

SEM Coaching - 40

Google AdWords Campaign Optimization

optimization

Introduction

- ❖ An optimized AdWords campaign can positively increase the ROI of a PPC campaign
- ❖ Fortunately, Google AdWords offers several optimization tools:
 - Conversion Optimizer
 - Search Keyword Analysis
 - Campaign Rules Automation
- ❖ Allow at least 30 days for data to accumulate before commencing optimization
- ❖ PPC campaign optimization is a multi-step process

Introduction

My Client Center | Jump to client

Google AdWords

My Client Center Client reporting Billing My account Help

Accounts

This month Mar 1, 2013 - Mar 6, 2013

Performance Budget Search across accounts

Filter Columns Find

+ Create account Link existing accounts Arrange accounts Labels Automate

	Client	Labels	Alerts	Clicks	Impr.	Search CTR	Display Network CTR	Conversions	Conv. rate	Amount spent
<input type="checkbox"/>	-			1,542	487,465	2.05%	0.15%	64	4.15%	SGD670.20
<input type="checkbox"/>	-			208	11,226	1.85%	0.00%	31	14.83%	SGD389.58
Totals - all 2 clients		-	-	1,750	498,691	2.01%	0.15%	95	5.43%	SGD1,059.78

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Performance and budget statistics are no more than 3 hours old.

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Conversion Optimizer

Introduction

- ❖ Conversion Optimizer uses historical conversion data from Conversion Tracking or Google Analytics to show better converting ads more often and lower converting ads less often – without increasing budget
- ❖ Automatically adjusts CPC bids higher for more valuable clicks and lower for less valuable bids
- ❖ Goal is to maximize conversions for a given budget
- ❖ Requires:
 - AdWords Conversion Tracking
 - At least 15 conversions in the last 30 days

Conversion Optimizer Eligibility

All online campaigns

This
Fee

- + Campaigns eligible to use Display Campaign Optimizer (1) [View](#)
- + Campaigns eligible to use Conversion Optimizer (3) [View](#)

Campaign > Settings > Bidding Options

Bidding and budget

Bidding option ?

- Focus on clicks - use maximum CPC bids
- I'll manually set my bids for clicks
- AdWords will set my bids to help maximize clicks within my target budget
- Focus on conversions (Conversion Optimizer) - use CPA bids

Advanced options

Bid type

- Max CPA: Most you would want to pay for any particular conversion
- Target CPA: Average amount you would like to pay for each conversion

Set an initial target CPA (1-per-click) bid for your ad groups

Start with recommended bid: SGD23.40

This is approximately equivalent to a maximum CPC bid of SGD1.02

Start with custom bid SGD Target CPA

💡 When you click 'Save', your default bid will be set for all ad groups in this campaign. To edit your bids later, navigate to the ad group you wish to update.
Your current maximum CPC bids will be saved so you can return to manual bidding later.

Save

Cancel



Search Keyword Analysis

Edit Campaign Settings > Advanced Settings > Keyword Matching Options

Advanced settings

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Keyword matching options

Exact and phrase match ?

Search Network only

- Include plurals, misspellings, and other close variants
 Do not include close variants

💡 Your ads may not receive as many impressions or clicks if you do not include close variants.
Including close variants is recommended for most advertisers. [Learn more](#)

Navigate To Keyword Report

Google AdWords

Announcements (1)

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search All online campaigns

User invitations pending for your account (1) Campaigns eligible to use Conversion Optimizer (1) View

Custom Jan 1, 2011 - Feb 17, 2013

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ L D Search

Clicks ▾ VS None ▾

Jan 1, 2011-Jan 31, 2011 Feb 1, 2013-Feb 17, 2013

+ Add keywords Edit Keyword details Automate Labels

	SEARCH TERMS	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	co
Selected	All	3,399	211,396	1.61%	SGD1.09	SGD3,704.19	3.7	1,047	SG	
Total - all account	Diagnose keywords	SGD2.00	851	43,698	1.95%	SGD1.38	SGD1,176.24	4.4	246	SG
	uction Insights (single keyword only)	SGD2.00	278	14,611	1.90%	SGD1.40	SGD390.45	4.6	42	SG
	Eligible	SGD0.50	202	1,410	14.33%	SGD0.26	SGD52.21	2.5	63	EST. SG
	Flexible									

Shared library Bulk operations Reports Labels

Add Keyword Attribute To Column

The screenshot shows the 'Customize columns' section of the Google Ads interface. At the top, there are tabs for Campaigns, Ad groups, Settings, Ads, Keywords (which is selected), Ad extensions, and Dimensions. Below the tabs are 'Filter' and 'Columns' dropdowns, and a link to 'Customize columns' which is highlighted with a red box.

