

# Chapter 7

## Internet Advertising and Google AdWords

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### 7.1 The Importance of Internet Advertising

The Internet has changed how businesses of all sizes market their products and services. No longer do businesses have to rely on the Yellow Pages, newspaper ads, or TV spots. The Internet has opened up a new venue for reaching potential customers, one that is more tailored and accountable. Businesses have the ability to truly understand what the return on investment is with online advertising. It is not about circulation or how many people drive by a particular billboard each day. Advertisers have the ability to know how many people clicked on an ad every day, what search led them to the website, how long they spent on the website, and whether they purchased or filled out a lead form.

Online advertising allows businesses to make the most of their advertising dollars. Any business can find success with the right online advertising program set up in the correct manner. But where does one start?

The answer is simple: Google. Google is the largest search engine on the planet. In 2014, Google reported that there were 5.7 billion searches completed per day worldwide. With the majority of Internet users turning to Google to help them find the information, services and products they need, Google chose to monetize their search engine through paid advertisements.

Google began selling advertising in October 2000 through the Google AdWords platform. AdWords has since become the largest online advertising marketplace.

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## 7.2 Google AdWords

Google AdWords is a keyword search advertising platform. This means that advertisers select what keywords they'd like their ads show on, then they create the ad copy that will show when a web user searches for that particular term. Ads are displayed to users on Google.com at both the top and right hand sides of the page (see Fig. 7.1). Ads include a link that will send users to a relevant page on their website.

AdWords is a pay per click (PPC) marketplace. This means that Google only charges advertisers when a user clicks on one of their ads.

The AdWords marketplace is an auction. Advertisers tell Google what they are willing to pay for each ad click for a particular keyword search. Google then utilizes this information plus the relevancy of the ad copy and landing page to determine what order the ads show on a particular search. Advertisers bidding higher and with strong relevancy, will show up higher on the page and garner more clicks.

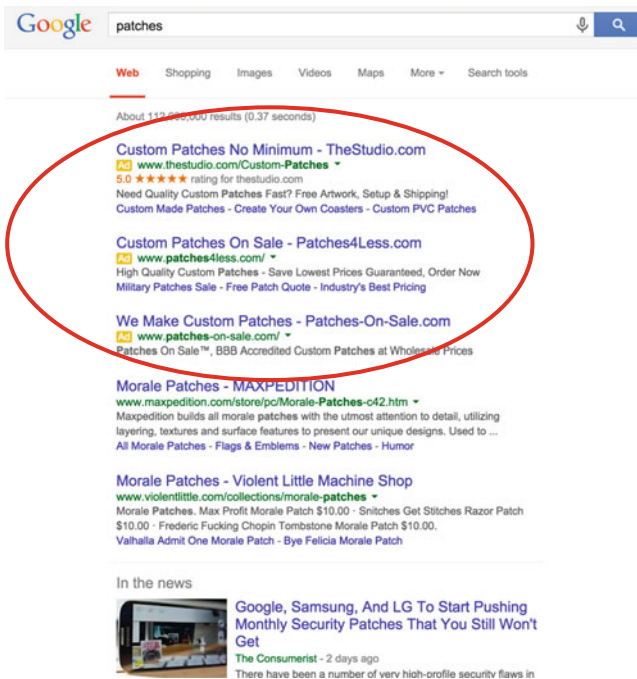


Fig. 7.1 Google AdWords

## 7.3 AdWords Ads: What Google Is Selling

### 7.3.1 What an AdWords Ad Looks like

Ads that appear on Google are quite concise and to the point. There is a limited amount of space to convey what's on offer, why a user should visit the site, and why it is better than its competitors. The ad copy is how users are drawn in. What makes a user click? To understand that, you first need to understand what goes into an ad (see Fig. 7.2).

### 7.3.2 The Different Parts of an Ad

Each AdWords ad is composed of a headline, two lines of description, the display URL and the destination URL.

#### Headline

The headline is the top line of text that will be the link to the page. Google gives you 25 characters for this line. This is the part of the ad that will catch the users' eye. Make this highly relevant to the keywords in the ad group. Putting keywords from the ad group in the ad copy will help your quality score greatly. It increases ad relevancy. Since the headline is the most eye catching part of an ad copy, putting keywords into the headline will draw in users since the headline will match or be closely related to what they just searched for. You also want the headline to be intriguing. Try including high value words like best, top, and #1. You can also ask a question in the headline.

#### Description

The description is 2 lines each of which can be 35 characters in length. Here is the meat of your ad. This is where you give users additional information. You'll want to make sure your description contains two components: *a value proposition* and a *call to action*. The value proposition can be anything that makes your business more compelling than a competitor. Free Shipping, Lowest prices, Rated #1, and so forth. Think about what sets your business or products apart from the rest. Think about what might compel a user to do business with you and get that in here. The call to action should come toward the end of the ad and should describe the action you want the user to take. It can be anything from Shop Now to Call Today to

Fig. 7.2 Ad copy

**Best Cash Back Cards**  
[www.wisebread.com/CashBackRewards](http://www.wisebread.com/CashBackRewards) ▼  
 Up to 6% Cash Back & Bonus Offers.  
 Compare Credit Card & Apply Now!

Learn More. Think about what the action is you want user to complete and make sure you include this in every ad.

### **Display URL**

The display URL is the final part of the ad that shows on Google.com when a user searches. This will be the URL of your website. This is pretty straightforward, but there are ways to utilize this more fully. Putting a “/” after the URL can be another place to increase relevancy. For example, you could just put WomenShoes.com. But, WomenShoes.com/HighHeels will be even more relevant to a user looking for high heeled shoes. Make the most of that space to get some additional keywords in the ad.

### **Destination URL**

This is the page where you’ll send users. They do not see this, but as we’ll review later, selecting a relevant one is highly important.

