, different spellings, synonyms, etc.).

Keywords need to be tightly themed and relevant to the ads. Include specific keywords that directly relate to the specific theme of your ad group and landing page. For optimal ad visibility, include relevant keyword variations, along with singular and plural versions.

- **Relevance is key**
  The keywords should relate closely to the goodss or services you are advertising.

  If you are selling roses, use specific keywords such as Buy red roses rather than generic keywords like Flowers. Generic keywords may be searched for more frequently, but the people searching for may not necessarily be interested in what you are offering. You will receive better results with keyword phrases such as "Red roses to your door" or "Long-stemmed roses".

  To determine the Ad Rank, the position your ad appears in, AdWords takes into account how relevant your ad and your website are to each search query (quality factor). If your keywords are not relevant, your ad may appear a long way down the column of sponsored links or not at all.

- **How many keywords should I select?**
  Start with just 10-20 keywords – then once you have some experience under your belt, you can add more. It is a good idea to select more keywords in order to attract a larger audience. This means that you don't always have to be in position 1 to receive the same number of clicks and save costs. Remember that the keywords must always be relevant. Quality is more important than quantity.

- **Use the Keyword Tool**
  Use the Keyword Tool to find relevant keyword ideas. You can access the tool at **https://adwords.google.com/select/KeywordToolExternal?hl=en-GB**. *Experiment!*

  Check your AdWords account after your ads have been activate for a few days. Find out which keywords are receiving the most clicks at the lowest price. Add more keywords similar to these. Delete less successful keywords.

Finally, apply different keywords match types in order to target keywords lists and reduce the CPC needed to obtain a high ranking. This targeting will increase the campaign's return on investment.

Keyword Match Types

Broad Match is the default match setting. If your ad group contains the keyword 'tennis shoes,' your ad is eligible to appear when a user's search query contains either or both words ('tennis' and 'shoes') in any order, and possibly with other terms. Your ads could also show for singular/plural forms, synonyms, and other relevant variations.

Broad match keyword:	Ads may show on searches for:
tennis shoes	tennis
	shoes
	buy tennis shoes
	tennis shoe photos
	running shoes
	tennis sneakers

Phrase Match. If you enter keywords in quotation marks, as in "tennis shoes," your ad is eligible to appear when a user searches for the phrase tennis shoes, with the words in that order. Your ad can also appear for searches with other terms as long as the search includes the exact phrase you specified.

Phrase match keyword:	Ads may show on searches for:	Ads won't show on searches for:
"tennis shoes"	red tennis shoes	shoes for tennis
	buy tennis shoes	tennis shoe
	tennis shoes photo	tennis sneakers

Phrase match is more targeted than broad match, and more flexible than exact match.

Exact Match. If you surround your keywords in brackets -- such as [tennis shoes] -- your ad is eligible to appear when a user searches for the specific phrase 'tennis shoes,' in this order, and without other terms in the query.

Exact match keyword:	Ads may show on searches for:	Ads won't show on searches for:
[tennis shoes]	tennis shoes	red tennis shoes
		tennis shoe
		buy tennis shoes

You likely will receive fewer impressions, clicks, or conversions with exact match than with broad match. However, if you carefully construct a comprehensive keyword list, the traffic you do receive may be more targeted to your good or service.

Negative match. If your keyword is 'tennis shoes' and you add the negative keyword '-used,' your ad will not appear for any searches that contain the word 'used.'

Keywords:	Ads may show on searches for:	Ads won't show on searches for:
tennis shoes	tennis shoes	used tennis shoes
-used	buy tennis shoes	shoe used for tennis
	tennis	

Ad Text

A Google AdWords ad comprises a headline, two description lines, a Display URL and a Destination URL that the user will be directed to after clicking on the ad.

Ads can contain (including spaces) a headline of up to 25 characters, an ad text of 70 characters, and 35 characters for the Display URL. This all appears in four lines: one for the headline, two for the ad text (in two lines of 35 characters) and one line for the Display URL.

How to Write Attractive Ad Text

Ads must be direct and targeted. It is important to include practical information for potential customers, while at the same time bring their attention to features that differentiate the business from its competitors. If advertisers search Google with the chosen keywords in their listing, they can check the level of competition for those keywords and write ads that take into account the texts used by other companies. A campaign's success or failure depends largely on the quality of its ads.

Headline. Try to include the advertised good or service in the headline. A common mistake is to include the business name, which usually already appears in the Display URL, in the headline. Users rarely search for the business name except for extremely well known brands. If the user's search term is in the ad text, the term appears in bold when the ad is published, giving it high search result exposure. This effect is maximised in the headline, which already appears in a larger font.

Description Lines. Lines 2 and 3 must describe the good or service. It is very important for this text to be clear and informative. Attract the consumer's attention by including a price, an offer, a call to action, any information that gives you an advantage over the competition.