The main area is titled 'Customize columns' and contains two main sections:

- Select metrics**: A list of metrics with double arrows next to them: Performance, Conversions, and Attributes. The 'Attributes' item is also highlighted with a red box.
- Drag and drop to reorder**: A list of columns with 'Remove' links to their right. The columns are: Search term, Match type, Added/Excluded, Campaign, Ad group, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Conv. (1-per-click), Cost / conv. (1-per-click), Conv. rate (1-per-click), and View-through Conv.

In the center, there is a table header row with 'Add all columns' and a column labeled 'Keyword'. An 'Add' button is located at the bottom right of this row, also highlighted with a red box.



Add As Negative Keyword

Create Filter

Campaigns Ad groups Settings Ads **Keywords** Ad extensions Dimensions

Filter ▾

Columns ▾

Create filter words

Learn how customers are finding your ad! Here, you'll see the actual searches that triggered your ads.

To make sure you can see data in this report, choose a date range that includes clicks on your ads.

Add as keyword

Add as negative keyword

 Download

Create Filter: Zero Conversion Keywords

Clicks ≥ 50 , Conversions=0

Campaigns Ad groups Settings Ads **Keywords** Ad extensions Dimensions

Filter ▾ Columns ▾

[« Back to Keywords](#)

Learn how customers are finding your ad! Here, you'll see the actual searches that triggered yo

To make sure you can see data in this report, choose a date range that includes clicks on you

Filter Clicks ≥ 50 , Conversions (1-per-click) = 0

Clicks ▾	\geq ▾	50	Remove
Conversions (1-per-click) ▾	= ▾	0	Remove

+ Add another Save filter

Apply Close



Add As Negative Keyword

<input type="checkbox"/> Search term	Match type	Added/Excluded	Campaign	Ad group	Keyword <small>[?]</small>	↓ Clicks <small>[?]</small>
<input checked="" type="checkbox"/> www singaporelovelinks com	Exact match	Added	lunch actually sg - Google	singaporelovelinks	[www singaporelovelinks com]	115
<input type="checkbox"/> 同城聚会白领交友	Broad match	Excluded	lunch actually hk chinese search	Single - Chinese Version	单身派对	114
<input checked="" type="checkbox"/> chinese calendar	Broad match	None	lunch actually hk search	chinese	dates chinese	67
<input checked="" type="checkbox"/> malaysia call girl	Broad match	None	lunch actually my search	(prefix) malaysia	women malaysia	63
<input checked="" type="checkbox"/> facebook login friends search	Broad match	None	lunch actually sg - Google	find love	find friends	63
<input type="checkbox"/> speed dating	Exact match	Added	lunch actually sg - Google	speed dating	[speed dating]	53
Total - all filtered search terms						475



Add As Negative Keyword

Filter Clicks ≥ 50 , Conversions (1-per-click) = 0

Clicks \geq 50 Remove
Conversions (1-per-click) = 0 Remove

+ Add another Save filter

Apply **Close**

Add as keyword **Add as negative keyword** Download

Add As Negative Keyword

Add negative keywords

Add keywords to Ad group level of each keyword Campaign level of each keyword

Negative Keyword	Campaign	Ad group
[www singaporelovelink]	lunch actually sg - Google	singaporelovelinks
[chinese calendar]	lunch actually hk search	chinese
[malaysia call girl]	lunch actually my search	(prefix) malaysia
[facebook login friends :]	lunch actually sg - Google	find love

Control how keywords match to searches with [match types](#).

Save **Cancel**

<input type="checkbox"/> Search term	Match type ?	Added/Excluded	Campaign	Ad group	Keyword ?	↓ Clicks ?	Impr. ?	CTR ?
<input checked="" type="checkbox"/> www singaporelovelinks.com	Exact match	Added	lunch actually sg - Google	singaporelovelinks	[www singaporelovelinks.com]	115	3,530	3.26%

Download Keyword Report

Sort Keywords Based on ‘No. of Clicks’ And Download Report

Filter ▾ Columns ▾

« Back to Keywords

Learn how customers are finding your ad! Here, you'll see the actual searches that triggered your ad and led to a click. These terms were matched to your ads based on the keywords you chose.

To make sure you can see data in this report, choose a date range that includes clicks on your keywords.

