



TAKING THE PLUNGE INTO Google AdWords

Google AdWords can be an effective way to augment your marketing tactics. Here are some tips to maximize your efforts.



1. What is AdWords?

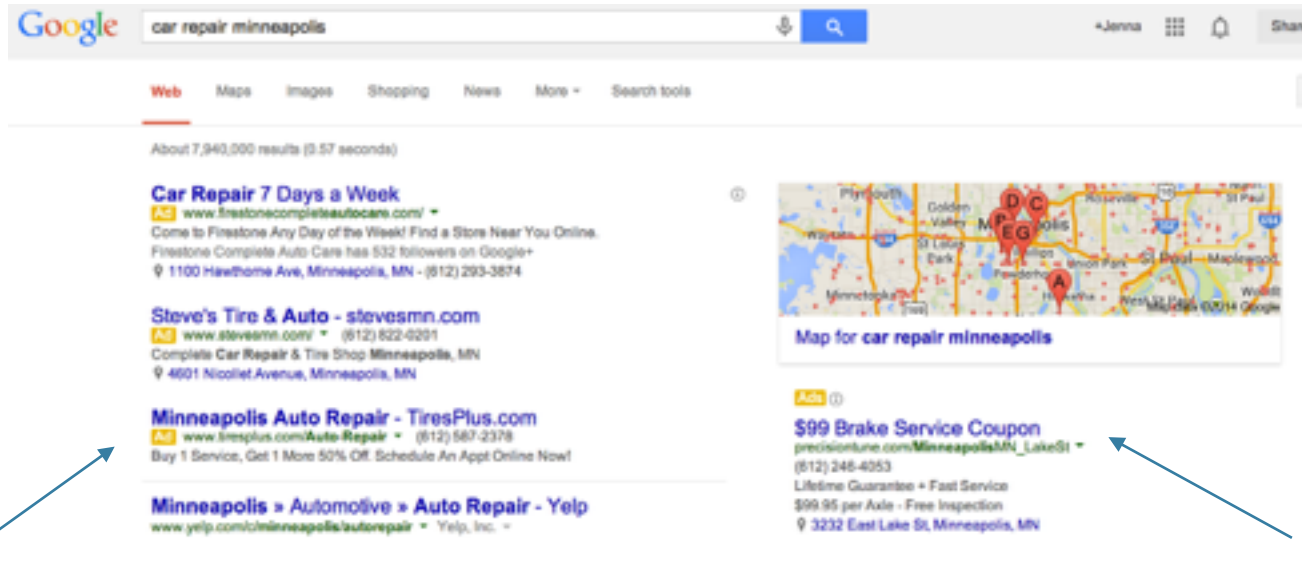
ADWORDS IS AN AUTOMATED ONLINE AUCTION. WITHIN A CAMPAIGN, YOU IDENTIFY KEYWORDS THAT TRIGGER YOUR ADS TO APPEAR IN SPECIFIC SEARCH RESULTS.



This type of campaign is called a **Search** campaign.

Paid ads are found at the very top of the page, to the right side of the search results, and sometimes at the bottom of the page. They are signified with a small yellow box containing the text 'Ad'. Keep in mind that Google likes to vary the way that ads are shown.

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IF A PERSON FINDS YOUR AD COMPELLING, THEY MAY CHOOSE TO CLICK ON YOUR AD

This will direct them to your website or landing page. With this type of campaign, you pay every time a person clicks on your ad - also known as Pay-Per-Click (PPC) advertising.

Display campaigns work a little differently. These types of campaigns run your ads on websites that are part of the Google Content Network.

IT'S IMPORTANT TO BREAK UP YOUR CAMPAIGNS BETWEEN DISPLAY AND SEARCH WHEN YOU'RE FIRST CREATING YOUR CAMPAIGN.

They require unique approaches and will yield very different results. For example, display ads running on the content network will typically have lower click-thru rates (CTR) and conversion rates than search. CPC is typically also lower in display.

Since setting up search and display campaigns varies so greatly, we will focus on Search exclusively for now.

Once you decide to give AdWords a try, one of the first things you'll need to figure out is your budget. Follow the tips below to help.



2. How do you get started? Tips for determining your goals, keywords and budget

Determine your business goal



What do you want to accomplish with your AdWords campaign? Keep in mind that you may have several business goals. Try to narrow it down to one or two and be specific as possible.

Example: Sell 300 Dark Chocolate Bars in January via paid search campaign.