The Display URL field must include the website's domain. This URL is visible to the user in the ad.

The Destination URL, which is not visible in the ad, links to the web page that users will be taken to when they click the AdWord. The URL can be the same as the Display URL, but this field can also take the user directly to a specific web page that contains explicit offers, contacts, registration, etc.

Tips on writing effective ad texts

- **Distinguish yourself from the competition.**

  Tell users what they can expect from your website and your company with keywords such as excellent service, good value, professional, competent, and quick.

- **Incorporate a call to action in your ad.**

  It's better to say Buy flowers rather than Flowers for sale.

- **If you are selling in a specific town, give the name of the town!**

- **Use the most important keywords in the ad text.**

  If search terms appear in the ad, they will appear in bold. This bold text increases the ad's chance of being noticed and subsequent clicks.

- **Experiment with ad variations.**

  Let your audience decide the best ad text. Create multiple versions of your ad and then investigate which ones receive the most clicks. Remember: Costs incur only when someone clicks on your ad.

Good ad text	**Bad ad text**
Masters in Marketing	Academy.net
Approved courses, work placement.	Academic courses
10% discount if you register online!	Tel: +34 902 34 34 34.
www.mastersacademy.net	www.mastersacademy.net

Content Network and Placements

Google's content network includes millions of high-quality websites, news pages and blogs that partner with Google to display targeted AdWords ads. Advertisers that display their ads on the content network, increase their advertising reach to target potential customers who visit these sites.

AdWords advertisers can manually select sites on the content network or let Google's targeting technology display their ads on the most relevant pages for advertisers goods and services.

Unlike the search engine that targets ads according to keywords, the content network targets on a contextual basis. That is, visitors to web pages in the content network see ads related to the content on a particular web page.

Within the Google network, advertisers have two main models for distributing ads:

Contextual advertising offers great ad exposure and creativity, since it is possible to use non-text formats such as graphics, videos and interactive formats.

However, AdWords ads on these websites have no fixed placement. The editors of the web pages manage the space for publishing ads. As with the search engine, the relative positioning of ads on the content network depends on the Quality Score and the advertiser's maximum CPC. Learn more about contextual targeting at **https://adwords.google.com/support/aw/bin/answer.py?answer=112267**

Placement targeting Advertisers can also choose specific content network websites where they want to publish their ads. An advertiser can use placement targeting to select placements according to theme, demographic criteria and specific URLs (such as YouTube, guardian.co.uk, etc.).

Placement targeting can reinforce brand impact as it increases exposure on sites frequented by the advertiser's target audience. The content network allows great creativity in the messages published, and offers the possibility of the pay-per-click (CPC bids) method. More information on placement targeting is at **https://adwords.google.com/support/aw/bin/answer.py?answer=99502**

Creating an AdWords account

To create your AdWords account, you just need to provide a **valid email address** and **select a password**.
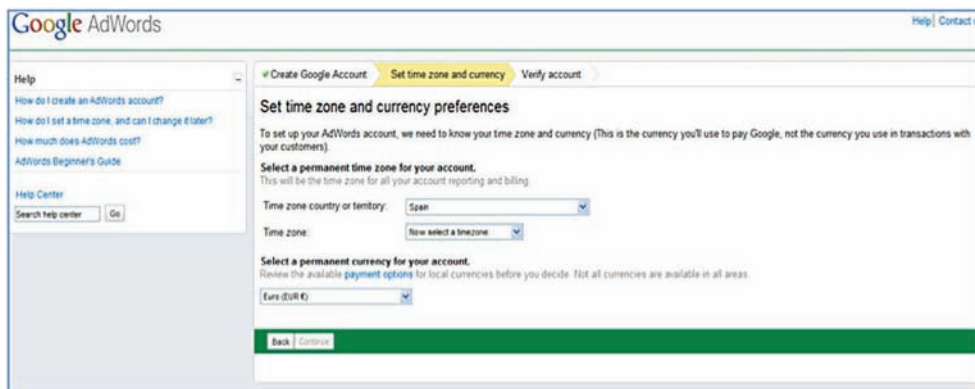
The two most important things for Challenge participants are to:

- **create the account in US dollars (US$)**
- **NOT enter any billing details.**

- Go to **adwords.google.com** and click on Try Adwords Now.
- Follow the instructions to **enter your email address and password** and click on Create account (or on Continue).
- If you don't use the same sign-in details as for other Google products, **please confirm your email address**.

We suggest students to uncheck 'Stay signed in' if you may share computers, such as in libraries or computer labs.

The next step is to set the time zone and currency. For the Challenge, please choose US dollars (US$) as your preferred currency and DO NOT enter any billing information.

Verify the account by accessing it via a link sent to the email address that you used to create the AdWords account. You can then access your AdWords account online at any time – just like an online email account – to change your settings or view results for your AdWords ads. Please, write down the CID or the AdWords Account Identification Number to introduce it in the Students Dashboard. You can find the CID in the upper-right corner of your AdWords account.

