

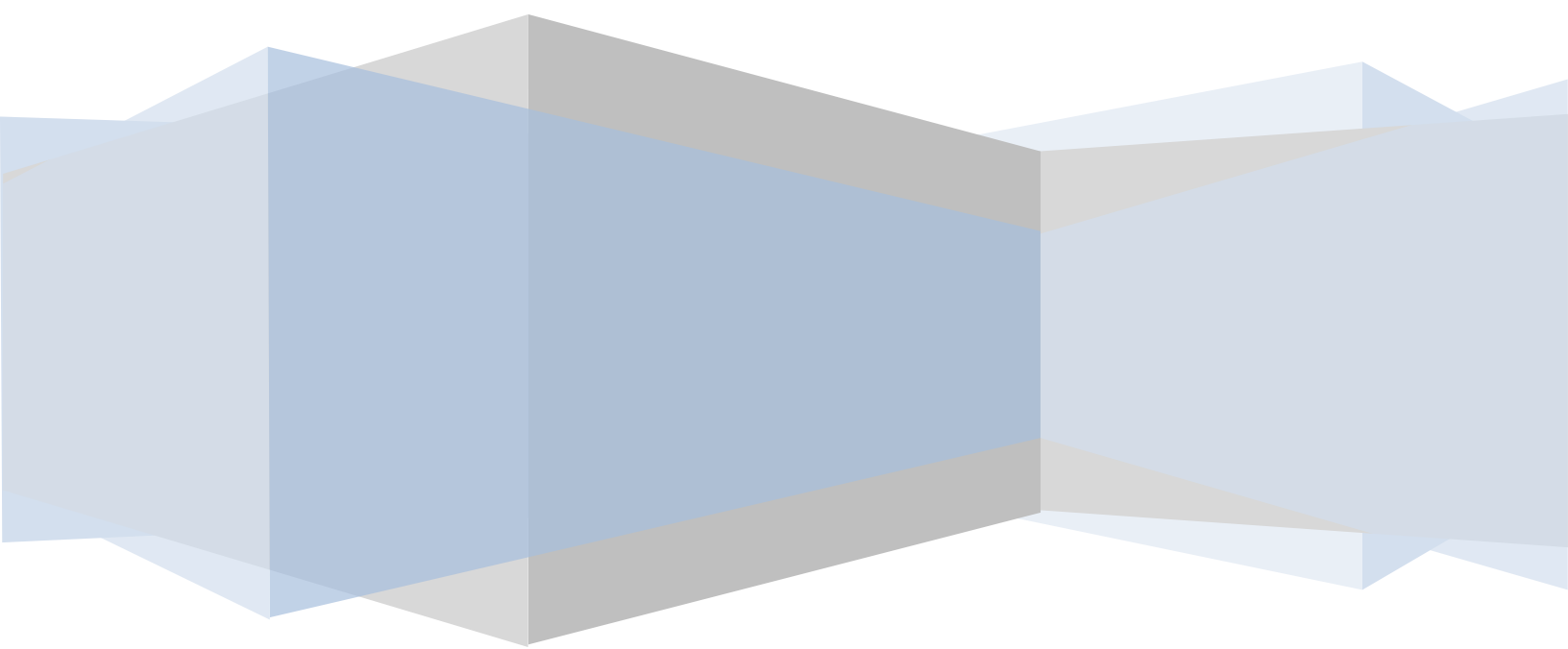
# Quick check on your Adwords optimization (Basic)

Introducing you to some of the important sections of adwords. I am expecting a lot of queries after reading this. I am not covering points in details. Please feel free to call me or mail to clear the doubts (I will really appreciate it).

## **Be web business educated**

[Weekly Educative series – V]

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## Basic background info

One adwords account can have few campaigns and each campaign can have many ad groups under it and each ad group can have many ads and keywords inside it.

