Google Ads Campaign Final Report of 15sChineseFood

Team Member:

Shiyun Zhong, Liyang Zhao, Jiayang Zheng, Ruifeng Ma

Executive Summary

Our blog focused on providing hand-on recipes to help people learn how to cook Chinese food with clear and easy directions. In order to attract more people to visit our blog, our analysis group conducted an eleven-day marketing campaign (from Feb.18 to Feb. 28) on Google Ads.

Based on the structure and contents of our blog, we divided our campaign into six different ad Groups – Mainpage and five specific dishes, namely "Potatoes and Chicken", "Rice with Pork", "Fries Rice Noodles", "Black Chicken Soup" and "Cucumber and Pork." In each Ads group, our analysis group selected several relevant keywords at first, then continuously monitored their performance and consistently adjusted our keywords to optimize our campaign.

As for bidding strategy, we chose "Maximize Clicks" according to our main objective. Besides, we also allocated our bidding by hour and device according their performance on KPIs.

Eventually, as shown in the *Fig.1* below, the performance of our campaign showed a continuous rising trend during the campaign period in the aspect of clicks and impressions.
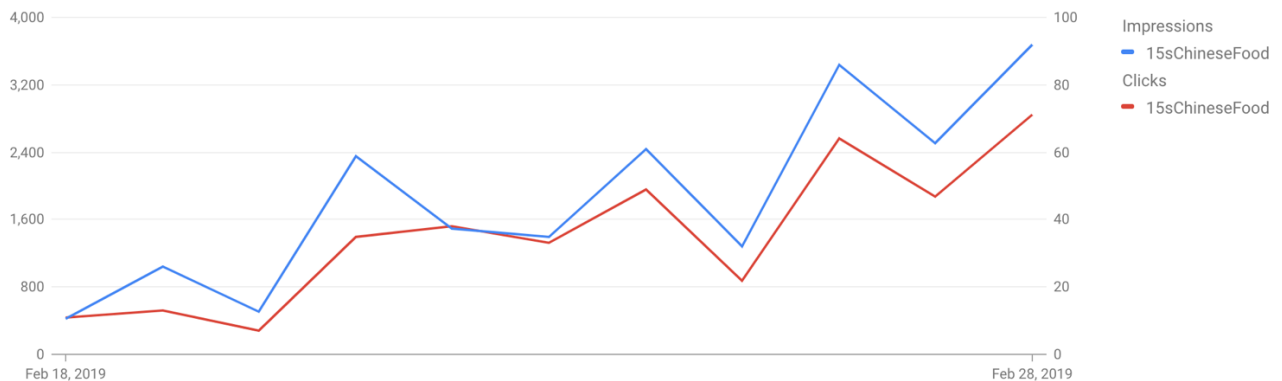

Figure.1 Overall Performance of Google Ads Campaign in Impressions and Clicks

According to Google Analytics, compared with the past performance of our blog before the Google Ads campaign, the number of our users increased 1953.33%, and the pageviews increased 751.85%.

Challenges and Reflections

Despite of the overall satisfactory performance, there are some details worth reviewing after this eleven-day campaign.

First comes to our mind is about keywords in each ad group. As shown in *Fig.2,* when we reviewed and assessed the performance of each ad groups by click, which was treated as our key indicator, we found there were huge and evident difference among them. Precisely, ad group named "potatoes and chicken" ranked at the first place, while the one named "cucumber and pork" showed little increase all the while.
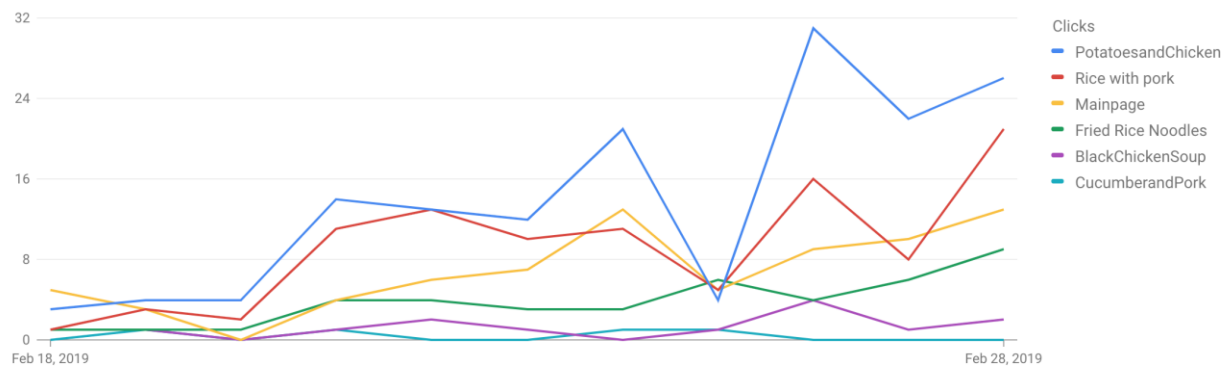