Why this is important:

If you haven't identified your business goals, it's impossible to measure success (not to mention ROI). It'll also make refining your campaign more difficult.



Identify initial keywords

Once you've determined your business goals, it's time to think about keywords. Keywords are the words people use to find your ads in the search results.

REVIEW YOUR WEBSITE FOR KEYWORD IDEAS. IT'S IMPORTANT TO USE KEYWORDS THAT ARE RELEVANT TO YOUR WEBSITE.

Example: If you sell fair trade milk chocolate & dark chocolate bars on your website, some of your keywords might include milk chocolate bars, dark chocolate bars, fair trade chocolates, etc.

Why is this important:

Choosing relevant keywords that closely mirror your website is very important for a couple of reasons. One of Google's missions is to deliver relevant results to users. If your keywords match the content on your website and also appear in your ads, Google will give you a higher "Quality Score." Higher Quality Scores tend to pay less for top positions than campaigns running keywords with lower quality scores.

Relevant keywords, ads and landing pages usually see better conversion rates, too. For example, let's pretend that a person searches using the keyword phrase "Chocolate Toffee Bar" and they see your ad and click on it. Once they get to your landing page, they only see fair trade dark chocolate displayed. They will most likely bounce away from your site when they don't see any chocolate toffee bars, and Google will probably make you pay more for that search term too because of a low quality score.



Set your budget

AdWords lets you create a daily budget. A daily budget allows you to closely manage how you're using your marketing budget.

TO SET YOUR BUDGET, DETERMINE YOUR MONTHLY MARKETING BUDGET FOR ADWORDS AND DIVIDE BY 30 DAYS.

Keep in mind that you can use ad scheduling to pause your campaign anytime or increase your budget for great visibility during peak days or hours.

If you have no idea what to set as your budget, use the AdWords Keyword Planner Tool to find an appropriate bid for your keywords. Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together.



A free AdWords tool, **Keyword Planner** can also help you choose competitive bids and budgets to use with your campaigns.

Remember, you can enter the maximum CPC that you're willing to pay for a keyword. This puts a cap on what you'll pay.

Why this is important:

Understanding and setting your daily budget allows you to maximize your money to get the best return on investment.



Determine your bidding strategy

When you're setting up your campaign, one of the first things you'll need to do is set a budget. Within the Settings tab, you'll see budget and a couple of different bidding options – “Manual” or “AdWords will set my bids to help maximize clicks within my target budget.” If you're new to AdWords, I'd recommend letting AdWords set your bids for you. Use your business goals to determine your maximum CPC.

Example: If you don't want to pay more than \$2 per conversion, set your maximum CPC at \$2.00.

Why is this important:

Identifying your bidding strategy and maximum CPC will help you stay within your budget and meet your business objectives.



3. How do you maximize your AdWords efforts?

Now that you've gained a general understanding of how AdWords works, here are some more specific tips on how to be effective and avoid common mistakes.



Whether they are spending a few dollars a day or a few thousand, the majority of businesses that advertise on Google are spending more than they should on each click and conversion. Whether your conversions are micro-conversions like a newsletter signup or a full-on macro-conversion such as selling a product, make sure your campaigns are moving your visitors forward in a meaningful way.



IF MOST MARKETERS WERE HONEST, THEY WOULD PROBABLY SAY THAT A HEALTHY PORTION OF THEIR SEARCH ENGINE ADVERTISING BUDGET IS BEING WASTED.

Read below for tips on how to maximize your efforts:

Embrace negative keywords

It's as important to tell Google who you **don't want** to advertise to as it is to attract the right kinds of buyers.