Creating your First Campaign

• Click on the **Create your first campaign** button.

• Choose a **name** for your campaign.

• Choose what **geographical locations** you want your ads displayed.

• Select which **languages** you want your customers to read.

If you only offer goods or services in a specific region, and have no international nor nationwide customers, you can limit your ads to appear only in this region.

Once you create your account, PAUSE every campaign you created. Failure to pause your campaigns will cost your budget and hinder your campaigns.

To pause the campaign, click on the green dot next to the campaign name and choose 'Pause'. Don't worry – you can make changes and start preparing, even while your campaign is paused.

Setting budget and bidding options

With Google AdWords, you decide how much you want to pay setting your daily budget.

In addition, what you pay depends on your ad success. You only pay when someone clicks on your ad.

Set your daily budget, the maximum amount that you want to spend per day, under "budget options". You can adjust the daily budget at any time.

You can choose the bidding option, automatic or manual, depending on how much account control you want. To learn more about this, visit
http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=99484

If your CPC bid limit is too low, your budget may not be used up in the first few days. If this happens, increase your CPC bid limit after a few days or add more keywords.

If your budget is fully used up, you can either increase your budget in order to get more website visitors, or you can optimize your keywords, i.e. pause more expensive keywords and add new keywords.

You can change your CPC bid at any time. The best thing is to get started and begin experimenting.

Creating an ad

Creating good ads is easy, fun and unlike creating newspaper advertisements. A key advantage of AdWords is that you can adjust and improve your ads at any time. Keep the best practices in writing effective ad text mentioned above in mind.

Choosing Keywords

Keywords are the terms and word combinations for which your ad will appear when a user searches for them. Select keywords carefully as they determine the audience that will see your ads. Refer to the section above on choosing effective keywords.

Granting Access to an AdWords Account

Now that your account is set up, you can invite the other team members to create their own logins to access your team's AdWords account. By having access to the account other team members can enter to the AdWords account if the owner of the account leaves the team. Other team members, who wish to have access, should also have a Google account. If they do not have a Google account or are unsure, they can create a new one easily. We suggest you use an email-password combination that others do not already know.

To create a Google account, visit **http://www.google.com/accounts/NewAccount**, enter your current email address and choose a password. Once you finish registering, you will receive a verification email. Click the link in that email to complete the verification process.

1. Sign in to your AdWords account at **adwords.google.com** and click the **My Account** tab.

2. On the **Access** page, click the **Invite other users** link.

3. Enter the email address and name of the person you want to invite.

4. Select the **access level** you want to assign the user.

5. Click **Decide which account emails you want this user to receive** to set the user's notification preferences (for administrative access and standard access users only).

6. Click Continue. (To invite additional users, click 'Invite an Additional User' and repeat steps 2-4)

7. Enter your name and a personal message about the nature of the email in the fields.
   Click **Preview the invitation** to see the outgoing message we've created with your personalized content. Click **Continue**.

8. Click **Send Invitation**.

9. If the user accepts the invitation, you'll need to **grant the person access** to the account via your **Access** page.

Find more information about access levels at
http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=70619

Register your team

Once your AdWords account has been created, your professor will need to verify you before Google can apply the $200 credit.

Steps for verification by professor and obtaining the credit:

1. Register in the dashboard that Students will find at **www.google.com/onlinechallenge** and register with the email you used for your AdWords account.

2. Enter your professor's email – your professor will receive an email to verify the account. Once verified, you will be notified through email.

3. Log in to this dashboard again enter the CID number and Google will credit your account with USD200 to participate in the Challenge. Your 10 digit customer ID is at the top right corner of your AdWords account. Enter the correct CID as once entered, it can not be edited again.

4. Remember to PAUSE THE CAMPAIGNS! If your campaign is active and we apply the credit, your ads start running immediately and you might exhaust your budget. Also, ensure that **your account is in USD, with NO billing information.**

5. Upload the pre-campaign report before you begin the campaign.

6. Enter the email addresses of your team mates.

PART III – MANAGING AND OPTIMIZING YOUR ACCOUNT

Navigating your account

Home page
This page features an informative report with relevant account information: account status, number of active campaigns, important alerts that cannot be ignored (such as disapproved ads), a tracking list, a keyword performance report (clicks, impressions and CTR), etc. This page provides a data summary to give advertisers a quick and general account status overview.

An interesting function of this page is the alerts feature. Advertisers can define preferences to receive important and useful account alerts via email, online or a text message (SMS) to their mobile phone. The online alerts are always on this page of the account.

