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Ad Group Management - Agenda

- Ad Group Structure and Limits
- Ad Group Strategies Overview
- Ad Group Strategies for Search Network
- Ad Group Strategies for Content Network
- Ad Group Strategies for Image Ads
- Recommended PPC Tools

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Ad Group Structure and Limits

- Google AdWords Maximum Limits:
  - 25 Campaigns Per Account
  - **2,000 Ad Groups Per Campaign (Updated)**
  - **2,000 Keywords Per Ad Group**
  - **50 Ad Creatives Per Ad Group**
- Ad Group Settings:
  - Ad Group Name
  - Targeting: Keywords and/or Placements
  - Ad Copy
    - Headline
    - Description
    - Display & Destination URL
  - Ad Inventory: Text, Image, Video
  - Keyword Budget: Max CPC

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Ad Group Strategies - Overview

- Optimal Ad Group structure should achieve the following goals:
  - Achieve and maintain CTR > 3% in Search Network and Quality Score > 7
  - Effective keyword clustering by maintaining tight Keyword-Ad-Landing page relevancy and consistency
  - Set ad serving to ‘rotate’. Split-test two ads and play ‘beat the control’
  - Track different channels SEPARATELY
    - Network: Search versus Content
    - Content Targeting: Keyword versus Placement
    - Ad Type: Text versus Image versus Video ads
  - Avoid duplicating keywords in different Ad Groups in the same network
    - Google has a one URL per keyword policy

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Ad Group Strategies – Search Network

- Use all 3 match type options for each keyword wherever possible:
  - Broad
  - Phrase
  - Exact
- Identify undiscovered performing and negative keywords:
  - Google AdWords Keyword Tool (http://www.FreeAdWordsTool.com)
  - AdWords Search Query Report
  - Website Log Files / Google Analytics
    - Extract actual search terms
- Pay attention to CTR, Quality Score, Average Ad Position, Conversion Rate
- Start with an Ad Group Max CPC, but need to refine at the keyword level
- Consider using 'Position Preference' to better manage Ad Position
  - Max CPC must be high enough to qualify for desired Ad Positions

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Ad Group Strategies – Content Network

- Create separate Ad Groups for keyword and placement targeting
- Use only broad match keywords based on 'theme' concept
  - Limit keywords to 15-20 keywords per Ad Group
- Use only the most relevant negative keywords, to prevent over-restrictive ad serving
- Bid lower Max CPC for content network compared with search network – CTR does not affect CPC here
- Review Placement Performance Report to determine top performing URLs
- Move top-performing URLs from 'Automatic Placements' to 'Managed Placements' under 'Network' tab in Google AdWords
- Consider activating demographic bidding feature. Review Demographic Performance Report to determine best converting demographics

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Ad Group Strategies – Image Ads

- Images ads can return a higher ROI than text ads in the content network
- Create stand-alone Ad Groups for image ad campaigns
- Can be triggered by Keywords or Placement URLs.
- Utilize and upload FULL image ad inventory to increase ad exposure
  - 720 x 90, 468 x 60, 120 x 600, 160 x 600, 200 x 200, 250 x 250, 300 x 250, 336 x 280
- Use Cost-Per-Click rather than CPM pricing for image ads
- Set a higher CPC when using image ads. They occupy the entire ad block and therefore cost more than text ads.

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Recommended PPC Tools

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Recommended Keyword Research Software

