

SEM Coaching - 41

Google AdWords Search Term Optimization

optimization

Introduction

- ❖ Keywords are a critical component in a search network campaign
- ❖ We use different keyword matching options (broad, phrase, exact & negative) to refine the reach of the keyword
- ❖ Google AdWords offer very comprehensive 'Search Term' reports to analysis keyword effectiveness and relevancy
- ❖ Utilize the 'Search Term' report to:
 - Add new converting keywords to existing or new Ad Groups
 - Add non-relevant/non-converting search terms as Negative Keywords

Introduction

Google AdWords

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

All online campaigns Custom Feb 18, 2013 - Apr 2, 2013

Campaigns eligible to use Display Campaign Optimizer (2) View

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

All keywords Segment Filter Columns Search

Clicks vs None

500
250
0

Feb 18, 2013 Apr 2, 2013

+ Add keywords Edit Keyword details Automate Labels

SEARCH TERMS

Status	Max. CPC	Qual. score	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Co
All	--	--	--	--	--	--	--	--	--

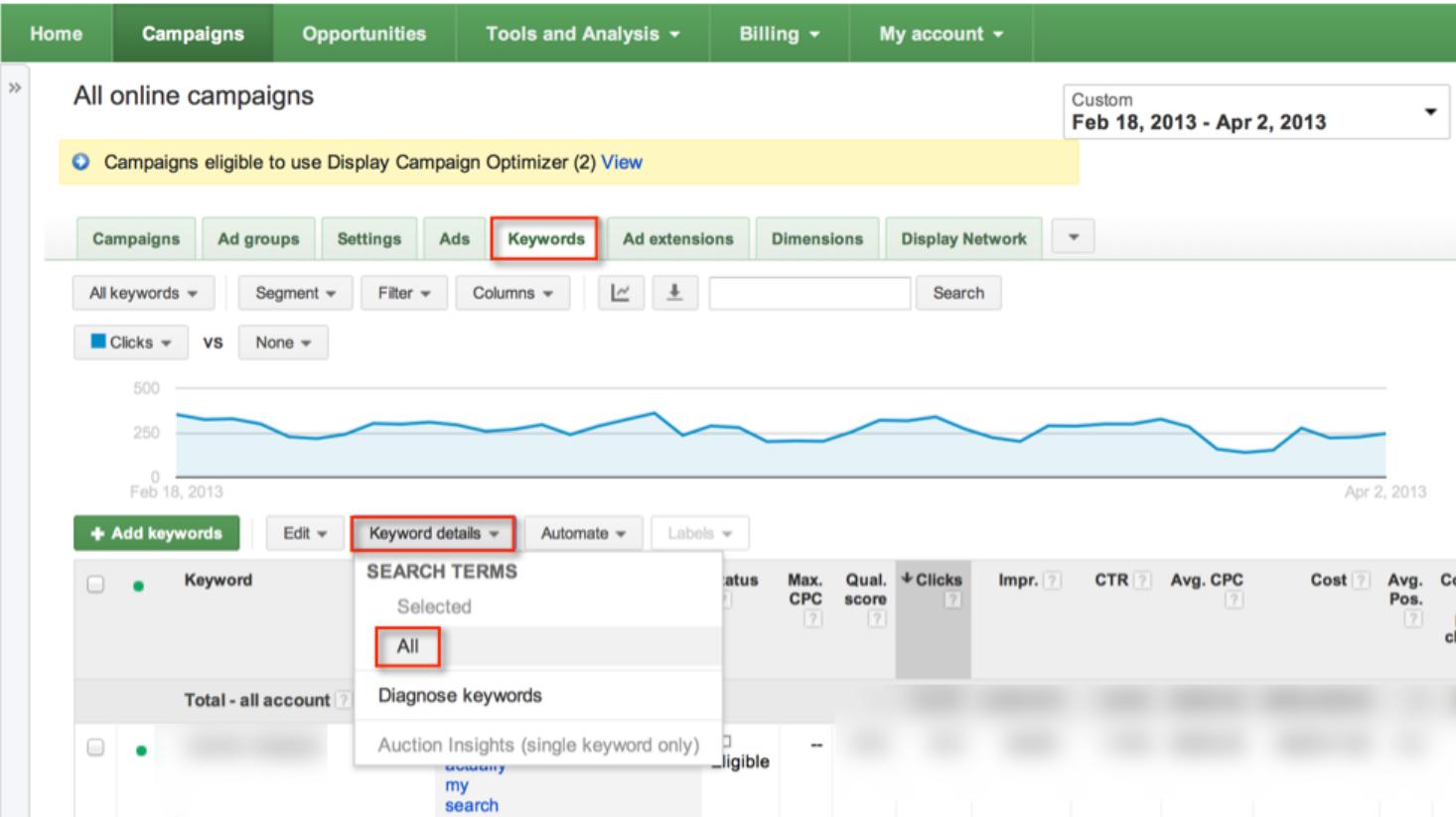
Selected All

Diagnose keywords

Auction Insights (single keyword only)

Total - all account

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Download Keyword Report

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

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%

Then Click ‘Create’

Download and schedule report

Download the table statistics below as a report. You can also schedule the report to automatically download in the future, using the same filters, segments, columns, and relative date range. [Manage your downloads in the Reports management »](#)

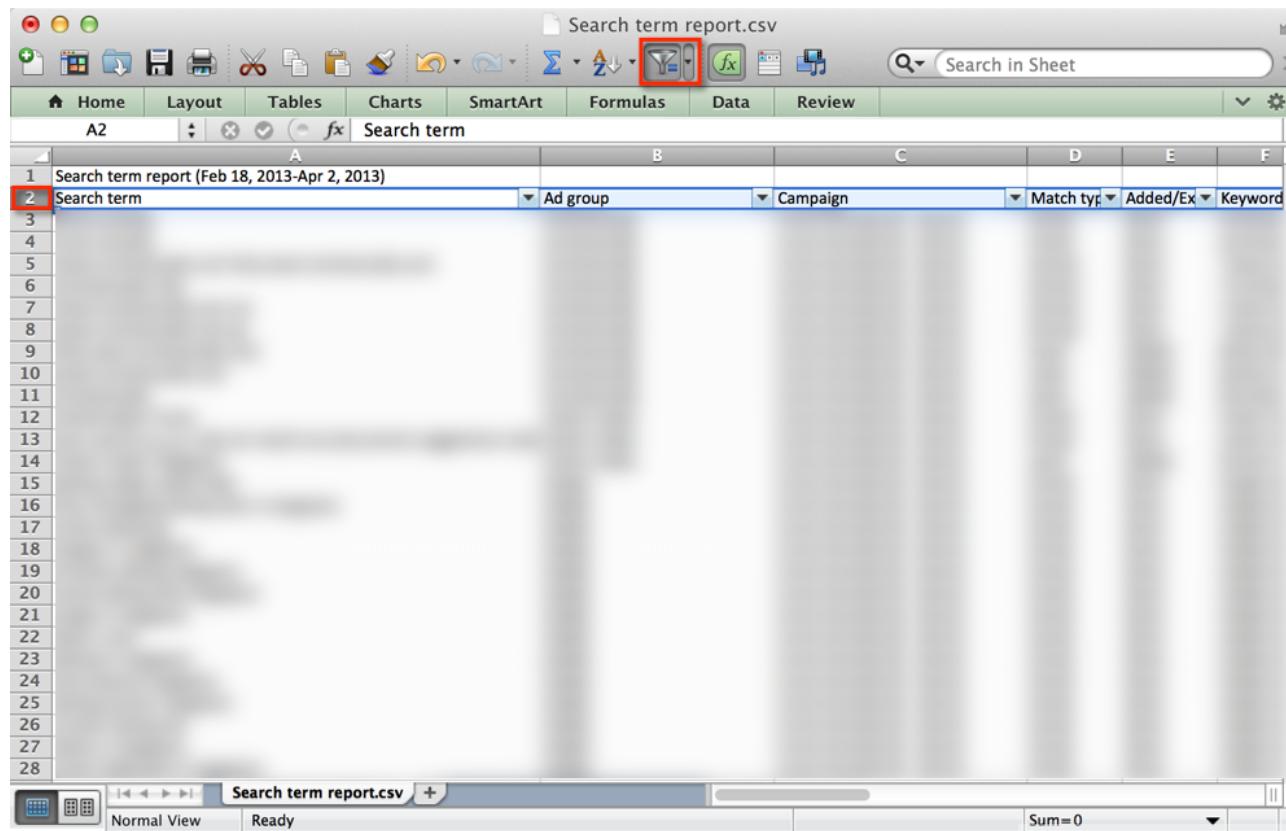
Report name [[Edit](#)]