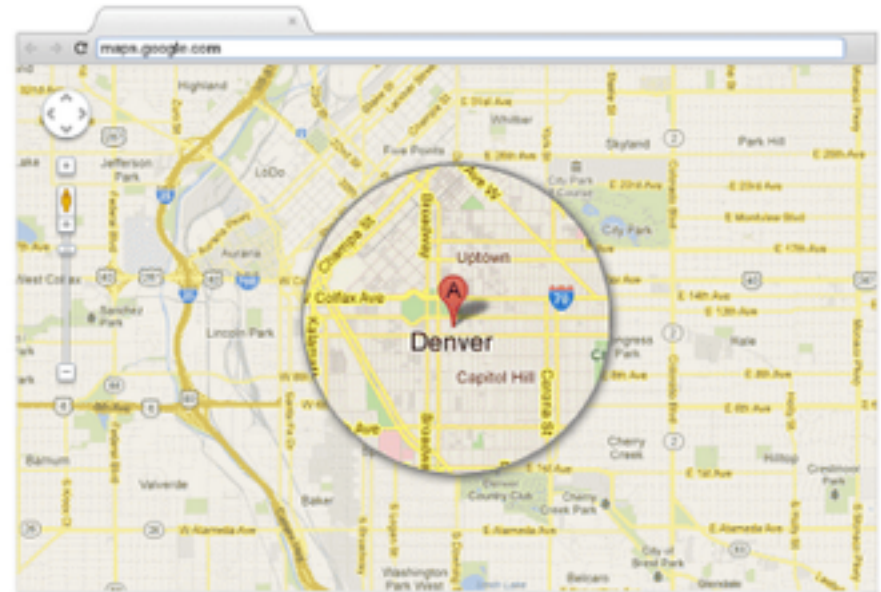
With each negative keyword, you reduce the number of wasted clicks and impressions you're going to pay for. If you set a keyword as negative, your ad will not appear when that keyword is searched for. Regularly review the "Search Terms" report under keywords - in this report you can set the terms as negative or add new keywords to the campaign.

Example: If you are an electrician, a negative keyword might be 'electrician jobs'. You don't want to pay for job seekers to hit your website unless you are in a big hiring push.

Only compete where it matters

A LOT OF COMPANIES LIKE TO COMPETE NATIONALLY WHEN THEIR BEST CHANCE FOR CONVERSION LIES WITH LOCAL BUYERS.

If 90% of your customers come from your local area, consider scaling down your AdWords account geographically. Review your location data in Google Analytics to learn more about your website's visitors.



Also, make sure that your keywords reflect those areas you are looking to target. Although Google often uses location to drive the most relevant results, you still want to include the specific region, city or neighborhood in your keyword phrases.

Pay attention to those quality scores

For every keyword quality score that's less than a 10/10, you're paying more than you should for each click and enjoying the worst search engine position. Keep tweaking your account until your quality scores reach the top.

Make it easy for mobile customers

More customers than ever are coming to you via smartphones, tablets, and other mobile devices. Make your site easy for them to use and your overall conversion rates will increase. Google rolled out Enhanced AdWords in 2013. Enhanced campaigns allow advertisers to reach people across all devices with the most relevant ads.



Reach people on the go

Today, more and more people browse the web from phones and tablets. AdWords ads make it easy for those people to find your store's address or website when they're close by - or give you a call directly from your ad.

[Get started now](#) For free support call: 1-800-919-9922*

Include a free offer for users

Not everyone is going to buy something from you right away. That's why you should include something on your website (like a free download) that you can use to follow up later with people who have visited your site. These micro-conversions will pave the road to macro-conversions (like making a sale) in the future.



These micro conversions could include white papers, ebooks, special discount codes or email subscription sign ups. This will allow you to gather their contact information for an automated email campaign so they are more likely to convert in the future.

Test your landing pages

Getting people to your landing pages is only half the battle; test different layouts, headlines, and calls to action to see if you can find a formula that turns more of them into actual customers. Just because you assume the call to action is obvious, doesn't mean your customer agrees.

Version A:



Version B:



Utilizing other analytics tools such as the heat mapping software 'Crazy Egg' can also provide great insight into your landing page performance.

Take advantage of ad scheduling

Once your campaigns have been running for a few weeks, review conversion data by day & time.

