Wordtracker Masterclass:
Google AdWords PPC Advertising

Step-by-step guide to profitable pay per click campaigns

by Ian Howie

W Wordtracker

Contents

Prepared exclusively for Jeff Carsten

Chapter 4: Keyword research   37

Chapter 5: Mastering ad copy   55

Chapter 6: Building your AdWords campaign step-by-step 69

Chapter 7: Tools & rules for AdWords optimization 119

Also published by Wordtracker:

The Web Content Recipe book

Learn the "Secret Recipe" for Outstanding Website Content.
Find out more at:

http://www.wordtracker.com/ebooks/web-content-book
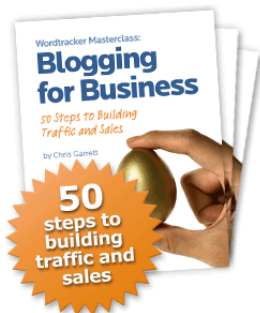
Business Blogging – 50 steps to building traffic and sales

A real world guide to creating, writing and promoting a successful blog. Find out more at:

http://www.wordtracker.com/ebooks/business-blogging-book/

50 Kick-Ass Keyword Strategies

Learn 50 simple, smart and speedy ways to attract more customers online. Find out more at:

http://www.wordtracker.com/ebooks/kick-ass

Writing Kick-Ass Website Sales Copy

Copywriting guru Nick Usborne reveals his secrets for writing sales-exploding website copy. Find out more at:

http://www.wordtracker.com/ebooks/kick-ass-web-copy/

Why you need to read this book

Google AdWords is the most powerful marketing tool to appear in the last 10 years. So powerful it drove Google's annual revenue to $22 billion in 2008.

AdWords allows advertisers to place their ads onto Google search results pages within an hour of opening an account. So you can quickly use its power to sell your products and services to the world.

But this is all sounding too easy, isn't it? And of course fools like to rush in and they soon part with their money. So this book gives you a proven, careful and detailed process you can follow to maximize your chances of being both wiser and richer.

Those who use Google AdWords can be loosely categorized into three distinctive personality types: Creatives, Traders and Technicians.

• **Creatives** love the freedom that Google AdWords gives them to create new ad text and target new keywords. Creatives are great at thinking of new ways of getting more from AdWords for less.

• **Traders** treat AdWords as an auction system – which it is – and they love nothing better than out-bidding the competition and getting the cost of their clicks down.

• **Technicians** love to sit back and look at the details of their AdWords campaigns. They find joy in spotting something to tweak, are masters of structure and know how each little bit works.

These different personality types relate to how people use Google AdWords. I've met people who are Creatives in real life but their AdWords persona is that of a Technician; and real life Traders who act like Creatives.

Myself, I've been using Google AdWords since 2003 and have worked on many large and small accounts. I started out as a Creative who would make too many changes far too quickly. Then thanks to some patient Google people in Dublin, Mountain View and San Francisco, and some insights from the Wordtracker team, I've learned the disciplines of the Trader and the Technician.
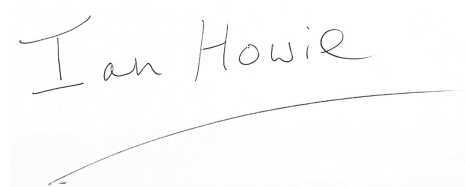
The aim of this book is to show you how to combine all three sets of skills to become an expert Creative, Trader and Technician. In this book you'll learn the:

• **Creative's** skills of matching keywords and ad copy (chapter 5) and using the freedom the content network brings (chapter 8).

• **Trader's** skills of mastering different keyword match types (chapter 3) and keyword bidding (chapter 3).

• **Technician's** skills in keyword research (chapter 4), using the rules of optimization (chapter 7) and structuring campaigns (chapter 6).

The result will be that you can start with a business idea, research it, then plan and set up an AdWords campaign. Crucially you'll find out how to optimize your campaign so that you only invest in areas where you're making money (and where you can make more), and stop wasting cash where you are not.

I hope your journey into AdWords is enjoyable and profitable. If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

Yours

Ian Howie
http://twitter.com/ihowie

1upSearch
http://www.1upsearch.co.uk/

P.S. You can follow Wordtracker at: http://twitter.com/Wordtracker

The Power of Pay Per Click

Chapter 1

This chapter starts with the inspiring story of how Mike Herberts used Google AdWords pay per click advertising to build a successful online business teaching people how to play the guitar.

I'll then introduce you to some AdWords basics, including what an AdWords ad is, how PPC advertising is a process and some important terms that you'll need to learn.

1. Mike Herberts' pay per click success story

"They all laughed as I was handed that old guitar … now I make my living from teaching thousands of people to play."

Mike Herberts is living the dream. He has an international, recession-proof business – yet only needs to work four hours a week or less on it. Oh, and Mike is not a whizz kid out of university – he is a 50-something British guy – who has built a business that virtually runs itself.
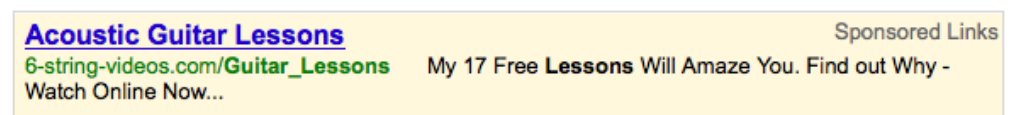
Mike's '321 Guitar' and '6-String-Videos' websites provide free acoustic guitar lesson videos in return for an email address. The free lessons are full of useful details and they prove to viewers that Mike can teach them how to play guitar. They establish trust. Having built that relationship, Mike then sells DVDs and downloadable lessons.

How did Mike build this business?

Mike used Google AdWords to achieve his success and this book will show you how you can do the same for your business.

2. Google AdWords

Mike Herberts achieved his success using Google's AdWords pay per click (PPC) service. When someone interested in learning to play guitar searches on Google for 'Acoustic Guitar lessons' they might see Mike's advert, like this one:


Acoustic Guitar Lessons   Sponsored Links
6-string-videos.com/**Guitar_Lessons**   My 17 Free **Lessons** Will Amaze You. Find out Why -
Watch Online Now...

Mike only pays for his advert if someone clicks on it, hence: pay per click. And he must bid for the search phrases (keywords) that he wants his ad to appear for. The more he bids the more chance he has of his ad being seen.

In the grab on the next page you can see where Mike's ad appears on a Google search results page. The ad is one of many 'paid' (AdWords) search results. See how Google labels them 'Sponsored Links'.
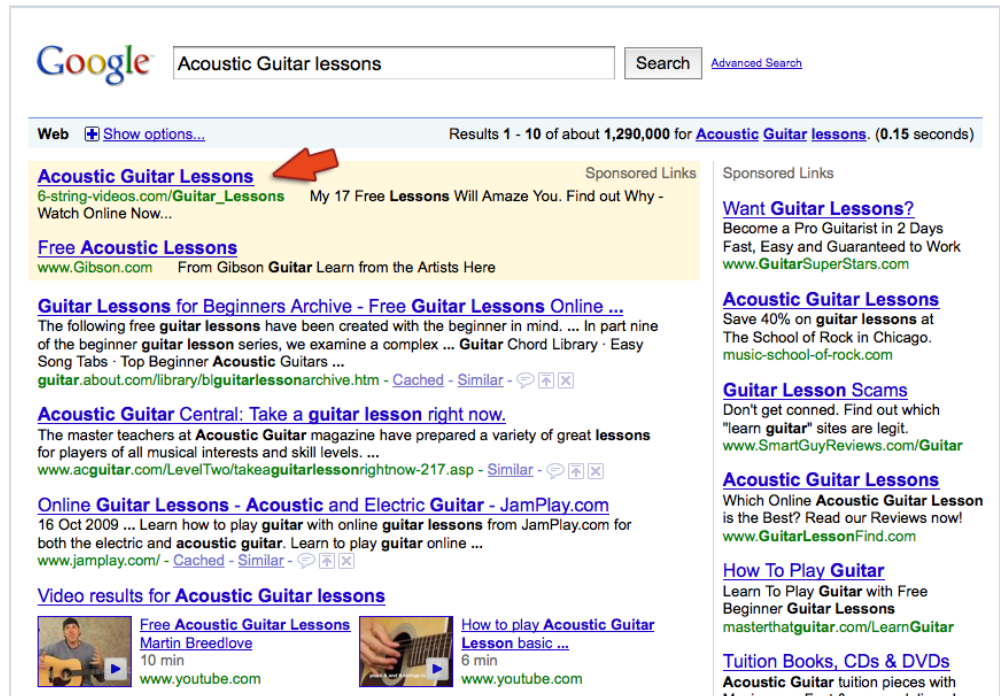
The image below is from the same Google results page but I've highlighted (with red borders) the search query and Mike's ad's headline.
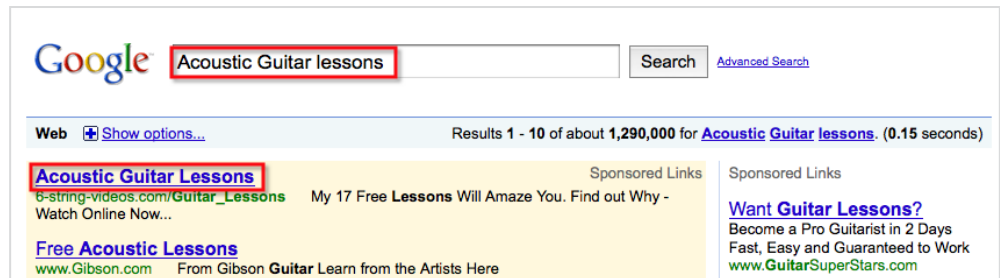
Notice that the words in the headline are the same as the original search query - the ad is relevant. We (and Google) will regularly return to this theme of relevance.

One of the secrets to successful Google Adwords campaigns is making your ad copy as relevant to the search query as possible.

Other companies offer a pay per click advertising service, but Google AdWords is by far the most popular.

Mike's ads and results come from a considered, well-planned and managed campaign. Next, we'll introduce the major stages to building such an AdWords campaign.

3. The 7 stages of a successful AdWords campaign

AdWords can be broken down into the seven stages shown in the following image:

Let's have a brief look at each of those stages...

1. Research: Mike researched his market and found that many people were posting videos on the internet about playing guitar, but they were being taken down quickly when relevant record companies found them. So Mike went to the record companies first and asked how much the rights would be.

2. Keyword research: Mike then did some keyword research (see chapter 4) and found out which songs were being searched for most by those who wanted to learn to play guitar. He also found out how much it would cost to bid for pay per click adverts on relevant searches (keywords). Then he went back to the record companies and paid for the rights to the songs he knew would be the cheapest to bid on.

3. Build your pay per click campaigns: Mike then built his AdWords Campaigns (see chapter 6). Groups of related keywords were put into ad groups. Each keyword was given an opening bid, and copy was written for adverts for each ad group. Multiple ads were created and tested (split tested) for each ad group.

4. Landing pages: Next Mike built his landing pages. A landing page is the first page people see after they click the ad text on your AdWords ads.

5. Tracking, measuring and reporting: Impressions (how often your ads appear), clickthrough rate (how often your ads are clicked on), response rates (how often people respond to your site's offers) are all measured and monitored for your different keywords, ad groups and ads.

6. Campaign optimization: The work of a good online AdWords campaign is never done. Using that monitoring data, keywords, ads and landing pages can be constantly refined and improved upon (see chapter 7).

7. Keep on going! Keep what is working – improve or lose what isn't working and move on to the next campaign.

4. The benefits of PPC

Pay per click advertising has made other forms of online advertising, such as CPM (Cost Per 1000 impressions), banners and classified ads, pale in comparison. While they still have their place it is possible to spend money on these types of adverts and not see a single response in exchange.

Pay per click advertising is different. Your ad could be seen thousands of times by plenty of different people, but unless someone actually clicks on your advert you won't pay a cent for the privilege. In truth, AdWords advertising is heralding a whole new age of cost-effective online advertising.

With AdWords PPC advertising you only pay if someone clicks on your ad. With normal offline advertising you have to pay for people to see your ad whether or not they respond.

Mike Herberts is using AdWords for the following reasons:

• **Flexible** - AdWords is flexible. If Mike has a new piece of content an ad can go up today – with organic SEO he may have to wait some time before he is listed on the first page of Google results.

• **Control over location** - Mike can control the locations (countries, cities and even postcodes) and when (e.g. what time of day) his ads appear in relation to the keywords and sites he chooses. With organic SEO this is possible, but it is a lot of work and certainly not possible to choose a time!

• **Multiple formats** - with pay per click he can advertise on sites in many formats on the Google content network – this is normally faster and cheaper than going to each site individually.

• **Long tail keywords** - most importantly, Mike can target 'long tail' keywords – three or four word keywords – these can be much harder to target with organic SEO. For instance *guitar* is a short tail keyword, *learn guitar* a mid tail keyword and *learn guitar online* is long tail. You can see that the words *learn* and *online* refine the search query which means Mike can deliver highly targeted ad copy.

5. The content network

You can also use AdWords to advertise on Google's content network – a collection of websites on which Google AdWords ads are displayed.

The content network can be used to display banner ads, video ads and text ads - all on a similar pay per click basis. The image on the next page shows one of Mike's ads on a content network site.

Guitar Maintenance

As a guitar owner, there are a few routines you need to undertake, in order to keep your instrument sounding great. Here are a few important techniques to use.

- Changing Your Guitar Strings
- Tuning Your Guitar
- Keeping Your Amp in Shape

Dan Cross
Guitar Guide
▪ **Sign up** for my Newsletter
▪ My Blog ▪ My Forum

Guide since 1998

Sponsored Links

Guitar Lesson Scams
My quest for the truth behind all the web's guitar training methods
www.SmartGuyReviews.com/Guitar

Learn to Play Guitar Fast
Learn to Play Guitar Sites In-Depth Reviews: Smart or Scam? We Tell!
www.ReviewsNest.net/LearnGuitar

Suck at Guitar?
Our guitar teachers review the top home-study courses. Some are great!
www.musiciansinfo.org

47 Acoustic Blues Tricks»
Free guide shows u 47 blues tips » Plus get the guitar tabs ‡ ‡ ‡
HowToPlayBlues.com

4 Note Blues Licks?
Quick & Easy Blues Guitar Lesson Grab Your Guitar For Free Video
BluesGuitarUnleashed.com

Fender Guitar Strings
Fender Guitar Strings at DV247 Great Prices Service, Fast Delivery
www.dv247.com/Fender+Guitar+Strings

Avoid these 3 mistakes
that 99% of guitarists make when practicing. Save years of pain now.
www.GuitarScaleSystem.com

Child Guitars For Sale UK
Electric Guitars for Children. Fast Online Store. UK Delivery
www.djmmusic.com

Play Guitar Now
I'll Teach You 20 Great Guitar Tunes with my Free Video Series...
www.321guitar.com/

About.com : Guitar

6. Some important terms in AdWords

With Google AdWords you can bid for the keywords searchers use on Google and then pay for each click on your adverts. In other words, you pay per click.

The amount you pay per click is called your Cost Per Click (CPC). You can see 'CPC' (more accurately 'Avg. CPC' or average 'CPC') on the AdWords report below:

Clicks	Impr.	CTR ⑦	Avg. CPC ⑦	Cost	Avg. Pos.	Conv. (1-per-click) ⑦	Cost / conv. (1-per-click) ⑦	Conv. rate (1-per-click) ⑦
34	1,208	2.81%	£0.81	£27.69	3.5	1	£27.69	2.94%

To help with the rest of the book I'll explain some more of the terms in that report …

Clicks is the number of times a keyword's ads have been clicked on.

Impr. (Impressions) is the number of times a keyword's ads has been displayed.

CTR (clickthrough rate) is the % of a keyword's ads impressions that result in a click. If a keyword achieves a higher than 1% CTR then Google will improve that keyword's ads' positions and reduce the amount you pay per click.

Avg. CPC (average cost per click) is the average cost of all of a keyword's or ad group's clicks.

Cost is the total cost of clicks.

Avg. Pos (average position) is the average position your ads are displayed in on the Google search results pages. The ad shown at the top of page one of Google search results is position 1.

Conv. (1-per-click) (conversions) is the number of clicks that result in a conversion (no more than one conversion per click). You must define your own site's conversions, e.g. a sale or an email sign-up.

Cost/conv. (1-per-click) is the average cost of all conversions (1-per-click), i.e. Cost/conv. (1-per-click).

Conv. rate (1-per-click) is the % of clicks that convert, i.e. conversions (1-per-click) divided by clicks.

You'll have many new terms to learn throughout the book, and understanding them will help bring out the Technician in you.

Summary

If Mike Herberts had to compete offline against big corporate companies then he would struggle. But by mastering the processes given in this book he has beaten all comers.

You can use the same methods to compete against anyone.

Indeed smaller business can normally perform better at PPC advertising than their large competitors because they are closer to their products and services and their AdWords campaigns. This allows them to spot the need for campaign (and product) changes and act fast.

In the next chapter we'll explain the essential Google AdWords concepts you need to understand if you are to be similarly agile.

If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

AdWords essentials

Chapter 2

To illustrate how to build and optimize a successful AdWords campaign we're going to use the example of brew-tea-house.com which sells a collection of fine teas. Imagine that you and I are co-owners and we are doing this together.

I will take you from planning and keyword research to building and optimizing your AdWords campaigns.

In this chapter, we'll look at the importance of clickthrough rates and relevancy.

1. How Google ranks adverts

You might think that Google simply rewards the highest bidders with the top positions on search results pages. But this is not so. It's not that Google doesn't want the money, it's just that it wants to keep on getting the money. And Google will only continue to earn billions of dollars a year if searchers find relevant adverts and not just wealthy advertisers.

If you search Google with *ski holiday* and the adverts shown are for 'beach holidays' or are selling skis then you might want to search somewhere else. And Google wants you to come back, search more and click on more ads.

So Google rewards relevant adverts by displaying them higher on the page and charging less per click. In chapter 9 (AdWords pricing and Quality Score) we look at this in some detail but for now we'll take a closer look at the basics.

Ad Rank

Google uses a metric called 'Ad Rank' to determine what order to display relevant adverts to searchers. The advert with the highest Ad Rank comes top.

Ad Rank is determined by the simple formula:

Ad Rank = Quality Score x Max CPC bid

Your 'Max CPC bid' for each keyword is the maximum you're prepared to pay for a click on your ad.

Quality Score & relevance

Quality Score (a 1-10 rating with 10 being the best) is Google's calculation of how relevant your advert and landing page are to the keyword being bid for.

We'll look at landing pages later but for now you need to know that the biggest influence on your Quality Score is your ads' clickthrough rate (CTR).

Clickthrough rate (CTR) & relevance

Clickthrough rate (CTR) is the % of searchers who click (Clicks) your advert when it is displayed (Impressions (Impr.)). See the following report from Google:

Clicks	Impr.	CTR ⑦	Avg. CPC ⑦	Cost	Avg. Pos.
146	1,393	10.48%	£0.14	£20.68	1.2

The biggest influence on your CTR is the relevance of your ad to the keyword.

If a user has searched for *herbal tea by post* and your advert headline says 'herbal tea by post' then it is highly relevant. The searcher is much more likely to click on your relevant ad than an irrelevant one that says 'coffee by post'.

Relevance increases your clickthrough rate (CTR).

The higher your CTR the higher your Quality Score.

The higher your Quality Score, the higher your Ad Rank.

The higher your Ad Rank, the higher you will appear on Google's search results pages, which will in turn increase CTR.

Best of all, the higher your Quality Score the less you'll pay per click. Google really does want to reward relevant adverts.

2. The structure of Google AdWords

Your AdWords account contains up to 25 different campaigns with up to 100 ad groups each. An ad group can contain hundreds of keywords you are bidding on plus the adverts that will be displayed when those keywords are searched with. Let's summarize that for quick reference:

• One AdWords account

• Campaigns (up to 25)

• Ad groups (up to 100 per campaign)

• Keywords (hundreds) & associated adverts

For all you visual learners, here's that structure in diagram:
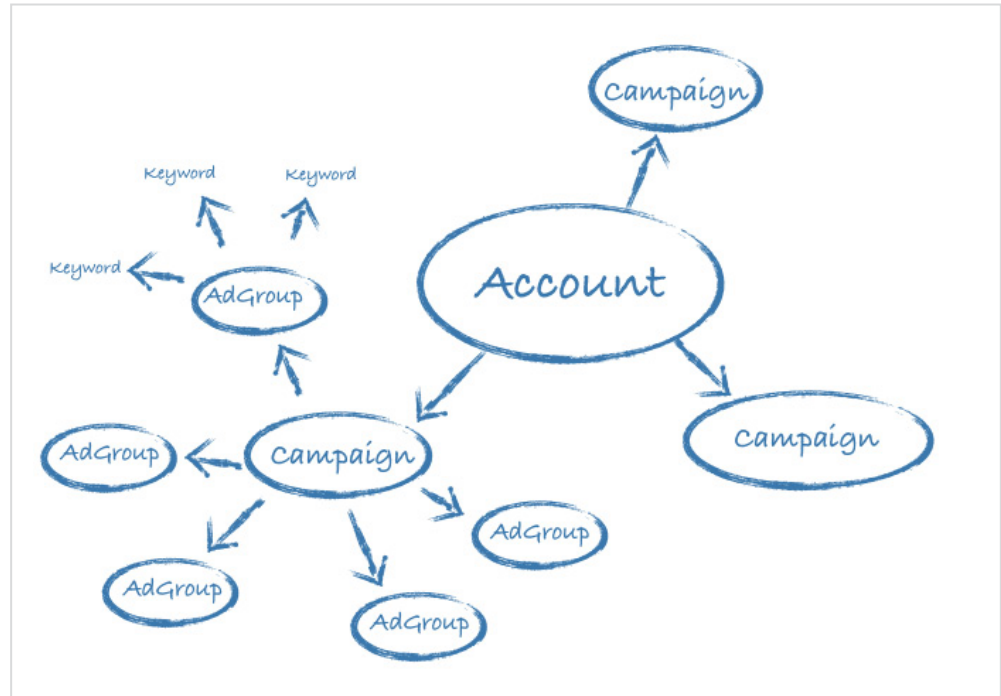
3. Ad groups

You can optimize your ad groups to increase your clickthrough rates (CTR) and reduce the amount you pay for your adverts (your cost per click).

Ad groups are keywords, adverts and landing pages

Ad groups are collections of keywords you are bidding on plus associated adverts you want searchers with those keywords to see. If those adverts are clicked on they take searchers to landing pages. So the landing pages are part of your ad groups, giving us three parts to each ad group:

• Keywords

• Adverts

• Landing page

Ad groups are key to increasing CTR and reducing CPC

The foundations of successful ad groups are:

• Closely related keywords

• Relevant ad copy

• Relevant landing page

Let's illustrate this with an example of a poor ad group and then a good one.

A poor ad group

The keywords in the ad group shown in the following diagram are not similar enough to each other. Also the ad copy and the landing page are both too generic.

Keywords	Ad	Landing Page
green tea assam tea chai tea herbal tea oolong tea organic tea white tea tea	Brew Tea House Specialist Online Tea Store. Teas From $0.99 & Free Next Day Delivery www.Brew-Tea-House.com	Brew Tea site home page

A poor ad group with loosely related keywords, generic ad copy and landing page.

The landing page for the above ad group is shown on the next page and it has the following problems:

• Visitor has to search again to find the type of tea they want.

• Text on the page does not match the keywords in the ad group.

• Ad text doesn't match the keywords on the page.

• This page's lack of relevance (to the ad group's keywords) will contribute to the low Quality Score.

A good ad group

The keywords in the ad group shown in the following diagram are very similar to each other - they are tightly themed around green tea. This allows the ad copy and the landing page to be very relevant to the keywords - again, both are all about 'green tea'.

Keywords	Ad	Landing Page
green tea best green tea green tea benefits green tea store	**Buy Quality Green Tea** Specialist Green Tea Online Store - From $0.99 & Free Next Day Delivery Brew-Tea-House.com/Green-Tea	A page all about green tea

A good ad group with closely related keywords and highly relevant ad copy and landing page

The landing page for the above ad group is shown on the next page and it has the following strong qualities:

- Text on page matches ad group's keywords.

- Text on page matches ad text.

- Fast to load.

- There is a clear call to action.
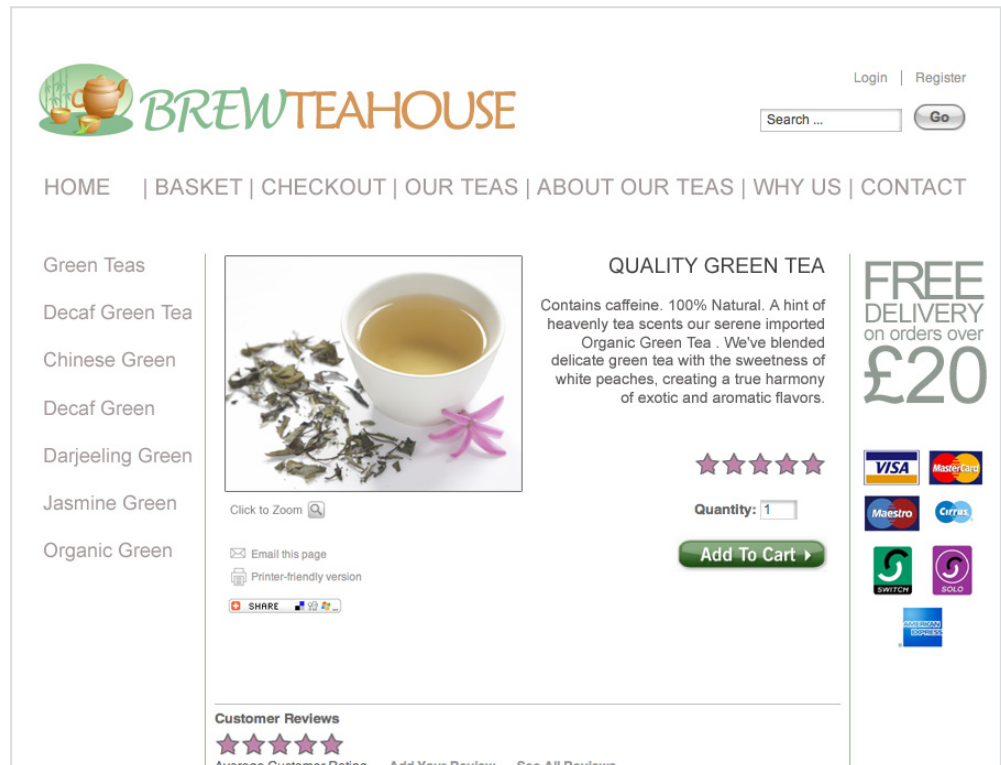
Searchers looking for green tea (and the group's other keywords) will see a relevant ad and be more likely to click than if they saw the generic ad in the poor ad group above. This will increase clickthrough rate (CTR) and thus Quality Score which means Google will charge you less per click.

