



Simply AdWords

The essential, no nonsense Guide to
Google Adwords

Simply Adwords

Mike Seddon
Co Founder
KKSmarts.com

Simply Adwords

SIMPLY ADWORDS

Copyright © 2010 Kutchka Limited

All Rights Reserved

No part of this book may be reproduced in any form,
by photocopying or by any electronic or mechanical means,
including information storage or retrieval systems,
without permission in writing from both the copyright
owner and the publisher of this book.

ISBN 978-1-4452-8429-3

First Published February 2010 by
Kutchka Limited

Disclaimer: The Publisher and the Author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the Publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Neither the Publisher nor the Author shall be liable for damages arising herefrom. The fact that an organization or website is referred to in this work as a citation and/or a potential source of further information does not mean that the Author or the Publisher endorses the information the organization or website may provide or recommendations it may make. Further, readers should be aware that internet websites listed in this work may have changed or disappeared between when this work was written and when it is read.

KKSmarts is not affiliated with Google or the Google AdWords^(TM) product. The views and opinions expressed in this book are those of the author alone.

Simply Adwords

Simply Adwords

The Bit at the Beginning - 1 -

Welcome - 2 -

About the Author - 3 -

Getting Started - 5 -

What is Google Adwords? - 6 -

The Power of Pay Per click - 8 -

Results Based - 8 -

Qualified and Responsive Leads - 8 -

Why Google Adwords? - 10 -

Search Dominance - 10 -

Statistical Analysis - 10 -

Scheduling - 11 -

Creating an Adwords Account - 12 -

Keywords, Ads, Adgroups and Campaigns - 13 -

Setting up Your First Campaign - 16 -

Campaign Name - 18 -

Locations, Languages and Demographics - 18 -

Network, devices and extensions - 19 -

Simply Adwords

Bidding and Budget Options	- 20 -
Campaign Screen	- 23 -
Adgroup Screen	- 27 -
Keyword Screen	- 28 -
Why Conversion Tracking is so Important	- 29 -
Setting up Conversion Tracking	- 31 -
Step by step process of setting up Conversion Tracking.	- 33 -

Keywords - 35 -

Get it right or give up!	- 36 -
How do you find Keywords?	- 37 -
Use your Head!	- 37 -
Use the Free Tools	- 38 -
OK. So I have my Keywords, What Now?	- 42 -
Weekend / Weekday	- 44 -
Campaign a Day	- 44 -
Day / Night	- 45 -
Campaigns by Products	- 46 -
Find a Match	- 47 -

Simply Adwords

<u>Ads & Landing Pages</u>	- 51 -
Ads – To click or not to click	- 52 -
How to Write an Ad	- 54 -
Line 1: The Hook	- 54 -
Line 2: The Benefit.	- 55 -
Line 3: The Call to Action.	- 55 -
So how do you start writing Ads?	- 55 -
Power Words	- 57 -
Free	- 57 -
Guaranteed or Money Back	- 57 -
Immediately or Now	- 58 -
Fast	- 58 -
Secrets	- 58 -
Last Chance	- 58 -
You	- 58 -
New	- 59 -
Important	- 59 -
Easy or Simple	- 59 -
Landing Pages – Use Them!	- 60 -
How to Write a Landing Page	- 62 -
Attention	- 62 -
Interest	- 62 -

Simply Adwords

Desire	- 63 -
Action	- 63 -
Landing Page Layout	- 64 -
Black Text on White background	- 64 -
Easy to Read Font	- 64 -
Use Headings	- 64 -
Use White Space:	- 65 -
Above the Fold	- 65 -
Don't Distract	- 67 -
Spelling	- 68 -
Use Industry terms with care	- 68 -
Quality Score	- 71 -
Peel and Stick	- 75 -
The Shot in the Arm Technique	- 75 -
Rewarding the Good	- 76 -
Two Ads	- 77 -
Position Preference	- 81 -
So how do you set your position preference?	- 85 -
Negative Keywords	- 86 -
Negative Keyword Matching	- 87 -
How to Find Negative Keywords	- 89 -
Dynamic Keywords	- 92 -

Simply Adwords

Domain Names	- 95 -
--------------	--------

The Bit at the End! - 99 -

So now you know everything!	- 101 -
Acknowledgements	- 102 -
Some Final Thoughts	- 103 -
About KKSmarts	- 105 -
KKSmarts Values	- 105 -

Appendix A - 109 -

Google Adwords Reports	- 110 -
Placement / Keyword Performance	- 111 -
Ad Performance	- 111 -
URL Performance	- 111 -
Adgroup Performance	- 112 -
Campaign Performance	- 112 -
Account Performance	- 112 -
Demographic Performance	- 113 -
Geographic Performance	- 113 -
Search Query Performance	- 113 -
Placement Performance	- 114 -
Reach and Frequency Performance	- 115 -

Simply Adwords

Appendix B - 117 -

Checklists	- 118 -
Setting up Your Campaign	- 119 -
Ad Structure	- 121 -
Landing Page Layout	- 123 -

Appendix C - 125 -

Negative Keyword Suggestions	- 126 -
Job Related	- 126 -
Training	- 127 -
Product Pricing	- 127 -
Research	- 128 -
New products only	- 128 -

Fast Forward Membership - Special Offer - 129 -

Your Special Offer with this Book.	- 130 -
Satisfaction Guarantee	- 130 -

The Bit at the Beginning

"Whether you are completely new to Adwords or you've already dipped your toe in the water, this book is for you."

Simply Adwords

Welcome

Welcome to my essential, no nonsense guide to Google Adwords.

If you are completely new to Adwords then this book is for you.

If you have already tried Adwords and you were not successful, then this book is for you.

If you are currently using Adwords and think you should be able to do better, then this book is for you.

Why? Because it's based on the many questions I have received from many new (and not so new!) Adwords users.

This isn't just simply a manual. It's not some dry, boring list of topics. This is a guide, a real guide.

It will hold your hand as you find your way through the Adwords maze. It will show you how to set up your first Adwords campaign. It will illuminate the path to help you find great keywords. It will guide you confidently to that first of many conversions of web visitor to paying customer.

It will reveal to you the secret tricks and techniques used by today's successful Adwords professionals. Make space for this book next to your keyboard because this book demands to be used and not just read!

Simply Adwords

About the Author

I'm Mike Seddon and this is my guide to Google Adwords.

I am one of the founders of KKSmarts, the website promotion specialists. My own personal expertise (and my passion) is Google Adwords.

I've managed numerous Adwords accounts and I'm a Google Qualified Professional. I'm also the creator of the "Success with Google Adwords" program and author of many articles on website promotion.

I started my education with Google Adwords many years ago as a hard pressed business owner trying to drive buying traffic to my website. In those days I developed and sold software. A very tough market as anyone who's tried it will tell you. I've been in the trenches and I learnt the hard way how it all works.

It soon became apparent to me that I was far better at driving Google Adwords than I was at developing saleable software and so I switch track and formed KKSmarts. I now spend my time helping and advising people on how they can successfully promote their websites. My method of choice is still Google Adwords.

Okay. Enough about me. Now let's get on with the guide.

Simply Adwords

Getting Started

In this first chapter you will learn how to set up campaigns in *Google Adwords* and how to understand the *Adwords* screens.

Simply Adwords

What is Google Adwords?

Google Adwords is in essence a Pay Per click service. The best way to explain Pay Per click and Adwords is with an example.

In the picture below you will see the results I get when I type “running shoes” into Google.

The screenshot shows a Google search for "running shoes". At the top, it says "Results 1 - 100 of about 37,900,000 for running shoes. (0.72 sec)". Below this, there are two columns of results. The left column is labeled "Sponsored Links" and contains three listings: "Running Shoes - 75% off" from SportsShoes.com, "Asics Running Shoes" from achillesheel.co.uk, and "Running Shoes Sale" from Wiggle.co.uk. The right column is labeled "Sponsored Links" and contains three listings: "Running Shoe Specialist", "Running Shoes", and "Running Shoes Nike". Below the sponsored links, there are "NATURAL LISTINGS". The first natural listing is "Running Shoes.com" with a description of running shoes and apparel. The second natural listing is "Best Top Brand Women's & Men's Running Shoes & Gear with Free ..." from Road Runner Sports. Arrows point from the text "PAID FOR LISTINGS" to the sponsored links and from "NATURAL LISTINGS" to the natural listings.

PAID FOR LISTINGS

Web Show options... Results 1 - 100 of about 37,900,000 for running shoes. (0.72 sec)

Sponsored Links

Running Shoes - 75% off
SportsShoes.com/Running Quality running shoes - all the top brands at really low prices.

Asics Running Shoes
achillesheel.co.uk/ Great Deals On Asics Running Shoes. Huge Range With Quick Delivery

Running Shoes Sale
Wiggle.co.uk/Running+Shoes Top Deals On Running Shoes. The Best Brands. Free P&P. Buy Now!

Running Shoes.com
Running shoes and running apparel from Asics, Brooks, New Balance and Saucony.
Men's Shoes - Women's Shoes - Neutral - Women's Clearance
www.runningshoes.com/ - Cached - Similar -

NATURAL LISTINGS

Best Top Brand Women's & Men's Running Shoes & Gear with Free ...
Road Runner Sports is the World's Largest Running Store. Shop online for running shoes, clothes and accessories from Adidas, Nike, New Balance, Asics, ...
www.roadrunnersports.com/ - Cached - Similar -

Sponsored Links

Running Shoe Specialist
Free UK Delivery. Expert advice.
Great prices on Asics, Saucony etc.
www.soleobsession.co.uk

Running Shoes
Upto 67% Off Asics, Nike, Adi, NB, Saucony, Brooks. Free UK Delivery!
MilletSports.co.uk

Running Shoes Nike
Orders Placed in the UK Ship in 24 Hours at Eastbay.com! Shop Now.
www.Eastbay.com

Shop at Amazon.co.uk

Google is actually showing two sets of results (or listings as they are commonly referred to). One set are called the Natural listings and the other set are the Paid for listings.

The Natural listings are the search results that Google displays based on the search engine optimisation ranking of these sites.

Simply Adwords

The Paid for listings, shown highlighted by the dotted lines are adverts that have been created by advertisers using Google Adwords. Each advert has a link back to the advertiser's website and the advertiser pays Google for each click that an advert gets. They "pay per click" for their adverts.

Now you might ask yourself how much a click costs. This varies greatly depending on many factors.

One thing is clear. There is more competition for the advert slots near the top of the page as these generally get more clicks and you would be forgiven for thinking that these advertisers must be paying more for their clicks than the advertisers below.

This may be true for some Pay Per click services but luckily for us Google Adwords is different. The position of an advert on a page is actually determined by other factors than just price as I will explain later in this book.

Understanding these factors and knowing how to play the game to get the best clicks is what separates successful Google advertisers from the millions of other Adwords users who are pouring money down the drain every day.

But don't worry. This book has all you need to know to be very successful with Adwords. With this book you will learn how to get your advert to the top of the page and pay LESS for your clicks than the advertisers in the slots below you.