Campaigns
The main section of the Campaign tab gives advertisers relevant campaign performance information including: campaign name(s), budget, status (active, paused or deleted), impressions, clicks, average CPC, total cost for a given period (the period can be modified via a drop-down menu in the top right-hand section of the screen) and the average positioning by the ads.
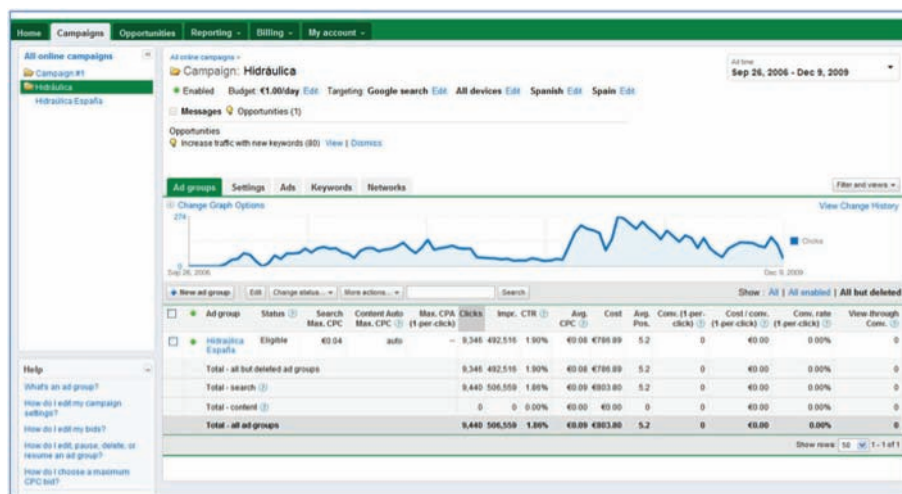
From this Campaign screen the following actions are possible:

• Create a new campaign.
• Modify the status of existing campaigns (active, paused or deleted).
• Create personalised alerts.
• Manage personalised alerts.
• Download campaign(s) in different formats such as an Excel spreadsheet.

Ad Groups

This section displays ad groups within a particular campaign. The ad groups contain one or more ads linked to different keyword lists. For example, an online clothes store might have a footwear campaign with a group of ads for sandals and another for formal footwear. Both will have keywords listings targeted at their segment and linked to the relevant ads.

As in the Campaigns section, this section contains ad performance statistics (clicks, impressions, maximum CPC values, average CPC for a given period, costs and average ad positioning), in this case with a breakdown of ads within the campaign.
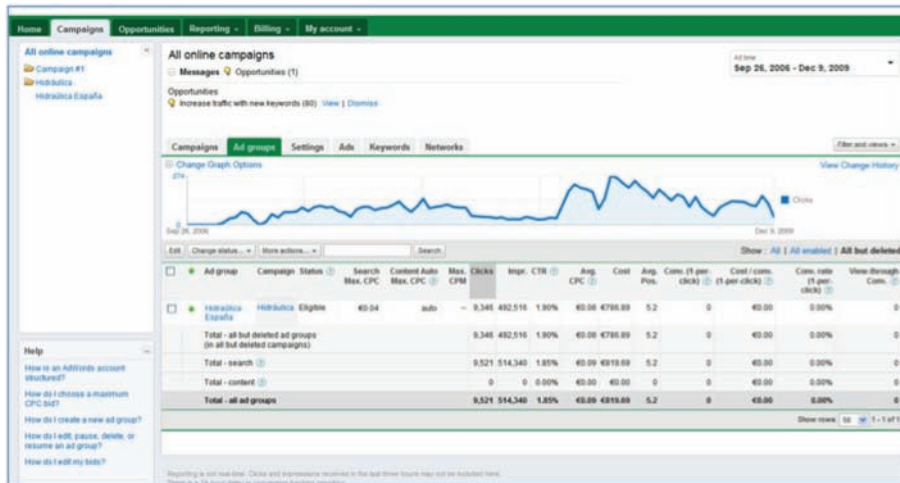
The actions in this section of the Campaigns tab are:
You can edit the settings for ad groups e.g. name, status (active, paused or deleted) and the maximum CPC for search and content. It is also possible to allocate different CPC values for both networks.To create a new ad group, advertisers access the ad group section from the tree view on the page's left-hand side by clicking the campaign name they wish to add to and, once they access the "Ad Groups" section, click the "New Ad Group" button.

Settings

Campaign settings can be viewed and modified in this section.

- **Location** shows the targeted location(s) where the campaign is published.
- **Language** displays the campaign's target languages.
- **Ad scheduling** lets advertisers modify the days and times to display their ads.

- Budget displays the current budget. To edit the budget, click on 'Edit'.

End date displays the end date of a campaign that you set. By default AdWords campaigns have no end date. However, you can set and edit end dates here.