Google will also look at the landing page, see that it is relevant to the green tea keywords and reward us again with a higher Quality Score.

Of course we mustn't forget users - your potential buyers. Relevant ad copy and landing pages all say that you have what the searcher is looking for. From the moment they see your relevant advert they are more likely to buy from you.

4. Return on investment (ROI)

Return on investment (ROI) is just a way of expressing how profitable a piece of advertising is. It is usually expressed as a % of the return on costs.

AdWords ROI formula is:

ROI = (net profit/AdWords spend) x100

It is easier to work out AdWords ROI if you have AdWords conversion tracking installed because it will track your conversions and tell you how many leads (or sales or sign-ups) come from your campaign.

For example, your AdWords cost for a month is $1,000 and this results in 100 leads. If 10 of those leads become customers, and each customer provides an average revenue of $120 then total revenue is $1,200. Net profit is revenue minus costs ($1,200 - $1,000 = $200).

Your AdWords ROI = (($1,200 revenue - $1,000 spent)/$1,000 spend) x 100 = 20%

Usefully, we can also calculate the value of each lead. In this example it's $12 ($1,200 revenue/100 leads).

Summary

Relevancy is calculated every time a keyword matches a search query.

Clickthrough rate (CTR) is the ratio of clicks to impressions.

CTR = (clicks/impressions) x 100.

An AdWords account can include 25 campaigns. Each campaign can have 100 ad groups.

Theme your ad groups so there is a tight relationship between the keyword and the AdWords ad.

Rather than sending those who click to your site's homepage, make each ad group's landing page a specific page themed to its keywords and using its ad copy.

ROI = return on investment.

ROI = (net profit/AdWords spend) x 100.

Match types & bids

Chapter 3

Google decides which searches match the keywords you bid on. This is not as simple as you bidding on a keyword like *tea* and Google matching it with searches with *tea*.

What about *bulk tea*, *ice tea*, *fresh tea* and *teapot*? Should your bid match those searches? Do you want it to?

To control the answers to these questions, you can make different **bid match types**. Also, your bids can be either **positive** or **negative** match.

With a positive match bid on a keyword, your ad appears if a search contains it: e.g. if your positive keyword is *tea* and the search is *tea* then your ad will show.

With a negative match bid on a keyword, your ad does **not** appear if a search contains it. For example, if your negative keyword is *herbal* and the search is *herbal tea* then your ad will **not** show.

1. Positive match types

There are three types of positive keyword bids:

• Broad match

• Phrase match

• Exact match

Positive bid type punctuation: broad, "phrase", [exact]

Each match type uses its own punctuation to let AdWords know your bid type:

• Broad match keywords have no punctuation: *keyword*

• Phrase match keywords are surrounded by quotation marks: "*keyword*"

• Exact matches are shown with square brackets: [*keyword*]

Let's look in detail at how those different match types work:

Broad match

A positive broad match will show your ads for the greatest number of possible searches. With a broad match your ads will match any search containing your bid keyword. For example, if you bid on *brew tea* your bid will match and your ad show for:

brew tea
brew *loose* **tea** *leaves*
brew*ing a cup of* **tea**

However, broad match contains a little sting in its tail - it includes 'expanded match'. Expanded match will display your ads for plural versions of your bid keywords and any relevant keyword variations. For example our *brew tea* broad match bid might match with:

brew*ing* **tea***s*
brew tea*s*
brew *tee*

Those examples seem harmless enough - perhaps even useful. But expanded match can find matches that don't even contain your keywords and you might think are little to do with the product you're selling. For example *brew tea* might match with:

tea *infuser*
brew*ing coffee*
brew*ing iced coffee*

You can see how broad match is both powerful and dangerous. It will match your bid with lots of potentially profitable searches you might never have thought of. Conversely, it might match your bid with irrelevant searches that don't convert to sales if the searcher clicks; or get you no clicks when your ad has displayed.

Getting no sales from a click is a waste of money. Getting no clicks when your ad has displayed reduces your clickthrough % (CTR) and as we've seen this can cost you money.

The risk of losing money should make us interested in bidding low for broad match keywords. This risk is also why we are interested in the more restrictive match types: phrase and exact.

"Phrase match"

A positive phrase match restricts your bid to matching only searches that contain your keyword phrase in the order you have entered its words. For example, a phrase match bid on "*brew tea*" will match (and therefore your ads will show for) the following searches:

brew tea
fresh **brew tea**
brew tea *by post*
herbal **brew tea** *by post*

But your ads will not appear for these searches:

brewing tea
brew cup of tea
brew tee

[Exact match]

A positive exact match is the most restrictive, only allowing your ad to show if a search exactly matches your bid keyword. For example, [*brew tea*] will only match (and your ad show) with:

brew tea

Being the most restrictive bid, your ad will show the lowest number of times with exact match bids. But you know exactly what searches it will show for and can therefore more accurately predict clickthrough rates and (once you've had a little traffic) subsequent response rates.

So your clickthrough rate will not be lowered by bidding on inappropriate searches and you won't pay for them either.

2. Negative match types

We saw how broad match bids are great for getting the greatest number possible of ad displays and clicks from a single keyword. But care is needed as you have little control and your ad might show for irrelevant searches and waste you a lot of money.

For this reason, broad match bids are usually accompanied by negative match bids. Adding negative keyword bids stops your ads showing for irrelevant searches, allowing you to greatly increase your profits by:

• increasing your clickthrough rate (CTR) which leads to a better Quality Score and paying less per click (lower CPC).

• stopping you paying for clicks by searchers who are not interested in your products.

There are three types of negative bid matches:

• Negative broad match

• Negative phrase match

• Negative exact match

Negative bid type punctuation: -broad, - "phrase", -[exact]

Each match type uses its own punctuation (used above) to let AdWords know your bid type:

- Negative broad match keywords have only the minus sign: *-keyword*

- Negative phrase match keywords are surrounded by quotation marks and the minus: -"*keyword*"

- Negative exact matches are shown with square brackets and the minus: -[*keyword*]

Negative broad match

A negative broad match will stop your ads showing for any search containing the negative keyword. For example, if the negative keyword *-coffee* is added to an ad group then your ads will not show for any search containing coffee, including:

coffee
brew **coffee**

However negative broad match bids do not 'expand' like positives so you have to add plurals and related keywords. For *-coffee* this might include:

-coffees
-grind
-grinds

Negative broad match is sweeping and powerful. Despite that, make your negative broad match keywords single words (not phrases). This makes it much easier to see which keyword queries (searches) are being stopped from appearing.

If you want to narrow your negative match keywords down to phrase e.g. *brew coffee*, then use negative phrase or negative exact...

"Negative phrase match"

A negative phrase match will only exclude keywords containing your keyword's words in the order you entered them. For example, the negative phrase -*"brew coffee"* will stop your ads showing for:

brew coffee
brew coffee company

But your ads will still show for:

brewing coffee
coffee brew

To make negative match work precisely, use negative exact match.

[Negative exact match]

A negative exact match only stops your ad displaying when the exact keyword is searched with. For example -[*brew coffee*] will only match (and your ad not show) with:

brew coffee

3. Keyword bidding

Each keyword in your ad groups needs a bid - the maximum amount you are prepared to pay per click on your adverts for that keyword.

You can use Google's Traffic Estimator tool to find a starting bid for a keyword and to estimate the traffic you'll get and how much it will cost you.

The following diagrams show how you can use the Traffic Estimator for the keyword *green tea*.

First you enter all three match type versions of *green tea* - so *green tea*, "*green tea*" and [*green tea*]. See image:

Traffic Estimator
Get quick traffic estimates for new keywords without adding them to an account or using the AdWord

1. **Enter keywords**, one per line:

```
green tea
"green tea"
[green tea]
```

keyword = broad match
"keyword" = match exact phrase
[keyword] = match exact term only
-keyword = don't match this term
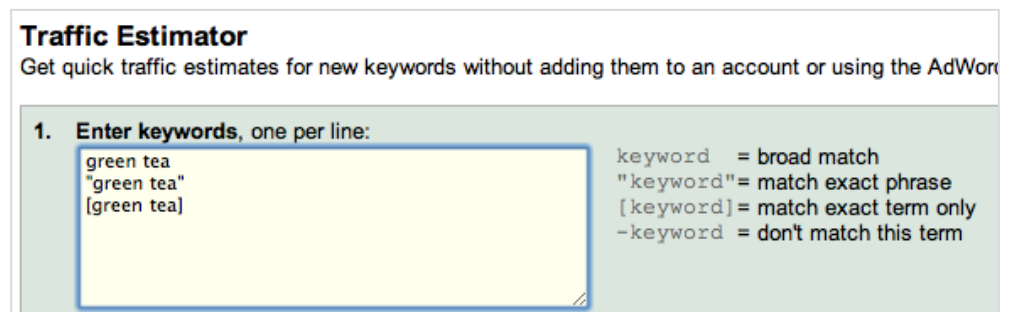
Next configure for currencies, languages, locations and countries (it's all straightforward) and press "Continue" for your results.

Maximum CPC:	Daily budget:			Get New Estimates
Keywords ▾	**Search Volume**	**Estimated Avg. CPC**	**Estimated Ad Positions**	**Estimated Clicks/Day**	**Estimated Cost/Day**
green tea		$1.04 - $1.45	1 - 3	342 - 431	$360 - $630
"green tea"		$1.06 - $1.49	1 - 3	309 - 390	$330 - $590
[green tea]		$1.29 - $1.79	1 - 3	24 - 30	$40 - $60
Search Network Total		$1.07 - $1.49	1 - 3	675 - 851	$720 - $1,270
« Revise settings	Download as .csv			

On the results page (see image above), you can enter a maximum CPC (cost per click) to see where you will appear on a Google search results page (shown by the 'Estimated Ad Positions' column).

It's worth noting here that if you can get your clickthrough rate (CTR) up to above 1% then your bid costs will be lower than those shown by the Estimator.

4. Bid stacking

A bid stack is a sophisticated way of bidding for your keywords that makes your AdWords far more profitable. It ensures you only bid high for keywords you know are worth it and low for those that you can't be so confident about.

There are two key parts to a bid stack:

• you bid on the same keyword with all three match types (broad, phrase and exact).

• you bid different amounts for each match type.

There are many variations on this technique but I will show you the best for launching a new campaign. Let's look at each of our three bid match types for a bid stack for *green tea…*

Exact match bid (in the bid stack)

Exact match is the exact keyword you are targeting and so should deliver the best response. Also, an exact bid won't match with any unknown and potentially irrelevant

searches that you don't want to pay for. Those are two reasons why you are prepared to bid more for your exact match bid.

We use the Estimator tool to determine our exact match bid. Here are the Estimator results for *green tea* again:

Maximum CPC:	Daily budget:		Get New Estimates		
Keywords ▾	**Search Volume**	**Estimated Avg. CPC**	**Estimated Ad Positions**	**Estimated Clicks/Day**	**Estimated Cost/Day**
green tea		$1.04 - $1.45	1 - 3	342 - 431	$360 - $630
"green tea"		$1.06 - $1.49	1 - 3	309 - 390	$330 - $590
[green tea]		$1.29 - $1.79	1 - 3	24 - 30	$40 - $60
Search Network Total		$1.07 - $1.49	1 - 3	675 - 851	$720 - $1,270
« Revise settings	Download as .csv				

The top of the range for [*green tea*] in the Estimator results above is $1.79 and so that is our exact match bid.

Phrase match bid (in the bid stack)

We saw above that phrase match bids restrict your bid to matching only searches that contain your keyword phrase with its words in the order you entered them. So we know that our "*green tea*" phrase match bid will make our ad show only for searches containing *green tea*. Many such searches are relevant, like:

green tea online

organic green tea

... but some will not be, like:

does green tea contain caffeine

green tea clothing

For this reason our phrase match bid amount is more cautious than the exact - it is 75% of the exact amount. The exact bid is $1.79 and 75% of that is $1.35.

Broad match bid (in the bid stack)

Broad match bids are much less precise than phrase matches because they include 'expanded' match which can find matches with keywords that don't even contain your

keywords. That means that broad match bids can lead to your ads showing (and you paying) for searchers using keywords of no relevance to the products and services you're selling.

This lack of control leads us to be even more careful with our broad match bids than our phrase - 25% of the exact bid. For our *green tea* example, that is $0.44.

How the bid stack works

Staying with our green tea example, if a search is made on Google with an exact match, i.e. with *green tea*, AdWords will match with the *green tea* exact match bid of $1.79. You are happy to pay that amount because the search has a good chance of delivering a response.

Importantly, your high exact bid increases the chances of your advert being displayed high on Google's results pages when you most want it to.

If a search is a phrase match, e.g. *online green tea*, AdWords matches with your $1.35 phrase match bid. The lower bid means your advert probably won't be displayed so high on Google's results pages but it will show more often and cost less for clicks.

The bid stack is acting like a filter, finding the most precise and expensive matches first. Lastly, if AdWords has not matched a search with your exact or phrase bids, it tries the cheapest (for you) which is broad match. The lower bid means your ads will be displayed even lower on the page but, again, more often.

So a search like *does green tea contain caffeine* will match with your broad bid. That's not a good search but it only costs you $0.44 per click. But that broad match bid will also pick up some great searches like:

tea by post international delivery

...that you would not be displayed for if you'd avoided broad match bids.

It seems complicated at first but follow the above guide and ensure that your ad first appears for the best keyword searches, i.e. exact match. Your ad will only appear for less responsive keywords if it can do so for a much lower cost, i.e. you'll pay less for phrase and broad match.

Summary

Make sure you are using phrase, exact and broad match bid types for positive keywords - keywords you want your ads to show for.

Also use phrase, exact and broad match bid types for negative keywords - keywords you do not want your ads to show for.

Negative keywords will increase CTR and stop you wasting your money on keywords that will not convert.

Use match types and bid stacking together to increase the relevancy of your match types and make your bid amounts match keywords' response rates.

Use the AdWords Traffic Estimator to choose your exact match bids. Then make your phrase match bid 75% of the exact match and the broad match 25%.

Keyword research

Chapter 4

Use keyword research to choose which keywords to bid on.

In this chapter we'll show you how to find your keywords and group them into lists that will become your ad groups.

1. Set your goals

Before you start your keyword research, it's important to be clear about your campaign's objectives.

You need tactics - a plan of action. For example, the Brew House Tea website plans to sell tea directly to its visitors.

PPC can deliver visitors, but what happens then? You might try and make a sale there and then (like Brew House Tea), or recruit email addresses and attempt a sale later; or just be interested in branding or visits.

A well-proven tactic is to offer PPC visitors something irresistible like a downloadable report or a free trial. With these freebies comes an agreement to receive future emails, perhaps in the form of a newsletter. The newsletter is then used to prove your knowledge, build trust and make a sale.

Our guitar hero, Mike Herberts, asks PPC visitors to sign up to receive free training videos. His mission is to prove to you that he is brilliant at teaching you how to play guitar (it helps that he is). And when you know you can trust him and that he can deliver, he will offer to sell you some advanced training videos.

2. The long tail of search

The long tail of search is the enormous number of different keywords that are searched for a small number of times. Their search numbers add up to far greater numbers than the searches for the most popular keywords (the head).

For example, in a 2008 report based on a sample of just 14 million different search terms, Bill Tancer discovered that the top 100 keywords accounted for just 5.7% of all traffic.

The graph below is not to scale but it illustrates that a small number of keywords are searched for a lot (this is the head - in green) and a large number of keywords are searched for infrequently (the tail - in yellow) but add up to many more searches than the head.
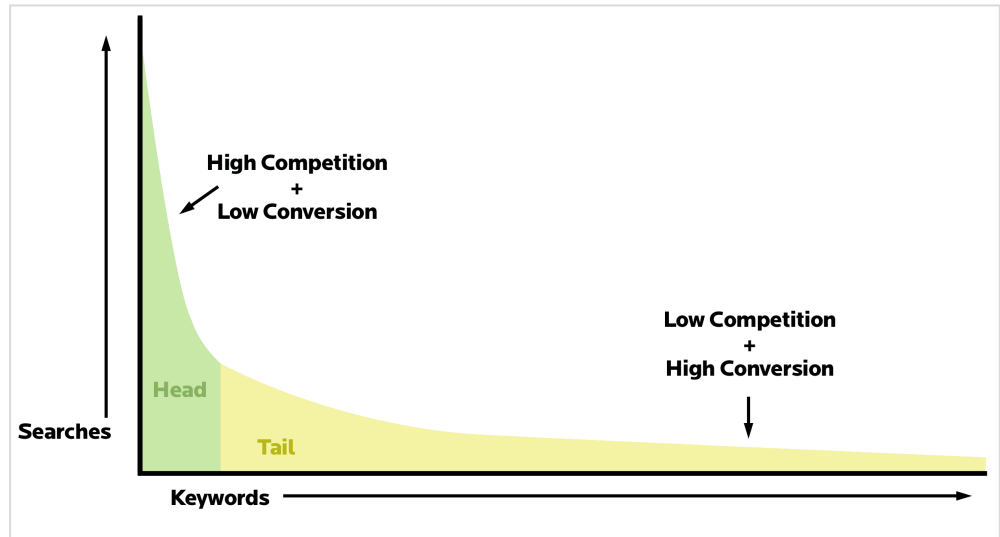
The yellow part of the graph above just keeps on going – way off the page and beyond. Tancer illustrated this nicely, saying:

"If search were represented by a tiny lizard with a one-inch head, the tail of that lizard would stretch for 221 miles."

That is one big reptile. So to get the most from any niche you are targeting you have to target a lot of words, not just the popular few.

Broad and phrase match bids offer a crude way of doing this because they dig into the long tail without having to specify each keyword. For example, I might make a broad bid on [tea], i.e. all keywords containing *tea*. But that's an easy way to lose lots of money quickly as you'd be bidding for lots of irrelevant words.

Bid stacking broad, phrase and exact matches (see previous chapter) helps here. But we also want to dig a little deeper into the tail before we start stacking. This allows stacked bids' ad copy and landing pages to be more relevant which leads to higher clickthroughs, lower costs and more conversions, i.e., more profit.

Long tail keywords also have less competition (fewer people bidding for them) and they include the highest-converting keywords.

A simple way of identifying head and tail keywords is the number of words they contain:

• Head - one keyword

• Mid tail - two to three keywords

• Long tail - three or more keywords

Next we'll look at how we can use the number of keywords as a guide to predicting customer behavior.

3. The customer journey

Customers pass through the following different stages on their journey from research to brand loyalty. At each stage they use different search techniques:

1. Research

2. Consideration

3. Purchase (or lead generation)

4. Loyalty

The table below illustrates these stages with some examples from our Brew Tea House campaign:

The purchase journey's keywords			
Research (1-2 words)	Consideration (2-3 words)	Purchase (3 or more words)	Loyalty (Your and rivals' brand words)
tea	*green tea*	*buy loose green tea*	*brew tea house*
tea wiki	*assam tea*	*buy quality green tea*	*teavana*
tea facts	*chai tea*	*buy assam tea online*	*lipton*
hot tea	*green tea benefits*	*buy assam tea leaves*	*mighty leaf*
iced tea	*green tea diets*	*buy chai tea online*	*coffee bean*
speciality teas	*chai tea drinks*	*white tea gift*	*starbucks*
about tea	*best white tea*	*buy organic green tea*	*mighty leaf*

The number of keywords, order of keywords and the meaning of the keywords used help us identify what stage of the purchase journey a customer is on:

• Research keywords tend to contain one or two words.

• Consideration keywords tend to contain two or three words.

• Purchase keywords tend to be long tail – having three or more words.

• Loyalty keywords are brand based.

To increase your return on investment (ROI) you want to capture searchers at the consideration and purchase stages of their journey.

Next we'll look at how to find, organize and save and those keywords.

4. Picking the right keywords

The rest of this chapter takes you through the step-by-step details of finding the right keywords to bid on.

At Brew Tea House the business goal is to sell a range of high quality teas. Using PPC we intend to sell the tea directly and immediately to visitors. We're looking for buyers and those close to buying.

We want to focus our keyword research on finding keywords that match our product range. We'll need to find negative keywords too. The process has the following five stages:

i. Plan AdWords campaigns.

ii. Create campaign-wide lists of keywords.

iii. Create campaign-wide lists of negative keywords .

iv. Back-up campaign-wide list of positive keywords.

v. Create ad groups.

We'll now look at those five stages in detail.

5. Planning AdWords campaigns

Let's remind ourselves how an AdWords account is structured into campaigns, ad groups and keywords. See the following image:
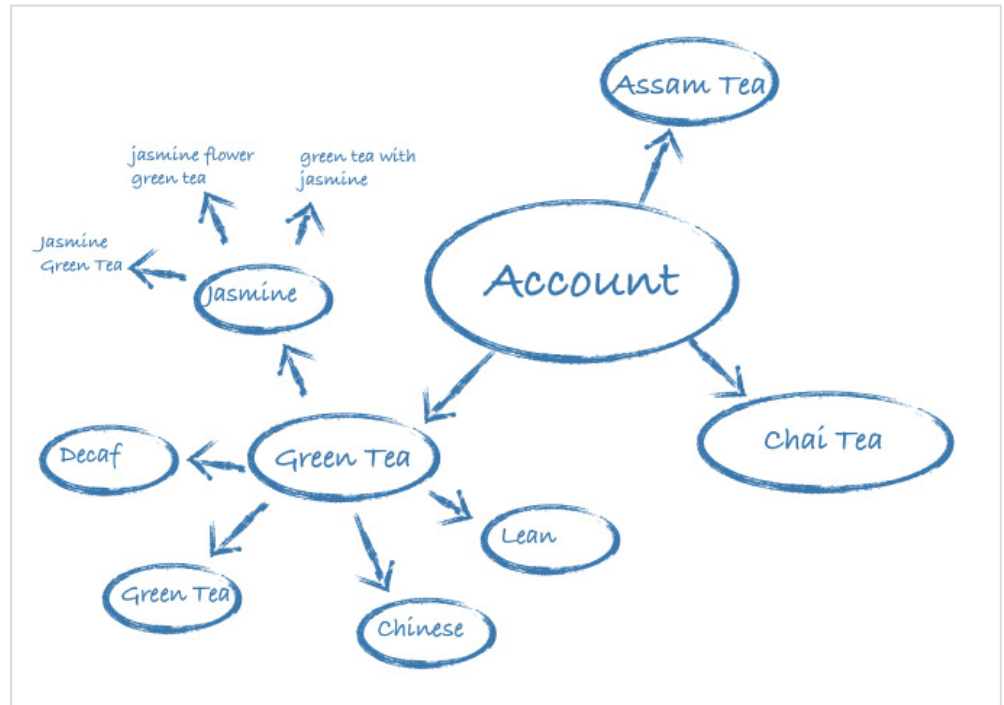
Our first job is find some keywords to build campaigns around. This is easy as we can use the different product categories on the brew-tea-house.com website that match the types of tea we sell. They are:

• Green tea

• Assam tea

• Chai tea

• Herbal tea

• Oolong tea

• Organic tea

• White tea

But there might be some more groups of keywords I could target. To help find these, we use Wordtracker's related keywords tool – searching with the one keyword that best sums up our Brew Tea House business, i.e.

tea

Depending on the keyword entered, the tool will return up to 1,000 related keywords. It finds 300 keywords related to *tea* and you can see the top 15 of those in the following image:

Find keywords related to...

...the following keyword:

| tea | | Search |

Results   Per page:
              Page: 1,

Keyword (?)
(300)

1 tea (search)
2 tea bags (search)
3 bags (search)
4 gourmet tea (search)
5 tea bag (search)
6 teabag (search)
7 herbal (search)
8 loose tea (search)
9 black tea (search)
10 green tea (search)
11 gourmet tea bags (search)
12 green (search)
13 teapots (search)
14 red tea (search)
15 teas (search)

Wordtracker's Keywords tool is ideal for finding long tail keywords. You can sign up at
www.wordtracker.com/order
or take a 7 day free trial

We can now see a wide range of keywords related to *tea*. The first 15 results alone are interesting. For example, I hadn't previously considered *red tea* as a market niche - I'll investigate that later.