You are about to join that select band of people who really know how to dance with Google Adwords.

Simply Adwords

The Power of Pay Per click

Before we begin, it's important that you truly understand the real power of Pay Per click.

Pay Per click is incredibly powerful because of two distinct advantages it has over most other forms of advertising.

Results Based

The very nature of Pay Per click is such that the advertiser only pays for any leads that the advertising generates (ie: an advertiser only pays when someone clicks on their advert to visit their website).

So it is in every sense results based advertising. Unlike most advertising where you pay for your adverts to be displayed, with Pay Per click you are only paying for the leads that it delivers.

This single distinction in itself is sufficient to make Pay Per click an immensely attractive advertising medium. However when you combine it with its other distinctive advantage then you have one of the most powerful forms of advertising currently available today.

Qualified and Responsive Leads

When people are searching on the internet they have a need that they want fulfilled.

Simply Adwords

Your advert will only appear when they type in the keywords that you have chosen. Keywords that relate to your products or services.

So your adverts only appear to a targeted audience. The keywords they are searching with are qualifying them as someone interested in what you have to offer.

With the right keywords, a business can expect to generate a stream of very responsive visitors.

So as you can see, Pay Per click wins because a) you only pay when leads are generated for your website and b) those leads are almost certainly highly qualified and responsive.

Simply Adwords

Why Google Adwords?

Google Adwords is not the only Pay Per click service available on the internet however it is certainly one of the market leaders and it has some distinct advantages over many of its rivals.

Search Dominance

Google dominates the search market. In many countries it accounts for at least 80% of the searches on the internet. This one fact alone is a compelling reason to use Google Adwords since it is the Pay Per click service for Google.

Statistical Analysis

One of the keys to ensuring success with any form of advertising is being able to measure response.

Without the right data, you cannot tell if your adverts are driving profitable traffic to your website.

Adwords provides lots of data!

The statistical information that Adwords provide is very impressive and I've devoted a whole section at the back of this book to the Adwords reports.

Simply Adwords

With the information they provide you can check every single keyword to see how it is performing well.

This is incredibly important when you start to test changes to your advertising campaigns as you need to know if the changes have improved response.

Scheduling

Many businesses do not need to advertise 24 hours every day. Their prospective customers usually have specific times that they would be looking for their products.

For example, most B2B businesses only need to advertise during the working week. Advertising at the weekend is unlikely to generate the same responsiveness from its customers.

Adwords has a very flexible scheduling facility that allows you to show your adverts at different times for every day of the week.

For some businesses this scheduling feature can make all the difference to an advertising campaign. It can mean the difference between success and failure.

Simply Adwords

Creating an Adwords Account

As you would expect, Google make setting up an Adwords account very easy.

First go to the Adwords website and click on the sign up button at <http://adwords.google.com>

When you first sign up, Google offers you the chance to use your existing Google account (if you have one) or it allows you to set up a new account if you don't. If you use services like Webmaster, Google Analytics or Adsense then you already have a Google account and you can use that email address for Adwords as well.

The next step in the set up process is deciding which Time Zone and currency settings you want. This is up to you. Set it to whatever makes sense to you. However once you choose, you cannot go back and change it.

Once you have done that, Google sends a verification email to you and once verified (by clicking on the link in the email) you will have an Adwords account.

Simply Adwords

Keywords, Ads, Adgroups and Campaigns

Probably the four most important elements to understand in Adwords are keywords, Adgroups, adverts (Ads) and Campaigns.

Keywords are the words you bid on for your Ads to appear.

The **Ad** we have already explained. It's the advert that appears.

An **Adgroup** is the grouping of keywords and Ads.

Here's an example to explain Adgroups.

Let's say I run a shoe shop and I want to advertise men's shoes.

I could have a list of keywords such as men's shoes, cheap men's shoes, shoes for men, leather men's shoes. For these keywords I could create an Ad specifically to do with Men's shoes. So I would put these keywords and the Ad into one group for Men's shoes. This is called an Adgroup.

This allows me to have many groups for different groupings of keywords and for each group to have an Ad that fits that particular group.

So as you see in the following example, I could create separate Adgroups for men's shoes, women's shoes and children's shoes.

Simply Adwords

men's shoes cheap men's shoes shoes for men leather men's shoes	}	Men's Shoes Adgroup
women's shoes cheap women's shoes shoes for women leather women's shoes	}	Women's Shoes Adgroup
children's shoes cheap children's shoes shoes for children leather children's shoes	}	Children's Shoes Adgroup

Campaigns are a collection of Adgroups. Each campaign has its own settings that allow you to give each one its own unique characteristics. For example, you can set campaigns to run at different times. So you might have a campaign specifically designed to run at weekends and another one for weekdays.

Probably one of the most important settings for your campaign is your daily budget. This sets the amount you are prepared to spend each day for your campaign. Assuming of course that you have set it to run on that day.

It's worth bearing in mind that the budget you set is a daily average. It is not an upper limit. So some days you may notice that your campaigns spend more than the budget that you have set. Over a month though you should see the average spend will even out to your budget.

Simply Adwords

You should also know that the budget is not a guaranteed spend. If your Ads are not clicked on, you will not spend any of your budget.

Using your Campaign, Adgroup, Ad and Keyword structure correctly is critical to being successful with Adwords.

We will cover this again in more detail as you read through this book but for now let's concentrate on the mechanics of setting up a new campaign.

Simply Adwords

Setting up Your First Campaign

When you are ready to set up your first campaigns, this is how you do it.

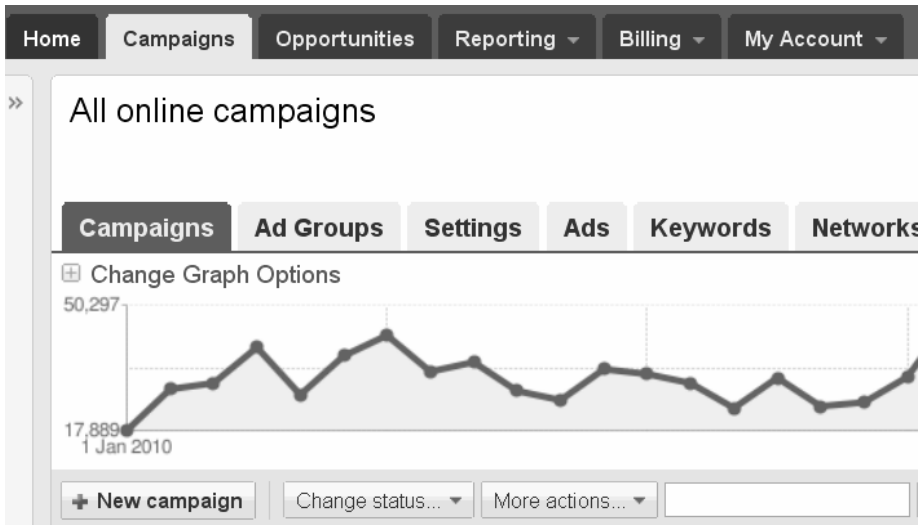
My advice is to finish reading this chapter and the chapters on keywords, Ads and landing pages before you set up your first campaign.

You might ask why I don't put this section at the end of the book. It's a fair question but I feel it's best if you understand now exactly how to set up a campaign using the various campaigns settings.

Also, don't worry if you make a mess of setting up your first campaign. They can always be fixed or deleted.

I find the best place to start setting up a campaign is on the campaign screen itself.

Simply Adwords



Click on the New campaign button and you will be taken the campaign settings screen.

Let's walk through the settings on this screen.

General

Campaign name

Locations, Languages and Demographics

Locations ? In what geographical locations do you want your ads to be displayed?

☐ Bundle: **All countries and territories**

☒ Country: **United Kingdom**

☐ Country: **England, GB**

☐ City: **Birmingham, ENG, GB**

Select one or more other locations

☐ Show relevant addresses with your ads (advanced) ?

Languages ? What languages do your customers speak?

English Edit

Simply Adwords

Campaign Name

The first setting is the Campaign name. You can call your campaign anything you want. Try to choose a meaningful name that tells you what the campaign is about. As you add more campaigns to your account you will find them easier to manage if they have descriptive names.

Locations, Languages and Demographics

Once you've chosen a name you now need to decide where you want your Ads to appear and by this I mean in what countries and locations do you want to advertise.

If you want your Ad to appear in every country in the world then you can select the "All countries and territories" option.

However you may wish to narrow your selection down to countries and places that you can actually deliver your products or services to.

The link "Select one or more other locations" will take you to the Select a Location screen. You can then narrow down where you want your Ads to appear. You can even select an area around your business. For example: anywhere within 10 miles of your business.


Simply Adwords


Network, devices and extensions


Networks, devices and extensions

- Networks  ☒ All available sites (Recommended for new advertisers)
☐ Let me choose...
- Devices  ☒ All available devices (Recommended for new advertisers)
☐ Let me choose...

Bidding and budget

- Bidding option  Basic options | Advanced options
☒ Manual bidding for clicks

 You'll set your maximum CPC bids in the next step.

☐ Automatic bidding to try to maximise clicks for your target budget
- Budget  £ per day
Daily budget represents your average spend over the month; actual spend on a given day may vary.

This is where I am immediately going to save you a lot of money.

Click on the Let me Choose button and only select Google Search.

Let me explain why.

Using Adwords you can advertise on three different networks.

- There is Google Search where your Ads show up alongside Google Search results.
- Then there are the search partners. These are search engines like MSN who will show Google's Ads.
- And finally there is the content network. This is made up of websites that will show Google Ads on their web pages.

All three of these networks require different techniques to get the best out of them. If you try to run all three in one campaign you will not

Simply Adwords

be able to maximise your campaigns for any of these networks and you will pay over the odds for all your clicks.

So NEVER and I mean NEVER mix these up into one campaign.

As a first time user of Adwords you should concentrate on learning how to use Google's Search network first and that is why I suggest you only select that option.

Once you have mastered the Google Search network (and are making good money from it) then you can try your hand at the other two.

For the Devices option I tend to choose only the Desktop and Laptop option. It's a personal thing. I just don't think people use iPhones for shopping on the internet. Of course, times are a changing! So it might work for you.

Bidding and Budget Options

Choose the Manual Bidding for clicks option and select the daily budget for your advertising.

When you first start out, I would suggest starting with something quite low. Maybe only a couple of pounds a day. You can always increase it later once you are confident with Adwords.

Now click the Save and continue button.

This will take you to the Create Ad group screen.

Simply Adwords

The first step is to choose a name for your new Adgroup. As with your Campaign names, I strongly suggest you pick a meaningful name for your Adgroup. I usually pick something around the main keywords for the Adgroup.

As we are advertising on Google search we can only use Text Ads and so this should already be the option selected.

Now you can type in your Ad.

Simply fill in your headline, description line 1, description line 2 and display URL. I'll explain later how to create great Ads that compel people to click on them. At the moment I just want to explain the mechanics of entering an Ad into Adwords.