## **7.3.3 What Makes an Ad Compelling?**

Creating compelling ad copy takes work with such limited space to communicate with your users. When composing ads, there are a few key points that will help you get to create engaging ads:

- *Be direct* Your space is limited, say what you need to say in as few characters as possible. This will allow you to fit in as much information as possible to your potential customer and help users to quickly understand what products or services you offer.
- *Be specific* Make ads in each ad copy specific and unique. Tailor the ads in each ad group to those keywords. This will lead to more clicks and higher quality traffic than a vague, generic ad.
- *Know your audience* Knowing who your ideal customer is will help you to write better ad copy. Write out a description of who you see your customer as before you create ad copy. This will put you in the right mindset.

## **7.4 AdWords Campaigns: The Advertiser’s Structure**

### **7.4.1 What Is a Campaign?**

AdWords is organized around campaigns. The best way to think of a campaign is the way you would any marketing campaign: a campaign is the avenue by which you’ll advertise for a certain set of products or services to your targeted market. In AdWords, campaigns are the umbrella under which ads are managed.

The campaign is where an advertiser decides what users they want to target. Here they can set what hours of the day ads run, in what locations ads will run in (this can be anything from zip codes to countries), and most importantly, what keywords will be used.

### ***7.4.2 How to Select a Campaign Structure***

Before you get started with your campaigns, you need to contemplate what you want to advertise for and what your goals are. Are you advertising for a series of products? Do you have variety of services you offer or just one? Are you looking into increase brand awareness? Or do you want to increase sales?

You need to have a strong understanding of what you want to accomplish with these campaigns as this will help to determine your campaign structure.

Determining how to organize your campaigns is the first step to running a successful AdWords account. The best practice is to create campaigns for different products or different services. If an advertiser is a women's clothing retailer and they want to advertise for a variety of products they sell, the best format would be to have a campaign for dresses, then one for pants, another for tops and so forth. If the advertiser is a service provider, like a dentist, then campaigns should be divided up by service: cleanings, tooth implants, gum disease treatment and so on.

### ***7.4.3 How Campaign Structure Impacts Performance and Optimization***

Creating a clean and logical campaign structure is essential as it allows you to quickly understand the performance of your campaigns and determine which products and services are performing well, and which are not. This also allows you to designate different budgets to different product lines, pause a campaign if you no longer want to advertise for that service and informs you which campaigns need improvement.

Taking the time to figure out a campaign structure first will make optimizations easier, and allows for an advertiser to utilize their time most efficiently.

There is no one-size-fits-all approach to campaign organization: the best structure is the one that fits the marketing strategy of the business and allows for flexible growth.

## 7.5 Keywords: How Ads Are Targeted

Picking the correct keywords is the most important part of an AdWords campaign. These keywords determine when your ads will show, how a user will find you and learn about your business. Selecting a list that is relevant to your business is extremely important. Choosing keywords that are not relevant can result in wasted budget and driving users to your site who are unlikely to be interested in what you have to offer. To get a strong keyword list, you must begin with keyword research.

### 7.5.1 How to Go About Keyword Research

Keyword research can be done in a variety of ways, but is best undertaken in a logical and organized manner.

First, look at your first campaign. What products will you be selling here? Let's say it's shoes. You could advertise on the word "shoes" but a user searching for shoes could have a variety of intentions. When picking keywords, it is essential to think about what a user's intent would be when they search for a particular keyword. Why would someone search for the word "shoes"? They may be interested in purchasing shoes. Or they may be looking for historical information on shoes. Or they might be looking for pictures of shoes. It is difficult to say. If it is difficult to say what the user's intention is, it is important to narrow your focus further. Who are these shoes for? Let's say they are women's shoes. This already narrows your focus. Are they dress shoes? Casual shoes? This can narrow the focus further.

Take the time to brainstorm a list of keyword related to the products or service you want to advertise for in that campaign. Look at your landing page. Think about what's on that page. Use the content from that page to help you brainstorm.

Once you've brainstormed a list, you can then utilize Google's Keyword Planner tool (see Fig. 7.3). This tool helps you to find different variations of these keywords and potentially some related terms you had not thought of. You can copy your list of brainstormed keywords into the search box, and then check off the keywords Google has found for you that you like. This will all be exported into an Excel file.

Finally, go over this list one more time. Write down any other variations that come to mind. Think of different modifiers: Leather women's shoes, black women's shoes, cheap women's shoes, buy women's shoes. Any word that can be added to the key phrase of what you are advertising for will help to give you better coverage on Google searches and help you to determine which keywords will work best for your business.

Your product or service

running shoes Get ideas Modify search

Ad group ideas **Keyword ideas** Columns Download

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. st
running shoes	110,000	High	\$2.64	

Show rows: 30 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. st
best running shoes	33,100	High	\$1.45	
good running shoes	5,400	High	\$2.21	
asics running shoes	12,100	High	\$1.74	
top running shoes	2,900	Medium	\$1.91	
mens running shoes	12,100	High	\$2.08	
discount running shoes	4,400	High	\$1.34	
trail running shoes	14,800	High	\$2.05	
cheap running shoes	6,600	High	\$1.11	
womens running shoes	12,100	High	\$2.58	

Fig. 7.3 Keyword Planner

### 7.5.2 How to Determine if You've Got a Strong Keyword List

Once you've finished your keyword research phase, go over the list of keywords once again. This may seem tedious, but this is probably the most important phase of creating an ad campaign. If you start with keywords that are way too generic, you could easily waste a good amount of your advertising budget. It is essential to take keyword selection seriously and be very thoughtful in this phase. This will help you to reach success as quickly as possible.

In this final review, eliminate any keywords that you feel uncertain about. You can always test them out later. When most advertisers start using AdWords, they are trying to determine if AdWords will work for them. You want to give yourself the best chances of success. Any keywords that seem questionable should be eliminated and revisited once your campaign is up and running.