In the Wordtracker Keywords tool, create a project for each campaign. See image:
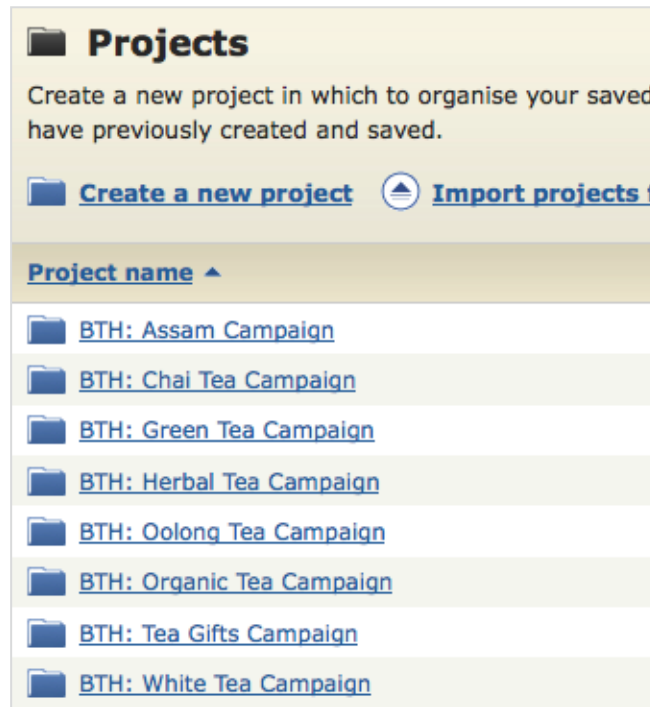
I've used 'BTH' at the start of my campaign names to identify them as belonging to our Brew Tea House account. It will also list them together on the Wordtracker Projects page.

6. Create a campaign-wide list of keywords

Before creating ad groups for a campaign, we make a campaign-wide list of keywords to bid on.

Using the Green Tea Campaign as an example, in Wordtracker, enter the keywords that most define the campaign. In this case that's simply:

green tea

Configure the search for a broad match and to 'include plurals', see image on the next page:
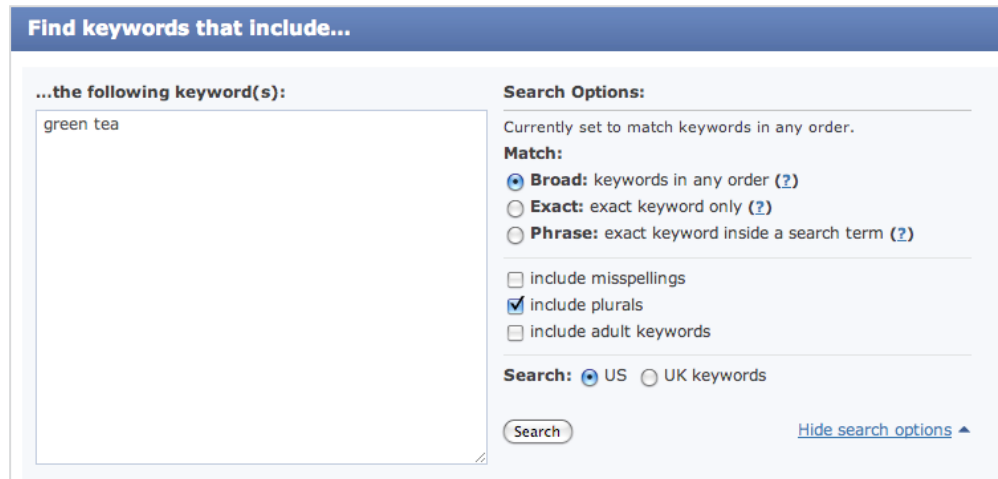
Click 'Search' and Wordtracker returns up to 1,000 keywords containing *green tea*.

Save the results as a List called 'green tea keywords' in the 'BHT: Green Tea Campaign' like this:
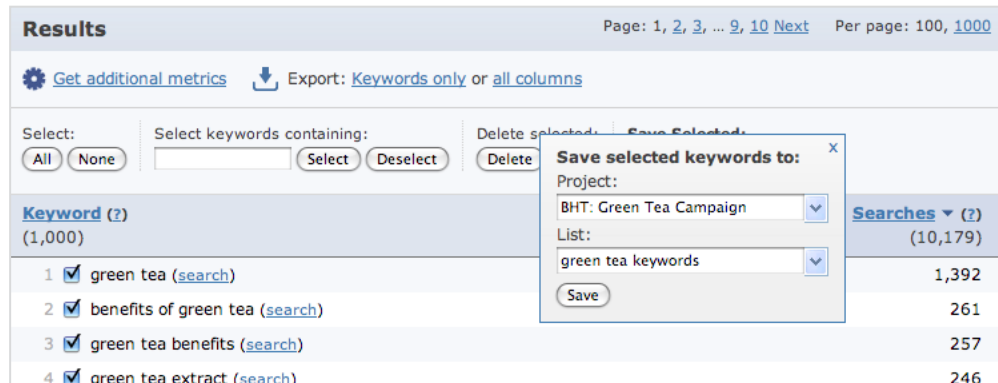
This List will be used to find, build and save further Lists for ad groups and negative keywords.

7. Create a campaign-wide list of negative keywords

A campaign-wide negative keyword list will be applied to all of a campaign's ad groups. It will contain keywords we do not want to bid on (see chapter 3).

Still using the Green Tea Campaign as an example, start in the 1,000-keywords-long 'green tea keywords' List.

Select all your keywords by clicking on 'Select: All'.

Now 'Deselect' ('uncheck') the 'positive' keywords – that is the keywords you want to bid on and have your adverts appear for.

Make sure you go through all the pages – that's 10 pages for *green tea keywords*!

Click on 'Move selected keywords to: a new list'…
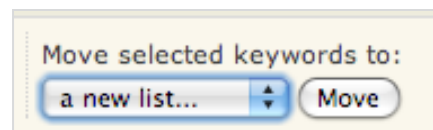
Name your List as 'Green Tea Campaign Level Negative Keywords'.

You'll be taken back to your 'Green Tea Keywords' List – which is now much shorter. The remainder of your keywords have been moved to the negative keyword List. See image:

Click on the link to your 'BTH: Green Tea Campaign' project to see both the positive and negative Lists.

Above we see that we have 969 negative keywords and 27 positive keywords.

8. Back-up campaign-wide list of positive keywords list

We need to make a duplicate of each campaign's positive keywords list to (a) have as a back-up and (b) use for the AdWords content network campaign (see chapter 8).

Go to the Green Tea Keywords List and click 'Duplicate' in the top right hand corner.

Give the 'dupe' a name and click on 'Duplicate'.

9. Create ad groups

Now we will group and save keywords into themed Lists of one or more keywords for which we want to make positive bids. These Lists will become your ad groups.

From the 'BTH: Green Tea Campaign' Project click into the 'Green Tea Keywords' List. See image:

We can make up to 100 ad groups for each campaign. Our first should be green tea.

Deselect all keywords.

Then select those with a very similar meaning, e.g.

• *green tea*

• *green tea benefits*

• *best green tea*

• *green tea store*

You can see this in the image on the next page:

List: Green Tea Keywords

This list is in the project: BTH: Green Tea Campaign   Per pa

Add keywords   Get additional metrics   Export: Keywords only or all column

Select: Select keywords containing: Delete selected: Move selected

(All) (None)   [   ] (Select) (Deselect)   (Delete)   (a new list...)

Keyword (?) (27)	Searches ▼ (?) (1,975)	Google Count (?)	G
☑ green tea (search)	1,383	–	
☑ green tea benefits (search)	243	–	
☐ chinese green tea (search)	86	–	
☐ lipton green tea (search)	69	–	
☐ tea leaf green (search)	63	–	
☐ japanese green tea (search)	56	–	
☑ best green tea (search)	49	–	
☐ bulk green tea (search)	24	–	
☐ organic green tea (search)	16	–	
☐ jasmine green tea (search)	12	–	
☐ lean green tea (search)	11	–	
☐ green tea leaves (search)	11	–	
☑ buying green tea (search)	9	–	
☑ buy green tea (search)	8	–	
☐ caffeine green tea (search)	7	–	
☐ tazo green tea (search)	7	–	
☐ green tea decaf (search)	7	–	
☑ green tea store (search)	6	–	
☐ green tea brands (search)	5	–	
☐ darjeeling green tea (search)	3	–	
☐ decaf flavored green tea (search)	3	–	
☐ loose tea green (search)	3	–	
☐ lipton's green tea (search)	3	–	
☑ Green Tea (search)	0	–	
☑ Green tea store (search)	0	–	
☑ Green Tea Benefits (search)	0	–	
☐ Chinese Green Tea (search)	0	–	

Next as already shown, move selected keywords into a new List using 'Move selected keywords to: a new list'. See image:
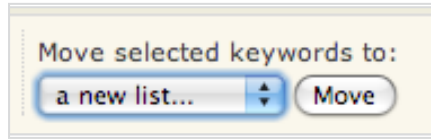
Name your List as 'Green Tea AdGroup.' to show it has been grouped:
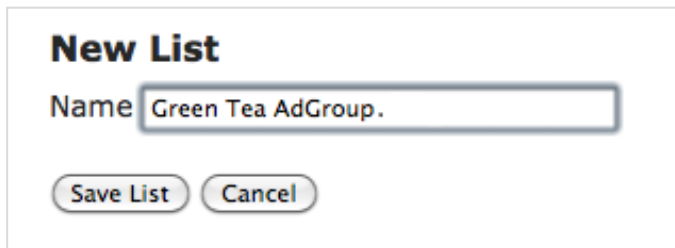
Your new ad group looks like this:

We can also use the 'Select keywords containing:' feature to make Lists for new ad groups.

Back in 'Green Tea Keyword List' enter a likely seed word for a new ad group, e.g. *decaf*. See image:
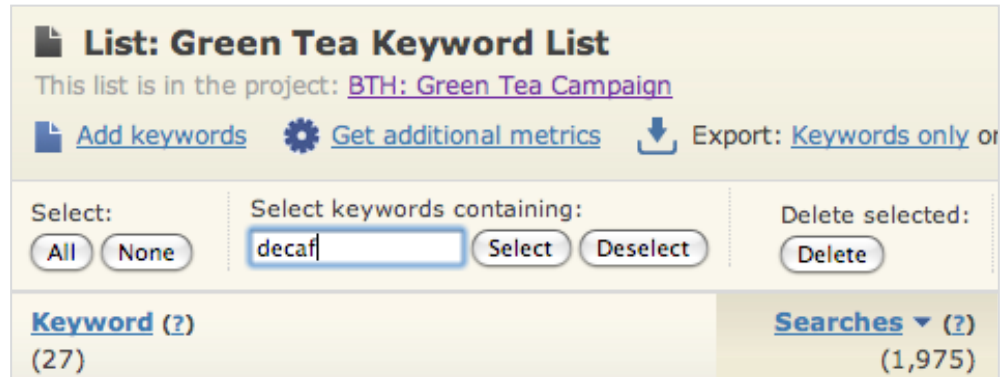
The following image shows a selection of the results:
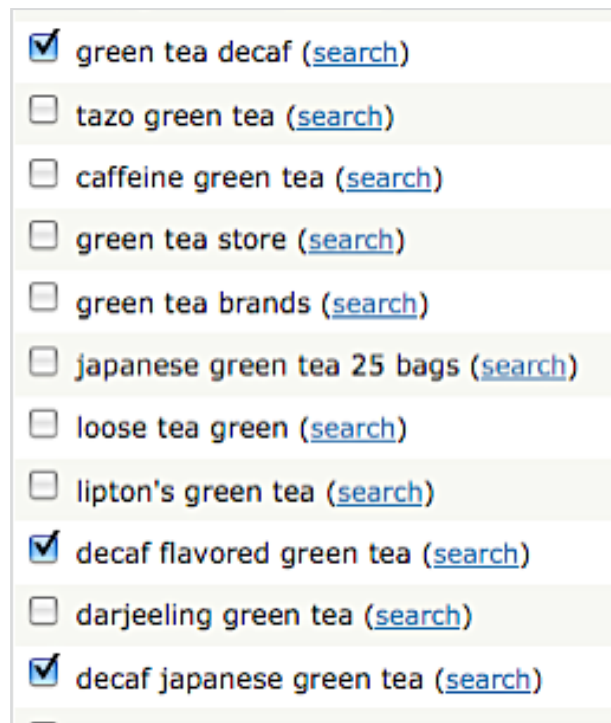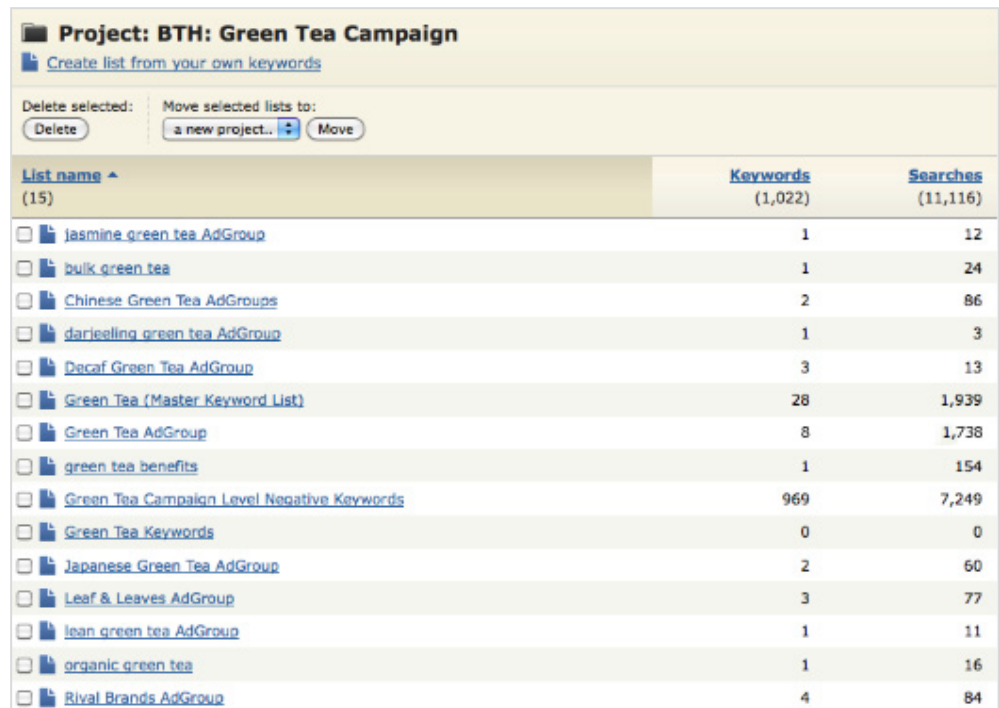
Those selected *decaf* words are of course 'moved' to a new List called 'Decaf Green Tea AdGroup' in the BTH: Green Tea Campaign Project.

Using the original 'Green Tea Keywords' List, I made nine Lists in all for nine tightly-themed separate ad groups in the Green Tea AdWords Campaign. They are:

- Jasmine green tea AdGroup

- Chinese green tea AdGroups

- Darjeeling green tea AdGroup

- Decaf green tea AdGroup

- Green tea AdGroup

- Japanese green tea AdGroup

- Leaf & Leaves green tea AdGroup

- Lean green tea AdGroup

- Rival brands AdGroup

See them listed below in the 'BTH: Green Tea Campaign' project:

In the above image, the Keywords column shows how many keywords are in each ad group.

The 'Green Tea Keywords' List no longer has any keywords in it and can be deleted.

You are now ready to build your AdWords campaign in Google – with a campaign structure, and positive and negative keywords to bid on.

Summary

Set your goals before you start your keyword research as they will influence the keywords you choose to target.

Best converting keywords are to be found in the long tail of search with three or more words in them.

Think about your customers' journey from **research**, through **consideration** and **purchase** to becoming a **loyal** customer. Then target keywords searched with at the consideration and purchase stages of the cycle.

Use the Wordtracker tool to:

• Plan your AdWords campaign's structure using existing product knowledge and the related keywords tool.

• Find long tail keywords for ad groups for each campaign.

• Find negative keywords that you do not want your adverts to appear for.

Mastering ad copy

Chapter 5

If you are a Creative personality then you are going to be in your element writing and testing copy for your adverts. This chapter will show you how to get the most from your creativity.

Traders and Technicians are going to find creating the copy more of a challenge. But you'll find some techniques that will help free up your creative side.

1. The power of AdWords ad copy

Much of AdWords' potential power lies in your copy's words - in particular when they match those in the search query. For example:

- Search query: *organic tea*

- Ad copy headline: Quality **Organic Tea**

But the best AdWords copy does more than just match the search - it stands out and convinces potential customers that you will provide what they are searching for.

An AdWords ad consists of:

- One headline

- Two 'description' lines

- One display URL

The following image describes those elements in an advert:

Headline - 25 Characters
Description Line 1 - 35 Characters.
Description Line 1 - 35 Characters.
www.Display-URL.com/35-Characters/
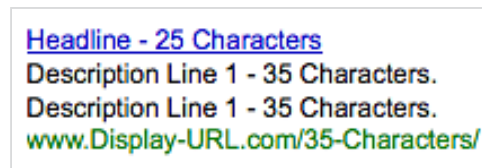
And you can see all 3 in an example advert below:

Buy Quality Green Tea
Specialist Green Tea Online Store -
From $0.99 & Free Next Day Delivery
Brew-Tea-House.com/Green-Tea
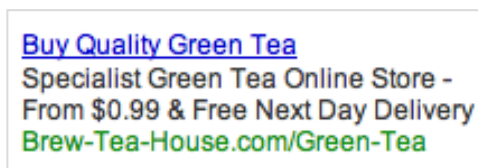
AdWords ads are really just headlines and tag lines.

Headlines and tag lines are all around you and you can read them to get inspired. Look for headlines in newspapers and magazines, websites, print posters, tv ads, online graphical display ads and even car bumper stickers.

Some of the greatest tag lines like Nike's *Just do it*, Audi's *Vorsprung durch Technik*, KFC's *Finger Lickin' Good*! And Coke's *The Real Thing* – are only a few words and yet they sum up their brands. The best AdWords ads do the same.

With your AdWords ad copy you have just 95 characters (including spaces) to make your point. Make that 130 characters if you include the display URL. That's less than the 140 characters you get on Twitter so you're going to have to be precise.

We'll now go through some steps to take to create powerful AdWords ads and include some tips on making the most of your 130 characters.

2. Check out the competition

Before you start thinking about your ads, check out what the competition is doing. All you have to do is make a search on Google with your keywords and you'll see your competitors' ads.

A better way is to use the AdWords Ad Preview Tool.

The Ad Preview Tool allows you to click and see your rivals' landing pages without clicking on their real ads which will do them a favor by increasing their clickthrough rates (CTR).

You can also see who your competitors are in other countries – great for planning international campaigns. For instance I'm building the 'Green Tea' campaign from the UK but it will run in the USA.

You configure the Ad Preview Tool to show your competitors' ads by entering the following:

- Keyword

- Google domain of choice (e.g. google.com)

- Display language

- Country

- State

- Coordinates (if you're advertising in a local area only)

For example, in the above image I want to see the ads that my 'Green Tea' ad group will compete against. So I entered:

- Keyword: *green tea*

- Google domain: google.com

- Country: United States

- State: None (campaign is national)

- Co ordinates: None (campaign is national)

The results are shown below the tool in a 'preview' mode of real Google results.

The top results I found for our example are:

> **Organic Loose Green Tea**   Sponsored Links
> www.mightyleaf.com   Antioxidant Rich with Weight Loss Benefits. Buy Direct & Save Today!
> **Green Tea** Health Facts
> greentealovers.com   Be a smart consumer. Learn about our **tea's** nutrition & health facts.
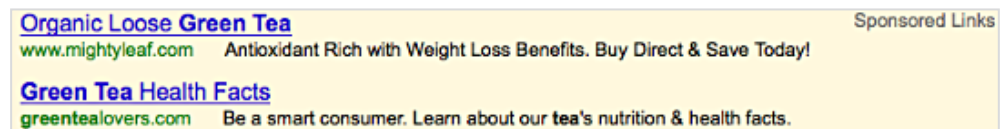
Now let's get critical...

The top result is a good match as mightyleaf.com is selling green tea. But what if a searcher doesn't want organic. Organic is a specific requirement – we have a group dedicated to those who want organic green tea.

Greentealovers.com is giving us 'Health Facts'. Again this is specialist. I'm targeting buyers and I'm not sure buyers want health facts. It might be worth testing *health* keywords with a new ad group but not this one.

Note that the words 'Green Tea' are in bold. Google bolds keywords in displayed ads that match the search query.

The same search - *green tea* - shows more ads on the right of the page. See them below:

These ads all match *green tea* but they have some problems that we can learn from to make our own ads better. Let's look at each ad on its own.

www.CoffeeBean.com (above). The domain name – CoffeeBean.com - is nothing to do with green tea and contains *coffee* - a rival drink. That's not a good idea as the searcher wants tea.

Gourmet Green Teas
Shop For Healthy **Green** Teas.
Free Shipping On Orders Over $50!
www.Teavana.com/**Green+Tea**

www.Teavana.com/Green+Tea (above). This is a good domain name that tells us they are a tea specialist and that we are going to be directed to a page about green tea.

By using *gourmet* in the headline they are qualifying the clicks, asking only searchers interested in top of the range teas to click.

And by having $50 in the ad copy I know that these are teas for people serious about their tea. But the search *green tea* will be used by some looking for the cheaper end of the market and they won't click, which will reduce Teavana's CTR.

Shop Green Tea Fat Burner
Natural Herbal Boosters that Kick -
Start Your Metabolism - Just $5.99!
www.HarmonDiscount.com

www.HarmonDiscount.com (above). has no mention of *tea* in its domain – having HarmonDiscount.com/GreenTea would help show viewers they are being directed to a page about green tea.

Having a price in the ad is good.

The ad copy is very specific to drinking green tea to boost the metabolism. But if I just want green tea to drink I may not click. So again the CTR on this ad may be low.

Green Tea Weight Loss
Searching For **Green Tea** Products?
Find Weight Loss **Tea** Plans Online.
JustClickLocal.com

www.JustClickLocal.com (above). The domain has nothing to do with green tea and that is likely to reduce the clickthrough rate (CTR). Also, the ad is about using green tea as a weight loss aid. It misses the point that I want to buy green tea to drink.

These examples show what happens when your ad groups are not tightly defined or you use broad match with high bids – the text won't match the search query and you could be wasting your clicks and your money.

But this is great news for you because you can match search query with ad copy by using tightly defined ad groups and carefully planned bid stacking. This will increase your CTR, decrease the price you are paying per click (your CPC) and elevate your position on the Google results page.

3. Review your ad group

After seeing how the competition is doing it's worth reviewing your ad groups.

You want a tight fit between the keywords within each ad group and the ads that are triggered to display.

For example, our 'Green Tea AdGroup' List:

We can see that *green tea benefits* stands out. It seems like a specialist search, perhaps not the search of someone in purchase mode, so I'll move it into its own ad group.

I'll also move *organic green tea* and *bulk green tea* into their own ad groups. Now our ad group contains these keywords:

- *green tea*

- *best green tea*

- *buying green tea*

- *buy green tea*

- *green tea store*

We could refine the list further but we'll be teaching how to optimize your ad groups in chapter 7. That process will likely 'peel' off a few more words and put them into their own new ad groups.

4. Write your headline

Your headline should directly relate to the search query.

Include one if not all of an ad group's keywords in the headline.

Having themed your ad groups using Wordtracker you can closely match your headline to the keywords just by using the name of your ad group and other keywords in it.

For example, copy for the headline could be a:

- Question:

    Buying Green Tea?

- Mirror of the search query:

    Buy Green Tea

- Benefit:

    Buy Quality Green Tea

5. Write your description

Your description lines should:

• Convey your USP (unique selling point) and the benefits of your service.

• Include a price – especially if it is competitive.

• If possible include a call to action – a 'call to action' is one of the most powerful concepts in online marketing. In AdWords you want to ask your prospect to take the next step, e.g. order online or sign up for a newsletter.

• Avoid using the words 'click here' since Google will not approve the ad.

• Include as many words as possible from the ad group.

If it makes sense you can repeat words from your headline in your description lines. In the example below 'Buy...Green Tea' is repeated in the first line of the description text:

Buy Quality Green Tea
Buy The Finest Green Tea Online.
From $0.99 & Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

Use a dash (or hyphen) to give space between words. In the example below the dash is used to create space in the second line of the description:

Buy Green Tea
From Specialist Online Tea Store.
Huge Range - Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

The dash can also be used at the end of the first line. This forces the eye to look down – it is also useful for when the description appears on one line as it does in the top three slots, i.e. not on the right hand column.

Buy Quality Green Tea
Specialist Green Tea Online Store -
From $0.99 & Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

Use three dots... (an ellipsis) at the end of the second line. This fills the line and encourages the reader to find out how the sentence finishes. It's important that the landing page follows up on the ellipsis.

Buying Green Tea?
Buy The Finest Green Tea Online &
Get Free Next Day Delivery...
Brew-Tea-House.com/Green-Tea

Use a hanging ampersand (&) at the end of the first description line to encourage readers to the second line.

Buying Green Tea?
Buy The Finest Green Tea Online &
Get Free Next Day Delivery...
Brew-Tea-House.com/Green-Tea

Use your price and other benefits like 'free delivery' if they are competitive.

Buy Quality Green Tea
Buy The Finest Green Tea Online.
From $0.99 & Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

Use keywords from your ad group. For example, searchers are using the keywords *green tea store* so I can include the word *store* in my description.

Buy Green Tea
From Specialist Online Tea Store.
Huge Range - Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

6. Write display and destination URLs

The destination URL is the 'landing page' that people will be taken to when they click on the ad.

Your landing pages are ideally themed around the search query and the ad copy.

The display URL must have the same domain root (e.g. brew-tea-house.com) as the destination URL. However it does not have to have the 'www' and can use the keywords after the '/' as long as they are somewhere within the landing page URL or within the page's meta data.

The display URL can be capitalized even if the destination URL is not.
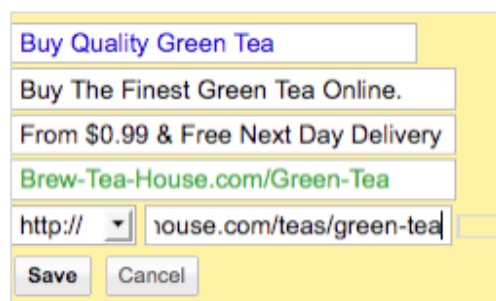
For example:

• Destination URL is www.brew-tea-house.com/teas/green-tea

• Display URL can be Brew-Tea-House/GreenTea

Note that it is a good idea to put target keywords within your display URL because search queries are displayed in bold and so stand out.

