



Google Online Marketing Challenge

[ GUIDE TO RUNNING YOUR ADWORDS ACCOUNT ]



# Contents

<b>Hello!</b>	<b>3</b>
<b>Managing your account – useful tools &amp; navigating your account</b>	<b>4</b>
I. Navigating your AdWords account	4
II. Making keyword and ad text changes	5
III. Generating keywords	6
IV. Checking your ads on Google	7
<b>Making the most of your campaigns</b>	<b>8</b>
I. Setting up an effective campaign	8
II. Ad performance and optimizing your campaigns	9
III. The Google Network	11
<b>Judging Criteria – How will your team be judged?</b>	<b>12</b>
I. Written Reports	12
II. Campaign Statistics	12
<b>Additional resources &amp; support</b>	<b>15</b>
I. Where can I find additional information?	15
II. Who can I contact if I need help?	15

# Hello!

Welcome to the Google Online Marketing Challenge! This guide reviews how to set up your account and get the most from your ads once they are up and running. We included the information that we think will be most relevant to help you get started. You will frequently find references to online resources and the 'Marketing and Advertising Using Google' textbook for additional information about topics in this guide. We encourage you to use these resources, as they are integral to learning AdWords and excelling in the competition. In addition, this guide outlines some judging criteria.

Good luck and we hope you enjoy the Challenge!

**The Google Team**

# Managing your account – useful tools & navigating your account

## I. Navigating your AdWords account

Within your account, you have one or more different campaigns, and in each campaign you can have multiple Ad Groups. To make this easy to navigate, your AdWords account has different compartments or ‘tabs’:



- **Campaign Management.** This tab is where you control your costs, account, campaigns, Ad Groups, and keywords. The top level shows your performance data for different campaigns. Clicking on a campaign shows Ad Group performance information, and clicking on an Ad Group shows keyword performance information.
- **Reports.** This tab lets you create customized and detailed reports by keyword, ad text, account, and other variables. You can experiment by running different reports to find the ones most useful for you. Google store up to five reports in your Download Center, or you can have them automatically emailed to you.
- **Analytics.** The Analytics tab provides you with advanced tools to track your campaign results and other data. For this competition, your business need not set up Google Analytics. If your business wishes to set up Analytics they can, just bear in mind that this isn't considered in the Challenge.
- **My Account.** Use this tab to control your personal information, such as your login and user preferences. All your billing information is here too (for this competition you should not edit your billing information in any way).

You can find additional tips and tricks about navigating your account at <https://adwords.google.com/select/navigation.html>

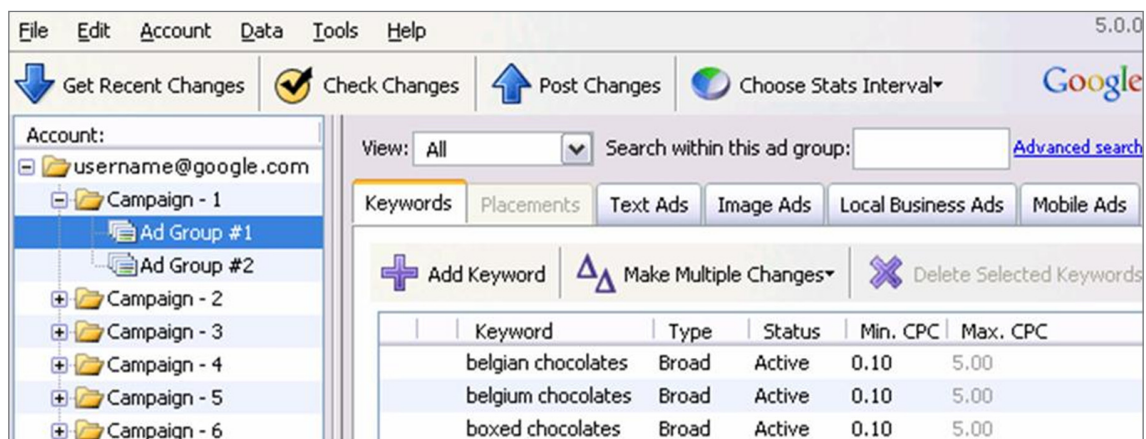
## II. Making keyword and ad text changes

Visit <http://adwords.google.com/support/bin/answer.py?answer=6753> for details about editing various aspects of your account from within your account.