### 7.5.3 *Keyword Match Types: What They Are All About*

Keyword match types help to control which searches can trigger your ads. They can widen the matching or make it quite narrow. There are four match types: Broad, Broad Match Modified, Phrase, and Exact match. Match types are specified by symbols. Multiple match types should be utilized for best performance. It is important to test the match types against each other as different match types will perform differently.

#### **Exact Match**

This match type will only trigger searches that are the specific keyword you've specified or the plural of that keyword. Exact match is specified by the square brackets, like this: [running shoes]. Exact match should always be utilized. Exact match typically sees the strongest performance since this is the exact term you want your ads to show on.

#### **Phrase Match**

This match type will trigger searches that include the phrase you've specified. This match type is specified by quotation marks, like this: "running shoes". Advertising on running shoes on phrase match would mean ads would show on searches that include the phrase "running shoes". Running Shoes could be paired with a large variety of modifiers. Phrase match allows advertisers to pull in terms that are highly related to their services or products but that include other words that the advertiser may not think to advertise on directly. Phrase match should also be utilized in all campaigns.

**Broad Match** Broad match is a bit of a wild card. It can provide an avenue for picking up traffic for long tail keywords, but it can also pick up a lot of unqualified traffic. Broad match can be utilized, but it needs to be done so very carefully. Google may portray broad match as still being very related synonyms, but sometimes the matching can be very broad and not that related at all. This match type has more of an advantage for Google than it does advertisers. It allows them to increase their revenue, but it wastes advertiser's budget.

**Broad Match Modified** This is a newer match type that Google came up with in the past few years to help advertisers to pick up long tail traffic, but to keep searches more relevant. Broad Match Modified works by putting a + mark in front of the most important words in your keyword. For example: if you want to advertising on women's sweaters on sale, you'd could specify that women's and sweaters the most important words and Google would then match to searches that include those words, but the order could be reversed and there can be different modifiers. It would like such: +women's +sweaters for sale.

Figure 7.4 is helpful chart that show examples of what kind of searches could be triggered by keyword on all the different match types.

Best practices are to utilize Exact and Phrase match on all terms, and then Broad Match Modified or Broad match on areas where you'd like to pull in a wider variety



Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>hats for women</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>

Fig. 7.4 Keyword Match types

of searches. Choosing match types correctly can help you to save budget and better control where your ads show.

## 7.6 Keyword Organization

### 7.6.1 You've Got Your Keywords, Now What?

You've now got a list of clean keywords that are very relevant to your business. Now comes in another organization step. How will you organize your keywords within a campaign?

This will be done by ad groups. Ad groups are ways to sub-divide your keywords within a campaign and pair those keywords with relevant ad copy. Subdividing your keywords into groups allows for easier campaign management, sending the keywords to the most relevant page on your website, and creating ad copy that is highly relevant to those keywords.

### 7.6.2 Different Theories on How to Organize Your Keywords

Talk to a dozen PPC professionals and you'll get a dozen ways of how to organize your keywords within a campaign. There is nearly an infinite number of ways to organize your keywords. Below are the 3 main ways PPC professionals will organize ad groups:

1. One keyword, one match type per ad group. This is a pretty granular way to organize your campaigns and only recommended when you have a lot high volume keywords. This creates a lot of ad groups and can be time consuming to

manage and for ad copy testing. It allows for ads to really match that single keyword quite well.

2. One keyword on all match types per ad group. This style isolates a single keyword to each ad group, but includes all match types. This can allow you to see which match types performs best with a great amount of ease, but there will be a larger number of ad groups still.
3. Themed ad groups of tightly knit keywords. In this model ad groups would be something like this: Best Running Shoes, Cheap Running Shoes, Black Running Shoes, and so forth. Basically, you'll have an ad group for each modifier of the main product or service. Each ad group will include any and all keywords with that modifier. This is a more manageable style as it makes a lower number of ad groups, but still allows ads to be very tailored to keywords in the ad group. It can make it more difficult to understand which match type performs best.

### ***7.6.3 How to Choose an Organizational Style***

Deciding which organization style to select will really depend on each individual account manager. In selecting an organization style consider the following:

1. How large is your budget and how much traffic do you estimate your ads will get? If it is quite high, the 1st or 2nd organizational styles may be best. If it is lower, the 3rd may be right for you.
2. How much time do you have? The top 2 organizational styles are more time consuming in some ways because there will be more ad groups to create ad copy for. Consider how much time you have to spend on PPC management.
3. How many keywords do you have? If you have a lower number of keywords, putting one keyword per ad group could be the best. But, if you have a high number of keywords then you'd probably be better off with #2 or #3.

To most important factor of keyword organization is that it is logical and clean. You can use one of the above styles or something entirely different. Make sure the organization of the keyword makes sense and is done in a thoughtful manner. Keywords related to each other should be in the same ad groups for the best ad copy creation.

## **7.7 Negative Keywords**

### ***7.7.1 What is a Negative Keyword?***

There are going to be keyword searches that you do not want your ads to show up on. These searches may be slightly relevant to your business, but not the users you

want. Or the searches may be entirely irrelevant. To continue with the women’s shoes example, you would not want to show up on men’s shoes if you only sell women’s shoes.

But how do you control for this? Selecting the match types can help, but doesn’t entirely eliminate your ads being shown on irrelevant searches.

The only way to ensure your ads do not show on irrelevant searches is by adding negative keywords. Negative keywords are keywords you do not want your ads to show up on. These terms can be very broad, like “men’s” or very specific like “patent leather pumps”.

To succeed in AdWords, you must have negative keywords. Google is a for-profit business with shareholders. They are always going to be pushing the boundaries of what searches they are matching your ads to as broader matching increases their revenue. It is up to each advertiser to be diligent and maintain a strong negative keyword list to cut out any of these searches.

