

## 1. Make your website as good as it can be.

Small changes can improve your conversion rate substantially, meaning, for the same AdWords spend you can make more sales or generate more leads. A good place to start is with the following document from Google:-

[http://www.google.co.uk/intl/en/landing/conversion/make\\_your\\_website\\_work.pdf](http://www.google.co.uk/intl/en/landing/conversion/make_your_website_work.pdf)

Another site worth checking out is

<http://www.marketingexperiments.com/>

## 2. Use Conversion Tracking.

At the very least you need to track how much each lead or sale is costing you, and if you have an eCommerce site, make sure your shopping cart passes data to AdWords and Analytics. This way you will be able to see (almost) exactly what your return on investment is for individual AdWords adverts and keywords, and which traffic sources are worth most to you.

## 3. Use Google Analytics.

You'll be able to tell how much each visitor from each source is worth to you (not just your AdWords traffic). You'll also be able to see where people are coming from, and where they are leaving your site from.

<http://www.google.com/analytics/>

## 4. Make sure your landing page is right.

This is covered partly in the Google document in point one.

Basically if your AdWords advert is for 'Blue Widgets', make sure that the destination URL for that advert is your 'Blue Widgets' page, NOT your home page!

## 5. Use Google Web Site Optimizer.

Rather than guess what works, test what works and find out for sure!

<http://www.google.com/websiteoptimizer>

**6. Use (or at least test) a call to action in your AdWords adverts.**

'Buy Now!'

'Download A Free Trial Now!'

May look down market and tacky, but if it doubles your Click Through Rate, then you would be stupid not to include this type of call to action in your advert text.

**7. Always have at least 2 different adverts in each ad group.**

Click Through Rate is the single most important factor in determining how much you pay Google in the long term. If you can create 2 similar adverts, and one advert gets even a marginally better Click Through Rate than the other one, then you are 'quids up'!

**8. Use different keyword match types.**

'Broad' match can be very, well, *broad*, so if you are in a competitive market, and don't have a big budget, you may be best to start with just 'phrase' and 'exact' match types, or even just 'exact' on its own. If you are using different match types, then, generally you should bid most on 'exact', less on 'phrase' and less still on 'broad'.

**9. Use negative keywords.**

If you are using any match types other than 'exact' then negative keywords are a great invention. e.g. if you sell all colors of widgets apart from red widgets, then a good negative keyword for you would be 'red'.

**10. Have separate 'Search' and 'Content' campaigns.**

More often than not, you'll find that the Content network does not convert as well as the Search network. It's worth having separate campaigns with separate bids mainly for this reason.

**11. Keep an eye on your returns for 'Search Partners'.**

If you find that Search Partners are not working as well as Google Search then you can turn Search Partners off.

**12. Have tightly themed Ad Groups.**

If you sell green widgets, and blue widgets, then make sure you have a separate Ad Group for each. Don't have too many (loosely related) keywords in each Ad Group.



Pay Per Click Consulting

8 Dunevly Road  
Newtownards  
BT22 1NB

028 427 29738  
078 123 72730  
www.PPCNI.com

jordan@PPCNI.com

### **13. Do your keyword research.**

Use the excellent, free keyword tools provided by Google.

<http://www.google.com/insights/search/>

<https://adwords.google.co.uk/select/KeywordToolExternal>

<https://adwords.google.co.uk/select/TrafficEstimatorSandbox>

or if you have a big online competitor that already runs a Google AdWords campaign, check out:

<http://www.keywordspy.com/>

to give you a good idea of the adverts and keyword that are already working well for them!

### **14. Use Google Conversion Optimizer (CPA bidding).**

Once you have built up enough conversion history in an AdWords campaign you can enable 'Conversion Optimizer' or 'CPA Bidding'. This is a great time saver, as you no longer have to keep a close eye on all your bids to ensure that you are always making a profit. You just tell Google 'I am prepared to spend a maximum of £5 to sell a blue widget, now go off and get me as many sales as possible without going over budget.

<http://www.google.com/adwords/conversionoptimizer/>

### **15. Use Geographic targeting (and make sure your ads are tailored to the target market).**

If you ship physical products outside your own country, you'll find that separate campaigns for separate countries can work better. e.g. if you are targeting the Republic of Ireland, you'll probably find that 'Free Ireland Shipping' in your ad text works better than 'Free Shipping'. You'll probably also find that "Save €'s" works better than "Save £'s".



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### **16. Use Google Checkout.**

If implemented properly, this allows you to have a 'Google Checkout' badge next to your AdWords adverts which can increase Click Through Rate by 10%!

<http://checkout.google.com/>

### **17. Use Google Merchant Center.**

If you sell physical products, this allows you to set up a feed to Google Shopping, and (if not right now then in the near future) allows you to display product images in your AdWords adverts. In the near future, it will also give you the option of setting a CPA on every single product in your inventory without having to set up an individual AdWords advert for every product, which will be a great time saver!

<http://www.google.com/merchants/>

### **18. Use the 'reports' tab in Google AdWords.**

There are a number of very useful reports in here. Take some time to mess around with them.

### **19. Use a free AdWords voucher.**

There are lots of these floating around.

If you get your campaign set up a an AdWords qualified expert or AdWords qualified company, then they will be able to give you a £75 voucher as part of the deal.

If you are in the UK and you join the Federation of Small Business they will send you a voucher every single month (or at least they have with me!)

You might even be able to find one cheap on eBay.



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### **20. Use Adwords Editor**

This program can be a huge time saver if you are working on medium to large sized accounts. Download it and learn how to use it! (unless you use Linux) -

<http://www.google.com/intl/en/adwordseditor/>

### **21. Consider importing your Google AdWords campaign into Yahoo and Bing.**

They make it relatively easy these days, and Microsoft support in particular make Google support look embarrassingly bad. Also, Microsoft adCenter and Yahoo Search Marketing will merge soon (or maybe they already have, depending on when you are reading this), meaning you'll only have one non-Google campaign to look after.

### **22. If you are writing a 'Top 10 Tips' guide, then make sure not to include more than 10 tips!**

Links and references:

**Adwords Learning Center**

<http://www.google.co.uk/adwords/learningcenter/index.html>