Ads

In this section, all campaign(s) ads can be viewed and modified. As in campaign levels and ad groups, it is possible to review the individual performance of each ad (impressions and clicks, CTR and costs for a given period) and the ad served percentage for each ad.
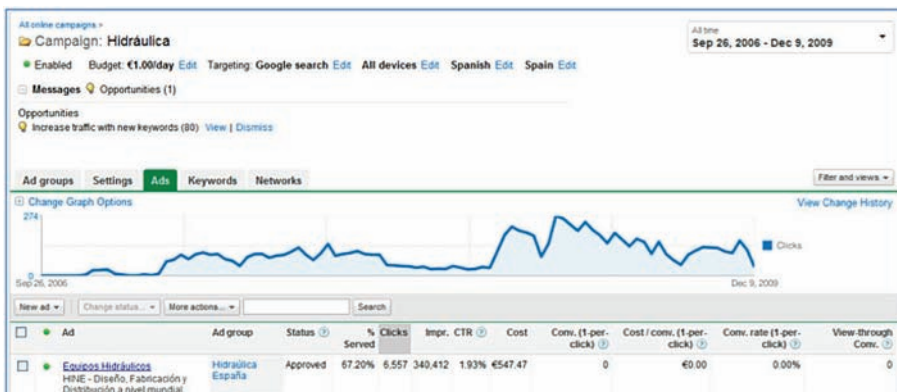
Ads can be modified by clicking the text. Please note that when an ad is modified, the system understands the ad has been deleted and replaced by a new one; the statistics and quality history reset to zero. To create a new ad, click the "New ad" button in the left-hand section of the page's central menu.

Keywords

This section contains performance statistics for each keyword (maximum and average CPC, CTR, impressions and clicks, cost and average positioning). As well as editing a keyword's status (active, paused, deleted) and maximum CPC value, advertisers can check if a keyword is displayed and the current Quality Score. Mouse over the bubble in the Status to know if an ads is running and its quality score. If your ads are not running for a keyword, you can see the reasons why and what you need to do to fix this.

To add new keywords click the "Add keywords" button on the centre left of the page.

In the dialogue box that opens, select the campaign and ad groups for the new keywords.

In the lower section of the screen is a link for adding negative keywords at the campaign and ad group levels.

To assist advertisers, the keyword and traffic estimator tools approximate keyword statistics using the maximum CPC bid for a selected ad group and campaign daily budget. These tools consider ho other targeting preferences, and the data applies only to the search network, not to the content network.

Networks

This section contains campaign statistics for the different networks, divided into two categories:

- The **Google Search** section contains ad data based on Google search results.

  Search Partners. The search network displays ads on both Google search result pages and on Google search partner pages. Google search partners display ads next to or within the search results. Ads can also appear when a user navigates through a website directory or in relevant search pages.

- The **Content** section ad data based on content network results.

  Managed Placements on the content network are specific websites advertiser selected for their ads. Via the "Show Details" link, it is possible to manage placements. If advertisers want to show ads on a particular website, they can add a managed placement and increase the bid for this placement. If automatic placement, explained below, for a particular website does not interest advertisers yet they do not wish to eliminate that website, advertisers can add a managed placement and reduce that website's bid.

  Google gives *Automatic Placements* on the content network based on indicators such as keywords in an ad group.

  Advertisers can include or exclude a campaign from any of these networks using the Settings section on the Campaigns tab.

Reports

The Reports tab lets advertisers monitor campaign performance and account transaction information.
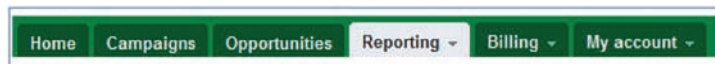
This tab has a drop-down menu with these options: "Reports", "Change History", "Conversions", "Google Analytics" and "Website Optimiser". For the purpose of the Challenge, this guide only explains Reports.

Performance Reports

The AdWords Report Center is for easily creating personalised performance reports to help manage and monitor myriad aspects of AdWords campaigns.

From the Report Center home page, it is possible to access the 15 most recently created reports and saved report templates. To create a new report, simply click the "Create a New Report" link in the top right-hand of the menu.

To define the report, select a "Report type" from the menu options: "Placement/Keyword Performance", "Ad Performance", "URL Performance", "Ad Group Performance", "Campaign Performance", "Account Performance", "Search Query Performance" and "Placement Performance".

After defining the report, the advertiser can configure the report to generate on a regular basis, saving the values chosen as a template for future use.

Likewise, the advertiser can supply an email address to receive alerts when a report is ready, and also select a file format for a report. To read more about the Report Center and creating reports, visit
http://adwords.google.com/support/aw/bin/topic.py?hl=en&topic=16003

Change History

This tool displays account changes since 1 January 2006. Advertisers can filter the results by selecting checkboxes in the "Change type" section and specifying the date range. Change History is particularly useful when multiple people manage an account and you need to see who changed what.

By selecting a "Change type" option, the advertiser will know when a user with direct account access made changes to it:

• **All:** All changes to the account, including all of the following items.