### 7.7.2 How to Select Your Negative Keywords

Selecting negatives correctly is very important as you don’t want to cut out any relevant traffic, but you also don’t want to waste your marketing dollars.

Before starting a campaign, you should brainstorm a list of negative keywords that you know 100 % are not related to your business. It is best to think of related products or services and add a negative keyword for that. If you sell only clothes for adult women, you’d want to add negative keywords like men and children. Coming up with a good list of high level negatives before you even start a campaign can help you get your campaigns to profitability faster. Your ads will never even have an opportunity to show on those terms.

The next avenue to find negative keywords is after your campaigns are running. Google provides you with the data on what users have searched for before they

Search terms

Learn how customers are finding your ad. With the Search terms report, you can see the actual searches people entered on Google Search and other Search Network sites that triggered your ad and led to a click. Depending on your keyword match types, this list might include terms other than exact matches to your keywords. [Learn more](#)

<input type="checkbox"/>		Match type <sup>?</sup>	Added / Excluded <sup>?</sup>	Campaign	Ad group	Clicks <sup>?</sup>	Imp. <sup>?</sup>
<b>Total</b>						<b>28</b>	<b>8,822</b>
<input type="checkbox"/>	google adwords consultancy	Phrase match (close variant)	None	Radiant PPC test	Adwords Consultant	2	1
<input type="checkbox"/>	google ppc	Broad match	None	Radiant PPC test	Adwords Management	2	39
<input type="checkbox"/>	ppc marketing services	Broad match	None	Radiant PPC test	PPC Management	1	1
<input type="checkbox"/>	ppc ads	Broad match	None	Radiant PPC test	PPC Management	1	11
<input type="checkbox"/>	ppc agencies	Broad match	None	Radiant PPC test	PPC Management	2	1
<input type="checkbox"/>	small business ppc marketing services	Broad match	None	Radiant PPC test	PPC Management	1	1
<input type="checkbox"/>	google adword management vendor	Broad match	None	Radiant PPC test	Adwords Management	1	1

Fig. 7.5 Search terms: how customers find your ad

click on your ads. This is extremely useful information as it allows you to find irrelevant terms and stop wasting money on them. Google unfortunately does not tell you every single search that your ad has shown on, but there is enough information to make some definite improvements to your campaigns (see Fig. 7.5).

It's important to consider user intent before adding a negative keyword. Think about what the user would be looking for when the search for a particular term. This can really help you to narrow if that keyword is relevant to your business.

Like keywords, you can add negatives as broad, phrase, or exact match types. This is another thing you'll want to consider before adding a negative keyword. There will be those high level negatives that you know you never want your ads to show up on, and those can be added as broad negatives. But, there may be something that's closely related to your business that you'll want to exclude. This is where negative exact matches come in handy as when you add a negative exact match you are telling Google that you do not want to show up on that exact search. Think about what match type is correct. Search queries should be reviewed regularly to cut out unqualified traffic. You need to remember that Google is a for profit business with shareholders who want to see an increase in revenue. Google will be liberal with their matching of keywords to searches at times. This because they need to increase their revenue. It is up to each advertiser to do their due diligence and cut out any unqualified searches Google shows their ads on.

## **7.8 Landing Pages: Clicking an Ad is just the Beginning**

### ***7.8.1 What is a Landing Page and Why They are One of the Most Important Aspects of PPC***

One of the most important aspects of a PPC campaign is the landing page. The landing page is the page where your ad will send visitors. This page is the first impression visitors will get of your business. Having high quality, nice looking landing pages is very important. The landing page will help the user to determine if they want to stay on your website, or leave. The landing page can be a page on your website that already exists, or a page that's been created specifically for users from your advertising campaigns to visit. Since you are paying to drive users to your website, getting them to stay on your page and take an action is extremely important.

As mentioned earlier, the relevancy of your landing page is part of what Google considers when they determine your quality score. This is another reason a landing page is very important. Google scans landing pages to determine their relevancy to the keywords and the ad copy. If Google thinks the page isn't relevant, you'll potentially end up with a lower quality scores and paying more per click. Google also wants a landing page to have plenty of information, multiple actions for a user to take (such as availability of links to other pages on your website so users are not forced to take just one action), and clear presentation of your products or services.

Google wants landing pages to be relevant and of a strong quality because they want their users to have great experiences when they click on ads. They want their users to find what they are looking for. Ensuring this improves their platform. But, it also benefits the advertiser. By requiring advertisers to have good landing pages, it improves an advertiser's chance at better quality leads and more sales.

You can have a great AdWords campaign set up that is highly optimized and sending high quality users to your website. But, if your landing page is of poor quality, then the great advertising campaign's impact is zero. You need to care about your website and landing pages more than your campaign. The landing page is where your business will succeed or fail.

### ***7.8.2 What Makes a Great Landing Page and How to Select the Landing Page for Your Campaign***

There are several aspects of a great landing page that will give you the best chance of turning clicks into customers.

1. *Relevancy* Relevancy is the number one issue when picking a landing page. You want the page to contain relevant content to what the user searched for. If someone is searching for women's running shoes, you want to send them to the page with women's running shoes, not a page with all women's shoes. Always pick the most specific page you possibly can on your website. This will instantly improve relevancy. Keep landing pages specific and with good quality information on a landing page. This will keep users on your website longer and increase the likelihood of a conversion occurring.
2. *Make it easy for the user to take the desired action* This goes hand in hand with relevancy. The landing page needs to be relevant to the user so that they take the desired action on the site. But, it also needs to be easy for them to do. Is the lead form in on the landing page? Is it short and easy to complete? Is the "Add to Cart" or "Buy Now" button clear and easy to see? Is it easy to complete a purchase? These are important questions to ask when evaluating a landing page. In almost all cases, the home page is not a good landing page. Even with lead generation, this can deter users from taking the action you want. If they have to navigate to find the contact form, they may leave the site. You want to make it easy for your potential customers to find what they want and to take action.
3. *Easy Navigation* Most aspects of a landing page flow into each other. You want to make it easy for a user to take action, but you also want to make it easy for them to navigate your site. Perhaps a user doesn't find exactly what they want

on the landing page or they want to learn more about your business before they purchase, make the navigation easy to find the links to other pages on your site.

