

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will continue building on your scenario-based project by adjusting an existing campaign's keywords. The goal is to practice strategically selecting campaign keywords while keeping your budget in mind. Editing campaign keywords in Google Ads is a strategy to improve an unsuccessful campaign. If certain keywords are not performing well, a marketer can remove them from the Google Ads campaign. Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

After much consideration, your marketing team at Good Mercury decides to implement several different campaigns for the Sinclair Verde Lamp Company, including a Google Ads Search campaign. As a reminder, Search campaigns are text ads that appear on Google Search results that let you reach people while they're searching for the products or services you offer.

The Search ads for your campaign features text that explains the company's mission of reducing waste. However, there's a problem: this particular campaign was launched 30 days ago and hasn't had much success yet.

The Search ad campaign works on a cost per click (CPC) bid strategy. As a reminder, CPC is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked.

The problem is that over 90% of viewers are not clicking on the ads.

To increase the click rate, your team asks you to adjust the specific topics and keywords associated with your ad campaign. Research conducted by your team indicates that updating topics and keywords may increase clicks by as much as 20%.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Keyword adjustment](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template_Kyword adjustment](#)
[XLSX File](#)

Step 2: Review the keywords tab

Review the information presented in the first tab of the spreadsheet. In this scenario, your team has compiled this list of keywords for you to select from in the column titled Keyword. Each keyword has corresponding information in the other columns.

The columns include:

Predicted impressions

Predicted click through rate (CTR)

Predicted clicks

Predicted cost per click (CPC)

Predicted total cost

In a working environment, you could use a keyword tool, like the Keyword Planner in Google Ads, to determine or edit the keywords for your search campaign. You'll refer to the information presented in this tab to complete step 4.

Step 3: Review the keyword planning sheet

Select the second Sheet tab, labeled "Keyword Planner" at the bottom-left of your screen. Review the information and goals listed at the top.

In this sheet, you will develop a list of keywords to maximize clicks. To do so, choose keywords from the dropdown menu in the column titled Keywords.

Step 4: Select your keywords

Develop a list of keywords to maximize clicks. Your goal is to create a list of keywords to drive traffic to the Sinclair Verde Lamp Company website to inform potential customers on their products.

To do so, choose keywords from the dropdown menu in the column titled Keywords. The information presented in the first tab will populate in the remainder of the columns as you select keywords.

Step 5: Consider your budget

Review the total cost of the keywords you selected next to Total cost at the bottom of the sheet. You are limited to a maximum of \$1000 USD per day for this campaign. If needed, adjust your keywords until the total daily balance is equal to or less than \$1000 USD.

To do this, you can remove some of the keywords from your list, and/or use a different combination of keywords. Be sure to keep in mind your goal is to maximize clicks. Think strategically about what keywords will get you the greatest value within your budget.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed activity:

Each section refers to the key client information and target audience statistics