<input type="checkbox"/> Search term	Match type	Added/Excluded	Campaign	Ad group	Keyword	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
						3,399	211,397	1.61%	SGD1.09	SGD3,704.19	3.7	1,047	SGD3.54	30.80%
						135	659	20.49%	SGD0.26	SGD35.18	1.2	42	SGD0.84	31.11%
						112	491	22.81%	SGD0.11	SGD12.31	1	43	SGD0.29	38.39%
						96	6,284	1.53%	SGD1.27	SGD122.01	5.2	29	SGD4.21	30.21%
						76	5,114	1.49%	SGD1.26	SGD96.06	5.6	14	SGD6.86	18.42%
						46	1,224	3.76%	SGD1.78	SGD82.03	4.2	13	SGD6.31	28.26%

Create Automation Rules

Create Filter: Identify High Converting Keywords

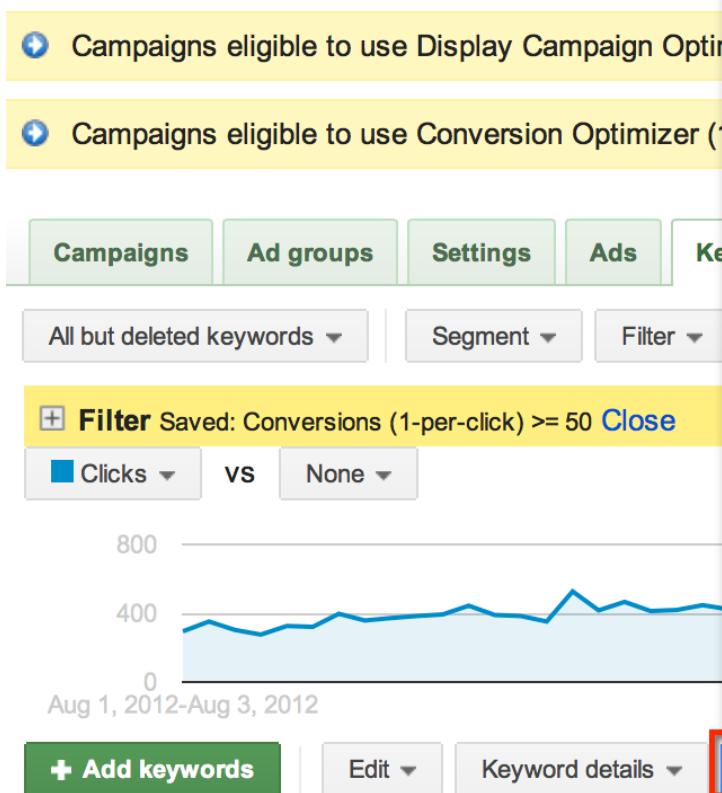
The screenshot shows the Google Ads Keyword Planner interface. At the top, there are tabs: Campaigns, Ad groups, Settings, Ads, **Keywords**, Ad extensions, Dimensions, and Display Network. The **Keywords** tab is selected and highlighted with a red box. Below the tabs are buttons for 'All but deleted keywords' and 'Segment'. A 'Filter' button is also highlighted with a red box. To the right are 'Columns', a search bar, and a 'Search' button.

A yellow modal window is open, containing a filter condition: 'Filter Saved: Conversions (1-per-click) >= 50'. This condition is highlighted with a red box. Below it are buttons for '+ Add another' and 'Save filter'. At the bottom of the modal are 'Apply' and 'Close' buttons, with 'Apply' highlighted with a red box. Below the modal is a chart showing Clicks over time from Aug 1, 2012, to Aug 3, 2012. The chart has a blue line with a light blue shaded area underneath. The Y-axis ranges from 0 to 800. The chart shows a relatively stable number of clicks around 400-500, with some fluctuations.

At the bottom of the interface are buttons for '+ Add keywords', 'Edit', 'Keyword details', 'Automate', and 'Labels'.

Create Filter: Identify High Converting Keywords

All online campaigns



CREATE RULE FOR KEYWORDS

Change max. CPC bids when...

Raise bids to top of page CPC when...

Raise bids to first page CPC when...

Pause keywords when...

Enable keywords when...

Send email when...

Create rule for ads

Create rule for ad groups

Create rule for campaigns

Manage rules »

Create and manage scripts »

EST.

Create Filter: Identify High Converting Keywords

Create rule: **Change max. CPC bids**

Automated rules can save you time by operating across your account based on criteria you specify. Learn more
Rules aren't guaranteed to run in some cases, so we recommend regularly monitoring the rules you set up. [Learn more](#)

Apply to

Automatic action % Max. bid

Requirements Remove [+ Add another](#)

Frequency using data from hour
Note that a rule can start running at any time within the hour you select.