When first creating a campaign, take the time to find the landing pages that are most relevant to each ad group. Consider what you'd want to see if you were searching for that product or service. Review to make sure the desired action is obvious and that it is easy for users to navigate your site. A great landing page will improve the results of your advertising campaign and help you to get the most for each marketing dollar.

## **7.9 Tracking Conversions**

### ***7.9.1 Why Conversion Tracking Matters***

One of the major benefits of online advertising over most other forms of advertising is that you can truly understand what you are getting from your advertising dollars. Internet advertising is very trackable. You can know how many users clicked on your ads at what hour of the day, from what location and via what ad copy. But, there is more. You can track whether a user who arrived via a paid ad purchased or completed a lead.

This is invaluable information. To know that a certain keyword is creating a good number of your sales, or that certain ad copy brings in the majority of leads is invaluable.

To gain this valuable information, all that is required is a code being placed on your website. Surprisingly, there are a good number of online advertisers who do not utilize this option. To truly understand your advertising program and to get the most of your campaigns you **MUST** utilize this feature of AdWords. It will change how you look at your advertising program forever. Being able to know exactly how much you pay per lead or how many sales you get from an advertising campaign each day will allow you to improve your advertising as well as allocate your marketing budget properly.

### ***7.9.2 What is Conversion Tracking?***

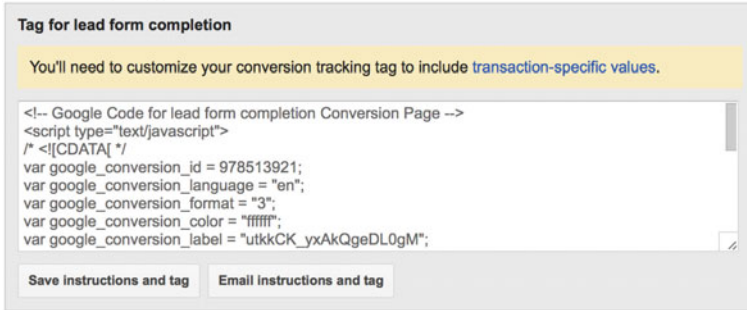
Conversion tracking is the method by which you track sales or leads on your website. Google makes this incredibly easy to set up. A unique code is generated within the interface after selecting the "Conversions" options (see Fig. 7.6). You then take this code and place it on the Thank You page on your website. This is the page users see after they complete the lead form or make a purchase.

Install your tag

To install, copy the code in the box below and paste it between the <body></body> tags of the page you'd like to track. You can then use [Google Tag Assistant](#) plugin on Chrome to ensure your code is correctly placed.

Click "Advanced tag settings" if you'd like to track button clicks as conversions, or if you'd like to track conversions on the mobile version of your website.

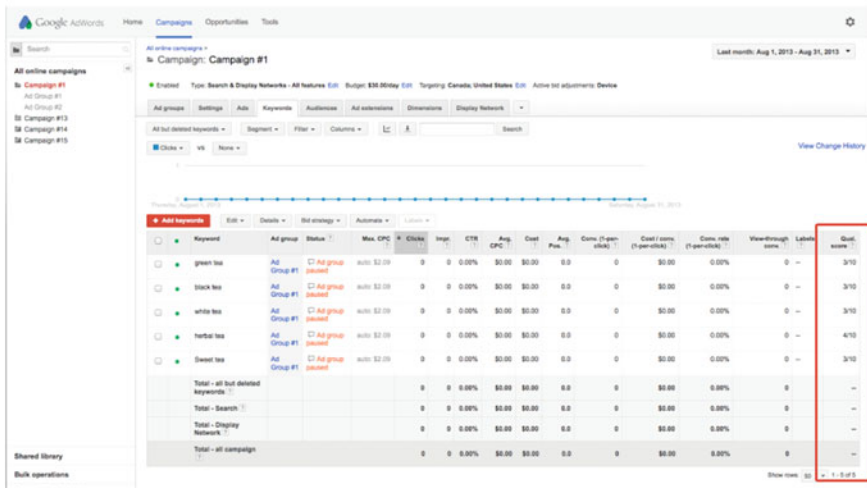
▶ Advanced tag settings



landing pages to the keywords, the higher your quality scores will be.

Another way to see your Quality Score is to enable the Qual. score column:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Look for the **Qual. score** column in the statistics table. If you don't see this column in your table, you can add this column by doing the following:
  - Click the **Columns** drop-down menu in the toolbar above the statistics table.
  - Select **Modify columns**.
  - Select **Attributes**.
  - Click **Add** next to **Qual. score**.
  - Click **Save**.



### 7.10.2 Why They Matter and How They Impact Your AdWords Campaigns

Quality scores matter because they determine how much you pay per click and how high your ads rank. If you have a quality score of 10, your cost per click (CPC) will be less and you can rank higher at a lower cost per click. If your quality score is 2, it will cost you a lot more per click than an advertiser with a quality score of 10. Your ads will also most likely be showing lower in the search results.

Having poor quality scores means you'll pay more for each and every click. You will have to pay more if you want your ads to show at the top of the page. This is why how you organize your campaigns matter, why the landing page and ad copy matter. This is Google's way of ensuring relevancy from advertisers. It allows them to algorithmically control the quality of the marketplace by punishing users who



they believe are advertising on keywords that are irrelevant to their website or who are not giving users a quality experience.