7. Always be testing different ads

Below you can see the finished copy for an advert:

AdWords allows you to create a number of different adverts for each ad group and test them to find the most responsive.

So when first creating an ad group, write at least two different adverts. When one advert proves itself to be the most responsive it becomes your 'control' ad and the one to beat.

Replace your beaten adverts with new ads that try to beat your control ad. If a new winner emerges, repeat the process and never stop.

Below we can see four different ads that I wrote for our 'Green Tea' ad group. First, let's look again at the positive keywords in this ad group, so we can see how I've used them in the copy:

• *best green tea*

• *buy green tea*

• *buying green tea*

• *green tea*

• *green tea store*

Buy Quality Green Tea
Specialist Green Tea Online Store -
From $0.99 & Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

Buy Green Tea
From Specialist Online Tea Store.
Huge Range - Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

Buying Green Tea?
Buy The Finest Green Tea Online &
Get Free Next Day Delivery...
Brew-Tea-House.com/Green-Tea

Buy Quality Green Tea
Buy The Finest Green Tea Online.
From $0.99 & Free Next Day Delivery
Brew-Tea-House.com/Green-Tea

8. Ad copy worksheet

Use the worksheet below to write your ads. Download a copy of this worksheet here.

	Draft 1	Draft 2	Draft 3
Ad 1			
Headline (25 Chars)			
Description 1 (35 Chars)			
Description 2 (35 Chars)			
Display URL (35 Chars)			
Destination URL			
Ad 2			
Headline (25 Chars)			
Description 1 (35 Chars)			
Description 2 (35 Chars)			
Display URL (35 Chars)			
Destination URL			
Ad 3			
Headline (25 Chars)			
Description 1 (35 Chars)			
Description 2 (35 Chars)			
Display URL (35 Chars)			
Destination URL			
Ad 4			
Headline (25 Chars)			
Headline (25 Chars)			
Description 1 (35 Chars)			
Description 2 (35 Chars)			
Display URL (35 Chars)			
Destination URL			

(You'll need a Googlemail account to access).

Create at least three drafts of each ad because each time you rewrite your copy it will improve.

You might find that collaboration works well as it is often easier to rewrite other people's rather than your own! I send my sample copy to my team.

Always create at least two ads per ad group so you can split test the ads.

Summary

An AdWords ad contains a headline, two description lines, the display URL and 130 characters in total.

Your ads must first match the keywords they are targeting so include them in the text. Beyond that your ads should contain your unique selling ponts (USPs) and inspire, like a great marketing tag line. Think Nike's *Just do it*.

The first step to finding your own inspiration is to study the competition's ads with Google's AdWords Ad Preview Tool.

The start of your ad copywriting is a good time to review your ad groups' keywords. Are they close enough in meaning? Should some be 'peeled' away into their own ad groups so they can more easily have ad copy that matches their meaning (and customers' searches)?

Always be testing different ad copy for each ad group. Write at least two different ads per group, preferably four. Once an ad proves itself to be the most responsive, that is your control ad - never stop trying to beat your control.

If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

Building your AdWords campaign step-by-step

Chapter 6

This chapter uses our Brew House Tea site to demonstrate best practice when building an AdWords campaign.

We'll take our keyword research, keyword match types, keyword bids and ad copy and revise a new campaign set-up to include the following:

1. Ad groups with a tight relation between ad copy and keywords.

2. Well written AdWords ad copy that is appealing to your audience and the searches they use.

3. A set of targeted landing pages that match your keywords and ad copy.

4. Negative keywords for each ad group and for the whole campaign so you are not wasting money on non relevant keywords.

5. Bid stacking to stop you paying too much for your broad and phrase match keywords.

This doesn't mean that you will have a successful campaign from switching on, because this is just the start of a process. This process includes optimization once set up and running (see chapter 7) and then regular maintenance.

The different personality types identified in our introduction will be more interested in different aspects of this chapter:

• Creatives will learn how to structure their campaigns.

• Traders will learn how to add bid stacking to their campaigns.

• Technicians will get to see all the little details of Google AdWords' processes.

1. Create a new keyword campaign

An AdWords campaign is divided into ad groups. The image below shows the structure of our planned 'Green Tea' campaign:
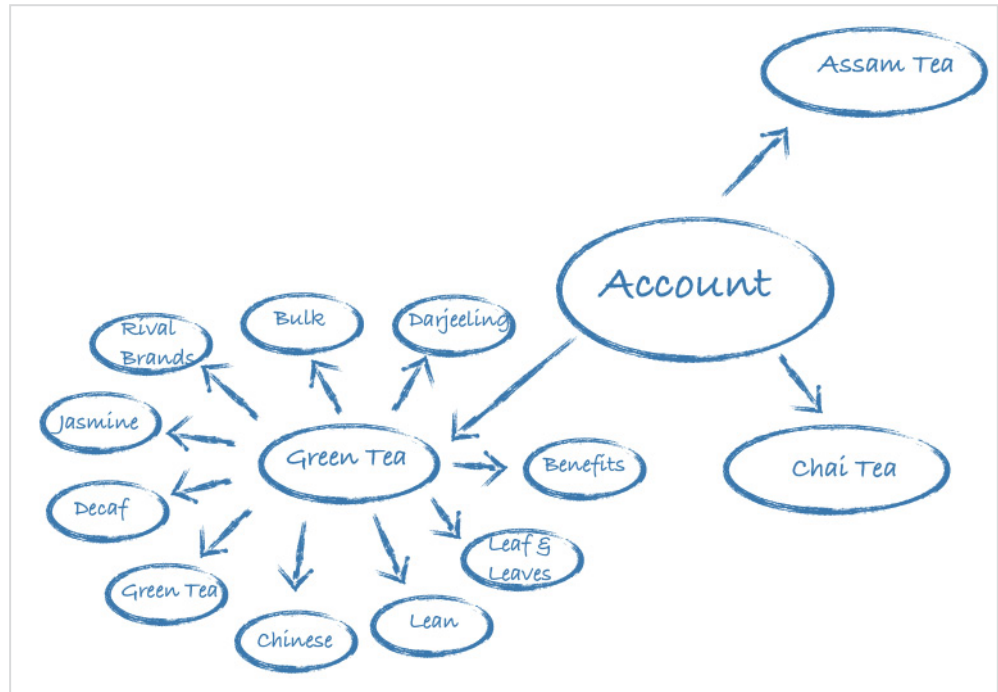
We'll now make that plan a reality. If you don't have a Google AdWords account head over to www.adwords.com and follow the instructions to sign up for an account.

To start setting up your AdWords campaign, login and click on the 'Campaigns' tab at the top left hand of the screen. See highlighted image:

Now click on 'New campaign'. See highlighted image on the next page:
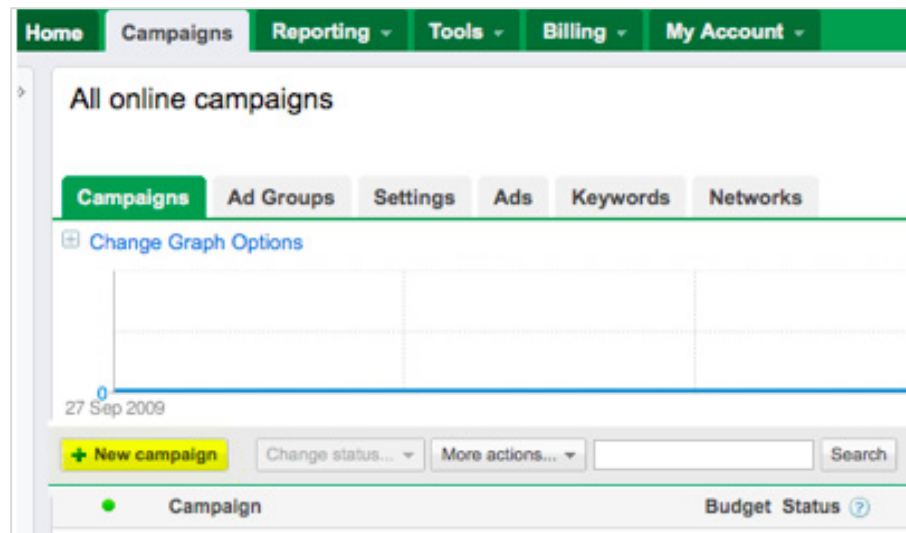
On the next page you will can see the Campaigns settings screen.

The Campaign settings page is divided into the following sections:

• General

• Location, Languages and Demographics

• Networks, devices and extensions

• Bidding and budget

• Advanced settings (schedule: Start date, end date, ad scheduling)

We'll now go through each section in some detail.

General

Under 'General', name the campaign.
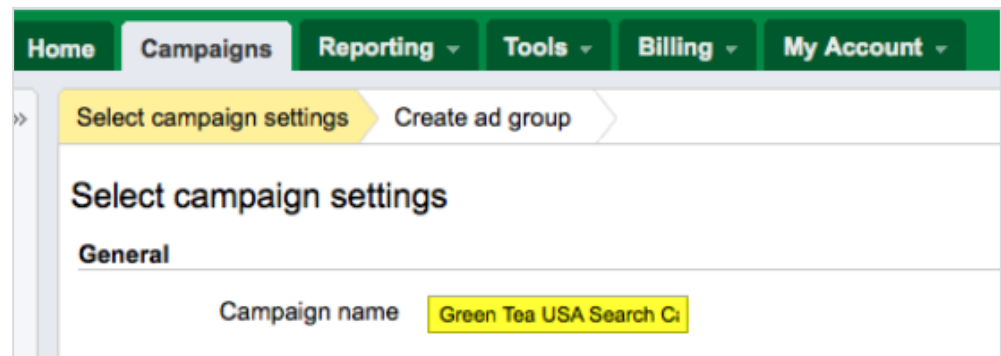
Since you may end up with many campaigns – for both the search and content networks – use meaningful names. The format I use is:

[Campaign Theme] [Country] [Search or Content] Campaign – [Date]

So for the 'Green Tea' search campaign created on 3rd October 09 I use:

[Green Tea] [USA] [Search] Campaign – [03.OCT.09]

And here's the final version with the square brackets removed:

Green Tea USA Search Campaign – 03.OCT.09

Location, Languages and Demographics

In 'Location, Languages and Demographics' you can:

• select the countries or regions your campaign's ads will show in

• choose your target's language

• target by demographics – this only works for AdWords content network campaigns

For our 'Green Tea' campaign we are targeting English speakers in the USA.

I only want to target the search network – so there is no need to select the 'Demographic' option which is 'off' by default.

The image below shows the campaign has defaulted to target the United Kingdom. To change this click on 'Select one or more other locations' (highlighted below).

We then see the following screen on the next page:
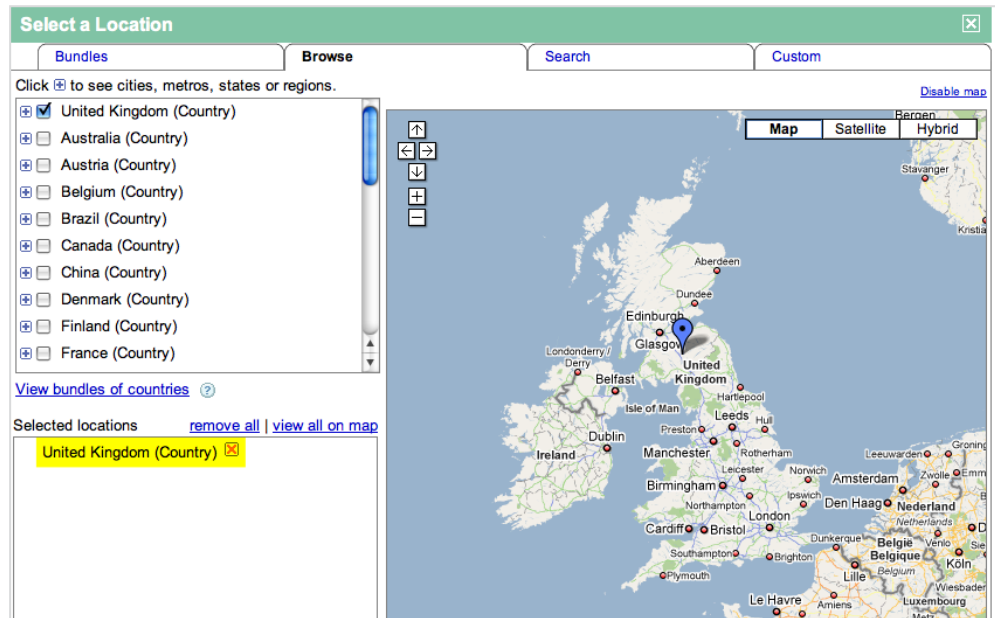
The location you are targeting is shown in the 'Selected locations' box (highlighted) and in the map.

Click on the red cross next to the location to remove it.
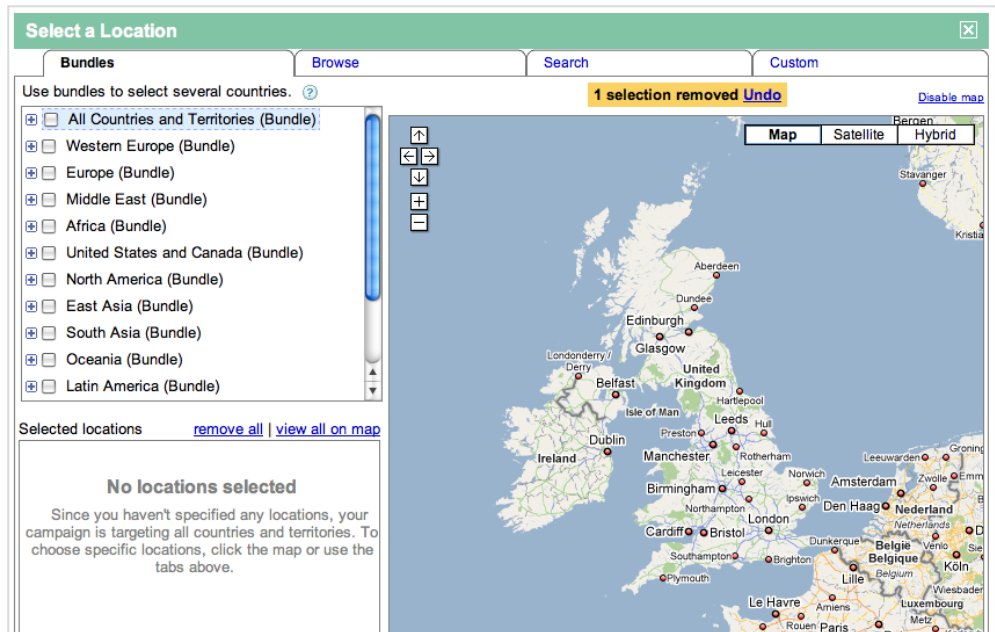
Select 'United States' from the list of countries and click on 'Save'.
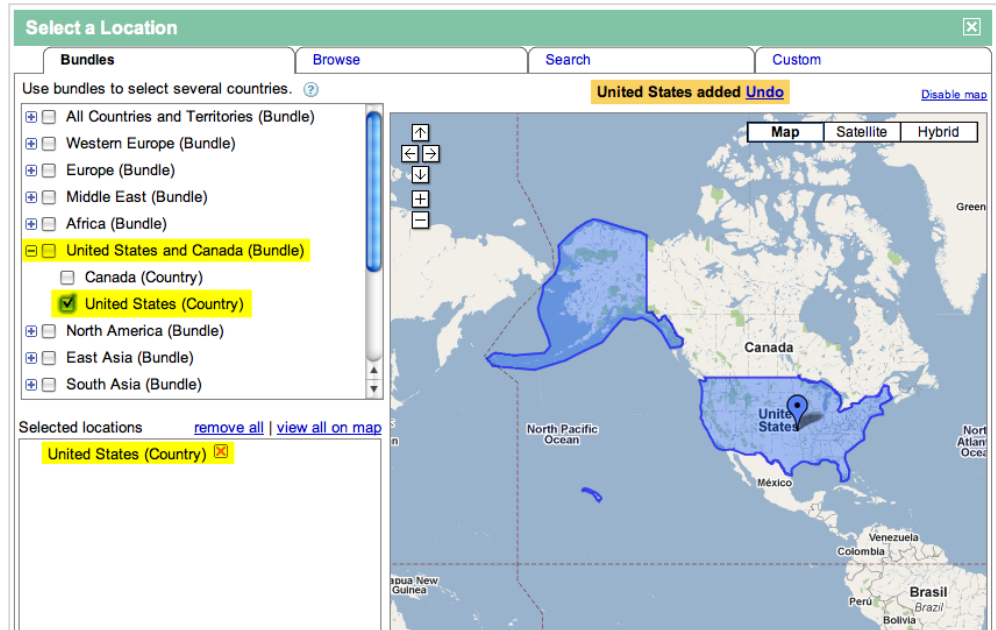
Now the campaign's 'Locations, Languages and Demographics' are set. Our configurations are shown in the highlights in images below:
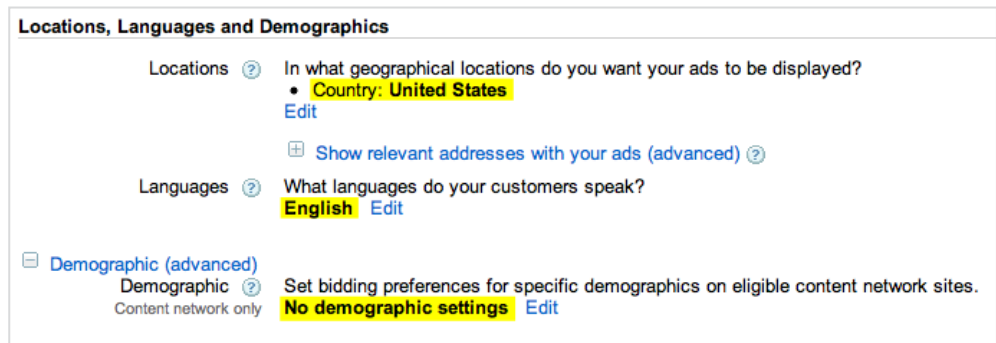
And by clicking on 'Demographic (advanced)' I can see that 'No demographic settings' have been made (the default).

Networks, devices and extensions

Your 'Networks, devices and extensions' are your most important settings. This is where you tell Google on which networks your campaign will run.

There are three networks:

1. Google Search results pages on which your ads may appear alongside or above the search results.

2. Google 'Search partners' on which your ads may appear alongside or above search results on Google 'properties' and 'search partner' sites. 'Google properties' includes Google Maps, Google Product Search and Google Groups. 'Search partners' include sites such as Lycos, New York Times and Amazon.com.

3. Google's 'Content network' is a network of external content websites, e-commerce sites and blogs that display ads via Google AdSense.

Ad groups for search campaigns are themed and structured differently to content campaigns. So use separate campaigns to target Search and Content networks.

When you start your search campaign, use just 'Google search' and switch on the 'search partners' network later if more traffic is needed. This makes it easier to monitor different response rates coming from the 'search partners' network.

To change where your ads will appear, click on 'Let me choose...' (highlighted below):
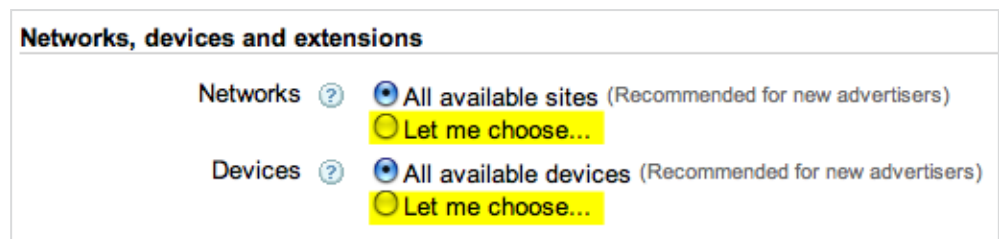
Now you can edit which networks your ads will be shown on. See image on the next page:
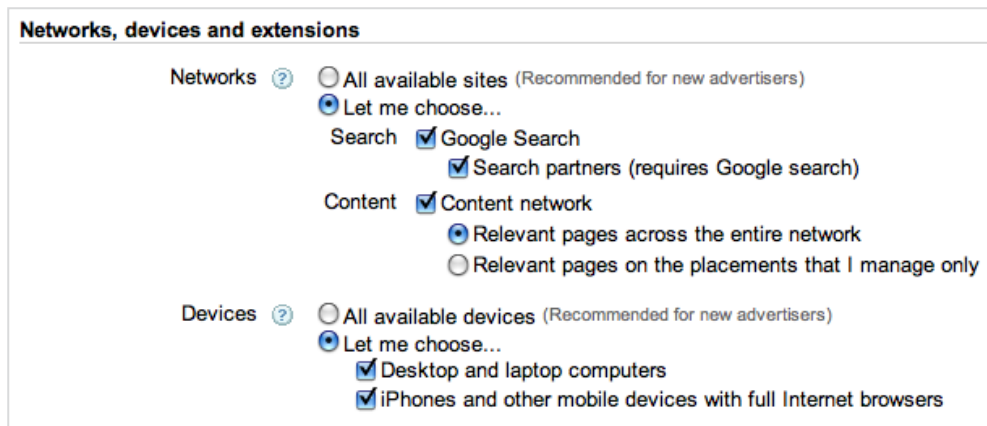
Change the settings as shown in the image and following notes below:
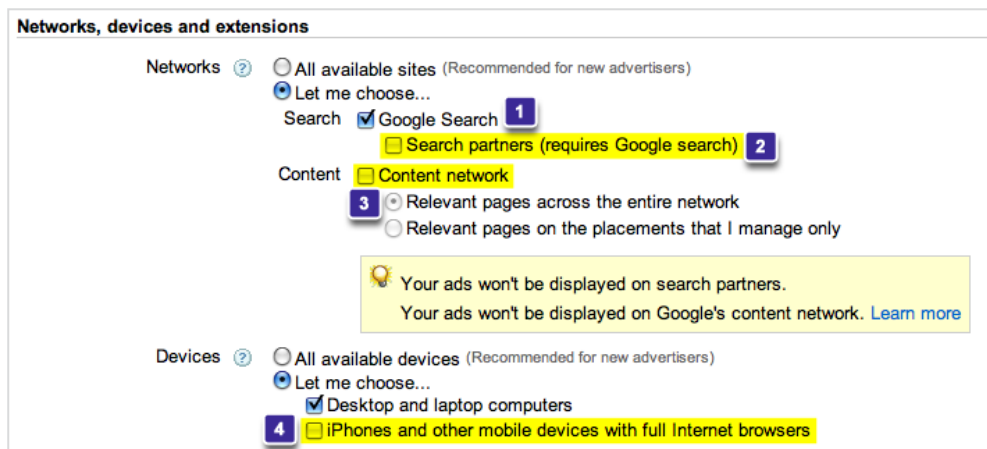
(1) Keep 'Google Search' selected.

(2) Switch off 'Search partners'.

(3) Switch off the 'Content network'.

(4) Switch off 'iPhones and other mobile devices'…(it's harder to make a payment on a mobile device and so this traffic converts a lot less).

Bidding and budget

In 'Bidding ad budget' you can configure the following:

• How to bid for clicks

• Your daily budget

• If you want to show ads in certain positions on Google search results pages

• If you want your budget to be spent evenly over the course of the day or to accelerate your ad's display and spend

The settings we are choosing for our example campaign are shown and described in the image and notes below:
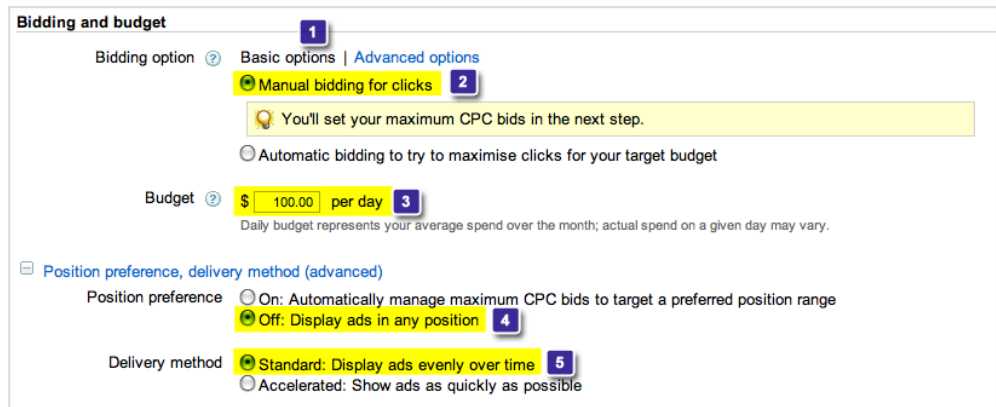
(1) Select 'Basic options'.

(2) Select 'Manual bidding for clicks'.

(3) Enter a budget of $100.00 per day.

(4) Make sure the position preference is switched off.

(5) Make sure the delivery method is 'Standard' so that your ad display and spend is spread over the course of each day.

Schedule: Start date, end date, ad scheduling

'Start date, end date, ad scheduling' is found under 'Advanced settings' and allows you to control when your ads are shown.

