

Search

Your ad is your answer to users search - make it as precise as possible

Query - users search

CPC - cost per click

CPA - cost per action (usually cost per conversion)

CTR % - click through rate

eCPC - enhanced CPC, which allows to over bid by 30%, more flexible bidding

Keywords

Match types - broad, modified broad, phrase and exact

Recommended to start from phrase or exact.

Don't use broad unless you know what you're doing.

<i>broad match</i>	<i>modified broad match</i>	<i>phrase match</i>	<i>exact match</i>
New shoes	+new +shoes	"new shoes"	[new shoes]
New shoes	New shoes	New shoes	New shoes
Shoes	Shoes	Shoes	Shoes
New Gucci shoes	New Gucci shoes	New Gucci shoes	New Gucci shoes
Cheap shoes	Cheap shoes	Cheap shoes	Cheap shoes
Shoe repair	Shoe repair	Shoe repair	Shoe repair
Used shoes	Used shoes	Used shoes	Used shoes
New shoes leather	New shoes leather	New shoes leather	New leather shoes
New black shoes	New black shoes	New black shoes	New black shoes

If the product or service is new, people might not search for it, thus your ad won't be displayed.

Use keyword planner to check the volume and price of the keywords you want to bid on

AdWords account > Tools > Keyword planner

Start with keywords specific to your product. Instead of "womens shoes" start with "black womens shoes" or "leather women shoes"

Ads

Ads have limited text length, go straight to the point

Include your keywords in the headline if possible, or in the ad text anywhere.

Make ad stand out (use numbers, prices, percentages, discounts etc.)

Create at least 3 ads

Google your keywords see what others are writing in the ad text.

Use as precise landing pages as possible. Direct user to a product or category, not the home page.

Campaign structure

You can create as many campaigns as you want. Best practice to follow your categories in your store.

Daily budget and geo targeting is set on the campaign level. One country per campaign recommended.

There is no monthly budget you have to add together all your campaigns.

The daily budget is the **max** amount (+- 20%). Google sometimes lets it go over budget for better results.

Campaign settings

Select all features and all languages

You can select the whole country, or cities (or states in the US). Geo targeting varies per country

Start with manual cost per click (CPC) then move on to enhanced CPC. And if you're making at least 150 conversions per month you can try CPA (cost per action) bidding.

Ad groups

One ad group should contain only highly related keywords. All ads in that ad group should make sense with all the keywords in the same ad group.

Create as many ad groups as you need. It can even contain one keyword.

Retargeting

Link AdWords and Analytics account so you can use retargeting

Create your audiences in Analytics and use them in AdWords campaigns.

One audience per ad group recommended.

Create audience based on what you want to show them (ex. User visited womens shoes category and did not convert - show them an ad with womens shoes and a discount)

Google Shopping

Create a free Google Merchant account.

Get a google shopping app from Shopify app store. Create your feed and send it to Google Merchant account

Link Google merchant to AdWords and you can create Shopping campaigns.

Divide your all products into categories or specific products if needed.

Bid differently per category because your products vary in price.