You now need to tell Google where to send the visitor to when they click on your Ad. This is the destination URL. It is usually referred to as the landing page – the page people “land” at when they click on your ad.

Landing pages are extremely important to the success of Adwords and I devote a lot of time to them later in this book.

Now enter your keywords for this Adgroup.

Finding the right keywords is critical. So much so that I devote the entire next chapter to this topic.

Simply Adwords

For now, you can just enter a few example keywords. You can always delete the keywords or even the entire Adgroup later if you want to.

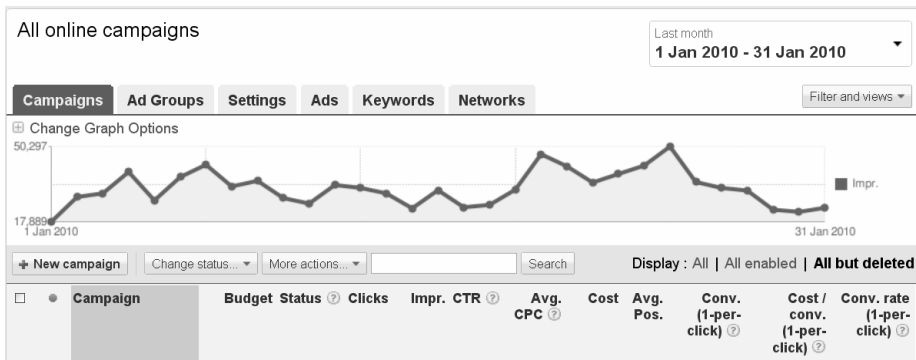
You will then need to choose a bid price for your keywords. This will be a default for all of your keywords but don't worry you can set individual amounts for each keyword later – in fact I suggest you do!

Simply Adwords

Campaign Screen

The Campaign screen is the starting point for checking the success of your campaigns and taking action to continually improve them. It's a screen worth getting to know very well.

Let's take a look at it now.



The first thing I want to draw your attention to are the date range settings in the top right corner of the screen.

Using this you can look at the performance of your campaigns over different date ranges. If you click on it you will see that it allows you to pick some of the more commonly used date ranges, such as Today, Yesterday, This Month and so on.

As you can see there is also a graph which can be changed to show different statistics such as clicks, average click price, etc.

Simply Adwords

Below you can see the performance data for each campaign based on whatever range of dates you have chosen.

Obviously the first column is the campaign name.

The Budget column is telling you the daily budget currently set for the campaign.

The Status column tells you if the campaign is actually running. Eligible means it is. You can also pause or delete a campaign and you will then see the status as Paused or Deleted. There are some other status settings but these are the main ones.

It's worth knowing that both Budget and Status are not changed by the date range settings. These are based on today no matter what date range you are looking at on this screen.

The remaining items on this screen are all based on the date range.

Clicks are the number of clicks the campaign has received over the period of time selected. So if the date range selected is today then the number of clicks shown would be the number for today. If yesterday is selected, it would be the number of clicks for yesterday and so on.

Impr. stands for impressions. When an Ad is displayed this is called an impression. So this is telling us how many times the Ads in this campaign have been shown.

Simply Adwords

CTR is the click through rate. This is an extremely important number. It is the percentage of impressions that resulted in a click.

For example: one click for every one hundred impressions would show a CTR of 1%. Likewise 10 clicks for every one hundred impressions would give a CTR of 10%.

Avg. CPC is the Average Cost Per click. This is the average amount each click is costing for this campaign.

Cost shows how much you have spent on this campaign for the time period you are examining.

Ave Pos. tells you the average position the Ads achieved in that campaign. This particular statistic is more meaningful when you are looking at the average position achieved by individual keywords as we shall see later.

The three remaining headings are to do with conversions and you will only see these headings if you have conversion tracking set up for your campaigns. I explain how to turn on Conversion Tracking later in this book. However please accept this point. **YOU MUST TURN CONVERSION TRACKING ON.** Yes, it's that important.

So what is a conversion then?

Like most things, an example is the best way to explain it.

Simply Adwords

When a visitor arrives at your website there is usually something you want them to do. This could be to buy something, to sign up for a newsletter, to take a survey or something else.

A conversion occurs when they take that action.

Think of it this way. Conversion is about turning visitors into customers. Conversion Tracking helps you track how successful you are at converting visitors into customers. I'd say that was a very important piece of information wouldn't you?

So the three conversion headings on the Campaign Summary screen tell you the following information:

Conv is the number of conversions you have had.

Cost/Conv is the average costs for your conversions.

Conv Rate is telling us the percentage of clicks that led to conversions.

Simply Adwords

Adgroup Screen

To get further information about a campaign you can simply click on the campaign name and you will see a list of the Adgroups that make up the campaign.

Each Adgroup also displays information similar to those displayed on the Campaign screen except this time they are just for that Adgroup.

To start creating a new Adgroup for this campaign, simply click on the New ad group button.



Simply Adwords

Keyword Screen

To view the keywords in an Adgroup, just click on the Adgroup name.

Here again you will see similar information to that you have already seen at the Campaign and Adgroup level but now they are referring to individual keywords.

It is on this screen that the Average position column is more useful since you can see exactly the average for each keyword. Remember that this is an average so it's unlikely that you will see the number 1 here but an average of 2 or 3 means you are probably appearing in the top position quite a few times.

The keyword screen also shows conversion data. This is where you start to realise the full benefits of conversion tracking in Google. As you will see in the next chapter the ability to track conversion success directly back to individual keywords is paramount to being able to successfully optimise your Adwords account for optimum performance.

Simply Adwords

Why Conversion Tracking is so Important

As I've already said Google conversion tracking allows you to track your conversions for each of your keywords.

Just think about this for a minute. Google will let you track how successfully you are converting people once they get to your website AND it will tell you this for each and every keyword you are bidding on. How powerful is that?

If you don't use Conversion Tracking you will only know which keywords are getting people to visit your site. Isn't it more powerful to know which keywords are giving you the most customers rather than window shoppers?

Before conversion tracking you may have thought your best keyword was one sending you the most visitors every day to your site. However if none of the visitors from that keyword actually buy anything from you then that keyword will actually be one of your biggest loss making keywords! It's only with conversion tracking that you can decide if a keyword is profitable

I said earlier that one of the common mistakes many people make with Adwords is not having enough of the right keywords.

It's the word "right" that is important here. For me a "right keyword" is one that delivers profitable traffic. Characteristically this usually means that they:

Simply Adwords

- 1) Achieve a high click thru rate at a low cost per click AND
- 2) Achieve a high Conversion rate and a low cost per conversion.

If you don't know the conversion data for your keywords then you cannot tell if they are the right keywords.

Notice also that I didn't say that you had to have a high volume of clicks for a keyword.

I would be happy with a 100 keywords that were only getting 1 click per day and getting 100% conversion rather than one keyword that was getting 100 clicks but only 10% conversion.

The key thing here is to get keywords that are “right” and get lots of them.

Too many people end up with too many wrong keywords which just cost them money with very little return.

They get obsessed with chasing clicks and this is ultimately what leads to frustration and failure with Adwords.

Follow what I'm showing you in this book and you won't experience either the failure or the frustration.

Setting up Conversion Tracking

In order to set up Conversion Tracking you will need a Thank You page.

I'm sure you have all seen a Thank You page. If you've signed up for a newsletter on the internet you will have found yourself being taken to a webpage that said something like, Thank you for subscribing to our Newsletter etc.

This is the Thank You page.

When you set up Conversion tracking on Google, you will be given a snippet of code that you need to place on the Thank You page. It's this code that tells Google that you have had a conversion.

Whilst you don't need to understand exactly how this works, I'll just quickly run through it for you.

When your visitor clicks on your ad, a cookie is placed on their computer.

A cookie is a small file that holds information about what Ad they had clicked on, what keyword triggered the ad, etc.

If the visitor is converted on your website and goes to the Thank You page the snippet of Google's code that you placed there will read the cookies. It will then report back to Google telling it what it needs to

Simply Adwords

know in order that Google can then report the conversion against the right keyword in your campaign.

Simply Adwords

Step by step process of setting up Conversion Tracking.

To start with you need to be on the Opportunities page, so click on the Opportunities tab at the top of your Adwords screen.

You will then see the link for Conversion Tracking in the Tools section on the left of the screen. Click on it.

To start setting up your conversion process simply click on the New conversion button.

Pick a name for your conversions. As always something meaningful is useful.

You also need to decide what type of conversion you are tracking.

If you are tracking sales, then select Purchase/Sale. If it's sign ups to a mailing list then go for Sign Up. If you aren't sure, pick other.

You then need to answer some questions about the page you will be tracking conversions on. Your Thank you page.

First question to answer is what are the security settings for the page?

Don't worry, this is quite simple. If the web address of your page begins with https (notice the "s" at the end of http) then select that option, otherwise select http.

Simply Adwords

Next you are asked for the revenue you will gain from a conversion. It's only used for the reports that you run in Adwords so it's up to you if you want to include this. Since many website have multiple products with differing prices it is not always possible to pick a single revenue figure although you could choose an average.

Now you will need to tell Google the language that your website is written in.

The final item you have to deal with is the privacy policy issues. If you already have a privacy policy on your website and it explains that you collect cookies for tracking web visitors then you do not need to display Google's Site Stats message and you can select the None radio button.

Otherwise you should choose one of their two options depending on which one looks better on your Thank You Page.

When you click Save you will be taken to a page that contains the code you need to add to your Thank You page. It can go anywhere between the body tags. I tend to put my code at the bottom of my page and just above the final body tag.

You should start to see conversions appearing in your Adwords campaigns.

Just one word of caution, conversions can take anything up to 24 hours to appear so don't panic if they aren't appearing right away.

Keywords

Getting the right keywords and then knowing how to use them in Adwords is critical to your success. In this chapter I reveal how to research your keywords and how to use techniques such as keyword matching.

Simply Adwords

Get it right or give up!

Getting your keywords right is so important. Get this wrong and it is impossible to make a success of your advertising using Adwords.

Generally there are two big mistakes I see repeated time and time again.

Either

- There aren't enough of the right keywords or
- The keywords are not set up correctly in the Adgroups

In many cases both mistakes are being made!

To make sure you avoid both of these traps, I have split this lesson into two main parts. First I will talk about how to find all the right keywords for your campaigns and then I will talk about how to set them up correctly in Adwords.

Simply Adwords

How do you find Keywords?

Use your Head!

One of the best sources of a great list of keywords is actually you. Who knows your business better than you?

So I always start with a blank sheet of paper and start to list all the keywords I can think of. Spend 10 or 15 minutes doing this yourself and you should be able to easily think up 30 or 40 keywords, if not more.

By the way, those 30 or 40 keywords that you first thought of are probably going to be your most expensive and unprofitable keywords! This is because they are probably the same keywords all of your competitors think of.

However the difference is that they just stop at those few keywords whereas you will expand them using the step I am about to show you. You will find the keywords they haven't. You will find cheaper and more profitable keywords. Read on!