Every account will have a few low quality score keywords. These are typically the broader terms that may not be quite as relevant as the others in your account. But if low quality scores begin to dominate an account it will drive up costs, your ads will show less frequently and generally damage your PPC account performance.

## **7.11 Analysis and Optimization: Ongoing Effort**

### ***7.11.1 An Ongoing Effort***

You've researched your keywords, organized them into ad groups, created ad copy and picked great landing pages. Your conversion tracking is all set up. You've turned your campaign live... Now what?

Now comes the time to analyze and optimize. Do not set it and forget it. This will lead to wasted advertising dollars. Google has many automated features that can help you to cut down your time spent optimizing your campaigns, but at the end of the day a human is needed to review what search queries your ads are showing on, create new ad copy and to truly understand performance.

Check in on your campaigns regularly, make changes every single week. Proper maintenance will lead to on-going success in AdWords. Google provides a platform that can put your ads in front of hundreds to thousands to hundreds of thousands of users. They've created a user friendly interface, great tools and a simplistic way to create an advertising campaign. All the necessities for success are in front of every small business. Google AdWords makes it possible for small businesses to succeed in an online marketplace. Everyone can compete equally and acquire new potential customers. It is up to the business to make the most of that. Once you've got a campaign running, take the time to pay attention to it. Regular review and optimizations will lead to great degrees of success, more customers, and better return on investment. It's up to you to grab that opportunity and make it work for you.

### ***7.11.2 Approaches for Account Maintenance***

It's 100 % necessary to maintain your AdWords account. The "Set it and Forget" mentality does not work. Eventually, performance will fall off and your account will suffer. Account maintenance is about patience and diligence. Campaigns, ad groups, ads and keywords all collect data at their own rate, unique to each circumstance. Some will be higher volume; others will take longer.

You have to have and wait for the appropriate amount of data to collect to make changes. It is imperative to wait until you have a statistically significant amount of

data to make changes. Optimizations have to be data driven. You need to make decisions that are informed by real numbers. True AdWords success, especially in competitive areas, comes from diligent ongoing account maintenance and informed optimizations. This is really the only way to make AdWords work for you.

There are a large number of optimizations that can be made to improve your account performance. Some changes need to be made weekly, bi-weekly, and monthly or even longer, depending on what those changes are. Below guidelines for making changes at the appropriate intervals. The frequency of changes can vary based on the size of your AdWords account (accounts with high spend may need changes to be made more frequently, accounts with only a couple hundred dollars in spend will need changes even less frequently).

### **Weekly**

- Optimize bids. You should review weekly and make any manual bid changes. You should also utilize Google's automated bid rules, which will change bids automatically for you. This will help with optimization of the long tail. Bid rules should be set up on cost per conversion goals. It is still important to review keyword performance and bids weekly though as there may be keywords that need adjustments outside of the bid rules.
- Review 7 day trends.
- Monitor budgets. Make sure your campaigns are not running out of budget too quickly or spending more than desired.
- Review key performance indicators to make sure they are on target. Look at CPCs, CTR, average ad position, conversion rate and traffic levels to make sure everything is in line with desired results. If not, dig into the account to find low performing areas.

### **Every other week**

- Add negative keywords using last 14 days to 30 days of data.
- Review keyword level performance, pause poor performing keywords or adjust bids. (Large accounts only.) A poor performing keyword is one that does not meet your key performance indicators. This could be a high cost and no conversions. It could be a keyword with a very high cost per conversion. It could be a keyword with high impressions and no clicks/very few clicks. These are all types of poor performing keywords and what you should look for when you evaluate performance.

### **Monthly**

Review ad copy performance for past 30–60 days. Pause any poor performing ads and then start new variations of top performing ads. You need at least 1,000 impressions to make a decision on an ad. You'll want to pause any ads that do not convert and have a high cost. You'll also want to look at those with very low click-through-rates and pause those if the other ad/ads in the ad group are performing better.

- Review keyword and ad group performance by bounce rate and time on site. Make bid adjustments or pause poor performers based on this data. Push keywords with very long time on site.
- Add new keywords. Use search query data to find new keywords, or use one of the many available keyword tools. Add converting searches that are not already in the account.
- Review long term keyword performance for larger accounts. Use last 3 months of data. Make adjustments on any poor performers (reduce bids, pause poor performers, look at search query information for those keywords).
- Review keyword performance by match type (larger accounts). Pause poor performing match type variations and add other match types, if necessary.
- Review performance by device. Make adjustments to mobile bid as necessary. If mobile has a high cost and no conversions, you may want to reduce the bid further. If mobile is performing well, you'd want to increase the bid.
- Review quality scores. Monitor any keywords with low quality scores and look at ways to make improvements. If a keyword has a low quality score and does not perform well, then pause it.
- Review 30 day trends. Look for weak performing campaigns/ad groups/keywords and make optimizations. Also, if a campaign/ad group/keyword is performing very well, look at ways to get additional volume there.
- Review keyword level performance and pause poor performing keywords or make adjustments to reduce spend and improve performance (small accounts).

### **Every 2 months**

- Review long term keyword performance for small accounts. Look back up to 6 months. Pause any poor performing keywords.
- Review keyword performance by match type (small accounts). Pause poor performing match type variations and add other match types, if necessary.
- Review sitelink extensions performance. Remove any poor performers. Test out different sitelinks and/or new sitelinks text. Poor performers here would be considered any sitelinks that have a low conversion rate or low click-through-rate in comparison to the others.
- Review call out extensions performance. Remove any poor performers. Begin new tests. Poor performers here would be considered any call out that has a low conversion rate or low click-through-rate in comparison to the others.
- Review landing page performance. Test new pages as necessary. Here you'll want to look at conversion rate, time on site, and bounce rate to evaluate if a landing page is a strong performer.
- Review keywords below first page bid estimates and see if any bids should be increased.
- Review keywords in low ad positions (6 or lower) and see if any bids should be increased.