• **Ad:** Created, activated, paused, unpaused or deleted.

• **Budget:** changes to the daily budget of the campaigns.

• **CPC:** Increase or decrease in maximum cost per click (CPC) bids.

• **Distribution:** Delivery or withdrawal of campaigns from Google, the search or content networks.

• **Keywords:** Added, activated, paused, unpaused, deleted, changes in maximum cost-per-click (CPC) bids or Destination URL at keyword level.

• **Status:** Pausing, unpausing or deleting a campaign or ad group.

• **Targeting:** Adjustments to placement targeting or campaign language

This section will not display the following modifications:

Changes to maximum cost per click (CPC) made by automatic bidding.

Approval or disapproval of an ad.

Password changes (for security reasons).

Opportunities
The **Opportunities** tab shows potential ways to improve a campaign. Google automatically identifies changes that might benefit an account based on an account's performance, campaign settings like targeting and bid amounts, as well as Google search volumes and trends. Impression and click estimates are shown to help understand the potential impact of the suggested ideas. Currently this tab shows ideas for new keywords and budgets, but Google will continue adding more types of ideas.

On this tab, you can **review and apply ideas** directly to your account. These ideas are proactively collected so you need not visit multiple tools or pages to find ways to improve your campaigns. Also, the ideas are targeted across all campaigns and ad groups so you can make improvements across your entire account all in one place.

You can learn more about the Opportunities tab at
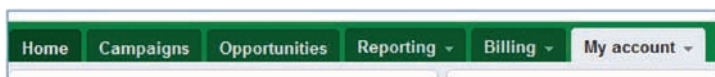**http://adwords.google.com/support/aw/bin/topic.py?hl=en&topic=21961**

This tab also contains tools to manage your account such as the Keyword Tool, Traffic Estimator, etc. You can learn more about these tools at
http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=160215

My Account
The "My Account" tab has two sections:

Account preferences

This section lets advertisers view and edit preferences such as access information (email addresses with account access), notification preferences, language preferences and access levels for each enabled email account (administrative access, standard access and reports access can be adjusted in the "Account Access" page). From this page, it is also possible to cancel an AdWords account.

Account Access

When an advertiser manages an account with other users, this page can be used to view and edit the email addresses registered for account access. It is possible to invite users to create their own email address and password for accesing the account by clicking the "Invite other users" link. For instructions on inviting access, visit **http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=71163**

Optimization Tips

One of the most used Optimization tools is **Google Insights for Search**, which offers up-to-date worldwide Google search perspectives. Thanks to this tool, advertisers can compare search patterns for multiple keywords by geographical regions, thematic categories and times. In this way, advertisers can identify growing trends, anticipate demand and locate geographic niche markets in order to access users in different regions and cities.

Read more about this tool, available at:
http://www.google.com/insights/search, at http://www.google.com/support/insights/?hl=en-US

The key to running a successful AdWords campaign is to constantly optimize the account. Test different ad texts, create multiple ad groups with keyword themes – basically play around with the account. That said, broad guidelines on optimizing an account to perform better follow.

- Choose the right landing page

  Take the visitor to a page that has the information, promotion, or product promised in your advertisement. If users don't immediately find what prompted them to click on your ad, they're likely to leave your site.

- Use relevant ads and keywords

  Visitors click on your ad because the goods or services you advertise interest them. It's important that your ad and keywords match your website content. Otherwise, a user may arrive at your site and discover that you don't offer the good or service they wanted.

  Consider dividing your keyword lists into separate ad groups for each product, brand, or theme. You can also assign a unique URL to each product-specific keyword to ensure your customers arrive immediately at the most relevant pages for the keywords they're searching. You can edit individual keyword URLs by clicking 'Edit Keyword Settings' above your keyword table.

  Consider using keyword matching options to help ensure your ads show only on searches relevant to your product or service. To learn more about building a targeted keyword list, visit
  https://adwords.google.com/support/bin/answer.py?answer=16928&hl=en

- Write detailed and compelling ad text

  Try including qualifying detail in your ad text, the Unique Selling Proposition that gives your business an edge over your competitors. These details help ensure users only click on your ad once they have accurate expectations for what they'll find on your site and they're ready to buy.

Also, include a call to action, such as 'Buy Online Now!', so users understand exactly what they should do when they reach your site.

To learn more about optimizing your ad text, visit
https://adwords.google.com/support/bin/answer.py?answer=21380&hl=en

- Try placements

Placement targeting lets you choose specific websites, portions of websites, or other placements on the content network where you'd like your ad to appear. These placements work with your keywords to provide an extra layer of targeting. You can raise or lower your bid whenever your keywords match your ad to particular placements on the content network, or you can change your campaign settings so that your ad appears only on placements you select.

Placement targeting works only with the content network, not with search.