Take a look at your list of keywords. Are there different words that mean the same thing that you could substitute to make even more keywords? Grab a Thesaurus and spend some time finding new words. You can find quite a few great free Thesaurus tools online.

Consider also when you look at your keywords whether you make some words plural or add other extensions (for example: ing, ed etc).

Simply Adwords

Once you have followed through these steps, I can guarantee you will have quite a long list of keywords.

Use the Free Tools

Google has a great keyword tool. You can find it at this web address <https://adwords.google.com/select/KeywordToolExternal>.

You can also get to it from the Tools link when you are logged into your Adwords Account.

The tool looks like this:

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords that you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-Based Keyword Tool](#), a new tool that will generate ideas that are matched to your website.

Results are tailored to **English, United Kingdom** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>
<input type="radio"/> Website content (e.g. www.example.co.uk/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms ► Filter my results <input type="button" value="Get keyword ideas"/>

Simply Adwords

Notice that there are two options.

If you select Descriptive words or phrases then you can type in some of the keywords from your list and get more keyword ideas.

Another good way to get keyword ideas is to select Website Content and enter your website address into the box that will appear. Google will then read your website and suggest all sorts of keywords that it thinks match your site. Sometimes it can come up with some very interesting ideas!

No matter which of the two options you choose Google will display a screen like the one below with a list of keywords.

Choose columns to be displayed: ? Show/hide columns				
Keywords	Advertiser Competition ?	Local Search Volume: January ?	Global Monthly Search Volume ?	Match Type: ? Broad
Keywords related to term(s) entered - sorted by relevance ?				
adwords keywords	<div></div>	2,400	14,800	Add <
adwords	<div></div>	301,000	1,830,000	Add <
adwords professionals	<div></div>	210	1,000	Add <
goodle adwords	<div></div>	Not enough data	480	Add <
adwords agency	<div></div>	590	1,300	Add <
googe adwords	<div></div>	Not enough data	390	Add <
clickbank adwords	<div></div>	210	2,900	Add <

The screen gives you some useful statistics about the keywords it has found. The green bars show the advertiser competition. The more of the bar that is coloured Light Green the more competition there is for the keyword.

Simply Adwords













You can also see the approximate search volumes for the previous month and the average search volumes for each keyword.

Incidentally you have struck gold if you find a keyword that's relevant for your business and has a very high search volume but has a low advertiser competition score.

However there is more information that this screen can tell as this is just the default display.

Notice the drop down box in the top right hand corner underneath the words "Choose columns to be displayed"?

If you select it and choose Show All, you would get the following screen.

Keywords	Estimated Ad Position	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume	Search Volume Trends (Feb 2009 - Jan 2010)	Highest Volume Occurred In	Match Type: Broad
Keywords related to term(s) entered - sorted by relevance								
adwords keywords	1 - 3	£3.97		2,400	14,800		Sep	Add
adwords	1 - 3	£5.93		301,000	1,830,000		Nov	Add
adwords professionals	1 - 3	£7.38		210	1,000		Sep	Add
goodle adwords	1 - 3	£0.04		Not enough data	480	No data	No data	Add
adwords agency	1 - 3	£6.68		590	1,300		Dec	Add
google adwords	1 - 3	£0.04		Not enough data	390	No data	No data	Add
clickbank adwords	1 - 3	£3.35		210	2,900		Jun	Add

Now that's quite a lot of extra useful information, isn't it?

Simply Adwords

From all this information, you should be able to pick a good selection of keywords that fit your needs.

One word of caution about the search volumes that you see using this tool. Make sure that the match type drop down box (top right above the keyword results) is selected to show either Exact or Phrase. If you select Broad the search volume totals are misleadingly large.

I'll explain why when I explain Exact, Phrase and Broad later in this chapter.

Incidentally do not get put off by the estimated average cost per click column. That's the average price that all Adwords advertisers are paying for their clicks. Once you've read this book you will NOT be an average advertiser! You will find that you pay a lot less than the price showing on this screen.

Simply Adwords

OK. So I have my Keywords, What Now?

Now it's time to start putting your keywords into groups, actually Adgroups to be precise.

This is where it gets interesting!

You need to decide on the best way to group your keywords together.

Try to create small groups of around 10 keywords that are very closely related to each other.

For example, consider this list of keywords:

Men's shoes
Men's footwear
Men's foot Wear
Women's shoes
Women's footwear
Women' foot Wear
Children's shoes
Children's footwear
Children's foot wear

Simply Adwords

One option here is to have three groups. One for men's shoes, one for women's shoes and one for children's shoes.

These three groups of keywords will form the basis for three Adgroups.

So you should be able to sort your own keyword list into tightly related groups ready to add into your campaigns as Adgroups.

So now you need to decide what campaigns you are going to run and which keyword groups (your Adgroups) need to be added into which campaigns.

There is no set way to arrange your Adgroups into your campaigns or even what type of campaigns to run. It really depends upon your type of business, the Adgroups you have created and the type of advertising that you want to run

One approach could be to just create one campaign and put all your Adgroups into it. Over time, you will see which Adgroups perform better. You might then choose to move the better performers to their own campaign and give that campaign more of your daily budget.

However to give you some ideas, here are a few campaign structures that I've seen used very effectively.

Simply Adwords

Weekend / Weekday

This has two campaigns. One is set to run during the week and the other runs at the weekend.

This is a useful campaign structure if you discover that your Ads perform differently at weekends. This allows you to target your advertising spend into your more profitable campaign.

Campaign a Day

This is similar to the Weekend / Weekday campaign except that you have a campaign for every day of the week.

This can actually work well if you want to refer to the day of the week in your advert.

For example, an Adgroup in a campaign that only runs on Monday could have an Ad like this:

Monday Feeling?
Change Your Life
Get a New Job Today.
www.NewJobs.com

Another example where this could work well is for restaurants looking to boost their trade on quieter weekdays.

Simply Adwords

Thursday Treat Night
Two Eat for the Price of One
Book Now
www.BestRestaraunt.com

Day / Night

One campaign running during the day and another over night. There can be a number of excellent reasons for using this type of campaign approach.

For example, imagine you ran a recruitment agency and you want to attract people ready to change jobs. Your Ad during the day could be something like this:

Bored at Work?
Make that Move
Find an Exciting Job.
www.NewJobs.com

Your night campaign could run a different ad, something like:

Bad Day at Work Today?
Make that Move
Find an Exciting Job.
www.NewJobs.com

Simply Adwords

This approach can be very powerful since you are not just targeting on keywords entered but you are also targeting on the persons inner voice.

Campaigns by Products

If your Adgroups are based around your products then you could create product specific campaigns and allocate more of your daily budget to the campaigns with the better selling products.

Simply Adwords

Find a Match

Before you start to create your Adgroups with your groups of keywords, there is one final piece of the jigsaw you need to understand and that is keyword matching.

Your keywords can be matched against those typed into Google searches based on three types of matching criteria. They are called Broad, Phrase and Exact matching.

Broad Match means that Google will match your keywords against a search if your words are present in the search regardless of the order they are typed, regardless of whether they appear together. A Broad match will also match against synonyms, plurals, and obvious variances of the keyword.

As an example if we had the keyword used shoes as a broad match then the following searches in Google would match to your keywords

used shoes

used shoes shop

used horse shoes

shoes used in modern dance

new and not used shoes

As you can see this can give quite a few matches that may not be relevant to your website.

Simply Adwords

Broad matching will give you a lot of impressions because it will match against quite a few searches but your click through rate is likely to suffer because a lot of the matches will not be relevant to your ad.

You will see better results if you target your keywords with phrase and exact matches.

A phrase match is one where the keywords will only match if they are used in the same sequence of your keyword. It will match if there are words before or after the matching phrase. To set your keywords into a phrase match you need to put quotes “” around them when you are typing them into the add keyword screen.

So for our example, if I set the keywords “used shoes” as a phrase match then

used shoes

used shoes shop

would match but

used horse shoes

shoes used in modern dance

new and not used shoes

would not.

Simply Adwords

The final match type is the exact match and this is one where the keywords will match only if that exact phrase is entered with the words in the same order and no other words used in the search. To set a keyword as an exact matching keyword simply put square brackets [] around the keyword when adding it to the Adgroup.

So for our example, if I used [used shoes] as an exact match then

used shoes

would match but

used shoes shop

used horse shoes

shoes used in modern dance

new and not used shoes

would not.

So before you enter your keywords into your Adgroups, you should look again at your keywords and decide which ones should be set to Broad, Phrase or Exact. You will get different impressions, click through Rates and even Bid prices for the same keyword with each of these settings.

Simply Adwords

Ads & Landing Pages

Now that you have grasped keywords it's time to move onto Ads and landing pages.

Landing pages is the name given to the web pages that your Ad sends your visitors to when they click on your Ad.

If you can get your keywords, Ads and landing pages all working well together then you are well on your way to a highly successful and highly profitable Adwords campaign.

Simply Adwords

Ads – To click or not to click

One of the first ideas we have to get right is the purpose of our Ads.

The ONLY purpose of your Ad is to get people to click on it.

It is NOT there to sell them what you have on offer – that's the job of your landing page.

Ads work best when they talk in terms of benefits rather than vague statements about your website.

Consider this example. Let's say I have a Garden Lawn which has started to turn brown after a long hot summer. I go into Google and type lawn revival. Which of the following Ads do you think would get my click?

Lawn Revival Professional Lawn Products. We stock them all. www.gardensupplies.com	Lawn Revival Green Lawn in 3 days. Don't Delay, Order Today. www.gardensupplies.com
--	---

Clearly it's the Ad on the right because it's telling me the benefits. A Green Lawn in 3 days sounds good to me. It solves my problem.

Simply Adwords

However one word of caution. Don't mislead people into clicking on your Ads by promising something that you won't deliver. Not only is it against Google's rules but what's the point? As soon as a visitor lands at your page and realise they have been tricked they will leave and you've just paid for a wasted click.

If Google finds you doing this, you can expect the cost of your clicks to go up significantly. They may even turn your Ads off completely.

In actual fact, you should read Google's own editorial guidelines to make sure your Ads are following all its rules.

The common mistakes to avoid are these:

- 1) Avoid excessive use of Capital letters. Putting a capital letter at the start of each word is okay but using all capitals for words is generally frowned upon.
- 2) Don't use lots of exclamation marks. In fact you aren't allowed to use any in the first line and only one in the second and third lines.
- 3) Avoid superlatives such as "the best" and "Number One"
- 4) Don't use the phrase "click here"

You'll find all these explained in the Google own guidelines and they have some examples that make it very clear.

Simply Adwords

How to Write an Ad

Before we talk about how to write your ad, we need to take a look at the structure of an Ad more closely.

Most of the really successful Ads follow a similar structure which is:



Line 1: The Hook (or the eye catcher).

When you see a page of Google search results, your eye scans it very quickly so these title lines need to catch your audience's attention immediately. A clever tactic here is to try to echo back the keywords entered into the search as your first line. You can actually get Google to do this for you using Dynamic Keyword Insertion. I explain that later in this book.