Click on the small 'Edit' link next to 'Display ads all days and hours'.
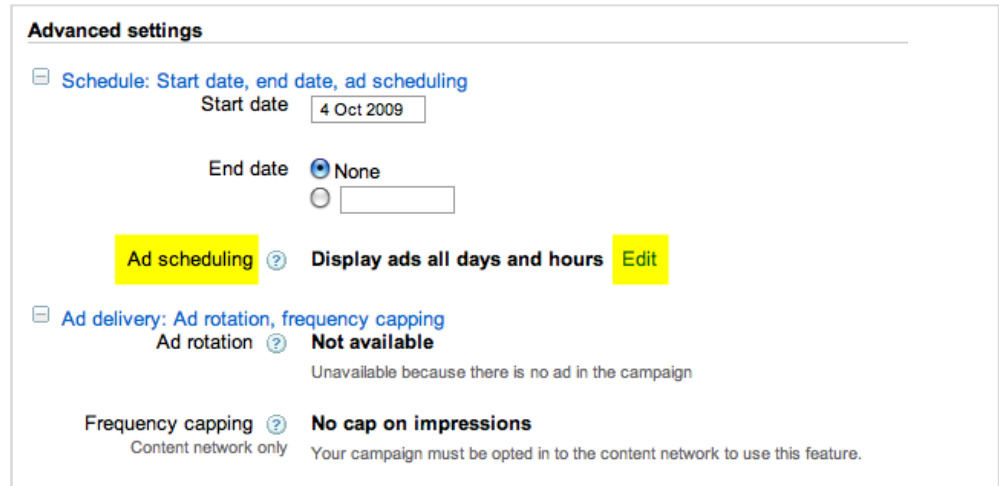
You'll see the following 'Ad schedule' screen:
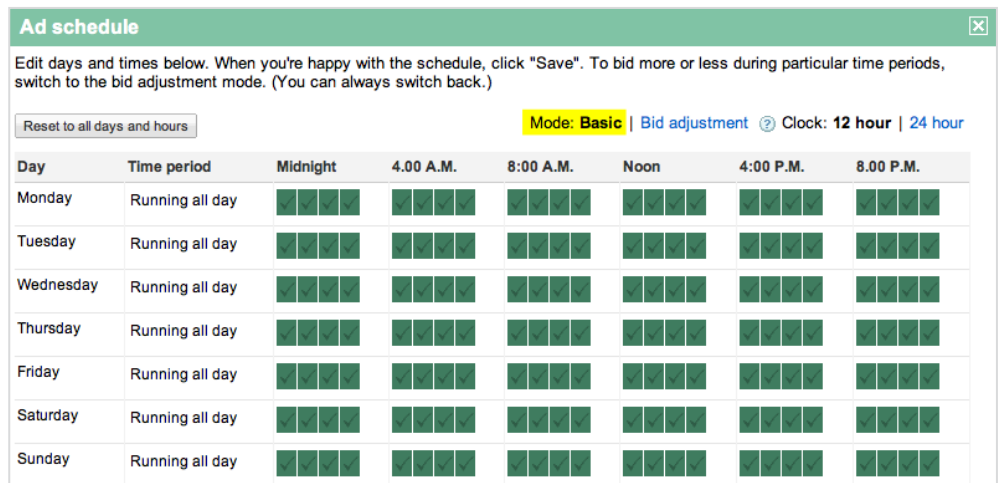
There are two modes of control:

• Basic (highlighted in above image): allows you to adjust the timings.

• Advanced (click 'Basic'): allows you to change the bids as well.

Unless you have a good reason to do otherwise, change your timings to be off at night.

In Basic mode, click on 'Running all day' for Monday.

Change the times the ads run from '12 AM' to '02 AM' and '08 AM' to '12 AM'. See image:
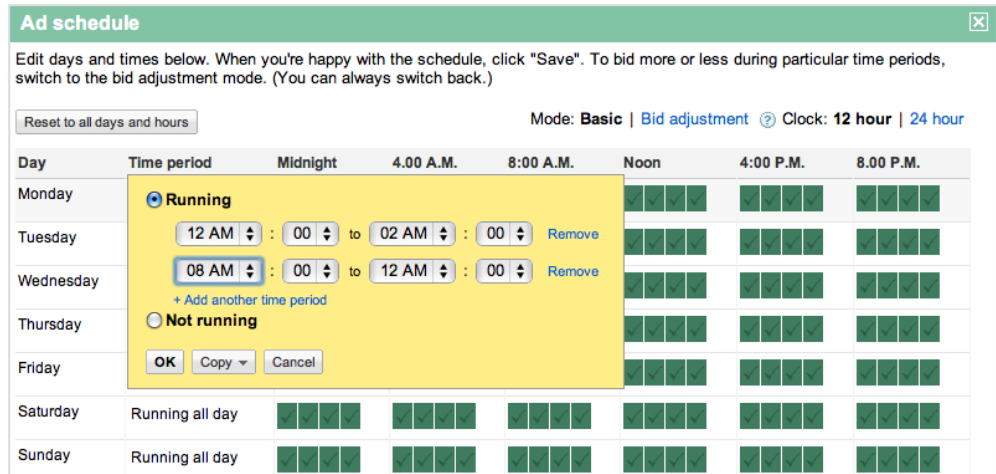
Then click on 'Copy' to copy the timings 'To All Days'. See below:
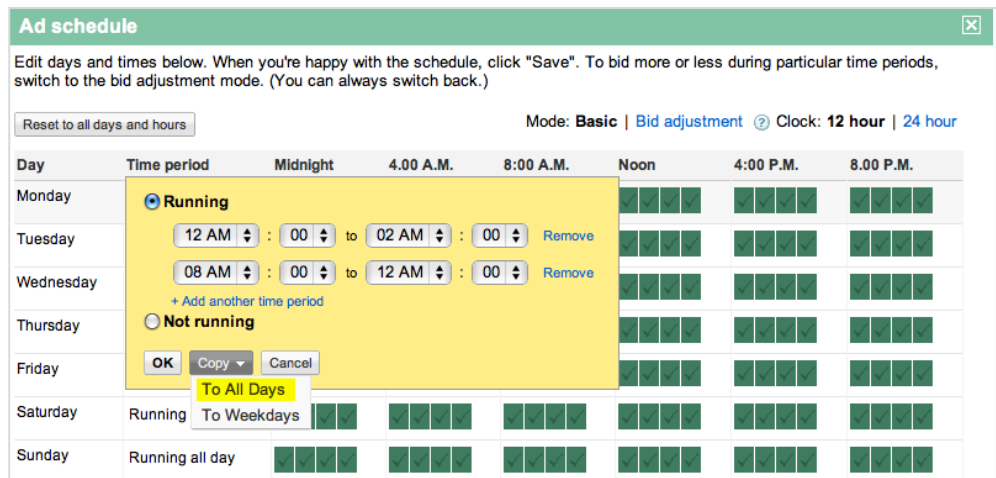
Now all seven days have the same timings. See 'Time period' column on the next page:

Click on 'Done' to save your new timings.

And then on 'Save and continue'.
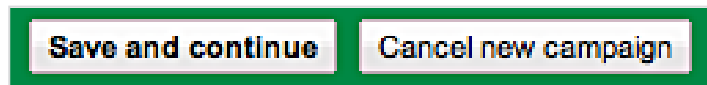
Now let's create our first new ad group.

2. Your first ad group

Things are warming up now - you're going to make your campaign's first ad group.

Click on the 'Campaigns' tab, then the 'Ad Groups' tab and then '+ New ad group'. See below:

Name your ad group:

3. Your first ad

Add your first ad's copy in the 'Create an ad' section. You prepared your ad copy earlier in the 'Ad copy' worksheet in chapter 5 (part 8). So you can simply copy and paste your text into the form's appropriate fields. See image:

4. Add keywords

Then in the 'Keywords' section, add your keywords.

Paste them into the '<Enter new keyword>' field shown below.

At this point you need your keywords from Wordtracker (see chapter 4).

Open Wordtracker and go to the 'BTH: Green Tea Campaign' project. The image on the next page shows that Project and its Lists, most of which are for ad groups.

Click to see the 'Green Tea AdGroup'.

Click on 'Export: Keywords only' and your keywords export in an Excel file, see below:

	A
1	Keyword
2	green tea
3	best green tea
4	buying green tea
5	buy green tea
6	green tea store
7	

Now you need to perform some Excel magic to add phrase and exact match syntax to your keywords.

Move the keywords from column A to column B.

Copy these keywords twice into the rows below so you have three sets of them.

Put the match type marks (quotes and brackets) in columns A and C. See image below:

	A	B	C
1	Broad Match	Keyword	
2		green tea	
3		best green tea	
4		buying green tea	
5		buy green tea	
6		green tea store	
7	Phrase Match		
8	"	green tea	"
9	"	best green tea	"
10	"	buying green tea	"
11	"	buy green tea	"
12	"	green tea store	"
13	Exact Match		
14	[	green tea	]
15	[	best green tea	]
16	[	buying green tea	]
17	[	buy green tea	]
18	[	green tea store	]
19			

Add the following formula to column D, next to the first phrase match keyword:

=A8&B8&C8

	A	B	C	D
1	Broad Match	Keyword		
2		green tea		
3		best green tea		
4		buying green tea		
5		buy green tea		
6		green tea store		
7	Phrase Match			
8	"	green tea	"	=A8&B8&C8
9	"	best green tea	"	
10	"	buying green tea	"	
11	"	buy green tea	"	
12	"	green tea store	"	
13	Exact Match			
14	[	green tea	]	
15	[	best green tea	]	
16	[	buying green tea	]	
17	[	buy green tea	]	
18	[	green tea store	]	
19				

Then copy this formula down so it is added next to all phrase and exact match keywords. The result is that all keywords are wrapped in the correct syntax. See image:

	A	B	C	D	E
1	Broad Match	Keyword			
2		green tea			
3		best green tea			
4		buying green tea			
5		buy green tea			
6		green tea store			
7	Phrase Match				
8	"	green tea	"	"green tea"	
9	"	best green tea	"	"best green tea"	
10	"	buying green tea	"	"buying green tea"	
11	"	buy green tea	"	"buy green tea"	
12	"	green tea store	"	"green tea store"	
13	Exact Match				
14	[	green tea	]	[green tea]	
15	[	best green tea	]	[best green tea]	
16	[	buying green tea	]	[buying green tea]	
17	[	buy green tea	]	[buy green tea]	
18	[	green tea store	]	[green tea store]	
19					
20					
21					

Now copy all the broad (col B), phrase and exact (col D) keywords into the keywords box on AdWords.

Keywords

⊟ Select keywords

Your ad can be displayed on Google when people search for the keywords that your ad. You can add more keywords later. Help me choose effective keywords

Enter one keyword per line.

```
buy green tea
green tea store
"green tea"
"best green tea"
"buying green tea"
"buy green tea"
"green tea store"
```

Estimate search traffic
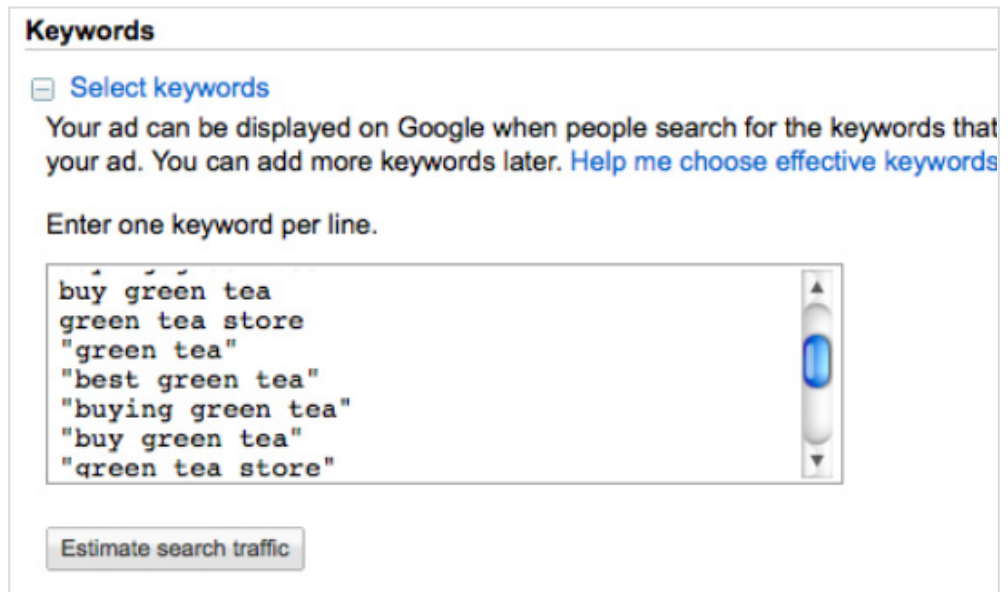
Click on the 'Estimate search traffic' button to find a reasonable default bid for your keywords.

5. Add default bids

Clicking on the 'Estimate search traffic' button (see above) shows estimated ranges of CPC for your ad group's keywords. See below:

Estimated traffic summary ⓘ

The following are approximations for the keywords above. Based on max CPC: **$5.94** and budget: **$100.00/day**.

Avg. CPC: $0.89 - $2.00

Clicks/day: 50 - 70

Cost/day: ⓘ $62.05 - $100.00

The Avg. CPC is the estimated average Cost Per Click for all the keywords within the ad group.

The lowest estimated CPC bid is $0.89 and the highest is $2.00.

We also see that the Clicks/day is estimated at 50-70 with the Cost/day of' $62.05 - $100.00'.

This assumes a 1% CTR (clickthrough rate) but if you can get a higher CTR then your costs will be lower.

Choose the top bid of $2.00 as your ad group's 'search default bid' and enter it in the 'Search' field in the 'Ad group default bids' section. See below:

Placements

⊞ Select managed placements

Ad group default bids (Max. CPC)

You influence your ads position by setting its maximum cost per click (CPC). T
user clicks on your ad. Your max CPC can be changed as often as you like.

Search ⑦ $ [2.00]

Content: managed placements $ [   ] - Off

Content: automatic placements $ [   ] - Off
Leave blank in order to use automated bids. ⑦

[**Save and continue to billing**]   [Set up billing later]   [Cancel new ad group]

Note that your actual bids will be controlled by the bid stack that we'll show you how to set up below.

You can choose to 'Save and continue to billing' or 'Set up billing later' which saves the ad group and allows you to enter another.

You have now created your first AdWords ad group.

Next we add 'ad group negative keywords' and more ads.

6. Add 'ad group negative keywords'

Click on the 'Campaigns' tab.

Click on the campaign name, in our example: 'Green Tea USA Search Campaign - 03.OCT.09'

Then click on the ad group name: 'Green Tea'.

Click on 'Add keywords'.

Click on the 'Keyword Tool' link. See image:
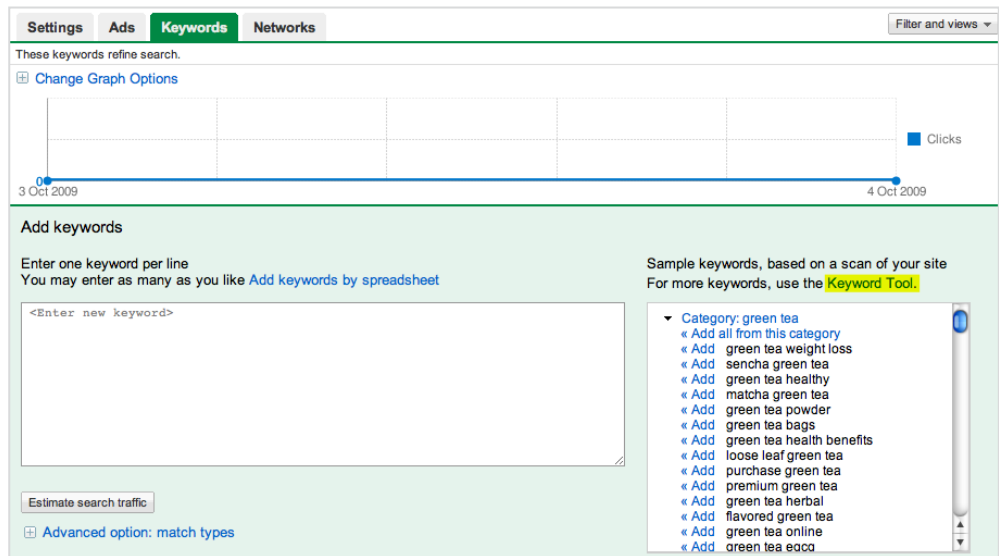
Click on 'Existing keyword' (see image on next page).
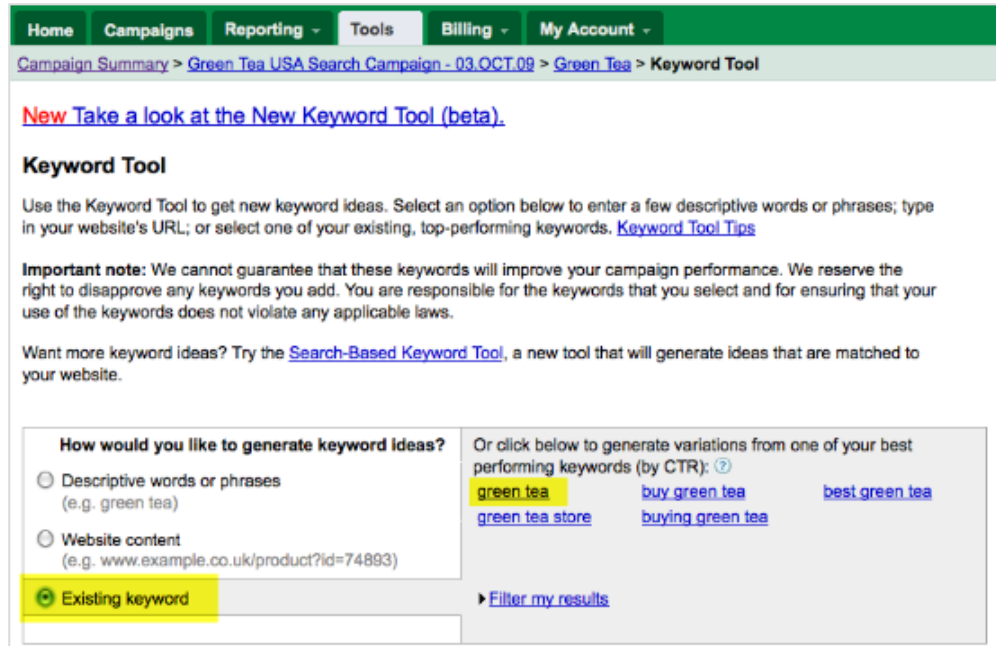
AdWords now shows some keywords from your ad group in the right hand panel.

Choose the keyword with the smallest number of words – *green tea* – as this will give you the greatest number of negatives.

If you have time you can click on all the existing keywords in turn.

Google lists possible keywords and you then change the match type from broad to negative. See below:

Possible negative keywords are now listed in the 'Keywords' column.

To add one of the listed keywords as a negative keyword, click on 'Add negative'.

When you click on a keyword it appears in the 'Selected Keywords' column on the top right of the page. See below:

Above I have made *lipton* a negative keyword as we don't want this ad group's adverts to appear for searches containing *lipton*. We have a 'Lipton' ad group with relevant ads and it is those ads we want to appear for *lipton* searches.

Click on 'Save to Ad Group' when you have finished going through the list of keywords.

To see your negative keywords, scroll to the bottom of the page.
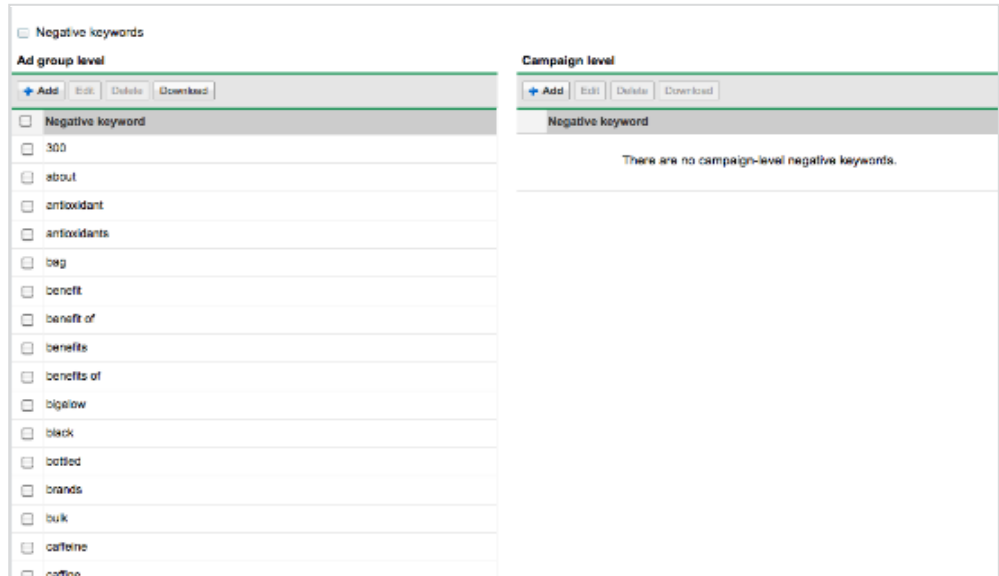
Remember that these negative keywords will only apply at the ad group level – in this case only for the 'Green Tea' ad group.

7. Add the bid stack

Next you add the bid stack.

Open a new tab on your browser and go to 'Traffic Estimator' (see image on following page).
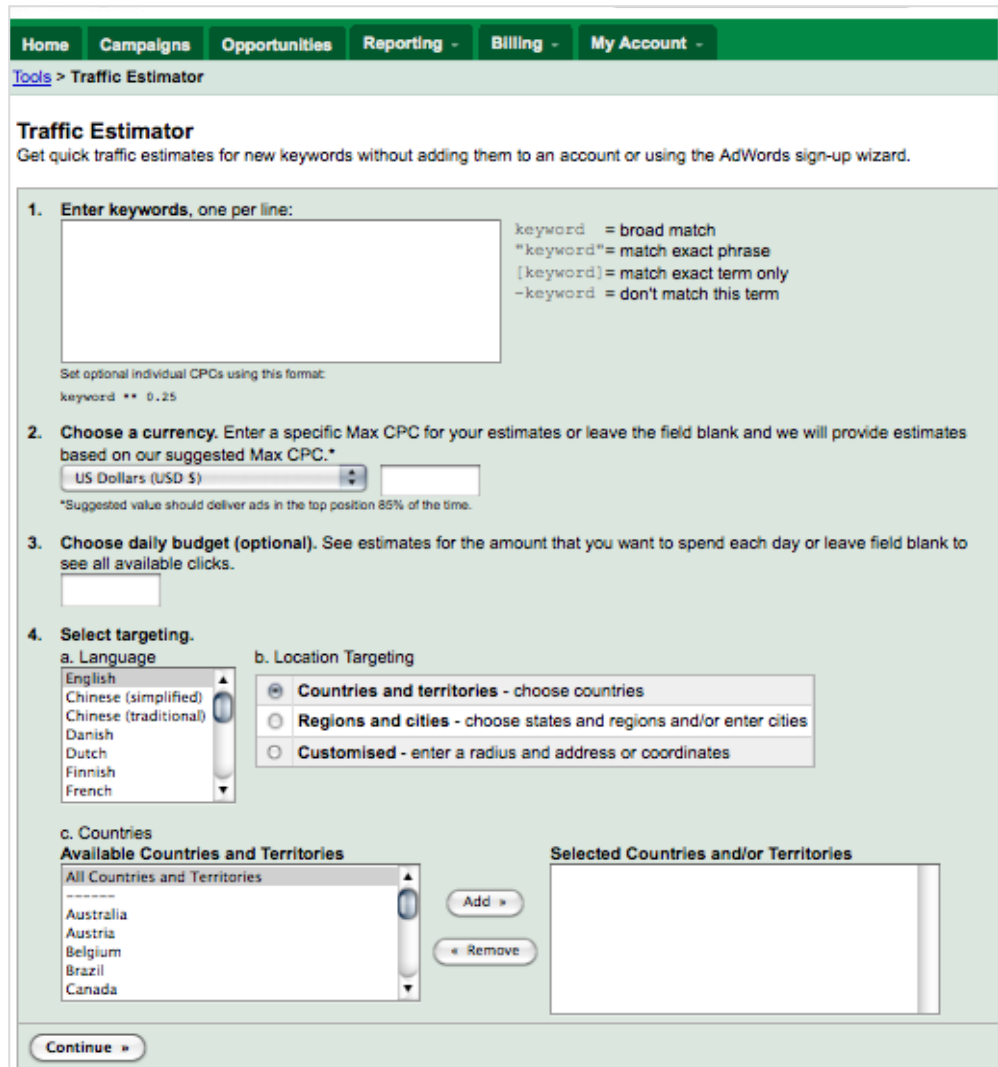
Copy and paste your *green tea* exact match keywords into the Traffic Estimator box.
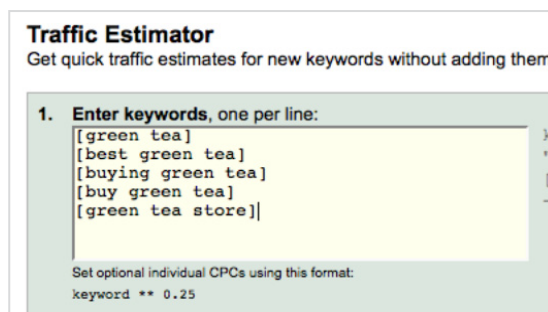
And add the country you wish to target – in this case the United States.

And click on continue.

You'll now see bid estimates for exact match keywords. See below:

Depending on your budget choose either the min or max bid for each keyword – shown in the range in the 'Estimated Avg. CPC'.

Make a note of those, or enter straight into your ad group spreadsheet which you can have open at the same time.

Where a bid gives you 'Not enough data to give estimates,' use your ad group default search bid.