Figure.2 Overall Performance of Each Ad Group by Click

Thus, our team conducted a detailed review on keyword performances, and further gave descriptions as summaries. The following twelve tables (*Table.1* to *Table.12*) depicts the content we discussed and came up. The sequence of these tables is referred to its performance by click and each ad group includes a keyword table and a negative keyword table.

At last, our team listed three challenge we met and described how we conquered them.

Keywords Performances and Descriptions

Ad group 1: Potatoes with stewed chicken

	Keywords	Average Quality Score	CTR	Match Type	Description
1	Chicken wing recipe	3	4.35%	Broad match	These keywords included the cooking method and ingredients of recipes. We managed to list the keywords specifically. Users also showed a great interest in chicken recipes. Eventually, this was the best performing ad group in our ad campaign.
2	Brown stew chicken	3	2.11%	Broad match	
3	Stewed chicken	7	1.95%	Broad match	
4	Chicken breast recipe	5	1.73%	Broad match	
5	Chicken recipe	7	1.69%	Broad match	
6	chicken stew recipe	5	1.51%	Broad match	
7	Chicken thigh recipe	5	1.39%	Broad match	
8	Potato recipe	5	0.00%	Broad match	
9	Chicken liver recipes	3	0.00%	Broad match	
10	How to cook chicken thigh	N/A	0.00%	Broad match	These keywords are paraphrases of some keywords above. However, the performance of these keywords was poorer. The possible reason might be these keywords are wordy. People are more likely to search with concise keywords like "recipe". So, we can consider to pause these keywords, and raise the bid for the ad group.
11	How to cook chicken wing	N/A	0.00%	Broad match	
12	How to cook chicken leg	N/A	N/A	Broad match	

Table 1. Keywords Performance and Descriptions in Ad Group 1 (Potatoes with stewed chicken)

Ad group 1: Potatoes with stewed chicken

	Negative keywords	Match type	Description
1	Chicken recipes food network	Phrase match	
2	Chicken recipes instant pot	Phrase match	
3	Chicken recipes keto	Phrase match	
4	Chicken recipes oven	Phrase match	
5	Chicken recipes with rice	Phrase match	We excluded these phrases after examining the frequently searching terms in Google at first and kept monitoring the performance of this ad group. The demand of people for searching these terms are slightly different from our goals. The recipe we offered for this ad group contains potatoes and chicken, so keywords like "Indian", "instant pot" should be removed.
6	Potato casserole recipes	Phrase match	
7	Potato diet recipes	Phrase match	
8	Potato recipes for Christmas	Phrase match	
9	Potato recipes Indian	Phrase match	
10	Potato recipes vegan	Phrase match	
11	Potato salad recipes	Phrase match	
12	Potato soup recipes	Phrase match	

Table 2. Negative Keywords Descriptions in Ad Group 1 (Potatoes with stewed chicken)

Ad group 2: Stewed rice with pork ribs

	Keywords	Average Quality Score	CTR	Match Type	Description
1	Recipe with rice cooker	3	2.46%	Broad match	
2	Chinese rice recipe	4	2.40%	Broad match	We separated our keywords in terms of ingredients we used in the recipe. These keywords were more related to "rice." The CTR were all relatively higher, which showed user interests in rice recipe, especially recipes with a rice cooker.
3	Rice recipe	5	2.13%	Broad match	
4	How to cook rice	3	1.27%	Broad match	

(Table continued in next page…)