Simply Adwords

Line 2: The Benefit.

It tells the customer clearly the benefit they will get from visiting your website.

Line 3: The Call to Action.

This is an instruction to the reader to do something. A call to action is usually best when it has some sense of urgency. For example: Offer Available Today Only or Get Your Free Guide Now.

Sometimes both lines 2 & 3 can be used to talk about the benefits. This could be sufficiently powerful to entice the visitor to click. For example:

Back Pain?
Immediate Relief.
Sleep Well Again.

So how do you start writing Ads?

I tend to start by writing down a list of the key benefits for the service or product that I am selling (or giving away in exchange for contact details).

Simply Adwords

Once I have my list of benefits, I tend to write my Ads out on paper. I don't start by trying to key them straight into Google.

Google has limits to the numbers of characters that you are allowed to use on each line and I find that this restricts my creative flow when I am writing an Ad. I want to get the message right for the Ad first. Once I have the message right, I work to get the lines into the right length for Google.

A good tip to help kick start your creative juices when you are crafting your Ads is to simply do some searches yourself in Google and take a look at the Ads that appear. You'll be surprised at the creativity of other people and you can get some really good ideas.

I don't mean just putting in your own keywords and copying your competitor's Ads. Try searching for something unrelated to your market and looking at the Ads being used. With a few word changes an effective Ad about one unrelated product can be easily changed into an effective Ad about your product.

Simply Adwords

Power Words

Before we complete our look at how to write ads, I'd like to suggest some power words that you might like to consider when writing your Ads.

A power word is the name given to certain words that in themselves are very powerful in persuading someone to take action when they read an Ad.

There are many power words and some work better than others depending on the situation and where they are used.

Here are a few of the more useful ones and you can see if they work well with your products.

Free

The Grand Daddy of all Power Words! If you have something free to offer, then the word free in an Ad can be very compelling. Everyone likes something for free.

Guaranteed or Money Back

Take the risk out of it for your visitor. If they believe they can get their money back if your product isn't what they expect then they are more likely to visit your site with a view to buy.

Simply Adwords

Immediately or Now

These words create urgency. You must take action now or you will miss out.

Fast

In a similar way to immediate and now. Knowing that you will get something quickly can be very persuasive. Fast delivery is a good phrase for many Ads.

Secrets

The word secret is very tantalising. It suggests there is something you don't know that you really should know. Who hasn't been intrigued trying to find out a secret?

Last Chance

These words again create urgency. I can cause the reader to stop, read the Ad and click on the Ad rather than pass up a last chance offer. Ending Soon is also another good phrase.

You

Making your Ad personal and using the You word can be very powerful, especially when used as a question. For example: Are **you** fed up with poor web traffic? Do **you** want cheaper DVDs? Can **you** afford to miss this offer?

Simply Adwords

New

Everyone likes something new, so if you can tell them in your Ad that what you offer is New, it's something that they won't have seen elsewhere. For example: Try our New cure for the Common Cold. This is a good power word if you are entering into a market that already has a dominant player. People may just be interested in a new offering.

Important

The word Important can be a real attention grabber. We are conditioned to read signs that say Important.

Easy or Simple

We are all looking for an easier life, so an Ad that promotes something that is easy or simple is likely to get attention.

Simply Adwords

Landing Pages – Use Them!

Landing pages are probably one of the most overlooked parts of Google Adwords.

As I explained earlier, your landing page is the page you send your visitors to when they click on your ad.

It's amazing how many people still send their visitors to their home page and expect them to then search for the page that has the offer they made in their Ad.

Did you know that research has shown that you have less than 8 seconds to convince someone to stay on your site before they leave for good? That's not very long at all so they need to find what they are looking for on your website very quickly.

The best way to do this is to send someone from your Ad straight to a landing page that has what they expect to see very clearly on that page.

If they are expecting to sign up for a report, make the sign up box stand out at the top of the page.

If they are expecting to find a 10% off offer, make sure there is a very large 10% off sign on the page.

To make this work for your Ads then you will need a landing page specifically for each Ad.

Simply Adwords

Do NOT send them to your home page and hope they will then click to the right page on your website, not unless you enjoy throwing your money down the drain.

Simply Adwords

How to Write a Landing Page

One of the keys to landing pages that convert is to write great and compelling web copy.

To get this right, you should consider the **AIDA** principle.

AIDA stands for **A**ttention, **I**nterest, **D**esire and **A**ction.

Attention

By far the simplest way to immediately catch attention is to mirror back the headline of your Ad as the headline of your landing page.

When your visitor arrives at your landing page, they are looking for confirmation that this is the page they were expecting when they clicked on you ad.

By putting your Ad headline as your page heading you are reconfirming the link between the page and the ad. Make sure your page heading is bold so that it really is the first thing they see.

Interest

Now to create interest, start with the first paragraph. Build on the theme in your ad. You want to communicate benefits of what you have to offer to your customer.

Simply Adwords

If you are selling a product, don't fall into the trap of talking about the features it has. Stick completely to the benefits of your product.

If you are trying to get them to sign up to a newsletter or download a guide from you, then talk about the benefits they can provide.

Desire

Now you have their interest, you need to move them into desire. Here you have to spell out the real benefit to them if they take what you have to offer. You have to make a case that's so compelling that they really want what you have to offer.

So if you are trying to get them to give you their email in return for one of your free guides, tell them how the guide will change their life. Tell them how much time or effort or cost that it's going to save them. Whatever it is you want them thinking, "I want this how do I get it".

Action

Then move them swiftly to Action. Make it VERY clear what action they need to take if they want what you have to offer. If they need to click a button, make sure the button is very visible. Also think about the words on the button. Words like "Send me the Guide Now" or "Sign Me Up" are winners.

Simply Adwords

Landing Page Layout

Apart from getting the actual words right on your landing page, there is a lot you can do with the layout to help improve your conversion rate.

Here are a few ideas to keep in mind.

Black Text on White background

Various studies still show that the most receptive colour combination for text on a web page is black text on a white background.

Most of the big website companies use black on white – those that sell through the web do anyway. Take a look at Ebay, Amazon etc.

Easy to Read Font

Keep the font style simple. Times New Roman or Arial are safe bets. Also, make sure the font is big enough to read. You should certainly use at least 12point font size. Increasingly these days there are more and more websites using 14point font size.

Use Headings

Break up your copy with meaningful headings. Many readers skim the content of a page quickly and they can home in on a heading.

Simply Adwords

If your headings are the key benefits of your offering, then you stand a chance that they may just spot the one benefit that is really important for them and take action.

If you use this approach, you should also consider putting the call to action at the end of each section so that they can immediately respond if they have read a benefit that has sold them on your offering.

Don't forget that the first heading on the page should contain the keywords being used to drive traffic to this webpage. Ideally the first heading should match the first line of the ad. This usually guarantees a good chance of conversion.

Use White Space:

Don't pack your words together. Put lots of white space between sections and headings. It's relaxing to the eye.

Visitors tend to get anxious when faced with a wall of words and will leave.

Above the Fold

This is an old newspaper phrase. When people read newspapers they have a habit of folding them in half to read, so the top half gets read first and the bottom half isn't seen until they turn the paper over.

For web pages, we use this term to refer to text that appears on the screen when you first open the page.

Simply Adwords

If the page doesn't all fit on the screen, then anything you have to scroll down to is called below the fold.

If you want to convert a visitor, then you really should ensure your call to action is above the fold otherwise it might be missed.

Simply Adwords

Don't Distract

Does your landing page have enticing links to other parts of the site or worse to other sites? If so your visitor may just walk away from your carefully crafted page before you can get them to take action.

Once they move away they NEVER come back.

You may think that one answer is to remove all links from your landing page including any menu and leaving your visitor with only one action that they can take. The action you want them to take!

These types of pages are referred to as squeeze pages. If the action being presented is to get your visitor to enter their email address (usually to then receive some free gift from you) then the pages are known as name squeeze pages.

Whilst these pages do convert well, there is now growing evidence that Google does not like them and if you adopt this tactic then you may find that Google penalises you.

These days your landing page should still have at the very least a menu that allows your visitor to navigate onto the rest of your site. However you can still balance out any distraction effect by making sure that the calls to action that you want your visitor to take are very bold.

Clever use of graphics and colours can work wonders to draw the eye to the call to action.

Simply Adwords

Spelling

This might sound obvious but make sure your spelling is correct.

A spelling mistake can distract and gives the impression of carelessness.

A spelling mistake may just be enough to persuade them not to take your call to action.

Also, think about which correct spelling to use. If your market is predominantly American, then use American spellings.

Use Industry terms with care

Your visitor needs to understand your message so it may be advisable to avoid using industry terms that may not be familiar to them.

Talk to your prospective customer in their language not yours.

Turbo Charging Adwords

Now it's time to really start to boost your Adwords campaigns with some very clever tips and tricks.

Simply Adwords

Over the last three chapters you have learnt a tremendous amount about Adwords.

You now know how to set up your campaigns correctly.

You know how to find the right keywords.

You know how to write clickable Ads.

You know how to write landing pages that compel your visitors to convert into customers.

All in all, you have come a long way and you already know so much more than many of the people who use Adwords.

Now it's time to turn up the dial and really Turbo Charge your Adwords Campaigns!

In this chapter I am going to give you a whole series of tips and tricks for managing your Adwords Campaigns.

These are the tricks that many of today's true Adwords Professionals use to successfully manage their accounts.

Simply Adwords

Quality Score

Before we get into these techniques I want to explain how you can lower your bid prices as well as move your Ads higher up the page.

To do this we need to get into the mind of the powers that be at Google.

Google dominates the search engines because the sites that it lists in its search results are always relevant to the keywords entered.

It's this relevance that has meant that more people keep returning to Google for their searches than any other search engine.

Google understands the power of giving its customer what they are looking for.

So, it is now applying the same principle to its pay per click advertising. It will reward Ads that are relevant to the keywords entered.

Google does this by giving each keyword a score upon which it bases the minimum bid price and the position of the ad.

This score is called Quality Score and the better Quality Score is for your keyword the lower your bid price will need to be and the higher your Ads will appear,

Simply Adwords

Quality Score is based upon the click through rate for a keyword and it's relevance to the Ad and the landing page.

When a keyword is first set up in Adwords there is no history of click through rate for it to consider, so the Quality Score can only be based upon the relevancy of the keyword to the Ad and the landing page.

If your keyword is included in your Ad and on your landing page then it is likely to score well. If it isn't then it will score poorly.

Google will grade the Quality Score of your keywords with a score out of 10, with 10 being the best score possible.

To see your Quality Score, simply click on the Filter and Views button on the Keyword screen then select Customise Columns and tick the box for Quality Score.

You will probably notice that the lowest minimum bid prices are given to those with a high Quality Score.

If you have keywords with low Quality Score (6 or less) when you first set up your Adgroups then this is probably because of poor relevancy between the keyword, the Ad and the landing page.

The best way to cure this is to create a new Adgroup which has Ads and landing pages that are more relevant to the keywords.