Format

Segment [?](#) [+ Add segment](#)

[\[+\] Email and schedule report](#)

In Excel: Highlight Header Row > Filter



Search Term Analysis (by Conversion)

(by conversion)

Step #1 – Sort by Conversion (Descending)

Match type	Added/Ex	Keyword	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. position	Conv. (1-per-click)	Conv.
			468	2554	18.32%	0.39	182.53	1.1	20	
			209	855	24.44%	0.1	20.8	1.01	15	
			83	389	21.34%	0.15	12.63	1.46	7	
			54	139	38.81%	0.42	19.19	1.4	6	
			46	2839	1.62%	0.18	4.44	1.62	5	
			31	988	36.76%	0.19	1.55	1.63	5	
			25	68	42.11%	0.37	10.38	2.28	4	
			8	19	19.18%	0.19	3.6	1.4	4	
			34	178	19.18%	0.19	33.07	1.4	4	
			28	173	16.18%	0.37	10.38	2.28	4	
			16	170	9.41%	0.42	7.21	1.49	4	
			12	248	4.82%	0.26	6.31	1.46	3	
			6	13	46.10%	0.19	2.46	1.46	3	
			5	57	8.77%	0.34	22.04	2.37	3	
			35	386	19.09%	0.12	2.51	1.01	2	
			21	110	8.53%	0.78	15.63	2.36	2	
			20	246	2.29%	0.28	5.08	2.51	2	
			18	689	31.25%	0.15	1.54	1	2	
			10	32	2.29%	0.37	3.74	2.26	2	
			10	437	10.91%	0.14	1.42	1.36	2	
			10	11	90.91%	0.14	1.42	1.36	2	
			8	20					2	
			8	116					2	
			8	36					2	
			4	26					2	
			4	75					2	



Step #2 – Identify High Converting Keywords Not In Ad Group (None)

A3	B	C	D	E	F	G
1	Search term report (Feb 18, 2013-Apr 2, 2013)					
2	Search term	Ad group	Campaign	Match typ	Added/Excluded	Keyword
3					Added	
4					Added	
5					Added	
6					Added	
7					None	
8					None	
9					Added	
10					None	
11					None	
12					None	
13					Added	
14					None	
15					None	
16					None	
17					None	
18					Added	
19					None	
20					None	
21					Added	
22					None	
23					None	
24					Added	
25					Added	
26					None	
27					None	
28					None	
29					None	
30					Added	
31					None	
32					None	
33					Added	

Step #3 – Analyze Search Term & Ad Group Congruency

Search term	Ad group
dating	(prefix) malaysia
online dating	Single dating

Step #3 – Analyze Search Term & Ad Group Congruency

- ❖ If Search Term congruent with Ad Group
 - Add search term (broad, phrase, exact) into SAME Ad Group
- ❖ If Search Term NOT congruent with Ad Group
 - Add search term (broad, phrase, exact) into NEW Ad Group
 - Create NEW Ad with search term in Ad Copy

Search Term Analysis (by Clicks)

