



Creating an AdWords Strategy

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Discuss how to create an Adword strategy
- ✓ Explain how to set up keywords lists and groups

Creating an AdWords Strategy

Planning

You can spend plenty of money in PPC advertising, or you can set up a plan to spend your money wisely and anticipate a return that your business colleagues will envy.

In addition to having your website prepared with excellent content that your visitors benefit from, you need to create a marketing plan and a budget for your AdWords campaign. One of the benefits of AdWords is that you are in complete control of what you spend, and you can put some strict rules around your ads so that you don't spend more money than you have available. Another benefit is that you can edit your keywords at any time to restrict clicks or to attract more of them.

Research Your Market

You may have already done a lot of market research in getting ready for your campaign, and that's good. You can also do research with your Google AdWords account so that you can make the most of your resources. Your goal is to come up with just one or two keywords that will bring the most prospective buyers to your site.

Google offers a couple of very handy tools to work with you on your AdWords account: the Keyword Tool and Traffic Estimator. Both of these tools will assist you in selecting just the right keywords and phrases.

At the time of writing, both of those tools can be found in your AdWords screen under the Tools and Analytics tab:

The screenshot shows the Google AdWords interface. At the top is a navigation bar with tabs: Home, Campaigns, Opportunities, Tools and Analysis (selected), Billing, and My account. Below the navigation bar, the 'Tools and Analysis' dropdown menu is open, showing options: Change history, Conversions, Google Analytics, Keyword Tool (highlighted with a green arrow), Traffic Estimator, Placement Tool, Contextual Targeting Tool, and Ad Preview and Diagnosis. On the left side, there's a 'Welcome to AdWords!' section with a 'Create your first campaign' button and a 'Getting started' section with four steps: 1. Choose your budget, 2. Create your ads, 3. Select keywords that match your ads to potential customers, and 4. Enter your billing information. Below that is a 'For experienced advertisers' section with a link to 'Choose one of the following and get started with the full range of AdWords features' and a list of links: Start creating advanced campaigns, Go to billing setup, and Set up conversion tracking. On the right side, there's a 'Learn more' section with a video player titled 'Getting Started with Google AdWords' and a list of common questions: Where will my ads appear?, How much does AdWords cost?, How do I choose a budget?, How do I choose a maximum CPC bid?, How do I select keywords?, and How do I write targeted ad text?.

As you navigate through the screens, you can list your keyword ideas, your website, and a category (like a heading from the phone book). In the example below, we used the phrase “workshops self leadership.” When you click “Search,” you will see a list of keyword suggestions in your results:

Home
Campaigns
Opportunities
Tools and Analysis
Billing
My account

Tools

Keyword Tool

Traffic Estimator

Placement Tool

Contextual Targeting Tool

▼ Include terms (0)

▼ Exclude terms (0)

Saved ideas (0)

☐ My keyword ideas
☐ My ad group ideas

Find keywords

Based on one or more of the following:

Word or phrase

workshops self leadership

Website

www

Category

Education & Training

☐ Only show ideas closely related to my search terms

☐ Advanced Options and Filters

Locations: Canada

Languages: English

Devices: Desktops and laptops

Search

Keyword ideas

Ad group ideas (Beta)

Add to account

Download

View as text

View in Traffic Estimator

Sorted by Relevance

☐ ☒ Save all

Search terms (1)

1 - 1 of 1

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☐ workshops self leadership	-	-	-

☐ ☒ Save all

Courses (16) - management leadership courses, leadership management courses...

1 - 16 of 16

☐ ☒ Save all

Leadership Programs (9)

More like these

1 - 9 of 9

In addition to keyword ideas, you will see how often those words are being searched for:

Add to account

Download

View as text

View in Traffic Estimator

keyword

competition

global monthly searches

local monthly searches

workshops self leadership

-

-

-

Save all

Courses (16) - management leadership courses, leadership management courses...