If you have Quality Scores of 1 or 2, then there is a serious problem. The most likely candidate will be the landing page. It may not pass

Simply Adwords

Google guidelines. Check their guidelines in the Adwords help files and correct your landing page.

Once your Adgroups are running, click through rate will start to have an impact on your Quality Score. In fact click through rate becomes the dominant factor in determining Quality Score.

If you are getting a good click through rate, then Google will reward you with either a lower price per click or a higher Ad position or both!

Of course as your Ad appears higher up the page, your click through rate will increase again as your Ad is more noticeable.

So again, Google will reward your improving click through rate with an even higher Ad position.

Once you are into this cycle of reward for high click through rate you are onto a winner and you will slowly squeeze your competition as you move to the top of the page.

Most competitors react to losing their ad position by increasing their minimum bid price rather than trying to improve the Quality Score of their keyword.

If they do manage to place a sufficiently high bid to get above you then you can either slightly increase your price OR you can just let them keep paying over the odds for their position until they run out of money.

Simply Adwords

Of course you could also just keep improving the Quality Score for your keyword and force them to keep increasing their bids. This is how you drive the competition out.

A lot of the tips I am going to cover in this lesson will help you improve your click through rate and therefore your Quality Score.

This will ensure that you continue to pay less for your Ad position than your competitors.

Simply Adwords

Peel and Stick

A really good technique for improving your click through rate is one that is often referred to as peel and stick.

Using Peel and Stick you can take a good performing keyword and make it a great performing keyword. You can also take a poor performing keyword and give it a shot in the arm.

The Shot in the Arm Technique

If you have a keyword that is not performing, you have a couple of options. You can either turn it off or you can improve it.

Never be afraid to turn keywords off if they are not delivering profitable traffic. Advertisers have been known to waste a lot of time and money on keywords that they believe should do better but just do not.

If you decide a keyword is worth saving then the best course of action is to move them into their own Adgroup. Now you can write an Ad specifically for that keyword. You could even write a landing page specifically for the keyword if you think it's going to make a difference.

A good strategy for the new Ad is to include the keyword in the title of the Ad. Not only can this help improve Quality Score for the keyword but there is also a lot of evidence that people are drawn to Ads that have the same words in the title as the words they have just typed into Google.

Simply Adwords

This will give a boost to click through rate and this will in turn improve Quality Score.

Rewarding the Good

You can apply the same technique to keywords that are performing well.

Placing them into their own Adgroup and giving them dedicated Ads and landing pages can move the performance of the keyword from good to great.

Simply Adwords

Two Ads

It is amazing how a slight change to an Ad can have a dramatic change on the click through rate.

Sometimes even a subtle change such as capitalising the first letter of each word in the title can significantly increase click through rates.

The problem is that there are no hard and fast rules to what works and what doesn't. One of the reasons for this is that it depends on the people searching for your keywords and people are notoriously hard to understand!

So the only way to know if a change will improve an Ad is to test it.

To do this you should run two Ads and let them compete for clicks. The one with the highest click through rate over time is clearly the better one.

However to make sure you run a proper test, you need to check your campaign settings are set up correctly for this type of testing.

Click on the setting tab in your Campaign screen to get to your campaign settings. Under the heading Advance Settings you will see the link "Ad delivery: Ad rotation, frequency capping". Click on it and then set Ad Rotation to be **Rotate: Show Ads more evenly**.

Simply Adwords

☐ Ad delivery: Ad rotation, frequency capping

Ad rotation ⓘ **Rotate: Show ads more evenly** Edit

This will mean that Google will serve up both Ads evenly over time and so this keeps the test even and you can be sure that the one with the higher click through rate is the better Ad.

Also, when you are comparing click through rates, you need to make sure that the Ads have received a reasonable amount of clicks before you make a judgement. I tend to wait until they have had at least 20 clicks.

Once you have decided which Ad is best, pause the poor performing one and create a new Ad to compete against your best one.

Let these two compete against each other. Pause the worst one and create another new one.

You just keep repeating this and try to beat your current best ad. You will continually improve your click through rate.

As your click through rate improves for your Ads, so does the click through rate for the keywords driving the Ads and therefore their Quality Score will increase.

A higher Quality Score usually raises the position of the Ad on the page and this in turn drives up click through rate. Soon you will have a self improving cycle of higher position Ads driving higher click through rates.

Simply Adwords

You might wonder what kind of minor changes to try for your Ads. I can't tell you which ones will improve your Ads because it varies from one campaign to the next.

It basically depends on the type of person you are trying to attract to your website and what subconsciously works to get them to click.

You really just need to test. Some ideas though are:

- 1) I already mentioned using first letter capitals in the title but you can also try this throughout the ad.
- 2) Try switching the 2nd and 3rd lines. Sometimes this can have quite a dramatic effect.
- 3) Try changing a word for a similar word.
- 4) Try capitalising one word.

The important thing though is to just make **one** change at a time and test that change. Then you will know if that change improved the Ad or not.

By the way, the reason I suggested just pausing the poor performing Ads rather than deleting them is because you can still see what changes you have already tried. It's very easy to go round in a circle and start

Simply Adwords

retesting changes you've already tried. By pausing the poor ad, you will have the list of all your previous tests.

One final point. Sometimes I don't go for the best performing ad. I always keep an eye on the conversion rate. If there is little difference between click through rates between ads, then the conversion rate is usually the deciding factor.

Simply Adwords

Position Preference

One of the more overlooked options in the campaign settings is Position Preference. And even those using it are not getting the most from it.

Position Preference allows you to tell Google what position you would prefer your Ad to appear.

Notice that I said “prefer”. You can’t force your Ad to position one simply by selecting this as your preference.

If only it was that simple. No, your Ad still needs to have sufficient Quality Score to reach the positions you are requesting.

So why is this setting so important?

Well there are two interesting ways you can use it to improve the performance of your Ads.

One way you can use it is to stop your Ads appearing in the lower positions on the page where they are unlikely to get clicks.

Remember that every impression you get that doesn’t get a click is bringing down your click through rate, so you probably want to avoid impressions in the lower positions.

Simply Adwords

You can reduce the number of impressions you get in these lower positions by setting your preference to be that your Ads only appear in the top 6 positions (provided of course that they have sufficient Quality Score to reach that high!).

Look at this example showing the click through rate (CTR) for a keyword based on the position it was in for those clicks.

Position	Clicks	Impressions	CTR
1	7	150	4.67%
2	5	181	2.76%
3	4	221	1.81%
4	3	254	1.18%
5	3	214	1.40%
6	3	221	1.36%
7	1	270	0.37%
8	1	263	0.38%
9	0	350	0.00%
10	0	400	0.00%
Overall	27	2524	1.07%

As you would expect, position one gets the most clicks and position 10 gets a lot less. None in fact!

The overall click through rate is 1.07%

Now if we could stop our Ad appearing in position 7, 8, 9 and 10 look at the difference it would make to the average click through rate. It's nearly double at just over 2%.

Simply Adwords

Position	Clicks	Impression	CTR
1	7	150	4.67%
2	5	181	2.76%
3	4	221	1.81%
4	3	254	1.18%
5	3	214	1.40%
6	3	221	1.36%
7			
8			
9			
10			
Overall	25	1241	2.01%

This is the normal way that most people use position preference.

However you can also use this setting to improve your conversion rate and also reduce the cost per click.

This is how it works.

It's commonly accepted that the top position Ad is going to get the most clicks. That's why everyone seems to chase the top spot.

However the top spot gets a lot of clicks from people who automatically select the top Ad because they assume top is best or maybe they just can't be bothered reading any further.

The second and third spot however get people who have read the top one and decided against clicking it.

Simply Adwords

They obviously have a clearer idea of what they are looking for and the top spot hasn't attracted them.

So if they click on the lower ads, then you can assume they have really read the Ad and are actually interested in what that Ad has to say.

So they are already more likely to convert when they reach your site, assuming your landing page and Ad are working well together which they should be if you have followed the advice in my previous chapters.

It's commonly held that Ads in position 2 and 3 have a higher conversion rate than the Ad in position 1.

Also, you will pay less for the second or third position than you would for the top slot.

So more conversions and lower prices per click. Sound good?

I would generally only try this technique once you have a good performing keyword that is already getting a good click through rate because this technique can reduce overall click through rate.

It's a bit of a balancing act between click through rate and conversion rate but it's really worth getting right.

Simply Adwords

So how do you set your position preference?

First you need to activate position preference in the campaign settings.

You will find it under the Bidding and budget section. Simply click Edit to adjust Position preference from Off to On.

Bidding and budget

Bidding option	?	Focus on clicks, manual maximum CPC bidding	Edit
Budget	?	£5.00/day	Edit
☐ Position preference, delivery method (advanced)			
Position preference		Off: Display ads in any position	Edit
Delivery method		Standard: Display ads evenly over time	Edit

Back in your Adgroups you will now see that a column for Position preference will have appeared. It will have the word Any as its current setting. Click on the word Any to call up a pop up window that will allow you to set the Position preference for your keywords.

Simply Adwords

Negative Keywords

We've already talked about the three keyword matching options Broad, Phrase and Exact. However there is a "fourth" matching option and it is incredibly useful.

It's called negative keyword matching.

As always, the best way to explain this is with an example.

Let's say that your business is selling new oil paintings. You are likely to have the keyword oil paintings in your Adgroup. Unless you are using Exact matching then your Ad is likely to display for the following searches.

Second hand oil paintings
Oil painting courses
Oil painting supplies

Obviously none of these are desirable for your new oil painting business so how do you stop them being shown?

Simply by telling Google not to show your Ad if the search terms include the words second hand, courses or supplies. These are your negative keywords.

Simply Adwords

You can find the option for adding negative keywords at the bottom of your keyword screen. To add negative keywords simply click on the link called Negative Keywords.

You can set a negative keyword for either just the current Adgroup or all of your campaign. It's up to you.

Negative Keyword Matching

Negative keywords also have matching options but they work slightly different than you might expect.

Broad Negatives

If you just type your keywords without any quotes or square brackets then they will be added as negative broad matching keywords.

What this means is that your Ads will not be triggered for any searches that include the words you have typed.

When you are using single word negative keywords this is fine. However with more than one word you need to be sure you understand the impact of what you are typing because you may not stop all the searches you think you are.

For example, the negative keyword free trial will stop your Ad showing for all searches that have the words free AND trial in them. However any with the word free but not trial will still trigger your Ad.

Simply Adwords

To stop searches with the phrase “free trial” from triggering your Ads, you need a Phrase Negative match.

Phrase Negatives

Phrase negatives work exactly as you would expect. If the exact phrase appears in the search terms then your Ad will not display. The words have to be in the same order and exactly as entered into the phrase negative.

To enter negative keywords as phrase negative simply put quotes around them.

Exact Negatives

If you want to stop your Ads showing for a specific search and only that specific search then you can use an exact negative.

For example, if you do not want your Ads to appear if someone just types leather shoes as a search then you would use the exact negative leather shoes. If the searcher types new leather shoes, your Ad would be displayed.