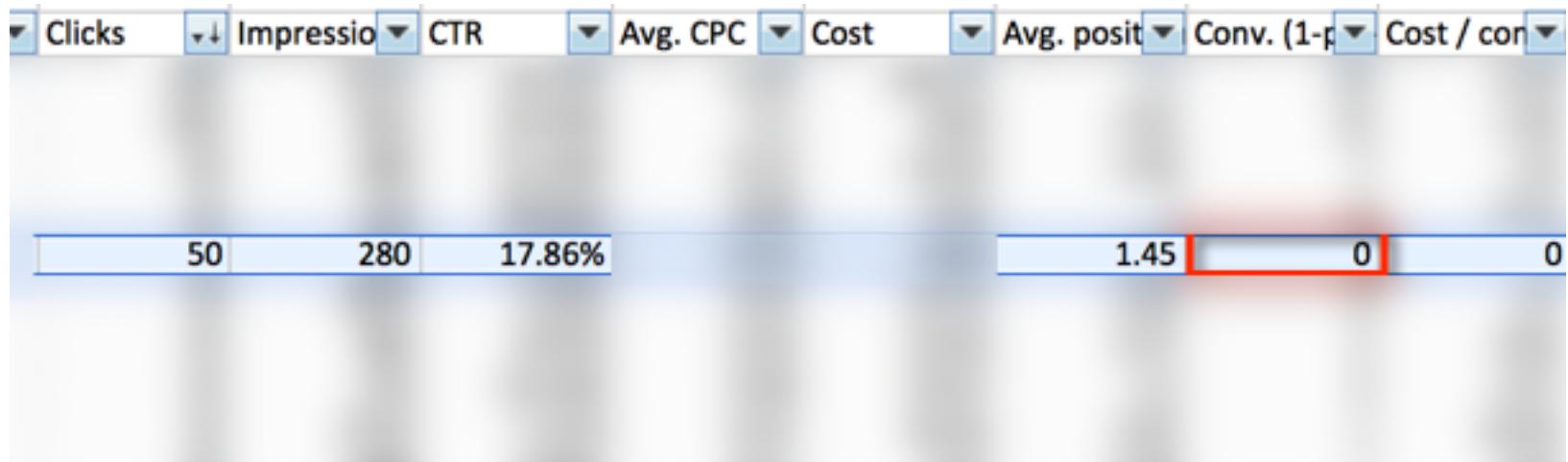
(by clicks)

Step #1 – Sort by Clicks (Descending)

C	D	E	F	G	H
	Match type	Added/Ex	Keyword	Clicks	Impressions
ally SG - Search	exact	Added	[lunch actual	5978	92814
ally my search	exact	Added	[lunch actual	468	2554
ally hk search	exact	Added	[lunch actual	209	855
ally my (Penang)	exact	Added	[lunch actual	83	389
ally SG - Search	broad	None	[lunch actually	54	139
ally my search	broad	None	lunchactually	50	280
ally my search	broad	None	dating malay	46	2839
ally my search	broad	None	singles dating	35	386
ally SG - Search	phrase	None	"lunch actual	34	178
ally SG - Search	phrase	None	"singaporelo	33	2733
ally my search	exact	Added	[singaporelo	32	1097
ally my search	broad	Added	[singaporelo	31	988
ally my search	broad	None	dating malay	28	173
ally my search	phrase (close)	None	matrimonial	25	1910
ally hk search	<input checked="" type="checkbox"/>	(Select All)	[lunch actual	25	68
ally my search	<input checked="" type="checkbox"/>	0	[lunch actual	21	110
ally my (Penang)	<input checked="" type="checkbox"/>	phrase (close)	matrimonial	20	246
ally my search	<input checked="" type="checkbox"/>	1	None	19	180
ally SG - Search	<input checked="" type="checkbox"/>	2	"singaporelo	19	656
ally my search	broad	None	women malay	18	1644
ally my search	exact	Added	matchmakir	18	689
ally my search	broad	None	dating malay	17	644
ally my search	phrase (close)	None	matchmaker	17	232
ally SG - Search	exact	Added	[it's just lunc	16	170