More like these

Save all

Leadership Programs (9)

More like these

1 - 9 of 9

<

>

Keyword

Competition

Global Monthly Searches

Local Monthly Searches

leadership programs

Medium

110,000

5,400

leadership training program

High

8,100

260

leadership program

Medium

165,000

9,900

executive leadership training program

High

260

< 10

executive leadership program

High

3,600

170

the leadership program

Medium

165,000

9,900

youth leadership program

Medium

8,100

590

leadership management programs

Medium

1,900

110

program for leadership development

Medium

33,100

1,600

Save all

Leadership (20)

More like these

1 - 10 of 20

<

>

Keyword

Competition

Global Monthly Searches

Local Monthly Searches

leadership skill development

Medium

1,900

73

leadership skills development

Medium

49,500

2,400

learning leadership skills

Low

720

36

develop leadership

Medium

14,800

590

harvard leadership development

Medium

590

22

Once you have narrowed down some options for keywords, you can visit the link to the Traffic Estimator, and see how your keywords might perform in an ad.

Test Your Knowledge

Define Your Ideal Customer

You may have done this at some point in the past, but it's also possible that your target customer online is not necessarily the same people that visit your warehouse, office, or storefront. Take a few minutes and write the attributes of your ideal Internet customer.

Who is your ideal customer? They may not be a customer yet, but they are looking for your products or services to meet a specific need. Be very specific about what this person needs and who they are.

Choosing Keywords

Your customers may not use the same vocabulary that you do. You need to make sure that the keywords you use for your ads reflect words they know and use. If you manufacture a waterproof jacket made from a newly developed fiber that you call neoprunella, but they don't know the term, they won't be using it. And if you are selling in Europe or Australia, they might call the garment an anorak rather than a jacket.

By accessing the keyword tool and entering some of the keywords and phrases you think they may use (which are probably the same terms you use on your optimized website), you can compare them to the customer description you created during the planning stage. Choose keywords you think are the best, and skip the ones that aren't (no matter how much you like them or how trendy they are).

Your goal is to find the best possible word or phrase, or “**bull's-eye keyword**” as Marshall and Todd call it in their book *Ultimate Guide to Google AdWords*. You can do a keyword search for each of the keywords that you come up with and then analyze how popular they are by seeing how many people search for them.

One of your goals is to select keywords that are attached to money. Google charges different amounts for clicks on your ads, and these charges are based on the popularity of a word or phrase. You'll see that

obscure phrases cost very little (because no one clicks on those ads!) whereas very popular words and phrases cost more.

In the example below, you'll see that my choice of keywords is not likely to get me any clicks at all!

		Draft campaign	Daily Clicks	Daily Impr.	Avg. Pos.	Daily Cost	CTR	Avg. CPC
		Draft campaign (1 ad groups, 3 keywords)	0.00	0	-	\$0.00	0%	\$0.00
		My keyword ideas (3) edit	0.00	0	-	\$0.00	0%	\$0.00
		self leadership workshops	0.00	0	-	\$0.00	0%	\$0.00
		self-leadership coaching	0.00	0	-	\$0.00	0%	\$0.00
		career change workshops	0.00	0	-	\$0.00	0%	\$0.00

Back to the drawing board! After making some adjustments, here's what our results look like:

		Draft campaign	Daily Clicks	Daily Impr.	Avg. Pos.	Daily Cost	CTR	Avg. CPC
		Draft campaign (1 ad groups, 4 keywords)	9.46	102	1.1	\$27.92	9.2%	\$2.95
		My keyword ideas (4) edit	9.46	102	1.1	\$27.92	9.2%	\$2.95
		career coaching	6.19	56	1.1	\$20.15	10.9%	\$3.26
		speaker	1.33	24	1	\$2.17	5.4%	\$1.63
		trainer	0.03	0	1	\$0.19	4.9%	\$7.01
		writer	1.92	20	1	\$5.40	9.2%	\$2.82

Clearly, this is a much better group of keywords for me to work with. My goal, and yours, is to create eight to 12 good groups of keywords, like this, before I get started.

Getting Good with Keywords

Keywords are only part of the equation. Keywords, a single word, do part of the work, but sometimes you'll want to use phrases to bring people to your site, because more is probably better. Isn't it?

Let's say that you sell used widgets and your keywords are as follows:

- Used widgets
- Australian used widgets
- Used widgets for sale

You also need to know that a keyword phrase like "used widgets" can also draw visitors who search for the following terms:

- Used widget
- British used widgets
- Used widgets dealers
- Widgets used in making tractors
- Used tractor dealers

However, your ad may start to draw people who have no interest at all in your widgets. You need to add **delimiters** to your ad, which you can do in a few different ways.