To enter negative keywords as exact negatives simply put square brackets around them.

Simply Adwords

How to Find Negative Keywords

Step 1 - Write a list

I'm sure everyone can immediately write a list of words that they would not like to show their Ad for. So start by writing that list.

Step 2 – Broaden the List

For every word on your list, check for different ways to say the same thing. A thesaurus is excellent for this. Try searching Google for online thesaurus and you will find many great sites that are excellent at helping you build this list of same meaning words very quickly.

Also, don't forget to consider all the extensions of your chosen words (eg: plurals, ing, ed).

Step 3 – Describe what your Business isn't

This is a very useful exercise.

Try completing this phrase “Our business is not.....”

It's best to just keep writing these answers down until you have a list and you can't think of anymore.

You will be amazed at how many new negative keywords you will discover in those answers.

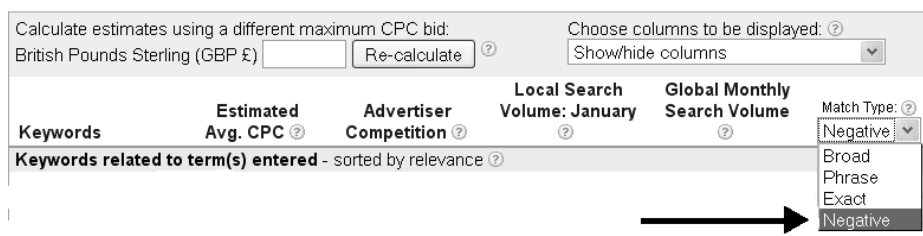
Simply Adwords

Step 4 – Use a Keyword Tool

Did you know that Google's Keywords tool will suggest negative keywords?

Try typing some of your good keywords into the tool and ask it to find new keywords.

Once it has returned a list of new keywords, set the match type option to Negative.



The screenshot shows the Google Keyword Planner interface. At the top, there are input fields for 'Calculate estimates using a different maximum CPC bid:' (set to 'British Pounds Sterling (GBP £)') and 'Choose columns to be displayed:' (set to 'Show/hide columns'). Below these is a 'Re-calculate' button. The main table has columns: 'Keywords', 'Estimated Avg. CPC', 'Advertiser Competition', 'Local Search Volume: January', and 'Global Monthly Search Volume'. The 'Keywords' column contains the text 'Keywords related to term(s) entered - sorted by relevance'. To the right of the table, the 'Match Type' dropdown menu is open, showing options: 'Broad', 'Phrase', 'Exact', and 'Negative'. A red arrow points to the 'Negative' option.

Keywords	Estimated Avg. CPC	Advertiser Competition	Local Search Volume: January	Global Monthly Search Volume	Match Type
Keywords related to term(s) entered - sorted by relevance					Negative

Google will then show you a list of keywords of suggested negative keywords.

Do not just take these and add them to your campaigns. Generally I find most of them are not useful as they are. However when I work through them they frequently suggest some words I should be using as negative keywords.

Simply Adwords

Step 5 – Use the reports

The Search Query Performance report is an excellent source of negative keywords. It tells you precisely what words were typed into Google that caused your Ad to appear and get clicked on.

Just checking through this report regularly will highlight inappropriate search phrases that triggered your Ads. This should frequently suggest a negative keyword that will stop that search triggering your Ads in the future.

Step 6 – Repeat Step 2 for new negative keywords

As you find new negative keywords, make sure you always check a thesaurus to see if that suggests more and also remember the natural extensions of your new words (eg: plurals, ing, ed).

Simply Adwords

Dynamic Keywords

Earlier I explained that putting the keywords used in the Google search into the title of your Ad is a great way to increase click through rate.

For this reason I have already suggested that good performing keywords get their own Adgroups so that you can set up Ads specifically using the keyword in the title.

Of course, doing this for all your keywords may not be really practical or an efficient use of your time.

However, there is a little known trick you can use to get Google to insert your keywords into the title for you (in fact anywhere in your Ad).

Google uses what it calls Dynamic keywords and the technique is called Dynamic Keyword Insertion. Catchy Title I know but there you go. It works!

If you set up an Ad to use Dynamic keywords it will automatically replace the title in the Ad with the keyword that triggered the ad.

To used dynamic keywords, you simply replace the title in your Ad with the following line

```
{keyword:default keyword}
```

Simply Adwords

The default keyword is there because some of your keywords may be too long to fit into the title and when that is the case then the default keyword would be used.

As an example, if I wanted to use the words Nokia Phone as my default phrase then I would use the following line in my Ad.

```
{keyword:Nokia Phone}
```

You have to take care using this technique because not all of your keywords will make sense if they appear in the title of your Ads.

However experiment with it and you could see some amazing results.

There is a potential problem with this technique as Dynamic Keyword Insertion by default inserts the keywords all in lower case and this may not look right in your Ad.

The good news is that you can add capitals to the inserted keyword very simply. All you do is capitalise one or more letters in the keyword code and you can achieve different appearances for your inserted keyword.

Here are the different ways you can use it.

Keyword First letter of the first keyword is set to capitals (eg: Nokia phone)

Simply Adwords

KeyWord First letter of each keyword is set to capitals (eg: Nokia Phone)

KEYWORD All letter of the keyword are set to capitals (eg: NOKIA PHONE) – Not something Google will tolerate for more than one word.

KEYword First Word is all capitals (eg: NOKIA phone)

KEYWord First Word is all capitals and first letter of all other keywords is capitals (eg: NOKIA Phone)

Simply Adwords

Domain Names

Let me ask you which of these two Ads are you more likely to click on if you were looking for a new DVD player?

DVD Players Our Prices are the Lowest Free Delivery. Order online www.bluecomet.com	DVD Players Our Prices are the Lowest Free Delivery. Order online www.DVDPlayers.com
--	---

Personally I would choose the one on the right because the domain name tells me that they are specialists.

If their website is called DVDPlayers then this must be what they do whereas bluecomet could possibly do all sorts of other things as well.

Picking a domain name that fits your market more closely can really boost your click through rate.

Of course you may already have an established website with a more general domain name and perhaps you don't really want to buy yet another domain.

Simply Adwords

In this case you do have two other options.

Firstly you could set up a subdomain.

A subdomain is just another domain within your existing domain. The format of the web address is like this

Subdomain.domain.com

So if bluecomet introduced a subdomain called DVDPlayers then it would look like this

DVDPlayers.bluecomet.com

Your internet service provider or your web developer should be able to help you set up a subdomain. Usually your ISP will have an administrator menu where you can set these.

Your second option is to use a folder name. You simply add a meaningful folder name onto your display URL (in our case DVDPlayers) and you are done. In our example your display URL would look like this

www.bluecomet.com/DVDPlayers

Google does not check that your landing page is in this folder or even that the folder exists in your Domain. So you are free to pick any folder name you like and point it to any landing page anywhere in your

Simply Adwords

Domain. The only rule you have to adhere to is that the Domain name in the display URL has to be the same Domain name as your landing page.

Two quick extra tips on Domain names in Adwords.

Firstly, you don't need to include the www in the display name. So you could just have

`bluecomet.com/DVDPlayers`

This small change can improve click through rate quite significantly. I've seen it happen. Test it. Try using two identical Ads. One with the www one without. I guarantee one will outperform the other.

The other quick tip is to use capital letters to emphasize the web address. Simply by putting a capital B and C into bluecomets might make a significant difference in click through rate. Again test it. I could almost guarantee that DVDPlayers.com would out perform dvdplayers.com

Simply Adwords

The Bit at the End!

And finally....

Simply Adwords

Well, there you have it. My essential, no nonsense guide to Google Adwords.

All you have to do now is put this all to the test!

Actually that is one of the big secrets of success with Adwords. It's all about testing.

Testing new keywords, testing new Ads, testing landing pages. It's all about testing and using the results to continually improve your advertising returns.

I've included a section at the back of this book on the reports that Adwords provides as they are very useful in measuring the success of your tests.

Managing your Adwords account is never ending.

The good news is that this book will guide you through the maze and on to success. With the help of this book your Adwords advertising will rightly become a core business activity that will drive your business forward.

So as I said right at the start of this book. Make a space for it next to your keyboard and use it.

Simply Adwords

So now you know everything!

Not exactly. Google continue to improve Adwords. You've got to keep up to speed with the new features as they happen because they can really make a big difference.

One very good way to keep yourself up to speed on these changes is to read the blogs written by the various Adwords experts.

Might I humbly suggest one blog in particular? My own! You can find it at the following web address.

<http://www.kksmarts.com/blog/>

Here's to your success with Google Adwords.

Mike Seddon

Simply Adwords

Acknowledgements

This book would not be possible without the input from my many proof readers and testers.

A BIG thank you to them all. They know who they are.

Simply Adwords

Some Final Thoughts

Here are some of the wonderful comments the book has received so far. If you want to add your own comments, please drop me an email to mike.seddon@kksmarts.com and I'll try to get them into the next edition.

“I love it, you wrote it for me didn't you!! I mean you have explained it in such a way, even I could give it a go!! Love the style you write in and it's very well explained...well done!!”

Suzi Colton

Fuzzydon

www.Fuzzydon.com

“For anyone using Google Adwords whether a novice or a regular user in need of extra tips, then Simply Adwords is ideal. I wouldn't hesitate in recommending this book as it is straight forward, clear and packed with helpful advice.”

Julie Sands

Twinklepeeps

www.twinklepeeps.com

Simply Adwords

“Great job Mike. It's an easy to understand and informative book that I am sure will really help anyone starting out with Adwords or wanting to improve their campaigns.”

Peter

Cracking Media

www.crackingmedia.com

“Although I have run Google Adwords campaigns previously and spent thousands of pounds in the process, after reading Simply Adwords (unfortunately it was also after spending the money!) I can see where I went wrong! I haven't touched my campaign since then, but after reading Simply Adwords, I now plan to set up my new campaigns and will be following Mike's instructions to the book!”

Sandra Edwards

Managing Director

Indizine Web Design & Web Sales Specialists

www.indizine.co.uk

Simply Adwords

About KKSmarts

KKSmarts is the brain child of founding directors Mike Seddon and Vernon Riley.

They formed their first Internet Company in 2001, developing and selling their own software. Realising the importance of effective website promotion they decided to develop the necessary skills themselves.

Their success in promoting their own web business led them to realise that these web promotion skills coupled with their real world business knowledge would be a valuable asset to many other businesses, so KKSmarts was born.

KKSmarts Values

KKSmarts has a clear set of values that drives everything we do. We pride ourselves that once a customer becomes a customer they will come back for more!

Our core values are that our customers are:

- genuinely satisfied with the products and services they receive
- pleased to have done business with us
- happy to refer others whom they know to us
- eager to do business with us again in the future

Simply Adwords

Comments from KKSmarts Customers

"Mike Seddon is one of the few internet marketing experts who genuinely 'walks his talk'. Not only is his knowledge at the cutting edge of internet development, he also puts his money where his mouth is linking his success to the success of his clients."