To add the bids, return to your ad group (click the 'Campaigns' tab, the campaign name and then your ad group's name), select all its keywords and then click on 'Edit in spreadsheet' in the 'Edit' drop-down. See the image below:
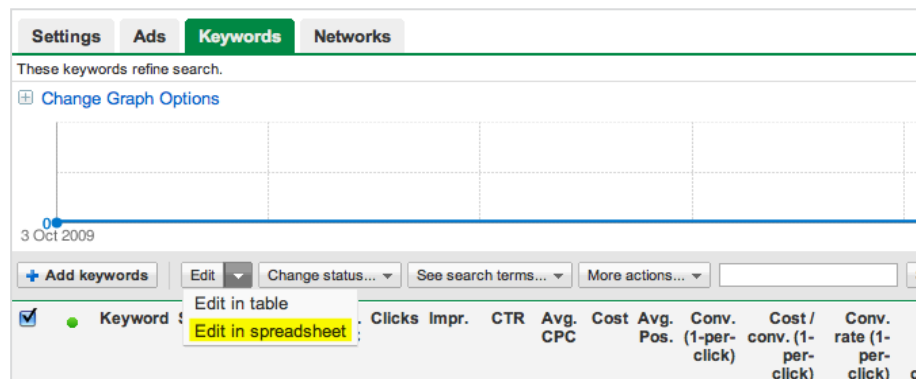
A spreadsheet appears. Enter your exact match bids (the keywords in square brackets).

	A	B	C	D	
1	Keyword	Status	Max. CPC	Destination URL	First P
2	best green tea	enabled	$2.08		--
3	[best green tea]	enabled	1.18		--
4	"best green tea"	enabled			--
5	"buy green tea"	enabled	$2.08		--
6	buy green tea	enabled	$2.08		--
7	[buy green tea]	enabled	$2.08		--
8	[buying green tea]	enabled	$2.08		--
9	buying green tea	enabled	$2.08		--
10	"buying green tea"	enabled	$2.08		--
11	green tea	enabled	$2.08		--
12	[green tea]	enabled	$2.08		--
13	"green tea"	enabled	$2.08		--
14	"green tea store"	enabled	$2.08		--
15	green tea store	enabled	$2.08		--
16	[green tea store]	enabled	$2.08		--
17					

Enter your phrase match bids. For example, for "best green tea" (see cell C4 below), I enter '=C3 x 100.0.75', i.e. 75% of the exact match bid amount shown in cell C3.

	A	B	C	D
1	Keyword	Status	Max. CPC	Destination URL
2	best green tea	enabled	$2.08	
3	[best green tea]	enabled	$1.18	
4	"best green tea"	enabled	=C3*0.75	
5	"buy green tea"	enabled		
6	buy green tea	enabled	$2.08	
7	[buy green tea]	enabled	$2.85	
8	[buying green tea]	enabled	$1.79	
9	buying green tea	enabled	$2.08	
10	"buying green tea"	enabled	$2.08	
11	green tea	enabled	$2.08	
12	[green tea]	enabled	$1.79	
13	"green tea"	enabled	$2.08	
14	"green tea store"	enabled	$2.08	
15	green tea store	enabled	$2.08	
16	[green tea store]	enabled	$1.79	
17				

Enter your broad match bids. E.g. for *best green tea* (see cell C2 below), I enter '=C3 x 100.0.25', ie 25% of the exact match bid amount shown in cell C3.

	A	B	C	D
1	Keyword	Status	Max. CPC	Destination URL
2	best green tea	enabled	=C3*0.25	
3	[best green tea]	enabled		
4	"best green tea"	enabled	$0.89	
5	"buy green tea"	enabled	$2.08	
6	buy green tea	enabled	$2.08	
7	[buy green tea]	enabled	$2.85	
8	[buying green tea]	enabled	$1.79	
9	buying green tea	enabled	$2.08	
10	"buying green tea"	enabled	$2.08	
11	green tea	enabled	$2.08	
12	[green tea]	enabled	$1.79	
13	"green tea"	enabled	$2.08	
14	"green tea store"	enabled	$2.08	
15	green tea store	enabled	$2.08	
16	[green tea store]	enabled	$1.79	
17				

When you've entered all your bids, click on 'Save'.

	A	B	C	D
1	Keyword	Status	Max. CPC	Destination
2	best green tea	enabled	$0.30	
3	[best green tea]	enabled	$1.18	
4	"best green tea"	enabled	$0.89	
5	"buy green tea"	enabled	$2.14	
6	buy green tea	enabled	$0.71	
7	[buy green tea]	enabled	$2.85	
8	[buying green tea]	enabled	$1.79	
9	buying green tea	enabled	$0.45	
10	"buying green tea"	enabled	$1.34	
11	green tea	enabled	$0.45	
12	[green tea]	enabled	$1.79	
13	"green tea"	enabled	$1.34	
14	"green tea store"	enabled	$1.34	
15	green tea store	enabled	$0.45	
16	[green tea store]	enabled	$1.79	
17				

Save   Cancel

You can now see all your keywords within the bid stack.

		Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
☐	•	green tea	Below first page bid First page bid estimate:$0.60	$0.45	0	0	0.00%	$0.00	$0.00	0
☐	•	[green tea]	Eligible	$1.79	0	0	0.00%	$0.00	$0.00	0
☐	•	"green tea"	Eligible	$1.34	0	0	0.00%	$0.00	$0.00	0
☐	•	"buy green tea"	Eligible	$2.14	0	0	0.00%	$0.00	$0.00	0
☐	•	buy green tea	Eligible	$0.71	0	0	0.00%	$0.00	$0.00	0
☐	•	best green tea	Eligible	$0.30	0	0	0.00%	$0.00	$0.00	0
☐	•	[best green tea]	Eligible	$1.18	0	0	0.00%	$0.00	$0.00	0
☐	•	"green tea store"	Eligible	$1.34	0	0	0.00%	$0.00	$0.00	0
☐	•	green tea store	Eligible	$0.45	0	0	0.00%	$0.00	$0.00	0
☐	•	[buy green tea]	Eligible	$2.85	0	0	0.00%	$0.00	$0.00	0
☐	•	[green tea store]	Eligible	$1.79	0	0	0.00%	$0.00	$0.00	0
☐	•	"best green tea"	Eligible	$0.89	0	0	0.00%	$0.00	$0.00	0
☐	•	[buying green tea]	Eligible	$1.79	0	0	0.00%	$0.00	$0.00	0
☐	•	buying green tea	Below first page bid First page bid estimate:$0.60	$0.45	0	0	0.00%	$0.00	$0.00	0
☐	•	"buying green tea"	Eligible	$1.34	0	0	0.00%	$0.00	$0.00	0
		Total - Search			0	0	0.00%	$0.00	$0.00	0
		Total - Content			0	0	0.00%	$0.00	$0.00	0

Notice in the image above that two of the keywords have the following error message:

Below first page bid
First page bid estimate:$0.60
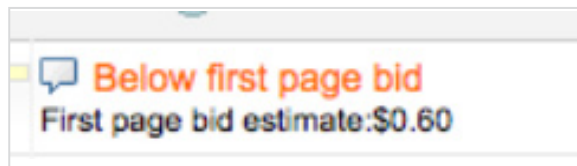
This means that your keywords will run – but will not appear on the first page of search results.

8. More ads

Now add more ads so you can test them against each other and find the most responsive.

Click on the 'Ads' tab and then 'New ad'.
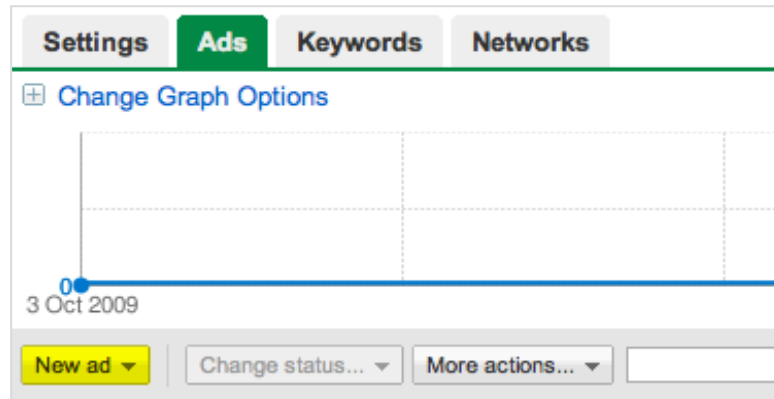
Enter your new ad text.
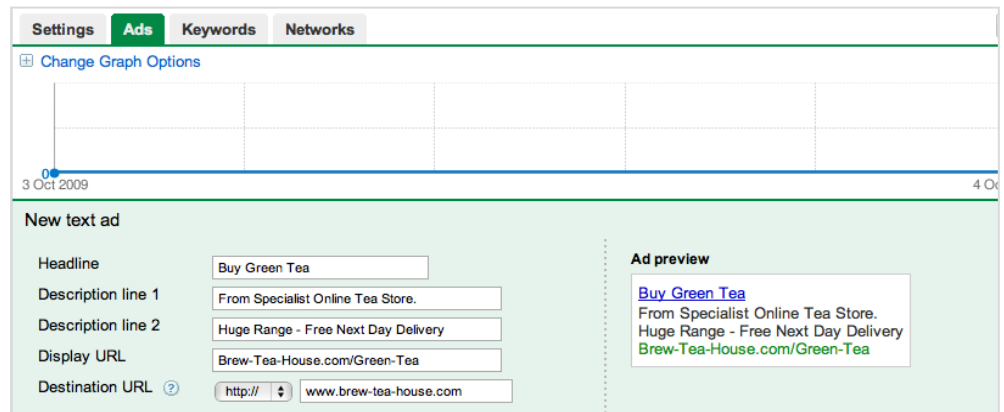
Add a minimum of two (but preferably four) ads per ad group to start a campaign. See the four ads listed in the image on the next page:

When you first enter your ads, Google marks these as 'pending review'. However, they are only pending for the 'search partners' and 'content' networks. For the 'search' network your ads will run almost immediately. So if you don't want them to run, pause either your ads, the ad group or the campaign.

9. Build the landing page

Build one landing page for each ad group.

Your ad group's landing page must be relevant to the groups' keywords and ad copy. They must all use the same keywords.

So our 'Green Tea' ad group's landing page is about green tea, sells green tea and uses the keyword *green tea*. See image on the next page.

Other ad groups will have their own landing pages. For example the 'Jasmine Tea' ad group will have a landing page that is about jasmine tea, sells jasmine tea and uses the keyword *jasmine tea.*

10. Add more ad groups

To add another ad group just click on the 'Campaigns' tab and then the 'Ad Groups' tab.
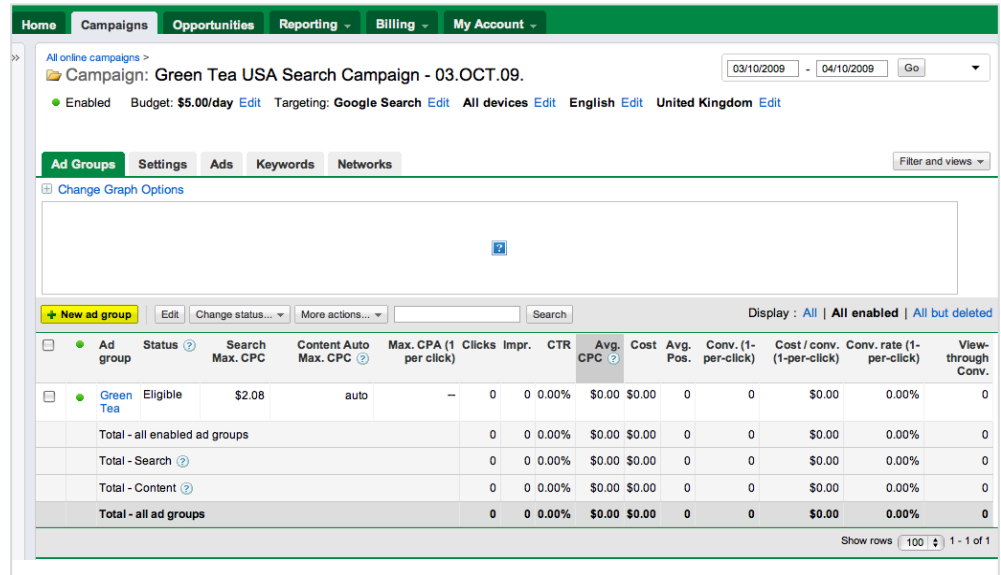
Now click on '+ New ad group' (highlighted above) and repeat the process shown above in parts 2-8 of this chapter.

11. Refine and add campaign-level negative keywords

AdWords allows you to apply campaign-level negative keywords that apply to all ad groups within that campaign.

Be careful as campaign-level negative keywords can easily stop wanted keywords from displaying!

Earlier, we used Wordtracker to find and save a list of possible campaign-level keywords. We're going to download them, refine them and choose their bid types before adding them to the AdWords campaign.

Find the relevant project back in your Wordtracker account ('BTH: Green Tea Campaign' for our example).

Open the 'Green Tea Campaign Level Negative Keywords' List and export the keywords only to Excel. See image:

Now go through the keywords to see if you can find any keywords which:

1. You never want to trigger your ads.

2. Apply to all your campaign's ad groups.

Within the exported excel file, create two extra columns:

• Column 1 for 'Negative Keywords' that you want.

• Column 2 for 'Variations' on your negative keywords. These are plurals, common misspellings or hyphenations and are needed because negative broad match and phrase match don't expand to include them.

	A	B	C	D
1		Negative Keyword	Variations	
2	green tea extract			
3	benefits of green tea	extact		
4	green tea diet			
5	green tea benefits			
6	green tea weight loss	loss		
7	green tea health benefits			
8	does green tea contain caffeine	[does green tea contain caffeine]		
9	matcha green tea			
10	green tea powder	power		
11	benefits of green tea for dieting			
12	arizona green tea			
13	green tea hp			
14	green tea side effects	"side effects"	"side effect", side-effects, sideeffects	
15	green tea has more vitamin c than black tea			
16	mega green tea			
17	health benefits of green tea			
18	ultra lean green tea			
19	mega t green tea			
20	green tea caffeine			
21	does green tea have caffeine			
22	green tea and weight loss			
23	green tea pills	pills	pill	
24	pineapple green tea	cake	cakes	
25	green tea opera cake			
26	green tea to lose weight			
27	herbal iced green tea	[herbal iced green tea]		
28	can green tea really make you lost weight	[can green tea really make you lost weight]		
29	green tea fat burner			
30	green tea bamboo clothing	[green tea bamboo clothing]		
31	caffeine content green tea	[caffeine content green tea]		
32	mega tea green tea			
33	caffeine in green tea			
34	side effects of drinking green tea			
35	green tea ice cream	"ice cream"	Icecream, ice-cream	
36	bulk green tea			
37	green tea clothing			
38	benefits drinking green tea			
39	green tea help me lose weight			
40	healthy green detox diet tea			
41	effects of green tea			
42	green tea extract side effects			
43	green tea capsules	capsules	capsule	
44	green tea ice cream recipe	recipe	recipes	
45	mega t green tea dietary supplement			
46	strawberry shortcake tiny treats tea blossom grape green apple			
47	does green tea have caffeine?			

When to choose 'broad negative match'

If the negative keyword is a phrase containing one negative word then the best choice of match type is negative broad. For example:

green tea capsules

Here the one negative keyword is capsules. Instead of wanting green tea the drink, the person searching wants green tea capsules. Since Brew Tea House doesn't sell capsules we can be confident that there is never going to be a case where we would want to pay for searches containing capsules.

So we need to add *–capsules* and *–capsule* to exclude the maximum number of unwanted search queries.

Returning to our Excel sheet:

• the negative broad keyword is: *-capsules*

• the variation is: *–capsule*

Rule – if using a single negative keyword use negative broad match.

Remember to add variations for plurals and common misspellings.

Some single keyword-based negative match type examples follow…

-[*green tea capsules*] (exact negative) would only exclude:

green tea capsules

… but **not:**

jasmine green tea capsules

-"*green tea capsules*" (phrase negative) would exclude:

green tea capsules
jasmine green tea capsules

… but **not**:

green tea cheap capsules
green tea capsule

-capsules (broad negative) would exclude:

green tea capsules
jasmine green tea capsules
green tea cheap capsules

 ...but **not:**

green tea capsule
jasmine green tea capsule
green tea cheap capsule

When to choose phrase negative match

There are some keywords you don't want to bid for in which **two or more words are modifying the search query**. Use negative phrase match for such keywords. For example:

green tea ice cream

The two words modifying the search query are *ice cream*. Brew Tea House doesn't sell green tea ice cream or any ice cream. So you can confidently use a phrase negative match to stop your all your campaign's ads from showing for searches containing ice cream.

Returning to our Excel sheet:

• the negatives would be *-ice cream*

• the variations would be *-ice-cream, -icecream*

Some two keyword-based negative match type examples follow...

 -[*green tea ice cream*] (exact negative) would only exclude:

 green tea ice cream

 ... but **not:**

green tea flavored ice cream

-"*ice cream*" (phrase negative) would exclude:

green tea ice cream
green tea flavored ice cream
ice cream green tea flavor
buy green tea ice cream

Adding to Google

Once you have your final list of campaign-level negative keywords, click on 'Opportunities'. See image below:

Then click on 'more tools...' in the menu on the left hand side of the screen. See image below:
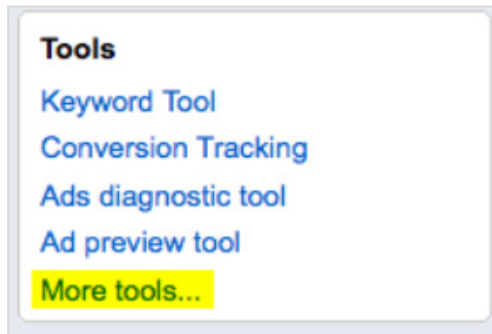
You'll see in the screen on the next page where you should click on 'Edit Campaign Negative Keywords'.

Then enter your negative keywords into the box and click on 'Add keywords'.

You will then see your negative keywords listed:

Manage existing campaign negative keywords in Green Tea "Search" Campaign			
Delete ☐ select all			Showing 1-34 of 34 keywords.
☐ cake	☐ instant	☐ power	☐ "side effects"
☐ cakes	☐ latte	☐ recipe	☐ [caffeine content green tea]
☐ cancer	☐ location	☐ recipes	☐ [can green tea really make you lost weight]
☐ capsule	☐ locations	☐ seed	☐ [does green tea contain caffeine]
☐ capsules	☐ loss	☐ seeds	☐ [green tea bamboo clothing]
☐ cookie	☐ oil	☐ supplement	☐ [herbal iced green tea]
☐ cookies	☐ oils	☐ supplements	☐ [starbucks green tea frappacino]
☐ cream	☐ pill	☐ "har loss"	
☐ creams	☐ pills	☐ "ice cream"	

12. Adding AdWords conversion code

Up to now we have used research and theory to choose which keywords to bid on as well as how much to bid.

Once our campaign is live we can use real response rates.

When you know which clicks (which keywords) lead to conversions you can spend your money most effectively – on the keywords most likely to lead to a conversion.

To find out which keywords convert you need to install Conversion Tracking code, part of a free AdWords tool that helps you track users' behavior after they have clicked on your ads.

With conversion tracking installed you can:

• Identify profitable and non-profitable keywords.

• Confidently increase bids on profitable keywords and pause them on the non profitable.

Conversion tracking allows you to track more than one action. You might for example track both sign-up to a free newsletter and product sales.

How conversion tracking works

Conversion tracking requires you to add a small snippet of code to the 'Thank You' pages on your website.

A 'Thank You' page is the page a visitor is sent to after performing an action like buying something, requesting a free report or signing up for a newsletter. AdWords calls all these actions conversions.

You can track each type of conversion separately by using different code.

The code on the 'Thank You' page tells AdWords each time you make a conversion.

You can then view the results for each type of conversion next to the keywords used to display the ad that was clicked on to visit your site.

It should be noted that Quality Score does not consider data from conversion tracking.

Adding conversion tracking code

To add conversion tracking code, on your AdWords campaign page, click on 'Reporting' and then 'Conversions' from the dropdown list.
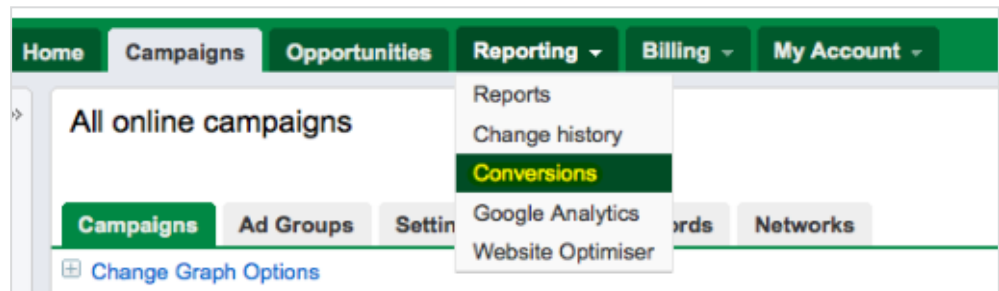
Then click on 'New Conversion'.
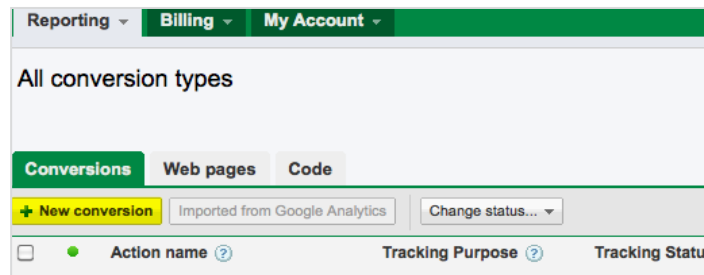
Then name your action (conversion). In this case - 'Green Tea Campaign Purchase'. See image below:

Try and use names that remind you of the types of conversion you are tracking, e.g. I've added 'Purchase' to our example.

Select the 'Type' from the dropdown list. See Purchase/Sale' on the image below.
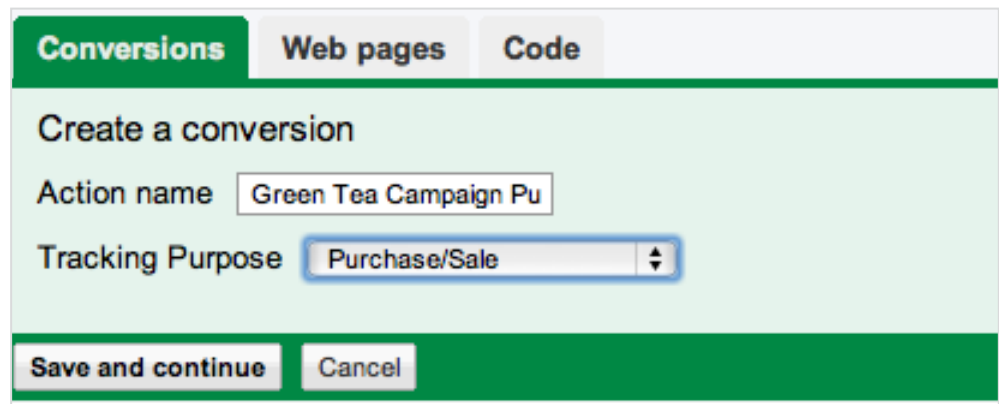
Next you 'Provide details about the page where this conversion will be tracked'. See image below:

As I'm using a secure server I need to select 'https.//'. Otherwise I would choose 'http.//'.
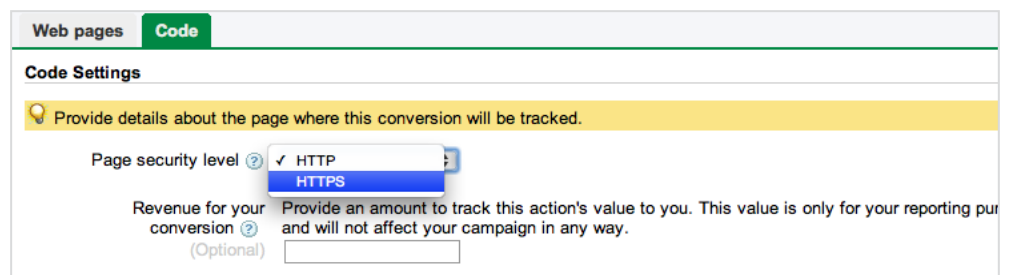
The 'tracking indicator settings' section (see below) is then used to tell your site users about your privacy policy. If you have your own privacy policy explained on your site then choose 'None' (highlighted in the image on the next page). Otherwise you can choose one of AdWords' options.

Now click 'Save and get code' (see above) and this action's tracking code is returned in a box (see image below).

Copy and paste the conversion code into your website's relevant 'Thank You' page.

If you also have Google Analytics code installed on your website then put the AdWords tracking code above the Analytics code. See image below on which Analytics code is highlighted in yellow and AdWords code in green.

```
<!-- Google Code for Green Tea Campaign Purchase Conversion Page -->
<script type="text/javascript">
<!--
var google_conversion_id = 1030005708;
var google_conversion_language = "en_GB";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "8vhmCLyeowEQzMeS6wM";
var google_conversion_value = 0;
//-->
</script>
<script type="text/javascript" src="https://www.googleadservices.com/pagead/
conversion.js">
</script>
<noscript>
<div style="display:inline;">
<img height="1" width="1" style="border-style:none;" alt="" src="https://
www.googleadservices.com/pagead/conversion/1030005708/?
label=8vhmCLyeowEQzMeS6wM&amp;guid=ON&amp;script=0"/>
</div>
</noscript>

<!-- Google Analytics for WordPress | http://yoast.com/wordpress/google-analytic
-->
<script type="text/javascript">
    var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." :
"http://www.");
    document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.co
ga.js' type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
    try {
        var pageTracker = _gat._getTracker("UA-78201-9");
        // Cookied already:
        pageTracker._trackPageview();
    } catch(err) {}
</script>
<!-- End of Google Analytics code -->
</div><!-- Closes footer -->
```

Different AdWords conversion metrics

Google AdWords has three different types of conversions:

• 1-per-click

• Many-per-click

• View-through Conv.

1-per-click and many-per-click conversion types are each displayed with the following three metrics:

- Conv. (the number of conversions in a given period)

- Cost/Conv. (the cost of each conversion)

- Conv. Rate (the ratio of conversions to clicks)

Let's look at each of the conversion types...