### **Once a quarter**

- Review hourly performance and adjust day parting as necessary. Look for the best performing hours and potentially increase bids in those hours. Also consider reducing bids in the low performing hours.
- Review all account settings and make any necessary changes.
- Complete a historical performance review. Look at the last 6 months or year to date. Review all non-converting keywords in account for relevancy. Review all non-converting ad copy and review for relevancy. Look at under performing campaigns and ad groups. Put together plans for making improvements to performance.

## **7.12 Beyond the Basics**

You've now gotten a handle for what the core parts of an AdWords campaign are, what you need to get started on AdWords and some ideas for optimizations. As you become an increasingly advanced user of AdWords, there are some additional features within the interface that you'll definitely want to utilize. These features will help to further improve the performance of your AdWords campaigns and help you to better analyze your performance.

### **7.12.1 *Ad Extensions***

Ad extensions are exactly what their name implies: ways to extend your ads.

As ad revenue becomes increasingly important to Google, they've begun to create ways for ads to take up more space in the Google search results. There are several types of Google Ad extensions.

The first is sitelinks. These are the blue links that will appear underneath of an ad (see Fig. 7.7) These links are links to other pages on an advertiser's web page. They need to be different than the actual ad URLs. These links should be places you'd like a user to potentially visit, but the click-through-rates on these links are typically quite low. The main point of the links is that they take up additional space for your ad. This is why they are very important to set up. With your ad taking up more space, it will be very eye catching to a user.

Call Out Extensions are another way to take up some additional space with your ad as well as tell users a bit more about what makes your business unique. Call out extensions typically show right below the ad copy and above the sitelinks (see Fig. 7.8). Google will display 2 or 3 at a time, but you can create up to 10, which they will rotate. The text for each can be up to 25 characters.

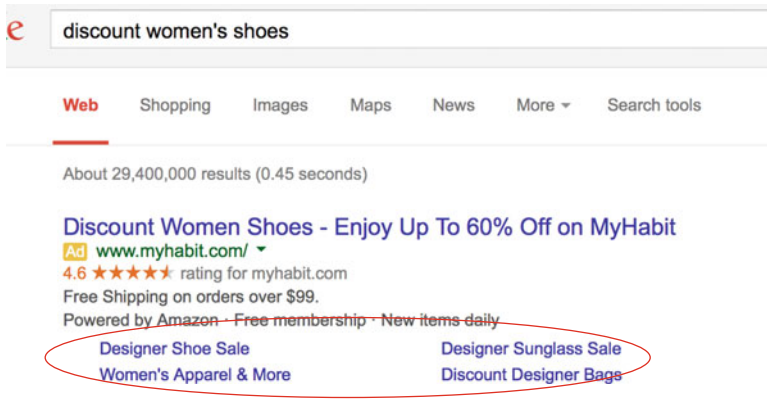


Fig. 7.7 Ad extensions

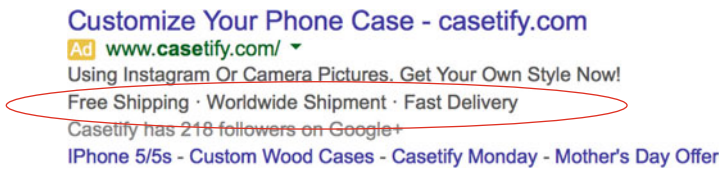
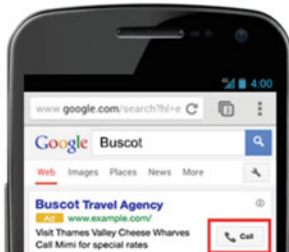


Fig. 7.8 Ad extensions

You should use Call Out extensions to tell users more about your business – what makes you different from your competitors, what some value adds are, and other information that may convince users to do business with you.

Call Extensions add phone numbers next to your ad (see Fig. 7.9). These are great for ads on mobile devices, as they allow users to click a call button and immediately call your business. Phone numbers can display on desktop and tablets as well, but obviously have a convenience factor on mobile phones.

## Add phone numbers to your ads



### What phone numbers can do

- Encourage calls to your business by showing your phone number on your ad.
- Display a clickable call button with your ad (on high-end mobile devices).
- Cost the same as a headline click (a standard CPC).
- For call-only campaigns, ads will only appear on devices capable of making calls.

Fig. 7.9 Adding phone numbers to your ads

- **Google Search Network:** On the Google Search Network, ads with location extensions can appear as a standard text ad with your business address and phone number. On high-end mobile phones, a clickable "Call" button


**Amherst Ice Cream Parlour**

Ad [www.example.com](http://www.example.com)

(413) 123-4567

Our specialty is pistachio.

English majors, buy 1 get 1 free.

may appear in place of your phone number.  100 Dardanelles Rd, Amherst MA

**Fig. 7.10** Locations extensions

Locations extensions will show your address with your ad. (see Fig. 7.10). This is great for businesses that want customers to come into their store or office. It makes it easy for a user to understand exactly where the business is located. It can also encourage users to pick a local business over a nationwide company that does not have a location in their town.

### 7.12.2 Dimensions Tab

The dimensions tab is last tab within the AdWords console and one that is often underutilized (see Fig. 7.11). Within in this tab is a plethora of data broken down in a variety of ways to help you best optimize your campaigns.