In addition to the standard editing tools within your account, if you need to make changes across different campaigns or Ad Groups, AdWords Editor is a free, campaign management application to help you make these changes with ease and flexibility. You can download your campaigns, make bulk or individual edits offline then upload your changes to your AdWords account.

With AdWords Editor, you can:

- Work offline on your Mac or PC
- Make large scale changes quickly
- Share changes with team members before applying them to your account
- Quickly find and replace terms throughout your account
- Make advanced bid and URL changes
- Sort and view performance statistics
- Add, edit, delete, copy, cut and paste keywords, text ads, Ad Groups and campaigns
- Upload changes to AdWords any time



The AdWords Editor

To download AdWords Editor, visit the AdWords Editor website at [www.google.com/intl/en/adwordseditor/](http://www.google.com/intl/en/adwordseditor/) and click 'Download AdWords Editor'. For detailed information about using the application, you can search or browse the AdWords Editor Help Center at [www.google.com/support/adwordseditor/](http://www.google.com/support/adwordseditor/)

### III. Generating keywords

The Keyword Tool is a great way to generate additional keyword variations and to source negative keywords (see more on negative keywords in Section 2) and it's available directly within your account. Check out the Help Center at <http://adwords.google.com/support/bin/answer.py?answer=25918> for instructions on how you can use this tool. For further information on this tool please see page 53 of your 'Marketing and Advertising Using Google' textbook.

#### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

**How would you like to generate keyword ideas?**

☒ Descriptive words or phrases  
(e.g. green tea)

☐ Website content  
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:

☒ Use synonyms

[Get Keyword Ideas](#)

[Filter my results](#)

Choose columns to display: [Show/hide columns](#)

**Keywords related to term(s) entered** - sorted by relevance

Match Type: [Broad](#)

Keywords	Advertiser Competition	November Search Volume	Avg Search Volume	
coffee	<div></div>	<div></div>	<div></div>	<a href="#">Add</a>
gourmet coffee	<div></div>	<div></div>	<div></div>	<a href="#">Add</a>
coffee beans	<div></div>	<div></div>	<div></div>	<a href="#">Add</a>
coffee maker	<div></div>	<div></div>	<div></div>	<a href="#">Add</a>
coffee shop	<div></div>	<div></div>	<div></div>	<a href="#">Add</a>
coffee makers	<div></div>	<div></div>	<div></div>	<a href="#">Add</a>

The AdWords Keyword Tool

## IV. Checking your ads on Google

If you want to check where your ads are appearing on Google search, we recommend you use the Ad Preview tool. This tool shows you ads and search results as they would appear on a regular Google search results page, without accruing extra impressions for your ad and affecting your campaign statistics.

To perform a test search with the Ad Preview tool:

1. Visit [www.google.com/adpreview](http://www.google.com/adpreview).
2. Enter a keyword.
3. Enter the domain where you set your ads to show, such as google.com or google.fr.
4. Select a display language.
5. Select a location. You can choose a location from the drop-down menus, or enter specific latitude and longitude coordinates.
6. Click 'Preview ads.'

The search results and ads appear as they would on Google, except the links on the preview page aren't clickable.

**Ad Preview Tool**  
Enter a keyword, then select a Google domain, display language, and location to preview ads.

Keyword:   
Ex: Cell phones, dating services

Google domain:   
Ex: google.com, google.co.uk

Display language:

Location:

☒ Country\*:   
State:

☐ Coordinates:   
\*or territory

Web Images Maps News Shopping Gmail more ▾

Google   [Advanced Search](#) [Preferences](#)

**Warning:** This page is a tool for AdWords advertisers to test their ads. For full Google functionality return to the Google homepage.