Rule name

Email results

Preview results Previewing is recommended before saving

<input checked="" type="checkbox"/>	Keyword	Campaign	Ad group	Status	Max. CPC	Qual. score	Clicks	Impr.
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Create E-mail Notification

Automation Rule > Send email when...

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns (which is highlighted with a red box), Opportunities, Tools and Analysis, Billing, My account, Announcements (1), and Sign out. The main content area displays 'All online campaigns' with two items listed under 'Campaigns eligible to use Display Campaign Optimizer': 'Campaigns eligible to use Display Campaign Optimizer' and 'Campaigns eligible to use Conversion Optimizer'. Below this is a chart showing Clicks over time from Jan 1, 2012, to Jan 31, 2012. A dropdown menu titled 'CREATE RULE FOR KEYWORDS' is open, listing several options: 'Change max. CPC bids when...', 'Raise bids to top of page CPC when...', 'Raise bids to first page CPC when...', 'Pause keywords when...', 'Enable keywords when...', 'Send email when...' (this option is highlighted with a red box), 'Create rule for ads', 'Create rule for ad groups', 'Create rule for campaigns', 'Manage rules >', and 'Create and manage scripts >'. At the bottom of the dropdown menu, there is an 'Automate' button.

E-mail Notification Rule #1: Quality Score <3

Create rule: Send email for keywords

Automated rules can save you time by operating across your account based on criteria you specify. [Learn how to create rules](#), and [see examples of popular rules](#). Rules aren't guaranteed to run in some cases, so we recommend regularly monitoring the rules you set up. [Learn more](#)

Apply to [?](#) All but deleted keywords in all campaigns

Automatic action **Send email for keywords**

Requirements [?](#) Qual. score \leq 3 Remove + Add another

Frequency [?](#) Weekly Monday 02 PM using data from Last week (Mon - Sun) ?
(GMT+08:00) Singapore day of week hour
Note that a rule can start running at any time within the hour you select.

Rule name **Quality Score <= 3**

Preview results Previewing is recommended before saving

Save Cancel



E-mail Notification Rule #2: CTR < 1%

Create rule: Send email for keywords

Automated rules can save you time by operating across your account based on criteria you specify. [Learn how to create rules](#), and [see examples of popular rules](#). Rules aren't guaranteed to run in some cases, so we recommend regularly monitoring the rules you set up. [Learn more](#)

Apply to [?](#) All but deleted keywords in all campaigns

Automatic action **Send email for keywords**

Requirements [?](#) CTR < 1 % Remove [+](#) Add another

Frequency [?](#) Weekly Monday 02 PM using data from Last week (Mon - Sun) Note that a rule can start running at any time within the hour you select.

Rule name CTR<1%

Preview results Previewing is recommended before saving

Save Cancel

E-mail Notification Rule #3: Av Position > 4

Create rule: Send email for keywords

Automated rules can save you time by operating across your account based on criteria you specify. [Learn how to create rules](#), and [see examples of popular rules](#). Rules aren't guaranteed to run in some cases, so we recommend regularly monitoring the rules you set up. [Learn more](#)

Apply to [?](#) All but deleted keywords in all campaigns [▼](#)

Automatic action **Send email for keywords**

Requirements [?](#)

Avg. position ▼	worse than ▼	4	Remove
---------------------------------	------------------------------	---	--------

+ Add another

Frequency [?](#) Weekly [▼](#) Monday [▼](#) 02 PM [▼](#) using data from Last week (Mon - Sun) [▼](#) [?](#)

(GMT+08:00) Singapore day of week hour

Note that a rule can start running at any time within the hour you select.

Rule name Av Position > 4

Preview results Previewing is recommended before saving

Save Cancel

Key Points

- ❖ Allow at least 30 days for data accumulation before commencing campaign optimization
- ❖ Follow the following optimization steps:
 - Step #1 – Enable Conversion Optimizer (for qualifying campaigns)
 - Step #2 – Perform Search Keyword Analysis
 - Identify POOR PERFORMING keywords
 - Add as negative keywords at Ad Group or Campaign level
 - Step #3 – Download Keyword Report
 - Identify NEW CONVERTING SEARCH TERMS to add as keyword
 - Step #4 – Create Automation Rules
 - Increase Max CPC for HIGH CONVERTING KEYWORD when Average Ad Position is ≥ 3
 - Step #5 – Create E-mail Notification
 - E-mail Notification Rule #1: Quality Score < 3
 - E-mail Notification Rule #2: CTR $< 1\%$
 - E-mail Notification Rule #3: Av Position > 4

Questions?