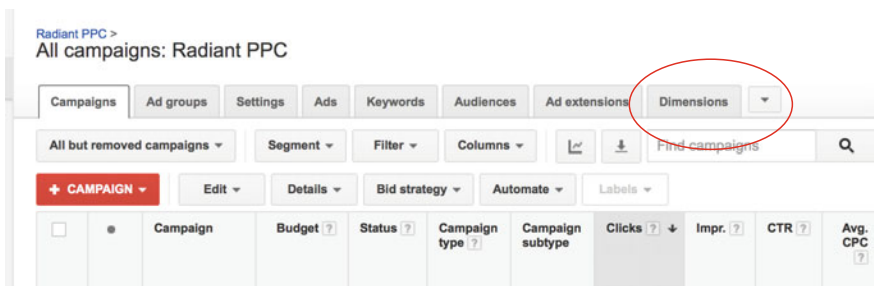
The reports you'll find here are under the drop down menu view (see Fig. 7.12). You can look at a variety of information:

#### Conversions

If you've got multiple conversion types, you can see here how those different conversions perform.

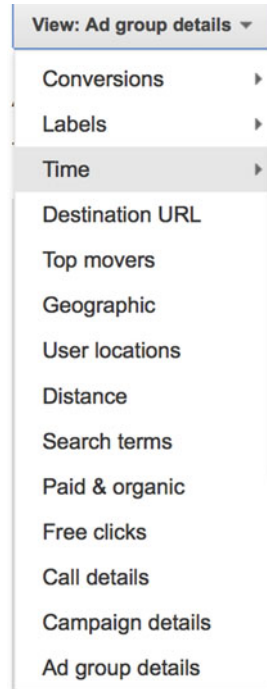
#### Labels

AdWords allows you to tag different campaigns, ad groups, keywords or ads with labels. Some advertisers will utilize labels to group ad groups by product type (e.g.,



**Fig. 7.11** Dimensions

**Fig. 7.12** Dimensions drop down menu



shoes, pants, etc.). Here you can look at how each label is performing over the date range you choose. This can be very helpful for quick analysis of a large product set.

**Time**

This can be broken down by hour of day, day, day of week, week, and month. This is a great place to learn how your campaigns perform on an hourly and daily basis and make optimizations based off of that.

**Destination URL**

This will give you a break down how each page you are sending users to performs. It is an easy way to see landing page performance.

**Top Movers**

This report allows you to see which ad groups and campaigns have had the biggest changes in clicks, impressions and so forth. It is useful for looking for any changes in performance.

**Geographic**

This is a report that gives you information about performance of your account by geographic location. It can tell you high level—like country or state performance. But it can also break down the data as far as zip code and city. This can give you some very useful information on what places perform best for you and give you ideas on more advanced geographic targeting to test.

**User Locations**

This is a variation on the Geographic. It utilizes user's IP address information instead of physical location. There isn't really much variance on these reports.

**Distance**

Distance is a report that gives you insight into user's locations from your address, if you are using ad extensions. This can give an idea of how far users are willing to travel to your business.

**Search Terms**

This is just another location to see search query data.

**Paid and Organic Report**

This table shows how your paid and organic results performed for every search that triggered an ad or organic listing.

**Free Clicks**

This gives you information of any free clicks you have may received from Google Shopping results.

**Call Details**

This gives you detailed information on any calls received from users who called in from the Call Extensions. It will tell you users area code, length of call, and date/time of call.

**Campaign Details/Ad Group Details**

Both of these reports give you a high level look at your campaigns and ad groups. Here you can see if you have any disapproved ads, how many sitelinks are active, if you've got ad scheduling set up and so forth.

### ***7.12.3 Remarketing***

Once many advertisers are established with a Google search campaign, they then move onto Remarketing.

Remarketing is a way to advertise to users who already visited your site, but did not convert. These users are then shown ads for your website around the web through Google's network. Google has an entire network of sites that are available to display ads. Remarketing to users allows them to remind them of your services or products, and hopefully bring them back to your website.

The way you advertise to these users is by putting another code on your website. This code will drop a cookie into every user's browser. This cookie will track what pages a user on your website visits.

Once you've got this code on your website, you'll then want to create your remarketing lists (See Fig. 7.13) To create a remarketing list, you'll go under your Audiences tab.



Radiant PPC > Shared library > Audiences >  
**New remarketing list**

Create a list of people who have recently visited your website or mobile app. Before you create a list, you need to place a remarketing tag across your website or mobile app. [Learn more](#)

Remarketing list name

Web or app  Websites  Mobile apps

Who to add to your list  Available for display network only.

People who visited a page with any of the following:  
 + Rule

But didn't visit another page with any of the following:  
 + Rule [See examples](#)

Include past users who match these rules

Membership duration  days

Description

Check the "Policy for advertising based on interest and location" to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your site's or app's privacy policy.

Fig. 7.13 Remarketing lists

There are many, many ways to retarget users. You can create a good variety of lists. The best way to start though is to just create one list for users who did not complete the desired conversion.

Here you will create a list of users who visited a landing page, but did not visit the Thank You URL.

The typical membership duration is 30 days. This means your ads will be shown to users for 30 days after they initially visited your site.

Remarketing is a great way to try and recapture non-converting visitors, bring them back to your site and turn them into customers. It's also a great way to move into more advanced AdWords advertising.

## 7.13 Business Marketing Plan

Google AdWords is becoming an increasingly important part of any business marketing plan. It will only become more so in the future. As Google needs to constantly increase their revenue to keep shareholders happy, they will reduce the

importance of organic listings and focus more and more on their paid advertisements. Consumers continue to turn online more and more frequently for their shopping needs. This puts increasing importance on online advertising. There is a very large audience to be found online, in particular on Google.

Online advertising allows advertisers to find their target audience, and quickly gain feedback on how their campaigns are performing. There is a wealth of data available for advertisers to improve performance of their advertising campaigns as well as better understand what users are interested in, how their users interact with their website and what keywords and ads lead users to convert.

Google AdWords is the best avenue for online advertising currently available. With thoughtfully planned campaigns and regular optimizations success can be found in Google's marketplace. The platform has its complexities and some shortcomings, but by taking the time to understand how AdWords works and how to best create and manage your campaigns, you've already taken a giant leap toward finding online advertising success!