$40 off coupon code: 40discount

http://www.KeywordResearchPro.com

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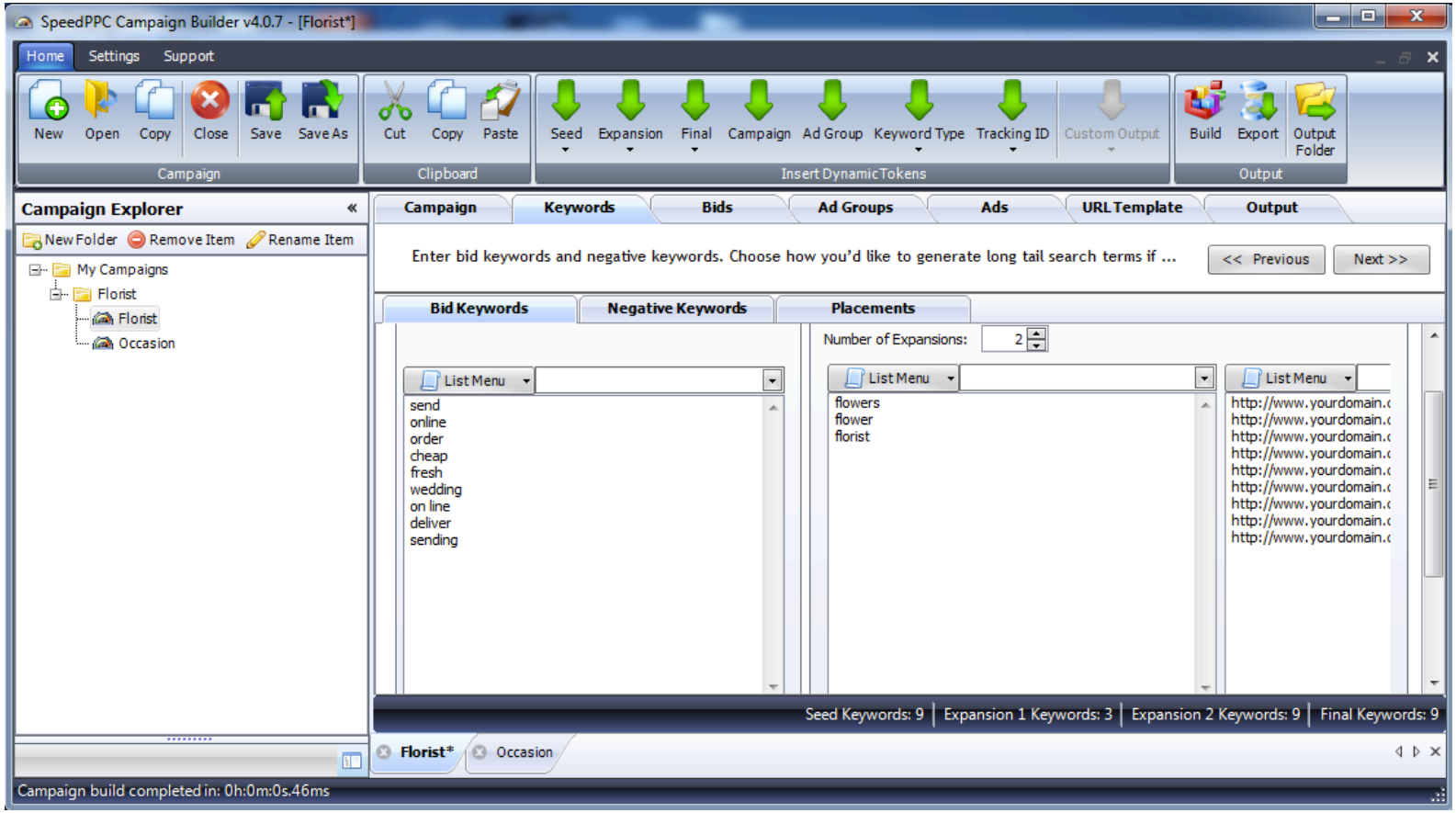
Recommended MASS AdWords Campaign Editor