Ad group 2: Stewed rice with pork ribs

	Keywords	Average Quality Score	CTR	Match Type	Description
5	How to cook pork ribs	6	1.28%	Broad match	These keywords were more related to "pork". The CTR and Quality Score were both relatively high, thus we should enhance using these keywords to increase clicks.
6	Chinese pork recipe	7	1.25%	Broad match	
7	Cooking with rice cooker	N/A	0.00%	Broad match	These keywords did not generate as much clicks for this ad group. The possible reason for this was that these keywords may be too specific.
8	Stewed rice recipe	N/A	0.00%	Broad match	
9	Pork ribs instant pot	N/A	N/A	Broad match	
10	Dish made from rice and chili	N/A	N/A	Broad match	

Table 3. Keywords Performance and Descriptions in Ad Group 2 (Stewed rice with pork ribs)

Ad group 2: Stewed rice with pork ribs

	Negative Keywords	Match Type	Description
1	Rice recipe for fish	Phrase match	The ingredients of this recipe were specific as pork and rice. Thus, we excluded phrases including other ingredients and other cooking style.
2	Rice recipe for steak	Phrase match	
3	Rice recipe Indian	Phrase match	
4	Success rice com	Broad match	After running the ad campaign, we spotted this phrase. Since it was not related to our content and will decrease CTR, we excluded it.

Table 4. Negative Keywords Descriptions in Ad Group 2 (Stewed rice with pork ribs)

Ad Group 3: Mainpage

	Keywords	Average Quality Score	CTR	Match Type	Description
1	Asian Food Recipe	7	6.46%	Broad Match	These keywords were performed very well in this ad campaign. Both score and CTR are perfect. We think it was because these three keywords were specific and closely related to our topic.
2	Chinese Recipes	7	4.02%	Broad Match	
3	How to cook Chinese Food	7	5.26%	Broad Match	
4	Homemade Recipe	3	2.16%	Broad Match	These keywords performed on average in the campaign; the ideas behind them were the same. We wanted to attract users who search for all kinds of "recipes" on the search engine. Generally speaking, they would all bring traffic to our blog. However, some of them did not perform as well as predicted. For these recipe keywords, we focused on the learning process. One of our biggest advantages is our recipes are straightforward to learn. Therefore, we told users that they could pick up our recipes quickly. To do so, we can focus "15-second recipe" in the description part of the ads, which will be helpful to attract users.
5	Food Recipe	1	4.65%	Broad Match	
6	Easy Recipe	N/A	2.38%	Broad Match	
7	Asian Recipes	5	2.51%	Broad Match	
8	Homemade Chinese Food	3	2.38%	Broad Match	
9	Chinese Dishes	7	1.69%	Broad Match	This keyword was unique compared to other keywords listed. Chinese dishes are too vague. If users want to search for a Chinese restaurant, they may use this keyword. If users want to find some recipes, they may search this term as well. Thus, this one didn't perform well even the relevant score is on average. The lesson we learnt is that keyword should be specifically related to topic if it will lead to other purposes, then we probably should delete or change it.
10	Chinese Food Recipes	2	0%	Broad Match	These keywords performed awfully and there were two reasons behind in my opinion. The first one is we use broad match in for these keywords. However, these keywords are very specific, like "Easy Homemade recipe" or "health food recipes." Probably it will perform better if we change it to exact match. In this case, if someone searches these words, our ads will be a list at front, and CTR will be higher.
11	Quick Recipe	N/A	0%	Broad Match	
12	Healthy Food Recipes	N/A	0%	Broad Match	

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Ad Group 3: Mainpage

	Keywords	Average Quality Score	CTR	Match Type	Description
13	Easy Homemade Recipe	N/A	0%	Broad Match	The second reason is some keywords are not making sense, like "Picture recipe" or "Quick recipes." When you look at these keywords, you can get where we want our users to find us. However, in reality, there are not many people will search for information like this, which lead to 0% CTR. Lessons from this failure are that when we set up these keywords, we have to think like a user. Try to imagine we are the person who wants to learn to cook and find a recipe, what keywords we will search? In this way, we can set up some exact keywords that our potential users will find us.
14	Picture Recipe	N/A	0%	Broad Match	

Table 5. Keywords Performance and Descriptions in Ad Group 3 (Mainpage)

	Keywords	Match Type	Description
1	Recipe for chili Beans	Exact Match	We developed these negative keywords based on our search term, we found this term has a relatively high search frequency but not related to our website content.
2	Salad	Phrase Match	We found many people click through our website and tried to find some recipes for salad. However, we don't have any recipe related to salad.
3	Chinese food recipes youtube	Phrase Match	We found a lot of people tend to find a recipe video to learn how to cook. However, we don't have any video to showcase the cooking process. Thus, we have to exclude the keywords like "YouTube" to stop showing our content to the people who want to watch a video.
4	Chinese food youtube	Phrase Match	
5	Chinese recipes youtube	Phrase Match	
6	Chinese restaurant	Phrase Match	This term shows a lot in the search. However, we have to exclude this, since they want to find a restaurant not a recipe.

