Google Adwords Guide

- Ad Serving Options
  - Google
    - Staple of product and service marketing
  - Search
    - Normally select with search
  - Content
    - Content network
      - Ad appears on other sites (contextual)
    - Placement network
      - Ad appears on sites <u>you</u> select
- Ad Tips
  - Use keywords in ads
  - Minimise "friction" from keyword → ad → landing page
  - Capitalise Each Word
  - Match with prospect's buying cycle
  - Test "negative qualifiers" e.g. price
- Ad Testing
  - Tracking
    - Conversion tracking is a MUST
    - Know your allowable cost per conversion
  - EVERYTHING counts
  - Always test 2 ads
  - Test ONE thing at a time
- Ad Writing
  - Headline
    - Test keywords
    - {Keyword: Dynamic Text Option}
  - Body Line 1
    - Benefit
  - Body Line 2
    - Feature
  - Display URL
    - Test with/without www
    - Capitalise Each Word
    - Test folder names and subdomains
  - Destination URL
    - Test domain names
- Advanced
  - Combine Adwords and Analytics
  - Time based serving
  - Ad position preferences
  - Keywords in dynamic landing pages
- Basic Campaign Setup
  - Delivery Method: show ads evenly over time
  - Maximum CPC bidding gives you max control
  - No end date
  - Geographical targeting
    - Avoid over- or under-coverage
  - Use a unique campaign name
  - Budget
    - $50 / day to test
    - Adjust based on results
- Adgroups
  - Use unique Adgroup names
  - Best campaigns have 20+ Adgroups
  - <u>Tightly</u> targeted keywords
  - 2 ads per Adgroup
  - Start bids high
- Keywords
  - Keyword research tools
    - Google Adwords Keyword tool (free)
    - Hexatrack.com.au (paid)
    - KeywordDiscovery.com (paid)
  - Test 1,000+ keywords per campaign
  - Use negative keywords (100+)
  - Use match types
    - Broad
    - "Phrase"
    - [Exact]
  - Avoid overly broad keywords
- More Keyword Ideas
  - Competitors' metatags and copy
  - Dictionary / Thesaurus
  - Word combinations
  - Misspellings and typos
  - Plurals, apostrophes, hyphens
  - Different verb forms (buy, buying)
  - With/without spaces
  - Brand names
  - Domain names
  - Adjectives
  - Problems the client is trying to solve
  - Industry celebrities

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