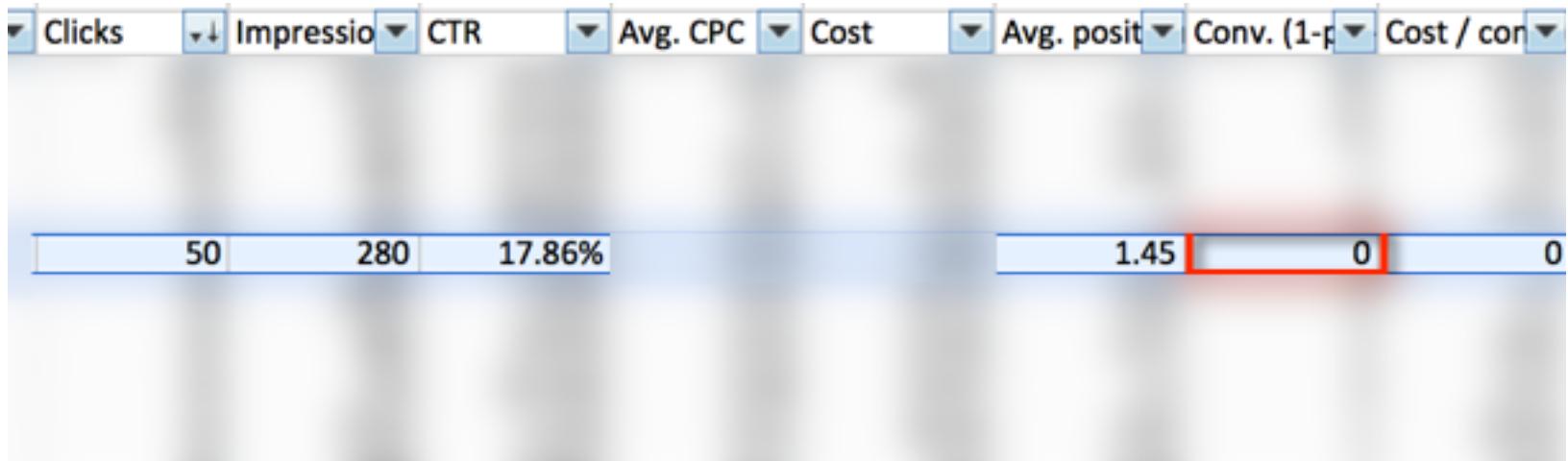


Analyze Conversion & Cost/Conversion



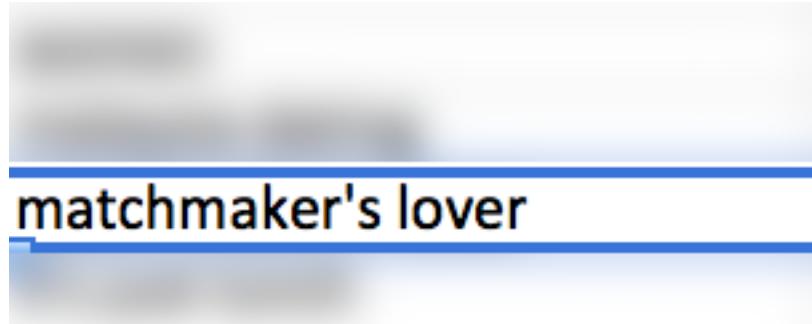
- ❖ If Clicks > 50 AND Zero Conversions
 - Add Search Term as Ad Group Negative Keyword

Analyze Conversion & Cost/Conversion



- ❖ If Clicks > 50 AND Zero Conversions
 - Add Search Term as Ad Group Negative Keyword

Analyze Search Term Relevancy



- ❖ If Search Term NOT Relevant
 - Confirm Zero Conversion
 - Add as Negative Keyword

Questions?