Main settings that are done at campaign level:

- Daily Budget
- Location:
- (Ad serving: Keep it at Rotate: Show ads more evenly)

Main settings done at ad group level:

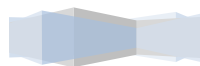
- Keywords

Main settings done at ads level

- Ads
- Max CPC

## How does it start?

1. **It starts with a budget:** We recommend you to start with a little low budget and later on, increase budget after optimization of the traffic.
2. **Understand your segment based on location:** It is important to select the location based on its behavior. If you are advertising for US then probably you will prefer to include some special terms and features, which may not be apt for UK visitor. May be your product works the same for US and UK. We always start with a very smaller group, sometimes state (more often with a country where the business has its strong physical location).
3. **Jump into keywords:** Now keeping the location and customer into mind, do a detailed keyword analysis. Use tools like <http://www.wordtracker.com> and <https://adwords.google.com/select/KeywordToolExternal> (Now it is even showing the search volume). Make a list of keywords (We recommend a list of 200 to 300). Now cluster into various groups with close and similar features. **Example:** I will keep logo design, logo designs, design a logo, business logo design, and corporate logo design under one cluster (in phase I). In next phase, I will peel this group into few smaller clusters with very close attributes. I will keep 3d logo design, 3d logo designs under a

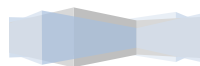


different cluster altogether. Also I will find out the search volume for each of these keywords. The most important part here is the clustering of keywords. At an advanced level, we suggest to create clusters on the basis of search volume.

4. **Choose one cluster of keywords:** Choose a cluster of keywords (*You may want to put keywords with high search volume into different campaign with a different daily budget as else it may eat up the budget*). Add the exact match to keywords section with *[keyword]*. In case you are adding “phrase match (“keyword”)” or broad match (*keyword*) then make sure to keep a watch on various searches and keep adding negative keywords to improve your CTR and returns.
5. **Design just two ads per adgroup:** Design two ads with very little variation. This is also known as split test, where you can test one ad against another (This is reason why we asked you to choose rotating ads, which will show the ads more evenly). The better performing ad stays and the other ad is replaced with a different variation. This ensures a continuous improvement. Try to add the keywords in the ad to get a better CTR (Click through rate). Choosing a much closed cluster with similar keywords can ensure a better click through rate and most importantly better sales. Better click through rate also reduced your CPC (Cost per click).
6. **Keep peeling off:** Keep removing the odd keywords out of adgroup and create a different adgroup. Keep improving the ads.

## How to divide the budget across campaigns

Fix a total budget and put more money in campaigns where you are getting better ROI. To test new keywords with high search volumes, create different campaign with low daily budgets. Example: You are into Pineapple business, you have advertised for “pineapple retailers”, “pineapple stores” successfully but now you want to try for “pineapple”. Pineapple is searched heavily and is competitive too. Also pineapple is just not a fruit, it can be the name of a company, a band, a technical product etc. If you put this keyword under your same campaign then pineapple may eat up a lot of your budget and you are not sure of the traffic coming from this keyword. In such cases, start a new campaign with very limited budget and try these keywords there. Once you are sure that this is working well, and then you can add this to another campaign’s adgroup.



## When to choose exact, phrase and broad match for keywords

Start with exact searches. Once you are able to track the searched keywords then try with phrase match and after refining the searches with proper negative keywords, go for broad ones. (Understand more about keyword matches

<http://adwords.google.com/support/bin/answer.py?hl=en&answer=6100> )

## 5 tips on how to design good ads

There are various factors but here are the top 5:

1. Choose the very relevant Title, include the keyword as it will become bold while search.
2. Second line should reflect the benefit.
3. Third line should be a related feature.
4. Choose a targeted display URL with proper capitalization of words
5. Homepage is not always the good target page.
6. (There are more tips and we are planning to roll out really soon for all our clients)

## How CPC is decided – Why #1 is always not worthy?

It completely depends on the ad ranking just below you. Let's take an example from Google help <http://adwords.google.com/support/bin/answer.py?answer=87411&topic=10264> . See how the #1 position is calculated based on the #2 adrank.

There can be huge difference between #1 and #2 positions for CPC but the traffic and exposure difference can be marginal. In increase your ROI, you may sometimes want to bid for #2 or #3 position. Sometimes even a second page traffic can bring better ROI. #1 is not always the best option to target for.

## Why tracking code is a must for adwords

It is so important to see cost per customer for each of the keyword. "A strategy that is not followed up properly might fail". There are some keywords and ads that will bring very less visitors but the conversation ratio can be really high (even up to 40%). A proper Google tracking code will show all the calculations at one place; it will ease of your work (at basic level). Get better tracking code and URL parameters to improve your ROI.



## *More to cover*

With Adwords there are many other factors to be covered like “Conversion”, “Designing of ads”, “negative keyword” etc. We will be covering more about adwords in next editions of our education mails.