Phrase Matches

Place your keywords inside quotation marks so that you limit the spread of your ad into unrelated areas. The quotation marks tell Google not to add words in between what's in the quoted phrase:

- The phrase "used widgets" will make your ad show up in search results for used widgets, old used widgets, used widget, and used widgets for sale.
- Your ad for "used widgets" won't show up for searches for widgets used in making tractors or used tractor dealers.

Exact Matches

The use of square brackets [] tells Google to match your keywords exactly before letting your ad appear. If your keyword is expressed as [used widgets] your ad will not appear if someone searches for:

- Used widget
- British used widgets
- Used widget dealers

Modified Broad Matches

For new ad writers, the modified broad match is very flexible and user friendly. Instead of brackets or quotation marks (which you may find too limiting), you can add a plus sign before any of the words in your keyword phrase so that Google knows the word itself must be present in the search term, with some variation but without things that are unrelated.

If your keyword phrase becomes: +tinted +widgets, Google will show your ad when people look for:

- Tinted widgets
- British tinted widgets
- Tinted widgets in Canada
- Used tinted widgets in Britain

You can use the plus sign in front of all or any of the terms in your keyword phrase.

Long Tail and Short Tail

By now you probably have a whole list of keywords and phrases in your head and questions forming about just how long those phrases should be. If you want to reach pre-qualified customers, and not have clicks on your ad from people who are not at all interested, what about using a phrase to help really focus in on your product? Is it a good idea to use short phrases (short tail) or long ones (long tail)?

Sometimes people are really certain that there is a specific phrase connected to their business that is going to get them onto the top of the Google ranking. They are so certain of it that each page of their website has been optimized with the phrase “orange popsicle.” The problem, of course, is that anyone who searches for the term gets 1.5 million results. Your PPC ad ranking is going to take a lot of work to move from 57th (where it is now), to the top five (where you need it to be). Remember, your goal is to get your ad as high on the page as you can, preferably high enough that searchers don’t have to scroll down the screen to find you.

The **long tail** is about keyword phrases that are long, although not for the reason you may think. Long tail phrases reach more deeply into your product description, which makes for a more specific search. People using long tail search terms are more likely to find exactly what they want on your site because your keywords so closely match their search terms.

Let’s say that you were the first person to produce a digital camera with a 200x zoom; allows you to crop, resize, and eliminate red eye right on the camera; and weighs just 16 ounces. (Wow, I want one of these!) You’ve called this whizzy unit the Digital ALL27 and are ready to sell it, but people don’t know it exists yet. If a potential customer searches for digital cameras, they get about 129 million results with 14 PPC ads on the page. As the seller, you’ve got to do your homework to determine the phrases people look for, and in this case, you need to get more wordy rather than less.

When you analyze what people look for before clicking on your ad, you may find that there are lots of clicks on short phrases, but we also want you to look farther down the list. Sometimes there are as many people looking for longer phrases. Sometimes, it’s just one or two people at a time, but they add up to a larger group than the ones coming to you via short phrases. Those long phrases, which come from diversifying your search word bucket and creating descriptive phrases, are what you are looking for. (For our camera example, you want to target people who are not just looking for any camera, but want one that has a great zoom, can edit right on the camera itself, and is very lightweight.)