Web Images Groups News Results 1 - 10 of about 269,000,000 for **coffee** [definition] (0.17)

**Buy Great Coffee**  
CoffeeBeanDirect.com Fresh Gourmet Coffee at Low Prices! Get Free Shipping Today. [Google Checkout](#)

**Starbucks Homepage**  
Starbucks Coffee Company is the leading retailer, roaster and brand of specialty coffee in the world. The Company's other brands enhance the Starbucks ... [Stock quote for SBUX](#)  
[www.starbucks.com/](http://www.starbucks.com/) - 25k -

**Coffee - Wikipedia, the free encyclopedia**  
Information from Wikipedia on the plant producing this beverage, its history, biology, cultivation, processing, social aspects, health aspects and ...

**Italian Coffee**  
Premium beans, pods, and grinds. Lavazza, Miscela d'Oro and Bristot. [www.EspressoZone.com](http://www.EspressoZone.com)

**Tin Tie Bag**  
Save big on Coffee Supplies. CoffeeAM.com carries it all. [www.coffeeAM.com](http://www.coffeeAM.com)

The Ad Preview Tool

# Making the most of your campaigns

## I. Setting up an effective campaign

It's essentially up to you to organize your campaigns, Ad Groups, and keywords that make the most sense for your selected business' goals and website. With a logical organization, you can determine what works and what doesn't. Organization is a key component to starting strong. Keep reading for information on best practices around structuring your account.

- Step 1: Stick to one goal per campaign
- Step 2: Make Ad Groups out of your keywords
- Step 3: Review, test, and refine

### Step 1: Stick to one goal per campaign.

Structure each campaign based on a simple, overarching goal. Ask yourself, "What do I want to achieve with this campaign?" Your answer might be to sell more coffee beans or gift baskets, for example. We suggest you separate campaigns by theme or product line (such as coffee beans, coffee gifts, teas) or use the same structure for your campaigns as for your website. If your website is grouped into categories, your job is almost done. It's a good idea to map your structure on paper first.

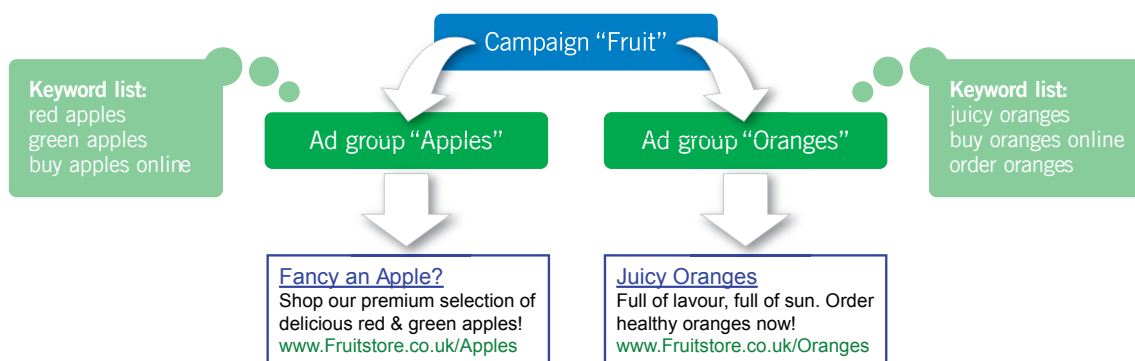
### Step 2: Make Ad Groups out of your keywords.

Just like your campaigns, organize your Ad Groups by common theme or product. Think about which keywords you want to use, then group similar keywords together. You should be able to come up with at least three groups per campaign. Finally, make a distinct Ad Group for each group of keywords.

### Step 3: Review, test, and refine.

Review one campaign at a time. Are your keywords logically grouped into Ad Groups? Does the campaign help you achieve a goal? Does your budget match your goals? If you have a low budget, trim the number of keywords. Remember to check your progress and continually refine your keywords and your ad text.