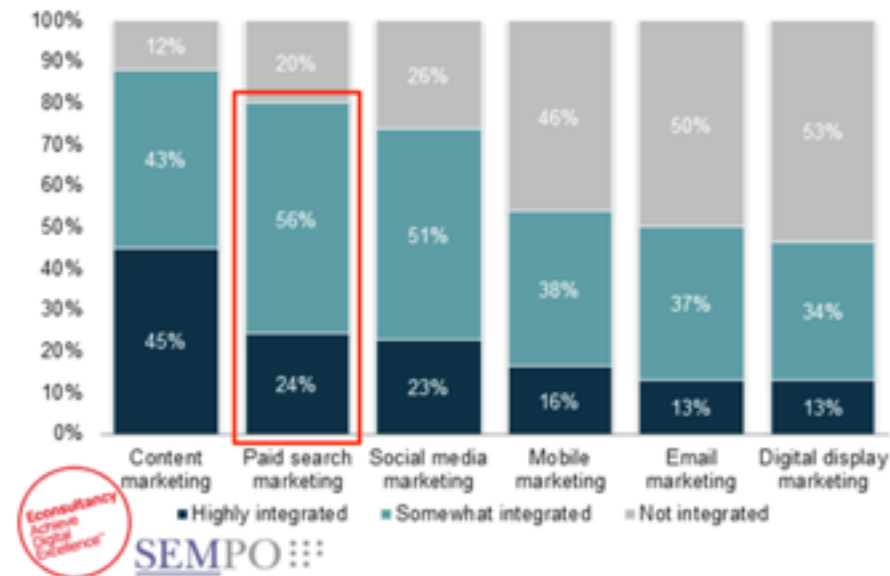


IF YOU SEE TRENDS, SCHEDULE YOUR ADS TO RUN ONLY DURING THOSE DAYS AND TIMES. THIS WILL HELP CONSERVE YOUR BUDGET TOO.

It's actually incredibly easy to burn through a good deal of money using Google AdWords if you aren't paying attention to the details. So, keep a close eye on each of these factors – and your account in general – to make sure that none of your advertising budget is being wasted.

4. How can Google AdWords (Pay-Per-Click) and SEO work together?

Figure 2: To what degree are your search engine optimization efforts integrated with the following digital marketing disciplines?



Although more and more brands are investing in paid advertising, search engine optimization is still very important. The two can work together to inform your overall strategy.

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We recommend first starting with PPC as you can gain very valuable keyword insight from your Google AdWords Dashboard that you can not get from your regular Google Analytics account. By realizing your most effective keywords, you can then tailor your content strategy and organic search efforts around what is most successful.

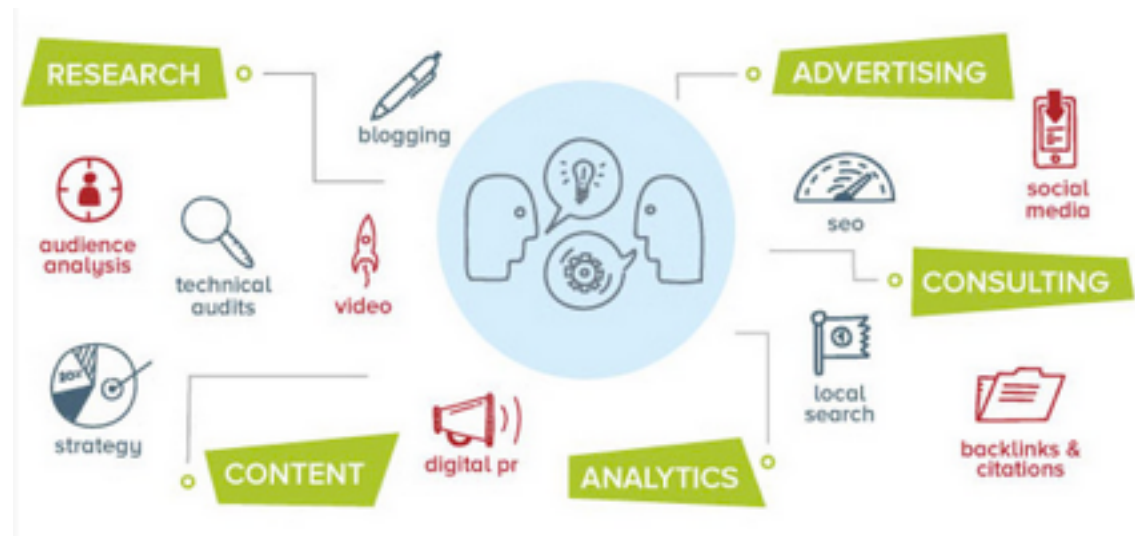
Dive deeper into how Adwords and SEO are related [here](#).



5. How is AdWords connected with my other marketing efforts?

Running Google AdWords is just one small piece of your overall marketing strategy. In reality, all your efforts are connected; especially when it comes to allocating your budget.

Make sure to measure the ROI of all your separate initiatives, whether that is email marketing, content generation, social media, off-line marketing, etc. What is generating the most leads, sales or interest?



6. Should I hire an AdWords Certified Partner or Agency?

AdWords itself can be very complicated and confusing. Although many individuals can easily learn the basics and set up an account, it often takes a seasoned professional to navigate the terrain. Not to mention it can quickly eat up your budget and time when not managed properly.

Interested in trying AdWords or looking to enhance your current campaigns?
Contact us today for a \$100 AdWords Voucher. We can also provide you a free assessment or get you started on one of our management plans.

Thank you for reading!



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