Table 6. Negative Keywords Descriptions in Ad Group 3 (Mainpage)

Ad Group 4: Fried Rice Noodles

	Keywords	Average Quality Score	CTR	Match Type	Description
1	How to fry rice noodles	N/A	2.68%	Broad Match	The idea of these three are similar, we want those who search "learn rice noodles recipe" can find our website easily. Among these keywords, "stir fry noodles" has the worst performance. I think this is because "stir" is too specific, and there is not a lot of people will search a term so specifically. So, I think we'd better change this keyword into general version, or just delete this one and add more general keywords about learning rice noodles recipes. Besides, the quality score of these series is not good, so probably we can give more information on the description part to attract more people click in our blog and learn recipes.
2	How to cook rice noodles	5	2.26%	Broad Match	
3	Stir fry noodles	N/A	1.98%	Broad Match	
4	Rice noodle	8	2.11%	Broad Match	We want to focus on rice noodles recipe, so we choose this keyword. With the help of some negative keywords, people who interested in rice noodles recipes can find our website easily. The CTR is ok and Quality score is good, therefore we should enhance this keyword in the future advertising.
5	Vegetable noodle	N/A	0%	Broad Match	These three keywords are not perform good at all. I think the reason is they are not very related to our topic and too specific. User may want to search a restaurant to have vegetable or pork noodles. So these keywords should be more specific. May be "Pork noodles recipes" or "vegetable noodle recipes" will be better.
6	Pork noodle	N/A	0%	Broad Match	
7	Asia noodles	N/A	0%	Broad Match	

Table 7. Keywords Performance and Descriptions in Ad Group 4 (Fired Rice Noodles)

	Keywords	Match Type	Description
1	Buy rice noodles	Broad Match	If our customers want to buy some rice noodles, our blog is not the right place they want to visit, since we do not provide any grocery suggestions
2	Rice noodles nearby	Broad Match	
3	stir fry noodles walmart	Phrase Match	

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Ad Group 4: Fried Rice Noodles

	Keywords	Match Type	Description
4	Eat rice noodles	Phrase Match	We found many people click through our website asnd tried to find a restaurant to eat rice noodles, which is not related to our website content. So, we try to exclude people who only want to find a restaurant
5	Rice noodles restaurant	Broad Match	
6	stir fry noodles near me	Phrase Match	
7	stir fry noodles sauce	Phrase Match	In our blog, we do not include any sauce making introduction, so no matter they want to buy a sauce or make a sauce on their own, our website couldn't provide them the information they're looking for.

Table 8. Negative Keywords Descriptions in Ad Group 4 (Fired Rice Noodles)

Ad Group 5: Black Chicken Soup

	Keywords	Average Quality Score	CTR	Match Type	Description
1	black chicken soup	10	3.13%	Broad Match	This one is directly associated with our content on the website. It narrows down to a specific recipe, so it has a relatively high CTR.
2	how to cook chicken soup	5	1.36%	Broad Match	This one is related to our recipe and a normal way when searching for a chicken soup.
3	Chinese soup recipe	5	1.87%	Broad Match	In the first two days of our campaign, this recipe is not a popular one both on impression and click. In order to get more impressions at first, we added these two keywords, observed its performance on searching terms and edited the negative keywords to improve its effectivity.
4	soup recipe	3	1.40%	Broad Match	
5	Black herbal chicken soup	N/A	N/A	Exact Match	At first, we thought it would help in content relevance, when people searching for exact this recipe, our ad will rank at first. Then we found out this recipe it not popular, so we didn't have a chance to take advantage of it.