"His internet consultancy practice places his clients at the top of the rankings with the least possible cost and does more to convert vague interest into hard sales than most people would believe possible. He has the secrets to capturing more business from the internet"

Dominic Ashley-Timms

Managing Director

BusinessCoaching.co.uk

"The KKSmarts website is a tremendously useful source of information and advice to anyone who has, or is intending to have, a website. In my long experience of searching for material relevant to my interest in web sites from a business perspective, I can honestly say that their website stands head and shoulders above others, which tend to be too 'techie', too vague or just amounting to a sales pitch."

Dr. John Hobson

Managing Partner

Business Conflict Solutions

www.businessconflictsolutions.com

Simply Adwords

"Just wanted to say thanks for your Beating Adwords videos. I took your advice and I now have my Ad groups split into concise, relevant groups with the majority of my keywords now showing as a Quality Score of Great! Thanks very much"

Greg Findley

Freelance Graphic & Web Designer

www.gregfindley.com

"Thanks again for the good work on Adwords; it's made a big difference."

Madelyn Willems.

Paris Perfect

ParisPerfect.com

Simply Adwords

Appendix A

Simply Adwords

Google Adwords Reports

One of the keys to success with Google Adwords is to continually test and refine your campaigns.

Therefore it's very important that you can view the data from your campaigns easily in ways that help you answer the "what's working" question.

At the time of writing there are eleven different types of reports available in Adwords. Each one provides invaluable information.

What's more each of these reports can be tailored to give you exactly what you are looking for. They can also be set up to run automatically at times you choose and then email you the results.

The Eleven Types of Adwords Reports are:

Placement / Keyword Performance

Ad Performance

URL Performance

Ad Group Performance

Campaign Performance

Account Performance

Demographic Performance

Geographic Performance

Search Query Performance

Simply Adwords

Placement Performance

Reach and Frequency Performance

Placement / Keyword Performance

As the name suggests this report allows you to look at the performance of your keywords and placements for your Ads.

At first glance it appears to provide the same information you probably already see when you view your Adgroups normally through Adwords. However it's real power comes through the ability to filter and add fields that you want to report on.

Ad Performance

This report lets you really focus on your Ads and compare performance across all your Adgroups.

This is really useful when you are running many Adgroups with similar Ads that have been optimised for specific keywords. It helps to compare Ads to see which ones are getting results and which need further work.

URL Performance

Compare your landing pages and review which are performing better. This can give you insight into why certain pages work for you and why others don't. With this knowledge you can then update the poorer performing landing pages and increase your conversion rates across your website.

Simply Adwords

Adgroup Performance

View all your Adgroup performance data in one report. Filter on the values you want to compare and this report can yield some very interesting facts about your Adgroups.

Campaign Performance

Comparing Campaigns can be quite enlightening. This is especially true if you have campaigns with the same or similar Adgroups and keywords but with different Campaign settings.

For example: you might have a daytime campaign that you have set to run during the daytime and nighttime one.

This allows you to compare performance to decide which campaigns are giving better results. Armed with this information you may decide to bias your Ad spend to one campaign.

Account Performance

This report gives you an overall view of your accounts performance. It's useful as a quick snapshot but for any in depth information you would need to use one of the other reports.

Simply Adwords

Demographic Performance

Understanding the demographics of your ideal customer is very powerful information for any business.

With this report, you can analyse which demographics are more responsive to your advertising. This will allow you to tailor adverts more closely to your ideal demographics. It is also valuable information for your other forms of advertising outside Google Adwords.

Geographic Performance

This report can be very useful. It can tell you in which countries/locations you are doing well and in which you are doing badly.

This could save you a lot of money as you can find out which countries are getting clicks but not good conversion rates.

You can then decide to either stop advertising to that country or write a new landing page specifically for that country.

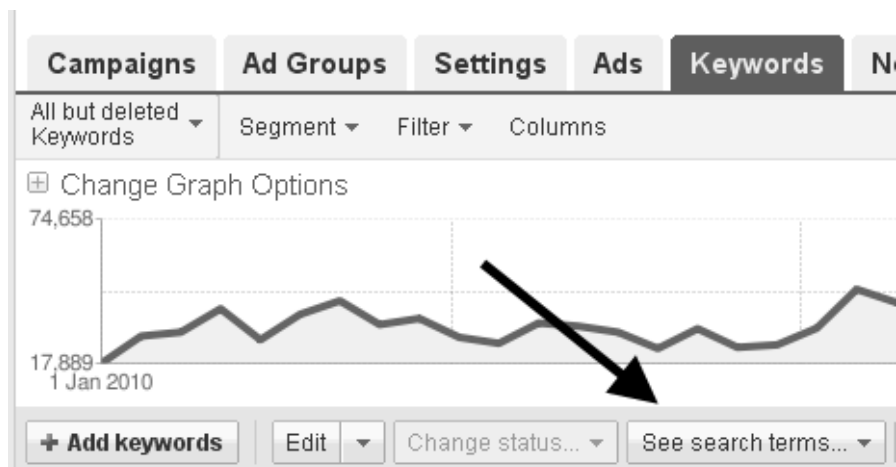
Search Query Performance

This is one of my favourite reports. It tells me exactly which search queries trigger my Ads to be clicked.

This is great for refining broad and phrase match terms as I can see the exact phrase that caused the Ad to be shown. This may suggest new exact match keywords that I should be testing.

Simply Adwords

In the new Adwords interface you can now get a lot of this information on the Keywords tab using the See search terms drop down selection



Placement Performance

If you are using the Content network then this report is a must have. It will show you what websites (more specifically the pages) that are showing your Ads and what clicks (if any) you are getting.

This is great for finding the sites that giving you good return for your spend and then possibly setting up a placement campaign specifically for that site.

Simply Adwords

In the new Adwords interface they have incorporated much of this report into the Networks tab.

Reach and Frequency Performance

If you are running CPM placement-targeted campaigns then this report will show you how many people saw your Ads and how often over certain periods of time.

Simply Adwords

Appendix B

Simply Adwords

Checklists

The following checklists will prove useful in helping you set up your campaigns and they will help make sure that you incorporate the lessons you have learnt from this book.

Please feel free to photocopy these checklists for your own personal use.

Simply Adwords

Setting up Your Campaign

Does your Campaign have a meaningful name?	<input type="checkbox"/>
Are you targeting the right Locations? (eg: countries, cities)?	<input type="checkbox"/>
Have you turned the Content network off?	<input type="checkbox"/>
Have you turned the Search partner network off?	<input type="checkbox"/>
Have you set a Daily Budget you can afford!	<input type="checkbox"/>
Is Manual Bidding turned on?	<input type="checkbox"/>
Have you turned Conversion Tracking on!	<input type="checkbox"/>

Simply Adwords

Simply Adwords

Ad Structure

Does your first line contain your Keyword?	<input type="checkbox"/>
Is your Ad talking benefits and NOT product features?	<input type="checkbox"/>
Is there a clear call to action?	<input type="checkbox"/>
Does the Landing Page deliver on the Ads promise?	<input type="checkbox"/>
Is the first line of your Ad repeated in the main heading of your Landing Page?	<input type="checkbox"/>
Will capital letters help with the Display Url?	<input type="checkbox"/>
Have you avoided the phrase click Here in your Ad?	<input type="checkbox"/>
Are you using Power Words in your Ad?	<input type="checkbox"/>
Have you spell checked your Ad?	<input type="checkbox"/>
If you are using Dynamic Keyword Insertion, are you using the right capitalisation settings for your keyword	<input type="checkbox"/>

Simply Adwords

Simply Adwords

Landing Page Layout

Are you using black text on white background?	<input type="checkbox"/>
Are you using an easy to read font (minimum 12pt)?	<input type="checkbox"/>
Are you using Headings through the page and are they benefit rich?	<input type="checkbox"/>
Does your first Heading match the first line of your ad?	<input type="checkbox"/>
Is your page a wall of words or do you have white space?	<input type="checkbox"/>
Are your key messages and your call to action above the fold	<input type="checkbox"/>
Does your page have distracting links?	<input type="checkbox"/>
Are the calls to action on your website bold and prominent?	<input type="checkbox"/>
Have you spell checked?	<input type="checkbox"/>
Are you using any industry terms that could confuse a prospective customer?	<input type="checkbox"/>

Simply Adwords

Appendix C

Negative Keyword Suggestions

A good keyword list is worth its weight in gold. Every market is different and one person's negative keyword could be someone else's best converting keyword! So it's really not possible to provide a generic negative keyword lists that everyone should have in their campaigns.

However some words do feature often in negative keyword lists. Here are some suggestions.

Job Related

If you do not want to avoid your Ads appearing to people looking for jobs in your market then these might help:

Job

Jobs

Employer

Employment

CV

Vacancy

Vacancies

Recruiters

Salary

Curriculum Vitae

“Interview questions”

Simply Adwords

Training

To avoid people looking for training or courses, try these:

Course

Training

Apprentice

Apprenticeship

College

Qualification

Product Pricing

Unless you really do offer the cheapest product on the market or you are giving them away for free, then these words should be in your negative keyword list:

Free

Cheap

Cheapest

Budget

Clearance

Bargain

Inexpensive

Simply Adwords

Research

Avoid people who are just researching your product and are not really buying:

Definition

“How to”

“What is”

“What are”

Examples

“case study”

New products only

Unless you sell second hand goods, then the following keywords can be useful negative keywords.

Used

“Nearly new”

“Second hand”

“Shop soiled”

“Demonstration model”

Fast Forward Membership Special Offer

<http://www.kksmarts.com/FastForwardOffer/>

Our Fast Forward Members enjoy the benefits of the latest leading edge web promotion tips and techniques delivered to them every month.

Membership includes DVDs, CDs, Online Videos, Online Audios and a Monthly Tips & Fact sheet.

Serious Business Owners know that the internet offers huge opportunities for their business. However the internet is developing at an amazing rate and it's easy for anyone to get lost in the virtual wastelands of cyberspace.

At KKSmarkets our business is navigating through the maze to find all the latest and greatest ways to use the internet to accelerate business growth for our members. We do it so that our members don't have to!

Every month our members receive:

- At least 3 Web Promotion videos per month. These cover various Web Promotion techniques and products.
- Monthly In depth Web Promotion audio guides – delivered online and also on CD.
- Web Promotion Fact Sheet

In addition, every quarter we bundle together the previous three months Web Promotion videos onto DVD for our members.

- Turn the Page to see how you can claim your special offer.

Simply Adwords

Your Special Offer with this Book.

To thank you for purchasing this book we are making available to you two months full membership for an introductory price of only £5.

You will get full access to the Fast Forward Members area and you will receive your members materials sent direct to your door every month.

Claim your special offer now at:

<http://www.kksmarts.com/FastForwardOffer/>

Satisfaction Guarantee

I guarantee that the Fast Forward trial will be one of the most significantly beneficial investments you make for your business.

If it isn't, you can cancel your membership at anytime during your two month trial and I will refund your money completely. Also you can keep all of the material I have sent you with my compliments.