1-per-click counts one conversion for every AdWords ad click resulting in a conversion within the last 30 days. So if more than one conversion happens following a single ad click then still only one will be counted. 1-per-click is good for measuring lead acquisition because you don't want to count the same lead twice.

Many-per-click counts any number of conversions made within 30 days following an AdWords ad click. Many-per-conversion is good for counting product sales because every sale is valuable.

View-through Conv. counts conversions on the Google content network only.

For example, if a customer comes to your site, signs up for a newsletter and then makes a purchase:

- 1-per-click = 1 conversion (Conv.)

- Many-per-click = 2 conversions (Conv.)

If the customer returns and makes another purchase within 30 days then:

- 1-per-click = 1 conversion (Conv.)

- Many-per-click = 3 conversions (Conv.)

Choosing your conversion metrics

You can adjust which conversion metrics to display for each campaign. For example, if you're only targeting the search network you only want to see 1-per-click and many-per-click.

Click on 'Filter and views' and then 'Customise Columns'. See image on the next page:
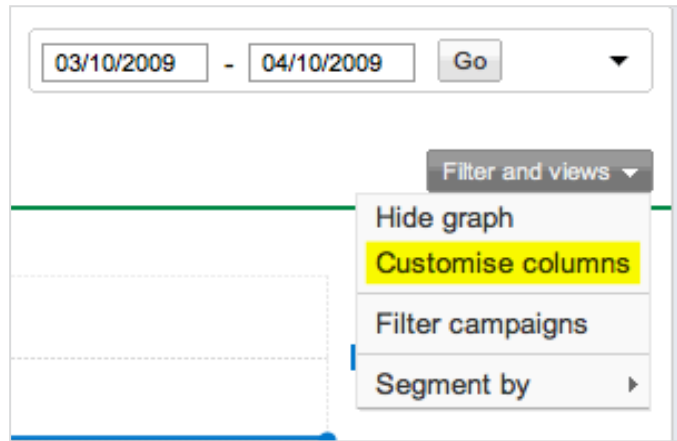
Now select the conversion metrics you want to show. Below I select them all apart from 'View-through Conv.'

The image below shows how they appear in the campaign-level view:
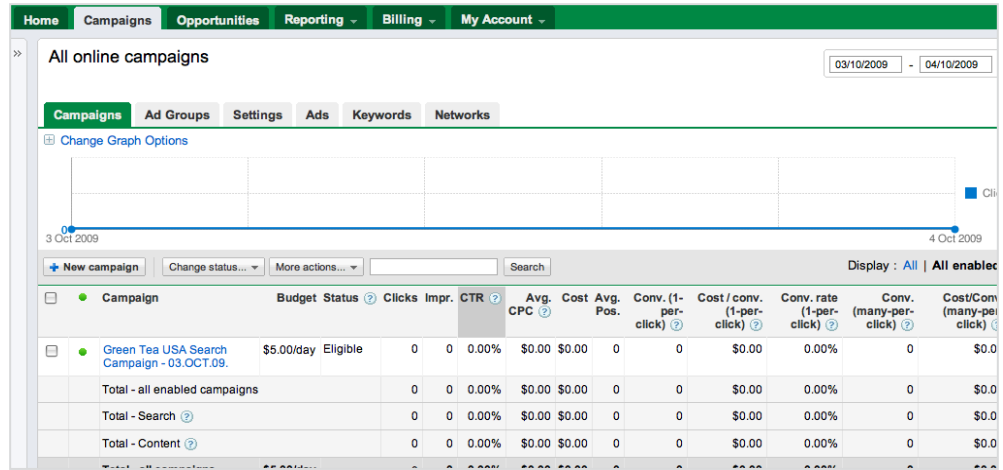
Now you can track the results of your campaign to the keyword level and use chapter 7 (Tool and rules for AdWords optimization) to optimize your campaign. This will ensure you invest in keywords delivering response and don't waste money on those that don't.

Summary

Using the Brew Tea House as an example we've set up an AdWords campaign, step-by-step. You can now follow that process with your own campaigns.

It's important to understand that setting up a campaign is just the start of being successful with AdWords. Once your campaign goes live you move from theory to the real world, and there will be changes to make.

The following chapter gives you a set of rules and tools to make sure those changes optimize your results and maximize the return on your investment.

If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

Tools & rules for AdWords optimization
Chapter 7

One of the great strengths of Google AdWords is that you can adjust every setting with almost immediate effect.

However, if you make changes to an AdWords campaign based on one day's worth of data you can soon get yourself into a tangled mess. Equally, waiting too long can be expensive.

I use the rules in this chapter to help me decide when to make changes and when to hold.

These rules have been tried and tested on hundreds of different accounts. Combine them with Adwords' 'Search term' report and Google Analytics to be fully in control of your AdWords campaigns.

These rules and tools are for search-based campaigns only. See chapter 8 to learn how master content campaigns.

1. Find new keywords with 'Search term' report

Your AdWords 'Search term' report shows the specific searches that your ads appeared for. You can use it to further refine your ad groups.

Search terms can be configured from the 'Reporting' tab where they are called 'Search Query' reports, but they are now also built into the AdWords interface - and those are the reports we'll use.

The 'Search term' report allows you to:

1. See the actual keywords triggered for broad and phrase matches.

2. Find long tail keywords so that you can add them to your ad groups.

3. Find negative keywords to add at the ad group or campaign level.

Here's how to use it...

Click on the 'Keywords' tab and then 'See search terms' dropdown list shown in the image below.
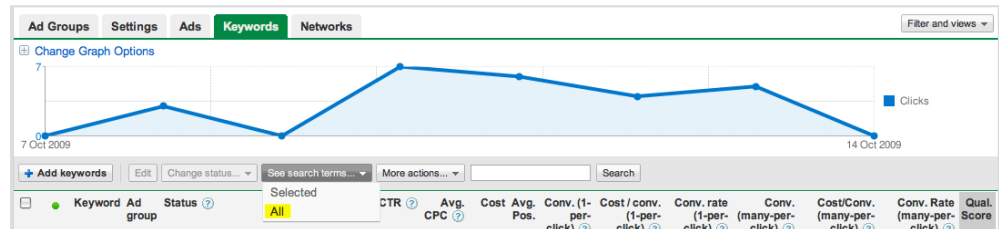
From that list, select 'All' (or 'Selected' if you want to investigate only specific bids you have selected). The screen will change to show the actual keywords that triggered your ad. When you see 'Search term' at the top of the left hand column you know you're at the right place.

Find new keywords to add to your campaign as follows…

Look at phrase and broad match keywords in the 'Match type' column. These are the actual Search terms (keywords) that triggered your ads. If any of them have converted well or show a good CTR then you can add them to your ad group like this…

Make a note of their average CPC bids and then select your chosen keywords (see the tick boxes in the image on the next page):

Click on 'Add as keyword'. See image:

The following 'Add as keyword' pop-up window appears:

Important! Google defaults these keywords to broad match but I strongly suggest using 'Advanced option: match types' to make them phrase match. So wrap the keywords in quotes (" ") as in the image below:

In the 'Add as keyword' pop-up, add the CPC bid that you made a note of and the destination URL (the landing page).

Click 'Save' and Google will automatically add the keywords to the ad group they where triggered in.

To add negative keywords

Select the keywords you want to add as negative keywords.

Click on 'Add as negative keyword.'

The default is exact negative match.

Click on 'Save' and your negative keywords will be added at the ad group level.

2. Over 80% bounce rate

While AdWords drives visitors to your site, Google Analytics helps you analyze how they behave when they get there. This includes showing your pages' bounce rates.

A page's bounce rate is the % of visitors that arrived on the site at that page and then left without visiting another. A high bounce rate indicates that the page is not interesting enough to encourage any further investigation.

If any of your ads' landing pages have a bounce rate of over 80% then make changes to the page before changing your campaign. Check out the following things:

• **Add a telephone number** to the landing page if it doesn't already have one.

• **Time spent on page** - use Google Analytics for this. If the average time is less than 30 seconds then you might want to change the content on the page so that it is a better match for the expectations your ad has raised. If it is more than 30 seconds then check you have a clear 'call to action'.

You can make it a lot easier to identify and analyze AdWords-driven traffic within Google Analytics by linking the two together. Do this by clicking the 'Reporting' tab and then selecting 'Google Analytics' and following the instructions given. See image:
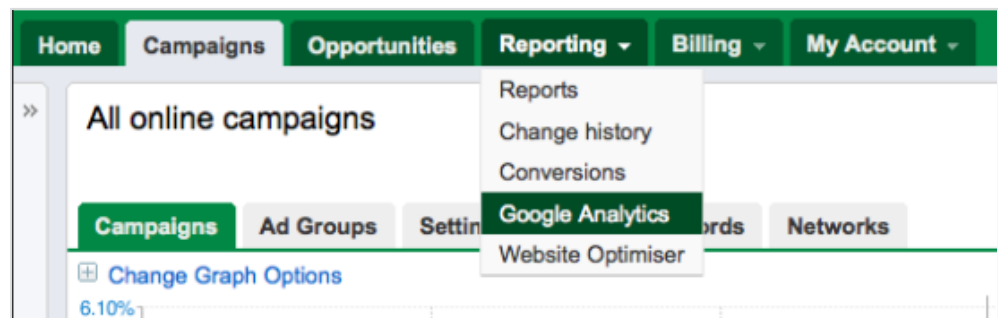
3. Doublethink

Doublethink requires you to consider two opposite viewpoints at once.

Following the instructions in this book gives you an outstanding chance of making your AdWords campaigns work. But any ad group or campaign may struggle or fail.

To **succeed** you must be prepared for both failure and success.

To **minimize** your losses on unsuccessful ad groups and campaigns, you must be prepared for both failure and success.

If you only believe that your campaign *will* work, then you'll not react quickly enough if it's not working.

If you only believe that your campaign *won't* work then you may dismiss feedback from clickthrough and bounce rates - and not make changes that would increase profitability.

Doublethink prepares you to react quickly when required.

4. 80/20 rule

The 80/20 rule (aka Pareto's Rule) states that for many events, roughly 80% of outcomes come from 20% of the causes.

In Adwords, 20% of your keywords can bring you 80% of your conversions.

Knowing this you can focus on looking for that 20% and, once found, not waste too much time on the rest.

5. 1% CTR

AdWords rewards ads and keywords that achieve more than a 1% CTR by both boosting the position in which they are displayed and discounting their bid.

Note that your keywords' historical CTRs are saved. So if you pause or delete your ad then you will keep your CTR so long as you do not delete the keyword.

A CTR of over 1% can be achieved with the following techniques:

• Run a 'Search term' report and see what the actual CTR rates are – you may find that one keyword combination from a broad or phrase match is bringing that keyword's CTR rate down.

• Use those poorly performing keywords to add negative keywords to the ad group...

• …or replace the broad or phrase match keyword with a longer tail keyword from the 'Search term' report (make these phrase or exact match).

• …or test some new ad text (keeping the best performing ad) using the guidelines in chapter 5. A new ad can increase CTR.

• Check your Analytics bounce rates. See '2. Over 80% bounce rate'

Sometimes it won't be possible to increase your CTR. For instance you might be bidding on:

• a competitor's brand term

• a high volume short tail keyword such as tea or coffee

To increase response rates and not pay for unwanted clicks, you want to filter at the ad level – making sure your ad copy appeals only to those who might buy your product. But this will lower your CTR - and you want it higher! Higher than 1%.

You can square this circle by putting keywords that deliver less than 1% CTR into their own campaign – this will make monitoring your campaign much easier. This also helps because ad group and Campaign CTR affect Quality Score. So moving keywords with less than 1% CTR out of your campaign will increase your campaign's overall CTR. The will help lower CPC for all bids and boost position for all keywords within that campaign.

6. 200 & 7 Days

200 is a significant number in AdWords because it's often the number at which we have a statistically significant sample.

200 impressions means your ad text has appeared in front of 200 people.

200 clicks means that 200 people have chosen your ad over your rivals' and clicked on it.

200 conversions means that 200 people have performed an action on your website, such as signing up for an email alert or purchasing a product.

7 days is a significant length of time.

7 days is how long your campaign must run for your ads to show every day of the week and at the weekend. This is important because different things are done on different days, so if you just focus on one day you could be missing out on response.

Once you have 7 days worth of data you can apply the 200 rules every day – using the last 7 days.

So combine 200 with 7 days. Once you have 7 days worth of data apply these 200 rules:

• If keywords have zero impressions then increase your CPC bid or your Quality Score or both.

• If keywords have more than 0 impressions but less than 200 then leave alone and wait for them to get 200 impressions.

• If keywords have more than 200 impressions then apply the 1% rule to them.

When you have 200 clicks but no conversion or a conversion rate of less than 1% then:

• If the CTR rate is less than 1% then apply the 1% rule.

• If the bounce rate of the landing page is over 80% then improve your landing page.

• Use Google Analytics to check the average time on the landing page for that keyword. If it is only a few seconds then improve your landing page.

• Use Google Analytics to check the average number of page views for that keyword. If it is less than 1 then improve your landing page.

If you have a high CTR but no conversion then study your landing page. Does it match up to the expectations raised by your ad? Reasons for poor conversion include:

• Too generic and unrelated to your AdWords copy.

• More than one call to action on it, e.g. you can buy a product and sign up to download a free report. Generally, more choice = less response.

• Your offer is uncompetitive.

A great landing page is one that answers your potential customers' questions. So ask your existing customers what their questions were before they chose you. Take the top three questions and try to answer them. A video is a great way to do this.

7. A/B/C/D testing

With your AdWords copy, test, test and test again as it is always possible to increase response.

Have at least two AdWords ads running per ad group. This is called a A/B testing.

When you first build an ad group have four ads running. This is A/B/C/D testing.

If you have time to monitor your campaigns you can have your ads rotating so that each ad is shown an equal number of times.
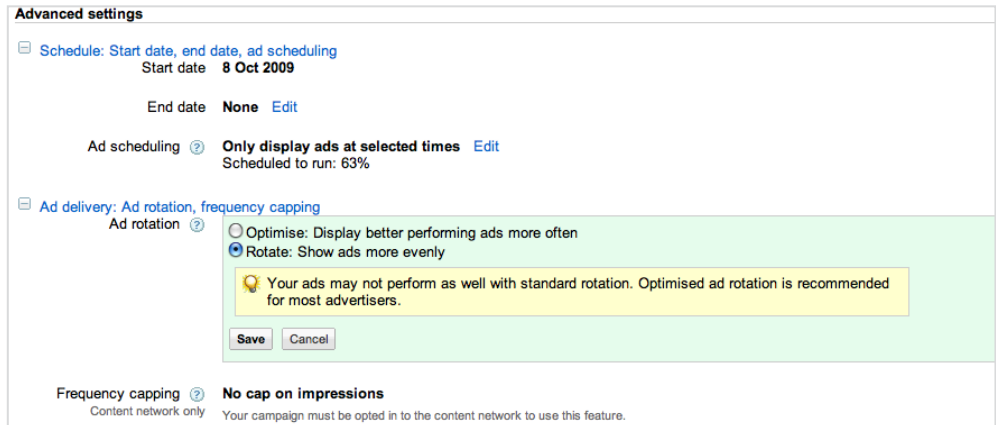
If you don't have the time and can only look in at your campaign a couple of times a day run your ads as 'Optimize'. See image:
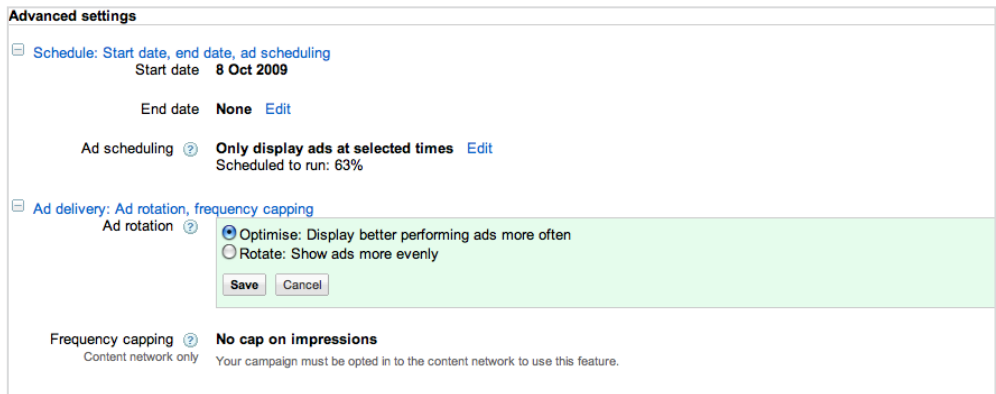
Keep testing your ads – take your best ad and keep trying to improve on it.

Always be testing your landing pages too.

A simple way to test a landing page is to have two copies of your page (A and B) and two copies of your ads (1a, 2b and their copies – 3a, 4b). Then have:

• Ads 1a and 2b point to landing page A.

• Ads 3a and 4b (same ads as 1a and 2b) point to landing page B.

• Compare conversion rates after 200 conversions.

Or you can use Google's Website Optimizer tool which you'll find on the reports tab.
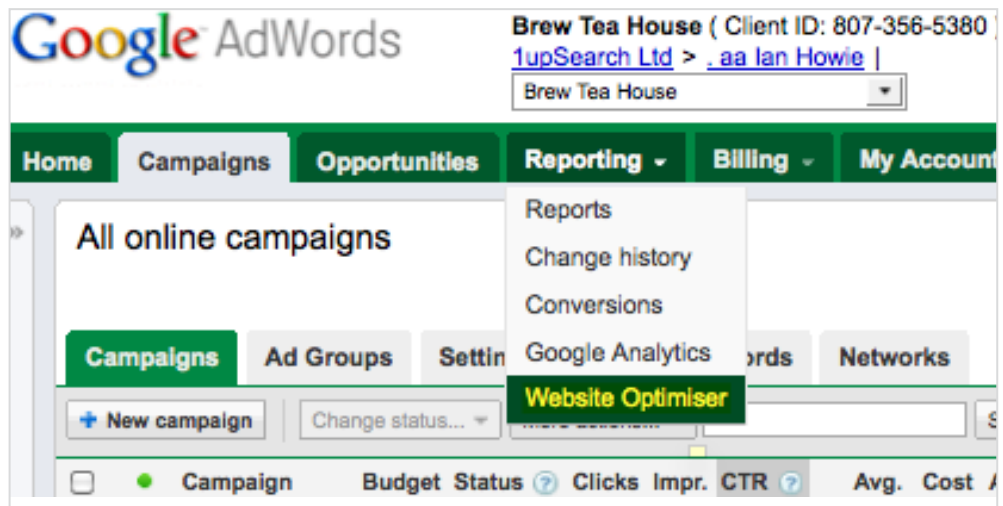
8. Quality Score of 7

Check your keyword bids' Quality Scores by following these instructions:

1. Go to the 'Keywords' tab.

2. Click on 'Filters and views' (below the date on the right hand side).

3. Click on Customize Columns (see image on next page).
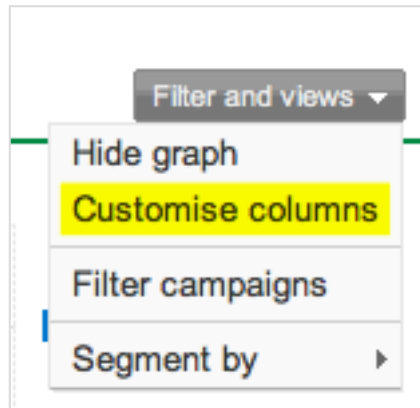
4. Tick 'Qual. Score.'
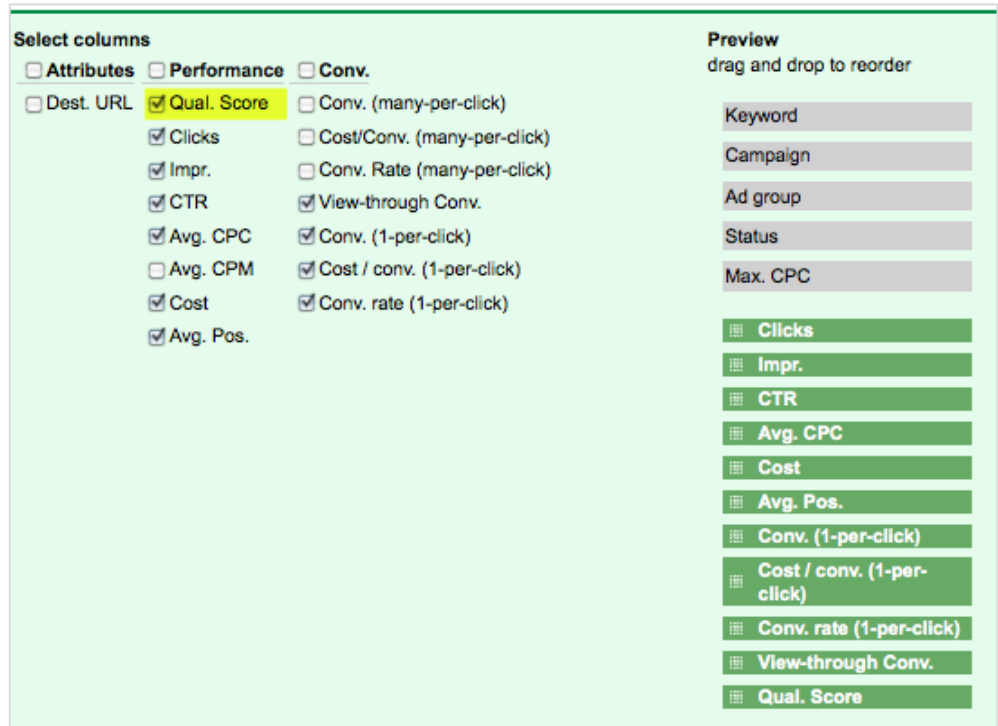
Click on 'Save' and you'll see the 'Qual. Score' on the right hand side. See image on next page.

Clicks	Impr.	CTR ?	Avg. CPC ?	Cost	Avg. Pos.	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?	View-through Conv. ?	Qual. Score
1,068	14,469	7.38%	£0.41	£434.31	4.2	5	£86.86	0.47%	0	--
44	165	26.67%	£0.44	£19.53	1.2	1	£19.53	2.27%	0	10/10
173	497	34.81%	£0.37	£64.47	1.1	1	£64.47	0.58%	0	10/10
1	2	50.00%	£0.49	£0.49	1	1	£0.49	100.00%	0	7/10
138	848	16.27%	£0.54	£74.77	2.9	1	£74.77	0.72%	0	10/10
3	4	75.00%	£0.28	£0.84	2	1	£0.84	33.33%	0	7/10

If a keyword bid's Quality Score is under 7 and:

a. Your CTR is under 1% then see the 1% rule.

b. Your CTR is over 1%.

... then check that your ad group's keywords are tightly grouped (see 'Search term report' above), your ad copy and landing page are relevant and your ad copy is enticing enough - is there a reason for viewers to click your ad? Make sure your ad copy is interesting.

If a keyword bid's quality score is over 7 then repeat 'b' above.

Summary

Once your AdWords campaigns have been set up and made live they must be optimized and this is where the money is.

You must be prepared for each bid, ad group, ad, landing page and campaign to both succeed and fail. Such doublethink allows you to act appropriately and quickly to anything.

If Google Analytics shows your landing pages' bounce rates are higher than 80% then improve them.

Using the 80/20 rule, for each campaign find the 20% of keywords that will deliver 80% of response and then move on.

Achieve over 1% CTR and Google will lower your CPC and move your ad higher on the page.

Before assessing: an ad's CTR count should be at least 200 impressions; a landing page's conversion rate count 200 clickthroughs. 200 makes your samples significant.

Wait 7 days before judging anything.

Always be testing new ad copy and landing pages.

These rules are not absolute truths and every campaign has its own exceptions. But they will guide you to profit through an unlimited choice of actions. And where you are already profitable they will help you squeeze out more revenue and reduce costs.

If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

Google AdWords Content Network

Chapter 8

The Google content network comprises hundreds of thousands of websites, news pages and blogs which partner with Google AdSense to display targeted AdWords ads.

Google AdSense allows even the smallest website owner to put AdWords ads on their site. They receive a % of the revenue Google earns when visitors click on the ads.

As an AdWords advertiser you can opt in to the content network and display your ads on these sites.

1. Why use the Google content network

If you build an AdWords content campaign you can expand your marketing reach to targeted audiences (and potential customers) visiting these sites every day. There is no larger network for contextual advertising in the world.

Most advertisers start their AdWords campaigns on the search network and never make it to the content network. And for good reason, as it is much harder to convert someone who was looking for a piece of content than someone actively looking for a product.

However - Google has improved its targeting tools. So targeting an ad onto, say, iPhone review pages could be as effective as bidding on keywords used by those looking to buy an iPhone.

Most people's content campaigns fail because they structure them just like their search network campaigns and don't know about the Placement Performance report.

Because of this, if you opt a campaign into both the content and search networks you will not get the benefit of using the content network. You must separate content campaigns from search campaigns. If you run both, any one ad group will be set up for success in content or search, but not both.