Table 9. Keywords Performance and Descriptions in Ad Group 5 (Black Chicken Soup)

Ad Group 5: Black Chicken Soup

	Negative Keywords	Match Type	Description
1	how to cook chicken soup in the instant pot	Broad Match	These two negative keywords are found by typing "how to chicken soup" in Google. They are listed as the most related searching terms and people who are interested in YouTube and instant pot recipe would not treat our content helpful.
2	how to cook chicken soup youtube	Broad Match	
3	how to make Mexican chicken soup	Broad Match	This negative keyword is settled down when we looking through the searching terms in this ad group. We found our ads were showing to those who were interested in Mexican chicken soup, so we added this keyword as a negative one.

Table 10. Negative Keywords Descriptions in Ad Group 4 (Fired Rice Noodles)

Ad Group 6: Cucumber and Pork

	Keywords	Average Quality Score	CTR	Match Type	Description
1	Pork recipe	5	1.61%	Broad Match	At first, we came up with these six keywords. In order to get more impressions at first, we used them all, and decide to further observe their performance on searching terms and edited the negative keywords to improve their effectivity.

Two days later, we found this recipe was not popular, and even the searching term list is short with such board keywords. Thus, we paused few of keywords which triggered high impressions yet no clicks at all, such as "how to cook pork", "how to cook cucumber" and "easy pork loin recipe". |
2	Chinese pork recipe	5	0.00%	Broad Match	
3	Cucumber recipe	5	0.00%	Broad Match	
4	How to cook pork	N/A	N/A	Broad Match	
5	How to cook cucumber	N/A	N/A	Broad Match	
6	Easy pork loin recipe	N/A	N/A	Broad Match	

Table 11. Keywords Performance and Descriptions in Ad Group 6 (Cucumber and Pork)

Ad Group 6: Cucumber and Pork

	Negative Keywords	Match Type	Description
1	Cucumber salad	Broad Match	These negative keywords were settled down when we looking through the searching terms in this ad group. We found our ads were showing to those who were interested in cucumber salad or cooking pork in oven. We didn't provide related content, so we added this keyword as a negative one.
2	Pork recipe oven	Broad Match	

Table 12. Negative Keywords Descriptions in Ad Group 6 (Cucumber and Pork)

Three Challenges We Conquered

#Challenge 1: Plain increase at first

At the beginning of our Google Ads campaign, the clicks of our keywords were very limited, as shown in the figure below.
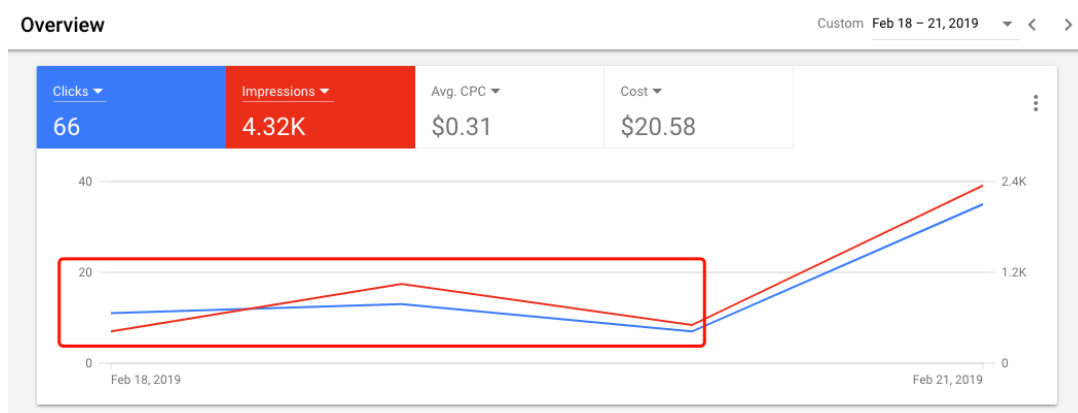

Figure.3 Performance of campaign by Impressions and Clicks in the first four days

In order to figure out the reasons that cause such a situation, our analysis group analyzed our keywords' performance. By observing the Google Ads Keywords report, our analysis group found out that some of our keywords had very low CTR and Quality Score. The keywords that got low CTR or Quality Score were too general and too much focused on the specific food. On the other side, keywords with good performance were pointed at how to cook, thus was very relative to our Blog topic.

After analyzing the features of our different performance keywords, our analysis group paused some keywords with low CTR and Quality Score. Secondly, we added some new keywords into campaign. But this time, the new keywords are specific relative to "how to cook".