Note: By using the keyword matching options (broad, phrase, exact and negative match) you can specify different ways for a keyword to interact with search queries. For more information on these four matching options, please refer to page 54 and 55 of the 'Marketing and Advertising Using Google' textbook. Using these matching options will help you to optimize your campaigns.



Your Ad Groups, keywords and ad text should be organized in a logical format for the best results



### Selecting Keywords

Selecting keywords is one of the most important parts of a successful campaign. For information on how to choose the right keywords we encourage you to read Lesson 3 of the 'Marketing and Advertising Using Google' textbook from page 53 onwards. Understanding how to choose and structure your keywords will help you perform strongly in the competition.

In addition to keywords, picking the right landing page and creating compelling ad text are critical to optimizing your campaigns. Lesson 3 in the 'Marketing and Advertising Using Google' textbook will provide you with useful tips and tricks on this.

**TIP:** When you're creating your keyword list remember negative keywords, which will help you create more targeted ads and reach the right audience! Negative keywords can be set at the Ad Group and campaign level. You can find more information on this and decide which level works best for you at <http://adwords.google.com/support/bin/answer.py?answer=6635>

### 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 for a low budget
- stop checking your campaign statistics

## II. Ad performance and optimizing your campaigns

The best way to get your ad closer to the top of the search results is to be as relevant as possible. The more relevant your ad is to searchers on Google, the more likely users will click on it. We use a Quality Score to assess the relevance of your keywords. Ads with a higher quality score tend to get more clicks as they are more relevant and thus, in higher positions.

Note: Fluctuations in quality score and minimum bids can happen in the early stages of a campaign. Our system is evaluating the new information and your ads are accruing performance history quickly so you can expect fluctuations in the early stages in some cases.

For additional information on the Quality Score, please refer to the 'Marketing and Advertising Using Google' textbook, from page 60 onwards. You will also find information on how the Quality Score affects your keyword status and learn about what to do if your keyword is marked 'inactive for search'.

### What is the Quality Score?

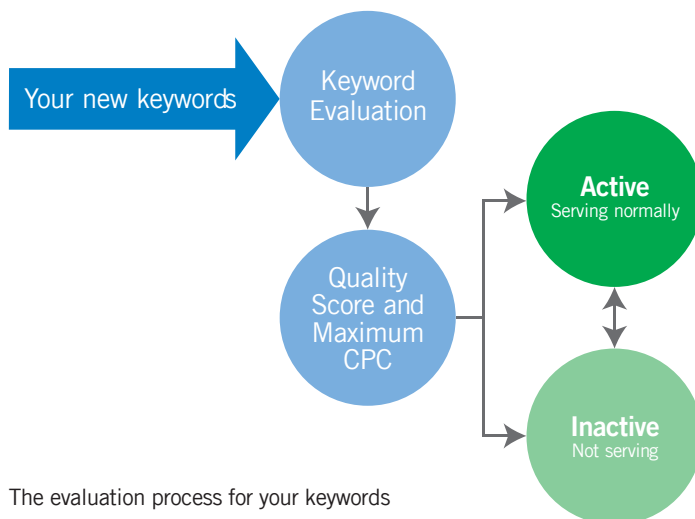
The quality score is based on: the keyword's click-through rate (CTR), relevance of your ad text, historical keyword performance, landing page quality, and other factors specific to your account. You can find more information on how the Quality Score is calculated at <http://adwords.google.com/support/bin/answer.py?answer=10215>. Based on this Quality Score, we assign your keywords a minimum bid you must pay per click in order to keep your ad running for any one of your keywords.

**TIP:** It is possible to view the current quality score status for your keywords. To see your Quality Score in your account statistics follow the steps listed at <http://adwords.google.com/support/bin/answer.py?answer=53024>.

**TIP:** Learn how to improve your ad's performance and optimize your campaigns on page 62 of the 'Marketing and Advertising Using Google' textbook. You will find emergency tips and tricks to help you improve your quality score!

