



Google AdWords Tips You Can't Live Without

Ben Lloyd

Twitter: @AmplifySEM

AdWords Tips You Can't Live Without

AdWords success - it's all about Quality Score

- Quality Score success is in your campaign settings
- Quality Score success is in ad testing
- Quality Score is in management
- Bonus Tip: Quality Score (and campaign) success is in conversion tracking

AdWords Tips You Can't Live Without

Quality Score & You



Quality Score is Google's method of making as much money as possible from ads

Quality Score Components:

- Click Through Rate vs. Competing Ads
- Landing Page "Quality"
- Conversion Rates

Make Quality Score work FOR you to reduce your CPC and ultimately, CPA

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- **Assumption:**
 - You already have your keywords grouped into **MANY**, laser-focused ad groups...
Right?

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The settings!

DON'T LET GOOGLE STEAL YOUR MONEY - THEY MAKE ENOUGH AS IT IS

1. Do you want your ad to show in Canada? Are you sure?
2. Start small then test the check boxes one at a time
3. Does your site actually work well on a mobile phone?

Audience

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

Bundle: **United States; Canada**

Country: **United States**

State: **Oregon, US**

Metro area: **Portland OR, US**

City: **Portland, OR, US**

[Select one or more other locations](#)

Languages ? What languages do your customers speak?

English [Edit](#)

[Demographic \(advanced\)](#)

Networks, devices, and extensions

Networks and devices ?

All available sites and devices (Recommended for new advertisers)

Let me choose...

Search Google search

Search partners (requires Google search)

Content Content network


Relevant pages across the entire network

Relevant pages only on the placements I manage

Devices ? Desktop and laptop computers

iPhones and other mobile devices with full Internet browsers

Manual bidding for clicks

 You'll set your maximum CPC bids later.

Automatic bidding to try to maximize clicks for your target budget

Budget ? The daily budget controls your costs. When the daily limit is reached, on average, your ad will stop showing for that day. (The budget controls the frequency of your ad, not its position.) Raise or lower your budget as often as you like.

\$ per day

Daily budget represents your average spend over the month; actual spend on a given day may vary.

[Position preference, delivery method \(advanced\)](#)

Position preference On: Automatically manage maximum CPC bids to target a preferred position range

Off: Show ads in any position

Delivery method Standard: Show ads evenly over time

Accelerated: Show ads as quickly as possible

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The settings!

DON'T LET GOOGLE STEAL YOUR MONEY - THEY MAKE ENOUGH AS IT IS

1. Never let them 'automatically' do anything (read: 'automagically make Google extra \$')
2. Rotate your ads more evenly - otherwise your ad copy tests won't work

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Demographic (advanced)

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- Let me choose...

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Devices ?

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Bidding and budget

Bidding option ? Basic options | [Advanced options](#)

- Manual bidding for clicks

You'll set your maximum CPC bids later.

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)

Ad rotation ?

- Optimize: Show better performing ads more often
- Rotate: Show ads more evenly

Your ads may not perform as well with standard rotation. Optimized ad rotation is recommended for most advertisers.

Save **Cancel**

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Always Test Ad Copy!

- Test at least 2 ads against each other in EACH AND EVERY AD GROUP AT ALL TIMES
 - Improving your CTR improves your quality score
- When you have a statistical winner - replace loser with a new version
 - This is why the settings matter
 - Tool: www.splittester.com
- Suggested starter test: Same ad copy, different headline - try dynamic keyword insertion vs static version

Ad	Ad variations	Ad group	Status ?	CTR ?	Cost	Conv. rate (1-per-click) ? c
Keyword:Safe Table Saw The World's Safest Table Saws. C Wood, Not Fingers. Free info DVI www.SawStop.com		SAFETY FEATURES	Approved	11.22%	\$88.88	21.83%
Safe Table Saw The World's Safest Table Saws. C Wood, Not Fingers. Free info DVI www.SawStop.com		SAFETY FEATURES	Approved	9.53%	\$62.04	21.86%

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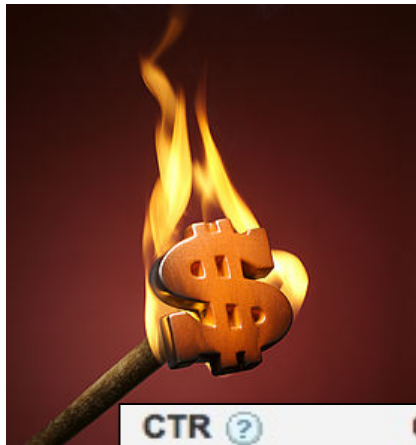
Campaign Management & Quality Score



- Zero Impression Keywords can negatively impact your Quality Score
- Only use Dynamic Keyword Insertion in one ad per ad group at a time so you can test vs a control ad
- Use search query reporting to
 - ID irrelevant keywords to remove via negative match
 - ID keywords to add to your campaign

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Use Conversion Tracking



CTR [?]	Cost	Conv. rate (1-per-click) [?]
1.58%	\$152.81	0.00%

- If you aren't using conversion tracking - ***you hate money and like to watch it burn***
- Using CTR alone to evaluate keywords is like throwing your money away
- **Suggestion:** Can't track REAL conversions? Don't spend money on bounces - put conversion tracking code on a page that signals the visitor was worthwhile
 - About us or contact page
 - Store / dealer locator