#Challenge 2: Unhelpful Ad Schedule by hours

As shown in *Fig.4*, on the second day of our campaign, we found out that during 2:00am to 3:00am, there were clicks to our ads, which consumed our daily budget very quickly, even if we chose the standard mode rather than accelerated. Therefore, at the time of 10:00 am, our campaign had run out of daily budget. However, the time period that most likely generate value for our campaign would be the meal time - lunch and dinner time. Therefore, the challenge we met was that we had already run out of budget before our campaign met the meaningful time period.
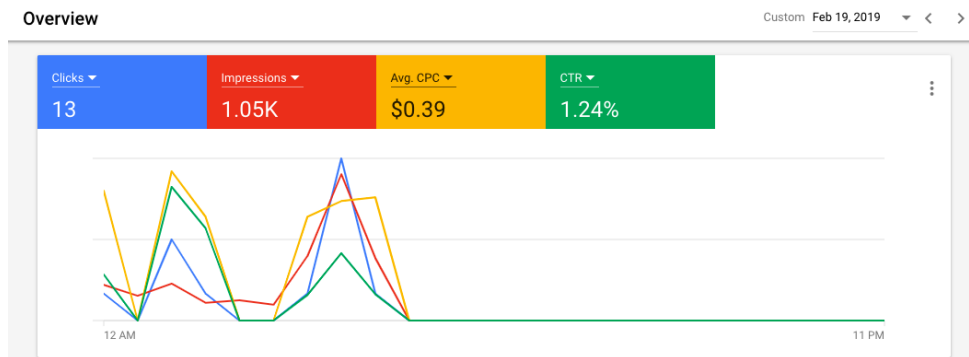

Figure.4 Performance of campaign on the second day by hour before adjustments of ad schedule

In order to spend our campaign budget more effectively, our analysis group rescheduled our ads display time. Our analysis group adjusted the ads display time from 6:00 am to 9:00 pm. The result in *Fig.5* showed that our ads CTR raised significantly, along with a increase in total display time previous.
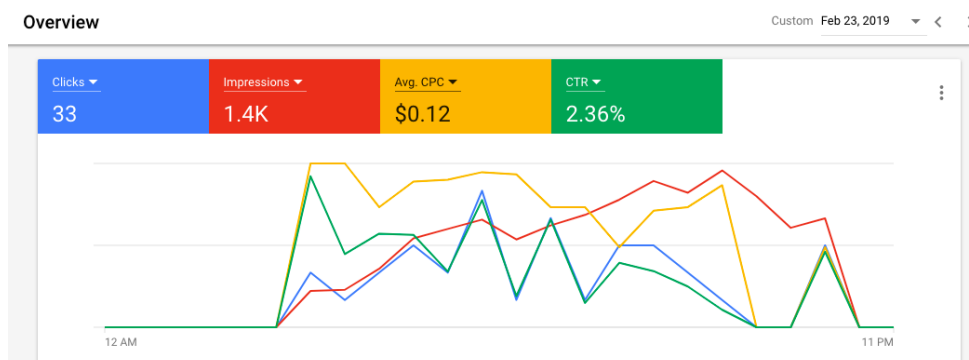

Figure.5 Performance of campaign on the six day by hour after adjustments of ad schedule

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#Challenge 3: Decisions on KPI of keywords and ad groups

During the Google Ads campaign, our analysis group checked the campaign performance routinely to make sure our activities and keywords work well. However, using which key performance indicators was a challenge for our analysis group.

The main goal for our Google Ads Campaign was to help our blog reach more people and provide useful information.

Our analysis group first checked the CTR on Google Ads. CTR could show the total number of clicks in the campaign got by its total impression. CTR could really show how attractive the keywords were, but it cannot show whether our information or blog content were useful for the audience. Quality Score could measure our ads performance like ad format and landing page experience, which was a useful way to check whether keywords have met our goal. However, Quality Score was less straightforward than other indicators, and the calculation of the score was still remain unknown. Next, we tried using Average Page Browsing Time in Google Analytics. Average Page Browsing Time could really show whether our content met the audience need, but it could not show our keywords other features.

Facing such dilemma, our analysis group decided that instead of focusing on single indicator, we could use multiple indicators to weight the performance of our keywords. In our analytics process, we used average Quality Score and CTR to measure the performance of our keywords.