### 'Inactive for search' keywords

A keyword is marked inactive for search if it doesn't have a high enough Quality Score and cost-per-click (CPC) bid to trigger ads on Google or the search network. This means your keyword's CPC bid doesn't meet the quality-based minimum bid (See diagram below). Keywords marked 'inactive for search' are inactive only for search. They may trigger ads and generate charges on content sites if you have the Google content network enabled for that campaign. You can read further information about why your ad is still eligible to run on the content network at <http://adwords.google.com/support/bin/answer.py?answer=28913>



The evaluation process for your keywords

You may find that one of your keywords is marked inactive for search although no other or very few ads are appearing for a search on this particular keyword. Your quality score is based on your account so the level of competitors bidding on any one keyword will not affect your keyword status. You will also find information on how the Quality Score affects your keyword status and learn about what to do if your keyword is marked 'inactive for search' from page 60 onwards of the 'Marketing and Advertising Using Google' textbook.

### III. The Google Network

In addition to placing your ads on Google.com, you decide what other websites show your ads. Using the Google Network as part of the Challenge where appropriate and in line with your business' goals can help your account's overall performance. Essentially, you have two choices: the Google search network and the Google content network.

#### Did you know?

The Google content network reaches over 75% of unique internet users in more than 20 languages and over 100 countries!

#### The Search Network

When you set up a campaign, you opt into the search network by default. If you choose to remain opted in and show your ads on the search network, your ads can appear alongside relevant search results on other search engine websites (in addition to Google.com). Some of our partners include AOL, shopping.com, & ask.com. For more information on the search network please refer to the 'Marketing and Advertising Using Google' textbook, page 18 onwards. In addition, you can visit the AdWords Help Center at <http://adwords.google.com/support/bin/topic.py?topic=82>

#### The Content Network

Similarly, when you set up a campaign you opt into the content network by default. If you remain opted in and show your ads on the content network, your ads can appear alongside content (or text) relevant to your keywords on any web page within the Google content network. Some of our partners include about.com, lycos.com & nytimes.com. For more information on the content network please refer to the 'Marketing and Advertising Using Google' textbook, page 18 onwards. In addition, you can visit the AdWords Help Center for more about how the content network works.

While content targeting is mostly automated you can control where your ads appear and don't appear across content sites through Placement Targeting. This provides you with the tools to search easily through the hundreds of thousands of sites in our network and select the ones where you would like to place your ads. For more information on Placement Targeting please refer to the 'Marketing and Advertising Using Google' textbook, page 40 onwards (this was previously called 'site targeting'). In addition, you can visit the AdWords Help Center for more about Placement Targeting.

# Judging Criteria – How will your team be judged?

## I. Written Reports

The contest has two components, two written reports that academics will assess and Campaign Statistics that Google will assess. For further details on these written reports, please refer to the 'Student Guide to the Google Online Marketing Challenge' supplied to you alongside this document.

## II. Campaign Statistics

In order to judge the success of your campaign, Google will use a specific algorithm/formula across five areas that measure the effectiveness and management of your account against all other team in the Challenge. You should continuously focus on the areas listed below throughout the competition. A key goal in the competition 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.

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

Please note that there is no 'ideal' account or campaign. Different businesses have different goals and goods/services; how you set up your account should reflect this. What works for one group may not work for another.

To succeed in the Campaign Statistics you should ensure your team is doing well across the areas listed below.

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

### **A) Account structure**

Structuring your account is crucial to effective advertising. A poor account structure will harm your Campaign Statistics. The key characteristics of a poor, good and excellent account structure follow.

**Excellent account structure:** An excellent account structure mirrors the structure of the website you are advertising where possible. Your campaign(s) should be grouped according to product lines/themes or geography and should contain multiple Ad Groups specific to the relevant subcategories. For example, in the case of a campaign for 'accessories', you 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.

**Good/Fair account structure:** A good account structure also groups your 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 you are, the more relevant and specific your advertising becomes.