Understanding Ad Groups

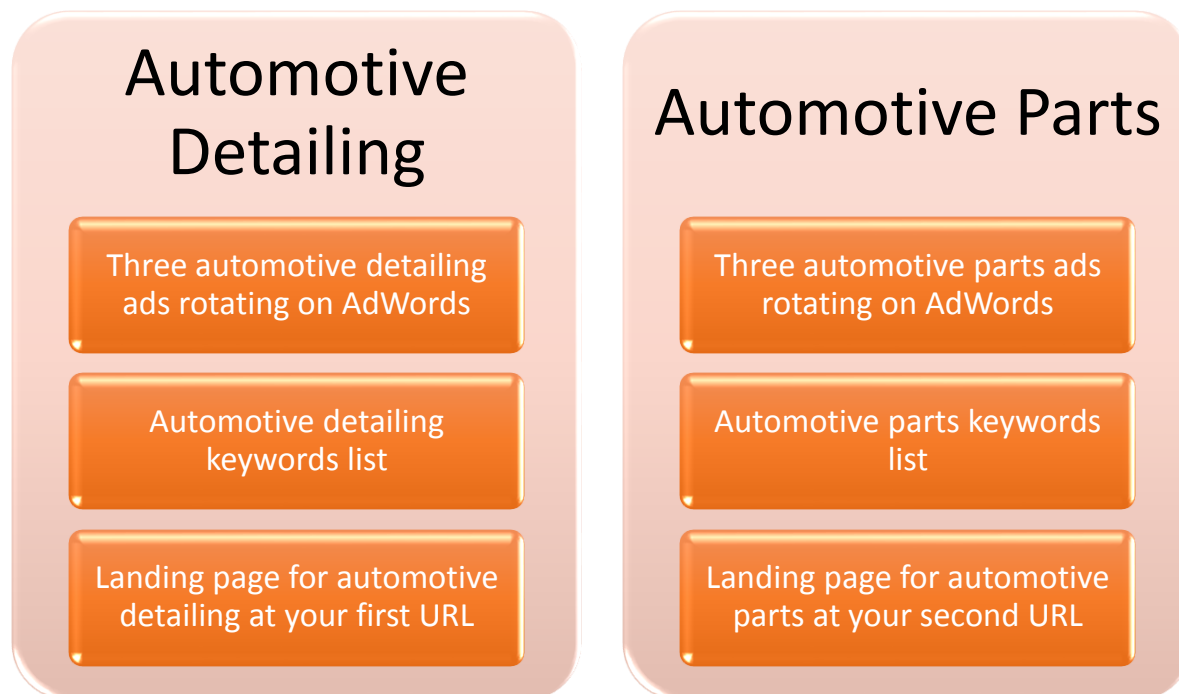
When you create your ad, you’ll create lists of keywords like we talked about earlier. You’ll also create **ad groups**, which are clusters of keywords and ads that relate to a particular topic or theme. You can create several ad groups for a single campaign, and ideally, you will have a separate ad written for each of your keywords so that you get the greatest exposure possible. This means that if you created a list of 25 keywords for one product, you would also create 25 ads and then track them through 25 ad groups. In a practical sense, of course, you would find yourself constantly tracking, so instead you can manage similar keywords through a single ad.

You need to be determined and committed to having each of your ad groups focus on just one type of product or service. If you want to advertise multiple products, there is no getting around the fact that you need to differentiate each type of product.

For example, someone who searches for “automotive *detailing*” wants to clickthrough to a page that describes auto detailing. On the other hand, someone searching for “automotive *parts*” needs a different page, where parts are listed. Although both of these topics relate to automotives, they are different subjects and need different web pages.

When you plan your campaign, you’ll be able to differentiate between different topics much more effectively than if you try and do this after you have launched your ads and are forced to make some adjustments.

Your plan could look like this:



Once you’ve got your plan completed and your website has been updated (if necessary), you can organize your keywords within an ad group. Remember to use the resources available on Google AdWords to help select, test, and keep track of your keywords. You can also access free services online to help with this or use a marketing company that specializes in AdWord campaigns. (Just watch your budget!)

Here is a sample keywords list. Note the negative keywords, too:

Automotive Detailing

- Automotive detailing provider
- Car detailing provider

Automotive Parts

- Automotive parts
- After market car parts

- Car detailing services
- Car cleaning provider
- Car cleaning services
- -truck
- -motorbikes
- -Jeeps
- Auto parts
- Engine parts
- Transmission parts
- Domestic car parts
- -foreign
- -import

Remove Clutter

While you create your keyword lists, you will probably be brainstorming for quite a while. When we do this, we tend to include words that are redundant or irrelevant. Or, after your ad has been running for a while, you notice that some keywords get no impressions at all. Make sure you remove the words cluttering your list, although keep in mind the value of negative keywords. If you had a keyword such as “Kia detailing” that never got an impression, you could create a negative keyword such as “-Kia” from it.