Learn more about placements, see this Help Center entry:
https://adwords.google.com/support/bin/answer.py?answer=18265&hl=en_US

- Bid strategically

If possible, evaluate each keyword's costs versus the revenue it brings in. Try increasing the maximum CPCs of your most profitable keywords and decreasing the maximum CPCs of the keywords that have high costs and low returns.

Learn more about strategic bidding at
https://adwords.google.com/support/bin/answer.py?answer=50081&hl=en_US

Watch this short video to learn more: (English only)
- Introduction to ROI (explains ROI and why it's important to track your advertising profits):
http://adwords.google.com/support/bin/answer.py?answer=89258

Terms and Conditions

1. In these terms and conditions: **"Student"** means a student who (a) is enrolled in an undergraduate or graduate course at any Higher Education Institute in any of the following regions: Americas, EMEA (Europe, Middle East or Africa) or Asia Pacific, and (b) studies under the direction of a professor (or similar academic) affiliated with the Higher Education Institute.

2. The Competition is open to all Students who are (a) in a class or student group that has been registered for the competition by their professor in accordance with clause 3, and (b) in a group of three to six other Students. Each Student may only be in one group. Employees (and their families) of Google Inc and any affiliates, as well as representatives or agencies of Google or other persons professionally connected with the Competition, are excluded. Residents and nationals of Iran, Syria, Cuba, Sudan, North Korea and Myanmar (Burma), and other persons and entities restricted by U.S. export controls and sanctions programs are not eligible to participate. Students who were members of winning teams in previous Google Online Marketing Challenges are also excluded from entering.

3. Professors must register their class using the online registration procedure accessible via www.google.com/onlinechallenge. Google will not accept registration requests received by any other route. The closing date for receipt of class registration requests by Google from professors is midnight GMT on 22nd January 2010.

4. Each Student group will select a business that (a) has a website, (b) is not already advertising using Google AdWords, (c) has not been selected by any other Student group, and (d) agrees to have a campaign devised and run for the purposes of the Competition.

5. Each Student group will be jointly and severally responsible for (a) ensuring that their selected business approves the campaign (including the creative(s)) in writing before the campaign is run live, (b) following the instructions given by Google to open a limited AdWords account for use by the group in the Competition, and (c) complying with the terms and conditions applicable to the AdWords programme (available at https://adwords.google.com/select/tsandcsfinder). The AdWords account must not be used in connection with any advertising or marketing except the Competition campaign, and cannot be used after the Competition campaign has finished.

6. Google will give to each Student group free online advertising spend for Google AdWords worth USD$200 for use in the Competition. The terms and conditions applicable to the AdWords vouchers are available at https://adwords.google.com/select/tsandcsfinder.

7. Each Student group will:

a. upload to Google and submit to their professor a report outlining their online marketing strategy for their selected business (**"Pre-Campaign Strategy"**) at least one week prior to the start of their campaign;

b. run the online campaign in accordance with the Pre-Campaign Strategy during a window which must fall between midnight GMT on 28th January 2010 and midnight BST on 4th June 2010 inclusive (**"Competition Window"**);

c. upload to Google and submit to their professor a report assessing the results of their campaign, what they learned and how the business can improve its online marketing campaigns (**"Post-Campaign Summary"**) within three weeks after the end of the campaign (and at the latest by midnight GMT on 11th June 2010). Each report must be in the format set out in the **"Guide to the Google Online Marketing Challenge"** document distributed by Google.

8. In order to protect the Google brand and to promote a good experience for each selected business, each Student group undertakes to communicate to their selected business information about how the business can continue to use Google AdWords after the Competition, should the business so choose. The "Guide to the Google Online Marketing Challenge" will include a letter to be supplied to all participating businesses to help students do this quickly and easily.

9. Professors will ensure their Students send copies of the Pre-Campaign Strategy and Post-Campaign Summary in electronic format to Google as directed in subsequent email communications by the deadlines specified in clause 7 above. Google will not accept group reports by any other route. The closing dates for receipt of the Pre-Campaign Strategy and Post-Campaign Strategy documents by Google is midnight GMT on 11th June 2010. Reports received after this date will not be eligible for judging in the Competition.

10. Google will use the campaign statistics to determine the top five teams in each of three regions (Americas, EMEA and Asia Pacific). An independent panel of academic judges will then review the Pre-Campaign Strategy and Post-Campaign Summary reports to select from these teams:

a. One winning Student group (the **"Global Winner"**); and in addition

b. Three regional winners (one Student group for each region, excluding the Global Winner) (each **"Regional Winners"**);

based on the quality of the two written reports submitted by the Student groups (weighted in accordance with the judging criteria available in the "Academic Guide to the Google Online Marketing Challenge" at http://www.google.com/onlinechallenge/professors_guides.html). Google will provide assistance as required to the judging panel in assessing any metrics/effectiveness data.

In addition Google will use the campaign statistics to determine the top fifty Student groups in each region (outside of the Global Winner and Regional Winners) (each "Semi-Finalist").