In this chapter we are going to show you how to structure a content campaign and optimize it with a Placement Performance report.
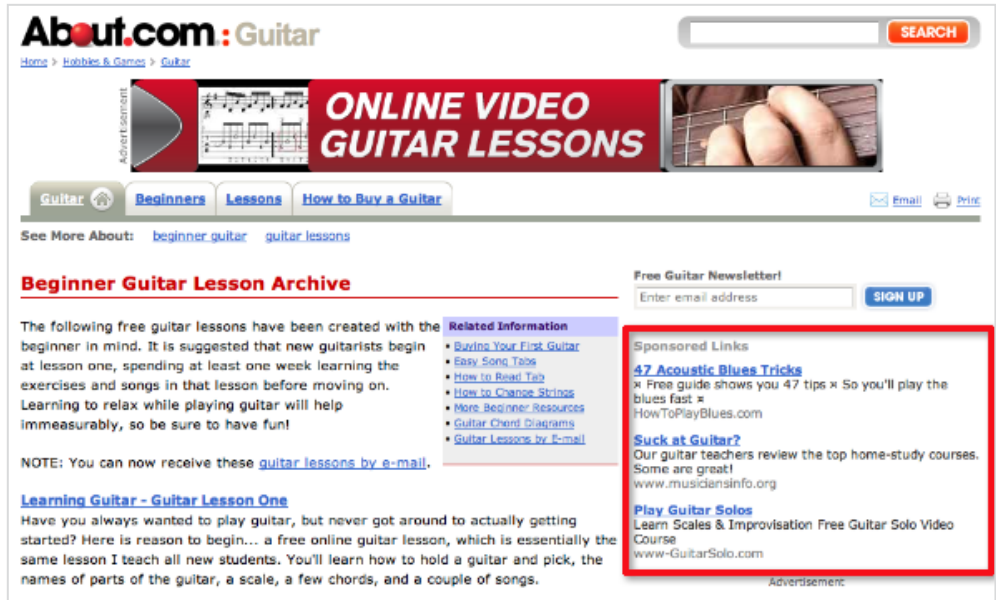
2. Keyword themes

First, let's go over how the content network actually works. The search network is driven by individual keywords, and even specific keyword match types (broad, exact, phrase).

Ads within the content network are distributed by keyword theme. This means that AdWords reviews every keyword in your ad group and determines their major theme.

AdWords then takes your keyword theme and matches it to websites within the network that have similar content.

The image below shows AdWords ads on a content network site.

Devising keyword themes is a craft. Google content looks at all (or many) of the keywords in an ad group in order to determine the general theme.

For example, let's build a theme around *learn guitar online*.

3. Google's Wonder wheel

We'll start by using Google's Wonder wheel which organizes Google search results into keyword themes and then displays those keywords in a simple mind map.

Find it by going to Google.com, making a search, then clicking on 'Show options...'. See image:
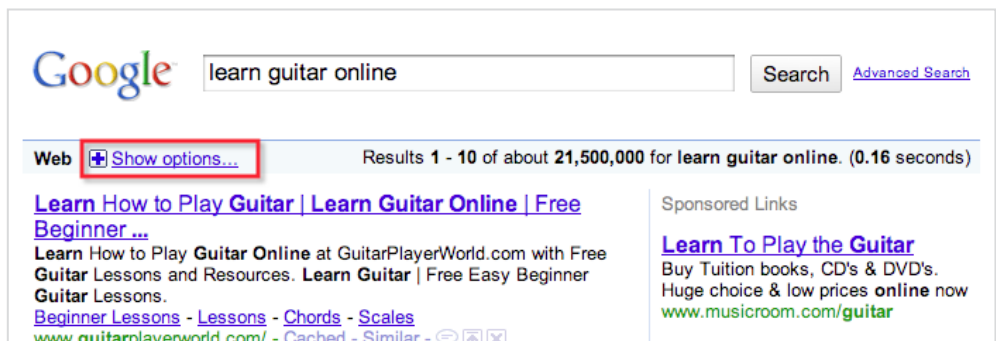
Then click on 'Wonder wheel' on the left hand menu. See image:
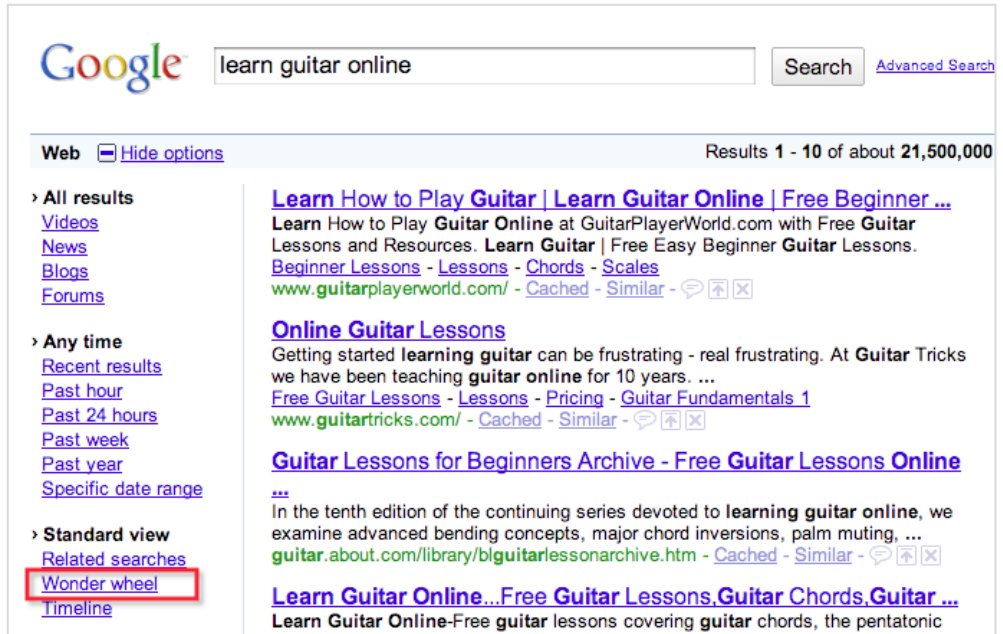
Your Wonder wheel mind map will show. See image:

This shows you how Google sees pages related to *learn guitar online*.

You can use the keywords in the wheel in your content ad group.

4. Wordtracker related keywords tool

Next we'll use Wordtracker's related keywords tool (the 'orange tool') to find some more related keywords.
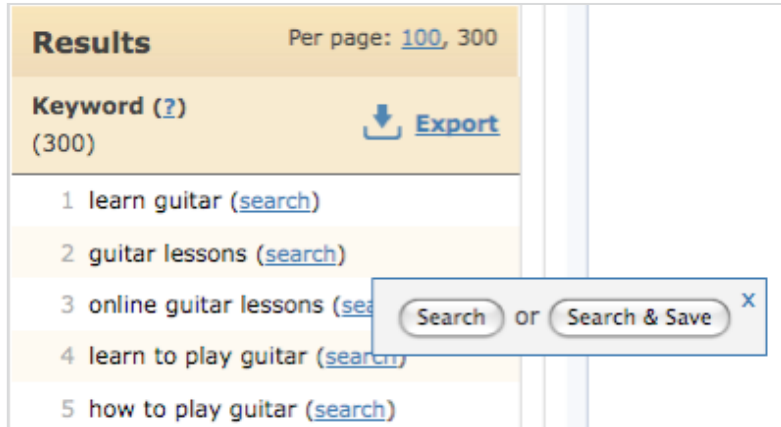
Simply enter a seed keyword to see its results. The image below shows the first of 300 keywords related to *learn guitar online*:
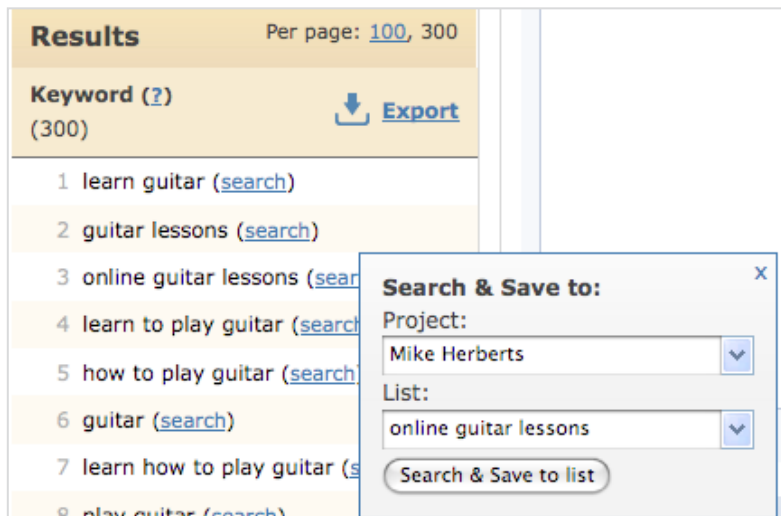
To target quality sites use a tight keyword theme. To find those keywords, left click on 'search' next to a keyword you want to theme. See image:

Then click on 'Search & Save'. The List field will be pre-filled and you can allocate this List to a Project of your choice. See image:

Then go into the List you have just created and choose up to 15 keywords. See image on the following page:

Now save your chosen keywords into a new List. See image on the next page:
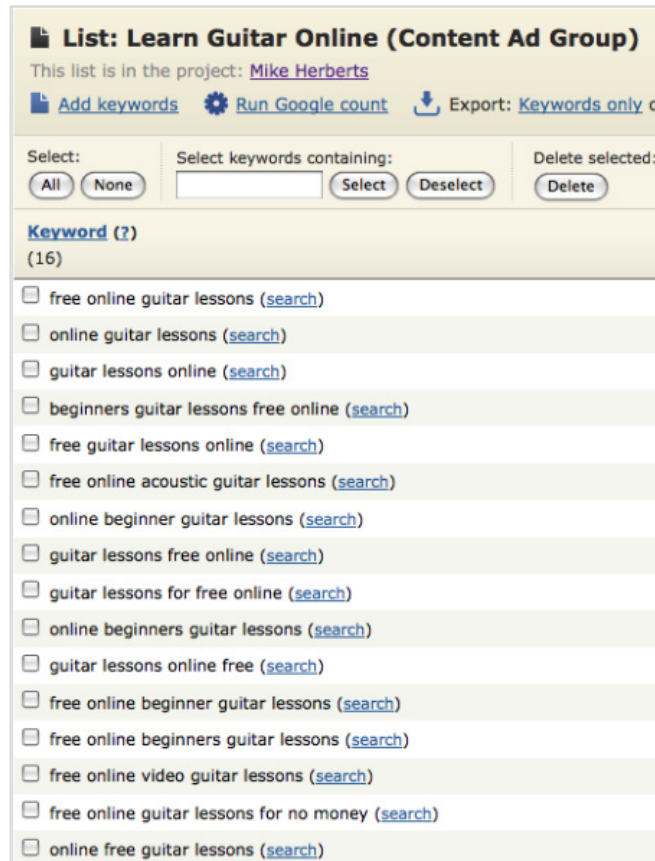
5. How to set up a content campaign

In the 'Networks, devices and extensions' menu you can configure your campaign for the 'Content network' only. See image:
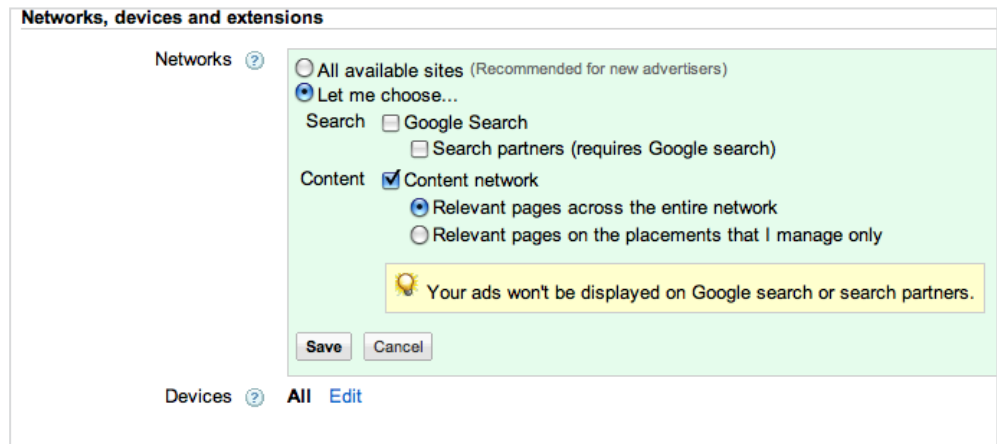
Use the following guidelines to configure content campaigns:

• Don't duplicate your search campaigns. Instead create a separate campaign.

• Use 10 - 15 keywords in a content ad group.

• Use broad match keywords only. As content campaigns don't use phrase or exact match types.

• Set lower bids on these terms than your search campaign because content clicks tend to be cheaper and have more clicks (bid high and you could spend a lot of money).

• Test both static and animated graphical ads in text, image, and Flash formats. The spec can be found here:

• Make sure you have a compelling offer in your ad copy. Remember you are against the content on the page as well as other ads. Offering free content, a free report, a discount or asking a intriguing question are all ways of grabbing the viewer's attention.

6. Placement Performance report

The Placement Performance report allows you to see detailed statistics such as clicks, impressions, costs, and conversions for the URLs and domains your ads appear on.

Click the 'Networks' tab to first see a summary of clicks, impressions and other key metrics for both the Search and Content networks. See the image below:

To see your placement performance reports, click on 'show details' (in blue on above diagram) next to both 'Managed placements' and 'Automatic placements'.

'Managed placements' are URLs you have told Google to place your ads on. 'Automatic placements' are (you already guessed this, right?) domains that Google has chosen to place your ad on (you really want to check these).

Both management and automatic placements include these columns:

• **Placement** - the URL of each placement. Click any placement to edit it. In the case of automatic placements, the 'Placement' heading is replaced by the 'Domain' your ad was placed on.

• **Status** - the current status of this placement. 'Eligible' means your ad can appear on this placement. Placements may also be marked as 'paused' or 'deleted'.

• **Ad group** - if you're looking at the 'Network' tab on the campaign level, this column will appear to show you the ad group each placement is part of.

Select the automatic placement and normally you need to see at least 7 days worth of results before assessing the worth of a URL or domain.

The same placement may appear several times on the 'Network' tab on the campaign level. That indicates that the same placement is used in more than one ad group or campaign. (The names of the ad groups or campaigns are listed next to each placement.)

Note that the same placement may perform quite differently in different ad groups or campaigns, depending on differences in bids, ad text and so on.

7. Bad placement

Use the integrated placement report to exclude bad placements which are either irrelevant, high spending or both.

CTR is almost meaningless with content campaigns. Landing page bounce rates and conversion rates are the best measurements to be guided by. So you must have conversion tracking installed.

Scroll down a placement report to see the list of placements at the bottom of the page. Placements are listed at the domain level along with their performance metrics to the right, just like keywords. You can sort by any column to easily prioritize your work.

One of the best features of the 'Integrated Placement Report' is the ability to seamlessly add a domain as a managed placement or conversely to exclude the domain from the ad group. To perform either operation, simply check the box next to the target domain and click the appropriate button on the top menu bar.

You can drill down to an even greater level of detail by viewing placement performance by the URL. This feature is especially useful if you find yourself spending lots of money on a few domains.

If you notice lots of spend, clicks, or even impressions coming from a particular domain then use the 'See URL list' button (see image on next page) to see performance metrics for individual pages on that domain.

By taking the time to analyze performance at this level, you can unlock the potential of domains that may have been wasting clicks or impressions due to irrelevant placements.

From the URL report, you can elect to manually manage individual URL bids or alternatively, exclude individual URLs without excluding entire domains.

With the integrated URL report, you can bid up the pages that are performing well for you and exclude irrelevant, money-wasting pages - all from the same domain.

Summary

80% of people's time online is spent doing non-search things like reading reviews or blogs, answering emails and shopping online.

AdWords works differently on the content network so you must set up separate campaigns for it.

Use Google's Wonder wheel and Wordtracker's related keyword tool to find themes for your ad groups and keep these themes tightly focused.

Optimize your content campaign with the AdWords placement report which shows detailed results for specific domains and pages.

CTR is meaningless in content campaigns. You need to focus on landing page bounce rates and conversion rates.

If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

AdWords pricing & Quality Score

Chapter 9

How AdWords decides how much you pay per click was until recently a mystery, but here we'll reveal its secrets.

You'll learn how a combination of your bid and Google's judgement about the quality of your advert and landing page (Quality Score) are used to rank your ad (Ad Rank), determine your cost per click (CPC) and how high you appear on the results pages.

1. The AdWords system

To understand AdWords pricing, it's important to first understand what Google is trying to achieve.

Each time a search is carried out, Google needs to satisfy the following three parties:

• **The User** who wants to be presented with adverts and content closely related to the search term (keyword) they have entered.

• **The Advertiser** who wants to attract users and pay as little as possible for each click on their adverts.

• **Google** themselves who want to maximize long term revenue by keeping both the Advertiser and the User happy so they will both continue to use AdWords and other products.

To achieve its goal, Google uses two metrics to determine the rank (Ad Rank) and cost per click (CPC) each advertiser pays for each keyword. They are:

• Max CPC bid

• Quality Score

Let's first look at each of those...

2. Bidding

Each advertiser bidding on a keyword will provide a maximum CPC bid, which represents the maximum amount of money they're prepared to spend for each click on their ads.

To understand how much advertisers actually pay, we'll start with an explanation of a simplified version of how cost per click (CPC) is calculated.

The advertiser that has the highest maximum CPC bid will rank first, the second highest bidder will rank second and so on.

However, advertisers don't have to pay their maximum CPC bid for each click they receive, they only pay the maximum CPC bid of the advertiser ranking directly below them.

The following table gives an example of how this might look:

Advertiser	Max CPC bid	Price paid
One	$4.00	$3.00
Two	$3.00	$2.00
Three	$2.00	$1.00

Notice how the advertiser ranking in position one has a maximum CPC bid of $4 but only pays $3 per click. The advertiser ranking in position two has a maximum CPC bid of $3 but only pays $2 per click. This carries on all the way down the rankings.

So advertisers only pay the minimum amount required to rank above their competitors.

Except it's not that simple, because of Quality Score...

3. Quality Score

To ensure advertisers produce relevant content for users, Google doesn't only rank adverts based on the amount of money someone is willing to pay. They also use a Quality Score.

The Quality Score each advert receives is based on three factors:

1. Clickthrough rate

2. Relevance

3. The landing page

Clickthrough rate (CTR) is worked out by taking the number of times an advert appears (impressions) and dividing it by the number of times it's clicked on. A high clickthrough rate suggests than an advert is relevant to the search term it appears for and should therefore rank well. A poor clickthrough rate suggests an advert isn't appealing to users so it should rank lower.

Relevance is determined by how closely an ad's text relates to the search query. For example, if a user searches for *flowers*, then a high relevance score would be awarded to an advert that included 'flowers' in the title, description and display URL.

The landing page is the web page that a user is taken to when they click on the advert. It's important to Google that users are taken to reputable pages that are relevant to the search made. High quality landing pages are relevant, original, easy to navigate with quick load times, no pop-ups and have a privacy policy.

By using these three factors as the criteria, Google encourages advertisers to produce ads that are enticing to the user, relevant to the search and lead directly to quality content.

However, the three factors don't all count equally. The diagram below illustrates the importance given to each factor:
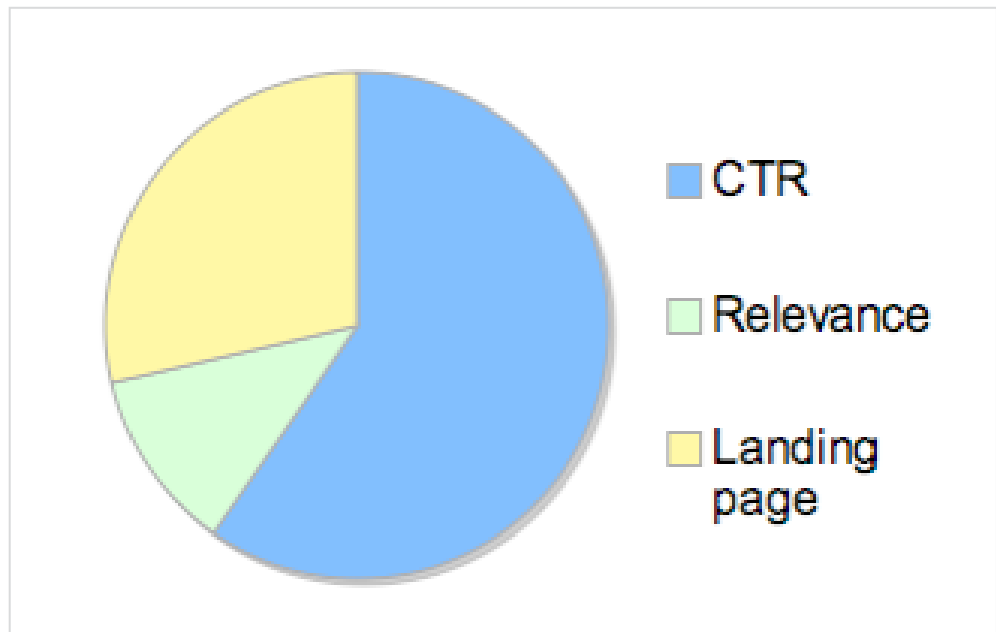

Diagram showing relative importance of different factors used to determine AdWords Quality Score

CTR (clickthrough rate) is the most important factor determining Quality Score. Google sees this as users voting for the best ads with their clicks.

4. Ad Rank

Google then multiplies Max CPC Bid amount by Quality Score to give Ad Rank. That's:

Max CPC Bid x Quality Score = Ad Rank

Here's an example of Ad Rank being determined:

Advertiser	Max CPC bid	Quality Score (QS)	Ad Rank (bid x QS)	Position
One	$4.00	1	4	does not show
Two	$3.00	3	9	2
Three	$2.00	6	12	1
Four	$1.00	8	8	3

Notice how the highest bidder receives the lowest Ad Rank because their Quality Score is just 1. So low that it doesn't show at all.

Adverts are ordered by Ad Rank with highest Ad Rank being placed in position 1, the second highest Ad Rank in position 2, etc.

5. Cost per click (CPC)

But what about price - cost per click (CPC)? Google has another formula for this. Each advertiser's CPC is the Ad Rank of the advertiser directly below divided by their own Quality Score (plus one cent). That's:

(Ad Rank of next lowest ranked ad ÷ own Quality Score) + $0.01 = CPC

So the CPC of an ad in position one is the Ad Rank of the ad in position two divided by their own Quality Score.

Here's an example:

Advertiser	Max bid	Quality Score	Ad Rank	Actual CPC
One	$4.00	8	32	(24/8 = $3.01)
Two	$4.00	6	24	(12/6 = $2.01)
Three	$4.00	3	12	Minimum price

Advertiser One pays:

('Ad Rank of next lowest ranked ad' (24) / its own Quality Score (8)) + $0.01 = $3.01

Advertiser Two pays:

('Ad Rank of next lowest ranked ad' (12) / its own Quality Score (6)) + $0.01 = $2.01

Because there is no advertiser below Advertiser Three the formula can't be used and it pays the minimum price for the keyword.

6. Lowering costs with increased quality

If Advertiser One from the table above increases its Quality Score from 8 to 10 then the formula to calculate its CPC becomes:

('Ad Rank of next lowest ranked ad' (24) / its own Quality Score (10)) = $2.40

That's a 20% reduction in click costs.

Summary

High Quality Scores mean higher rankings and lower CPCs. High Quality Scores are achieved with high clickthroughs, relevant adverts and landing pages.

And of course, high clickthroughs come from relevant (to the keyword being bid on) and compelling adverts. And if adverts are to be relevant then your ad groups can't have many keywords in them. **So you must have small ad groups.**

Your AdWords set-up checklist

Chapter 10

Remember our guitar hero, Mike Herberts? Mike is making money and having fun doing it using keyword research and Google AdWords.
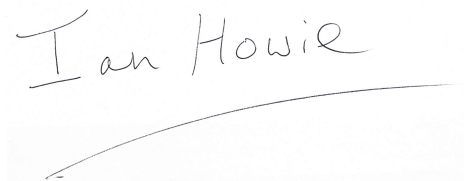
Be inspired by Mike as you do your keyword research and set up your campaigns and ad groups.

Also use the following page as a checklist for the 10 most important things you must do when setting up your own AdWords campaigns successful.

10 things you must do when setting up your AdWords campaigns

1. Set your budget's daily limit. This is the most you can spend in any one day. Start with a small amount and then you can bid with confidence until you've learned how to make a profit.

2. Use [Wordtracker's Keywords tool](#) to choose the keywords you bid on. Your keywords are the heart of your campaign and Wordtracker shows you real searches by real people.

3. Segment your keywords into **different ad groups with different match types, bids, ad copy and landing pages.**

4. Write different adverts and test them against each other. And never stop testing – always trying to beat your best-performing ads.

5. What have you got that your competitors have not? What's your unique selling point (USP)? Use your USP in your ad copy to make your ad more appealing and increase your clicks. The higher your click rate, the higher up Google's pages your ad will appear.

6. Learn about Google's different match bids and use exact and broad match. With exact match you bid on specific keywords only. With broad match you bid on all keywords containing the word you are bidding on.

7. Introduce negative keywords into your ad groups and campaigns. Your ad will not show for any searches containing the negative keywords you bid on.

8. Make sure your ad copy and landing pages all use the keywords they serve. Do this and your ads can move higher up Google's results pages without the need to increase bids – that means less cost and more profit.

9. Limit the times your ads display - so that you're advertising at times that are relevant to your company and products.

10. Measure your results using Google Analytics and AdWords conversion code. Learn what works and what doesn't - always chasing a higher return for your investment.

If you have any questions or want to discuss anything raised in this book then visit the comments page and I or a colleague will answer.

Ian Howie
http://twitter.com/ihowie

1upSearch
http://www.1upsearch.co.uk/

PS. You can follow Wordtracker at: http://twitter.com/Wordtracker

The Wordtracker Academy

Free articles, case studies, tips and tricks to help you grow your online business through effective keyword research, pay per click advertising and search engine optimization (SEO).

Gain a clear advantage over your competitors by becoming an expert at Google AdWords, SEO and keyword research. We've commissioned some of the world's best online marketing and SEO professionals to be your guides.

Go to the Wordtracker Academy

Customer service contacts

Use our support system
Email a message to support@wordtracker.com
Chat live with one of our support team at
Or call us:

• From the USA and Canada: 011 44 333 200 4555

• From the UK: 0333 200 4555 (calls are charged at local rates)

• From any other country: +44 333 200 4555

Publication details