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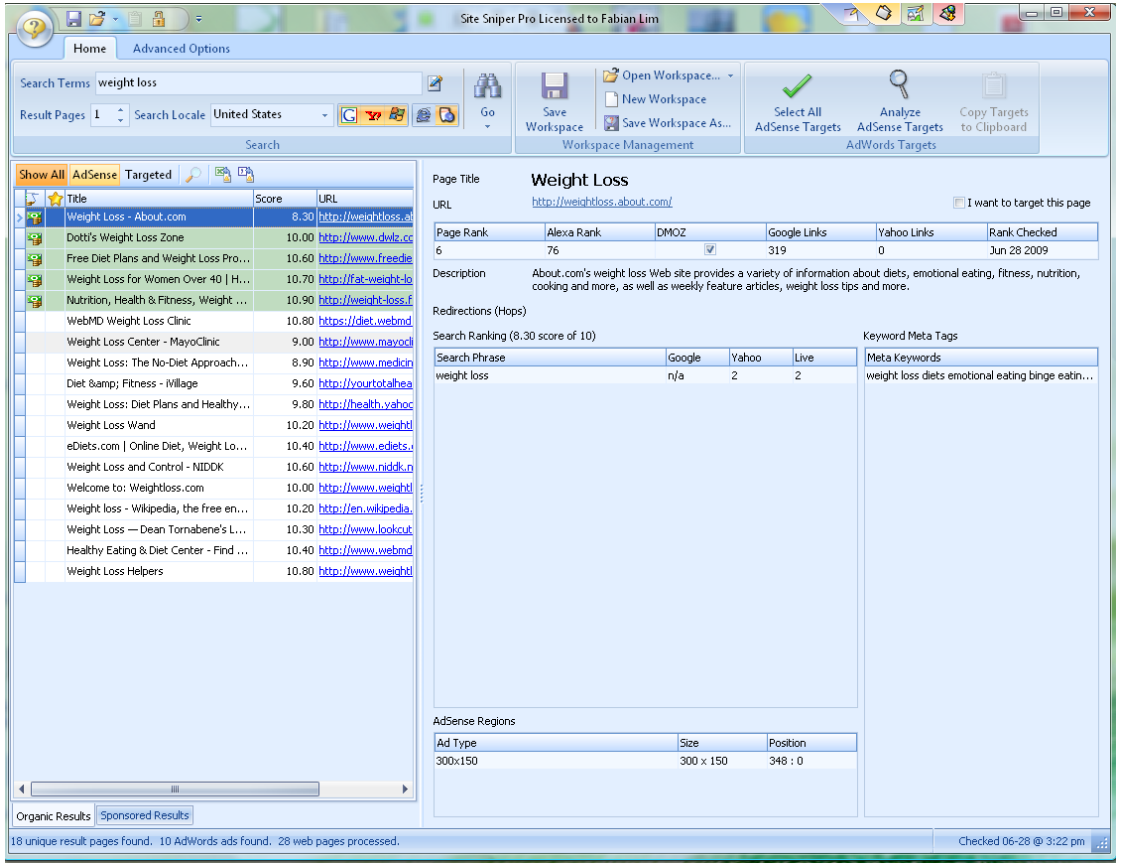
Recommended Placement Targeting Software



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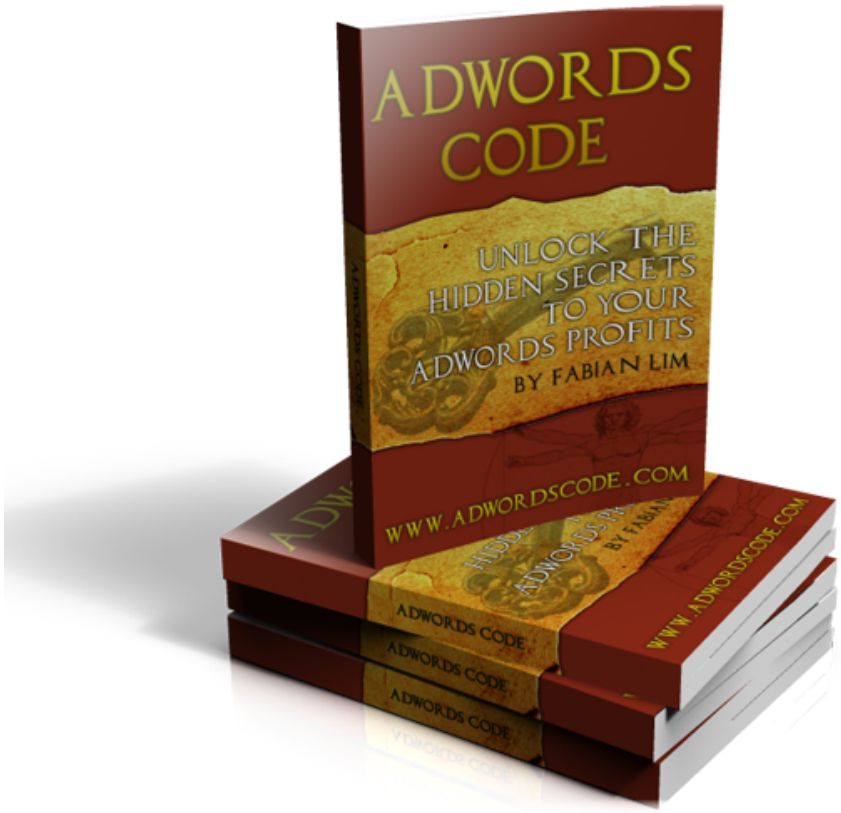
Recommended AdWords Training Guide



Coming Soon!

http://www.AdWordsCode.com

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