11. The winners and their professor will be notified on or before 24th July 2010.

12. **Global Winners' Prize.** The Global Winners and their professor will win a week's holiday to San Francisco, USA, including a full day visit to the US Googleplex offices to meet the team that developed AdWords. The Global Winners' prize includes for each Student and their professor, travelling together, economy return flights from an airport in the country where

their Higher Education Institute is located, seven nights' accommodation in San Francisco on a bed and breakfast basis, transfers from San Francisco airport to the hotel and back, and a trip to Googleplex in Mountain View, California, but does not include any other transport and/or supplementary charges, the cost of other meals, personal expenses, incidentals, and/or ancillary products or services. Holiday to be taken within 12 months of date of notification, with date of holiday to be arranged with Google, subject to availability. In addition, each student in the Global Winners' team will receive a laptop to the value of approximately USD$2,500. Actual retail value of the Global Winners Prize for the team approximately USD$35,000, but may vary depending on the region from which winners are flying.

13. **Regional Winners' Prize.** The Regional Winners and their professor will be invited to spend a day at a major Google office within their region. The Regional Winners' prize includes, for each Student and their professor travelling together, economy travel to the chosen Google office, plus 1 night's hotel accommodation near the Google office, and meals during the stay. Trip to be made within 12 months of date of notification, with date of the trip to be arranged with Google, subject to availability. In addition, each student in the Regional Winners' team will receive a laptop to the value of approximately USD$1,300. Actual retail value of each Regional Winners' Prize for each team approximately USD$8,000, but may vary depending on the locations from and to which winners are travelling.

14. **Semi-Finalists' recognition.** Each student in a Semi-Finalist Student group will receive a personalized certificate noting their status as a semi-finalist in the Competition.

15. After the winners have been announced, Google will grant recognition by mentioning or otherwise featuring the names of all participating Higher Education Institutes and winning Student groups on the Competition website maintained by Google.

16. In submitting a report during the Competition, each Student jointly and severally with his/her fellow group members warrants that the group or a member of the group wrote the report and the campaign creative(s) and is the owner of the copyright in it, and that each member of the group consents to its being used in whole or in part within future Google communications, in whatever way Google sees fit, including for press and media purposes. If the group is not the copyright owner, the group represents and warrants that it has obtained the consent of the owner(s) to use the report and the campaign creative(s) in the manner set out in these terms without any payment.

17. Google accepts no responsibility for entries lost, delayed, damaged, defaced, or mislaid, howsoever caused.

18. Reports or other documents sent to Google or the judging panel during the course of the Competition will not be returned. Only one entry per Student group.

19. The winners may be required to sign, notarize and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited by law) and provide any additional information (such as social security number) that may be required by Google. Except where prohibited by law, each winner must return all such required documents within seven (7) days following attempted notification or prize may be forfeited.

20. There is no cash alternative and the prizes must be taken as offered. Google reserves the right to substitute prize(s) of an equivalent value should the prizes become unavailable for any reason. If the winning group is not able for whatever reason to accept their prize then Google reserves the right to award the prize to another participant.

21. It is the responsibility of each Student who is rewarded with a prize involving travel, to ensure that he/she holds a valid passport and visa (if required) and travel/medical insurance. Acceptance of the prize is subject to permission from a parent or legal guardian if applicable.

22. If you are a professor, by registering your class in the Competition you (a) agree to be involved in media activity (including any press interviews which Google may reasonably arrange) regarding the Competition, and (b) you represent and warrant that your school permits Google to mention the school, and to include in offline and online marketing materials the school's logo or other brand identifiers.

23. If you are a Student, by participating in the Competition, you agree to be involved in media activity (including any press interviews that Google may reasonably arrange) regarding the Competition.

24. Any personal information collected during the course of the competition by Google will only be used for administering this Competition.

25. By entering:

a. participants release and hold harmless Google and its respective parent, subsidiaries, affiliates, directors, officers, employees, panellists and agents from any and all liability for any damage, loss or delay (including personal injury and death, and property damage) resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, participation in this Competition, or while travelling to, preparing for, or participating in any prize-related activity, except for personal injury or death caused by Google's negligence or any other liability which cannot be excluded by applicable law, and

b. grant to Google the right to use and publish their proper name and winning entry online, in print and in any other media in connection with the Competition. Google will not be responsible for any damage, loss or delay incurred by any business which agrees to have a campaign devised and run for the purposes of the Competition, except for personal injury or death caused by Google's negligence or any other liability which cannot be excluded by law.

26. Void where prohibited by applicable law.

27. To request a copy of these rules and/or the winners' list please write to Google at the address below.

28. Promoter and Data Controller: Google (mail to: Google Online Marketing Challenge), Belgrave House, 76 Buckingham Palace Road, London SW1W 9TQ, UK.