**Poor account structure:** A poor account structure has a very general campaign or single Ad Group containing lots of different themes which is not structured according to product range or geography. These campaigns will usually contain a long list of unorganized & mismatched keywords. For example, if you were to advertise a clothing store we would not recommend using just one campaign and Ad Group containing only one single list of keywords such as 'ladies jumpers', 'men's bags' and 'jewelry'. These are separate product ranges and would work better in their own individual Ad Groups, e.g. a jumper Ad Group and accessories Ad Group.

### **B) Optimization techniques**

We will monitor how well you implement the optimization techniques and best practices we encourage (see 'Section 2 earlier, 'Making the most of your campaigns'). 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 & reporting**

Online advertising is dynamic. You should review and change your approach over time to ensure you get the most from your campaigns. As part of the Challenge, we will monitor what changes, if any, you make throughout the three-week competition. This includes whether you used the Report Center and any 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 on page 98 in the textbook and at

<http://adwords.google.com/support/bin/answer.py?hl=bn&answer=29713>.

### **D) Performance & budget**

We will monitor how effectively you used 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. Here are examples of an untargeted, targeted and very specific Ad Group.

Untargeted	Targeted	Very Specific
<u>Electronic Store</u> Find Electronics Online Low Prices & Free Shipping <a href="http://www.ElectronicStore.com">www.ElectronicStore.com</a>	<u>Digital Cameras</u> Find Most Camera Brands Low Prices & Free Shipping <a href="http://www.ElectronicStore.com">www.ElectronicStore.com</a>	<u>Buy Canon SD 400</u> Specialists in Canon Cameras Low Prices & Free Shipping <a href="http://www.ElectronicStore.com">www.ElectronicStore.com</a>
electronics photography canon digital images ipod take pictures	canon digital camera canon digital cameras pentax digital cameras pentax digicam sony digicams sony camera	canon sd 400 digital camera canon sd 400 digital cameras canon sd 400 digicam canon sd 400 digicams canon sd 400 camera canon sd 400 cameras

Examples of untargeted, targeted and very specific account structure

### Important notes

**Invalid clicks:** The Challenge discourages Invalid clicks and Google has practices and procedures in place to detect invalid clicks in the competition. Students, classes and institutions risk disqualification for excessive invalid clicks on an account. You can read about how we detect and track invalid clicks at <http://adwords.google.com/support/bin/answer.py?answer=6114>.

**Competitors' keywords:** In many cases the use of a competitor's name is subject to editorial and content restrictions, particularly if trademarked. Teams should review Google's AdWords policies at <http://adwords.google.com/support/bin/answer.py?answer=70534> to ensure their ads and keywords comply with these guidelines. Failure to comply with the guidelines penalizes a team's Campaign Statistics.

# Additional resources & support

## I. Where can I find additional information?

Below are additional resources that will also be useful to you!

Help Center – Frequently asked questions and help documents  
<https://adwords.google.com/support>

Learning Center – Text, multimedia lessons and quizzes on everything AdWords.  
<http://www.google.com/adwords/learningcenter>

Demos and Guides – Step-by-step demos about your account, local targeting, and more concepts.  
<https://adwords.google.com/select/library>

Inside AdWords Blog – Frequent updates about AdWords, straight from our product team.  
<http://adwords.blogspot.com>

## II. Who can I contact if I need help?

If you get really stuck, Google has email support to help. Please note that contacting email support should be your last resort. There will be up to a 48-hour turnaround for a response so if you need a quick answer, we recommend you search through this guide and your 'Marketing and Advertising Using Google' textbook first.

If you do require email support, please send your query to your appropriate regional mailbox below.

- **onlinechallengesupport+APAC@google.com** for Asia Pacific
- **onlinechallengesupport+AMERICAS@google.com** for North, Central and South America
- **onlinechallengesupport+EMEA@google.com** for Europe, the Middle East and Africa

Please note that this support is only available during the campaign window period of the 10th of February to the 24th of May 2008.